

# Integrated Transport Strategy Export Visit

Warm Welcome to Basilicata and  
Veneto Regions



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Rafael Cuesta, Head of Commissioning

# Who we are and what we do



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At the vibrant heart of the UK, Centro is responsible for developing and promoting public transport in the West Midlands.

Our Vision is:

- To deliver a *world class public transport system delivered by a best in class organisation.*

# We are responsible for



- Preparing and delivering the Local Transport Plan (LTP) for the West Midlands Metropolitan Area;
- Producing strategies for developing public transport networks;
- Managing and planning local rail services (in partnership with the DfT);
- Improving bus services by working in partnership with private sector operators;
- Planning and funding socially necessary bus routes and complementary travel services such as Ring and Ride;

# We are also responsible for



- Operating concessionary travel schemes for over 60's, disabled and young people;
- Investing in new rail and bus stations;
- Developing and promoting new public transport projects such as light rail and bus rapid transit networks;
- Providing pre-paid ticketing and comprehensive public transport information services - including by phone and Internet;
- Managing and maintaining bus interchanges, bus stops and shelters.

# Our Challenge



- To get more people to use public transport and other sustainable ways of transport
- To change passenger perceptions by delivering innovative service and quality improvements
- To manage the consequences of changing demand and travel patterns
- To establish strong & effective links with partners and stakeholders to transform public transport and support regeneration in the area.



# Interesting Fact



Spaghetti Junction - Birmingham

# Programme for the Visit

## Day 1 (Room 144)

### Morning

- Local Transport Plan & Regional Governance– Jake Thrush
- A Vision for Movement – David Brazier
- Engaging the Public – Sue Bridges

### Afternoon

- Site visit

### Evening

- Dinner

## Day 2 (Room 118)

### Morning

- Hearts & Minds Programme - Conrad Jones
- Smarter Choice initiative - Alison Picket
- Business Case Preparation - Birmingham Metro - Paul Cobain
- Closure