



TRANSPORT **EAST**

TRANSPORT STRATEGY 2023-2050

February 2023



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Foreword



Cllr Kevin Bentley
Chair Transport East

The East is a fantastic region with talented people, innovative businesses and a wealth of natural assets. It is no wonder more people want to live, work and learn here. But it's fair to say our transport networks hold us back. Through Transport East, local authorities, enterprise partnerships, business groups and wider partners are working hard to change this.

Our vision is of a thriving Eastern region with safe, efficient and net-zero transport networks advancing a future of inclusive and sustainable growth for decades to come. This Transport Strategy sets out exactly how we are going to do it over the next 30 years.

Transport shapes our day-to-day lives in ways we rarely consider. And the travel choices we make affect our neighbours, places, country and world.

Transport in the East is the biggest contributor to our region's carbon emissions; 42% of carbon dioxide emissions, the driver of climate change, is generated by transport, with the vast majority by road travel. Reducing emissions from our transport to net zero, in line with national government commitments, is going to need action at all levels from central government and

local decision makers to transport operators, businesses and every single one of our 3.5million residents. Which is why decarbonising travel is a core priority in this strategy and Transport East is committed to working with partners across the region to develop the solutions which will reduce our emissions as quickly as possible.

This Transport Strategy has been developed through the COVID-19 pandemic, which has had a profound impact on our society, economy and travel. Bus and rail travel plummeted; people rediscovered the benefits of walking and cycling; work, shopping, appointments and socialising all moved online. The long-term impacts of the COVID-19 pandemic on our transport networks remain uncertain. However, we are now seeing how some of the changes are sticking while others have returned to 'normal'.

The changes seen through the pandemic are only one part of the picture. We're expecting high growth across the region with new homes and new jobs planned to 2050. Our forecasts indicate that with the right investment in the right places, by 2050 our region could be contributing £119bn to the Treasury. But we have pockets of high deprivation in places which need levelling

up. With more international gateways than any other region, the East is also crucial to the flow of goods between businesses across the UK and the rest of the world. Increased and better focussed transport investment is essential to addressing all these issues.

Our work to develop the region’s first overarching Transport Strategy, through hundreds of conversations, has resulted in a set of priorities unique to the East. This document sets out a pathway to deliver each of them.

Creating a net zero carbon transport network

Connecting our growing towns and cities

Energising our coastal and rural communities

Unlocking our global gateways

These strategic priorities align closely with national ambitions to meet net zero carbon, level up our communities through improved access to jobs, skills, training and services, and advance global Britain.

The Transport East partnership covers a wide area, from Cromer on the Norfolk coast to Tilbury on the Thames. Over 5,000 square miles of different places, including Areas of Outstanding Natural Beauty, productive agricultural land, bustling urban centres, attractive market towns, and commercial hubs around ports and airports.

Our strategy is sensitive to the characteristics of local areas and communities. Transport interventions that work in the centre of Chelmsford will be different from those that work in Breckland, and different again from those that work for Harwich International Port.

Whatever the future holds, the Transport East Strategy has been designed to be agile and resilient to change. I look forward to working together to strengthen our voice to make the case for increased investment and make transport in the East better for everyone.



Cllr Kevin Bentley
Chair Transport East

Executive summary

The East is a fantastic region with talented people, innovative businesses and a wealth of natural assets. It is no wonder more people want to live, work and learn here. But it's fair to say our transport networks hold us back. Through Transport East, local authorities, enterprise partnerships, business groups and wider partners are working hard to change this.

We have been tasked by the Transport East partnership and the Department for Transport to develop a Transport Strategy to set a single voice for the future transport investment in the East and identify a pipeline of priority projects for the region.

What is Transport East?

Transport East was set up in 2018 and is the sub-national transport body for Norfolk, Suffolk, Essex, Southend-on-Sea and Thurrock. We bring together councils, business leaders and the Government to identify the transport investment needed to support sustainable economic growth in the region and improve people's quality of life.

Our role is to develop a collective vision for the future of transport in the region and set out the investment priorities needed to deliver it.

The draft regional Transport Strategy and supporting Strategic Investment Programme set out our approach. These strategic documents will help us embed the region's priorities in the delivery plans of Government, Network Rail, National Highways, local authorities, partners within the private sector and transport providers.

By enabling a single voice for the region's transport priorities, we aim to boost the region's capacity, capability, technical expertise and resources to help develop an improved, integrated and future-proofed transport network for everyone.

Together with our partners, we are working to make sure funding and policy decisions are informed by local knowledge, evidence and requirements so the region reaches its full potential.

The East's unique contribution to the UK

The East helps drive the UK economy. It is home to 3.5 million people and 1.7 million jobs. The region prides itself on providing a strong and diverse economy including manufacturing, agriculture, information and communications technology, clean energy production, financial services and tourism.

Some of our towns and cities are among the fastest growing in the country. The region grew more over the last decade than the national average with a 7% increase in population (2021 census). The region's population is forecast to increase by up to half a million by 2041, with up to 566,000 new homes and 295,000 new jobs predicted by 2050.

The region is also essential for the UK's global trade, with 13 ports and 3 international airports. Half of the UK's freight containers are moved through the region and there are plans to grow these gateways. For example, the Government has designated two Freeports in the region; Thames Freeport at London Gateway and the Port of Tilbury, and Freeport East at the ports of Felixstowe and Harwich.

In the energy sector, some of the world's largest wind farms are being built off the region's coastline. Following planned investment in renewables and nuclear power generation at Sizewell and Bradwell, the region will also be the leading supplier of renewable energy to the UK.

The East is crucial to delivering Government ambitions to level up the country, achieve net zero and drive global Britain forward.

Transport challenges

The region covers a large area, with no major hub city. This means our transport networks are particularly important in supporting the regional economy, by getting people to work and goods to businesses.

Many journeys made within the region are difficult to make other than by car. This results in high transport related emissions – 42% of all carbon emissions in the region. Affecting people's health and contributing to climate change. The Government has clear commitments to cut transport related carbon emissions to net zero and the East is committed to leading the way on decarbonisation.

Poor connections are a particular challenge for many people living in our rural and coastal areas, making it difficult to access jobs, education and essential services. Two thirds of our rural residents live in a 'transport desert' where there is no realistic alternative to the private car. With communities cut off further by poor broadband and mobile provision.

Not only is the movement of people complex, so is the movement of goods. Our ports connect Britain to the rest of the world, but constraints in connections to these hubs slow deliveries, add cost and ultimately make it harder for businesses to trade internationally.

Major investment is needed in our transport networks to meet current and future challenges and to allow the region to fulfil its potential.

A regional Transport Strategy

An improved transport network can bring about much-needed change to the region, connecting people to opportunities for work, education and leisure, and supporting local, regional and national economies. An improved transport network would also reduce emissions and improve the health of our residents. Key to this is a regional Transport Strategy to guide investment in the East over the next 30 years.

Through this strategy, we aim to overcome some of the transport challenges experienced, while also delivering a fit for purpose, high quality, inclusive and sustainable transport network that will be able to accommodate future growth in the area.

We began developing this in 2020 and we have been talking to the public and our partners to make sure it aligns with local ambitions and needs, including through a public consultation in 2021. We have also undertaken a detailed programme of technical work, including an Integrated Sustainability Appraisal (ISA), to inform the strategy. How we will deliver the Transport Strategy is set out in our Strategic Investment Programme.

The strategy covers a wide area and reflects the diverse nature of the East and everyone who lives here.

Structure of the Transport Strategy

Vision

Priorities

Goals

Actions

Strategic Investment Programme

Our strategic framework for prioritising current investment proposals and future initiatives to deliver the Transport Strategy focusing on six core movement corridors, and our urban, rural and coastal places

Our Vision

A thriving Eastern region with safe, efficient and net zero transport networks advancing a future of inclusive and sustainable growth for decades to come.

Our vision has been developed together with councils, business leaders and other partners.

If we succeed, what will be different about our transport networks in 2050?:

- Better public transport connections accessible to everyone
- Places that make it easy and attractive for people to move around sustainably
- More reliable business and freight journeys, due to less congestion and fewer incidents
- A healthier, more active population – by making it easier to walk and cycle more often
- Cleaner, greener transport, helping to protect our local environment and the world for future generations
- Fewer journeys being made, partly due to better online connections bringing services into our homes

Strategic priorities

Our draft Transport Strategy sets out a series of four pathways to follow to deliver the vision.

Decarbonisation to net-zero

Working to achieve net zero carbon emissions from transport, building on our status as the UK's premier renewable energy region. Our decarbonisation pathway underpins the other three pathways in the Strategy.

Connecting growing towns and cities

Providing enhanced links between our fastest growing places and business clusters. Improving access for people to jobs, suppliers, services, and learning; enabling the area to function as a coherent economy and improving productivity.

Energising coastal and rural communities

A reinvented sustainable coast for the 21st century which powers the UK through energy generation. Supporting our productive rural communities and attracting visitors all year round.

Unlocking international gateways

Better connected ports and airports to help UK businesses thrive, boosting the nation's economy through better access to international markets and facilitating foreign investment.

Decarbonisation to net zero

Working to achieve net zero carbon emissions from transport, building on our status as the UK's premier renewable energy region.

By decarbonising transport, we can make life better for everyone in the region. We have set an ambitious target of reaching net zero transport by 2040, which is ahead of Government targets.

Goal 1:

Reduce demand for carbon intensive trips through local living; making it easier for people to access jobs and services locally or by digital means

Goal 2:

Shift modes by supporting people to switch from private car to active and passenger transport, and goods to more sustainable modes like rail

Goal 3:

Switch fuels with all private, passenger transport, fleet and freight vehicles switching to net zero carbon fuels at the earliest opportunity

Goal 4:

Zero carbon growth by supporting authorities and developers to plan, locate and design new development that reduces the need for people to make carbon-intensive trips

Connecting growing towns and cities

Enhanced links between and within our fastest growing places and business clusters. Improving access for people to jobs, supplies, services, and learning; enabling the area to function as a coherent economy and improving productivity.

Strategic transport networks in the East are slow, congested and overcrowded. Some of our towns among the most congested in the country. Links between our towns by road and rail are also slow and can be unreliable. Onward connections to the rest of the UK are also poor, stifling the region's economy.



With the growth planned over the next 15 years, this will only become worse unless action is taken to tackle it.

Goal 5:

Improve connections and access within our urban centres through better walking, cycling and passenger transport, supporting sustainable access to services, education, training, jobs and leisure

Goal 6:

Deliver faster and more reliable connections between our growing places and to the rest of the UK, to support business growth, skills development and employment

Goal 7:

Fully integrate transport networks, services and operations across the Transport East region, through a customer-focused approach, enabling seamless and safe end-to-end journeys by sustainable modes that are attractive to all

Energising coastal and rural communities

A reinvented sustainable coast for the 21st century which powers the UK through energy generation. Supporting our productive rural communities and attracting visitors all year round.

Across the Transport East region, 21% of people live on the coast and 33% live in rural areas, both much higher than the national average. Two thirds of our rural residents live in a 'transport desert' where there is no realistic alternative to the private car. Poor transport connections are exacerbated by poor digital connections.

With the right investment, transport can play a key role to level up our rural and coastal areas.

Goal 8:

Increase accessibility for rural communities to education, training, services and jobs through; better ways of taking people to places sustainably, supporting more local trips through closer provision of goods and services, supporting regional partners and the digital sector to provide alternative options to travel

Goal 9:

Improve connections along our 500miles of coastline, and connect our coastal communities to the rest of the region and the UK, supporting levelling-up and boosting our coastal industries

Unlocking international gateways

Better connected ports and airports to help UK businesses thrive, boosting the nation's economy through better access to international markets and facilitating foreign direct investment.

Our 13 ports are of international significance and collectively carry half of the UK's freight containers. They also move agricultural products and support the North Sea energy industry. Food, goods and energy are important to us all.

The East is home to three international airports. Stansted Airport alone carries 10% of the nation's air passengers and is the third largest airport in the country for air freight. Southend and Norwich airports also provide important connections for regional markets, supporting business and leisure travel.

The reliability of journey times to key destinations, particularly logistics centres in the Midlands is vital to ports and their customers across the UK. Located away from town centres, ports, airports and surrounding businesses need dedicated connections from many directions to maximise the opportunities for sustainable travel.

Goal 10:

Improve connectivity, journey time and reliability for freight, passengers and employees to ports and airports

Goal 11:

Move goods and people sustainably to ports and airports by shifting modes including to rail and water

Goal 12:

Increase the use of alternative fuels for both port and airports, and for the vehicles moving people and goods onwards from international gateways



Image: Stansted Airport, MAG

Core corridors

We have identified six core corridors which play a vital role in the economic strength of the East through the movement of people and goods in the region. These corridors are the road and rail links between the region’s growing urban areas, ports and airports, and the rest of the UK.

Further investment in the corridors is needed if the region is to reach its potential as a thriving, connected and multi-centred economy. As well as cross-region initiatives, we will be looking to deliver the four strategic priorities along these core corridors as part of our framework for future transport investment in the East.

Image: Peter Kindersley, Centre for Aging Better



Strategic Investment Programme

We are responsible for identifying the region’s strategic transport investment priorities through a Strategic Investment Programme (SIP). This will be an evolving programme of schemes and initiatives to deliver the strategy. It sets out a pipeline of investment priorities to Government. This pipeline will identify gaps to accelerate a new generation of projects to speed funding and delivery e.g. active travel, electric vehicle infrastructure, passenger transport.

Our local transport authority members will continue to develop local projects through their Local Transport Plans.

Our Strategic Investment Programme also outlines how we will assess our performance.

Integrated Sustainability Appraisal

An Integrated Sustainability Appraisal (ISA) has been carried out to inform and improve the Transport Strategy.

ISA is a statutory process for assessing social, economic and environmental impacts of strategies and projects. It helps make sure sustainable development principles underpin the strategy to protect the environment, people’s health and equality.

Next steps

The Transport Strategy and Strategic Investment Programme inform our future work programme and the plans of the Government, local authorities, operators and partners across the region. We will regularly update the Strategic Investment Programme to reflect the delivery of projects and the evolving transport challenges the region faces.

This flexible approach will make sure the region continues to improve the quality of life for everyone, alongside supporting the Government in achieving wider national aspirations for new jobs and homes, levelling up, boosting international trade, and achieving net zero.



Image: DP World London Gateway

1.0 INTRODUCTION

1.1 Overview

This is the Transport Strategy for Essex, Norfolk, Suffolk, Southend-on-Sea and Thurrock setting the direction for transport in the region to 2050. It has been prepared by Transport East, a partnership that provides a single voice on transport for our residents, businesses, councils and partners, working in close collaboration with the Government and the rest of the UK.

The Transport East region is of huge importance to the UK. It is home to 3.5 million people and 1.7 million jobs. With a vibrant economy worth £73 billion, it is already one of the fastest growing regions in the UK outside of London.

It is only one of three regions to be a net contributor to the UK. Our forecasts indicate that with the right investment in the right places, by 2050 our region could be worth £119bn. It is strong in multiple economic sectors including agriculture and food, clean energy, logistics and distribution, digital and ICT. It has 13 ports including two Freeports and three airports, and is a leader in green energy production.

However, significant transport challenges must be overcome for the region to maintain productivity and fulfil its potential. The region covers a large geographic area and is multi-centred with no single dominant city. This means our web of transport networks are particularly important in supporting the regional economy.

Many of these journeys are difficult to take other than by car. This car-dependency contributes significantly to high transport emissions and localised poor air quality, with emissions well above the national average. The government has set a clear commitment to decarbonising transport and the East will need to play its part in reaching net zero targets over the next 20 years.

Poor connections are a particular challenge in many rural and coastal areas, making it difficult to access jobs, education and essential services. This transport isolation is compounded by a relative lack of access to super-fast broadband. Both contribute to high levels of economic deprivation, with people experiencing poorer health and difficulty accessing high-quality, affordable housing. Urgent action is needed to level up these areas through better connections, enabling deprived areas to prosper.

Fast-growing urban areas are already heavily congested, contributing to poor air quality and restricting economic growth in town centres. Attracting people to public transport services in towns and cities is difficult when the whole system is not joined up – different operators, fares, connections and services make planning journeys and navigating the network hard for customers.

