

West Midlands Safer Travel Partnership

Our Strategy
2025 – 2028



West Midlands
Safer Travel
Partnership



West Midlands
Safer Travel
Partnership



west midlands
police and crime
commissioner



West Midlands
Combined Authority

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Introduction

The Safer Travel Partnership (STP) celebrates its twentieth anniversary in 2025.

The Partnership, consisting of the West Midlands Combined Authority (WMCA), the Police and Crime Commissioner for the West Midlands (PCC), British Transport Police (BTP), West Midlands Police (WMP) and public transport operators, is committed to creating a safe and accessible transport network in the West Midlands.

The original objectives of why the partnership was established are still fit for purpose twenty years later and demonstrates how important the partnership is in today's modern world of multi modal travel.

Much has been achieved on delivering against the Safer Travel Plan 2021-2024 and this period was during a global pandemic where people's movements were severely restricted and impacted passenger numbers significantly.

In 2022 the region hosted the Commonwealth Games. It was a huge success for the West Midlands in terms of the visitor experience with public transport at the heart of getting people to and from venues across the West Midlands.

The CCTV control room has gone from strength to strength keeping people safe as they move across the region. CCTV images from the bus, train and tram network are passed to the police daily resulting in numerous convictions for violence and vehicle related crime. 2022 saw the very first public authority drone team introduced by WMCA. The team has been used to support the partnership helping reduce congestion on the region's roads and live stream images of major events into the Regional Transport Coordination Centre. The Drone Team won two national awards in 2024 recognising the benefits drone technology can bring to the transport sector.

Our Transport Safety Officer (TSO) scheme has been recognised by His Majesty's Government as an effective way of tackling low level Anti-Social Behaviour. WMCA are supporting the Department of Transport in introducing TSOs in other areas of England. Locally, the TSO scheme has received so much positive feedback from passengers and operators alike.

The ability of the partnership to provide a safe and accessible transport network is vital to the wider prosperity and growth of the region. A modern, safe, efficient and effective transport infrastructure that can respond to the changing needs of society and technological developments is integral to any economic growth ambitions.



This strategy sets out the priorities for the partnership over the next four years. It outlines how we will respond to issues affecting transport users not only today, but also how we will future proof our responses. We will ensure we are flexible enough to respond to societal and technological changes and trends, national and local transport related priorities, and local changes that affect the safety and accessibility of the transport network for our users.



West Midlands Combined Authority – Richard Parker

As Mayor I have given a commitment to work closely with the Police and Crime Commissioner to make the region a safer place to live and work.

One of my four priority areas is ‘Journeys for Everyone’ which seeks to connect communities and make travel easier, safer and more affordable for everyone. Alongside this, the safety of women and girls across the West Midlands remains a priority.

The Local Transport Plan (LTP) sets out policies to promote safe, integrated, efficient and economic transport to, from and within the region. The LTP sets out action across six ‘Big Moves’. The 6 Big Moves, which include ‘Behaviour Change’, ‘Walk, Wheel, Cycle and Scoot’ and ‘Safe, Efficient and Reliable Network’ are a framework for actions to improve safety, mobility and accessibility.



West Midlands Police & Crime Commissioner – Simon Foster

I am pleased to continue my support for the Safer Travel Partnership. I endorse the Safer Travel Strategy 2025–2028 and its focus on delivering an accessible and safe transport network.

The Strategy will help to support the delivery of my Police and Crime Plan 2025–2029. That includes the prevention and tackling of crime and anti-social behaviour, including in particular violence against women and girls and unwanted sexual behaviour, serious youth violence and safeguarding vulnerable passengers and victims of crime.

The Safer Travel Partnership was established 20 years ago. At that time, it was a nationally innovative and leading approach to the prevention and tackling of crime and anti-social behaviour on our public transport network.

