



Case Study

Passenger Journey Assessment

Transport Planning Society, West Midlands

West Midlands / Birmingham Rail

Journey and Review

Transporting Cities was welcomed to the Transport Planning Society (TPS), West Midlands branch, to challenge members on their assumptions regarding the passenger journey experience in the West Midlands.

Journey

Liam Henderson, the founder of Transporting Cities, undertook a site visit to the region to review the interchange process at various hubs in the area. These were then presented to the TPS at a special event in September 2016.

The hard boundaries found between mainline railway termini and the city environment were the subject of much discussion with the group. With their role as gateways to the city region, abrupt end to the journey experience at the station entrance was associated with a poor visitor experience and gave a negative impression of the city. Transporting Cities was keen to remind the group that the journey to the city does not end at the railway station. Some level of responsibility must be incorporated to avoid abandoning the visitor on the side of a traffic junction. As mainline

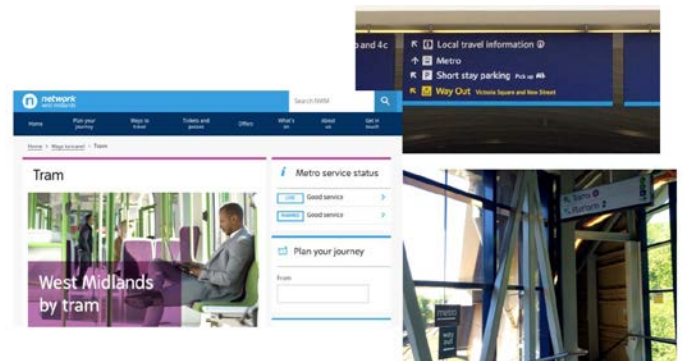
stations become economic and cultural focus points to a city, juncture between transport and urban environment must be smoothed.

The group were challenged to put themselves in the mindset of a visitor to the city to consider the information that would be relevant at each stage of the journey. In the West Midlands, it was shown that the transport network did not guide visitors to popular sites, nor assist them in finding other transport modes. Navigating the transport system was further complicated by inconsistent names of various destinations and services.

Of particular note was the absolute lack of wayfinding to Birmingham Airport or the difficulty of interchange between Birmingham city centre stations.



Train departures to Birmingham Airport are not shown on the departures board.



Is it a tram or is it a metro? What does a metro look like?



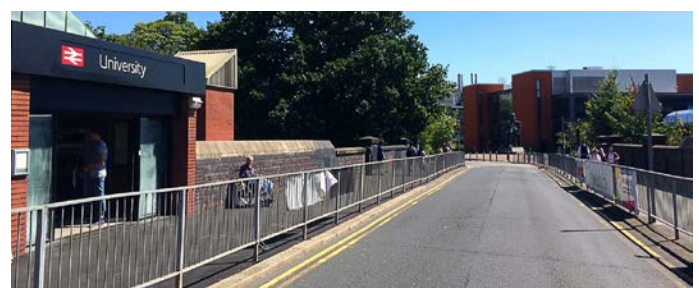
The signposted interchange route through Birmingham city centre leads through this environment.



Interchange signage appears to finish here at the entrance to a shopping arcade. A visitor would not know that there is a station underneath.



Only one of these screens show departures for Moor Street Station.



Which way to the University?

Review



“ The Transport Planning Society promotes best practise, and develops skills and knowledge in Transport Planning. We asked Liam to come and do a ‘who are we designing transport for’ event about the public transport offer in and around Birmingham.

Liam exceptionally played the role as the ‘out of town’, and brilliantly stimulated ideas, and innovative solutions to transport challenges in and around Birmingham which had been over looked by people living and working in Birmingham.

Liam articulated his ideas, views and solutions in a very visual and engaging manner which was very well received by members of the transport planning society. ”

Luke Bodin, TPS Regional Rep – West Midlands.