Connections between our main towns and cities also suffer from capacity constraints. Delays across our strategic 'A' roads are commonplace and significant, hindering the movement of people, and goods to and from nationally significant international gateways like the ports of Felixstowe, Tilbury and London Gateway – constricting the growth of global Britain.

With the right investment, the East could be worth £119bn to UK plc by 2050

This Strategy seeks to overcome these challenges and deliver a high-quality, sustainable transport network for people in the Transport East region, resilient to the demands of future growth. A network that increases access to jobs, education, essential services and leisure. A network that connects businesses with their customers, supply chain and employees. And a network that reduces the significant environmental impacts of travel that are evident today, helping to deliver net zero by 2040.

This Strategy has been developed following extensive engagement with hundreds of partners across the region, a full public consultation and a detailed programme of technical work including an Integrated Sustainability Appraisal (ISA). This appraisal assesses our Strategy against key environmental, social, economic and public health objectives.

It brings together for the first time a wide range of initiatives already being developed and implemented by government agencies through existing programmes such as the Roads Investment Strategy, and local authorities through their Local Transport Plans. It has also been aligned with wider economic, growth, health and tourism strategies for the region.

Our Strategy recognises good transport is a means to an end, and not an end itself. It will lead to a better quality of life for people in the region, levelling up by providing better access to more opportunities for work, learning and leisure. It will support businesses and drive economic growth by reducing costs, increasing productivity, and providing access to more markets and workers. Finally, it will enable desperately needed essential new homes and developments.

Engaging on the Strategy

The Transport Strategy was developed iteratively, through regular engagement with experts across the region and transport sector. A draft version of the strategy was then consulted on, with amendments made to reflect the comments received from local authorities, town and parish councils, transport organisations, business groups, statutory consultees, environmental groups and the public.

Engagement on the Strategy included:

- A steering group of Local Authority officers
- Over 150 meetings with more than 400 organisations
- Public survey with over 600 respondents
- 15 partner workshops
- Annual Transport Summit discussions
- MP Roundtable
- Senior level presentations to Local Authority and LEAs
- 8-week public consultation with almost 600 responses received

1.2 | About Transport East

Transport East was established in 2018 as a new Sub-national Transport Body to provide a single voice for the future of transport in Norfolk, Suffolk, Essex, Southend-on-Sea and Thurrock. As a partnership, we bring together local transport and planning authorities and business leaders with Government and infrastructure agencies to identify the transport investment needed to fully support our members' shared ambitions for the region. We also drive value for money by improving the planning and delivery of interventions.

Transport East is:

- Developing and communicating a single regional Transport Strategy and Strategic Investment Programme (SIP), embedding our priorities in the delivery plans of government, Network Rail, National Highways, the private sector, and other transport providers.
- Elevating the work of local transport authorities, delivery bodies and local strategic networks by ensuring funding and strategy decisions are informed by local knowledge, outcomes and requirements.

- Providing leadership and oversight on strategic transport priorities which cross local authority or regional boundaries.
- Demonstrating investment decisions are locally supported, evidence-led, joined-up and made within the context of a long-term strategy.
- Enabling a 'single voice' for the region with the Department for Transport, infrastructure agencies (such as National Highways and Network Rail), service providers, and the region's major ports and airports.
- Enhancing regional capacity and capability through technical expertise and resources to help develop a coherent, integrated and future-proofed transport network.

The roles of the Transport East partnership in delivering this strategy are outlined in Table 1.2.1. However, we acknowledge the successful delivery of the Transport Strategy ultimately relies on local authorities, national agencies and private sector partners to deliver the infrastructure and services on the ground.



Image: Transport East

Table 1.2.1: Roles of Transport East

Lead Strategic Thinking	Strategic Coordinator	Elevate work of partners	Influencer	Intelligence
<p>Strategic direction and thought leadership for the East</p> <p>Lead regionally wide studies and strategies</p> <p>People centric approach:</p> <ul style="list-style-type: none"> • Integrated • Multi Modal • Accessible <p>Lead national and regional STB thinking on specific topics</p>	<p>Coordinate strategic investment pipeline</p> <ul style="list-style-type: none"> • Assessing and prioritising schemes/ projects • Monitoring scheme/ projects delivery • Challenging outcomes where necessary to deliver strategic outcomes • Lead business case development for sub-national scale projects <p>Coordinate partners on regional and national priority issues</p>	<p>Enable local partners to deliver at the local level</p> <p>Enable strategic bodies to deliver better strategic projects</p> <p>Accelerate outcomes by unblocking / speeding progress</p> <p>Adding capacity and capability to partners</p>	<p>Champion the East and Transport East Partnership</p> <p>Listening and understanding across local, sub-national and national partners</p> <p>Make the case for investment in the East</p> <p>Influence delivery bodies (Government, NH, NR)</p> <p>Single regional voice at a national level</p> <p>Collaborate to shift behaviour across the region</p>	<p>Strategic transport expertise and capacity / capability</p> <p>Monitoring industry trends and innovation</p> <p>Lead a robust regional data, analysis, and monitoring function</p> <p>Sets standard and outcomes</p>

1.3 | A region of opportunity

The potential for growth in the Transport East region is huge. The region has a strong and diverse economic base, with key strengths in distribution, manufacturing, information and communications technology, agri-technology, biosciences, clean energy production, financial services and tourism. Partners across the East are committed to leading inclusive and green growth across the region capitalising on these strengths.

By 2036 up to 140,000 new homes are planned in Norfolk and Suffolk and 179,000 are planned in Essex, Southend and Thurrock. Forecasting beyond this period is challenging, but our analysis indicates the Transport East region would need to accommodate up to another 247,000 new homes between 2036 and 2050. These growth figures are those set out in Local Plans. Our regional transport strategy is designed to respond to this planned growth to make sure new and current residents can travel more sustainably.

There are many international gateways. The region is home to London Stansted, a large international airport. London Gateway and the Port of Tilbury, and the ports of Felixstowe and Harwich will also drive growth, innovation and decarbonisation

through their designation as Freeports in the March 2021 Budget.

In the energy sector, some of the world’s largest wind farms are being built off the region’s coastline. Following planned investment in renewables and nuclear power generation, the region will be the leading supplier of renewable energy, providing power to 58% of the UK’s homes.

There is a huge opportunity to increase prosperity and level up communities within the region through improved access to education, training and jobs. The region has several authorities in priority tiers 1 and 2 of the Government’s Levelling Up Fund, indicating clear opportunities to improve the regional economy alongside people’s life chances.

Table 1.3.1 Regional local authorities by Levelling Up Fund priority

Priority 1	Priority 2	Priority 3
Great Yarmouth Borough Council	Braintree District Council	Basildon District Council
King’s Lynn and West Norfolk Borough Council	Breckland Council	Brentwood Borough Council
Maldon District Council	Castle Point Borough Council	Chelmsford City Council
North Norfolk District Council	Colchester City Council	Epping Forest District Council
Tendring District Council	East Suffolk Council	Uttlesford District Council
Southend-on-Sea City Council	Ipswich Borough Council	Broadland District Council
	Mid Suffolk District Council	Babergh District Council
	Norwich City Council	West Suffolk Council
	Rochford District Council	
	South Norfolk Council	
	Thurrock Council	



Image: Suffolk County Council.

Significant investment in transport is now needed to support future growth and level up the region by:

- Increasing the quality of life and prosperity for residents through reduced congestion and emissions, and improved access to jobs, education and essential services.
- Helping the region attract and retain skilled workers, by making the area a more attractive and a better-connected place to live.
- Better connecting businesses and workers across and beyond the region, creating a more integrated economy.
- Improving UK business efficiency and reducing the costs of shipping and travel, better connecting firms across the nation to global markets and suppliers, helping local firms to grow and encouraging firms to locate to and remain in the area.

Our forecasts indicate that with the right investment in the right places, Gross Value Added (GVA) generated by the region could increase to £119bn in 2050, and productivity could increase by over 50% from 2020 levels.

Regional wider outcomes our Transport Strategy will help:

1. reduce carbon emissions to net zero by 2040
2. promote active, healthy and safe lives for all
3. promote and support a productive, sustainable and diverse economy
4. support access to education, training and employment opportunities for all;
5. facilitate the sustainable energy sector
6. our growing areas to develop sustainably to create high quality, inclusive, distinctive and resilient places to live, work and visit
7. protect and enhance the built and natural environment

1.4 | A place-based approach

This strategy covers a wide area, from Cromer on the north Norfolk coast to Tilbury on the Thames, stretching inland as far as Waltham Abbey on the M25. Over 5,000 square miles encompassing areas with markedly different characteristics, including sparsely populated coastal Areas of Outstanding Natural Beauty, bustling urban centres like Norwich, Ipswich, Colchester and Southend, market towns like Bury St Edmunds and Wymondham, commercial hubs around major ports such as Felixstowe and London Gateway and Port of Tilbury in Thurrock, and airports in Southend, Norwich and Stansted.

The countryside in between is hugely diverse, home to important agricultural land, forest, heathland, areas of conservation, and the unique Norfolk and Suffolk Broads National Park; Britain's largest protected wetland.

Our Strategy reflects our unique places. It is sensitive to the characteristics of local areas and communities and recognises the drawbacks of 'one-size-fits-all'. The transport interventions that work in the centre of Chelmsford will be different from those that work in Breckland, and different again from those that work for Harwich International Port.

This ethos infuses a fundamental pillar of our strategy: decarbonising transport as part of the national drive to achieve net zero by 2050. This goal must be achieved through an approach that recognises the differing roles that transport plays in knitting together the community and the economy in different areas of the region.

The role of transport in unlocking new development and supporting the levelling up of deprived communities is a core element of the Strategy. Integrating spatial and transport planning and targeting transport investment in growth areas can help to facilitate development and lock-in sustainable travel behaviour at the outset.

Equally, transport investment can revitalise local communities and economies, improving access to jobs, education and essential services, helping businesses connect with customers and each other, and making places healthier, greener and more attractive to live, work and learn.

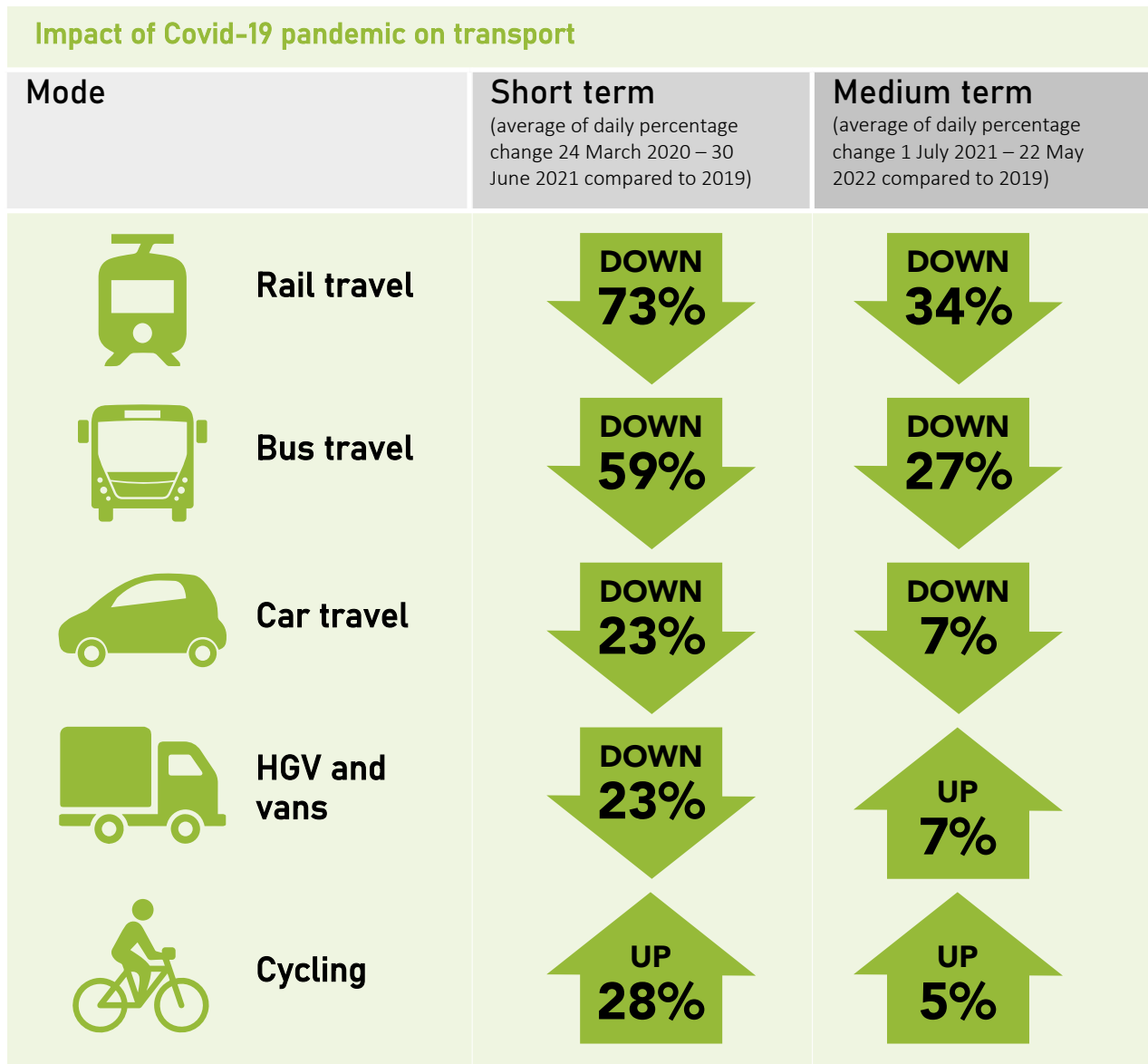
In urban centres significant investment in public transport, active travel and complementary constraints on car use will be an important part of the decarbonisation solution, where targeted investment is likely to deliver value for money. However, in rural and coastal areas, although active travel and public transport will have a significant role to play, good road transport is and will remain a vital cog underpinning economic activity and social

cohesion. Here, driving the transition to electric vehicles, developing new demand responsive and mass transit public transport and dovetailing transport interventions with initiatives such as the roll-out of super-fast broadband and digital services will be a critical part of the solution.

We recognise it would be unrealistic to deliver the same level of transport connectivity in every part of the region, it is important to focus on securing a threshold level of local connectivity; identifying and filling transport network gaps, addressing pinch-points, and encouraging targeted solutions to deliver wide benefits and value for money.

While we will also make the case for major investment in the strategic transport corridors connecting our region with other parts of the UK, this Strategy also recognises the benefits to communities and the environment of improving access to local jobs, education and essential services, and the negative impacts that regular long-distance journeys can have on local economies.

The extensive analysis undertaken to support the Strategy development considered in detail the unique characteristics of different areas within the region. This provided a robust platform for the development of a strategy that will make transport better for all our residents and businesses, regardless of where they are based in our region.



1.5 | A resilient and robust strategy

The Transport Strategy was developed during the COVID-19 pandemic, which at the height of restrictions had a profound impact on society, the economy, and travel behaviour across the UK and beyond.

The longer-term impacts of the COVID-19 pandemic on our transport networks remain uncertain. The pandemic also demonstrated the need to increase the resiliency of our networks to bolster against future economic shocks, the impact of climate change and other future risks.

This uncertainty adds to the complexity of developing a strategy, but it does not create an insurmountable challenge. Rather than creating new transport trends, the COVID-19 pandemic has served to accelerate existing trends (both positive and negative). Working from home was already gaining popularity before the pandemic with trips per person per year decreasing by 20% between 1995 and 2019. Similar trends were also evident for Light Goods Vehicle (LGV) growth linked to online shopping and falling bus patronage, with the COVID-19 pandemic accelerating respective growth and decline.

These changes emphasise the need for an agile Transport Strategy. While rail travel demand is still some way below pre-pandemic levels, the bounce-back in road journeys has been swifter.

In contrast, in some areas the COVID-19 pandemic has resulted in a shift to more sustainable forms of transport, with 30% of people likely or very likely to walk more in the future.