As Police and Crime Commissioner, partnerships are essential, because no matter how effective policing might be, it cannot prevent and tackle crime and anti-social behaviour all on its own. The Partnership has stood the test of time and remains a model that other regions follow and seek to replicate.

That is evidenced by the way in which the Partnership delivered safe travel when the world was watching during the Commonwealth Games in 2022, the use of technology within the CCTV Control Room, the introduction of a dedicated drone team and the deployment of Transport Safety Officers.

I am committed to working with partners, to deliver on our Partnership priorities, so that together we keep the people and communities of the West Midlands and our public transport network, safe and secure.



British Transport Police Authority – Ron Barclay-Smith

As Chair of the British Transport Police Authority, I am pleased to support BTP's ongoing engagement in the West Midlands Safer Travel Partnership. As a force with a jurisdiction spanning three countries, it is vital that our strategic aims and force-wide plans are underpinned by effective partnerships and strong working relationships at regional and local levels.

This strategy is well-aligned with BTP's commitment to work collaboratively and intelligently to keep the travelling public safe and will support delivery against our policing plan 2025-27 and the overarching Guardians of the Railway strategy.

Our core aims remain consistent – protecting passengers and staff, preventing high harm crimes and vulnerability, and dealing robustly with violence against women and girls. We want people to be able to work and travel without the threat of violence or anti-social behaviour and remain committed to working with partners to prevent harm and create environments that feel safe and are safe, as the public have the right to expect.

Mayor of the West Midlands

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The Strategy

The Safer Travel Strategy for 2025 – 2028 has been developed based on key trends and critical learning from the previous plan. Whilst the continued reduction in crime and anti-social behaviour remains at the core of the partnership our approach to making the transport network safe for women and girls needs to be reflected in the new strategy. We are committed to delivering a safe and accessible transport network for everyone in the West Midlands. As a result, our new strategy concentrates on the following four elements:



Feel Safer

- We aspire to a vision where all users of public transport whether they are passengers or employees feel safer to use the network
- We will reassure passengers and staff that our network is a safe place
- We will demonstrate what we do and what we plan to do to make the network feel safer.



Be Safer

- We will deploy Safer Travel resources across the network in response to anti-social behaviour and crime pattern analysis
- We will maximise the use of all available powers and interventions
- Maximise the presence of the Safer Travel partnership team including the further development of Transport Safety Officers.



Stay Safer

- Implementing sustainable long-term approaches to improve safety
- We will commit partnership staff to improving the experience of female users of the network in support of the Violence Against Women and Girls agenda
- We will listen to passenger and staff groups to understand and respond to their concerns (you said, we did)
- We will communicate our activities on a regular basis to encourage passengers to use the network
- We will utilise all evidence-based research to enhance and develop the partnership.



Connected Network

- We will maximise the use of all available technology to assist in delivering the plan
- Maintain and develop our existing CCTV camera estate working collaboratively with partners
- Continue to develop the use of drone technology and Artificial Intelligence
- Review and improve existing data sharing protocols with transport partners and Local Authorities.





Delivering the priorities

- We will appoint a lead agency for each of the four key themes and develop a comprehensive delivery plan
- We will maximise the opportunities to deliver the plan making full use of our Analyst, Communications Officer and Anti-Social Behaviour team
- We will continue to utilise data to inform the deployment of the Safer Travel Partnership resources
- We will maximise the use of external funding to grow and develop the partnership with a specific focus on developing the Transport Safety Officer scheme
- We will continue to develop the multi-agency monthly partnership tasking meeting and the weekly pace setter meeting to ensure our resources are deployed in the correct areas
- We will ensure our performance against our priorities is reviewed by the Safer Travel Governance Board, the Police and Crime Commissioner's Accountability and Governance Board and Transport Delivery Overview and Scrutiny Committee.

Delivering our Strategic Outcomes

This Safer Travel Delivery Plan (2025 – 2028) accompanies the Safer Travel Strategy and sets out how the Safer Travel Partnership in the West Midlands will deliver the strategic outcomes of Feel Safer, Be Safer, Stay Safer and Connected Network.

