

Geoff Inskip
Chief Executive Centro
Centro House
16 Summer Lane
Birmingham
B19 3SD



16th July 2009

Dear Geoff

Re: West Midlands Sustainable Travel City Bid

As the Government regional sustainability champion body for the West Midlands, the West Midlands Economic Strategy strategic lead for the activities covering sustainable behaviour change, and the independent chair of the Birmingham Local Strategic Partnership carbon reduction partnership, we strongly support your bid.

In our view support for a sustainable travel city bid in the West Midlands is vital because:

- To meet Government carbon targets the region needs to achieve more from sustainable travel and behaviour change than any other UK region. This is due to the regional concentration of manufacturing, being the heart of the national motorway network, and the lack of deployment opportunities for offshore wind and wave technologies.
- Behaviour change in the use of existing travel networks has also been identified as one of the most cost effective interventions to improve productivity and reduce carbon within Connecting for Success – the UK's first low carbon regional economic strategy
- Birmingham has set the most stretching target of any UK city to reduce carbon, and behaviour change in travel will form a key part of this.
- The Birmingham Business Improvement District representing around 24,000 employees has already identify support for behaviour change and better use of the existing transport networks into the city as a key priority
- The region wide Smarter working project, supported by Advantage West Midlands, and many of our business members, will be targeting large employers to improve the productivity of their staff and reduce carbon through flexible working, IT, the use of local centres, public transport, and managing any 'carbon rebound'.
- The region has already been a successful pilot for the Worcester Sustainable Travel town, and the M42 motorway variable speeds and capacity management pilot now being rolled out nationally.

Therefore there is a clear business case for supporting the West Midlands bid in terms of a national priority, strategic fit around productivity and carbon reduction, a track record of delivery, and a range of emerging initiatives which can use the extra funding to accelerate their and others activity to get the critical mass required.

Yours sincerely

Dr Simon Slater

Executive Director, Sustainability West Midlands

Sustainability West Midlands Ltd

L4 Millennium Point, Curzon Street, Birmingham, B4 7XG
T: 0121 202 3265 F: 0121 202 3261 enquiries@swm.org.uk