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West Midlands
Travel Trends



Achievements

Cycle route in Olympian's honour

The first part of £2.6million worth of cycle routes in North Solihull was officially opened and named after the Borough's most famous Olympian.

Godwin Way, in Chelmsley Wood, is named after the late Tommy Godwin, who won two cycling bronze medals in the 1948 Olympic Games, as well as being a Torchbearer when the Olympic Flame passed through the Borough in 2012.

It forms part of the North Solihull Strategic Cycle Network, which will see 13km of cycle routes built in North Solihull by 2015. The £2.6m project has been funded through the European Regional Development Fund and Centro's Smart Network, Smarter Choices scheme.

Talking map at Wolverhampton bus station

A pioneering information system for the blind and visually impaired has begun trials at Wolverhampton bus station. The Ariadne tactile map 'talks' to people to tell them where they are within the station when they press symbols on a touch-screen.

It shows local features such as offices, toilets, walls and doors, in Braille, raised ink and with tactile symbols that can be discerned by touch. But it also features an audio system that enables users to establish where they are in the station and to calculate how to get to where they want to.

Patrons of the Beacon Centre for the Blind in Sedgley have been brought in to help the development team from Centro and Nexus Alpha, giving their perspective and making suggestions where they think the map can be improved for users.

New services between Birmingham and Stratford

Travellers between Birmingham and Stratford-upon-Avon now have improved rail services after the introduction of more frequent services running later into the night. Centro has teamed up with Warwickshire County Council to fund the introduction of the new timetable, which came into operation in May 2013.

Previously the Stratford-upon-Avon Line, which runs between Moor Street station in Birmingham and Stratford, had the poorest evening service in the West Midlands - the last train departed from Birmingham to Stratford at 8.30pm and the last train from Stratford to Birmingham at 9.36pm. The changes also see the Saturday service frequency increase from every hour to half-hourly.

Centro wins Government cash to expand Park and Ride

Centro was awarded £2 million from the Government to expand its popular Park and Ride scheme at three more railway stations.

The funding is going towards enhancing facilities at Kings Norton station in Birmingham, Four Oaks in Sutton Coldfield and Stourbridge Junction under the West Midlands Access to Growth Package.

This is a £4m Centro scheme that will see extra parking spaces, including provision for car sharing bays, electric vehicle charging points and cycle hubs at these stations. The money has been awarded under the Government's Local Pinch Point Fund, a £170 million scheme to remove bottlenecks on the local highway network.

New 360 orbital bus route is miles ahead of its rivals

Coventry now has Europe's longest continuous urban bus route. The new 360 service is a total of 31.5 miles long, nearly six miles longer than that of the 11 outer circle route in Birmingham which is just under 26 miles and has held the title since 1926. The 360 links some of Coventry's showpiece locations on one route, including University Hospital, Jaguar Land Rover and the University of Warwick.

Unemployment scheme celebrates decade

An award-winning scheme which has helped nearly 14,000 West Midlands' jobseekers back into work celebrated its tenth birthday in 2013. It is a decade since Centro unveiled the WorkWise project, which provides free travel passes for unemployed people travelling to interviews or starting new jobs.

To mark the scheme's anniversary representatives, from Centro, Jobcentre Plus and the region's local authorities gathered to celebrate the project's success in supporting 13,691 residents back into work.

New plans will also see jobseekers in some areas equipped with a range of tailored cycling support including free bikes, cycle training and route planning to get to new jobs with pedal power. WorkWise first launched in Solihull's Chelmsley Wood and Birmingham's Sparkhill jobcentres in June 2003. After proving a major success the project was expanded to include larger jobcentres across the West Midlands to help even more of the region's jobseekers.

It is a key component of Centro's Smart Network, Smarter Choices project which aims to connect residents to jobs, cut congestion and boost the regional economy.

Greener workers

Dozens of the region's biggest employers have signed up to a free scheme to shrink their carbon footprint by helping employees travel in greener ways.

Centro and the region's seven city and borough councils are supporting businesses with grants of up to £10,000 to help staff take greener forms of travel to work as part of its Smart Network, Smarter Choices project.

Grants are also provided to match money invested by organisations choosing to install green travel equipment, such as secure bicycle storage or Real Time Information on screens. Each company receives free bespoke travel plans drawn up for employees to help inform them of the options available to them if they choose to leave the car behind.

More than 50 businesses have joined up to the scheme including Birmingham Airport, Coventry's Arena Retail Park, Walsall Football Club and Solihull shopping centre Touchwood. Npower, which employs more than 1,000 staff at its sites in Dudley and Solihull, is the latest to sign up to the project.

Funding to transform transport in the West Midlands

London-style smartcards and hundreds of new buses form part of a wide-ranging transport package worth more than £80 million set to transform bus travel in the West Midlands.

Improved infrastructure for Coventry and Wolverhampton City Centres are other highlights of the Partnership Plus agreement between Centro and National Express West Midlands (NXWM). It has also seen the introduction of the Swift smartcard on to the NXWM network, allowing all ticket deals to be loaded on to the card.

The two-year agreement, signed by the region's biggest bus company and the ITA, will build on the improvements delivered by previous partnerships. It includes more new buses, more Real Time Information at bus stops and extra on-bus cleaners.

Partnership Plus will also deliver ambitious new programmes including Sprint, a European-style rapid transport system, and 10 'gold' bus corridors which will benefit from new vehicles, better bus priority measures and real time information at stops.

New Technology

Passengers using the West Midlands bus, train and tram network are benefitting from a raft of new technology being introduced by Centro. Cutting-edge online and mobile tools are being increasingly harnessed by Centro to make it easier than ever for passengers to plan their journeys, get up-to-the-minute information on services and to report anti-social behaviour – all at the touch of a button.

A range of free smartphone applications can now be downloaded directly to passengers' Android device or iPhone. These include the NetNav app which allows users to plan their bus, train or tram journeys while the Network West Midlands app provides real time information and locates nearest public

transport stops and stations using GPS technology.

Both apps provide updates on service delays and incidents to allow passengers to amend their journeys on the move.

The Safer Travel Partnership, which consists of Centro, West Midlands Police, British Transport Police and transport operators, has also launched the See Something, Say Something app which allows users to report anti-social behaviour directly to officers.

Passengers can also keep up-to-date with latest travel information, report problems with infrastructure and get advice on ticket options at Centro's passenger information Twitter account @Networkwm.

Rail improvements

Rail passengers are in line for more than £10 million of improvements to stations across the West Midlands thanks to a new partnership agreement.

Transforming Rail Travel between Centro and London Midland continues a successful two-year arrangement to deliver further enhancements to services and facilities. Measures include a pilot smart-ticketing scheme, more CCTV cameras at stations, more park and ride provision and better ticket vending machines.

The original partnership agreement was signed in September 2011 and saw the partnership work together to increase customer satisfaction, grow passenger numbers and encourage a shift from car to rail.

This covered more than 50 commitments as part of six themes integrated working on projects such as smartcard technology, improving connectivity, customer satisfaction, safety and environment, marketing and promotion and information.

Key successes have proved to be improved passenger information, provision of new rail services, development of joint priorities for investment, improvements to local stations and jointly secured funding for more cycle storage.

New trams

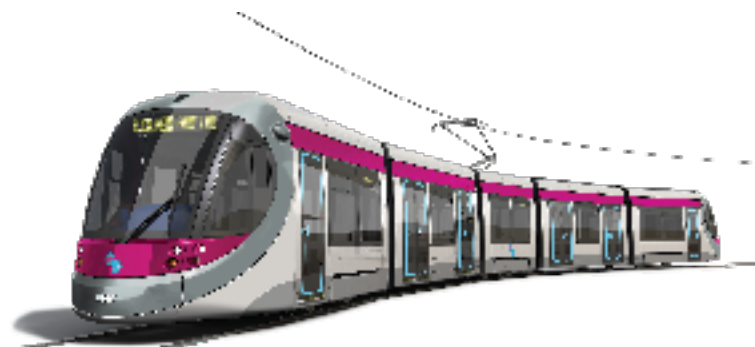
The first of a £40 million fleet of new Midland Metro trams was officially unveiled in October 2013, one of 20 being delivered to Centro during the year by Spanish manufacturer CAF.

The new trams will go into service on the existing Metro route between Birmingham and Wolverhampton this year after undergoing several months of testing followed by a period of driver training.

They will also be deployed on the Metro extension now being constructed through Birmingham which, when completed in 2015, will see trams return to the city's streets for the first time in more than 60 years.

The extension is expected to create more than 1,300 new jobs and boost the West Midlands economy by more than £50 million a year.

The new Urbos 3 tram is a third bigger than the Metro's existing fleet, carrying around 200 passengers compared to 156. This, together with a frequency of 10 trams an hour, will increase overall capacity by 40 per cent.



Adopt a bus

Councillors from Centro have been out and about on the West Midlands bus network in a unique scheme to further improve services. All 27 elected members have 'adopted' a bus route within the region under the groundbreaking Partnership Plus agreement signed by Centro and National Express West Midlands in 2013.

Members are travelling their routes to see for themselves the problems passengers and bus drivers may encounter that can affect services, such as traffic pinch-points. They are also feeding back to National Express their experiences on the journey including driving standards, cleanliness, time keeping, safety and security.

Local Connectivity Package

A £2bn package of rail, tram and rapid transit schemes to ensure the West Midlands secures the maximum economic benefits possible from HS2 was formally agreed. The Local Connectivity Package will enable the West Midlands to more than double the potential benefits of HS2 by best connecting and feeding into the high speed rail line. Schemes include capacity improvements on the Snow Hill lines, the introduction of rail passenger services on the Camp Hill line in south Birmingham, Metro tram extensions from Wednesbury to Brierley Hill and through Birmingham's Eastside district to the city's HS2 station and a rapid transit link between the HS2 station at the airport/NEC and Coventry.

The schemes would be delivered over a 10-15 year period, the equivalent of a £167m a year investment in the West Midlands.

Rail CCTV

Rail passengers are set to benefit from a £700,000 expansion in crime-busting CCTV cameras at train stations across the West Midlands. More than 24 stations will be upgraded with the latest high definition cameras beaming pin sharp images to a round-the-clock monitoring centre. Images from the new CCTV cameras will be monitored 24 hours a day at the Safer Travel Command Centre in central Birmingham. The centre is the operational base for nearly 80 police officers and staff from the Safer Travel Partnership - a taskforce dedicated to tackling crime and anti-social behaviour on the region's transport network.

The CCTV improvement package follows discussions between Centro and London Midland to determine what sort of extra investment would best benefit local passengers.

Park & Ride extensions

Commuters using a suburban rail station are benefitting from more free parking thanks to a £260,000 Park and Ride extension, with the second car park at Yardley Wood Station in Birmingham opening in April 2014, adding a further 59 spaces to the 100 already available.

The extension was carried out to ease overcrowding at the facility which has proved so popular with commuters that it is often full before the end of morning rush hour. With 30 per cent of all journeys into Birmingham city centre now being made by train, the extra spaces could see a further 30,000 commuter car journeys taken off the roads each year.

The new facility is built on the site of a former petrol station and features low-energy lighting, a cycle shelter, CCTV cameras and help points linked to the Network Safety and Security Centre.

Centro and its partners have invested more than £15 million in Park and Ride facilities since 1997 to provide more than 7,331 free spaces at 53 heavy rail car parks and four Metro tram stops across the region.

These spaces are calculated to take around three million journeys off the region's roads each year, reducing carbon dioxide emissions by more than 6,000 tonnes.

Another new, free-to-use car park has been opened at Longbridge in Birmingham, providing 102 spaces, while work has started on the Park & Ride extension at Rowley Regis station.

Congestion cutting

More than £650,000 is being spent on cutting congestion along one of Sandwell's busiest bus routes thanks to Centro and Sandwell Council providing a package of improvements along roads.

Those travelling along the route, which connects Walsall with Blackheath, will benefit from more efficient travel to West Bromwich centre, Sandwell College and West Bromwich bus station. The move follows more than £500,000 spent on similar improvements to the No 4 and other bus routes in the Walsall area.

Upgrades to nine junctions are being made including bus priority measures which will speed up journeys for passengers.

Pedestrians in the area will also see improved crossing facilities with five pelican crossings being replaced with puffin crossings, which allow people to view both the display and oncoming traffic while waiting for the signal to change.

Metro funding boost

Transport Minister Baroness Kramer announced a £5 million funding package in March 2014 to upgrade the on-street Midland Metro tram tracks through Wolverhampton.

The Minister made the announcement while in Birmingham to see first-hand how construction is progressing on the £128 million Metro extension through the heart of the city. The government funding will enable Centro to replace tracks in the Bilston Road area of Wolverhampton which are now 15-years-old and badly worn.

The work, due to be carried out in July/August 2014, will help the Metro maintain its 99 per cent reliability while offering passengers a much quieter, smoother ride.



New cycle hub

The first of a new generation of bespoke cycle storage hubs being installed at railway stations across the West Midlands was unveiled.

The 'cycle hub' at Selly Oak railway station is the result of a one-off custom design by Centro and will now serve as the blueprint for other stations in the region. The sleek, glass and steel structure provides weather-proof storage for up to 23 bicycles and features a state-of-the-art, swipe card activated door along with internal and external CCTV cameras to help keep bikes secure.

Access to the hub is available for regular cyclists using the station who sign up to the scheme. Around 50 cyclists will be able to join initially and each will be issued with a unique swipe card providing 24-hour-access.

The project has been part funded by £60,000 secured by local rail operator London Midland from the Association of Train Operating Companies' Cycle-Rail fund.

Work is already underway to install similar facilities at Longbridge, Stourbridge Junction and Rowley Regis stations. Centro is also working with Birmingham City Council to identify other possible venues in the city as part of the council's Cycle Revolution project.

Bromsgrove station relocation

Work began on a £17.4 million new railway interchange in Bromsgrove. It is being built about 400m south from the existing station and funded jointly by Worcestershire County Council, Centro, Network Rail and the Department for Transport.

The new facility will include a station building, four platforms connected by a footbridge and lifts, and a 350-space car park. The station project will also see electrification of the line between Barnt Green and Bromsgrove by Network Rail.

The electrification project is due for completion in summer 2016 and will allow increased frequency of trains from Bromsgrove to Birmingham and link to the Cross City line, allowing three trains per hour to run to both Redditch and Bromsgrove.

Bus improvements

Bus services in the West Midlands have improved more than in any other part of the country, according to an independent survey.

Figures released by transport watchdog Passenger Focus show that 86 per cent of bus passengers in the West Midlands were satisfied with their overall service in 2013 – up from 79 per cent in 2012.

The findings show an increase in all the key satisfaction indicators during 2013 with punctuality at 73 per cent (up from 64 per cent); journey time on bus 86 per cent (81 per cent); helpfulness and attitude of bus driver 64 per cent (55 per cent) and value for money 62 per cent (50 per cent). It also shows that concern about anti-social behaviour was down from 17 per cent in 2012 to 10 per cent in 2013.

The seven per cent increase in overall satisfaction – the biggest rise in the country – follows a decision last year by Centro and key operators like National Express West Midlands to set up a special taskforce in which passengers, bus drivers and officials sat down together to find ways of improving services.





Regional Population & Economic Trends

Introduction

This fact sheet contains information about topics that have an impact on public transport provision within the West Midlands. Areas covered include population estimates, unemployment, car ownership, household expenditure on transport and fuel consumption.

Population

- Mid-year population estimates for 2012 show the West Midlands Metropolitan Area had a population of 2.7 million. This was 23,000 more compared with 2011 and an increase of 0.8%.
- The largest percentage increases were 2% in Coventry and 1% in Birmingham.
- Population density remains highest in Birmingham, with 40.7 people per hectare and lowest in Solihull with 11.7 people per hectare.

Population Projections

- The West Midlands Metropolitan Area population is projected to increase by 443,900 (16.1%) during the period 2012 to 2037.
- In common with the UK and most other countries, the West Midlands has an ageing population. The proportion of people aged over 60 is projected to increase from 20.3% in 2012 to 24.3% by 2037.
- The younger population, with the proportion of people aged 0 to 19, is projected to drop slightly from 26.7% in 2012 to 25.8% in 2037.
- By comparison, the proportion of people between the ages of 20 to 59 is expected to fall from 53% to 50% in 2037.
- The population projection chart shows the estimated trend in the West Midlands population from 2012 to 2037.

Unemployment

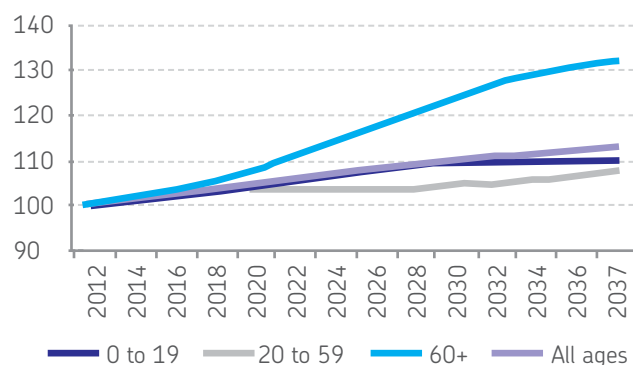
- Unemployment for the West Midlands Metropolitan Area in 2013/14 stands at approximately 11.4%. Compared with 2012/13 there are now approximately 6,900 fewer people unemployed in the West Midlands. There have been decreases in Birmingham (3.2%), Coventry (30.4%), Sandwell (7.5%), Solihull (11.8%) and Wolverhampton (18.2%). Dudley is the only district to experience a rise in unemployment during this period (by 42.3%) and it remained static in Walsall.

