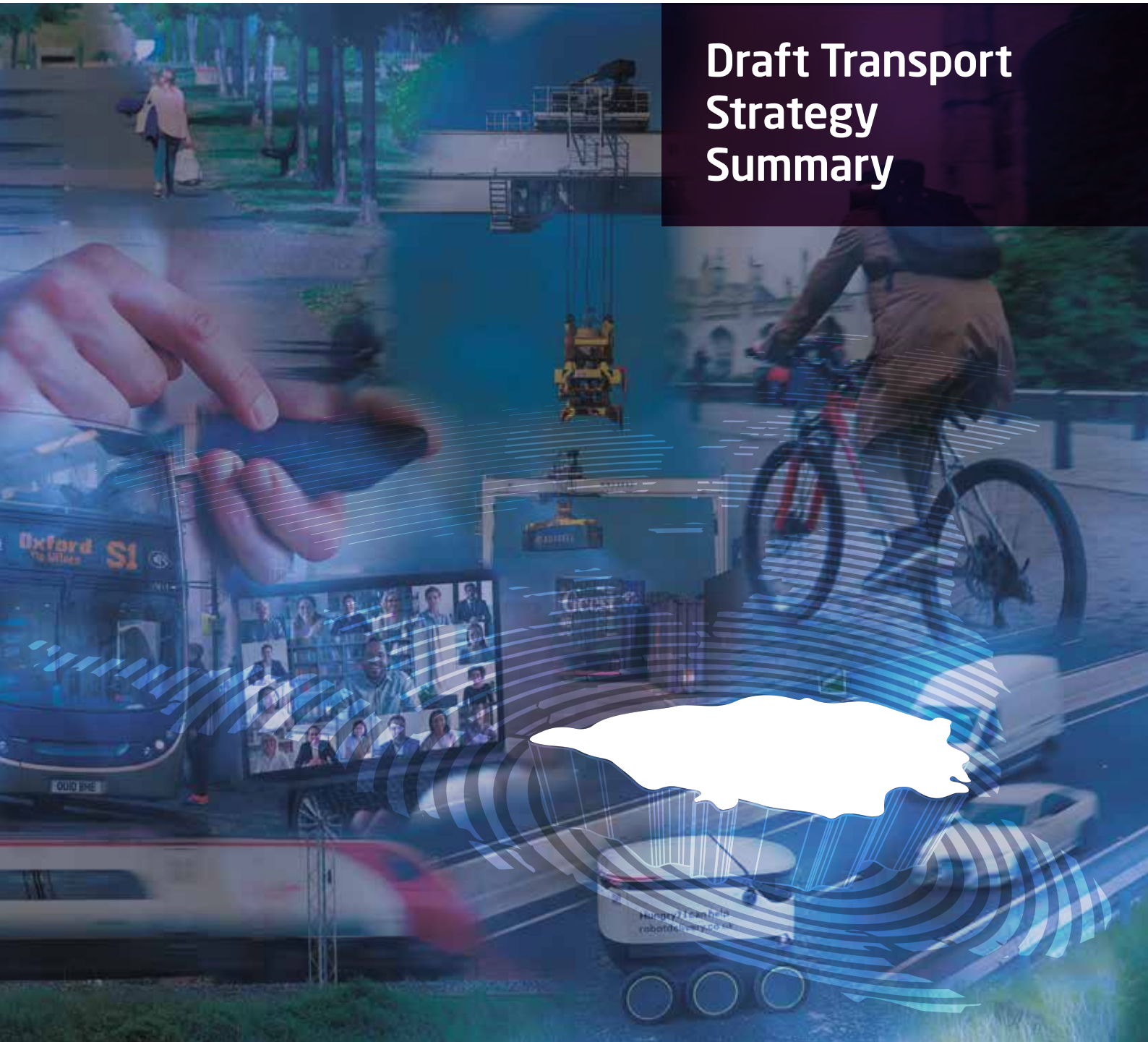


Draft Transport Strategy Summary





The Heartland is an economic success story and vital asset for the UK in its economic recovery and the decades which follow...



...founded on science and technology innovation, powered by world-leading universities...