This plan has been developed, working together with 33 members of staff, from across the Safer Travel Partnership. As partners we have collectively identified the opportunities set out below to support the delivery of the outcomes for the new strategy.

In addition, public perception of safety on public transport is further monitored by Transport for West Midlands (TfWM) through the Personal and Road Safety (PARS) Tracking Study where 2,000 interviews are conducted per year from a representative sample of the West Midlands region.

The Challenge

Alongside developing this action plan with partners, we have considered observations from our latest PARS survey of autumn and winter 2024, these include:

- The perception of safety when travelling by public transport during daylight and during hours of darkness varies

- There has been a significant decline in feelings of safety when travelling on public transport during daylight hours
- Train travel tends to rate higher than by bus and tram – with walking to the tram stop continuing to be the lowest rated feeling of safety daytime activity
- Furthermore, during hours of darkness public transport users are increasingly perceiving travel as unsafe
- Train travel is perceived safer than travelling by bus or tram and waiting at bus stops consistently remains an area of concern
- To address these challenges and to deliver our Safer Travel Strategy we will focus our resources on the following 21 key actions, over the life of this Action Plan
- We will ensure our performance against our priorities is reviewed by the Safer Travel Governance Group, Strategic Police and Crime Board and Transport Delivery Overview and Scrutiny Committee.

Delivery plan

Key:

BP - Bus Partners

BTP - British Transport Police

LA - Local Authorities

MML - Midland Metro Ltd

TfWM - Transport for West Midlands

TOC - Train Operating Companies

WMP - West Midlands Police

Number	Description	Rationale	Link to Priority	Delivery Starts	Delivery Partner
STA-1	Education and Communication: Simple, short messaging broad and varied	Consistency and tailoring of messaging based on customer/user intelligence and demographic (e.g. young, old, women and girls) – strengthen brand	Feel Safer	Immediate	WMP, TfWM, BTP
STA-2	Better internal and external communications of the work undertaken by the Safer Travel Partnership	Clear and consistent communication helps build public confidence in the Safer Travel Partnership. Internally, it ensures teams are aligned and informed; externally, it raises awareness of our presence, purpose, and impact making the network feel safer and more supported	Be Safer	January 2026	WMP, TfWM, BTP

Number	Description	Rationale	Link to Priority	Delivery Starts	Delivery Partner
STA-3	Consistent response to public reports and feedback using varied forms of media	Timely, transparent responses to public concerns build trust and demonstrate accountability. Using multiple media channels ensures we reach people where they are, showing that their input leads to real action	Feel Safer	Immediate	WMP, TfWM, BTP, TOC, BP
STA-4	Education of the public in TfWM help points and 24/7 CCTV monitoring	Need to provide more awareness to the travelling public that help points are in place for their safety	Connected Network	Mid 2026	TfWM
STA-5	Develop/integrate information into one mobile phone app	A single, user-friendly app streamlines access to safety information, reporting tools, and travel updates. It enhances the passenger experience and supports real-time communication between the public and Safer Travel teams	Feel Safer	October 2027	TfWM
STA-6	Develop one reporting number for Transport security in the West Midlands	Customer first approach to create one point to report incidents	Stay Safer	March 2027	TfWM

