

West Midlands the home of mobility



...and its pioneers



became the home...



...of the traffic jam



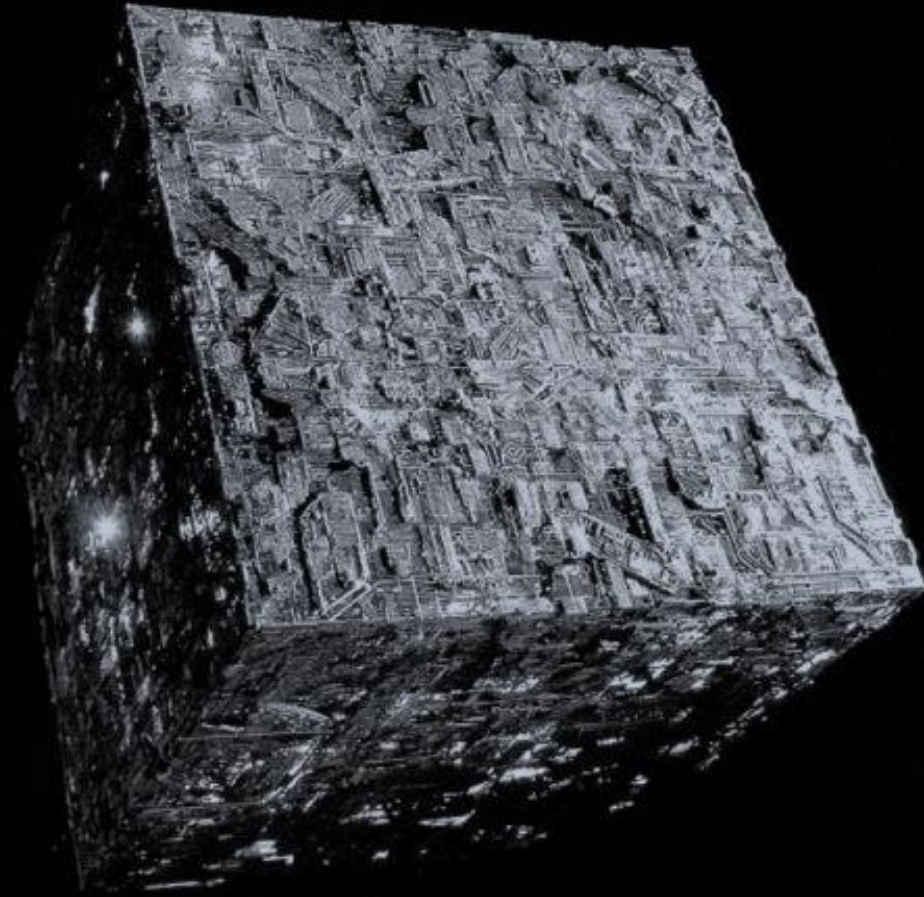
Transport for
West Midlands

West Midlands Combined Authority Vision:

*To drive inclusive
economic growth in the
West Midlands region and
enable a healthier,
happier, better connected
and more prosperous
population*



Change is coming

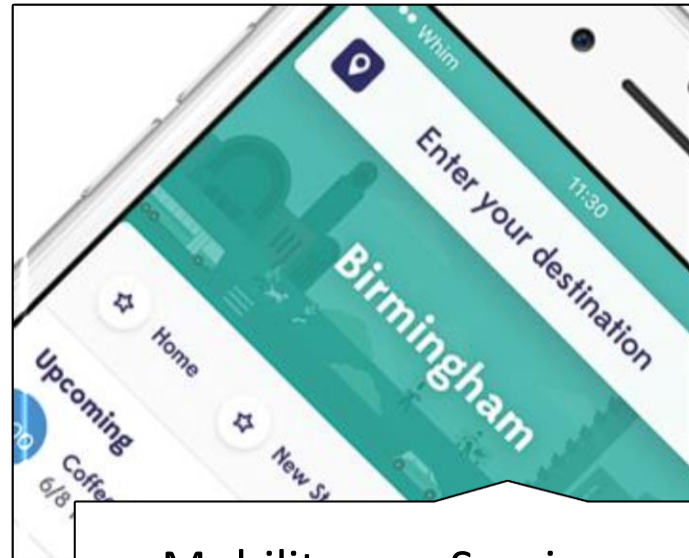


...or is it already here

Three innovations...



Connected and
Autonomous Vehicle (CAV)



Mobility as a Service
(MaaS)