Population

Population Statistics	Households (2011 Census)	Mid-year Population Estimates		% Split		Population Density per Ha.	
District	2011	2011	2012	2011	2012	2011	2012
Birmingham	410,736	1,074,300	1,085,400	39.2	39.3	40.2	40.7
Coventry	128,592	316,900	323,100	11.6	11.7	32.2	32.9
Dudley	129,867	313,300	313,600	11.4	11.4	32.1	32.1
Sandwell	121,498	309,000	311,300	11.3	11.3	36.2	36.5
Solihull	86,056	206,900	207,400	7.6	7.5	11.6	11.7
Walsall	107,822	269,500	270,900	9.8	9.8	26	26.1
Wolverhampton	102,177	249,900	251,000	9.1	9.1	36.1	36.3
West Midlands	1,086,748	2,739,700	2,762,700	100	100	30.5	30.7

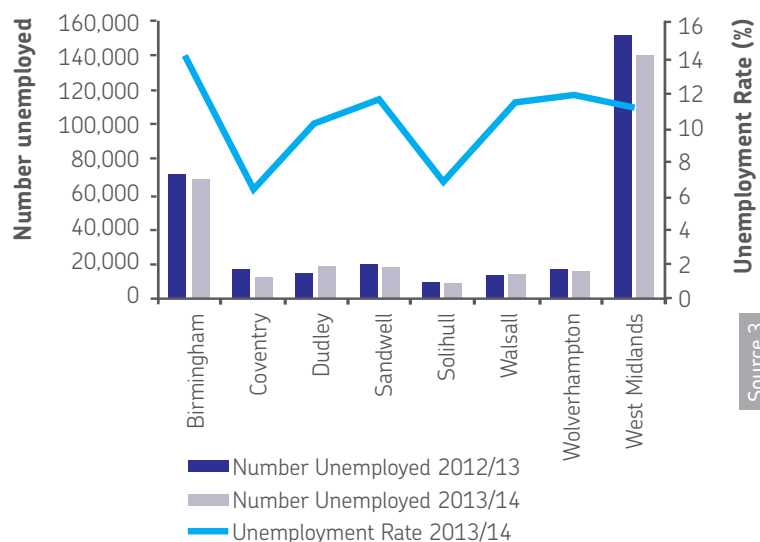
Source 1

Population Projections



Source 2

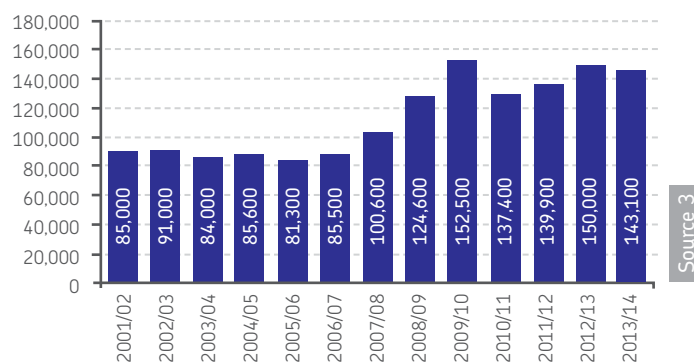
District Unemployment Levels



Source 3

- The trend is the same for the United Kingdom, with a 7.4% decrease in unemployment from 2012/13 to 2013/14. Over this period, the number of people unemployed in the United Kingdom has decreased to approximately 2.3 million from 2.5 million.
- The unemployment rate shows the percentage of people aged 16+ who are unemployed. The 2013/14 unemployment rate for the West Midlands is 11.4% (12.1% in 2012/13). In comparison, the unemployment rate for the United Kingdom is 7.2% (7.8% in 2012/13).
- The 2013/14 unemployment rates for the districts are Birmingham 14.1%, Coventry 6.4%, Dudley 10.3%, Sandwell 11.6%, Solihull 6.5%, Walsall 11.4% and Wolverhampton 11.8%.
- The district unemployment chart shows the number of unemployed for each district within the West Midlands Metropolitan Area.
- The West Midlands unemployment trends chart shows trends in unemployment in the West Midlands since 2001/02, when unemployment was 85,000.

West Midlands Unemployment Trends

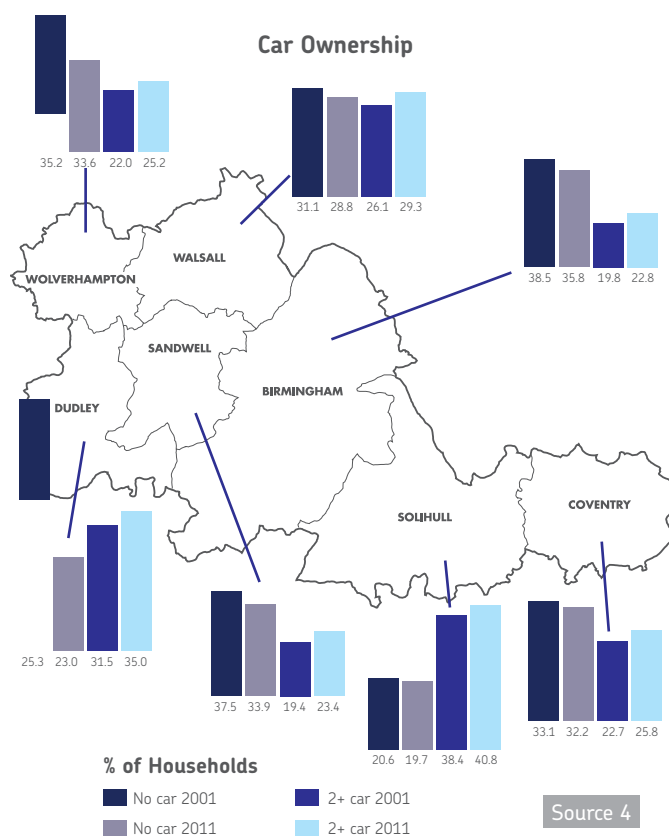


KEY FACTS

- West Midlands population: 2.7 million
- Unemployment in West Midlands stands at 11.4%
- Birmingham (14.1%) and Wolverhampton (11.8%) now have the highest rates of unemployment. Coventry has the lowest at 6.4%

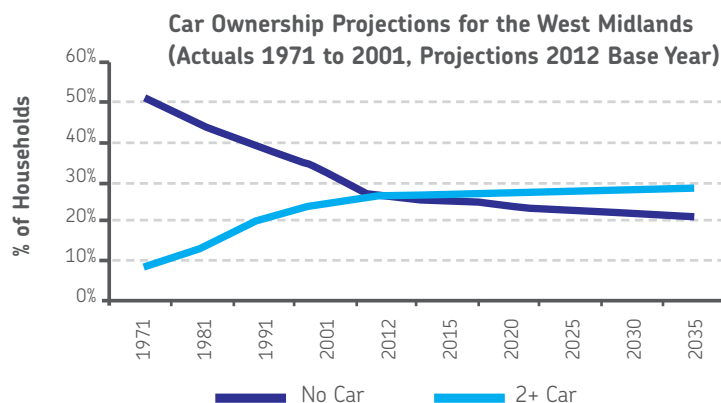
Car Ownership

- The census shows a continual increase in car ownership, with more households having two or more cars and fewer households having no car. Since 1971, the percentage of households in the West Midlands Metropolitan Area with two or more cars has risen from 8% to 27% in 2011. The percentage of households with no car has fallen from 51% in 1971 to 31% in 2011. This trend has been seen in each of the seven West Midlands metropolitan districts.
- The car ownership map illustrates the increase in levels of car ownership from the 2001 to 2011 census and also illustrates that levels of car ownership varies across districts. In 2011, Solihull had 20% of households who did not have a car, compared with 36% in Birmingham.
- A continual increase in car ownership is expected over the next few decades. In 2035 it is projected that 22% of households in the West Midlands will have no car and 29% will have two or more cars. A similar picture is projected for Britain as a whole. In 2035 it is projected that 19% of households will have no car and 32% will have two or more cars.



Household Expenditure on Transport

- The Family Spending Survey identifies average weekly household expenditure within Government Office regions; this includes the wider shire counties of the West Midlands.
- The latest statistics show that weekly household expenditure in the West Midlands region in 2012 was £441 compared with £425 in 2011. This trend is also apparent in the UK as a whole, with an increase from £471 to £482. All commodities saw a rise in spending or remained the same within the West Midlands, though there was a fall in education.
- Transport represents the largest portion of weekly household spending at 14.3%. Transport costs include purchase of vehicles and operational costs, and represents 12.3% of weekly household expenditure. Public transport fares represent the remaining percentage share at 2%.
- The table shows expenditure for each commodity as a percentage share of total expenditure, and the chart illustrates the average weekly household expenditure by commodity.



Average Weekly Household Expenditure for West Midlands

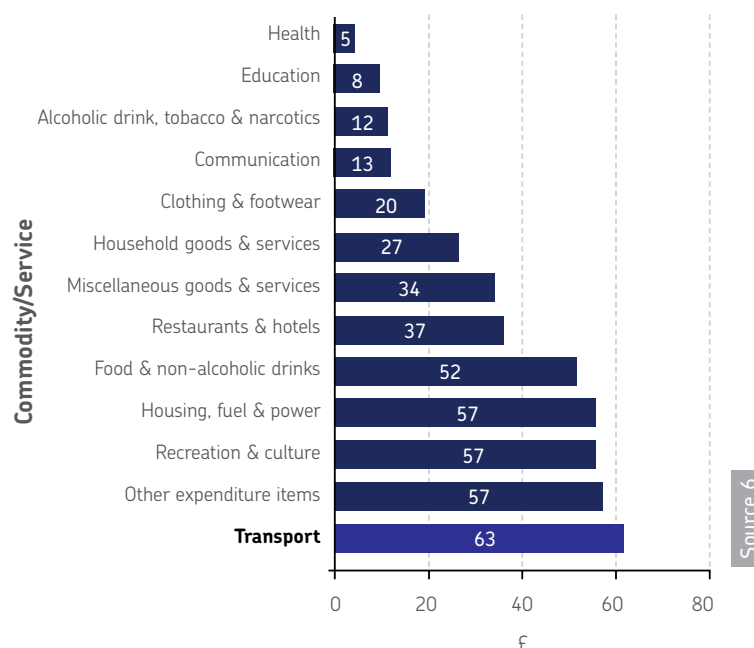
Health	1%
Education	2%
Alcoholic drink, tobacco & narcotics	3%
Communication	3%
Clothing & footwear	4%
Household goods & services	6%
Miscellaneous goods & services	8%
Restaurants & hotels	8%
Food & non-alcoholic drinks	12%
Housing, fuel & power	13%
Recreation & culture	13%
Other expenditure	13%
Transport	14%

Source 6

KEY FACTS

- Transport represents one of the largest items of weekly household spending, at 14.3% for the West Midlands region and 13.5% for the UK
- Fuel prices have decreased, comparing April 2014 to April 2013
 - Super unleaded down 7.9p per litre
 - Premium unleaded down 8p per litre
 - Diesel down 5.3p per litre
- Tax per litre on unleaded fuel increased to 61.7% from 59%

Average Weekly Household Expenditure for West Midlands



Fuel Consumption

- Latest regional road transport consumption statistics show the West Midlands Metropolitan Area uses approximately 1.07 million tonnes of fuel a year, a slight decrease from the previous year. Cars represent 64% of the total fuel consumption, with petrol cars representing the largest share at 40% and 24% for diesel cars.
- Buses represent only 5% and goods vehicles have remained at 30% of the total road transport consumption.
- Statistics for the UK show broadly the same trend as the West Midlands with cars representing 60% of total fuel consumption and buses only 4%.

Fuel Prices

- Comparing fuel prices in April 2014 with prices in April 2013 shows that there has been a decrease in prices per litre for diesel, super and premium unleaded.
- Super unleaded has decreased by 7.9p, premium unleaded by 8p and diesel by 5.3p.

Source 1: ONS 2001 & 2011 Census Area Statistics
ONS Mid 2011 & 2012 Population Estimates

Source 2: ONS Revised 2012-based national population projections

Source 3: ONS LocalArea Labour Force Survey: 2012/13

Source 4: ONS 2001 & 2011 Census Area Statistics

Source 5: DFT Temprow 2014

Source 6: ONS Family Spending 2013

Source 7: Department of Energy & Climate Change, Road Transport Energy Consumption at Regional and Local Authority Level, 2011 (Revised 2014)

Source 8: Department of Energy & Climate Change, Monthly Energy Prices 2014

Source 1, 2, 3, 4 & 6: National Statistics website: www.statistics.gov.uk. Crown copyright material is reproduced with the permission of the Controller of HMSO.

Regional Road Fuel Consumption

% of total	Buses	Cars	Motor cycles	HGV	LGV
Birmingham	6%	68%	0.4%	12%	13%
Coventry	5%	69%	0.4%	13%	13%
Dudley	6%	66%	0.5%	13%	15%
Sandwell	5%	58%	0.4%	21%	16%
Solihull	3%	62%	0.3%	22%	13%
Walsall	5%	56%	0.4%	23%	15%
Wolverhampton	7%	67%	0.5%	10%	15%
West Midlands	5%	64%	0.4%	16%	14%
United Kingdom	4%	60%	0.5%	21%	15%

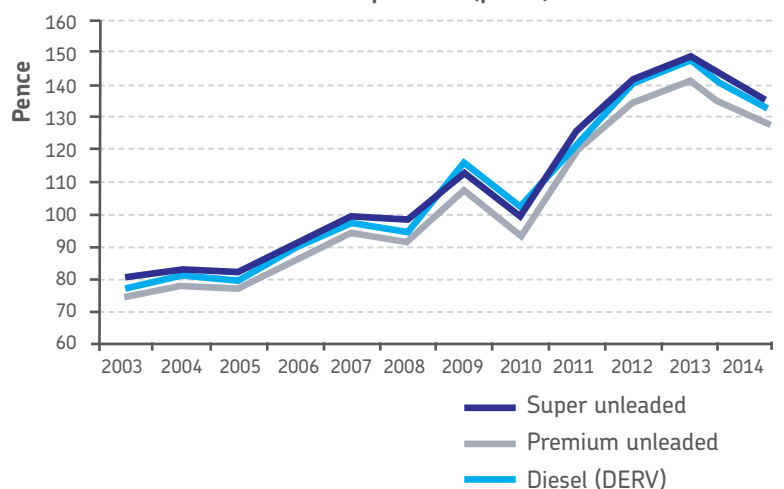
Source 7

Fuel Prices per Litre (pence)

YEAR	Super unleaded	Premium unleaded	Diesel (DERV)
2002	80.6	75.0	76.9
2003	83.1	78.2	80.9
2004	82.5	77.8	79.2
2005	91.1	85.3	89.6
2006	99.4	94.1	97.6
2007	98.4	91.9	94.7
2008	113.1	107.6	116.5
2009	99.4	93.6	101.9
2010	126.1	119.8	121.0
2011	141.8	134.7	141.1
2012	148.8	141.7	147.7
2013	144.2	136.8	141.2
2014	136.3	128.8	135.9

Source 8

Fuel Prices per Litre (pence)



Source 8



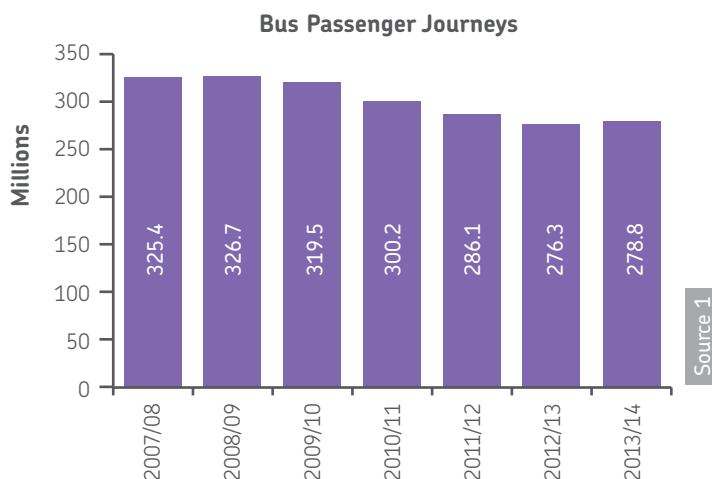
Patronage & Fares

Introduction

This fact sheet highlights trends in public transport patronage and fares. Travel by bus, rail, Metro and accessible bus services are analysed. Sales volumes and revenue for the different ticket types and trends in fare prices are examined.

Bus Passenger Journeys

- The total number of passenger journeys in 2013/14 was 278.8 million.
- Concessionary travel in 2013/14 was 89.4 million and non-concessionary travel was 189.4 million.
- Comparing bus patronage across Passenger Transport Executives (PTE) shows that bus patronage has increased in all PTE areas apart from Greater Manchester and Tyne & Wear.
- Bus patronage per head of population remains the highest in Tyne & Wear with 12.1 million passenger journeys per 100,000 people, followed by the West Midlands with 10.1 million, Merseyside with 9.9 million, West Yorkshire with 8.2 million and both Greater Manchester and South Yorkshire with 8 million.
- There have been favourable movements recently in certain drivers of bus use. The number of West Midlands' residents in work has risen for the fifth year in a row, whilst the population grew by 1% between 2012 and 2013, with much of the growth being migration by working age people. Added to this, West Midlands' bus services have improved more than in any other part of the country according to the transport watchdog Passenger Focus as satisfaction surveys proved.



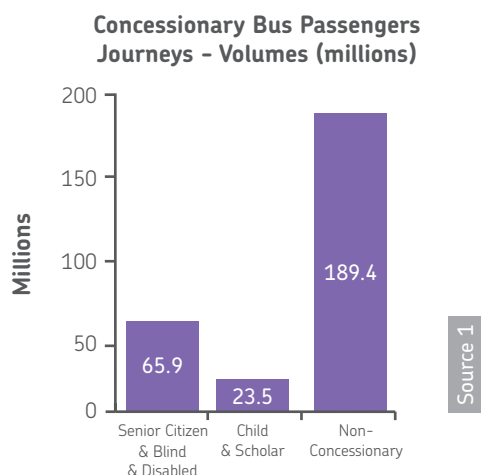
KEY FACTS

- Bus passenger journeys made in 2013/14 were 278.8 million
- Non-concessionary passenger journeys: 189.4 million
- Concessionary passenger journeys: 89.4 million
- 1,286,418 passenger trips were made using accessible door-to-door bus services
- Ⓜ Network total ticket sales have increased by 10%
- Ⓜ Bus total ticket sales have decreased by 25.5 %

Concessionary Travel Analysis

The charts opposite and overleaf show the volumes and percentage share of journeys for each of the passenger groups.

