

No.	Description	Rational	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
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
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

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STA-6	Develop one reporting number for Transport	Customer first approach to create one point to report incidents	Stay Safer	March 2027	TfWM
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

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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

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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
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

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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