With the right investment, this behaviour can be sustained. Local authorities in the region responded rapidly to initial changes in travel behaviour when the pandemic hit, implementing flexible infrastructure to support active travel. Building on this strengthens the future transport network and embeds sustainable travel behaviour.

The role of transport is closely tied to housing and job growth in the region. The impact of 12 different future scenarios were tested during Strategy development. These scenarios included varying levels of economic growth (High, Central, and Low), different spatial development strategies (Centralised and Dispersed), and alternative assumptions about future travel behaviour (increased propensity for working at home and returning to traditional patterns of commuting to work).

Testing these scenarios has given Transport East confidence that the vision and strategic priorities set out in Chapter 2 are the most appropriate for the region, and flexible to adjust to any of the 12 scenarios arising.

Whatever the future holds, the Transport East Transport Strategy has been designed to be agile and resilient to uncertainty.

1.4.1: Results of Transport East's bespoke travel perceptions survey (December 2020 - January 2021, 652 responses)

How do you expect your travel patterns will change in the future?	Fewer journeys	Work from home more	Will use car more	Walk more
Likely or Very Likely	57%	52%	29%	30%
Unlikely or Very unlikely	23%	25%	47%	47%
Undecided	12%	7%	13%	10%
No Answer	6%	16%	11%	13%

2.0

THE CASE FOR ACTION

2.1 | The East's unique contribution to the UK

The Transport East region makes a significant, unique contribution to the UK economy, summarised in Figure 2.11. It is home to 3.5 million people and 1.7 million jobs.

It is essential for the UK's global trade with more international gateways than any other region: 13 ports and 3 international airports. Half of the UK's containerised goods are moved through the region, with port operations alone contributing over £7.6 billion in GVA in 2015. Stansted Airport carries 10% of the nation's air passengers, and the air freight sector in the region is worth £8.1 billion in GVA. This activity is critical to the national economy, to supply chains and to hundreds of thousands of businesses based across the UK.

The region also has a nationally significant clean energy sector, generating 60% of the UK's offshore wind energy, and is home to the Sizewell nuclear power station.

The tourist industry, centred largely around rural and coastal areas and including the Norfolk & Suffolk Broads National Park, is worth £8.8 billion and supports 240,000 jobs. The region also has major strengths in distribution, manufacturing, information and communications technology, life-sciences, digital and creative industries, financial services, construction, agriculture and food. It also provides a significant labour market for external large business hubs like London and Cambridge.



Image: Tom Juggins from Unsplash

TRANSPORT EAST'S SIGNIFICANT FEATURES

A rapidly growing region with a vibrant economy.

We are crucial to a sustainable and outward-looking future for the UK.

1.67M jobs from **140,000** enterprises

£73.5bn



Key Sectors

- Manufacturing
- Distribution
- ICT
- Agri-tech
- Biosciences
- Green Energy production
- Financial Industries
- Visitor economy

19% of the UK's freight tonnage in 2017 including over

50% of UK container traffic



3.5M residents

500 MILES of coastline

3 Airports
5 major ports
6 regional ports
2 free ports

34,000 people directly & indirectly employed by airports

1,000 wind turbines generating

£2bn Bioenergy industry

60% of UK's offshore wind energy

19,000 people directly employed in the East's energy sector



£10bn tourism industry with **24,000** jobs



FIRST TWO Electric Vehicle forecourts in the UK



6,300 jobs in shipping contributing **£540m** GVA (2015)



£727m agriculture economy

15% of farmed land in England is in the Eastern Region



22% of the rural population is over 65 years old



Significant growth is expected in the coming years, with the population forecast to increase by up to half a million by 2041, and 319,000 new homes and 167,000 new jobs planned for delivery in the next 15 years.

Some of our towns and cities are among the fastest growing in the country. Ipswich is ranked 7th of 46 towns and cities by the 2020 UK Powerhouse rankings in terms of GVA growth. Norwich is part of the Centre for Cities Fast Growth Cities group and increased its local share of skilled residents at twice the rate of the UK as a whole between 2014 -2018.

Basildon is ranked 9th in the country for number of businesses per 10,000 residents and is the fastest growing economy in Essex with a long history of providing a base for international advanced engineering and manufacturing firms.

Major development is taking place to drive growth along the Cambridge-Norwich Tech Corridor and the UK Innovation Corridor between Cambridge and London. The Thames Estuary area is also earmarked for substantial homes and jobs growth, with extended links to Kent via the proposed Lower Thames Crossing.

In recognition of the region's long-standing role as a gateway between the UK and the world, we have two designated Freeports – Thames Freeport and Freeport East. The Freeports are supporting innovative, net zero technologies and clean energy generation through support for capital investment, skills development and regulatory flexibility. Their status will help to drive economic growth and regeneration around the ports, boosting business activity and creating skilled, high-paying jobs.

Conclusion

The region can play a major role in helping the Government deliver its ambitions to level up the country, achieve net zero, and drive global Britain forward. Increasing our contribution to the Treasury at the same time. However, without critical investment in our transport networks, current challenges will worsen and prevent the region, and country, from reaching its full potential, environmentally, socially, and economically.

These challenges are set out in the remainder of this chapter, which is structured around the four strategic priorities highlighted in Chapter 2:

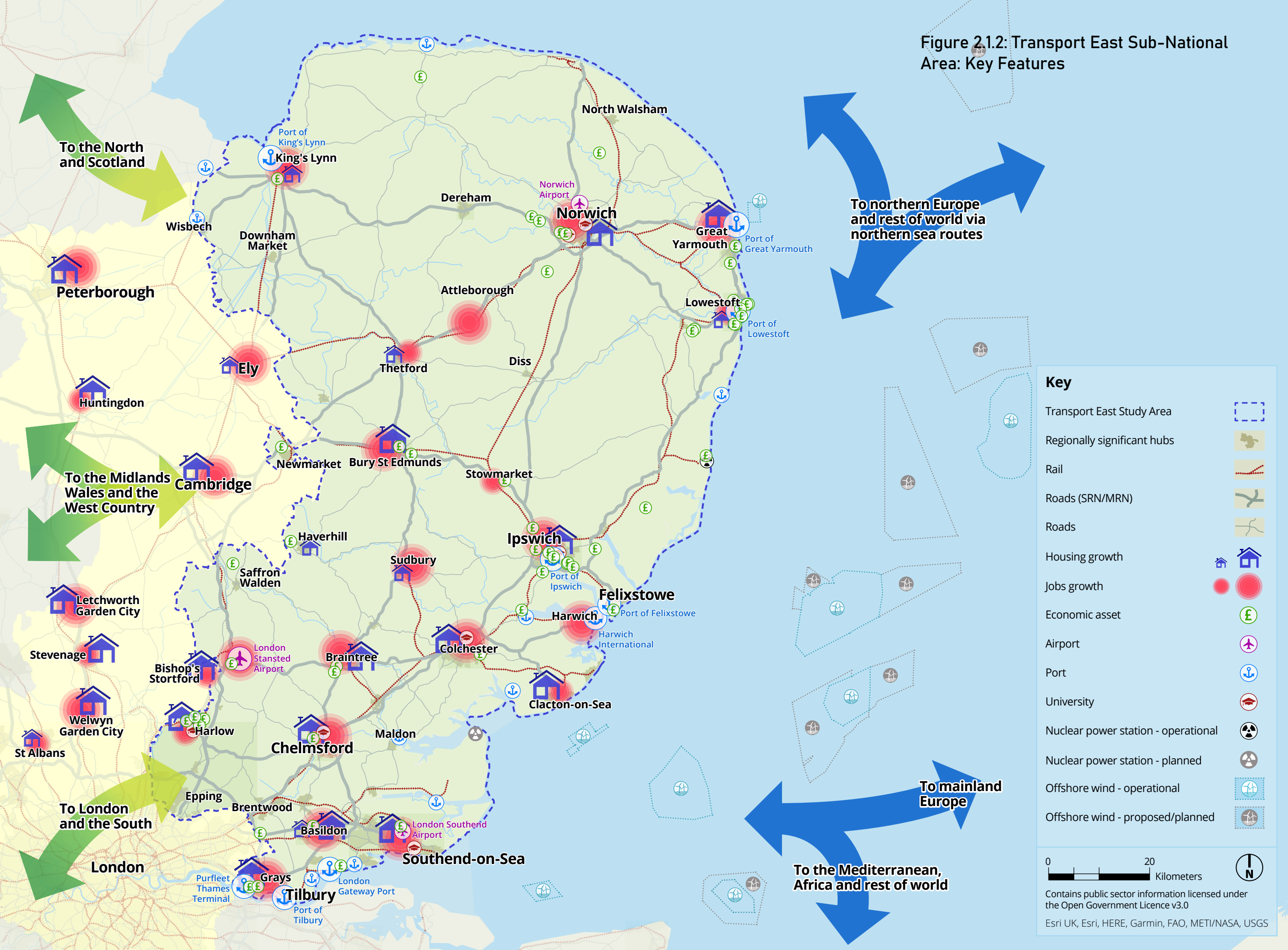
Decarbonisation to net zero

Connecting growing towns and cities

Energising coastal and rural communities

Unlocking international gateways

Figure 2.1.2: Transport East Sub-National Area: Key Features



To the North and Scotland

To northern Europe and rest of world via northern sea routes

To the Midlands Wales and the West Country

To mainland Europe

To London and the South

To the Mediterranean, Africa and rest of world

Key

- Transport East Study Area
- Regionally significant hubs
- Rail
- Roads (SRN/MRN)
- Roads
- Housing growth
- Jobs growth
- Economic asset
- Airport
- Port
- University
- Nuclear power station - operational
- Nuclear power station - planned
- Offshore wind - operational
- Offshore wind - proposed/planned

0 20 Kilometers

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Esri UK, Esri, HERE, Garmin, FAO, METI/NASA, USGS

2.2 | The decarbonisation challenge

Action is required across the UK to meet the Government’s ambition for net zero carbon emissions by 2050. Without it, the impact of climate change will be acutely felt. Extreme heat and heavy rainfall are likely to become more frequent and sea levels will continue to rise. The disruption is likely to be significant, particularly for our low-lying and coastal areas that are highly susceptible to flooding.

Growth in the Transport East region means carbon emissions are heading in the wrong direction, increasing by around 200 kilo-tonnes per year before the pandemic. Transport is responsible for 42% of CO2 emissions in the region (well above the national average), with 96% of those emissions generated on our roads.

The root cause is three-fold. First, partly due to its dispersed geography and low population density, the region is dependent on private transport: 67% of commutes are made by car or van, and bus commuting is only half the national average.

Second, the take-up of zero emission vehicles has lagged behind other regions, in part because the infrastructure is not yet in place to effectively support a transition. Finally the region’s roads also carry a disproportionate volume of freight traffic due the presence of nationally significant ports and logistics businesses along with a constrained rail network. Additionally, zero emission technology for Heavy Goods Vehicles is less advanced than it is for smaller vehicles.

Transport East commissioned Energy Systems Catapult to understand the path to net zero transport for the region more clearly. They established a baseline of CO2 emissions and modelled the reduction in emissions required to achieve net zero by 2040 and 2050, and a reduction of 78% by 2035 (compared to 1990).

The work also looked at the differences in the production of carbon emissions in urban areas, rural areas and market/ coastal / larger rural towns.

*Transport East region plus Cambridgeshire, Bedfordshire and Hertfordshire

EV chargers per person

East of England*

1 per 3,900 residents



London

1 per 1,200 residents



Scotland

1 per 2,100 residents



South-East

1 per 2,800 residents



In autumn 2021 the Department for Transport published the Transport Decarbonisation Plan, setting out the government’s ambitions to decarbonise transport by 2050. The scale of the challenge within the strategy is stark - and the East will need to play it’s part in delivering.

The overall conclusion is we need a rapid and substantial change in our transport systems if

we are to reach net zero in the next 30 years. The faster we can bring down transport carbon emissions the bigger the reduction in mega-tonnes of carbon released. (Figures 2.2.1 and 2.2.2)

Energy Systems Catapult’s analysis showed 47% of transport emissions were generated within rural areas, with urban accounting for 31% and smaller towns generating 22%. This clearly demonstrates

that decarbonisation solutions need to go beyond urban areas to deliver net zero.

Getting to net zero transport by 2040 is a huge challenge and will take commitment and action from everyone and at every level in the region. This strategy sets out a pathway for the region to follow.

Early Carbon Baseline and Projected Pathways work¹ has produced graphics showing: Fig 2.2.1 the annual CO2 emissions limit and Fig 2.2.2 the annual cumulative impact of emissions for different future pathways

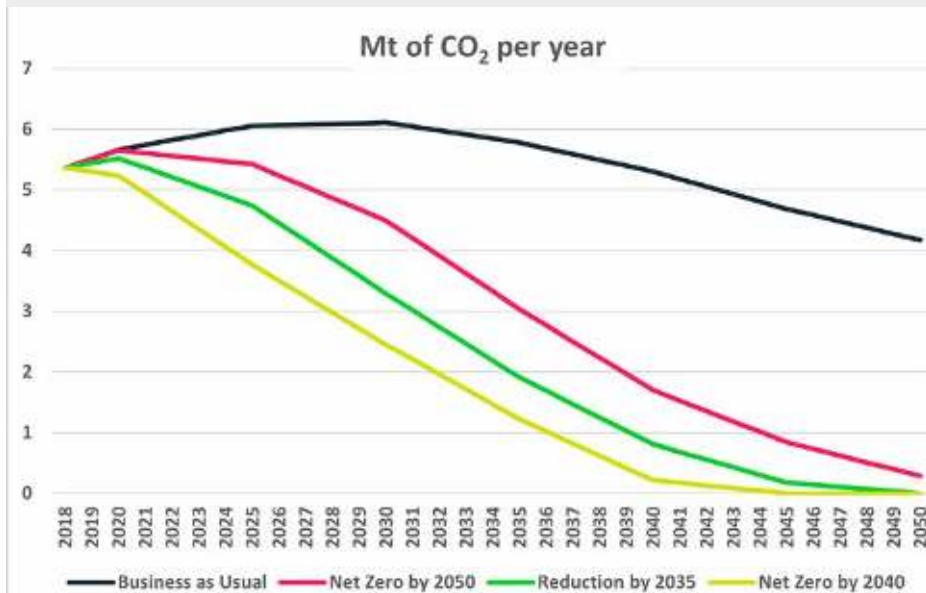


Fig 2.2.1

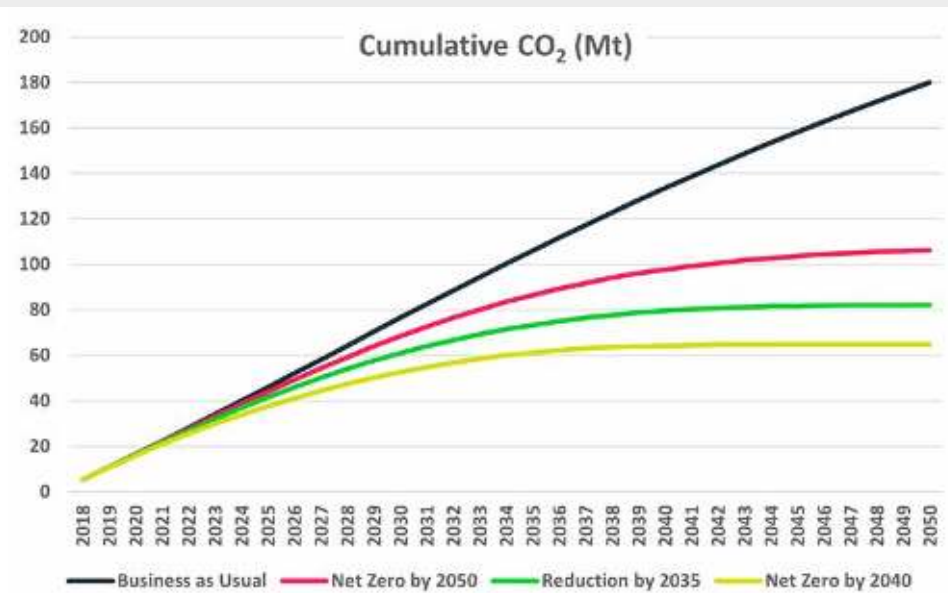


Fig 2.2.2

Image: Energy Systems Catapult

¹Catapult Energy Systems 2021. Based on baseline 2018 emissions of 5.35Mt CO2 calculated using the Highways England SERTM model.