- The number of total passenger journeys made in 2013/14 under both the Disabled Concessionary Travel Pass and the Older Person's Concessionary Travel Pass schemes decreased to 65.9 million from 66.1 million in 2012/13.
- Passenger journeys made under the Child and Scholar scheme have decreased to 23.5 million in 2013/14 from 24.3 million in 2012/13.



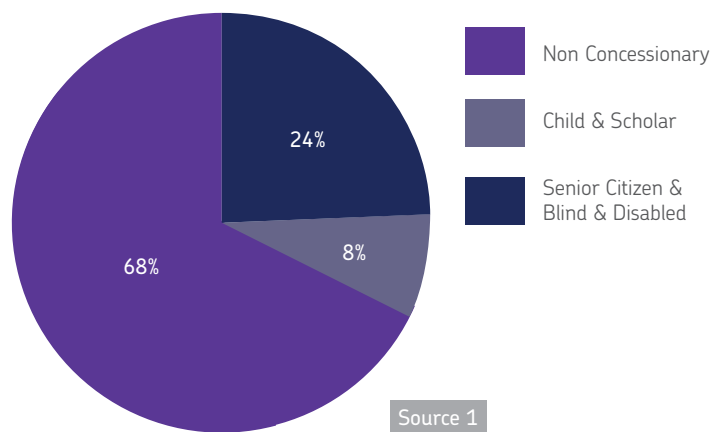
Travel Pass Analysis

- Of the 278.8 million bus journeys made in 2013/14, 89.4 million journeys were made under concessionary travel schemes (older person, disabled and children); this represents 32% of all bus journeys.
- Passenger journeys made under the combined Senior Citizen and Blind and Disabled scheme represent 24% of all bus journeys. There are approximately 484,996 free passes (455,581 Senior Citizens & 29,415 Blind and Disabled) on issue under the combined scheme.
- The take-up rate of the free Older Persons Concessionary Travel Pass was estimated to be around 95% but due to the changes in eligibility, it is difficult to assess how many eligible people there are at present in the area. It would appear the take up rate amongst the 60-64 year-olds who came into the free scheme in July 2005 continues to run at a significantly lower level than those 65 or above. It is generally considered that 60-64 year-olds undertake significantly less trips per year than has historically been the case, partly due to many of the new pass holders being economically active and their trips are commercial and not valid under some schemes if going to work in the morning peak.
- Child and Scholar peak (to and from school) passenger journeys represent 8% of all bus journeys.

Accessible Door-to-Door Bus Services

- The chart on the right shows the trend in the number of journeys made by passengers on Ring and Ride bus services within each operating area.
- Passenger trips made by Ring and Ride decreased by 6.5% in 2013/14 compared with 2012/13. The total number of trips was 1,286,418, down from 1,376,415 in 2012/13.
- Comparing trips in operating areas in 2013/14 with 2012/13 shows that all eight operating areas experienced a decrease in passenger trips, with the largest decrease in Coventry (10.9%).
- Of the total trips made in 2013/14, 1,263,550 trips were registered user trips and 22,868 were companion trips. There was a decrease of 6.4% for registered user trips and a decrease of 15.6% for companion trips.
- The number of active registered users (who have used the service in the previous six months), decreased by 14.5 % to 18,339 in 2012/13 compared with 21,448 at the end of 2011/12.
- Trip refusals increased by 33.9% and cancellations by users decreased by 21.6%.
- Ring and Ride services operate within the urban areas of the West Midlands and Taxibus services operate within the rural 'Meriden Gap' area between Solihull and Coventry.

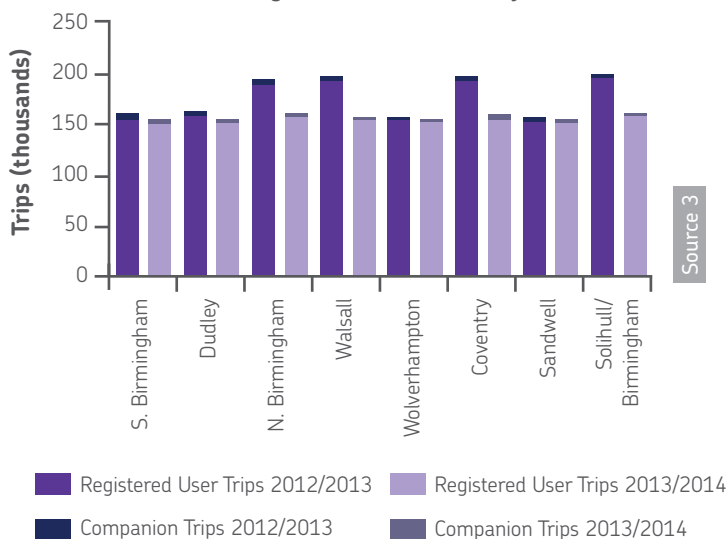
% Share of Bus Passenger Journeys



ACCESSIBLE DOOR-TO-DOOR BUS SERVICES

- Ring and Ride is the main door-to-door accessible transport service operating throughout the West Midlands. The service operates from 0800 until 2300, seven days a week and is run by a charity, West Midlands Special Needs Transport Ltd (WMSNT), which receives funding from Centro.
- The grant paid to WMSNT in 2013/14 was £10.5m (down from £11.1m in 2012/13).
- In 2013/14, 21,860 passenger journeys were made by Taxibus, a decrease of 2% from 2012/13 when 22,315 journeys were made.

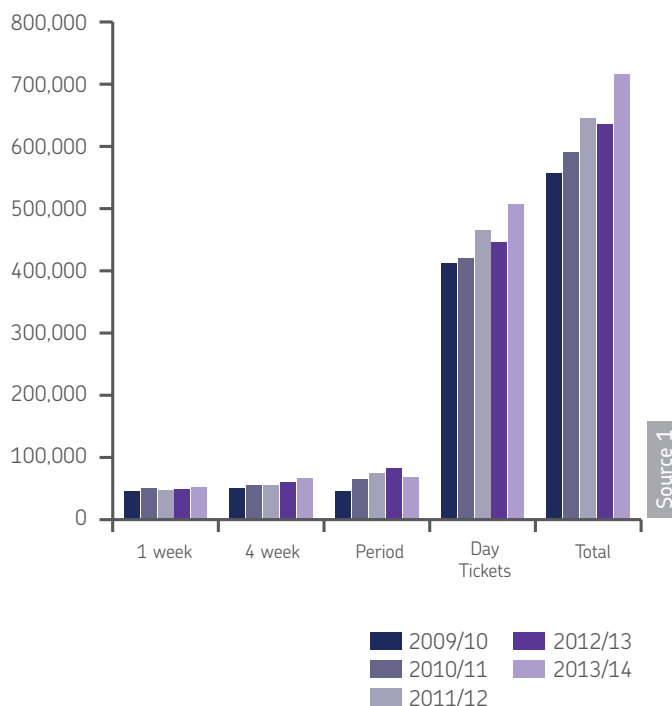
Ring and Ride Bus Journeys



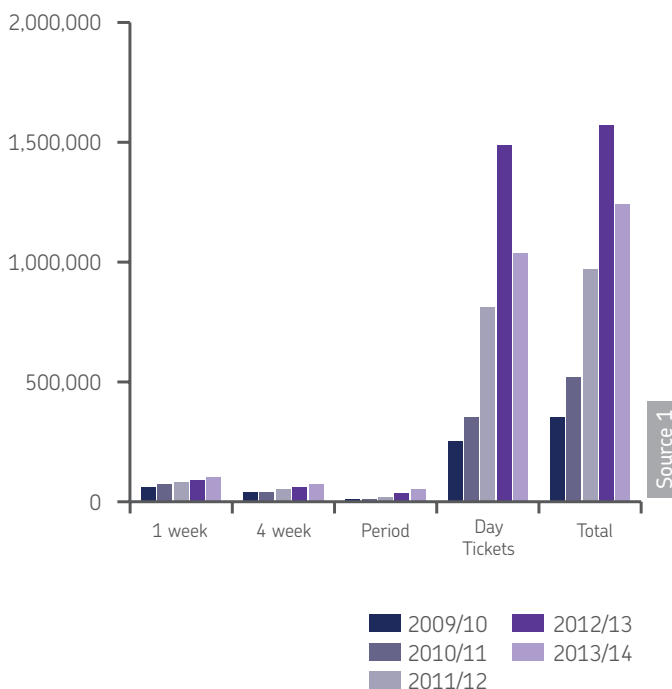
Ticket and Fares

- The **onetwork** ticket scheme has had a successful year with sales up 10% overall, moving from 644,057 products sold in 2012/13 to 710,212 in 2013/14.
- There has been some key and significant growth throughout the year for a number of products within this ticketing range, particularly the child 4 week ticket up 37%; both the adult and child Direct Debit schemes have grown by 15% and 27% respectively; the adult 4 week ticket is up by 8%; Student Term Extra sales are up by 3% and both the Adult Day and Adult Daytripper tickets have seen growth of 27% and 11% respectively.
- There has, however, been a decline in sales for both the adult 13 week and 52 week products and the child Term Extra ticket with customers transferring onto the Direct Debit schemes.
- Overall child season ticket sales are up a total of 15%; adult season ticket sales are up 1%; Student Term Extra sales are up 3% and day ticket sales are up 14%. However, pre 0930 tickets are down 22% overall.
- The value of the **onetwork** ticketing range now stands at £16.4m, up by 10% from £14.9m last year.
- Validity for **onetwork** in 2013/14 is also up by 3.5% compared to last year, moving from 822,732 weeks of travel sold to 851,473.
- The **oBus** ticketing range has seen a decline in total sales from 2012/13 to 2013/14, with sales in 2013/14 reaching 1,225,863 in comparison to 1,646,464 products sold the previous year, a decline of 25%.
- The adult season ticket range, however, has had an exceptionally successful year up 19% overall with all individual products in the range showing significant growth, particularly the Direct Debit scheme growing by 30% and 1, 4 and 52 week ticket sales up 13%, 26% and 7% respectively.
- Child season tickets are up 13% overall with the Direct Debit scheme growing by 66%. This has meant other tickets in the range have seen some decline as customers transfer onto the scheme.
- There has been some decline in the performance of the day ticket range down 28% overall. However, some of this decline can be accounted for by the growth in season ticket sales. The decline in overall **oBus** ticket sales is largely due to the decline here. Pre 0930 products are also down 6% overall.

onetwork Sales

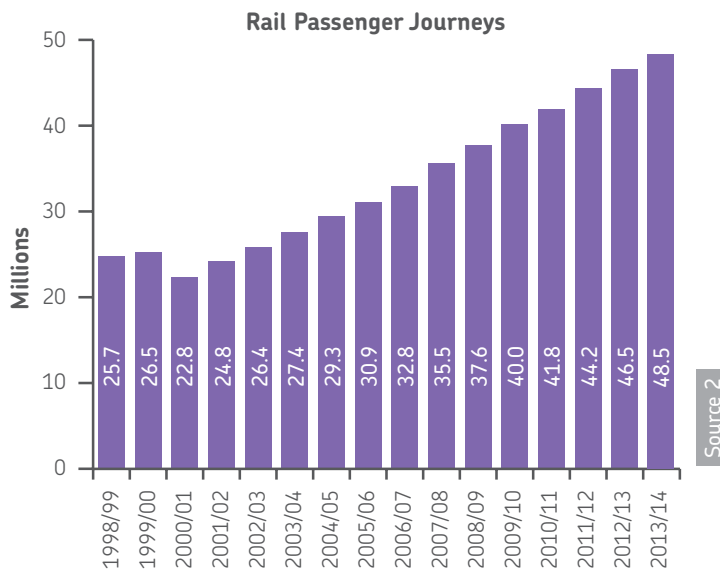


oBus Sales



Rail Patronage

- The chart shows the number of passenger journeys made annually since 1998.
- Rail patronage in the West Midlands has increased by 4.3% during 2013/14 to 48.5 million. In 2012/13 rail patronage was 46.5 million.
- Comparing rail patronage across Passenger Transport Executives (PTE) shows that rail patronage has increased in some of the PTE areas. Tyne and Wear had the highest increase (7.1%), followed by Merseyside (5.4%) and then West Midlands.
- Rail patronage per population remains the highest in Merseyside with 3 million passenger journeys per 100,000 people, followed by the West Midlands with 1.8 million, Greater Manchester 1 million, South Yorkshire 0.7 million and Tyne and Wear with 130,000.



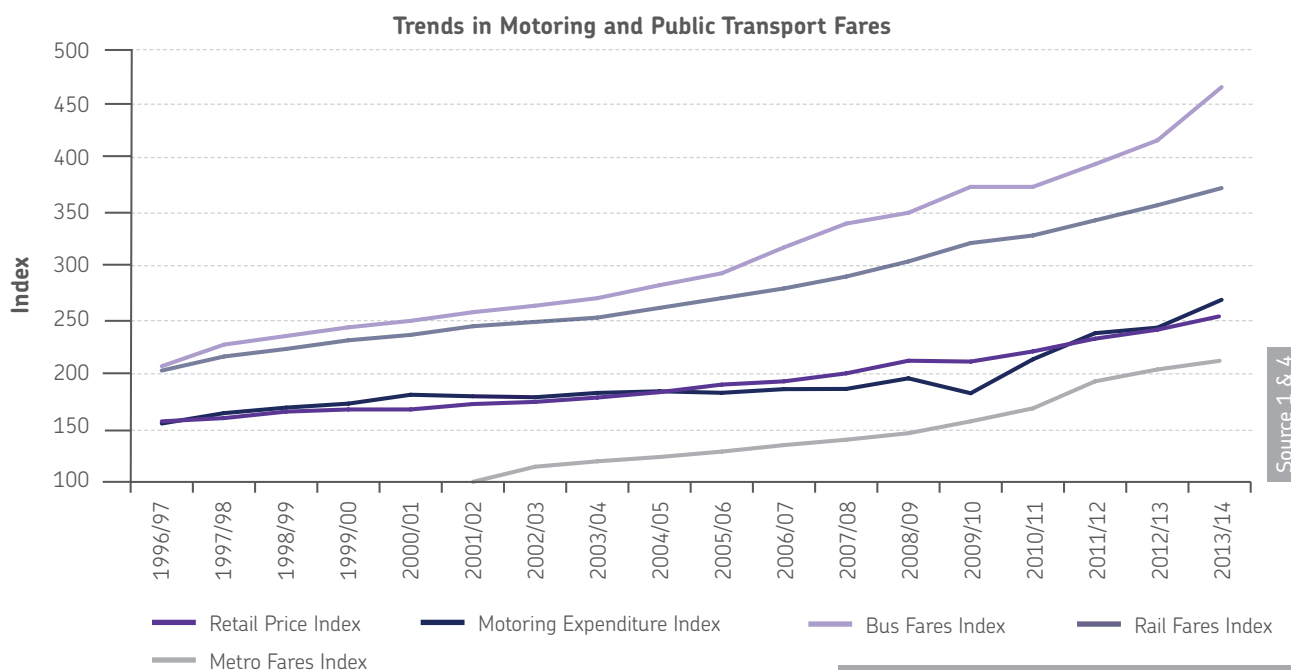
Metro Patronage

- The chart shows the number of passenger journeys made annually since the opening of Line One in 1999.
- Metro patronage has remained at 5 million in 2013/14.



Trends in Patronage and Fares

- The chart shows indices for motoring expenditure and public transport fares, as well as the Retail Price Index (RPI) to allow a comparison of trends.
- In 2013/14 rail fares increased by 3.1%, Metro by 3.6% and bus fares by 5%.
- In comparison, fuel price decreases meant that motoring expenditure decreased by 1.8%. RPI increased by 2.5%.



Source 1: Business Support - Concession Payments
Source 2: Business Support - Research & Intelligence
Source 3: WMSNT
Source 4: Consumer Price Indices: National Statistics



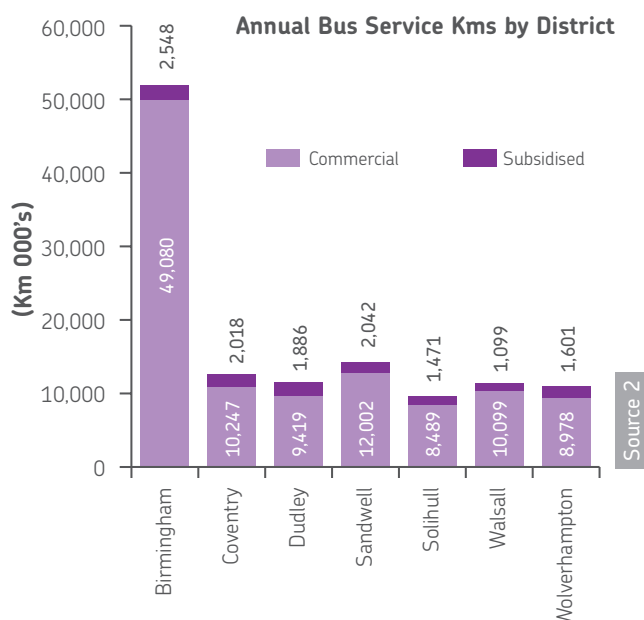
Bus Services

Introduction

A key transport objective for the West Midlands is to ensure significant modal shift away from the car. For the vast majority of West Midlands' residents, the main alternative will be the bus. Ensuring that buses are readily accepted as the mode of choice is at the heart of 'Transforming Bus Travel' a strategy in which Centro looks to bring about significant quality and network improvements which address the concerns, needs and expectations of current and future passengers. Building strong partnerships with bus operators will be fundamental to the successful delivery of quality end-to-end services passengers expect, and a number of these partnerships have already been agreed. This factsheet gives details of bus services provided in the West Midlands, the level of service kilometres (kms) operated by bus companies and details of the subsidised bus network.