...which we will harness to develop new solutions that will decarbonise our transport system...

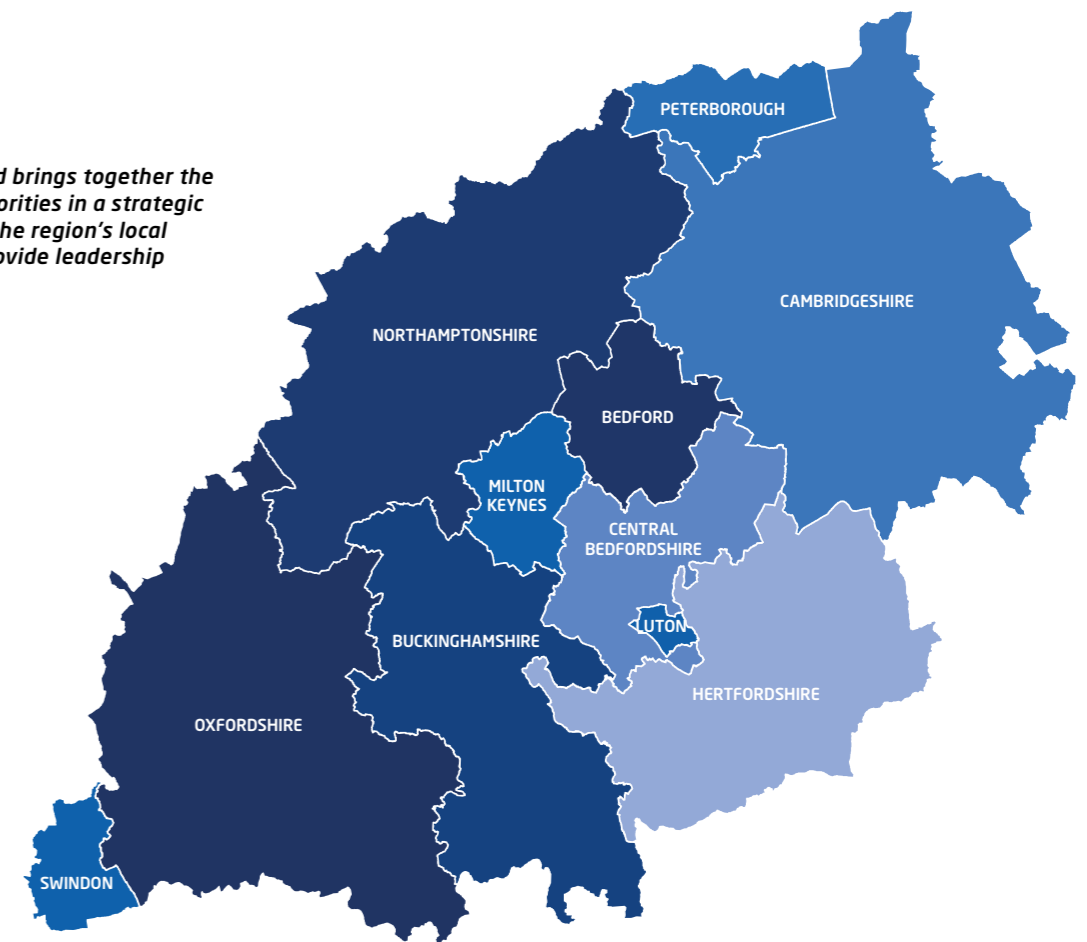


...while championing investment in digital infrastructure to reduce the need to travel, transforming public transport and promoting active travel...



...increasing opportunities for our residents, supporting a green recovery and sustainable growth, and ensuring that our freight and logistics needs are met while lowering their environmental impact

England's Economic Heartland brings together the region's Local Transport Authorities in a strategic partnership that works with the region's local enterprise partnerships to provide leadership on strategic infrastructure.



The Heartland is an economic success story founded on **science and technology innovation**, powered by a network of world-leading universities and research centres, and includes the Oxford-Cambridge Arc, which has been made a national priority by Government. It is a net contributor to the Treasury and is a **vital asset for the UK**, both during its recovery from the COVID-19 crisis and in the decades that follow.