Number	Description	Rationale	Link to Priority	Delivery Starts	Delivery Partner
STA-7	Refresh and redesign of the Safer Travel website	An updated website improves accessibility, reflects the professionalism of the partnership, and serves as a central hub for safety resources, updates, and engagement opportunities	Feel Safer	July 2026	WMP, TfWM, TOC, BP, MML, BTP
STA-8	Specific marketing of the role of Transport Safety Officers and their effectiveness	Raising awareness of the TSO role helps the public understand who they are, what they do, and how they contribute to safety. This visibility builds trust, encourages engagement, and reinforces the message that the network is actively monitored and protected	Be Safer	March 2026	TfWM, WMP, BTP
STA-9	Hold community education days to engage with younger travelling public, promoting safe, responsible travel and help them feel empowered to intervene (upstanding)	Engaging young people early helps instil positive behaviours and a sense of shared responsibility. These events make safety relatable and encourage the next generation to be respectful, aware, and proactive travellers	Be Safer	Autumn 2026	TfWM, WMP, BTP
STA-10	Hold more 'Time to Talk' events across the West Midlands region	Engaging with our communities to gain intelligence to direct our resources	Stay Safer	Ongoing	WMP, TfWM, BTP

Number	Description	Rationale	Link to Priority	Delivery Starts	Delivery Partner
STA-11	Ensure the public support development of new infrastructure based on lived experiences	Designing with lived experience ensures that safe spaces are genuinely inclusive and effective. It brings authenticity to our work and helps us meet the real needs of those who use the transport network, especially those who may feel most vulnerable	Be Safer	Immediate	TfWM, LA
STA-12	Increase visibility of security personnel and partners	Increasing perception of safety for users of the network	Stay Safer	Summer 2026	TfWM, WMP, TOC, BP, BTP, MML
STA-13	All agencies to commit to White Ribbon accreditation. Keep all partnership staff training relating to violence against women and girls relevant and in date	Achieving a company/work community committed to ending male violence against women and girls	Stay Safer	Summer 2026	TfWM, TOC, BP, MML
STA-14	Enhance the current (internal TfWM) Tasking and Pace Setter meetings to incorporate Regional Transport Coordination Centre /Multi Modal meetings	Collation of intelligence across all modes to be standardised to drive tasking of resources	Stay Safer	Early 2026	TfWM

Number	Description	Rationale	Link to Priority	Delivery Starts	Delivery Partner
STA-15	Review and enhance CCTV to maximise the benefits of Artificial Intelligence (AI)	Leveraging AI in CCTV systems allows for faster detection of incidents, smarter analysis of patterns, and more efficient deployment of resources, all contributing to a safer, more responsive network	Connected Network	Summer 2026	TfWM
STA-16	Enhance the awareness and understanding of the legal sharing of information and data	Clarifying how and why data is shared legally builds public confidence and supports more effective multi-agency collaboration. It ensures transparency while enabling better safeguarding and crime prevention	Connected Network	Autumn 2026	TfWM, BTP, WMP, TOC, BP
STA-17	Maximise the use of drone technology to support the Safer Travel partnership	Drones offer a flexible, real-time view of large or hard-to-reach areas, enhancing situational awareness and supporting rapid response during incidents or large-scale operations	Connected Network	Winter 2026	TfWM

Number	Description	Rationale	Link to Priority	Delivery Starts	Delivery Partner
STA-18	Deploy right resource in right location to target hotspots “you said we did”	Using public feedback and data to guide deployments shows that we listen and act. This targeted approach increases visibility in problem areas and reassures communities that their concerns are being addressed	Feel Safer	Immediate	TfWM, WMP, BTP
STA-19	Better understand local community issues which also affect transport in that community	Transport safety is closely linked to local social and environmental factors. By understanding community-specific issues, we can tailor interventions that not only improve safety on the network but also support wider community wellbeing	Be Safer	April 2027	TfWM, BTP, WMP, TOC, BP
STA-20	Hold regular multi-agency transport operators staff meetings to strengthen working relationships	Ensuring Partnership goals and actions are common across all staff working on the network across all modes	Stay Safer	Immediate	TfWM, WMP, BTP, BP, TOC
STA-21	Develop the internal reporting system used by Transport Safety Officers to better inform patrol locations	Improving the TSO reporting system ensures that patrols are intelligence-led and responsive to real-time trends. It helps allocate resources more effectively and supports a proactive approach to safety	Connected Network	Autumn 2026	TfWM