Network

- Bus service kms operated during 2013/14 totalled 121 million, a decrease of 2.6% from 2012/13.
- The majority of service kms are operated commercially and the rest require public subsidy to operate. The percentage share of commercial and subsidised bus service kms is 89.5% commercially operated and 10.5% subsidised.
- The number of commercial bus service kms decreased by 3.1% in 2013/14 (108.3 million kms). The number of subsidised bus service kms increased by 1.7% in 2013/14 (12.6 million kms). The chart shows the

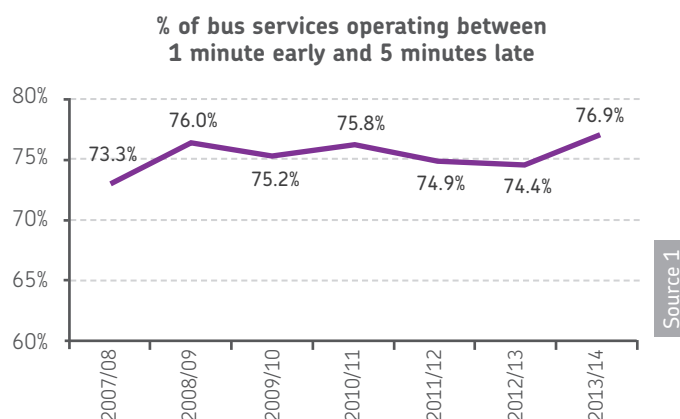


annual commercial and subsidised bus service kms operated within each district.

- Centro subsidises bus services to operate at times when operators have decided that they are not commercially viable
- During 2013/14, the number of journeys made on subsidised bus services decreased to 11 million.

Commercial Performance

- Bus punctuality is a top priority for people in the West Midlands and is key to helping increase bus usage. Centro undertakes continual surveys to monitor progress in improving the punctuality of bus services throughout the West Midlands.
- Monitoring across the commercial bus network began in 2002/03 and results are reported annually. Since 2005, following the guidance issued by the Department for Transport for monitoring bus reliability, punctuality is calculated from a combination of departures from termini and intermediate timing points.
- The last seven years' results are presented in the graph. 76.9% of surveyed buses departed between one minute early and five minutes late in 2013/14, up by 2.5% on 2012/13.



Subsidised Bus Network

- The cost of operating subsidised bus services has decreased to £7.8 million from £8.6 million in 2012/13. Centro issues tenders for subsidised bus services not provided on a commercial basis. These cover socially necessary services, many of which run early in the morning, late evening, or on Sundays. They provide essential access to employment, shops, health and leisure. The subsidised cost per trip for 2013/14 was 71 pence, which equates to an increase of 2 pence from 2012/13.

Subsidised Bus Network

	07/08	08/09	09/10	10/11	11/12	12/13	13/14
Subsidised Costs (£m)	7.7	8.5	8.5	8.7	9.2	8.6	7.8
Subsidised cost per trip (£)	0.89	0.88	0.75	0.71	0.77	0.69	0.71

Source 3

Operator Analysis (all services)

- The table shows annual bus service kms made by operators and their percentage share of bus service kms.
- National Express West Midlands/Coventry operated 78% of bus service kms during 2013/14, an increase from 77% in 2012/13. Diamond Bus operated 4.6% of bus service kms during 2013/14, a decrease from 5.3% in 2012/13. Arriva Midlands operated 4% of bus service kms during 2012/13, an increase from 3.2% in 2012/13. Three operators provided a 1% to 2% share of the total bus service kms with a total share of 4.9%.
- Three operators provided a 1% to 2% share of the total bus service kms with a total share of 4.9%.
- The remaining 44 operators individually provided less than 1% share of the total bus service kms, with a total share of 8.5%.

Operator Analysis

Operator Trading Name	Average Annual Service Kms (000's)	% Share	
National Express West Midlands	94,335	78.0%	Operators with more than a 2% share of operated kms
Diamond Bus	5,601	4.6%	
Arriva Midlands	4,866	4.0%	
Central Connect	2,661	2.2%	Operators with a 1% to 2% share of operated kms
De Courcey	1,825	1.5%	
Stagecoach in Warwickshire	1,391	1.2%	

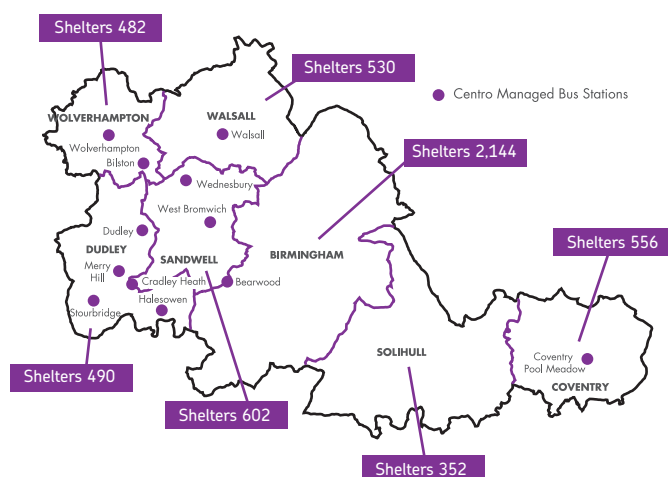
Source 2

Infrastructure & Information

- Dudley Bus Station improvements - during 2013/14 Centro made a number of key improvements which included the station being completely repainted and changing the window vinyls for a longer lasting alternative. This has helped brighten up the station and ensure that it is still looking refreshed and up to the required standard.
- Coventry Pool Meadow - Centro replaced a number of key automatic doors during 2013/14 to ensure the doors are working correctly for the benefit of all users.
- West Bromwich - throughout 2013/14 Centro had the whole of the bus station painted and also replaced the hand dryers in the toilet facilities, both enhancing the customer experience.

Passenger Satisfaction

The Autumn Bus Passenger Survey (conducted by Passenger Focus) reports 86% of passengers were either 'fairly satisfied' or 'very satisfied' with the overall bus experience on all operators in the West Midlands. This is compared with the same period for Spring 2013 where the overall satisfaction was at 79%, showing an increase of 7%.



KEY FACTS

- Centro manages all of the 12 bus stations and 11,387 passenger stops, stands and shelters
- National Express West Midlands/Coventry has the largest share of bus service kms at 78%
- In 2013/14, 121 million bus service kms were operated
- Approximately 10.5% of service kilometres are subsidised by Centro
- Centro provides 5,156 passenger shelters of which 1,064 have Real Time Information displays
- Centro provides 6,227 Network West Midlands bus stops and 79 now have Real Time Information displays

Source 1: Corporate Services - Bus Station, Interchanges & Assets

Source 2: Business Support - Research & Intelligence

Source 3: Business Support - Financial Management



Metro Services

Introduction

Midland Metro is a light rail system in the West Midlands between Birmingham and Wolverhampton. This fact sheet provides general information on the Midland Metro, including stop usage, service reliability and parking facilities.

Midland Metro is at the heart of Centro's plans for an integrated public transport network to provide accessibility for all, as well as bringing regeneration benefits to our fast-expanding local cities and towns. With high levels of support from the public for its continuing development, Metro will help provide much-needed improvements to local transport, adding to the economic and social prosperity of the region.

Metro also helps deliver Government targets on air quality, accessibility, congestion and road safety in the West Midlands. Centro believes light rail has a key role to play in the world class integrated transport system it is committed to developing. It will be a major factor in reducing congestion by giving motorists a high-quality public transport alternative to the car.

Construction of the Midland Metro Birmingham City Centre Extension is now underway. The route from the existing St Paul's stop will run adjacent to Snow Hill rail station then follow the road onto Bull Street, Corporation Street and Stephenson Street before terminating just outside New Street Gateway station.

Extensive liaison with the lineside traders and businesses has helped to ensure that the construction has remained on schedule. Waterstones is undergoing major works to provide a colonnade for pedestrians when the trams are in operation. Twenty new vehicles have been purchased to run on the current Wolverhampton to Snow Hill route in advance of the extension opening in summer 2015 and are in the process of being delivered.

The new vehicles are five section, air-conditioned vehicles and have a passenger capacity of approximately 200, compared to 156 on the current trams. They have two dedicated spaces for wheelchair users and all the features will be fully accessible. To accommodate the new longer trams, the depot at Wednesbury is being extended with new housing for the vehicles and staff offices.

The project is expected to boost the West Midlands economy by £50 million a year and create up to 1,300

sustainable new jobs. It will also link New Street Station to the emerging business district at Snow Hill and the historic Jewellery Quarter and serve as a platform for a future rapid transit network to Broad Street and out to the west of the city, and also connect to the planned High Speed Rail terminus and Eastside.

An extension to Centenary Square is being developed and utility diversion work gets underway in summer 2014 in advance of construction. Consultation for the Eastside and Wolverhampton extensions has been undertaken in support of Transport and Works Act applications which are currently being developed for these routes.

In the longer-term it is intended that Metro will provide high quality public transport on many key radial corridors not served by heavy rail. Plans are also being made to introduce 'Sprint' routes along high volume corridors to complement Metro.

KEY FACTS

- Passenger journeys remained at 5 million
- Busiest stops: Birmingham Snow Hill, Wolverhampton St George's, West Bromwich Central and Bilston Central
- Overall reliability of Line One is 99%
- Car Park Usage: 103%

Midland Metro Line One Facts

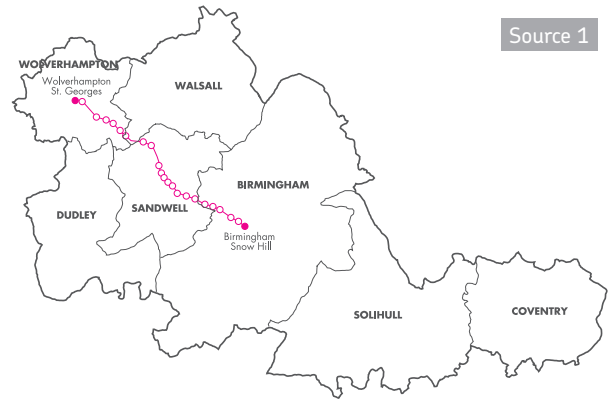
- Line One has been operating since May 1999 and runs for 21 kilometres, providing a fast link between Snow Hill Station in Birmingham City Centre and Wolverhampton via West Bromwich and Wednesbury.
- National Express West Midlands holds the concession let by Centro until 2018 and the route is operated by Travel Midland Metro.
- During 2013/14, Centro figures showed that five million passenger journeys were made on Line One.
- Typically 12,800 passengers travel on Line One on a Saturday and just under 5,500 on a Sunday.
- During a typical week, over 96,000 passengers travel on Line One. During the weekday morning peak over 1,400 passengers arrive in Birmingham City Centre on Line One.

Midland Metro Line One

Source 1

Stop Usage

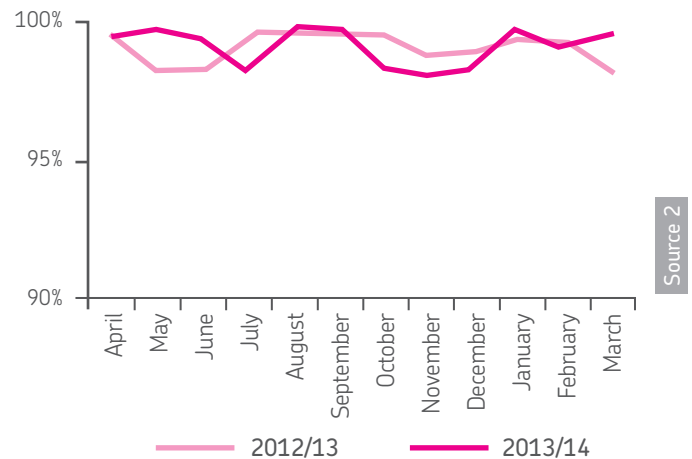
- The chart shows the number of boarders and alighters at each of the Line One stops on a typical weekday.
- Birmingham Snow Hill remained the busiest stop with 8,581 boarders and alighters on a typical weekday and Wolverhampton St George's remained the second busiest with 6,167 boarders and alighters.
- Lodge Road is the least used stop with 439 boarders and alighters on a typical weekday.



Reliability

- Line One service reliability is quantified by the percentage of scheduled mileage that runs during each month.
- The overall reliability for Line One during 2013/14 was 99%.
- Monthly reliability data shows that Line One remained above 98.1% throughout 2013/14. August 2013 had the highest reliability at 99.9%.
- The chart shows the reliability of Line One each month from April 2013 to March 2014.

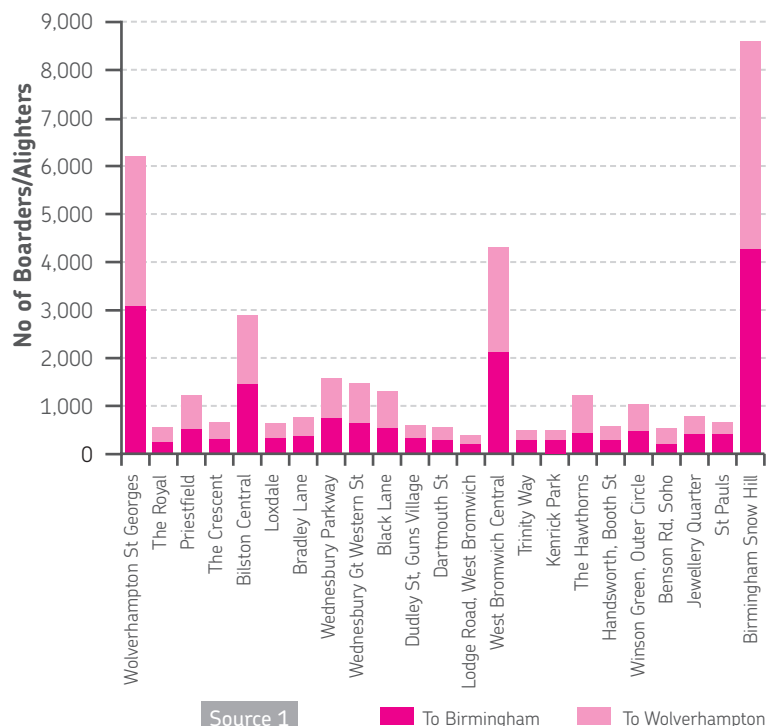
Line One Service Reliability



Parking Facilities

- Car parking facilities are provided at four of the 23 Metro Line One stops; Priestfield, Wednesbury Parkway, Black Lake and The Hawthorns. Parking facilities at the Hawthorns are shared with rail users.
- The number of spaces and the levels of occupancy are surveyed on a regular basis at all Metro and rail car parks in the Centro area. In 2012/13 an audit of car parks was undertaken identifying a total of 538 car parking spaces and overall occupancy levels were observed to be 555. The table provides a summary of the results for each of the four Metro stops.
- Cycle parking is provided at all Metro stops.

Average Weekday Boarders and Alighters at each Stop



Source 1

To Birmingham

To Wolverhampton

Parking Facilities

	Total of all 4 stops	Priestfield	Wednesbury Parkway	Black Lake	The Hawthorns
No. of parking spaces	538	129	142	83	184
Occupancy Levels	555	136	150	79	191
% Usage	103%	105%	105%	95%	104%

Source 1



Rail Services

Introduction

This fact sheet provides general facts about local rail services, including parking facilities and rail service punctuality throughout the Network West Midlands area.

Centro Rail Facts

The majority of local rail services in the Network West Midlands area are operated by London Midland (part of Govia). Other franchised train operators (CrossCountry, Chiltern Railways, Virgin Trains and Arriva Trains Wales) also provide rail services within the Metropolitan area, the wider region and beyond.

Rail Developments

Centro is committed to working with partners to develop rail services and facilities throughout the region.

Working jointly with London Midland, several improvements have been made during 2013/2014 to local stations, including passenger information systems, ticket retailing, CCTV and car parking facilities. 'Secure Stations' accreditation has been obtained for most local stations and the successful 'See Something Say Something' initiative has been introduced on rail.

Centro has jointly signed a refreshed partnership agreement with London Midland in September 2013. The refreshed agreement will take us through to the end of the current franchise in 2015/16 and builds on the success of our previous agreement signed in 2011.

Centro has been working closely with other operators and a formal partnership agreement was signed with Chiltern Railways. Centro has also achieved notable partnership successes with Virgin Trains, including the provision of enhanced CCTV at Coventry.

It has been pleasing to see investment continue in the rail infrastructure and stations. Acocks Green, Shirley, Henley in Arden and Worcester Shrub Hill will all now benefit from the provision of lifts enabling step-free access between the station entrance and platforms as part of the Government's 'Access for All' programme. This will complement the already existing provision in place at Sutton Coldfield, Selly Oak and Northfield.

Centro will also see the introduction of over 850 additional spaces at its Park & Ride sites across the West Midlands in 2014. The Park & Ride sites already opened in 2014 include Longbridge and Yardley Wood. Works are due to commence at Rowley Regis, Stourbridge Junction, Four Oaks and Kings Norton Park & Ride sites.

Local Rail Punctuality And Reliability

Overall punctuality (% of trains arriving within five

KEY FACTS

All Day Performance (Travel to Work Area)

- Overall punctuality 86.4%
- Overall reliability 98.4%
- Most punctual line, Snow Hill lines 89.5%
- Least punctual line, Wolverhampton 77.8%

AM Peak Performance (NWM area)

- Overall punctuality 82.4%
- Overall reliability 98.8%
- Most punctual line, Shirley 90.9%
- Least punctual line, Cross City North 77%

PM Peak Performance (NWM area)

- Overall punctuality 76.4%
- Overall reliability 98%
- Most punctual line, Solihull/Dorridge 86.6%
- Least punctual line, Cross City South 56.2%

NPS Customer Satisfaction

- Overall 84% (this is an average of the two surveys for Spring (83%) and Autumn (85%) for 2013)
- Station Environment 65%
- Train Frequency 86%
- Train Punctuality 75%

Park & Ride Facilities

- The number of car park spaces increased by 1.5%
- Occupancy levels increased by 5.4%
- Usage of the park and ride facilities is at 96%

minutes of schedule) provided by London Midland decreased slightly from 86.5% to 86.4%. Overall reliability (% of scheduled trains operated) of all local rail services increased from 98.1% to 98.4%. The performance of individual routes in the wider travel to work area, which includes some of the bordering shire regions, showed the Snow Hill lines as the most punctual at 89.5% with the Wolverhampton lines being the least punctual at 77.8%.