Note: Decarbonisation Evidence Base and Strategic Recommendations Report 2021 identified 7.667Mt CO2 emissions in 2018 based on BEIS: UK local authority and regional carbon dioxide emissions national statistics:2005-2018. Further studies are underway to develop and refine CO2 related figures and targets.

2.3 | Growing towns and cities

Dependence on the private car causes other problems beyond carbon emissions. Many of our growing towns and cities suffer from severe traffic congestion - Southend, Ipswich, Norwich, Chelmsford, Colchester, King's Lynn and Grays are among the most heavily congested urban areas in the country outside London, according to the National Infrastructure Commission. While they may be growing, the size and density of our towns and cities are much smaller than major metropolitan areas like Birmingham or even Nottingham, where creating strong walking, cycling and public transport networks is more straight forward.

Our urban areas and business clusters are 24 hour places. Sectors including leisure and entertainment, health and care, manufacturing, energy and distribution, among others, all require access for staff and suppliers 24 hours a day.

Growth in these towns and cities has occurred in parallel with a decline in the use of more sustainable forms of transport. Between 2009/10 and 2017/18, the total number of bus journeys made in the region fell by 6%. Bus operating costs have also been rising and the commercial viability of many services was an increasing challenge even before the pandemic reduced passenger numbers further.

A downward spiral is occurring, with increasing journey times leading to more passengers abandoning the bus for the car, which in turn increases congestion, reduces operator revenues, and leads to bus service reductions. Before the pandemic, 28% of people in urban areas in the region did not have an hourly or better weekday daytime bus service within 500 metres of their home.

The picture is similar across the country and the government has recognised the need for fundamental reform of bus services, setting out a new approach in Bus Back Better – a national bus strategy.

The pandemic created opportunities to improve sustainable transport in our congested urban areas. On some days during the first COVID-19 lockdown levels of cycling increased by over 300% as motorised vehicles stayed off the roads. However, significant investment is needed if we are to see sustained increases in active travel.



Image: Transport East

Our growing towns and cities are also limited by pinch-points on connecting roads. Significant congestion hotspots are evident on motorways and main A-roads. In 2019, an average delay of 11.3 seconds per vehicle mile was recorded on the Strategic Road Network in the East of England, nearly 20% slower than the national average of 9.5 seconds. Over half-a-dozen coastal towns in Essex, including Southend, are among the 10% worst connected urban areas in the UK by road .

Rail networks were also at capacity before the pandemic. At peak times, the Great Eastern Main Line (GEML) operated at maximum capacity without the ability to run any additional trains into London Liverpool Street. C2C trains on the Essex Thameside Line were similarly busy and there are significant signalling constraints on the line between Upminster and London Fenchurch Street, severely restricting the opportunity to increase capacity. The Network Rail West Anglia Main Line (WAML) study published in 2021 identified five key constraints to faster, more reliable journeys for people and increasing freight along the route.

Figure 2.3.1

Case Study: Growing towns sustainably - Norwich

An example of our many growing urban areas is Norwich and its surrounds. The Greater Norwich area has a population of 409,000 (2018), and 50,000 new homes planned by 2038. The city of Norwich draws on a large hinterland for its economic success, a pattern similar to many of the region’s major towns and cities.

The city has a labour-market catchment of over 30 miles, including rural areas and market towns. Cars are the dominant mode of transport and over 90% of cars in the morning rush hour are single occupancy, resulting in congestion, noise and air pollution in the centre and on key access routes.

Norwich has already taken positive and innovative steps to tackle this challenge including a bike hire scheme, new bridges and routes for people walking and cycling, and bus priority schemes. Norwich City and Norfolk County Councils are committed to transforming the city’s transport. This



Image: Suzy Hazelwood from Pexels

commitment is seeing increased funding coming through from central government for buses and zero-carbon solutions.

The Transport for Norwich Strategy includes a vision for an integrated transport system to support all residents and businesses with making sustainable travel choices, reducing congestion, improving health and supporting growth. Significant transport investment will be required in Norwich, and other major growing areas such as Ipswich, Chelmsford, Colchester, Southend and Thurrock, to realise their potential as major growth hubs in the East, and make sure this growth is zero carbon.

Limited east-west rail connections across the region adds a further challenge. The Ipswich–Ely Line via Bury St. Edmunds currently carries a passenger service that runs every two hours. The Norwich–Cambridge route via Thetford is hourly. These services link some of our major economic centres with key business destinations. Further south, there is a gap in cross country rail routes and in south Essex, north-south connections.

High levels of urban congestion and constraints on the transport networks between urban centres contribute to social and economic challenges in our towns and cities. An additional transport challenge faced by many of our rural and coastal areas is the impact of seasonal peaks in demand through the region’s role in domestic tourism. Many tourism hot-spots are difficult to access by public transport, so the pressure on local roads, centres and natural spaces from visitors in cars is notable, especially during Bank and school holidays. Managing this demand while maintaining the strong visitor economy requires creative solutions.

One specific challenge is attracting and retaining businesses and highly-skilled residents to drive economic growth and boost productivity. The graduate retention rate across the region is just 53.3%, one of the lowest in England.

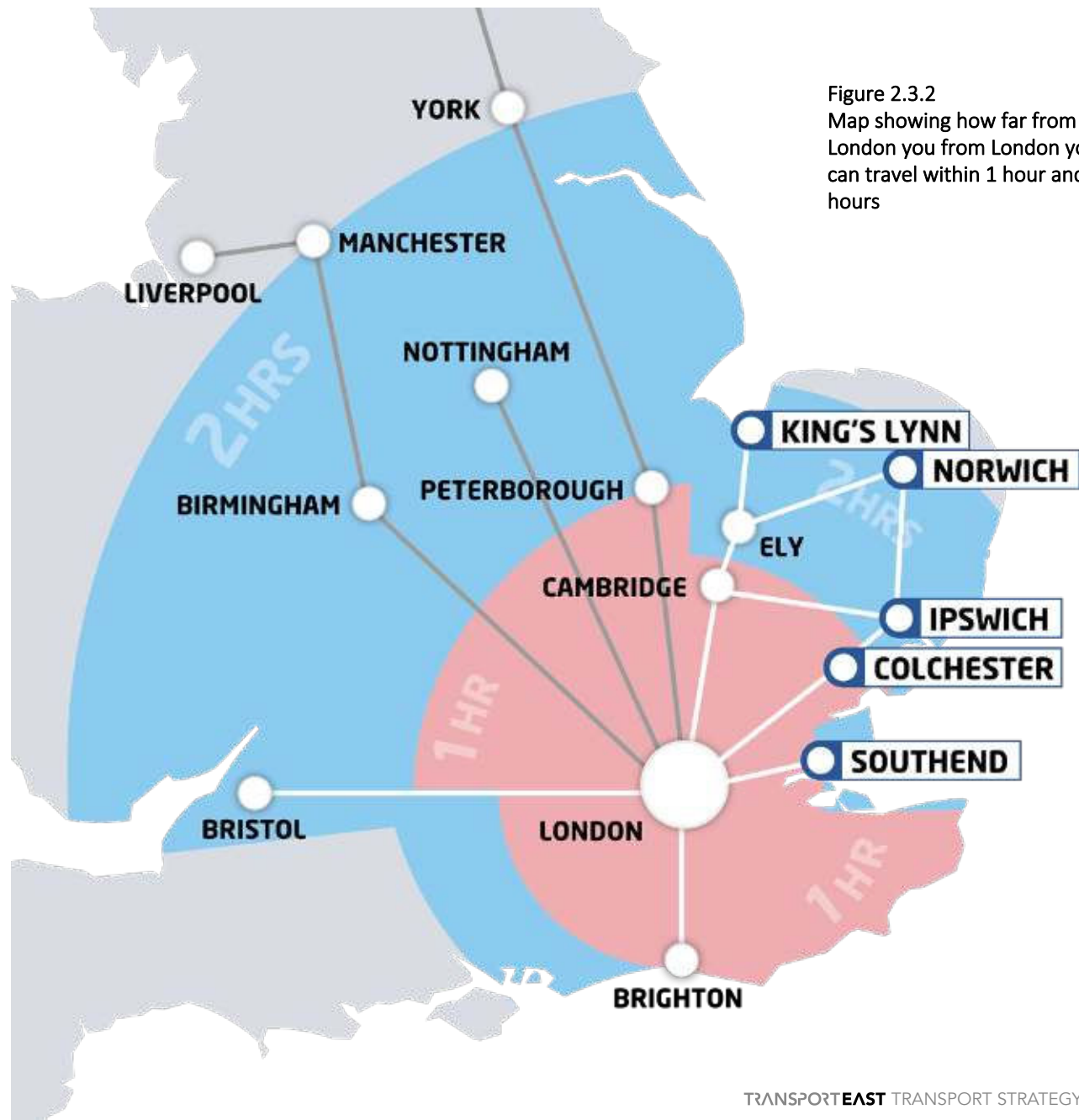


Figure 2.3.2
Map showing how far from London you can travel within 1 hour and 2 hours



Image: Transport East

2.4 | Challenges in our rural and coastal areas

Transport constraints are also a significant challenge for rural and coastal areas. Over 33% of the population within the region live in rural areas and 21% live on the coast, both significantly higher than the national average. Car dependency is particularly high in these areas. The proportion of the rural population who can access employment and services by walking, cycling or public transport is lower than the rural average for England. A disproportionately high number of people in these areas are over 65 years, creating challenges around isolation and access to healthcare for those who do not have easy access to a vehicle.

Limited transport connections in rural areas are compounded by limited digital connections. Only a small proportion of rural areas currently have access to ultrafast broadband, which contributes to the levels of people who can work remotely - just 33% of the region's residents can work from home, compared to 46% nationally. As well as hindering people's access to the jobs market, this also restricts the potential for bringing services and goods to them, adding to traffic congestion.

While some coastal areas in the region are relatively affluent, poor connectivity is a significant contributor to high levels of embedded deprivation in other coastal places. All the priority 1 areas in the region identified in the Levelling Up Fund are coastal authorities. High unemployment, low wages, low productivity and poor health are prevalent in these areas and can all be linked to inadequate transport, exemplified by towns like Jaywick on the Essex coast (see Figure 2.4.1).

An additional transport challenge faced by many of our rural and coastal areas is the impact of seasonal peaks in demand through the region's role in domestic tourism. Many tourism hot-spots are difficult to access by public transport, so the pressure on local roads, centres and natural spaces from visitors in cars is notable, especially during Bank and school holidays. Managing this demand while maintaining the strong visitor economy requires creative solutions.

Figure 2.4.1

Case Study: Transport challenges on the coast

Jaywick, a coastal town in Essex, has been identified as England's most deprived neighbourhood. 57% of residents are either not in employment or require benefits to top up low wages. The town also ranks poorly in terms of health deprivation.

Poor transport is a factor driving these outcomes. The town does not have the economic strength to support local jobs, so residents must travel outside for work and services. The nearest rail station is in Clacton-on-Sea, accessible only by road. 33% of households have no access to a car and only two bus services operate in the town. Journey time to the nearest hospital is over an hour.

So poor transport limits residents' opportunities to access education, training, employment and essential services.



Image: Essex County Council

2.5 | Constraints at our international gateways

Many of the challenges affecting our growing towns and cities (as set out in section 2.3) also restrict the movement of goods and people to nationally significant ports and airports in the region.

On the road network, the A13 experiences some of the worst delays in the region, of 40 seconds per vehicle mile. This is a major artery serving the Port of Tilbury, London Gateway, and London Southend Airport (via A127). The A12, A120 and A14 are the main roads between the ports of Felixstowe and Harwich and the 'Golden Triangle' of distribution hubs in the Midlands, and those around London. All suffer notable congestion. Poor capacity on these routes is compounded by a lack of network resilience, with few viable alternative routes for Heavy Goods Vehicles.

Rail freight services travelling to and from major ports such as Felixstowe, Harwich, Tilbury and London Gateway also suffer from constrained capacity. While there have been some capacity improvements on the Felixstowe Branch Line, there remain significant constraints on the Felixstowe to the Midlands and North route outside the Transport East region particularly around Ely, which forces trains to travel to and from the Midlands via north London adding unnecessary freight services onto the North London Line.

Our ports at Ipswich and King's Lynn play a crucial role in moving non-containerised cargo especially for the agricultural industry. The ports of Great Yarmouth and Lowestoft are well-established major centres for serving the offshore energy industry including the large concentration of offshore wind projects in the North Sea. Both are reliant on the A47, for which there has been a long campaign to upgrade junctions and dual to increase safety and provide more reliable journeys.

UK container and roll-on/roll-off freight are both expected to grow by 130% between 2016 and 2050, which will place further strain on the transport networks serving our ports. Our expanding offshore wind farms power 1.8m homes with commitments to 40GW by 2030. The designation of two Freeports in the region will stimulate significant economic activity (see Figure 2.5.1) but will require further transport investment in the very near future for capacity to accommodate the additional demands.

If global Britain is to thrive, an ambitious plan is needed to address these challenges and allow our gateways to reach their potential as catalysts for international trade and foreign investment.

Figure 2.5.1

Case Study: Unlocking transport access to our Freeports

In March 2021, the Government announced two Freeports in the Transport East region: Freeport East (Felixstowe, Harwich and Gateway 14 near Stowmarket) and Thames Freeport (London Gateway, Port of Tilbury and Ford Dagenham site). Freeports will provide businesses in the zone with tax and rates reductions, and a streamlined planning environment. This will help to drive economic growth and regeneration around the ports, boosting business activity and creating skilled, high-paying jobs.

However, while of huge benefit to the regional economy, the additional activity needs to be accompanied with better surface access to markets across the UK. Significant transport challenges already exist in connecting the ports.

Road access to Felixstowe and Harwich is hindered by significant bottlenecks on the A12, A120 and A14 and a lack of resilience.

In terms of rail, there are significant capacity constraints on the Felixstowe to the Midlands and North route both within and outside the Transport East region, including Haughley Junction and around Ely.

Access to London Gateway and Tilbury is reliant on the A13 and M25. Both routes are heavily congested with unreliable journey time.

Both ports have rail freight terminals, but these link into the Essex Thameside Line which is at

capacity and heavily used by passenger trains, limiting the potential to move freight by rail. Investment is needed to electrify the spur to London Gateway and at Ripple Lane Yard to manage train paths through north London. Finally, current plans for the Lower Thames Crossing do not include the Tilbury Link Road, hindering connectivity to the Freeport and constraining the economic growth potential for the region.



Image: Port of Felixstowe

3.0 OUR VISION

A thriving Eastern region with safe, efficient and net-zero transport networks advancing a future of inclusive and sustainable growth for decades to come.

3.1 | Our vision

Our vision for this Transport Strategy was developed following a comprehensive review to identify current and future opportunities and challenges faced by the region up to 2050.

This review, which is set out in Chapter 3, along with conversations with local authorities, business leaders and other partners, identified important

wider outcomes that the Strategy should contribute to delivering, our four strategic priorities and six core movement corridors. Resulting in this full strategy and single voice for the investment needed for the region to deliver for its communities and the wider UK.

3.2 | Strategic priorities

The Strategy sets out a series of pathways to follow to deliver this vision, focused on the following four strategic priorities for transport, unique to the Transport East region.

Priorities

Decarbonisation to net zero

Working to achieve net zero carbon emissions from transport by 2040, building on our status as the UK's premier renewable energy region.

Connecting growing towns and cities

Enhanced links between and within our fastest growing places and business clusters. Improving access for people to jobs, supplies, services, and learning; enabling the area to function as a coherent economy and improving productivity and quality of life.

Energising coastal and rural communities

A reinvented sustainable coast for the 21st century which powers the UK through energy generation. Supporting our productive rural communities and attracting visitors all year round.

