**TfWM Travel Demand Management (TDM) strategy dated February 2020**

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| **Name of scheme/ phases** | * Dudley Town Centre area major projects   1. From 24 February 2020 Midland Metro works on Castle Hill.   2. From mid-2020 major projects under construction.   3. In 2021 Bus Station closure for Interchange construction.   4. Completion of all major projects by 2024. | |
| **Rationale for TDM strategy** | * At least eight major town centre investment projects are being constructed between 2020 and 2024. * There is potential for major impacts on journeys on the road network and bus routes depending on timescales and decisions e.g. road closures and bus diversions that had not been decided at time of writing. * An influx of construction workers will also place a strain on already congested networks. | |
| **Identified problems incl. inter-relationships with other schemes** | * Poor current availability of engineering timelines. * Lack of modelling and forecasting impacts of each scheme and the inter-relationships. | |
| **Key target customer segments/ user profiles** | * Travelling public within a six-mile radius of Dudley Town Centre (Jan 2020 travel survey); and longer travel to work patterns. * Vehicle drivers willing to change mode to bus (3% identified in Jan 2020 travel survey). * Other unenthusiastic drivers that want to try new travel choices. * Freight and longer-distance travellers passing through Dudley. | |
| **Impact mitigation** | **Enhanced infrastructure and services** | **Marketing communications and engagement** |
| **N (to be confirmed)** | **Y** |
| **Key travel choices options:**  **Re-route**  **Re-time**  **Re-mode**  **Reduce** | **Bus travel/ walking and cycling/ avoid travel** | |
| To be defined.  Spreading peak journeys: Vehicle drivers to avoid peak times between 8am and 9.30am and 3.30-6pm where possible.  Vehicle drivers to use alternative modes of transport e.g. switch from car to bus or walk or cycle. Retain existing bus patronage. Make more use of the canal towpath.  Car-sharing to reduce single-occupancy vehicle trips and reduce overall congestion. Avoidance of travel where supported by employers. | |
| **Headline messaging**  **Phase 1**  **Phase 2/ Phase 3** | Dudley is a great place to call home/ Come to Dudley and stay/ Dudley is open for business.  Roads and public transport will be busier than normal while these essential works take place. You’ll still be able to get to where you need to go, but you’ll need to plan ahead and check your journey before you travel.  Could you change the time of your journey? Try to avoid peak times between 8am and 9.30am and 3.30-6pm.  Could you leave your car at home?; in 2020, bus routes will be unaffected; public transport travel ticket offers are available for certain leisure attractions; for shorter trips, walking and cycling could be the fastest route to your destination.  Could you car-share with a colleague? If you are commuting for work, speak to your employer about whether there is the option of working from home. This will help reduce the number of journeys being made each day.  To be defined. | |

**Regenerating Dudley:**

1. **Background and narrative**

Starting in 2020 and over the following few years, Dudley Town Centre will benefit from some major projects. During this period, journeys around and through Dudley may be affected.

£1 billion is being invested in Dudley as part of a four-year regeneration programme which includes:

* Midland Metro tram extension: A sustainable, fast and congestion-free link between Brierley Hill, Dudley, Wednesbury, Wolverhampton and Birmingham.
* Dudley Transport Interchange: A combined Metro and Bus Interchange facility with improved accessibility, waiting facilities, ticketing and cycle parking.
* Portersfield - Major Mixed-Use Development (including the Cavendish House site).
* A new Dudley Leisure Centre situated on Flood Street Car Park.
* Black Country Living Museum expansion - Forging Ahead to include 1940's to 1960's town.
* A new Institute of Technology (IoT) at Castle Hill.
* Very Light Railway and Innovation Centre at Castle Hill.
* Autonomous vehicles demonstrator route.