In the important commuter peak periods (defined as AM arrivals into Birmingham between 0620 and 0930 and PM departures from Birmingham between 1620 and 1840) overall punctuality decreased compared with 2012/13 for the AM departures, from 85.6% to 82.4%. Reliability for the same period has increased from 98.1% to 98.8%. For the PM departures, punctuality increased for 2013/14 from 74.1% to 76.4% and reliability also increased compared with 2012/13 from 97.2% to 98%.

AM Peak

- Punctuality has decreased in the AM peak to 82.4% (of local rail services arriving within five minutes of their scheduled arrival time) compared to 85.6% in 2012/13.
- Shirley is the best performing line in the morning peak, with punctuality of 90.9% for 2013/14.
- Punctuality decreased for all lines in 2013/14 compared to 2012/13.

PM Peak

- Punctuality in the PM peak has increased with 76.4% (of local rail services arriving within five minutes of their scheduled arrival time) compared to 74.1% in 2012/13.
- There were increases in punctuality along all lines except for Cross City South and Wolverhampton lines. The Walsall line showed the largest increase of 5.8% and the Shirley line also saw an increase of 5.8% compared to 2012/13.

Park & Ride

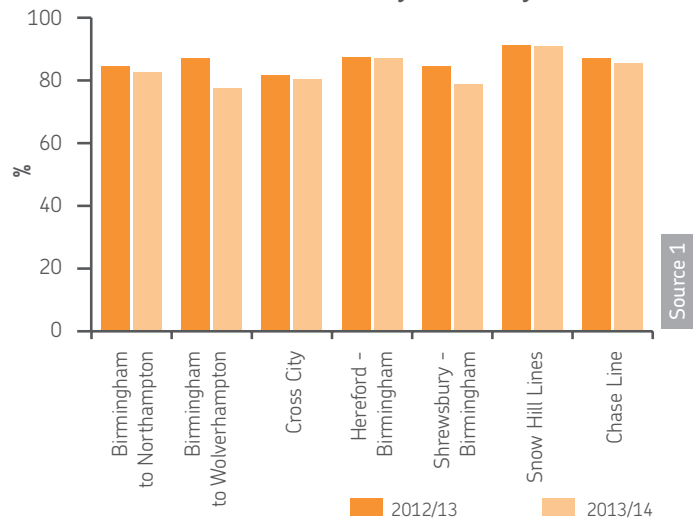
- The number of spaces and the levels of occupancy are surveyed on a regular basis at all rail station car parks in the Centro area.
- Within 37 rail station car parks, there is a total of 7,123 rail car parking spaces compared with the 2012/13 total which was 7,019.
- More people are making use of the rail park and ride facilities as occupancy levels have increased by 5.4% to 6,856 from the 2012/13 figure of 6,506.
- Usage of the facilities is at 96% compared with the 2012/13 total of 93%.
- Usage of the park and ride facilities varies by line – the Cross City lines have a total of 1,872 spaces with an occupancy level of 1,811 and a usage of 96.7%. The Birmingham New Street – Walsall line car parks have 349 spaces with an occupancy level of 269 and a usage of 77.1%.
- The chart shows the number of park and ride spaces and usage for 2013/14

(Note: The car park counts now include all of the blue badge bays as well as standard bays. The figures collated are based off the weekday counts carried out on a Thursday every month between 10am and 12:30pm at all park and ride sites).

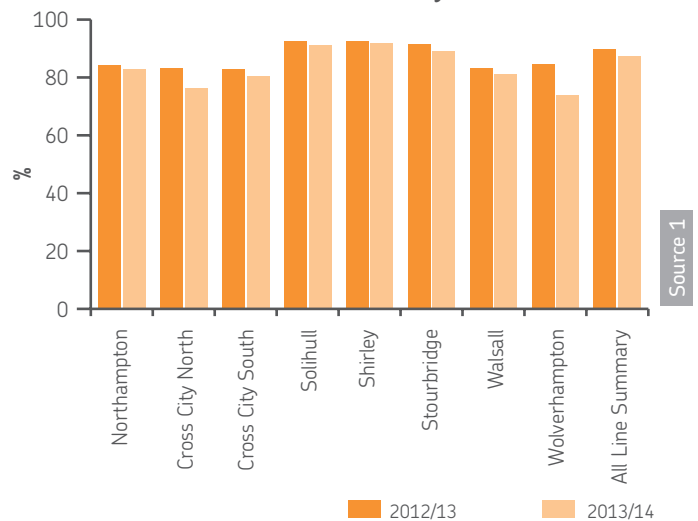
Passenger Satisfaction

The Autumn 2013 National Passenger Survey (conducted at railway stations by Passenger Focus) reports 85% of passengers were either 'fairly satisfied' or 'very satisfied' with the overall rail experience on all operators in the Network West Midlands area. This is compared with the same period for Autumn 2012 where the overall satisfaction was at 86%, showing a decrease of 1%.

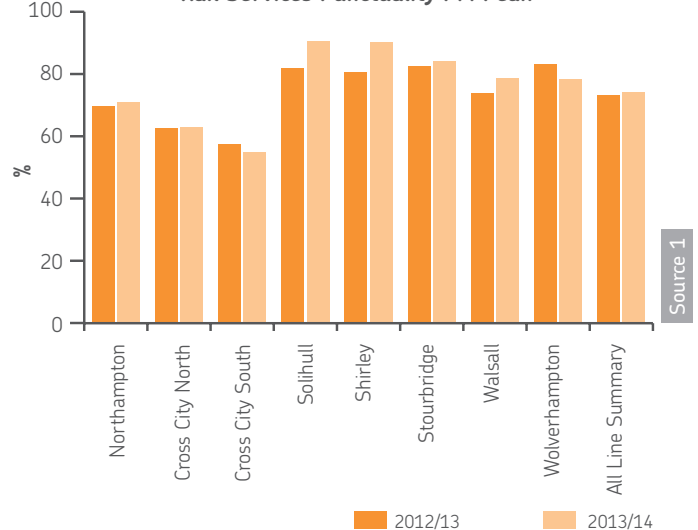
Rail Services All Day Punctuality



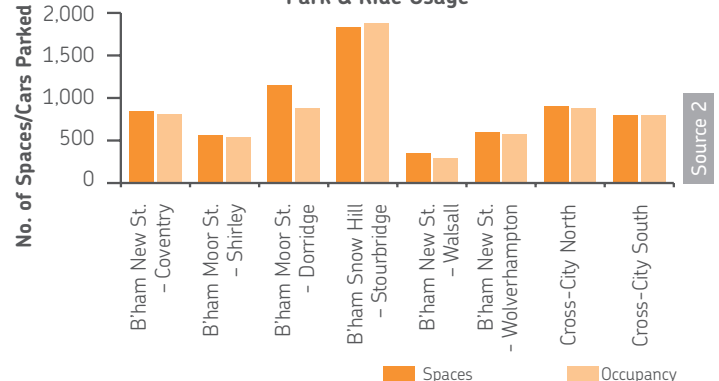
Rail Services Punctuality AM Peak



Rail Services Punctuality PM Peak



Park & Ride Usage



Source 1: Operations - Rail Partnerships

Source 2: Business Support - Research & Intelligence



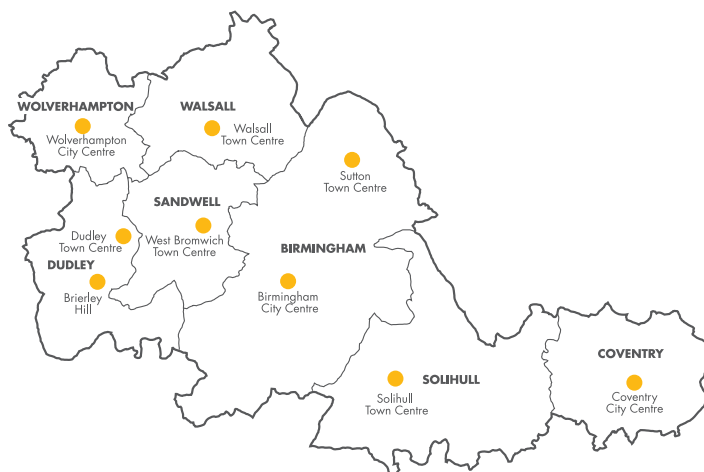
Modal Split

Introduction

Cordon counts are carried out at nine centres throughout the West Midlands. The map shows the locations of the centres included in the two-yearly cordon count programme. Birmingham, Brierley Hill, Coventry, Solihull and Walsall were surveyed in 2013/14.

Separate counts are undertaken for bus, rail and Metro, whilst Automatic Traffic Counters are used to monitor the number of cars and private vehicles crossing the cordons. All information is for inbound AM Peak trips (0730 to 0930) unless otherwise stated.

A combined target for the percentage share of trips made by public transport into all nine centres has replaced the targets* previously set for each centre. The target is to increase the AM peak proportion of trips by public transport into the nine LTP centres as a whole to 37% by 2015/16. The target is designed to monitor progress in improving accessibility by promoting alternatives to the private car.



Progress Against Ltp Targets

Public Transport Modal Share (all centres)

2010/11	2011/12	2012/13
35.73%	36.00%	35.75%

AM Peak Traffic Flows (Car trips – all centres)

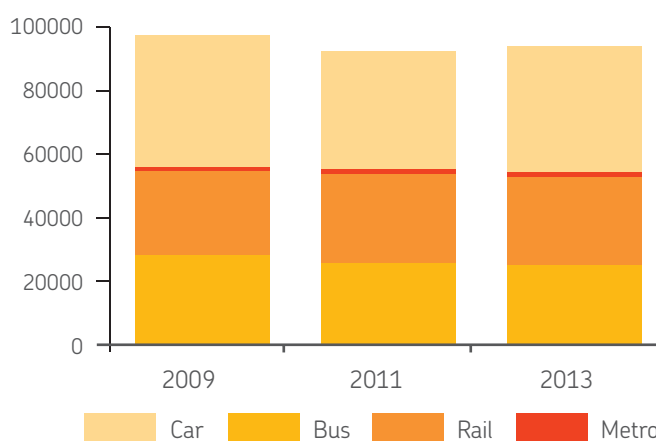
2010/11	2011/12	2012/13
172,701	169,800	169,987

NB: Data collected from January to December over a two year period

* The LTP target is to increase the proportion of trips by public transport and also by walking and cycling to 50% by 2015/16.

Birmingham

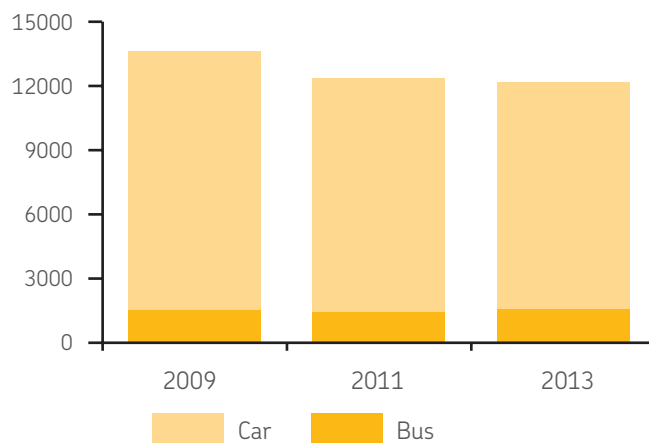
- In 2013, morning peak trips by public transport into Birmingham represented a 57.7% share of all trips (bus 26.8%, rail 29.3% and Metro 1.6%) with car representing the remaining 42.3% share. Once again, the number of morning peak trips into Birmingham by rail is greater than the number of peak trips by bus, however for the first time in over 10 years rail trips have decreased.
- The share of public transport has fallen slightly from 59.7% in 2011 to 57.7% in 2013 with a small decrease in the number of trips by 1.8%. The number of trips made by bus has decreased by 2.2% (a smaller decrease than the previous survey), the number of rail trips has decreased by 1.1% (292 passengers) and Metro trips have fallen by 8.8% (149 passengers). Car trips have seen a 6.7% increase from 2011.
- Overall, morning peak inbound trips into Birmingham have increased by 1.6%.



	2009	2011	2013
Bus	28,256	25,749	25,179
Rail	26,193	27,798	27,506
Metro	1,570	1,687	1,538
Car	41,416	37,256	39,751
Total	97,435	92,490	93,974

Brierley Hill

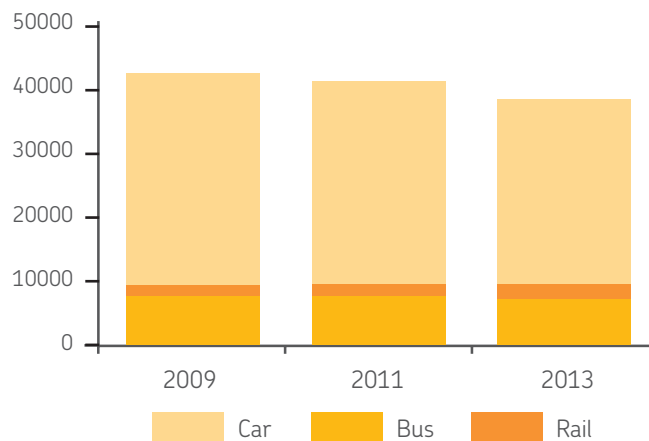
- In 2013, morning peak trips by public transport into Brierley Hill represented a 12.8% share of all trips, an increase from 11.6% in 2011. Bus passenger trips have increased by 8.1%.
- Car trips into Brierley Hill represent the remaining 87.2%. The number of car trips decreased by 2.6% in 2013.
- Overall, morning peak inbound trips into Brierley Hill have decreased by 1.4% and by 17.5% since 2005.



Bus	1,510	1,436	1,559
Car	12,104	10,928	10,615
Total	13,614	12,364	12,174

Coventry

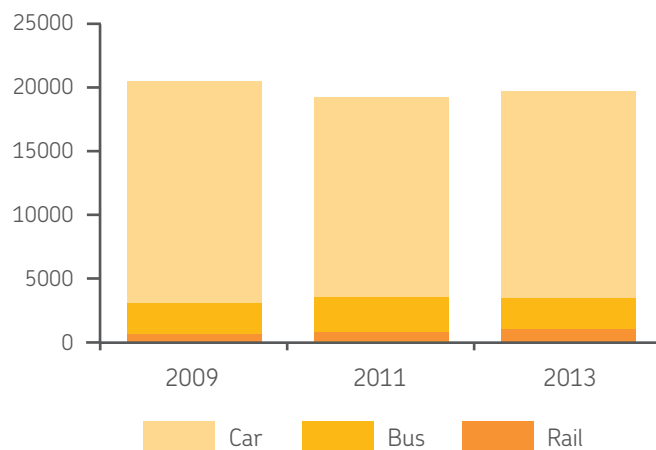
- In 2013, morning peak trips by public transport into Coventry represented a 24.6% share of all trips (bus 18.7%, and rail 5.9%) across the cordon, with car representing the remaining 75.4% share.
- The share of public transport has increased from 23.2% in 2011, with a 5.6% decrease in bus passenger trips and a 17.2% increase in rail passenger trips. Car trips have decreased by 8.6% from 2011 and by 15.1% since 2005.
- Overall, morning peak inbound trips into Coventry have decreased by 6.8%.



Bus	7,593	7,617	7,194
Rail	1,803	1,963	2,300
Car	33,258	31,766	29,049
Total	42,654	41,346	38,543

Solihull

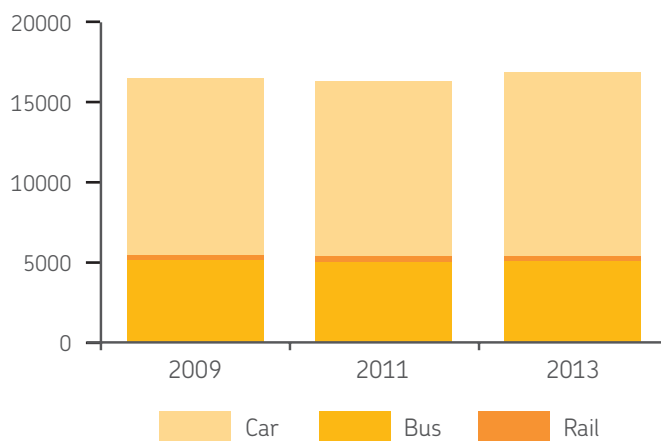
- In 2013, morning peak trips by public transport into Solihull represented a 21.2% share of all trips (bus 17.2%, and rail 3.9%) with car representing the remaining 78.8% share.
- The share of public transport has decreased slightly from 21.5% in 2011, with a decrease of 0.2% in the total number of trips. Bus passenger trips have decreased by 2.8%, whilst rail passenger trips have increased by 13.5% from 2011 and by 42% since 2005.
- Car trips have increased by 1.5% and remain the dominant mode.
- Overall, morning peak inbound trips into Solihull have increased by 1.1%.



Bus	3,327	3,515	3,415
Rail	589	688	781
Car	16,489	15,381	15,608
Total	20,405	19,584	19,804

Walsall

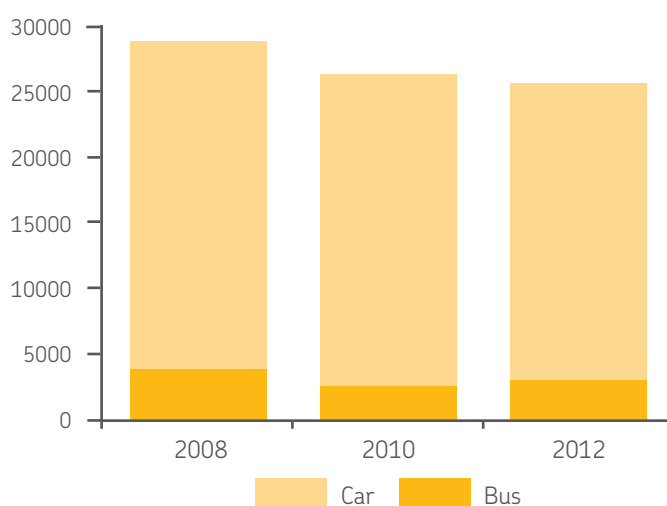
- In 2013, morning peak trips by public transport into Walsall represented a 32.1% share of all trips (bus 30.1%, and rail 2.0%) with car representing the remaining 67.9% share.
- The share of public transport has decreased slightly since 2011 (by 0.8%). Bus passenger trips, however, have increased by 0.8% (40 passengers) whilst rail passenger trips have remained about the same (3 passengers less).
- Car trips have increased by 4.5% and remain the dominant mode.
- Overall, morning peak inbound trips into Walsall have increased by 3.3%.



