





Billy Carslaw

Birmingham Chamber Group



Birmingham Chamber Group

- Voice of Business in the West Midlands
- Group consists of
 - Birmingham Chamber
 - Burton and District Chamber
 - Lichfield and Tamworth Chamber
 - Solihull Chamber
 - Institute of Asian Businesses
 - British American business Council
 - Future Faces



Chase Chamber

- Invited to take part in the Mobility Management in Business and Industry Zones project
- Looking specifically at how to address mobility issues this in rural business parks
- Today is about sharing our experiences and good practice and encouraging others to take up the challenge





Partner Experiences

Billy Carslaw

Birmingham Chamber Group



Chase Chamber

5 BIZ areas

Fradley Park

Cannock Wood

Orbital Park

Power Station Road

A5



Challenges

- Local rail infrastructure
- Local bus infrastructure
- Working patterns and needs of the business
- Re-location of businesses into the area.
- Individual attitudes to public transport.



Potential for change

- indications from the surveys suggest people will consider alternatives if they are reliable.
 - Cycling more attractive if it is safe.
 - Will take time and need lots of effort and support to do so.
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- New emerging projects to support businesses
 - Staffordshire Mobility Manager and local resources
 - Smarter working West Midlands
 - Bike North Birmingham
 - Centro