See [www.regeneratingdudley.org.uk](https://hes32-ctp.trendmicro.com:443/wis/clicktime/v1/query?url=http%3a%2f%2fwww.regeneratingdudley.org.uk&umid=754754e5-d54a-4245-8070-59bc3cac2c04&auth=e3ee53b72a44ff861ad45e92e5ca3f9504218d05-08352f2161e11d5615f611022febacabb23b50e3)

Timeline (all dates are subject to change):

1. 24 FEBRUARY TO MID/LATE MARCH 2020 Two lane restriction on Castle Hill from the traffic lights by the Fellows Pub to the traffic lights at The Station Hotel. All work will be managed by traffic signals, allowing for vehicles in both directions, but may cause some delays. Contractors will be removing the central reservation in preparation for utility upgrades and the Metro tracks, which will be laid later in the project.
2. LATE MARCH 2020 TO SPRING 2021 Lane restrictions will continue at Castle Hill from the traffic lights by the Fellows Pub to the traffic lights at The Station Hotel, for South Staffordshire Water to divert underground mains water pipes.
3. SPRING 2021 ONWARDS Further traffic management will be required to enable the main Metro works to be progressed and further detail regarding this will be shared closer to the time.
4. 2021 ONWARDS The Bus Station will close for construction of a new Interchange over 18 months.

A TDM strategy is needed since investment in the town centre is taking place across multiple projects over a period of years. It is Dudley’s time to build, connect and grow.

The near £450 million Wednesbury to Brierley Hill Metro extension forms part of Transport for West Midlands’ ambitious plan to regenerate public transport in the region. Due to open in 2023, the new 11km line will extend the already successful Metro service further into the heart of the Black Country, providing convenient interchanges with local bus and rail services.

Construction of the Very Light Rail National Innovation Centre will start in the summer at Castle Hill/ off Tipton Road, which will put Dudley on the map as world leaders in developing the public transport of the future.

To minimise the disruption and to manage communications during this period we, Transport for West Midlands (TfWM) in partnership with Dudley Metropolitan Borough Council (Dudley Council), Midland Metro Alliance (MMA) and the other major projects will offer TDM support. This TDM support is at the request of Dudley Council and Midland Metro Alliance and the wider partnership via the Programme Board and Town Board.

The interventions likely to be needed to help people to plan ahead and keep moving may be broken down into:

**Infrastructure improvements – to be defined**

* Regulatory measures
* Operational interventions
* Traffic measures
* Physical environment improvements
* Legacy small infrastructure improvements.

**Marketing, communications and engagement**

* Intelligence gathering via a bespoke travel survey and other evidence.
* Customer profiling e.g. via Mosaic and segmentation.
* Business and educational engagement – direct and indirect to enable employees and students get to places and supplies to be delivered, on time.
* Information on how journeys will be affected and current travel choices.
* Marketing.
* Communications and engagement through a joint approach.

Plans that contain these activities include the Travel Demand Management Communications and Engagement Strategy: Dudley Regeneration in partnership with Dudley Council and MMA.

This TDM strategy should be reviewed and updated every 3 months to 2024.

1. **Ways of working**

* We will transform our process from a standard communications exercise into a fully-fledged travel demand management (TDM) campaign informed with customer insight and make a real difference out on street.
* This will work in practice through dedicated support from the TfWM Head of Demand Management who will be part of the Town Centre Programme Board. A TfWM Travel Choices Specialist will work part-time on the project until completion. Technical expertise will be provided on traffic management and signage strategy by TfWM’s wider Network Resilience Team.
* Major project leads and their communications and engagement officers will work together in a joint approach that is best practice for customers.

1. **Budget**

* Core in-house resourcing until such times as a budget is available.
* Gaps in resources include a dedicated communications budget.
* Budget holders:
  + Clare Marshall Dudley Council
  + Deborah Fox, TfWM
  + Rose Rees and Anthony Lowbridge-Ellis, MMA
  + Major project owners.

1. **High level action plan**

* MMA, Dudley Council and TfWM have provided face to face engagement in autumn/ winter 2019/2020. This enabled residents, businesses and visitors to understand the benefits of the investment that is coming and encourage them to complete a travel survey.
* TfWM will lead on promoting major disruptions using the Disruption Yellow where appropriate.
* TDM interventions will commence in January-February 2020 with a dedicated portion of a regional campaign to help people to get ready by checking their journey and seeing how it may be affected. See wmnetwork.co.uk/keepmoving
* A surge of communications activity will take place around the closure of Castle Hill in February 2020.
* Surges of communications and engagement activity will take place around subsequent go live dates through 2020-2024, with a proportionate response depending on level of impact on numbers of journeys and impacts cause by inter-relationship between construction projects across Dudley.
* Large trip generators including businesses and education sites will be targeted to stay up to date, check how common journeys related to their business will be affected and consider and act on the travel choices available to them at the time.
* Risks include construction go live being brought forward or set back. TfWM resourcing may be affected by the timeline if surges of TDM activity are taking place around other regional investments at the same time. We may reasonably assume this will happen and these risks may turn into issues.