Bus	5,154	5,038	5,078
Rail	287	337	334
Car	11,063	10,938	11,433
Total	16,504	16,313	16,845

Dudley

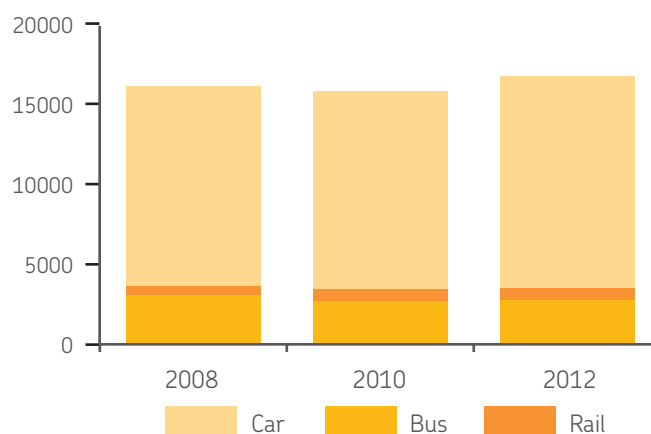
- In 2012, morning peak trips by public transport into Dudley represented a 15% share of all trips with car representing the remaining 85% share.
- The share of public transport has increased from 13.5% in 2010, with an increase of 4.5% in bus trips.
- Overall, morning peak inbound trips into Dudley have decreased by 6.1%. The decrease has been in car trips with a 7.7% reduction. The car continues to be the dominant mode.



Bus	4,229	3,551	3,711
Car	24,270	22,733	20,975
Total	28,499	26,284	24,686

Sutton Coldfield

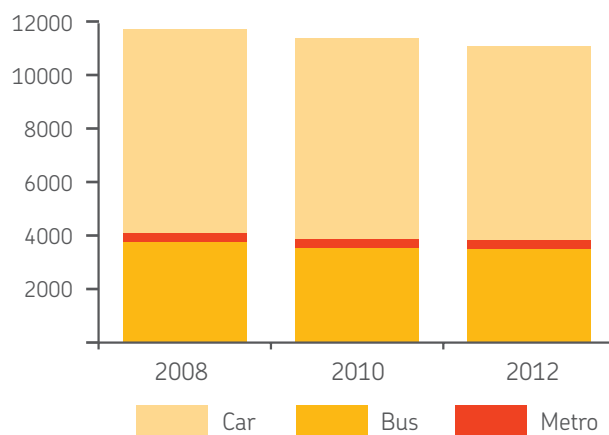
- In 2012, morning peak trips by public transport into Sutton Coldfield represented a 20.9% share of all trips (bus 16.7% and rail 4.2%) with car representing the remaining 79.1% share.
- The share of public transport has decreased from 21.6% in 2010, despite an increase of 2.7% in bus passenger trips and a 1.9% increase in rail passenger trips. Total public transport trips increased by 2.6% in Sutton Coldfield.
- Overall, morning peak inbound trips into Sutton Coldfield have increased by 6%.



Bus	3,073	2,719	2,793
Rail	595	690	703
Car	12,456	12,349	13,212
Total	16,124	15,758	16,708

West Bromwich

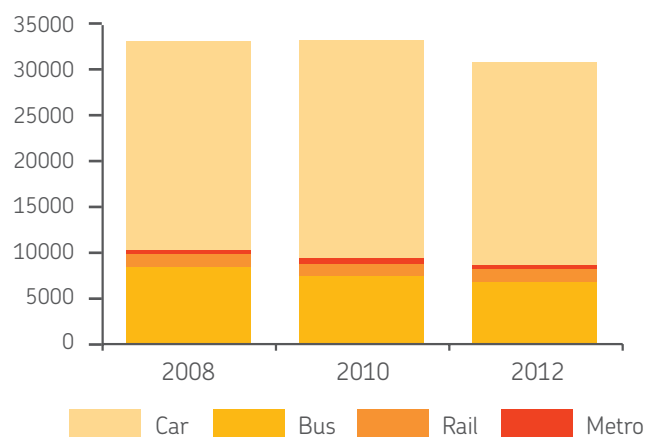
- In 2012, morning peak trips by public transport into West Bromwich represented a 34.4% share of all trips (bus 31.6% and Metro 2.8%) with car representing the remaining 65.6% share.
- The share of public transport has increased from 33.8% in 2010. The number of bus trips decreased by 1%, Metro trips decreased by 0.3% (1 passenger) and car trips decreased by 3.5%. Total public transport trips decreased by 0.9%.
- Overall, morning peak inbound trips into West Bromwich have decreased by 2.6%.



Bus	3,760	3,534	3,499
Metro	308	311	310
Car	7,642	7,523	7,260
Total	11,710	11,368	11,069

Wolverhampton

- In 2012, morning peak trips by public transport into Wolverhampton represented a 28.2% share of all trips (bus 22.3%, rail 4.6% and Metro 1.3%) with car representing the remaining 71.8% share.
- The share of public transport has decreased from 28.3% in 2010, with a decrease of 7.6% for bus passenger trips, a 4% increase for rail passenger trips and a 33.2% decrease for Metro passenger trips. Total public transport trips decreased by 8.2%.
- Car trips into Wolverhampton have decreased by 7.3%.
- Overall, morning peak inbound trips into Wolverhampton have decreased by 7.4%.

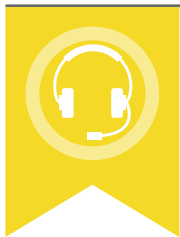


Bus	8,449	7,423	6,858
Rail	1,346	1,359	1,414
Metro	503	600	401
Car	22,734	23,827	22,084
Total	33,032	33,209	30,757

KEY FACTS OF THE CENTRES SURVEYED IN 2013/14

- Public Transport Mode Share has increased in Brierley Hill (12.8%) and Coventry (24.6%).
- Bus trips have increased in Brierley Hill (8.1%) and Walsall (0.8%).
- Rail trips have increased in Coventry (17.2%) and Solihull (13.5%) with little change in Walsall (3 trips less).
- Car trips have decreased in Brierley Hill and Coventry by 2.6% and 8.6% respectively.

Source: Business Support – Research & Intelligence



Customer Services

INTRODUCTION

Centro provides a wide range of services to customers that enable more journeys to be made by public transport. Customer Service activities support the travelling public by providing information and products to help and encourage people to use the transport network in the West Midlands.

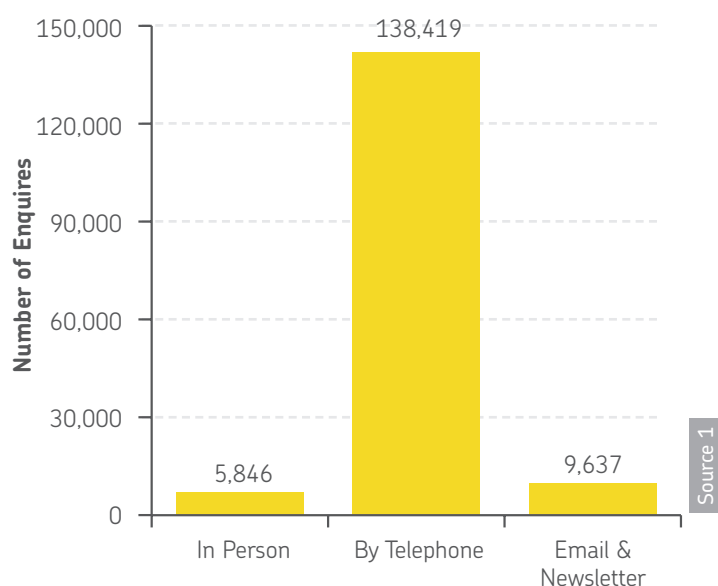
Getting In Touch

Centro's Customer Services Centre provides a single point of contact for all customer enquiries.

Contacting Centro by telephone is the most popular method of getting in touch. During 2013/14, the Customer Services Centre received 138,419 calls and was able to answer 90% of them (123,929). A further 9,637 formal enquires were received via email and letter, 95% of which were responded to within the target of 10 working days. Increasingly, customers are also using Twitter to make enquiries.

In addition, during the period April to December 2013 5,846 customers made their enquiry in person choosing to visit Centro's Customer Services Reception. From January 2014, Reception Services transferred to Centro's Travel Information Centre in Birmingham New Street Station.

Enquiries Handled by Centro



Customer Engagement

Centro uses a range of measures to engage with the public. During 2013/14, twenty 'Your Public Transport Matters' events were organised. These events give members of the public the chance to talk directly with

representatives and elected Members from Centro, Bus Users UK and bus, rail and Metro operators that run transport services in the West Midlands. These events were held in busy public places and provide an informal opportunity for customers to share their views, comments and find out further information about public transport services and facilities. A further four virtual events were organised using Twitter as a means to engage with customers.

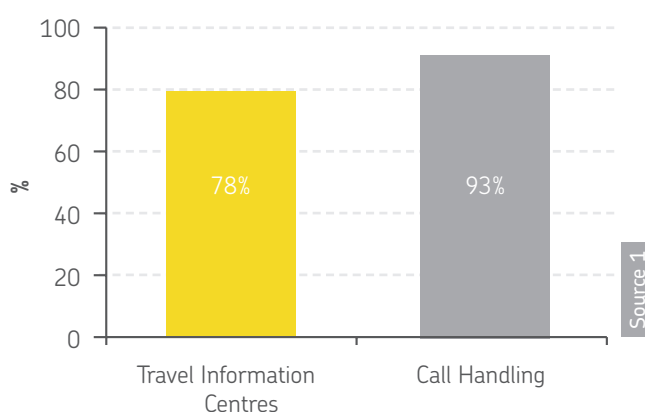
Centro's Partner Engagement Groups (PEGs) met nine times during 2013/14. They were established in order to consult with representative groups. Feedback from the PEGs, which are attended by a wide range of stakeholders, is used to inform decision making and the development of future plans.

A Putting Passengers First Conference was also held in 2013/14 to bring together stakeholders from the various forums in order to share key information and seek their views in shaping delivery plans for 2014/15.

Customer Audit

A customer audit programme is used to measure the quality of the service provided to customers. The quality programme covers services provided over the telephone by Centro's Customer Services Centre and also face-to-face through Centro's Travel Information Centres. In each case, mystery customers are used to measure the level of service and collect information relating to the helpfulness and professionalism of staff members, the accuracy and appropriateness of the response to the enquiry made and in terms of Travel Information Centres specifically, the physical environment.

Mystery Shopper Scores 2013/14



Sales And Travel Passes

Centro delivers a number of ticketing schemes for travel in the West Midlands. These include the Direct Debit scheme, retailing tickets to members of the public and companies via the Corporate Travel Scheme and administering Concessionary Travel Passes and photocards. Tickets and passes are administered to 542,143 customers; a breakdown by product type is shown on the right.

Direct Debit continues to be a popular and cost effective means of purchasing travel passes. The number of customers purchasing travel passes from Centro via Direct Debit continued to grow during 2013/14 with membership up 25% on the previous year.

The graph shows the annual growth of the Direct Debit scheme during the year.

2013/14 saw the continued roll out of Swift including the launch of nBus products through Centro's Direct Debit Scheme in November 2013. This has increased the number of customers with a Swift card from 350 in 2012/13 to over 3,000 in the last year and 75% of these customers pay for their tickets via Direct Debit.

During 2013/14 a new online application process was introduced for Centro's 16-18 photocard. The new arrangements allow customers to apply and make payment for their photocard via a dedicated self-service portal. This has significantly improved the service to customers who are able to track the progress of their application and receive their photocard much more quickly than before. 28,639 16-18-year-olds in education have purchased a photocard through the new system since it was launched in summer 2013.

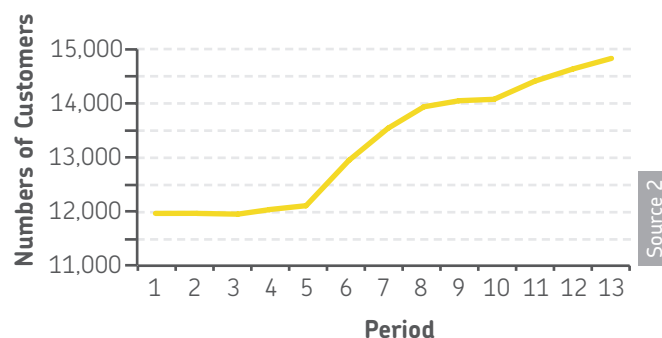
Travel Information Centres

Travel Information Centres provide a range of services including ticket retailing, information and journey planning and the 'Check and Send' application service for the Older Person's Concessionary Travel Pass.

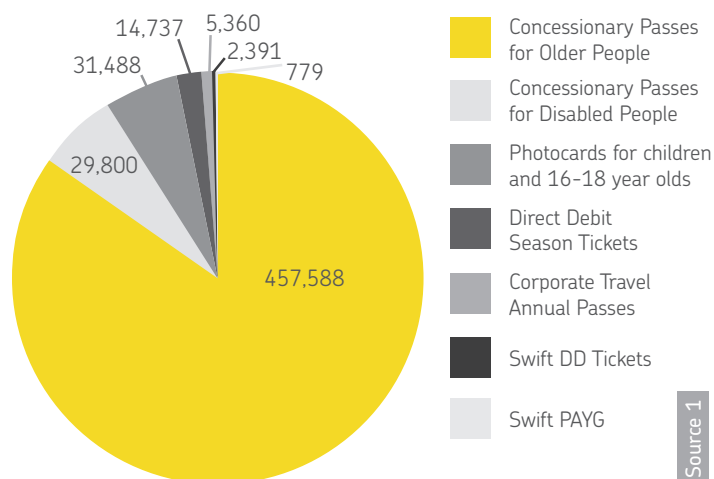
Centro works in partnership with National Express West Midlands to provide a network of eight Travel Information Centres across the West Midlands. These are located at Birmingham New Street Rail Station, Coventry Pool Meadow Bus Station, Dudley Bus Station, Pavilions (Birmingham City Centre), Solihull town centre, Wolverhampton Bus Station, Walsall Bus Station and West Bromwich Bus Station. These outlets provide joint ticketing and information services to customers.

Centro operates the Travel Information Centres in Birmingham New Street Station and Wolverhampton Bus Station which received a combined 564,274 visitors during 2013/14. Visitors to the New Street outlet have increased since its relocation within the station as part of the New Street Gateway redevelopment project.

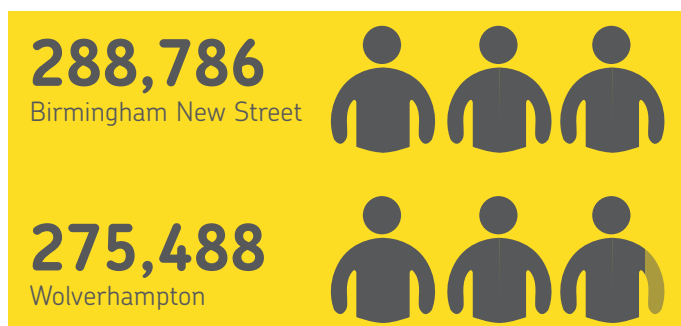
Direct Sales - Customer Membership Numbers



Centro Administered Tickets & Passes



Number of Users at Travel Information Centres



KEY FACTS

- Total number of users of the Centro operated Travel Information Centres: 564,274
- Centro administers tickets and passes to 542,143 customers
- Centro handled 153,902 enquiries in 2013/14 via the more traditional methods of in person, by telephone or by letter/email.

Source 1: Operations - Customer Services



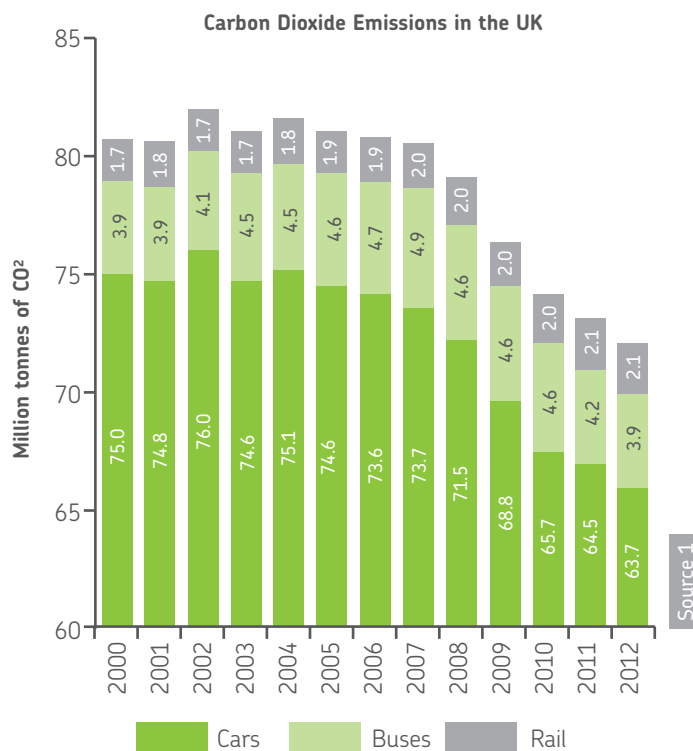
Environment

Introduction

Centro recognises that it has an important role to play in increasing the environmental well-being of the West Midlands through promotion of public transport, and to ensure Centro is an environmentally responsible organisation. Travel has an effect on all aspects of sustainability: environmental, social and economic. Transport is one of the core challenges for sustainable development, especially in urban and densely populated areas.