5G









CAV eco-system

MIDLANDS
FUTURE
MOBILITY

Accelerating future
mobility solutions

Rural & Inter-urban

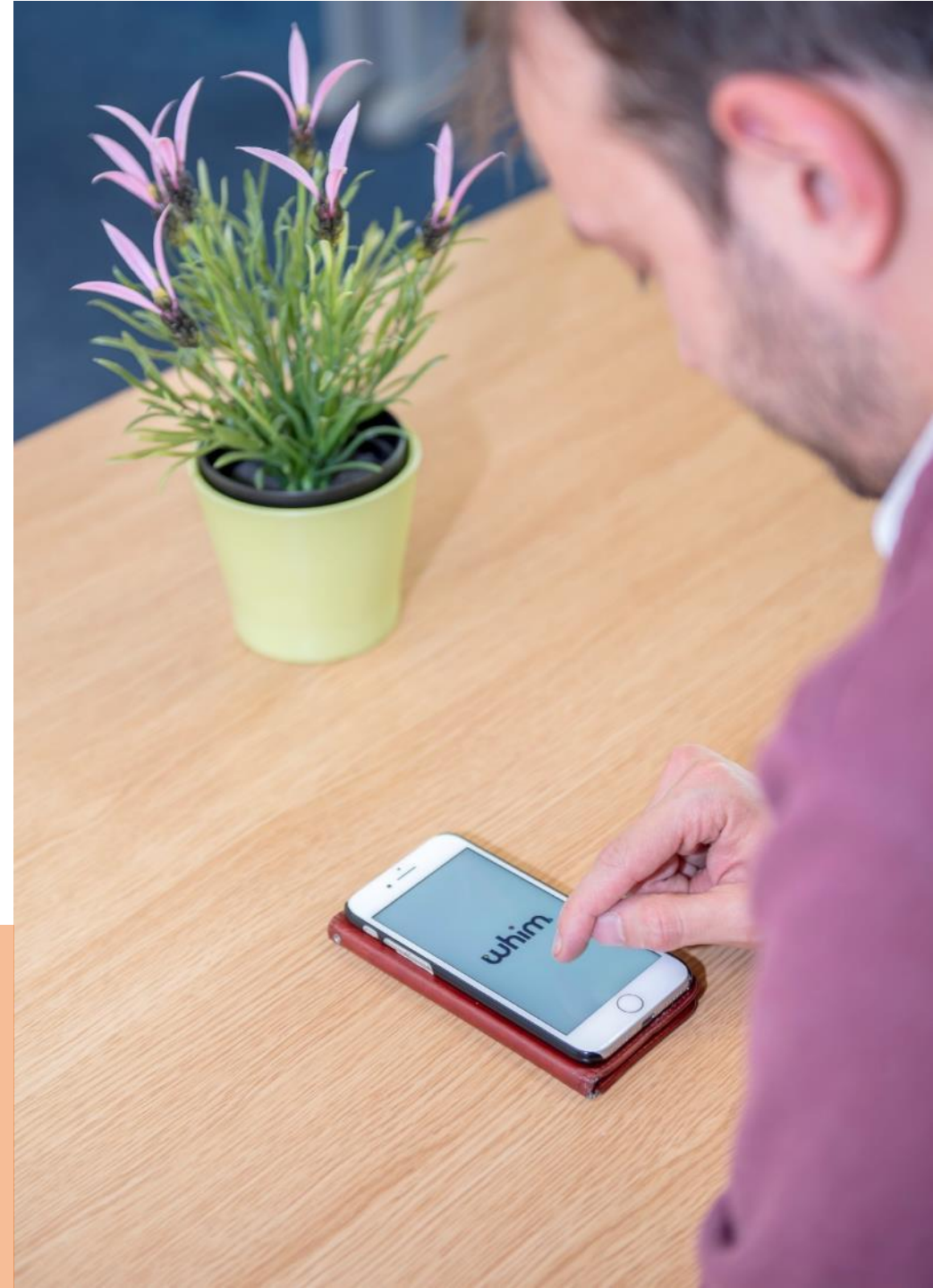
Urban Testbed

Solihull

Coventry

All your public and private transport on one app.