1. **Monitoring**

* Dudley Council and TfWM will lead on monitoring impact of TDM activity and capture lessons learned with contributions from all scheme partners. Draft metrics include:

1. Increase in uptake of Swift smartcard in Dudley postcodes
2. A reduction in the percentage of car journeys single occupancy measured via follow-up travel surveys
3. Improved network reliability (punctuality and reliability)
4. An increase in cycling journeys, walking and bus patronage measured via follow-up travel surveys
5. Communications metrics, like engagement to the message and satisfaction metric in the TfWM Movement for growth survey question around information and delays
6. Climate change metrics e.g. reducing use of transport fuels as a result of the above.

* A travel survey was developed between partners from November 2019 to January 2020. This has formed a baseline to test impact of interventions during the time period of investment.
* Leisure attractions and other businesses will monitor footfall and ticket sales.
* Public transport providers will monitor year on year patronage.
* The Dudley Town Centre Joint Communications Group will track the project stages and stakeholder management.
* Given the multiple schemes underway in the locality, Dudley Town Centre Programme Board will also track project stages and inter-relationships.
* The Regional Transport Coordination Centre, Dudley Council and Black Country traffic officers will monitor traffic flows.

1. **Annexes**
2. Headline messaging relating to baseline Dudley travel survey.
3. Travel Demand Management Communications and Engagement Strategy: Dudley Regeneration in partnership with Dudley Council and MMA (provided separately).
4. Dudley Town Centre Travel Survey Report February 2020 (provided separately).
5. Outline Programme PDM (provided separately).
6. Subsequent travel surveys to be confirmed.
7. Scheme(s) mitigation plan(s).
8. Operational plans e.g. bus diversions.
9. Any forecasting.
10. Other plans as appropriate.

**Annex I - Headline messaging relating to baseline Dudley travel survey**

People travelling to the Dudley town centre area are 80% aware of the new Midland Metro tram extension between Brierley Hill, Dudley, Wolverhampton and Birmingham and 73% of them would consider using it once the work is completed. These are some of the headlines from a travel survey undertaken by Transport for West Midlands in partnership with Dudley Council and Midland Metro. The survey ran from 8 November 2019 to 10 January 2020 and will be used to inform plans on how residents, businesses and visitors can keep moving during construction of the Dudley Town Centre Area major projects from mid-2020.

Over 1,000 respondents shared information on the trips they usually make, mostly for travelling to work (30%) or shopping (23%). 83% of respondents have between one and three cars in their household. 73% travel around the Dudley Town Centre area at least once per week and 59% regularly travel through it. On average, people are allowing around 16-30 minutes for their usual journey. Journey for religious or faith reasons are likely to be shorter and made on foot.

Dudley’s commuters are creatures of habit and travelling to work five days per week or more. These trips are the most likely to be a single-occupancy car trip with peak times between 8am and 9.30am and 3.30-6pm. Business travellers are also making additional business trips during the day.

Over 80 businesses were invited to take the survey and links were sent to Chambers of Commerce, Dudley College and Dudley Council. Of those that responded, they already have a sense of moderate to significant impact arising from the major project activity on aspects of their business.

Trips to the Dudley College sites are more likely to be made on 2-4 days per week and are more likely to be on a bus (79%) than other trips. Most respondents are already factoring 10-15 minutes of extra time to their journey as a result of congestion.

Should trips be disrupted by the £1 billion investments, then respondents are prepared to change their journeys. The option people are most likely to take is changing the time of their journey (28%) or taking a different route (27%). 3% of the respondents would consider transferring to a bus.

1. **Contacts**

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Andrew Purchase, Communications and Engagement Manager, TfWM

Gill Hunt, Travel Choices Specialist, TfWM

Vicky Smith RIBA, Head of Projects and Delivery, Dudley Council

Clare Marshall, Senior account manager, Communications and public affairs, Dudley Council

Rose Rees, Head of Engagement & Skills, MMA

Antony Lowbridge-Ellis, Head of Communications, MMA

Tom Bissell, Stakeholder Liaison Officer, MMA

All scheme leads and their communications and engagement officers.