Unlocking international gateways

Better connected ports and airports to help UK businesses thrive, boosting the nation's economy and helping to level up communities through better access to international markets and facilitating foreign direct investment.

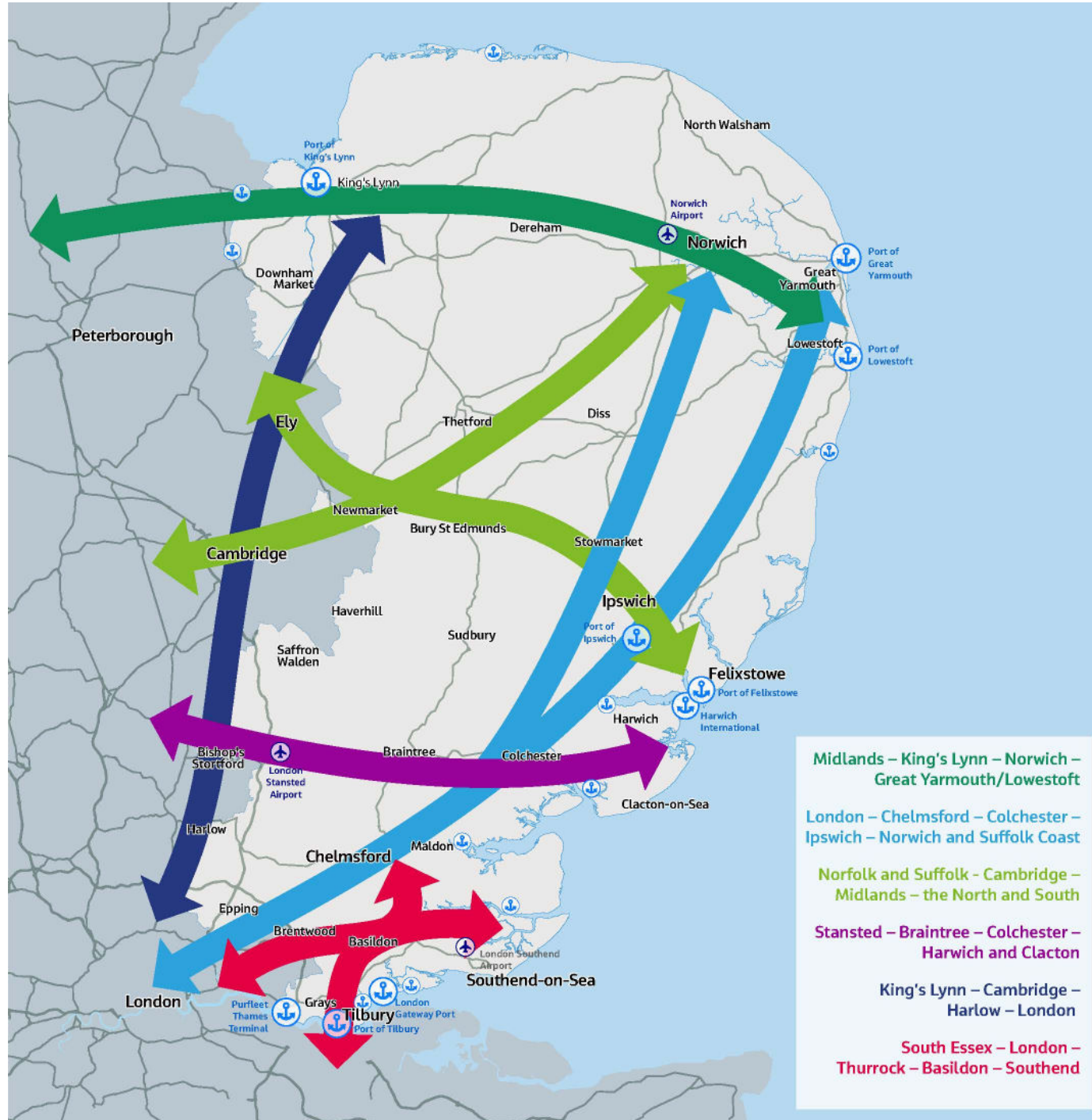
3.3 | Core Corridors

To apply the strategic approach to our unique region, our partnership has identified six core corridors crucial to the economic strength of the East through the movement of people and goods, shown in Figure 3.3.1.

These road and rail corridors linking growing urban areas, ports, airports with each other and the rest of the UK, will remain critical throughout the life of this strategy. Further investment will be needed along these if the region is to reach its potential as a thriving, connected, multi-centred economy, whilst reducing carbon emissions.

The strategic priorities and core corridors set the framework for the Strategy. Our strategic approach is set out in Chapter 4.

Figure 3.3.1:
Strategic corridors
in the Transport
East region



3.4 | Delivering the Strategy across the region

Delivering the Strategy will require a tailored approach sensitive to the unique characteristics of different areas of the region, as set out in section 1.4. Examples of what our vision and the strategic priorities mean for people in different parts of the region are set out in Figure 3.4.1

Figure 3.4.1: How our vision will be experienced by people and businesses in different parts of the Transport East region

Rural and coastal communities

- A comprehensive electric vehicle charging network.
- A flexible public transport network providing accessible, reliable connections to the nearest urban centres.
- An efficient, safe and well-maintained local road network providing good connections to important local destinations.
- High-quality, inclusive walking and cycling networks to local centres, public transport hubs and for leisure purposes.
- A high-quality public realm in and around villages, town centres and visitor attractions.
- Ultra-fast broadband and 4/5G mobile connections for all.

Larger urban areas

- High quality, accessible, fast and efficient urban public transport networks, e.g. buses, supported by dedicated infrastructure.
- Comprehensive, safe, high-quality, inclusive urban walking and cycling networks.
- Seamless interchanges to sustainable modes for 'last mile' trips into and out of urban areas (e.g. Park and Ride/ Park and Pedal).
- Faster, more reliable, road and rail links between towns and cities within the region and with important external destinations.
- Places and streets in towns and cities focussed on the needs of people rather than vehicles.
- Sustainable development concentrated around existing and new public transport hubs.

Ports and airports

- High speed, high-capacity strategic road and rail links providing reliable freight journeys between gateways and major distribution centres.
- Faster, accessible and more reliable road and public transport links for passengers between gateways, major urban centres within the region, and important external destinations.
- Infrastructure to decarbonise the movement of goods.
- Efficient and well-maintained local transport networks connecting to nearby urban areas and local tourist attractions, providing access to local labour markets and encouraging visitors to stay in the region.



4.0 STRATEGIC APPROACH

4.1 | Overview

This chapter sets a strategic approach to deliver the vision and objectives over the next 30 years. This approach is informed by our technical evidence base and engagement with hundreds of our regional partners, allowing us to understand the region's transport challenges and how we should tackle them.

Our approach is fully aligned with Government priorities to promote global Britain, deliver net zero and level up our country. It will boost the economy by increasing productivity, improve people's quality of life and support the delivery of new housing. And it will do so in a way that preserves our unique built and natural assets for future generations.

This chapter sets out four pathways to deliver our strategic priorities:

- **Decarbonisation to net zero;**
- **Connecting growing towns and cities;**
- **Energising rural and coastal communities; and**
- **Unlocking international gateways**

The four pathways overlap and together form an integrated strategy for the region. The projects required to deliver this strategy will be developed through our investment pipeline and by our partners, and will be delivered by Transport East, Local Transport Authorities and national partners.

Our approach to managing this process is set out in the Strategic Investment Programme document. This is a live and agile process to develop a continuous portfolio of projects to deliver our outcomes. Allowing us to remain flexible to changing circumstances, and embed new technologies and innovations as they emerge.

Our local authorities, businesses groups and regional partners have been with us every step of the way towards developing the pathways and the Strategic Investment Programme.

A Strategy for everyone

Throughout this Strategy we have conscientiously considered the needs of people with protected characteristics under the Equality Act and those who suffer deprivation. Those with protected characteristics include:

- age
- disability
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation

People do not experience the transport network and services equally, and we are committed to improving the understanding and evidence around inclusive transport, and implementing changes across the region to make accessing and using our networks more equitable.

4.2 | Decarbonisation to Net Zero

Net zero carbon emissions from transport by 2040, building on our status as the UK's premier renewable energy region

Transport is responsible for 42% of all carbon dioxide emissions in the Transport East area, well above the national average. Decarbonising our whole society is crucial to minimise climate change and we need urgent action to decarbonise our transport network. Our decarbonisation pathway underpins the other three pathways in the Strategy.

By decarbonising transport, we can make life better for everyone in the region. By reducing emissions including nitrogen dioxide and particulate matter, we can improve people's health, as poor air is linked to asthma, strokes and dementia. Streets designed for people rather than vehicles will make it safer, and more pleasant for everyone to move around. Increasing people's activity through more walking and cycling can rapidly improve people's health and wellbeing. Reducing congestion will speed business journeys and deliveries, and make it easier for emergency services to get to people who need them.

The Government's *Transport Decarbonisation Plan* sets clear direction for everyone in the transport industry to meet net zero carbon. Locally, many authorities in the region have declared a climate emergency and have committed to council operations being carbon neutral by 2030. However, more needs to be done if net zero is to be delivered.

Our decarbonisation pathway sets out an overall aim of achieving net zero transport emissions by 2040. It promotes a four-step approach, building on the Royal Town Planning Institute's framework, interpreted for the East of England's unique situation. For the movement of both people and goods it applies the principles of:

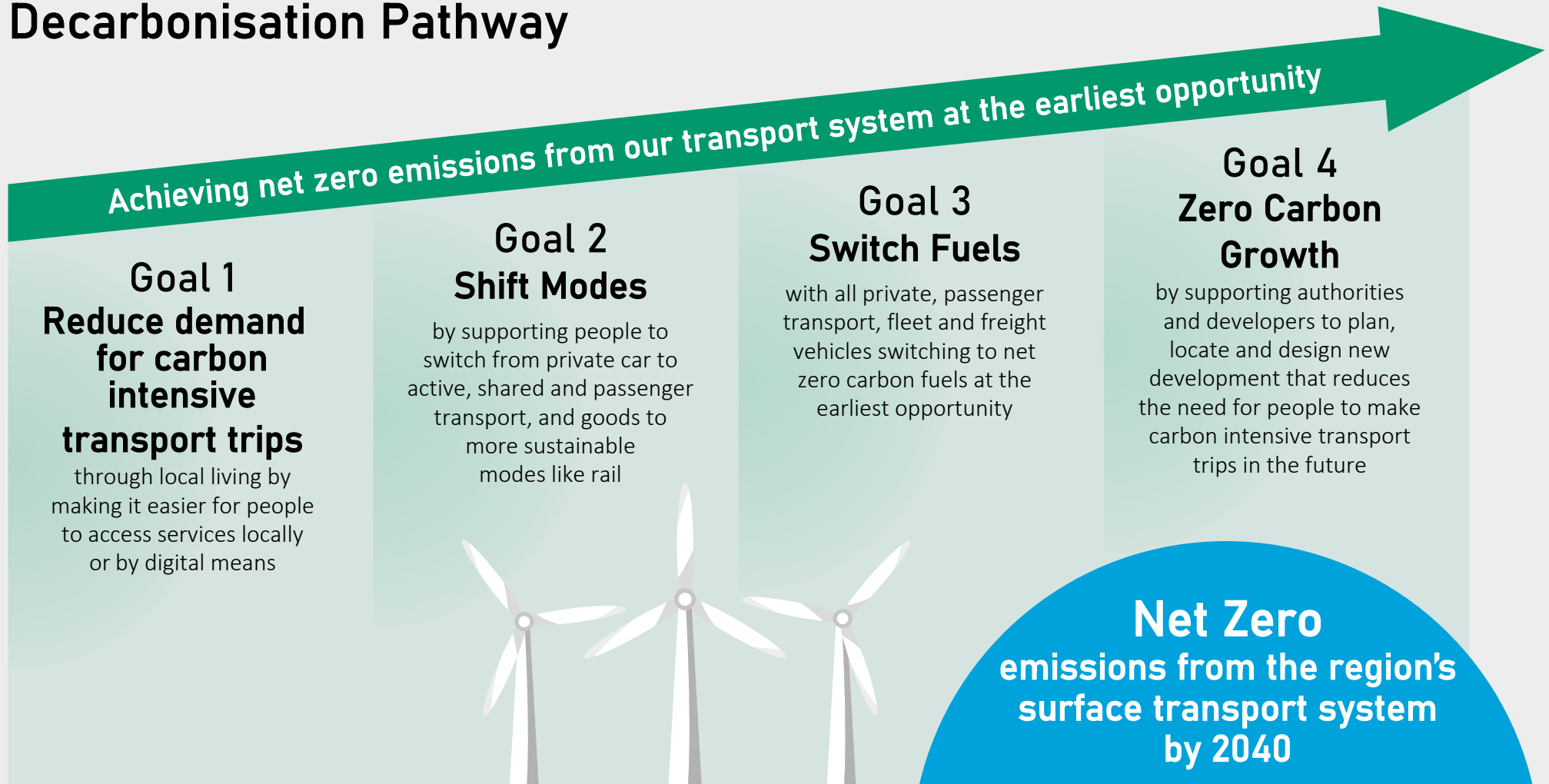
1. reduce demand for trips
2. shift modes
3. switch fuels
4. plan for zero carbon



Image: Mike from Pexels

Figure 4.2.1

Decarbonisation Pathway



Decarbonisation Pathway

Goal 1

Reduce demand

Reducing the need for people to travel or dramatically shortening their journey is an important lever in decarbonising transport. The greenest journey is one that is not made. Here we focus on reducing the need to regularly travel long distances by encouraging a switch to more localised trips, through closer services or via digital means. This also provides an opportunity to support local economies.

Providing digital connectivity as an alternative to travel

While not within Transport East’s remit, we fully support local authorities, government, Ofcom and telecoms providers’ existing strategies for all homes and workplaces in the region to have access to ultra-fast broadband and comprehensive, reliable 5G mobile coverage. This includes rural and coastal areas where good sustainable transport connections are more challenging to provide. It will also facilitate better ‘on the go’ customer information and journey planning.

Our partnership will work with these bodies to align their plans and this transport strategy, and support plans for digital connectivity to be built into new developments from the outset.

Digital transport networks

We will also work with government agencies, including National Highways and Network Rail, to embed digital connectivity in transport infrastructure and new transport schemes. This can boost productivity by helping people to work on the move and future-proof our transport network for emerging technology such as connected and autonomous vehicles.

Digital technology can also be harnessed to discourage travel at certain times of day, reducing pressure on transport networks at peak times. Private sector innovation should be encouraged to further develop existing applications that support optimal use of transport networks; for example, those that provide real-time travel information highlighting disruption, crowding, and congestion. These platforms can be used by individuals to travel at less congested times and by logistics businesses to plan freight transport.

Bringing services closer to people

Enabled by digital technology, local authorities are exploring innovative ways of bringing essential

services closer to the people who need them. We support this approach as it reduces demand for transport and will work with councils to facilitate new approaches, for example, village clusters or community hubs which also improve access to transport. See Goal 8 for more on how this can be achieved in rural communities.

In more urban areas, concepts such as ‘15 minute towns’ demonstrate how aligning service development, town planning and transport can create more sustainable, livable and economically viable places.

Travel Demand Management

So far we have focused on reducing demand overall, and in other sections we look at shifting modes and increasing the capacity of the transport network. However, in certain locations at certain times managing the demand for travel may require more focused and specific interventions to ensure demand aligns more closely with capacity.

The East's position as a desirable tourism destination can create notable seasonal peaks especially around school and bank holidays and sporting or cultural events. In some locations consistently high demand may require more robust travel demand management approaches.

To reduce the demand for travel, Transport East will:

- Work in partnership with government, National Highways and Network Rail to improve digital connectivity along main roads and railways, using evidence from our strategic network and corridor studies.
- Partner with the region’s private sector to foster digital innovation, to make the best use of transport networks and discourage unnecessary travel.
- Coordinate with partners to make sure our Transport Strategy and Investment Programme fully aligns with and supports:
 - the Government and telecommunications providers’ plans to roll-out ultra-fast broadband and 5G mobile in the region.
 - the work of our local authorities, developers, and telecommunications providers to embed improved digital connections in new developments across the region.