But the Heartland's **success cannot be taken for granted** - just as a business requires continual investment to flourish, so too does our region.

A REGION OF OPPORTUNITY

Our region's strengths provide the opportunity to do things differently, as articulated in the Transport Strategy's vision:

"To realise sustainable growth opportunities and improve the quality of life and wellbeing for Heartland residents and businesses, by harnessing the region's globally renowned centres of innovation to unlock a world class, de-carbonised transport system."

Central to our strategy is putting the needs of the user at the heart of all that we do.

Improving connectivity for people and places to services and opportunities is crucial to levelling up across our region. And it supports economic recovery by helping to improve productivity.

As our experience during the COVID-19 pandemic has shown, there is considerable scope to increase our use of flexible and remote working; to challenge received wisdom when it comes to the future for our transport system; to do things differently.

A STEP-CHANGE IN APPROACH

'Business as usual' will not get us where we need to be, which is why our Transport Strategy maps out the additional actions needed to achieve our vision.

A step-change in approach is required to address the challenges our transport system already faces - and is all the more critical if we are to realise our economic potential and deliver sustainable growth.

The strategy sets out how the region will:

- Use the need to **decarbonise our transport system** as the opportunity to harness innovation and deliver solutions that in themselves generate economic growth
- Champion investment in **digital infrastructure** as a means of improving connectivity, particularly within our rural communities, in order to reduce the need to travel
- Use delivery of East West Rail as the catalyst for the transformation of our **strategic public transport networks**, investing in those networks to connect our economic assets and communities in a shared endeavour that unlocks added value
- Champion increased investment in **active travel and shared transport** solutions to improve local connectivity and ensure that everyone has the opportunity to realise their potential
- Ensure that our **freight and logistic** needs continue to be met whilst lowering the environmental impact of their delivery.

In this way our Transport Strategy sets out how we are responding to the need to:

- Improve the **resilience** of a transport system already under strain, one where unreliability and congestion act as a brake on sustainable growth
- Reduce our transport system's **carbon emissions**, which are higher and growing faster than the national average
- **Address the inequalities** which exist within our region by improving connectivity to opportunities for those in our more deprived communities
- Support our **rural communities and the businesses** that operate in them, a demographic which is significantly larger than the national average
- **Reduce reliance on the private car** in a region where average journeys are longer and car use is higher than the national average.

Through our programme of **connectivity studies** we will work with our partners to ensure our investment requirements enable the delivery of sustainable growth.

And through our **investment pipeline**, we will ensure that the region's requirements are clearly set out, giving greater confidence to both public and private investors..



A REGION OF AMBITION

The step-change in approach underpinning our strategy reflects the ambition of our region. Engagement on our Outline Transport Strategy last year highlighted the region's desire for EEH to bold, and to view the Heartland's strength in science and technological innovation as the opportunity to deliver new solutions which improve connectivity and achieve net environmental gain.

The strategy's bold policies create the framework for harnessing the opportunities in our region and overcoming the challenges facing our transport system. They are shaped by four overarching principles:

- Achieving net-zero carbon emissions from transport no later than 2050
- Improving quality of life and wellbeing through an inclusive transport system accessible to all which emphasises sustainable and active travel
- Supporting the regional economy by connecting people and businesses to markets and opportunities
- Ensuring the Heartland works for the UK by enabling the efficient movement of people and goods through the region and to/from international gateways.

The strategy's development has been shaped by an **Integrated Sustainability Appraisal (ISA)**, an independent process that ensures our policies have been tested against the need to address social, environmental and economic needs.

Our Transport Strategy is bold in its ambition, and sets out the need for change. Whilst there is much that can be achieved as a collaborative strategic partnership, we believe that given the importance of delivering the strategy, the region is best served by EEH seeking to turn the partnership into a **statutory body**, ensuring our region's voice shapes the national agenda to the benefit of our communities and businesses.

