BIRMINGHAM AND SOLIHULL CHAMBER OF COMMERCE

"EFFECTIVE CAMPAIGNING"

Jerry Blackett, Chief Executive, Birmingham and Solihull Chamber of Commerce

Peter Roberts, CEO, The Drivers Alliance

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Birmingham Chamber of Commerce and Industry

British Chambers of Commerce Accredited

The Ultimate Business Network

OBJECTIVES FOR TODAY

- Discuss what effective campaigning looks like
- Use the West Midlands Business Transport Group "Quick Wins" campaign as an example
- Discussion / sharing of good practice

BACKGROUND

- Member surveys revealed, consistently, that transport in top three of member concerns

- In particular, reliable and predictable journey times

- To date, policy activity had been dedicated to long-term infrastructure requirement (eg more road, rail and air capacity)

- Peak time arterial and local road congestion not being tackled - " A Fact of Life"

- No real talk of congestion charging

- Formation of West Midlands Business Transport Group

WEST MIDLANDS BUSINESS TRANSPORT GROUP: MEMBERS

- West Midlands Chambers of Commerce
- CBI
- EEF
- FSB
- IOD
- RICS
- RAC Foundation
- Road Haulage Association
- Freight Transport Association
- West Midlands Developers Association
- Midlands Association of Restaurants, Hotel and Catering Organisations

Plus the NEC Group; Birmingham International Airport; Amey; Atkins; National Express Group and others.

THE EMERGENCE OF THE "QUICK WINS" IDEA

- A Member idea, born out of frustration of local authority road changes appearing to be imposed with only token consultation with business

- Developed examples of the benefits possible from minor changes to roads

- For examples of Quick Wins, please welcome Peter Roberts, Founder of the Downing Street and anti-road pricing website petition and now CEO of the Drivers Alliance

Insert Peter Roberts slides here.

"QUICK WINS" CAMPAIGN OBJECTIVES

- To speed up, safely, the movement of goods and services in and through the West Midlands

- To identify as many examples as possible of Quick Wins, with any single example capped at a maximum of £100,000 cost

- To improve the local authority road planning culture so that it embraces low-cost solutions and listens better to the needs of local business

IMPLEMENTATION OF THE CAMPAIGN

- Bulked up the business voice – WMBTG, led by Birmingham and Solihull Chamber
- Secured PTA support for a region-wide business survey, to identify potential Quick Wins
- Targeted Birmingham for a Quick Wins trial, securing support of Cabinet Minister for Transport and City Council CEO (led to establishment of a Birmingham "Congestion Taskforce")
- Took local Transport Plan and retro-fitted Quick Wins. Chamber designed Quick Win element of LTP website.
- Secured political support regionally, maximising local authority governance processes
- Created a joint business/political steering group
- Saturated local media – BBC West Midlands championed

CAMPAIGN OUTCOMES

- Identified 171 Quick Win suggestions and up to £1,000,000 of LTP funds to implement 102 (60%) distributed as follows:-

• Birmingham:	64 suggestions	• 54 being implemented
• Coventry:	35 suggestions	• 7 being implemented
• Dudley:	17 suggestions	• 4 being implemented
• Sandwell:	9 suggestions	• 9 being implemented
• Solihull:	20 suggestions	• 12 being implemented
• Walsall:	5 suggestions	• 1 being implemented
• Wolverhampton:	21 suggestions	• 10 being implemented

- Quick Wins Steering Group meets to review progress this month

- PTA keen to run a second wave exercise from May

QUICK WINS: LEARNING RE EFFECTIVE ADVOCACY

- Strengthen to its maximum the business voice – WMBTG- equivalent
- Maximise potential for impact by understanding "the system" and working within it
- Become trusted partners with colleagues in the main agencies
- Get in early, to co-invent. Consultation is too late
- Issue: how to tackle obfuscation?

Discussion / Sharing of good practice