Decarbonisation Pathway

Goal 2

Shift modes

One of the biggest areas we can influence is creating a transport network that encourages people to walk, cycle and use public and shared transport instead of the private car (particularly single occupancy). Better services and infrastructure would mean more people can travel sustainably more often.

While we recognise not everyone will be able to shift to more sustainable modes of transport, more people using public transport, walking and cycling will also make journeys easier, safer and more reliable for people who have no other option than to travel by car.

Breaking down barriers to sustainable travel

We want our communities and visitors to feel safe, secure and confident in using low carbon modes, and to experience the economic, health and social advantages from doing so. This requires a unique approach in a traditionally car-dependent region such as the East, tailored to our urban, rural

and coastal places and the diverse needs of our residents and visitors.

Understanding our residents and businesses’ challenges and barriers to mode shift will be critical to helping them reduce dependency on the private car. Our public survey in 2021 showed our residents need frequent, affordable, connected and safe public transport services before they can realistically consider alternatives to car travel.

Our approach puts people at the centre, prioritising the efficient, safe, inclusive and sustainable movement of people, rather than the traditional focus on vehicle movements.

Supporting behaviour change

Changing mass behaviour is challenging as it requires individuals to be willing to change and for the wider environment to facilitate the change. Different groups of people respond to different environmental factors, based on their own circumstances. We must look at the transport system as a whole to support and empower people to choose journeys by low carbon modes.

For example, commuting by car accounts for a significant proportion of transport emissions in our region, and despite a shift to working at home through the COVID-19 pandemic, over 65% of people cannot do their job at home. A central component of our behaviour change approach will be delivery of the national Commute Zero programme with leading companies and large employers, promoting the use of sustainable modes being delivered and increasing initiatives such as car-sharing schemes to reduce single occupancy private vehicle trips.

These positive measures will encourage more people in the region to use sustainable modes of transport. However, delivering meaningful change will in some cases require a ‘carrot and stick’ approach. In larger urban areas, schemes to deliver improved infrastructure and services for people walking, cycling and using public should be developed in tandem with plans to reduce traffic volumes.

Re-balancing car use can take many forms, from reallocating road space to prioritise low-carbon modes of transport, to changing the price of parking or the number of parking spaces available, or charging to access particular areas at particular times of day. Holistic multi-modal strategies will be required, taking account of the

unique characteristics of individual places and considering how new development can support a transition away from private car use.

We will work with other Sub-national Transport Bodies to assess the efficacy of different transport decarbonisation approaches to help local authorities identify the best interventions for their place.

Shifting modes also applies to the movement of goods. Increasing capacity for rail freight, especially for goods moving longer distances is essential for decarbonisation. Similarly, moving more freight by water, especially along the Thames from the Thames ports to central London is also an opportunity to reduce emissions.

To encourage people to shift modes Transport East will:

- Work with Local Authorities to build on successful shared-transport schemes and extend further across the region.
- Lead the development of a regional Future of Freight plan to identify sustainable solutions for goods movement, including rail and water to reduce freight demand on the road network.
- Improve regional evidence around EV charging demand and assist regional partners to accelerate public charging infrastructure.
- Work to develop a ‘place-based’ approach to transport decarbonisation that identifies the most effective interventions for our unique communities.
- Working in partnership with Local Authorities and other Sub-national Transport Bodies, increase the regional evidence regarding transport carbon emissions, to provide clarity on our trajectory to net zero, including development of a transport carbon budget.

Decarbonisation Pathway

Goal 3

Switch fuel

We need to rapidly increase the proportion of net zero carbon vehicles on our roads at the earliest opportunity. Equally, we need to transition the rail network to clean fuels. Agriculture is also an important sector for the region which has unique and notable challenges in cleaning fuel. As the UK’s leading clean energy region, but one of the highest emitting carbon regions, we have a unique opportunity to lead by example, using our own clean energy production to power our future transport. Reducing emissions from fuel not just reduces carbon but will also dramatically improve air quality in our 46 Air Quality Management Areas.

An electric car revolution

The public take-up of Electric Vehicles (EVs) is accelerating but the Transport East region continues to lag behind others in the UK. Our region is large and regular journeys take longer than in other parts of the UK, plus we also have relatively fewer charging stations. These both contribute to range anxiety for many drivers.

Figure 4.2.2

Case Study: Innovation in alternative fuels

The Transport East region is leading the way in innovating to reduce carbon emissions from transport. The first electric vehicle charging forecourt in the UK – Gridserve – is in Braintree, Essex. It updates the traditional petrol station model for the EV age. The forecourt can charge 36 electric vehicles at the same time, with high-voltage charges delivering 200 miles of electricity in 20 minutes. The facility is powered exclusively by solar energy and includes food and drink outlets, a waiting lounge, toilets, a children’s play area, a fitness centre and business meeting space.

The region is also home to Hydrogen East. At the forefront of hydrogen technology, this body focuses on bringing together organisations with an interest in hydrogen in the East of England. It researches new hydrogen markets, raises awareness of existing hydrogen opportunities in the region and promotes technology developments.



Image: Gridserve

It has identified Bacton on the Norfolk coast as a potential Energy Hub, harnessing its pipeline connections to Europe and to offshore gas and wind energy production sites. The site would have significant potential to provide hydrogen fuel for the transport sector as part of the drive towards net zero. Our Freeports are also exploring opportunities for expanding hydrogen production, storage and distribution.

There needs to be a step-change in the provision of electric charging infrastructure in the places where people need it – at home, at work, in depots and on the road. There are many national, regional and local bodies that need to work together very closely to make sure the roll-out of charging infrastructure keeps pace with the take up of EVs, is equitable across communities and geographies, is well maintained and works for the customer.

In *‘Taking Charge’* the government’s electric vehicle strategy, Sub-national Transport Bodies, including Transport East are identified as being the right level to assess charging demand and develop tools to assist local authorities.

Our region is at the forefront of clean energy generation but power supply is a constraint. Transport East has a strong role to play to align transport and energy infrastructure planning and delivery at the regional level. We will support National Grid, UK Power Networks and local energy suppliers to accelerate their improvement plans, so clean energy from our coastline can power EVs in the region.

As the take-up of EVs accelerates, we will work with local authorities to explore gradually increasing restrictions on carbon fuelled cars in larger urban areas and places with significant air quality issues, including the option for low emission zones.

Switching to cleaner passenger and fleet transport

Switching to electric cars is part of the strategy, but we must also clean all other vehicles. Our strategy embraces other fuels such as hydrogen, which could be a good solution for fleets and larger vehicles like buses and agricultural vehicles, for longer distance services in rural areas and has potential in rail.

We support our local authorities and businesses leading the way to accelerate plans to clean their vehicle fleets. We will also work with local authorities to develop regulation to support the transition of taxis and private hire vehicles in the region to zero emission technology.

Transport East is fully committed to working with local authorities and bus operators in the region to accelerate the transition to zero emission bus services. Greening the bus fleet in our region to zero emissions will play a key role in delivering net zero and should be cheaper to operate than petrol and diesel vehicles. They also create less engine noise and vibration, providing customers with a smoother ride. Plans for this transition should be progressed by Bus Enhanced Partnerships, be underpinned by Bus Service Improvement Plans and Local Transport Plans (see section 4.3).

At a strategic level, we will work with other Sub-national Transport Bodies to map demand for future pan-regional alternative fuel infrastructure, recognising this needs to be developed across a wider geography than just the East.

As with smaller vehicles, high upfront costs for zero emission buses presents a barrier to take-up.

We will collaborate with local authorities, bus operators and government to secure the financial support needed to adopt new zero emission buses and explore retro-fit opportunities, building on the promises in *Bus Back Better*.

On rail, electrifying lines is essential to decarbonising journeys. This can be done in stages with benefits to local areas being realised as sections of line are completed. Bi-mode trains which can switch between electric and diesel are already running in the region and coastal routes could be well suited to pilots of hydrogen trains.

The use of hydrogen for freight and port activities is also vital, and this is discussed in section 4.5 *Unlocking international gateways*.

To support the region to switch fuels Transport East will:

- Lead a region-wide Electric Vehicle infrastructure task force in collaboration with the Office for Zero Emission Vehicles, local authorities, neighbouring regions and other partners to accelerate the roll-out of inclusive charging infrastructure and identify the sub-regional actions need to unblock and speed delivery.
- Partner with National Grid and UK Power Networks to make sure the roll-out of charging infrastructure in the East aligns with plans for upgrading electricity supply networks and is powered by clean energy sources.
- Coordinate partner organisations including Net Zero East, Hydrogen East, National Highways, Network Rail and local authorities to elevate and make the case for investment in the East to decarbonise vehicle fleets and networks, including operational fleets, buses, taxis, private hire, trains and freight.
- Accelerate the roll-out of ultra-rapid EV charging points on the Strategic Road Network, working with National Highways and using evidence from our strategic corridor connectivity studies.
- Work with government and partners to identify barriers to people and businesses switching fuels across our region and make the case for solutions that will work best in the East –potentially including plug-in grants for cars and financial incentives to support zero emission buses, taxis, private-hire and freight vehicles.
- Working in partnership with Local Authorities and other Sub-national Transport Bodies, increase the regional evidence regarding transport carbon emissions, to provide clarity on our trajectory to net zero, including development of a transport carbon budget.
- Work with other Sub-national Transport Bodies to map demand for pan-regional alternative fuel infrastructure.

Decarbonisation Pathway

Goal 4

Zero carbon growth

Where people live in relation to their place of work, education or the services they regularly access, is a major factor in how they chose to travel and how goods get delivered to them.

The Transport East region is planning 319,000 new homes and 167,000 new jobs over the next 15 years. If our goal to decarbonise the transport system is to be achieved, new developments must prioritise sustainable transport choices.

Building homes in places that help people travel sustainably

We will work to provide planning authorities with evidence needed to support new development in areas with the most potential to support sustainable travel, for example urban areas and locations around existing and new public transport hubs or in other areas where access to local jobs can reduce the need for longer distance commutes. This approach is supported by our scenario testing which indicates the location of regional development has a notable impact on the ability to decarbonise the transport system.

Through a transport decarbonisation framework, we will work with local authorities and national government to strengthen the evidence, guidance, funding structures and assessments to make sure planned new developments increase sustainable travel behaviour from day one.

This evidence framework will support local authorities to create robust Local Plans, Local Transport Plans (LTPs), Local Cycling and Walking Infrastructure Plans (LCWIPs) and public transport plans. It will also help inform service development and delivery, to allow transport and access issues to be considered in wider decision-making.

This would strengthen planning guidance for developers, making sure they create robust plans to deliver ambitious and quantifiable carbon reduction measures, including reducing conventional private vehicle use and promoting sustainable modes of transport. These plans should be clearly set out in Transport Assessments and Travel Plans supporting planning applications. Our work will help strengthen national and local guidance for these documents so net zero is a central factor in decisions to grant planning permission.

Where new homes and places of employment are located also drives the movement of goods. We will work with partners to increase the efficiency of freight trips, for example through the promotion of consolidation centres and shared vehicles for deliveries.

Designing places to encourage people to walk, cycle and use passenger transport

Integrating sustainable transport hubs should be a core element of the design of new developments. The design of the public realm should maximise opportunities for people to walk or cycle to sustainable transport hubs and local destinations. This means making sure routes are direct, inclusive, safe and secure at all times, a

pleasant environment, provide plenty of space for prams and wheelchairs, and prioritise people walking and cycling over people driving including restricting through traffic. Designs should also consider long-term maintenance requirements.

High-quality and secure cycle parking should be provided, integrated with sustainable transport hubs. Parking for motor vehicles should be limited in places that are easily accessed by public transport. Infrastructure to support electric vehicle charging should be provided in new developments from day one, with on-site parking provision for alternative fuelled vehicles prioritised. Integration of shared mobility such as car-clubs, and shared bike and e-scooter schemes is also encouraged, to reduce people's reliance on private vehicles.

To help our partners deliver zero carbon transport developments, Transport East will:

- Create a 'future network plan' and lead 'strategic corridor connectivity studies' to support local authorities with new evidence to:
 - Deliver new housing close to local jobs and essential services, and in areas with high levels of sustainable transport accessibility.
 - Complete reviews of planning applications to make sure associated transport proposals maximise opportunities supporting the use of alternatives to conventional motor vehicles, including electric vehicles and sustainable modes.
- Deliver a Future of Freight Plan for the East, to inform planning authorities, logistics businesses and their supply chains of the potential for consolidating freight transport at a strategic scale.
- Through our Decarbonisation Pathway and analytical framework, provide evidence and guidance to support local authorities and national government to strengthen carbon reduction requirements of Transport Assessments and Travel Plans for new developments in the East, including measures to reduce car dependency.

4.3 | **Connecting growing towns and cities**

Enhanced links between and within our fastest growing places and business clusters, improving access for people to jobs, suppliers, services and learning; and enabling the area to function as a coherent economy with improved productivity and quality of life

The East has vibrant, successful places which attract people to live, work, learn, visit, invest, and do business. We want our growing towns and cities to be better places for people to do all this. To be easier to get between and around centres, to be safer and more pleasant for people at all times of day, to be cleaner and help people live healthier lives.

Several of our major economic centres also struggle with significant pockets of deprivation with authorities including Norwich, Ipswich, Colchester and Thurrock assessed as priority 2 areas for the government’s Levelling Up Fund, and Basildon and Chelmsford assessed as priority 3. The government has recognised how improving access to jobs, skills and services for deprived areas can make a real difference, as transport schemes are eligible for Levelling Up funding.

Strategic transport networks in the East are slow, congested and overcrowded. Places like Southend, Ipswich, Norwich, Chelmsford, and Colchester are among the most heavily congested urban areas in the country outside London. With 319,000 new homes and 167,000 new jobs planned over the next 15 years, this will only get worse unless we work with government to tackle it.

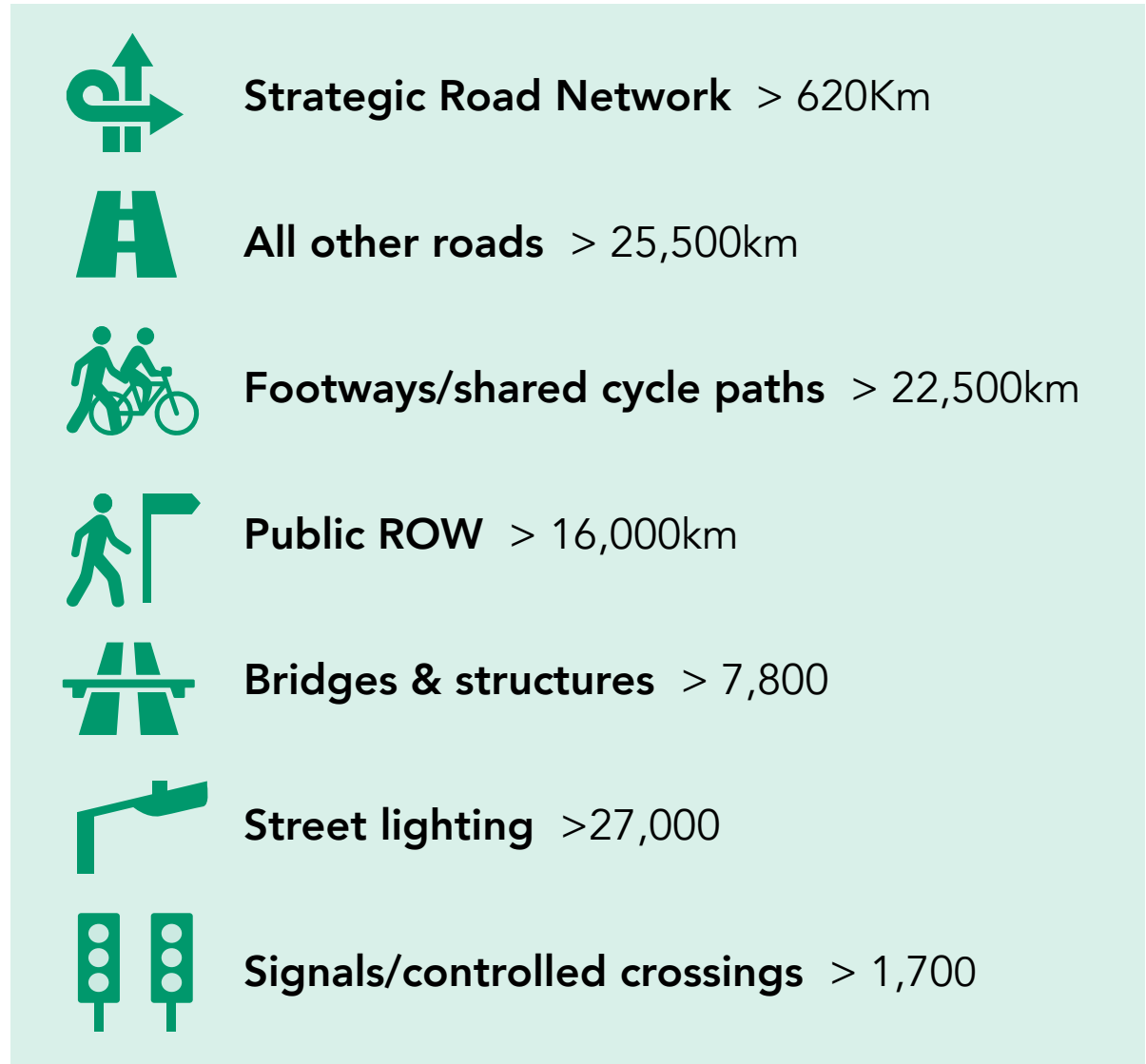


We do not have one dominant metropolitan centre. Our £73bn economy functions through the connections between our 75 towns and cities, and neighbouring destinations such as London, Cambridge, the wider South East and the Midlands.