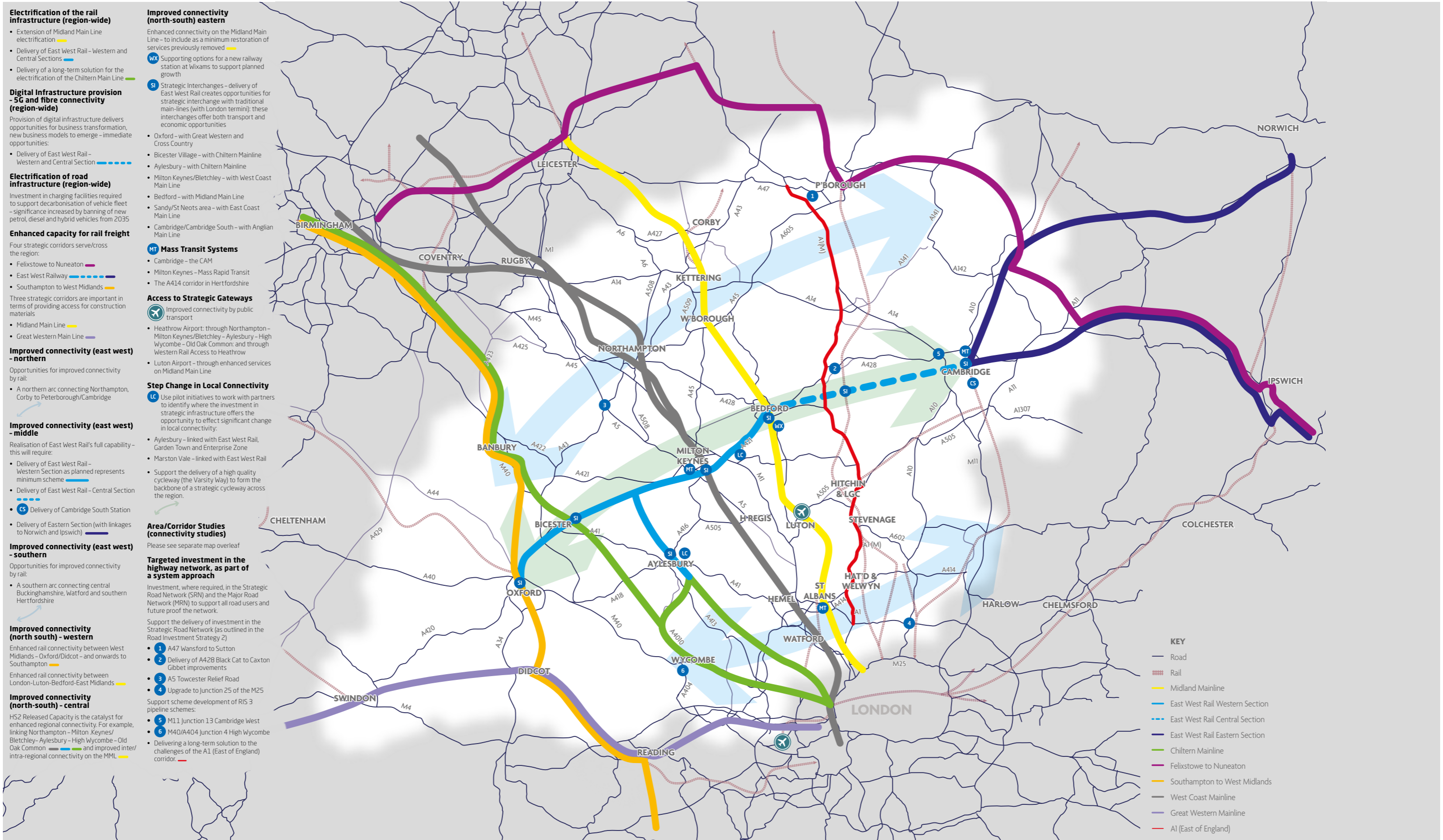
CONSULTATION

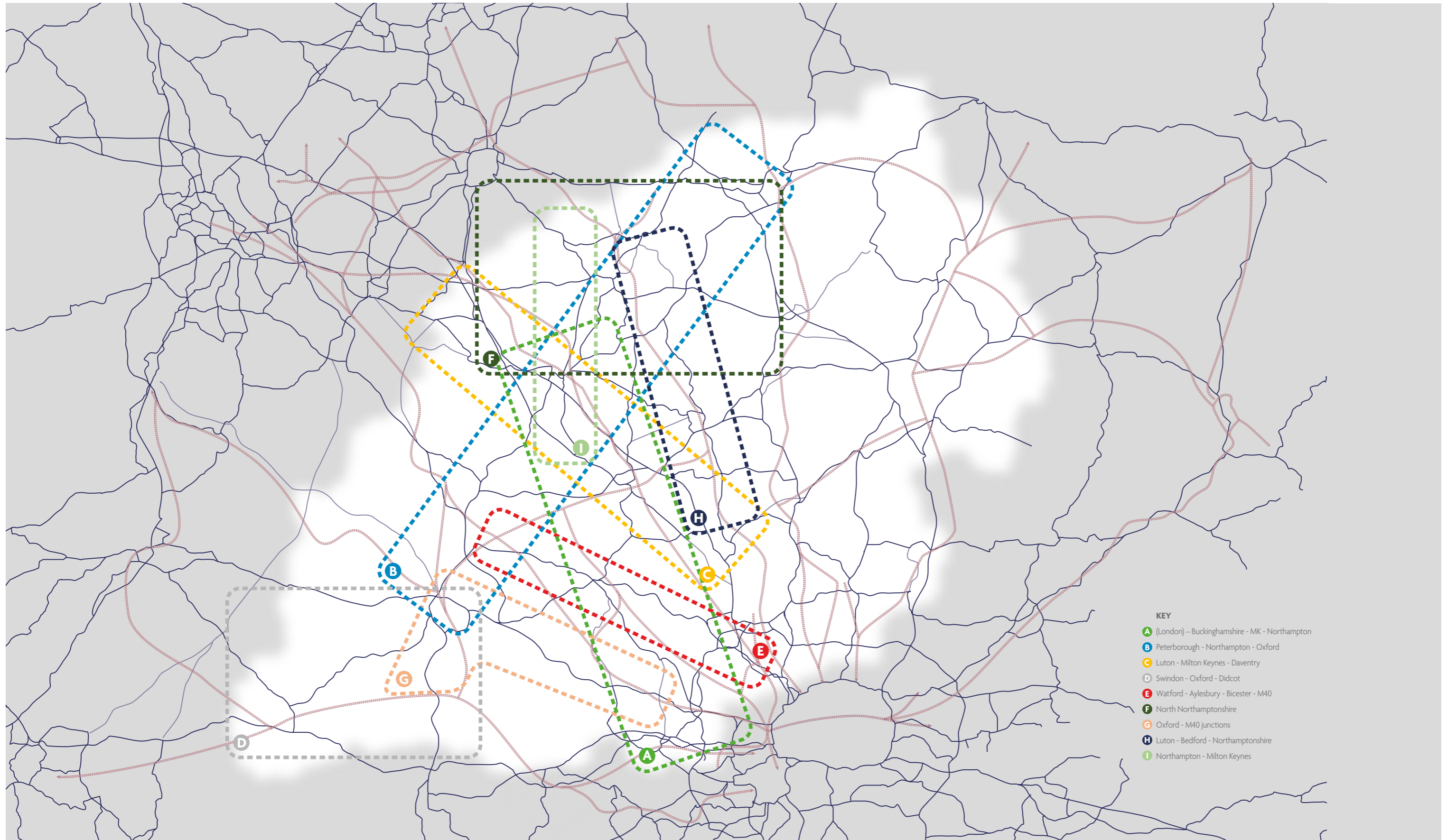
England's Economic Heartland has now launched a formal public consultation on the Draft Transport Strategy, which runs until midnight on **October 6**. The consultation also invites feedback on the ISA and plans for statutory status.

Our [website](#) contains all the information that has been used to shape the strategy, as well as documents and videos explaining our proposals in more detail. The consultation is **your chance to shape** the final version of our Transport Strategy via the online survey at englandseconomicheartland.com.


The final version of the Transport Strategy will be published at the turn of the year.








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