Carbon Dioxide (CO²) Emissions

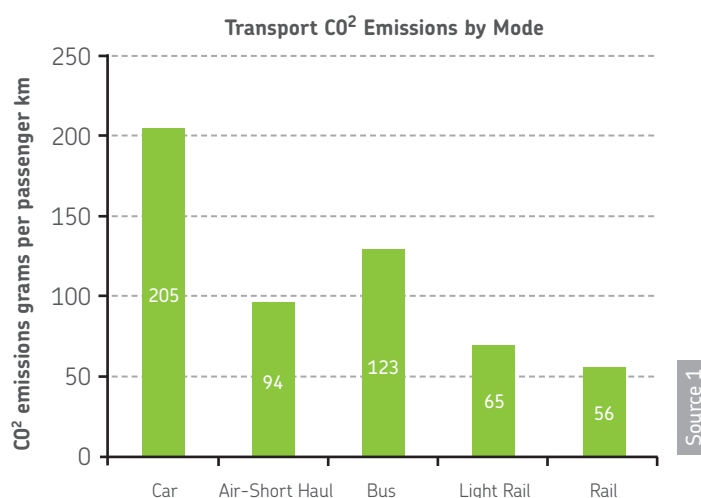
- CO² is estimated to account for approximately two thirds of man-made global warming. Transport accounts for 24.7% of total CO² emissions, 92.2% of which can be attributed to road transport.
- Travel by private car as opposed to public transport emits the greatest level of CO². In 2012, 63.7 million tonnes of carbon dioxide was emitted by private cars compared with only 2.1 million for rail and 3.9 million for buses¹.
- The chart illustrates the trend in total CO² emissions in the UK from 2000 to 2012.
- The UK Government is committed to addressing both the causes and consequences of climate change through its Climate Change Bill. The bill upholds a legally binding target of at least an 80% cut in greenhouse gas emissions by 2050 and a reduction in emissions of at least 34% by 2020. Both these targets are against a 1990 baseline.



CO² emissions per passenger kilometre

- The effect of the private car on the environment compared with other modes of transport is most obvious when comparing levels of CO² emissions per passenger km. Travel by private car will emit on average 205 grams of CO² per passenger km, compared with only 123* by bus, 65 by light rail and 56 by rail.
- The chart to the right provides an indication of current levels of CO² emissions by car, air and public transport.

* The figure for bus is based on average occupancy on a national level

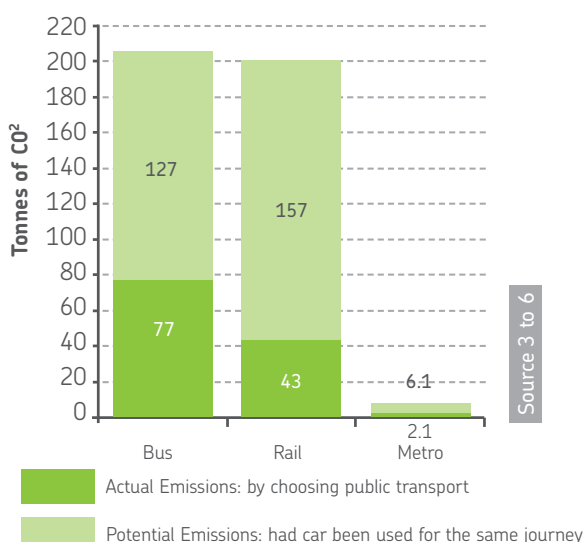


Actual and Potential CO₂ Emissions by Mode

Public transport survey data showed that car owners who choose to use public transport instead of their car are helping to reduce CO₂ emissions by approximately 174.8 thousand tonnes of CO₂ per year. This breaks down into 119.4 thousand tonnes from rail users, 4 thousand tonnes from Metro users and 51.4 thousand tonnes from bus users.

- For rail, in 2013/14, 48.5 million journeys were made, assuming an average rail journey is 21.4 km³, and 77%⁴ of rail users had access to a car. Had these users taken their car then 37 million more car journeys would have been made, which would have contributed to 801 million passenger km and 164.2 thousand tonnes of CO₂, compared with 44.8 thousand tonnes of CO₂ for the same journeys made on rail.
- For Metro, in 2013/14, 5 million journeys were made, assuming an average Metro journey is 9.5 km⁵, and 61%⁴ of Metro users had access to a car. Had these users taken their car then 3.1 million more car journeys would have been made, which would have contributed to 29 million passenger km and 5.9 thousand tonnes of CO₂, compared with 1.9 thousand tonnes of CO₂ for the same journeys made on Metro.
- For bus, in 2013/14, 278.8 million bus journeys were made, assuming an average bus journey is 5 km⁶, and 45%⁴ of bus users had access to a car. Had these users taken their car then 125.5 million more car journeys would have been made, which would have contributed to 627 million passenger km and 128.6 thousand tonnes of CO₂, compared with 77.2 thousand tonnes of CO₂ for the same journeys made on bus.

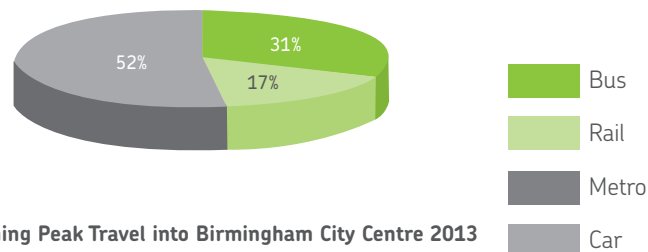
Actual Potential CO₂ Emissions by Mode per year



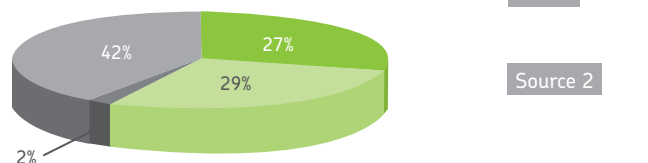
Modal Shift from Car

- As illustrated above, the key to reducing CO₂ emissions is to encourage transfer from car onto more sustainable modes; bus, rail or Metro. To do this, continual improvement of public transport is required. Centro is working with all partners to improve both the quality and patronage of public transport.
- In 2013/14, rail passenger journeys in the West Midlands were 77% higher than a decade ago. Bus patronage per population in the West Midlands is the second highest of all PTE areas at 10.1 million journeys being made per 100,000 people. Development of the Midland Metro network to include the Birmingham city centre extension and further integration with rail and bus will help transfer more journeys made by car onto public transport.
- It is encouraging to see a continual increase in the number of journeys by public transport into Birmingham city centre. 58% of all journeys into the city centre during morning peak are now by public transport, compared with only 48% in 1997. The charts illustrate the morning peak travel by mode into Birmingham City Centre in 1997 and 2011.
- Many more successes and initiatives to help improve and encourage transfer onto public transport can be seen in the Achievements factsheet of this report.

Morning Peak Travel into Birmingham City Centre 1997



Morning Peak Travel into Birmingham City Centre 2013



KEY FACTS

- Transport accounts for nearly a quarter of total CO₂ emissions, 92.2% of which can be attributed to road transport
- Travel by private car will emit on average 205 grams of CO₂ per passenger km, compared with only 123 by bus, 65 by light rail and 56 by rail
- Public transport users with access to a car but who choose to use public transport for their journey are helping to reduce CO₂ emissions by approximately 175 thousand tonnes per year

Carbon Trust Standard

Centro has been officially awarded the Carbon Trust Standard for the second time. Centro first achieved certification to the Standard in 2011 after demonstrating a reduction in carbon and providing evidence that they were acting effectively in responding to the challenge of mitigating the effects of climate change. Following an external assessment in March this year, Centro was successfully re-certified to the standard having achieved a 28.7% carbon reduction to the carbon footprint (this is effectively the average of the last three years of carbon against the baseline year from Sept 2010 to August 2011) passing a qualitative assessment with a score of 80%.

Some of the initiatives that have enabled Centro to achieve the Standard for the head office premises included the introduction of low energy and motion detector lighting, fuel-efficient radiators and reducing the use and mileage of the pool cars. In addition, environmental awareness campaigns aimed at engaging staff to adopt good environmental practices have made a real difference.

This is a great recognition of Centro's achievements in carbon reduction demonstrating their commitment to taking action themselves by reducing the carbon emissions that they are directly responsible for and shows that Centro is committed to ongoing emission reductions. Centro is currently developing an Environmental Management System (EMS) and will pursue certification to the international standard ISO 14001 EMS to demonstrate a more holistic approach to identifying and reducing significant environmental impacts.

Environmental Targets

Centro has established new environmental performance targets to be achieved over a two year period ending in March 2015:

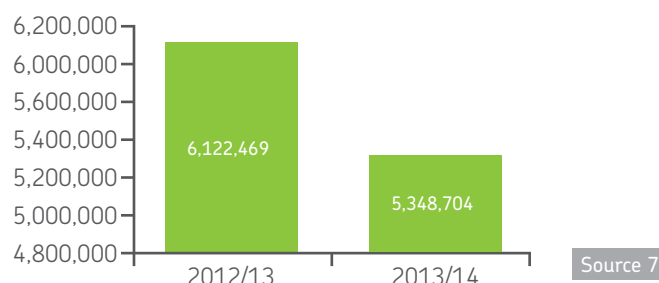
- Energy consumption at all sites – 7% Reduction
- Waste consumption at Centro House – 6% Reduction
- Waste recycled at Centro House – 3% Increase (percentage of general waste)
- Water consumption at Centro House – 10% Reduction

March 2014 represents a midpoint for these targets and an opportunity to gauge the current progress against these targets.

Overall, there was a 12.6% reduction upon baseline consumption from April 2013 to March 2014 at all Centro facilities. The most substantial decrease was

at the site with the highest consumption. At Centro House, there was a 21.2% decrease from the baseline consumption. This is due to continued efforts to raise awareness and in the most part to the installation of more economic oil filled radiators that are now centrally controlled.

Total Energy Consumption at All Sites (kWh)

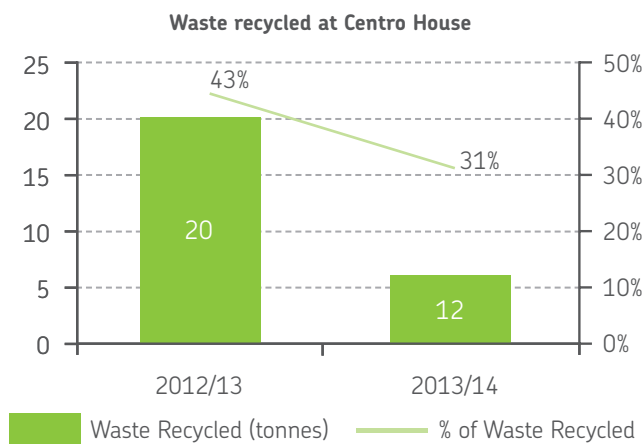


At Park and Ride sites, there was a 4.4% increase in consumption. Although largely static in terms of consumption, lighting maintenance and power fluctuation can have an effect. Further investigation in to sites that increased in consumption will be required with particular focus upon Tame Bridge Parkway, Rowley Regis and Cradley Heath which have shown the most significant increases and also have the highest energy output. At Bus Stations and Travel Information Centres (TICs) there was a slight decrease in consumption of 1.9%. There are very few interventions at these facilities therefore any savings are due to conscientiousness of staff. As part of the EMS being implemented it was found that activity at the Bus Stations and TICs was significant in terms of their environmental impact. This is due to lack of comprehensive environmental management at the sites and the large volume of consumption they make up. Due to this, there has been an engagement plan that focuses upon these locations in order to facilitate improvements driven by staff on the ground. There are also energy audits planned that will identify low cost-quick pay back interventions that will significantly improve the energy efficiency of these buildings so we would definitely expect to see further savings in the short to medium term.

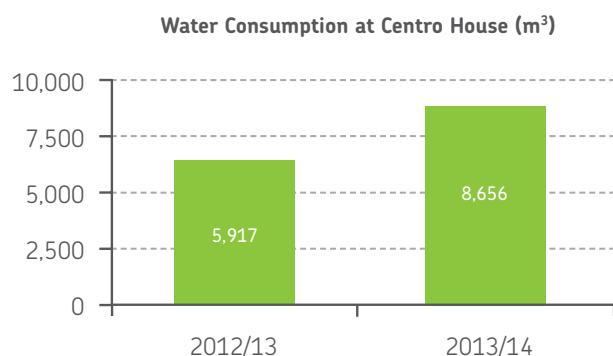
Waste Consumption at Centro House (tonnes)



So far from April 2013 to March 2014 we have had a 20.8% reduction in waste at Centro House upon the baseline figures. This is mainly due to a continued and focussed awareness campaign to eliminate or reduce waste before recycling, or worst case, disposing of it. Contractors are also now being advised that any waste they bring to site is their responsibility, so this waste has also been reduced and these partners are more aware of their effects upon the environment.



Centro is currently failing to meet its target of a 3% increase in the waste recycled from our total waste. For the year ending March 2014, Centro is recycling 12% less waste. The waste hierarchy Centro follows suggests that you eliminate, reduce or reuse waste before you recycle and if that fails then it is disposed of responsibly. It appears that much of the waste that has been reduced potentially could have ended up as recycled waste. Given the example provided above for waste reduction, one can see precisely the situation where recycled waste has been eliminated. Primarily the waste contractors/suppliers have left behind has been packaging and most of this as cardboard would have been recycled, increasing the amount Centro recycles but crucially increasing the amount of waste in total. A greater understanding of the waste that is being eliminated or saved would better identify performance in this area. However this is a very time and resource heavy exercise that currently does not warrant benefits of this analysis.



Centro has missed its Water Consumption target by a considerable amount increasing consumption by 46.3%. In late 2013, Centro put in place a water consultant who guarantees to reduce water consumption through data logging (a smart meter) the flow and monitoring this is in order to identify any peaks or unexpected volumes of water at specific points. This is expected to be able to identify why consumption is so much higher than baseline levels and bring down consumption substantially. Centro is still confident that by March 2015 it will meet its 10% reduction target.

Environmental Strategy

Centro is soon to launch its new Environmental Strategy that will supersede the previous strategy that expires in 2014. The Strategy, Centro's most ambitious one to date, establishes robust objectives in support of the national and regional low carbon agendas. Fundamentally, the Strategy provides direction for the environmental improvements that are to be implemented over the period 2014 – 2019 and serves to communicate to staff and external stakeholders our commitment to reduce our impact on the environment. Moreover, the Strategy integrates environmental considerations into strategic decision-making, supports the Business Plan objective to 'drive operational efficiency through improved environmental performance across Centro's operations and services in line with best practice', strengthens the Environmental Policy commitments and supports Centro's corporate vision for a 'World Class Transport System Delivered by a Best in Class Organisation'.

Green Transport Charter

Centro's 'Moving Ahead: A Green Transport Charter for the West Midlands' initiative continues to grow in strength and demonstrates valuable benefits to its members. The Charter, launched in 2010, is a collaboration and commitment by sixteen signatories from the transport sector to reduce carbon emissions, support innovation and share best practice. Signatories have continued to strive to reduce carbon and implement good practice, have produced an annual good practice industry report and hold bi-annual stakeholder networking events on a range of pertinent low carbon and green issues affecting the sector, including low carbon vehicle and sustainable building technology and European funding opportunities.

Source 1: DECC (2014)
 Source 2: Business Support – Research & Intelligence
 Source 3: VISUM Public Transport Model (2005)
 Source 4: Centro Customer Satisfaction Survey (2012)
 Source 5: Metro Counts (2013)
 Source 6: SDG Survey (2001)
 Source 7: Sustainability – Sustainability & Programmes

Note 1: Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs ('World Commission on Environment and Development').

Note 2: Emission estimates are calculated by applying emission factors to statistical information on processes that produce emissions, i.e. fuel consumption, as opposed to measurements at the point of emission.



Sustainable Travel

Introduction

Centro's Sustainable Travel Team, in partnership with the seven West Midlands Metropolitan local authorities, work together to help local businesses, schools and communities to make smarter travel choices to access jobs, education and leisure opportunities – supporting the economy while reducing carbon. This fact sheet provides information on the support provided by the Sustainable Travel Team.

Smarter Choices are defined as techniques for influencing people's travel behaviour towards more sustainable options, including:

- Providing people with better information about their travel options
- Actively marketing sustainable travel options
- Making improvements to transport services to meet people's needs
- Providing options that reduce the need to travel at all

Smart Network, Smarter Choices

In 2012, a landmark £50 million project to help kick start the West Midlands economy and cut traffic congestion and carbon was officially launched by the then Transport Minister Norman Baker. The Smart Network, Smarter Choices (SNSC) project delivers initiatives to help people change their travel behaviour in favour of green options such as public transport, cycling and walking. The three-year project is delivering a package of measures along ten key routes across the West Midlands.

Measures include better walking and cycling routes, road improvements, expert journey planning for families, schools and businesses and free travel for jobseekers. The project aims to better connect people to work, skills and training opportunities, helping to underpin the local economy. It is playing an important role in tackling congestion and supporting local economic growth, whilst cutting carbon as more people switch to sustainable travel. Measures are tailored for each of the ten routes, but include initiatives such as:

- Small scale road and junction improvements
- Improved passenger waiting facilities
- Expert travel planning for families, companies and schools
- More mobile, online and real time passenger information
- Smartcard technology for cashless travel
- New or improved walking and cycling routes
- Improved facilities at rail stations for travellers including cycle hubs and car sharing bays

Infrastructure Delivery

The majority of infrastructure delivery is being led by the seven local authority partners, including new and improved cycle routes and signage, pedestrian crossings and new footpaths to make it easier for people to walk and cycle. Bus passengers have also benefitted from junction improvements including bus SCOOT and MOVA priority measures. Centro has also delivered the following in 2013/14:

- Completion of the first Cycle Hub at Selly Oak station, providing CCTV smartcard accessed cycle parking
- Delivery of Station Travel Plan improvements at Solihull, Selly Oak, Northfield, Acocks Green, Cradley Heath and Rowley Regis rail stations as well as Wednesbury Parkway Metro stop to make it easier to walk, cycle or car-share to access the public transport network.
- 116 new bus shelters completed along Bristol Road and Pershore Road corridors and 79 new Real Time Information units installed.
- The UK's first solar epaper flag was installed in January at Bromford Road in Oldbury, near to Sandwell and Dudley station.
- National Express' Automatic Vehicle Location centre opened in Bordsley, supported by SNSC funding – improving bus fleet reliability and traffic management.