Our towns are also essential local hubs for surrounding rural areas drawing people from a wide area for work, education, essential services and leisure. This means major roads and railways are critical arteries supporting the regional and national economy, and are under significant pressure.

A sustainable approach to transport includes looking after our existing assets, to ensure they are maintained at a level that encourages people to walk and cycle and ensures that roads and railways are safe.

The region already has extensive infrastructure providing and supporting routes within and between towns and cities. This includes more than 26,000km of road, 17,000km of footways and shared paths, together with public rights of way, bridges, structures and street lighting. Maintaining these is as important as new connections



Effective asset management needs funding certainty. A programme of work that delivers value for money, requires a multi-year approach to improvements, which can only be delivered with multi-year funding certainty. New infrastructure investment will also increase the level of assets to be maintained.

The Strategic Road Network (SRN) of motorways and main A-roads in the East of England has an average delay of 11.3 seconds per vehicle mile, significantly higher than the national average of 9.5 seconds. Journey times by rail are slow, for example train travel to Norwich from London takes nearly 2 hours, compared to London to Birmingham – a further distance - in 80 minutes.

Figure 4.3.1 set out our current challenges, specifically high car mode share in urban areas and constraints on our major rail and road routes.

Figure 4.3.1 Urban Mode Share and Inter-Urban Transport Constraints

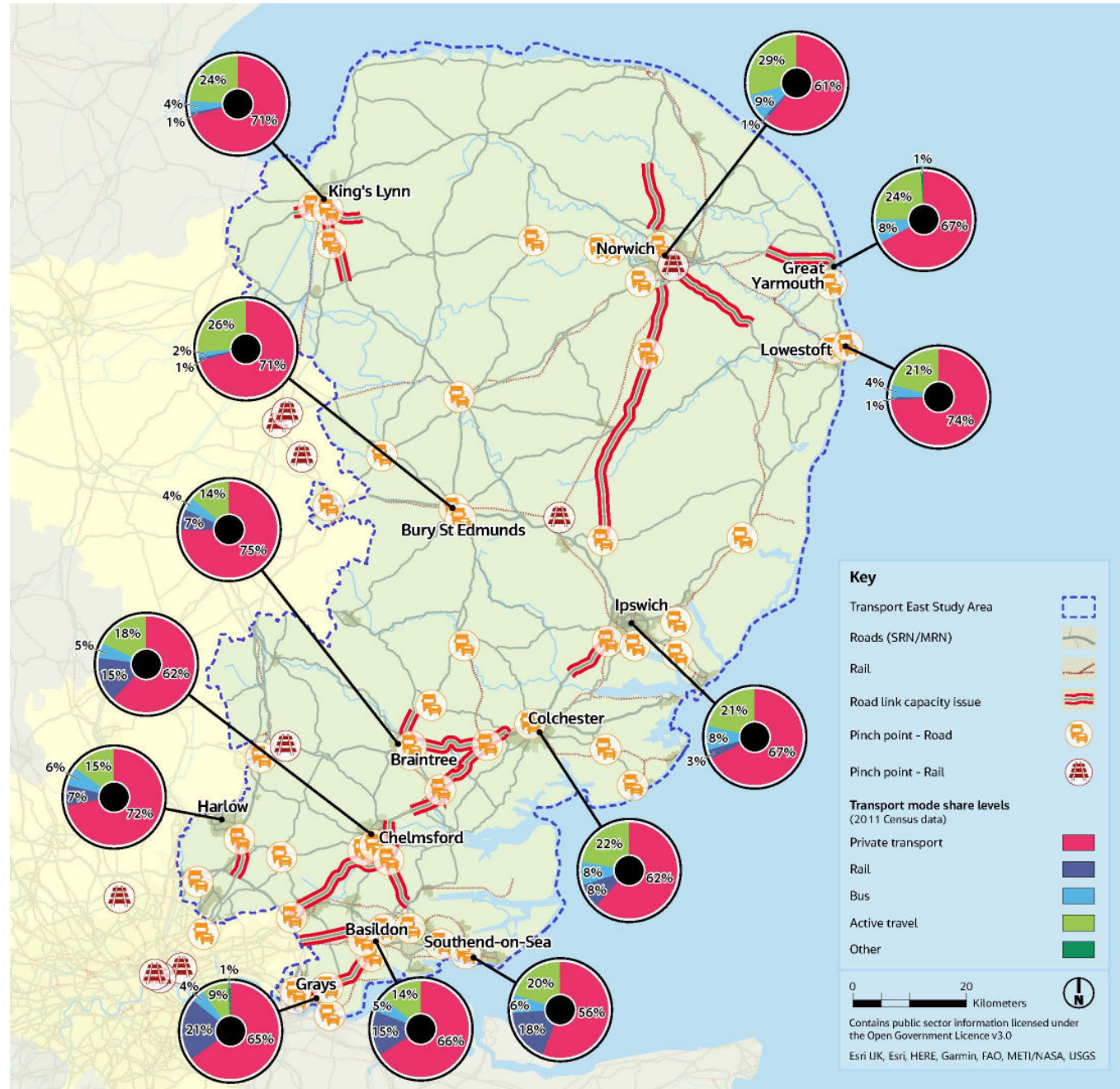


Figure 4.3.2

Connecting our growing towns and cities Pathway

Enhanced links within and between our fastest growing places and business clusters

Goal 5 Within our towns and cities

improve connectivity and accessibility for walking, cycling and passenger transport to support sustainable access to services, education, training, employment and leisure

Connected to the rest of the UK enabling the East to function as a coherent economy and improving UK productivity and post-COVID recovery.

Goal 6 Deliver faster and more reliable transport connections

between our growing towns, cities and economic corridors, and to the rest of the UK, to support business growth, skills development and employment



Goal 7 Fully integrate transport

networks, services and operations across the Transport East region, through a customer focused approach, enabling seamless and safe end-to-end journeys by sustainable modes that are attractive to all people

Connections between our growing towns and cities that are as fast and frequent as all other regions in the UK.

A realistic sustainable option for every person for every trip.

Connecting our growing towns and cities Pathway

Goal 5

Better connections within towns and cities

Many of our towns and cities are built on historic foundations with limited road space, particularly in the centre. The forthcoming transition to EVs will help reduce, but not eliminate, carbon emissions and improve air quality, but not reduce congestion, reduce road danger or improve people’s health.

Tackling this needs a coordinated approach to deliver new infrastructure and services which encourage and prioritise walking, cycling and public transport, alongside measures to reduce traffic volumes in busy town and city centres. The benefits will not only be transport related - if we get this right, we can also boost local economies, and improve the quality of life of our 3.5 million people.

What are the health benefits of physical activity?

Regular physical activity **REDUCES** your risk of....



Dementia
by up to
30%



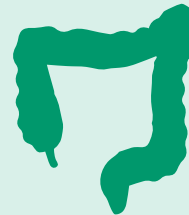
Hip fractures
by up to
68%



Depression
by up to
30%



Breast cancer
by
20%



Colon cancer
by
30%



Type 2 diabetes
by up to
40%



Cardiovascular disease
by up to
35%



All-cause mortality
by
30%

Physical inactivity is responsible for 1 in 6 deaths in the UK. Greater levels of regular exercise can reduce the impact of many health conditions relatively quickly. Building exercise into journeys through active travel like walking and cycling is one of the easiest ways people can increase their activity, improving health and quality of life and reducing the costs and resources required to treat poor health. This includes people who travel in wheelchairs, handbikes, recumbent bikes, mobility scooters and other active mobility. The East has an older and aging population, so it is even more important that our transport systems and built environment make it as easy as possible for people to stay active as they get older.

A walking and cycling revolution

Government has set a target of 50% of all trips in urban areas to be made by walking and cycling, and we share that ambition. There is significant potential for more people to walk and cycle in our towns and cities. However, they are prevented from doing so by safety and security concerns, lack of infrastructure, poor information, and other barriers. This results in people making a rational, or habitual choice to drive.

Successful walking and cycling improvements come from good data and analysis alongside meaningful community engagement. We must fully understand current walking and cycling activity and exactly

where there are opportunities for more, to target future infrastructure investment. This should include harnessing new technology (for example using mobile phone data) to understand how people move, expanding conventional means of data collection including surveys, and using audits to understand the quality of existing routes and facilities.

All urban areas should have a Local Cycling and Walking Implementation Plan (LCWIP) to identify long-term urban walking and cycling networks and the supporting infrastructure and behaviour change activity required to create a transformation in the numbers of people walking and cycling. These will prioritise local investment tailored to the characteristics of the areas they cover. We will champion the development of these plans, ensuring a consistent quality standard across the region.

We will also work closely with the new Active Travel England team to ensure new policy and guidance reflects the unique challenges and opportunities within the East.

People will only walk and cycle if the facilities are safe and well maintained. We will work with local authorities in the region to develop a toolkit to help planners design roads and streets with a greater emphasis on accommodating sustainable modes. Transport for London's 'Healthy Streets'

initiative and Streets Toolkit provides a potential starting point that can be tailored to the unique characteristics of towns and cities in the Transport East region. The public realm in urban areas should be designed inclusively, considering issues such as safety and security after dark and the needs of parents with pushchairs and people with mobility impairments.



Image: Visit East of England

Figure 4.3.3

A step-change in Active Travel

We share government’s goal for doubling walking and cycling. Success requires improvements to infrastructure which work for local places. Best practice in active travel design tends to come from large metropolitan areas. We commissioned a study with Sustrans to demonstrate how government’s ambitious targets could be achieved in a region like ours, with large rural and coastal areas as well as smaller towns and cities.

Our local authority partners have a strong track record in developing and implementing plans across the region to create high-quality walking and cycling routes, making it easier, safer and more accessible for everyone to travel actively. Sustrans recommended the following priorities for investment:

- **Inclusive Design:** Active Travel infrastructure designed for all types of users
- **Urban Infrastructure:** Extensive Active Travel networks in all our towns and cities
- **Inter-Urban Infrastructure:** High-quality traffic-free network of routes between urban areas and market towns
- **Rural Infrastructure:** High-quality traffic-free rural network of routes between villages and their nearest urban centre
- **User-friendly support infrastructure:** Inclusive cycle parking, wayfinding, places to rest, Cycle Friendly Places
- **Data Collection:** Step-change in quality and quantity of data collected on Active Travel modes across the region.
- **Supporting Policies:** All land-use, development planning and transportation policies across the region aligned with *Gear Change* and UK Government Local Transport Note 1/20 (LTN 1/20)
- **Governance and Funding:** Sustained, consistent funding and effective cross-boundary cooperation are vital to successfully deliver improvements for walking and cycling
- **Behaviour Change:** Extensive, wide-reaching programmes to lock-in benefits of new infrastructure investment
- **Maintenance:** Significant uplift in spend on maintenance of Active Travel infrastructure
- **Supporting Technologies:** Partnerships with private sector to develop integrated complementary technologies



Image: Gemma Evans from Unsplash

Improving the bus network

Buses are a flexible and sustainable option, forming an important piece of the public transport network. However, bus services in large parts of the region are limited. Before the COVID-19 pandemic, 28% of people in urban areas still did not have an hourly or better weekday daytime bus service within 500 metres of their home. Bus services also provide an essential, sustainable connection between urban, suburban, market towns and rural communities.

Dependency on the private car is exacerbated by uncertainty about fares and tickets, and unclear information on routes, services and operating hours. The bus network is a complicated patchwork of services run by different operators, each setting their own routes and fares.

The COVID-19 pandemic made this situation worse, significantly reducing bus passenger numbers resulting in severe financial impacts on bus operators and the likelihood of service reductions in the short to medium term.

Aside from walking, the bus is the most space-efficient mode of urban transport and is an essential mode of transport for much of society including older people, those on lower incomes, women and students. It can carry the most people in the smallest amount of road space and caters for

everyone. Buses are vital for solving urban congestion.

Transport East supports the approach set out in the government’s Bus Back Better Strategy. This sees Enhanced Partnerships between local authorities and operators settings Bus Service Improvement Plans to improve customer experience, journey times and reliability locally. However, funding required to achieve these ambitions across the region remains inconsistent.

At the regional level, Transport East can support local improvements by leading on strategic issues around integrating buses with other transport modes including customer information, fares and ticketing and cross-boundary services along our core movement corridors,

Within our towns and cities, buses will only be successful if priority measures are also provided to segregate buses from congested general traffic to make journeys quicker and more reliable, attracting people away from driving private cars. We will support local authorities to maximise the opportunities for bus travel by reviewing parking provision and cost within their areas, to make bus journeys as attractive as possible.



Image: Super Straho from Unsplash

Figure 4.3.4

Improving buses

Buses play a crucial role in developing sustainable transport networks. The national Bus Strategy *Bus Back Better* sets out a vision for improving bus services in England to encourage passengers back to buses. It defines the outcomes needed for passenger transport to become more accessible and a more attractive alternative to the car, including making services greener, cheaper, more frequent, more reliable, and faster. The strategy also identifies the need to improve passenger information and integration with other modes and enhance journey quality and accessibility for all.

The strategy requires local authorities and local bus operators to work together with their local communities to deliver fully integrated services. Bus Service Improvement Plans set out the vision, ambition and delivery for each local authority in delivering the step-change in bus services through Enhanced Partnerships or franchising.

Transport East partners are driving forward plans for Enhanced Partnerships with local bus operators to work towards ambitious networks able to compete with the car.

A report by Transport East into bus passenger transport in the region in 2021 set out several recommendations:

- Stable and increased government funding for bus services, particularly those in rural areas
- More flexibility for councils and operators to run new types of service, such as mini-buses booked on-demand through apps
- More coordination of different public transport options to make journeys easy to plan and take, including customer information and payment
- Prioritising bus services at congestion hotspots to keep journeys quick and reliable
- Work regionally to improve cross-boundary services

Prioritising sustainable modes in urban areas

Walking, cycling, buses and general traffic networks are all interconnected and cannot be planned separately. To enable people to choose walking, cycling and bus services in our space-constrained towns and cities, these routes should be planned together on a network, corridor or area basis, alongside measures to manage general traffic.

We will work with local authorities to promote measures that reduce traffic levels in urban areas and develop measures to restrict car use in crowded centres, in tandem with plans to improve access by sustainable modes. The right solutions will depend on the characteristics of each place, but could include working closely with schools, employers, businesses and other destinations to manage the demand for travel and adjustments to road space allocation, parking provision and pricing.

