



Department for Transport

Travel Demand Management Transport for West Midlands

Context

The West Midlands Combined Authority faced potential large-scale transport disruption due to the September 2020 return to in-school teaching. With roughly 100,000 students making daily journeys to education sites throughout the West Midlands, the Combined Authority required a comprehensive and versatile Travel Demand Management (TDM) programme to avoid a potential mismatch in supply and demand across its transport network.

Actions Taken

Using a Travel Demand Management grant from DfT, WMCA established its TDM programme in August 2020, with Transport for West Midlands (TfWM) quickly developing a TDM strategy, programme plan and associated delivery plans, such as a TDM communications and engagement strategy.

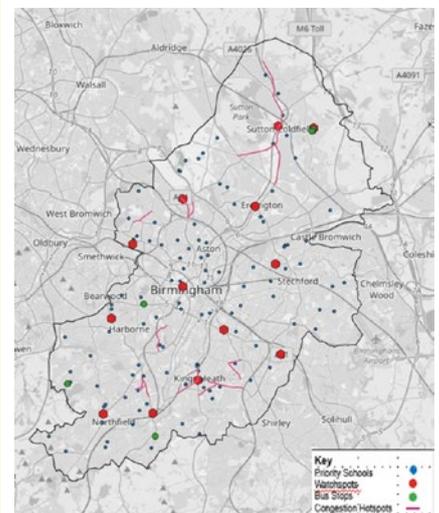
This allowed TfWM to work closely with the seven Metropolitan districts and

local transport operators to implement decisive practical measures directly addressing the potential transport supply and demand mismatch. Most notably, TfWM established five new travel planners across the seven Metropolitan districts and used spatial analysis techniques to identify 35 'watch spots' and 150 priority schools that would require most support, with this list being refreshed in September and December 2020. These practical measures were supplemented with a strong communications and outreach campaign, producing and distributing a regional school toolkit to 1,500 schools, issuing COVID-19 recovery travel and advice to 1,526 businesses and using targeted social media and local news media advertising to engage directly with residents.

Actions were refreshed for the March 2021 schools restart, with an updated School Travel Toolkit, new walking bubble maps and a renewed social media campaign all placing a strong emphasis on promoting active travel.

Impact

As a result of its TDM efforts, TfWM has been able to successfully manage operational issues and maintain functional capacity on local transport networks from September 2020 and beyond. A bus capacity problem in Sandwell, for instance, was resolved in 60 minutes as the area's travel planner was able to arrange the provision of double decker buses with National Express. Similarly, when temporary issues arose along the Snow Hill rail line, Solihull Council was able to effectively liaise between the rail operator and affected students, thereby mitigating long-term patronage loss. Going forward, TfWM has a strong future TDM capacity, with a long-term multi-modal operations group being formed in advance of the Birmingham 2022 Commonwealth Games.



Back to School Travel

Travelling will be different
Travelling back to school or college this September will be different with social distancing measures in place. We are here to help you navigate your way through the latest government advice on travel and to help you plan ahead.

Keeping you and your family safe
Capacity on transport has been reduced in order to support social distancing. This may mean that there is a wait for some services at peak times, so allow extra time for your journey.
Face coverings are required in all transport hubs and on board for anyone over 11 years old, except those exempt under medical health conditions. You can find out more about this here: www.network.co.uk/facecovering

Try something different
Where possible, consider cycling or walking to school or college. Not only is cycling and walking the best way to stay active, it helps cut down on carbon dioxide and helps create available on roads, roads and streets. Those who have no other option or are travelling further, there are a number of cycling and walking schemes in or near your area. Check to see if there are any in your area or contact us for more information on the reverse of this leaflet.
If you plan to drive, consider carpooling or dropping off a few streets away from the school gates and walk the short distance. This saves you having to park and leaves the roads clear around the school, reducing the chance of accidents or delays.
When using the bus, train or tram, be kind, be patient and be safe. We are doing everything we can to help you moving. Where services are busy allow more time and consider changing the route you take by using the West Midlands Journey Planner and app.

For updates and more information on Back to School Travel, visit our dedicated web page:
www.network.co.uk/schooltravel

Our website has the latest information on bus, train and tram services, our Journey Planner guides on social distancing and ticket options. Download our app for real time information, journey planning and travel alerts on the move. Just search Network West Midlands in your app store.

Live updates are available at:
www.network.co.uk/status

Find more information about active travel here:
www.network.co.uk/active

Be social or get in touch at:
 @NetworkWestMidlands
 NetworkWestMidlands

Stay Safe **Stay Apart**

Plan your journey and work out the best fare at www.network.co.uk

West Midlands Network
Valid from August 2021