Supporting the Unemployed back to Work – WorkWise

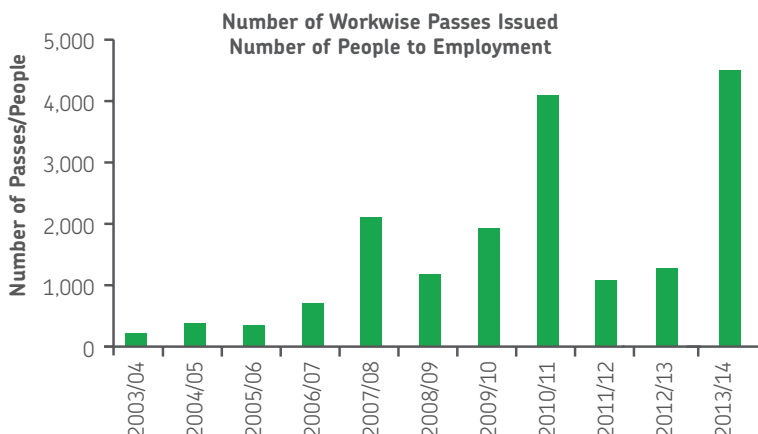
The award winning WorkWise service helps unemployed people return to work by providing travel advice and support, enabling them to find, start and stay in work. WorkWise offers a range of travel assistance to jobseekers including:

- Personalised information, advice and journey planning for travelling by bus, train, tram, on foot or by bike
- Free day tickets to attend interviews
- Free monthly travel passes for the first months of a new job
- Cycling support tailored to individual need

As well as helping the economy by getting people into work, WorkWise encourages green, congestion-busting travel with nine out of ten of customers continuing to make sustainable travel choices after six months in their jobs.

To date, WorkWise has supported over 17,900 people to travel to a new job across the West Midlands. Its success is thanks to a strong partnership, developed since 2003, between Centro, JobCentrePlus, Connexions and district partners across the West Midlands.

WorkWise also offers travel training to advisers in job centres and training providers. This training empowers advisers to help clients plan their journeys to interviews and new jobs – whether by public transport, on foot, by bike or by car-sharing – and to advise them on the best value tickets for commuting.



Supporting Local Businesses and Employers

In 2013/14, Centro supported key employers across the West Midlands as part of the SNSC project (in partnership with the local authorities and JMP) and the West Midlands' Company TravelWise Scheme.

To date, over 160 employers have 'signed up' to participate in the SNSC programme and benefit from an enhanced travel planning package (similar to the scheme delivered for schools, colleges and universities). 80 organisations have requested cycling activities and 70 have requested walking activities for their staff (as of March 2014). Over 20 employers have also taken up a sustainable travel grant of up to £10,000 to implement sustainable travel initiatives at their site.

As part of this programme and the activity that Centro provides to employers outside of the SNSC corridors, the team has attended over 54 staff travel information events at employers' premises over the past year, where they showcased Centro's journey planning tools and provided public transport advice and information, cycling/walking support (in conjunction with our Cycling and Walking team) to over 3,700 employees.

The team also attended a number of local business networking events, promoting the SNSC offer and the team's services to over 700 businesses, and have delivered a series of training workshops for employers, to help them promote sustainable travel at their workplace and share best practice with other companies.

The team is continually looking for ways to improve the offer and listen to and respond to customers' needs. In 2013/14, the team developed a Business and Employers Action Plan, which aims to improve the service offered by Centro to businesses for the future. This included the development of a new trial discounted ticketing offer for employees at our businesses, following feedback from employers and staff that discounted ticketing would help increase public transport use.

Supporting Young People

Centro's Young Persons' Delivery Plan is supported by our vision to create lifelong sustainable travel users to increase patronage, deliver modal shift and contribute to a low carbon economy. This will be achieved through the delivery of four key objectives:

- Encourage, support and enable young people to use sustainable travel at key life changes
- Achieve a step change in the travel behaviour of young people and their families towards sustainable travel
- Achieve sustainable travel change behaviour in educators
- Influence services and products provided by Centro and its partners to ensure they meet young people's travel needs

During 2013/14, the Education team delivered the following:

Centro Youth Forum: Launched in October 2013, the forum now has over 30 members and held its first formal meeting in March 2014. The young people are from the seven local authorities in the West Midlands and will get involved in shaping the future of public transport in the area. The Youth Forum is acting as a focus group for new promotional campaigns and associated literature and will carry out a series of mystery shopper activities on the public transport network.

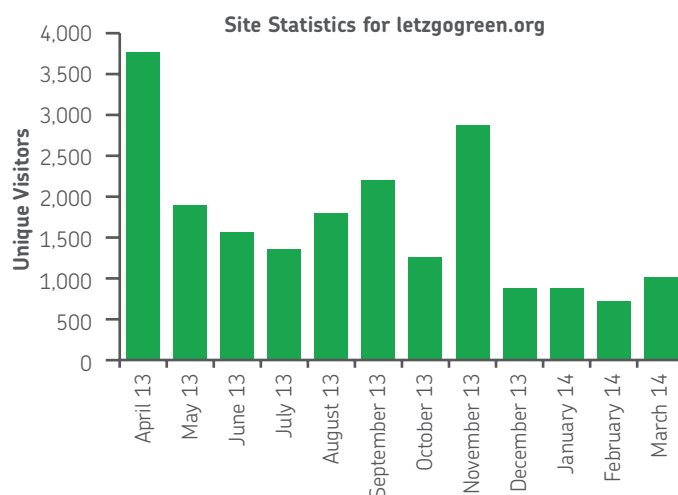
network Class Pass: In 2013, Centro introduced a new **network** Class Pass ticket and journey planning services which have been well received by schools, colleges and major educational trip generators. Teachers and staff can accompany pupils and students and travel economically and flexibly throughout the day on just one ticket – avoiding the need for coach hire and enabling students to have the experience of travelling sustainably.

letzgogreen.org



Centro offers **letzgogreen** workshops to primary school across the West Midlands to support Year 6 pupils' transition to secondary schools and give them the confidence and encouragement to travel safely and sustainably to their new school. The workshops include journey planning, sustainable travel and key skills including staying safe, reading timetables and buying tickets. In 2013/14, Centro delivered over 120 workshops to schools across the region.

A key element of Centro's Young Person's Delivery Plan is the award-winning **letzgogreen** website. This fun, interactive and informative website is designed to teach school children how to travel sustainably and safely. This year the website received 19,463 unique visitors.



The **Future Travel** website is primarily aimed at Key Stage 3 teachers, with a number of lesson plans available to introduce sustainable travel within the curriculum for 11-14 year-olds. Future travel has achieved 4,103 unique visitors over the 2013/14 financial year.

FUTURETRAVEL
Investigating Sustainable Transport

As part of the **Smart Network, Smarter Choices** project, Centro worked in partnership with local authorities and Mott MacDonald to support over 50 secondary schools, colleges and universities located along the ten corridors, reaching over 60,000 students and approximately 7,000 staff. This included enhanced travel planning support with free walking and cycling activities and offering a Travel Support Package which includes journey planning for students and staff and information sessions and classroom-based workshops. A total of 2,475 travel support referrals have been made, exceeding a two year target of 2,430. Up to March 2014, 36 educational establishments have benefitted from cycling referrals and 19 from walking referrals. In addition, a grant of up to £5,000 for schools and £10,000 for colleges and universities is available to enhance sustainable travel access to education sites.

Travel Support for local Residents

Personalised travel planning projects were delivered to over 12,000 households along four of the SNSC corridors (the A4123/A459 Black Country West, A34 Walsall Road, A41 South Warwick Road and A45 Coventry Road). This involved providing support for people to try journeys by sustainable modes by offering personalised travel packs and advice on travelling in their local area to work, education or leisure.



Cycling & Walking

Introduction

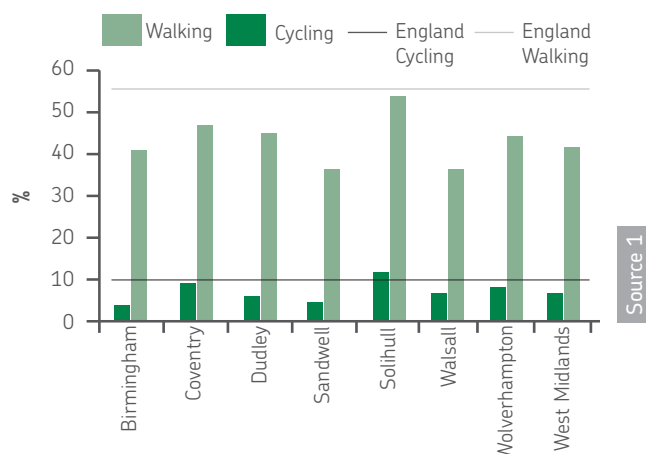
As part of an integrated transport system, cycling and walking can:

- Support economic growth by reducing congestion and delays on our road network.
- Improve the environment by helping to reduce carbon emissions, air pollution and noise.
- Offer an affordable, convenient and low cost travel option to access jobs, education and leisure opportunities, particularly for people without a car.
- Increase people's physical activity levels and improve both the physical and mental health of West Midlands residents.
- Create better places to live and visit, by making it easier for people to move around their local communities.

Within the West Midlands, 84.4% of adults walked at least once a month in 2012/13 compared to the English average of 86.3%. 10.3% cycle at least once per month which is lower than the English average of 14.7%.

The West Midlands has one of the lowest proportions of recreational cycling within England with both Birmingham and Sandwell appearing in the bottom five local English authorities in 2012/13 (3.7% and 4.1% of residents cycling recreationally for any length of time per day respectively), which is in stark contrast to Winchester in Hampshire (19.5%). The proportion of West Midlands residents who walk recreationally in 2012/13 stands at 43% which is below the national average of 54.2% with Sandwell, Walsall and Birmingham appearing in the bottom ten local English authorities.

Proportion of West Midlands residents walking or cycling for the purpose of recreation 2012/13



Smart Network, Smarter Choices Cycling and Walking

As part of the **Smart Network, Smarter Choices** (SNSC) programme, Centro's Cycling and Walking team is working to increase levels of cycling and walking across the ten corridors, offering support to local employers, educational establishments and communities. In partnership with suppliers, Centro has delivered the following:

- Cycling and walking support for employers.
- Creation of top cycling and walking locations and educational establishments, providing one to one support to promote and facilitate a culture of active travel and create a legacy in the establishments beyond the Smart Network, Smarter Choices period.
- Development and support for workplace active travel champions.
- Free adult cycle training Level 1 to 3.
- Dr Bike sessions/bike checks.
- Cycle and walk route planning and cycle buddies.
- On site cycling and walking promotional events and incentives.
- Cycle instructor training and bike maintenance training.
- Cycle to work scheme advice and support and assistant instructor training for students.
- Led walks.
- Walk leader training.
- Discounted cycle equipment and accessories for employers and their staff.

The above support is also being offered to local residents participating in Personalised Travel Planning projects, commuters at rail stations and Metro stops and to residents attending events who live or work along the corridors.

By the end of March 2014, over 4,050 participants had benefitted from BikeRight cycling support, including cycle training and bike maintenance classes and 15 local employers and educational sites had applied for Top Cycle Location accreditation. A total of 667 participants also took part in SNSC walking activities by the end of March 2014. See www.mynetwork.org.uk for more information.

Source 1: Department for Transport, Local area walking and cycling in England: 2012 to 2013
Source 2: Sustainable Travel Team

Smart Network, Smarter Choices – Walking and Cycling Infrastructure improvements delivered by March 2014

Birmingham

- Provision of cycle facilities and signage along the A38 between Belgrave Middleway and Selly Oak local centre, Northfield local centre and Rubery bypass.

Coventry

- Cycle Route 3 has been 50% completed with new shared use paths running the length of Sowe Valley connecting the northern residential area of the city through to the hospital in the east. This route also links to a number of schools and Henley Sixth Form College. Design proposals for the rest of the route are in progress.
- Some sections of Route 1 have also been completed with links across Cash's Park, Radford Rec and Stoke Heath Park. Design proposals for the rest of the route are in progress.

Dudley

- Improvements along High Street, Quarry Bank and surrounding area including improved pedestrian and cycle links into Quarry Bank and Merry Hill/ Brierley Hill local centres from surrounding residential areas, incorporating signage, shared use routes and pedestrian crossing facilities.

Sandwell

- Provision of footway on 1km section of the A42 between A41 Black Country Spine road between Power Way and A41/A461 junction (Great Bridge).
- Upgrade of five pelican crossings to puffin crossings.

Solihull

- Completion of the 13km, £2.6m North Solihull Strategic Cycle Network.

Walsall

- Delivered upgrades to traffic signal equipment (installation of LED technology) and pedestrian facilities in surrounding residential areas, incorporating signage, shared use routes and pedestrian crossing facilities.

Wolverhampton

- Improved walking and cycling signage to all Metro stops.

Cycle Charter

West Midlands cycling levels are currently significantly below those of many other metropolitan and core cities across the UK. There is widespread evidence that encouraging more people to walk and cycle makes sense – active travel can help to make the West Midlands a happier, healthier and wealthier place to live, improving the quality of life for all residents.

The draft West Midlands Cycle Charter was developed in partnership with Local Authorities during 2013/14, outlining a set of key principles required to deliver an increase in cycling to 5% of all trips across the West Midlands by 2023. Consultation on the draft Charter ended in December 2013 and the findings were reported to the ITA in April 2014 along with final Charter approval and recommended governance options for the development and delivery of the Cycle Charter Action Plan.

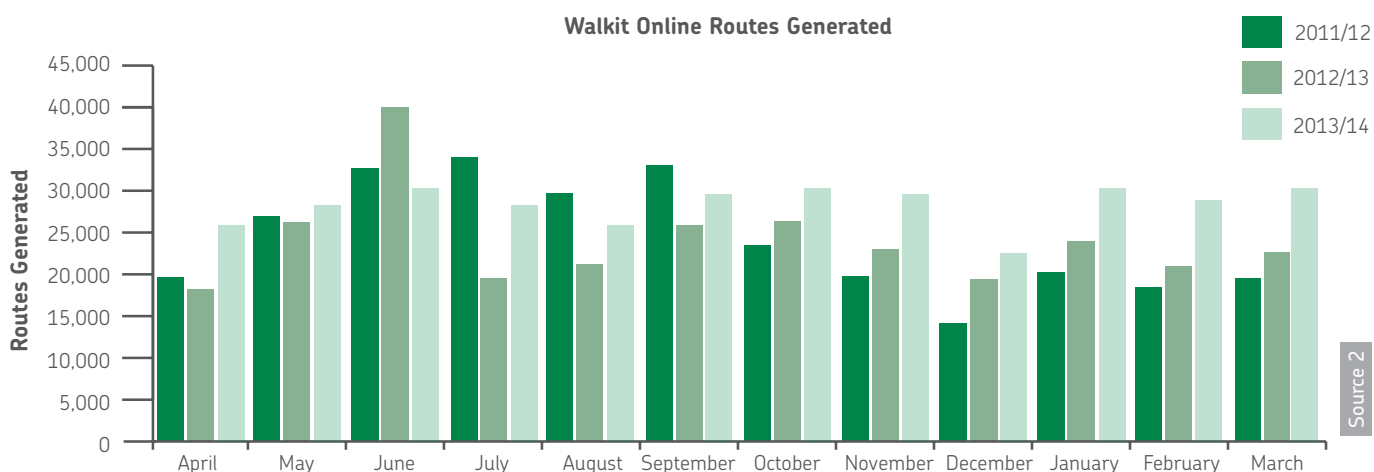
Centro is working in partnership with Birmingham City Council to install three Brompton Dock facilities in the city centre at Birmingham New Street, Snow Hill and Moor Street stations. Brompton Docks address the need for cycle – rail integration and provide an end-to-end journey solution – the Docks will house 60 folding Brompton bikes for hire, 20 at each station.

Active Travel Promotion

Centro understands that fear of crime can sometimes be a barrier to people cycling to their local station. Centro's Cycling and Walking, Safer Travel Police and Crime Reduction teams continue to deliver their Cycle Crime Action Plan. 47 'Love your Bike' cycle surgeries were delivered at stations across the network. A new decoy bike tracker has also been purchased which is deployed at cycle crime hot spots.

Walkit Online Journey Planner

In Spring 2011, Centro and the seven West Midlands districts launched Walkit.com, a free online walking journey planner to help people walk more for either part or all of their journeys. In 2013/14 usage of the website increased from 287,782 walking journeys generated to 328,879 in 2013/14, an increase of 14.3% upon last year, exceeding the target of a 3% increase. Birmingham, Sandwell and Walsall have mainly contributed to this positive shift.



Transport has a vital role to play in the fight against climate change and in protecting and growing our regional economy over the years ahead.

It is this goal that underpins the work of Centro which promotes and develops public transport across the West Midlands to ensure everyone benefits from an effective public transport system that meets the economic, social and environmental needs of the West Midlands

Centro's aim is to provide a world-class integrated transport system which can access jobs, combat congestion and offer seamless connectivity to UK and overseas markets for both people and goods.

Centro represents the seven metropolitan councils of the West Midlands: Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton.

The Executive is comprised of a team of dedicated transport professionals, planners and designers, transport policy experts, marketing, media and public relations professionals, customer services experts, research specialists, legal professionals and information technology advisers.

The organisation is funded through council tax payers, Government and European grants and through private sector finance, providing funding for public transport each year.

Corporate Services

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