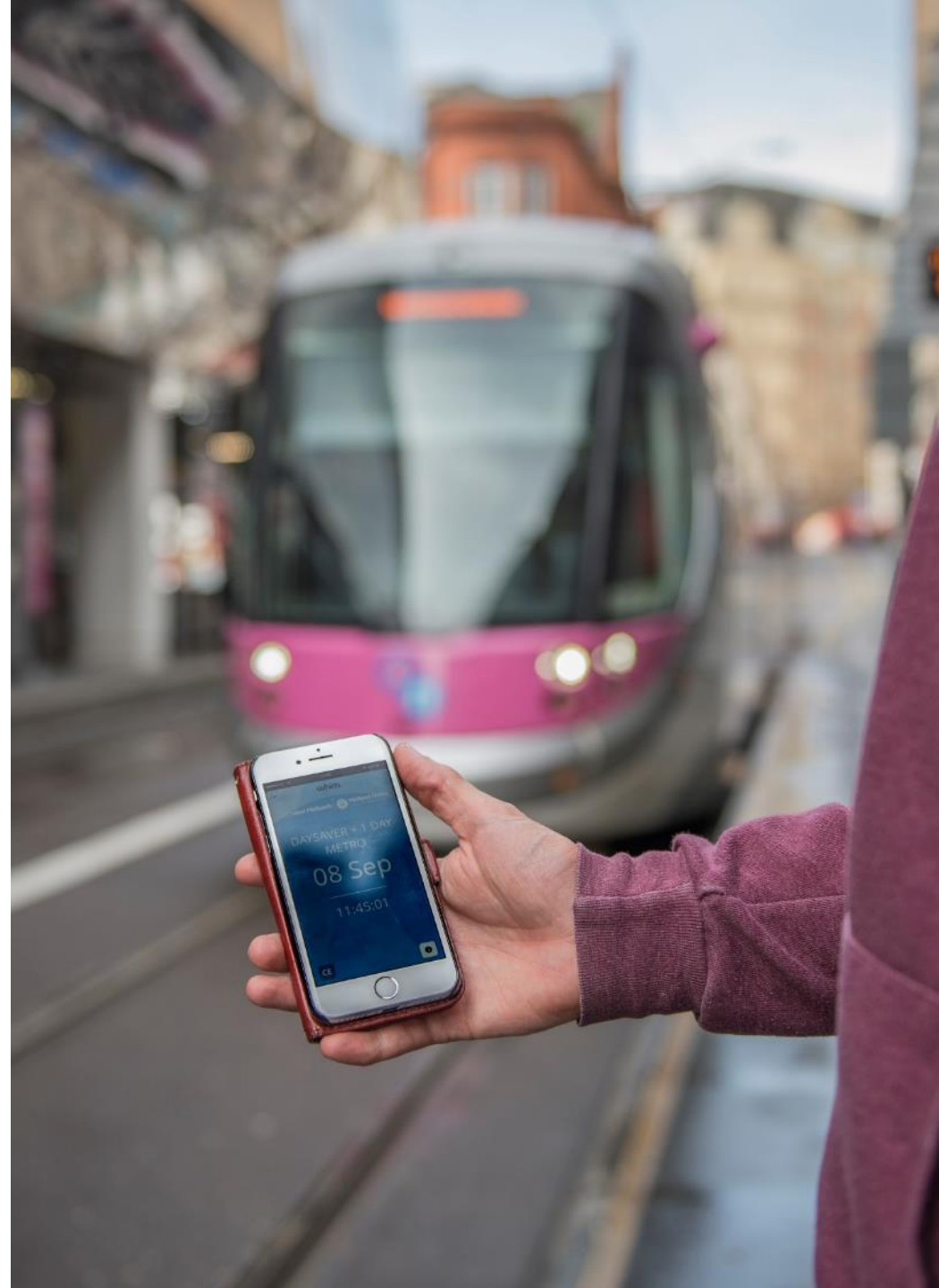
Can Mobility as a Service be better than owning your own car?



**It can be used
on the bus
across the
West Midlands**



**It can also be
used on the tram**





To call a taxi





or hire
a car



or bike





Appetite in the West Midlands is for a change in transport and a shift from private car.

WM5G Objectives



*Increase the rate of deployment of new technologies needed to support **higher productivity growth***



*Act as a **large-scale prototype** for the UK in the deployment of 5G; evolution of market structures; and new business models*



*Enable digital inclusion to accelerate the move towards the **digital delivery** of better **public and commercial services***



Staffordshire

Industrial & logistics



Black Country

- Robotics
- Smart factories
- Infrastructure
- Utilities
- Smart supply chains / logistics

Leicestershire

Life sciences, medical & emergency services



Birmingham

- Remote and robotic surgery
- Monitoring out-patients remotely
- Access to patient records
- Connected ambulances

Warwickshire




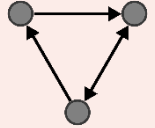

Mobility



Coventry

- CAV
- Vehicle to Vehicle (V2V) connectivity
- Transport networks
- City management

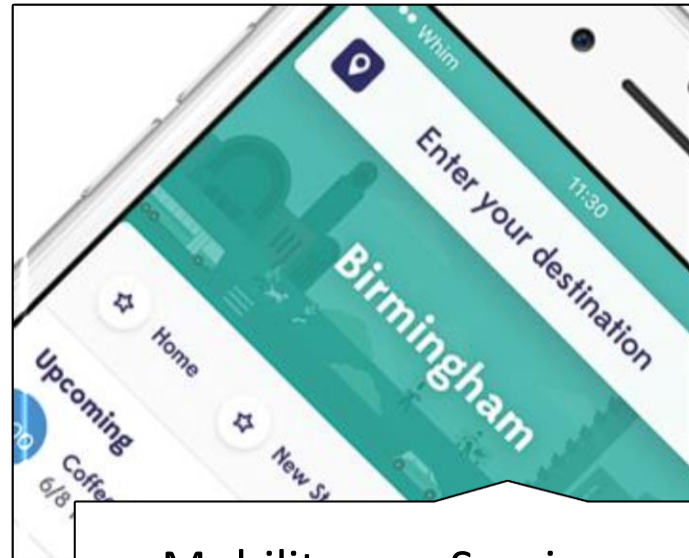
Future Mobility Headlines

	Human centred data (what will change behavior)
	Enhanced mobility platform (public/private modes)
	Transport network data (digital highway)
	Enabling data exploitation (resilience)
	Innovation showcases (connected and autonomous)

Open opportunity...



Connected and
Autonomous Vehicle (CAV)



Mobility as a Service
(MaaS)



5G

Restoring the West Midlands to the home of mobility





**Transport for
West Midlands**

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