

APPG for High Speed Rail,  
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Dear Colleague,

Marketing Birmingham would like to thank the All-Party Parliamentary Group on High Speed Rail for this opportunity to submit evidence on HS2 and its role in addressing the UK's railway capacity constraints.

Marketing Birmingham is the successful public/private sector strategic marketing partnership for Birmingham, the Black Country and Solihull. It is the driving force behind the growth of the area's visitor economy, its growing reputation and is the new impetus behind the inward investment strategy for the city region. It is our goal to improve national and international perceptions of the area, delivering real economic returns.

Our evidence highlights the important role that HS2 will play in providing the additional railway capacity that the city region requires. HS2 will be vital for its future development and economic growth by enabling the area to capitalise further on its unique position at the heart of the UK's transport network, providing additional capacity for business and leisure travellers and enhancing its reputation as a global transport hub.

Sincerely,

Neil Rami  
Chief Executive  
Marketing Birmingham

## All-Party Parliamentary Group for High Speed Rail: Capacity Inquiry – Evidence from Marketing Birmingham

1. The current capacity situation on the UK's railways is acute; trains leaving and arriving at stations such as Birmingham New Street, Manchester Piccadilly and Euston at peak times are often standing room only<sup>1</sup>
2. Rail demand has been growing at 6 per cent per annum – in spite of the recession – and this is expected to increase due to rising fuel prices and traffic congestion.<sup>2</sup> This prediction is based on investment in local and high-speed rail, without which the West Coast Main Line (WCLML) is expected to hit capacity in the mid 2020s.<sup>3</sup>
3. The UK will require a significant increase in its railway capacity in the future, to be delivered by both local and inter-city services as both are vital for the tourism industry. HS2 Ltd has stated that 'the majority of HS2 journeys (70%) would be made by people travelling for... reasons [other than business], with leisure trips likely to be particularly important.'<sup>4</sup>
4. By providing additional capacity, HS2 will boost the region's offer for potential inward investors. Indeed, the Cushman and Wakefield European Cities Monitor judges cities partly based on their 'external transport links' – such is the importance of transport to the success of locations such as Birmingham. Meeting the high-speed rail capabilities of international counterparts such as Frankfurt and cities across Japan and the USA – and aided by the significant £1.3 billion transport investment already taking place across the city region – will retain its status as a globally connected location for overseas investors looking for a gateway to the rest of the UK and Europe.
5. HS2 is the only solution that adequately addresses capacity constraints and protects local services. The proposals of 51M (a group of local authorities located along the line of route) and the Rail Package 2 upgrade to the WCML would downgrade local services in order to cater for inter-city services.<sup>5</sup>

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<sup>1</sup> [http://www.pteg.net/NR/rdonlyres/C87C06C3-63D1-4631-B684-6BEF38D976C0/0/HOC\\_Overcrowding\\_181202.pdf](http://www.pteg.net/NR/rdonlyres/C87C06C3-63D1-4631-B684-6BEF38D976C0/0/HOC_Overcrowding_181202.pdf)

<sup>2</sup> Rail's modal share of peak time journey's has increased from 17% in 2001 to 27% last year. <http://www.rssb.co.uk/NP/SRP/Documents/Rail%20Industry%20SD%20Review%202011.pdf>

<sup>3</sup> <http://www.publications.parliament.uk/pa/cm201011/cmhansrd/cm110331/halltext/110331h0001.htm#11033165000002>

<sup>4</sup> <http://highspeedrail.dft.gov.uk/sites/highspeedrail.dft.gov.uk/files/hs2-economic-case.pdf>

<sup>5</sup> <http://assets.dft.gov.uk/publications/hs2-review-of-strategic-alternatives/hs2-review-of-strategic-alternatives.pdf>

Moreover, many of the alternatives to HS2 that calculate the additional capacity (over 200%) they could provide is based on outdated passenger numbers<sup>6</sup> and would provide little additional capacity at peak-times<sup>7</sup> when it is most needed.

6. Alternatives to HS2 would also require costly work on the WCML, disrupting business and leisure users.<sup>8</sup>
7. By relieving the pressure that inter-city services place on the WCML, HS2 will create significant breathing room for local services to be improved – both in terms of frequency and capacity.

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<sup>6</sup><http://assets.dft.gov.uk/publications/hs2-review-of-strategic-alternatives/hs2-review-of-strategic-alternatives.pdf>

<sup>7</sup> <http://assets.dft.gov.uk/publications/hs2-review-of-strategic-alternatives/hs2-review-of-strategic-alternatives.pdf>

<sup>8</sup> [http://www.hs2aa.org/powercms//files/cms\\_files/Alternatives%201\\_2\(1\).pdf](http://www.hs2aa.org/powercms//files/cms_files/Alternatives%201_2(1).pdf)