Opportunities for shared mobility

Evidence is building around the impact shared transport schemes can have on increasing active travel, reducing private vehicle ownership and decarbonising transport.

Within our region we have notable car-club schemes operating in Norwich, along with shared bike and e-scooters. E-scooter trial schemes are also in place across towns in Essex including Braintree, Basildon, Colchester and Chelmsford. These trials are helping understand the opportunities and impacts of newer models and modes of transport.

In addition, car-sharing programmes can reduce the number of vehicle miles. In 2020 around 2.5 million people shared their commutes to work. Norfolk based Liftshare has been working with employers across the region to reduce commuting miles with their innovative digital platform.

To provide better connections within towns and cities Transport East will:

- Increase the capacity and capability of local authorities in urban areas to deliver a step-change in urban connectivity through:
 - Commissioning and providing enhanced regional level data and evidence to strengthen co-ordinated multi-modal transport plans
 - Developing a toolkit to help planners in the East design urban roads and streets prioritising sustainable modes, reflecting our region’s unique features
- Make the case for increased, stable and long-term funding for local authorities to deliver and maintain holistic, integrated and high-quality public transport and active travel in urban areas. Allowing them to balance the needs of all users in constrained streets.
- Lead an action plan to identify and drive forward regional-level projects to complement Local Transport Authorities’ local Bus Service Improvement Plans, accelerating the delivery of comprehensive networks of accessible, high frequency ‘turn up and go’ bus services supported by real-time information and integrated cashless ticketing.
- Lead our sub-national Active Travel, Bus and Rail action groups, and implement the regional recommendations of our bus and active travel strategies, to make sustainable transport more accessible, easier to use and more attractive to all people.
- Lead an action plan to identify and drive forward regional-level projects supporting the development, construction and maintenance of comprehensive and integrated walking, cycling and wheeling networks in the East, supported by dedicated safe and inclusive infrastructure, high quality signage and way-finding with priority over traffic
- Work with Local Authorities to support the expansion of shared transport schemes to reduce private vehicle ownership and increase the number of miles travelled by sustainable modes.



Image: Transport East

Connecting our growing towns and cities Pathway

Goal 6

Better connections between towns and cities

With 75 growing towns and cities spread across the region it is critical people can travel efficiently between places to access jobs, training and education, and businesses have reliable connections to their customers and supply chains. This also includes to major employment centres such as ports and airports and large business parks.

Poor connectivity in the region is a significant barrier to attracting and retaining firms and workers and to overcoming issues such as lower than average skill levels. It is also an obstacle to maximising the potential of high-value business clusters that capitalise on the region's strengths.

We also need strong connections beyond our boundaries.

Connecting beyond our boundaries

London and Cambridge in particular are important neighbouring economic, social and cultural centres which are supported by people, businesses and goods from across the East.

Our strategic road and rail networks do not stop at our boundaries and investment is needed along full routes to see safe, reliable and efficient end-to-end journeys. There are several key projects already identified outside our boundary that are essential to delivering better transport within our region.

Working closely with neighbouring authorities and sub-national transport bodies including England's Economic Heartland, Transport for London and Transport for the South East, we can strengthen the evidence for joint priorities, develop solutions that work for all our communities, provide better value for the taxpayer and ensure initiatives being progressed by a neighbour do not unduly impact the East.

Building a world-class rail network

The rail network in the region is oriented towards London, based on three core radial routes; the West Anglia Main Line (WAML), Great Eastern Main Line (GEML) and Essex Thameside Line. East-West connections are provided from Cambridge to Ipswich and Norwich. Additional branch lines connect to our coastal communities, including Great Yarmouth, Lowestoft, Felixstowe and Harwich. The network in the Transport East region is summarised in Figure 4.3.5.

Our rail network is slow compared to other parts of the UK. Investment by Network Rail and the train operating companies has made steady incremental improvements over recent years. The new train carriages on the Greater Anglia managed routes increased capacity and improved customer experience. However, travel time on our constrained network is unacceptable when compared to journey times on similar routes elsewhere in the country.

Frequency of passenger services and the movement of freight is affected by constrained capacity on our rail lines across the region and at pinch-points close to our boundaries. This is exacerbated by a very significant number of level crossings and a need to expand digital signalling.

Balancing the need to access local communities by road and improvements to safety, frequency, capacity and reliability for the railway is challenging and we will work with Network Rail and the new Great British Railways to strike that balance. Investment in rail is vital for decarbonisation and our contribution to UK prosperity and so is a core priority for this strategy.

Before the COVID-19 pandemic, passenger services on the main routes into London were heavily crowded during the peak. The longer-term implications of the pandemic on rail demand remain uncertain, however, the extent of capacity constraints combined with the scale of development envisaged along parts of the network (particularly in the Thames Estuary) suggests even a modest rebound in rail usage over the next few years is likely to require major investment.

Frequency of service has been shown to be a significant factor in use of rail. For example, providing an hourly service on the East Suffolk line, Norwich to Sheringham, Norwich to Cambridge and Ipswich to Cambridge has increased passenger numbers between 100% and 260%. Infrastructure improvements to increase frequency along key routes including GEML and routes to Cambridge and Peterborough are crucial to maximising the use of this low-carbon mode. Routes through

Routes through Cambridge and Peterborough integrate the East with economies in Midlands and rest of the UK enhancing national connectivity.

A further rail challenge in the region, evident from the plan in Figure 4.3.5, is that orbital east-west connections are very limited. The Ipswich-Ely Line via Bury St. Edmunds currently carries a passenger service that runs every two hours. The Norwich-Cambridge route via Thetford is hourly. These services link some of our major economic centres with key business destinations. Capacity improvements along these corridors, both inside and outside our boundaries, particularly around Ely, are crucial to unlocking the potential of rail within the East.

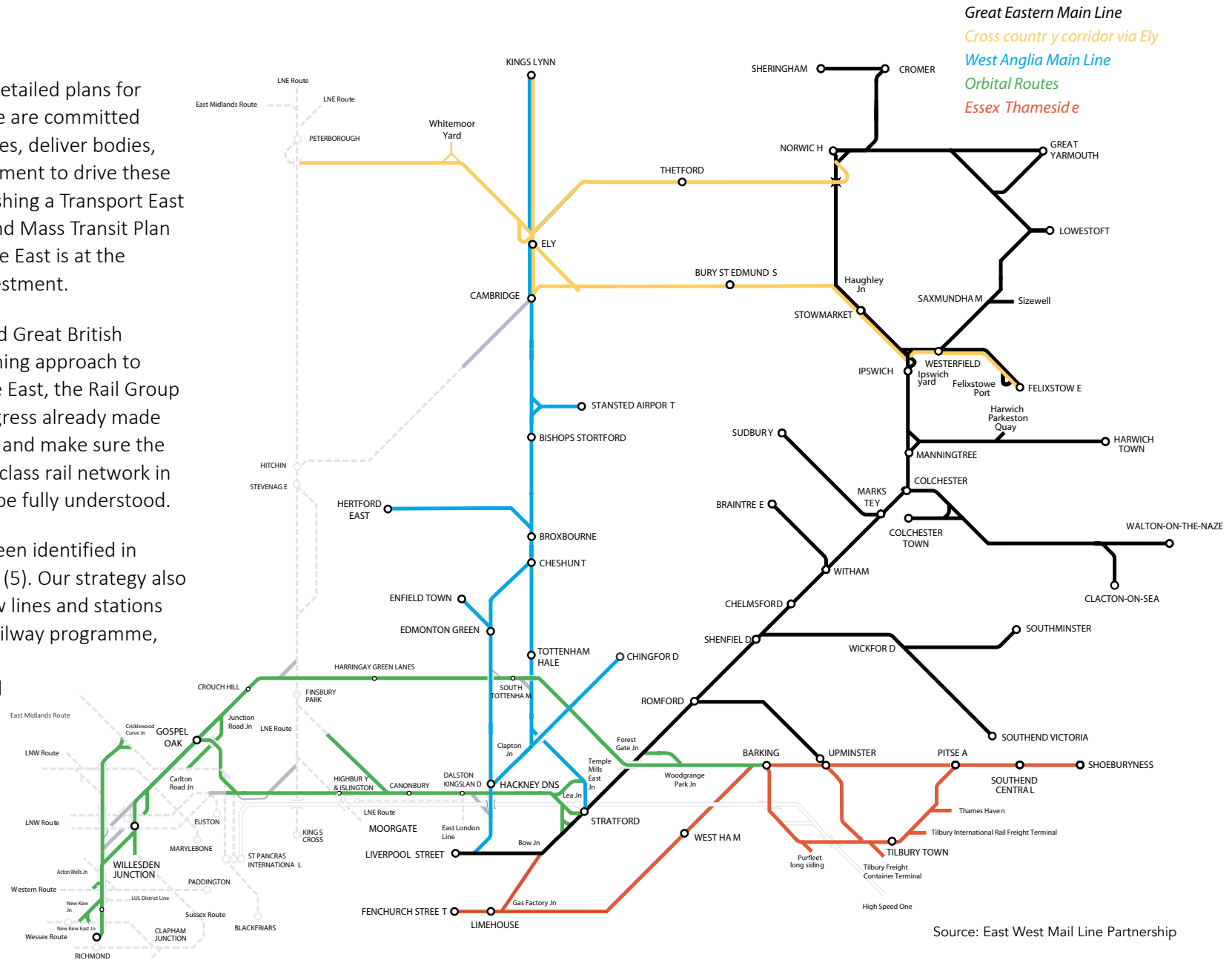
Our partners have produced detailed plans for improving our network and we are committed to working with local authorities, deliver bodies, business partners, and government to drive these forwards. We propose establishing a Transport East Rail Group to develop a Rail and Mass Transit Plan for the region to make sure the East is at the forefront of future UK rail investment.

Working with Network Rail and Great British Railways to create an overarching approach to strategic rail investment in the East, the Rail Group will support the excellent progress already made by our constituent Taskforces, and make sure the wider contribution of a world-class rail network in the East to UK prosperity can be fully understood.

Specific rail challenges have been identified in our Strategic Corridor chapter (5). Our strategy also supports the reopening of new lines and stations through the Restoring your Railway programme, including Maldon to Witham, Kings Lynn to Hunstanton, and Wymondham to Dereham.

Figure 4.3.5: Anglia Route rail network

Source: Network Rail Anglia Route Study, 2016



Source: East West Mail Line Partnership

Figure 4.3.6

Case Study: East-West Rail

East-West rail connections in the Transport East region are very limited, consisting of two branch lines. The Ipswich-Cambridge line via Newmarket is hourly and runs on a single track from Newmarket to Cambridge with constrained line speeds. The single track line is also a major constraint to increasing service frequencies. The Norwich-Cambridge line via Thetford is hourly. Journey times are unacceptably slow, typically 75 minutes between Cambridge and Ipswich (around 45 miles as the crow flies) and 80 minutes between Cambridge and Norwich (57 miles).

Improving rail connections between Cambridge, Norwich and Ipswich would support the growth potential of these cities and development along key corridors such as the Norwich-Cambridge Tech Corridor and connect with wider UK economic centres.

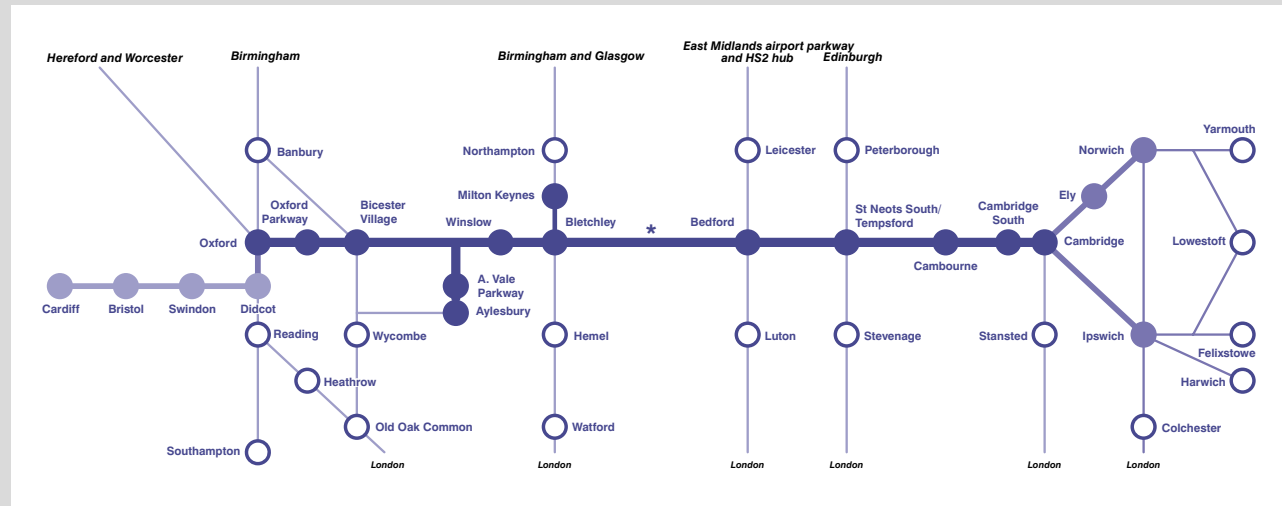
There are well developed plans to improve East-West connections between Oxford and Cambridge – known as East West Rail.

Transport East strongly supports the proposal to extend East West Rail with an Eastern Section, connecting Norwich and Ipswich to growth centres at Cambridge, Milton Keynes, and Oxford, and onwards to Wales, Scotland, the South West and the North.

The EWR Eastern section would significantly reduce rail journey times between key urban areas, and relieve crowding on rail services via London and congestion on the strategic road network. It would increase capacity for rail freight, facilitating growth at several ports,

including Freeport East, while decarbonising the movement of goods. It would also unlock major development sites with sustainable transport connections to help the government fulfil its ambition to deliver more homes across the UK.

The Eastern section could also open-up opportunities for direct connections to Stansted and Colchester, along with onward improvements for coastal locations in Norfolk and Suffolk.



Alongside rail infrastructure, Transport East will make the case to revolutionise the customer experience of public transport, working with operators to improve services, accessibility, ticketing and fare options for passengers. Integrating rail services with other modes is also vital, to ensure end-to-end customer journeys are easy and seamless.

The Rail Group will support the rail industry and local authorities to ensure sure major new developments are connected to the rail network through new stations where appropriate, similar to the new Beaulieu Park station in Chelmsford, and better links to existing stations.

Finally, the electrification of the railway is vital – both in delivering additional capacity to support improved services, move increasing amounts of goods, as well as the drive towards net zero. We will fully support and make the case for the rapid rollout of Network Rail’s Traction Decarbonisation Strategy in the East, including the use of hydrogen fuels where appropriate.

A new approach for our roads

The strategic road network has underpinned the Eastern region's economy for the last millennium by moving people and goods, and that fact will not change. What will change within the lifetime of this strategy is how roads are used by people.

Nearly 80% of all miles travelled by people in the East are made by car or van, and roads will continue to transport most people and goods between our towns and cities in future. Our challenge is to develop a zero-emissions road network fit for the 21st century that provides safe and efficient connections between our growing places, offering a range of journey choices – bus, mass rapid transport, bike, coach, shared vehicle or electric car for people, or clean freight to move goods.

Starting with the infrastructure, this means improving both the Strategic Road Network, Major Road Network and local road network (shown in Figure 4.3.7).

The Strategic Road Network is managed by National Highways. National Highway’s remit is to operate, maintain, renew and enhance our strategic roads. Funding is allocated in 5-year cycles by the Department for Transport linked to the Road Investment Strategy. The current Roads Investment Strategy (RIS2) commits funding to 2025. The priorities for the East within future RIS are developed by National Highways through Route Strategies, aligned with other region’s priorities before seeking approval from the Secretary of State for Transport.

Major roads are managed and funded by our five local transport authority members. Maintenance funding is allocated from central government according to the length of the road network in their authority. Enhancements are funded through specific funding pots as part of the National Roads Fund.

Our partners have identified core roads along our six strategic corridors that are vital to connect our region to the UK economy, including the A11, M11, A12, A13, A14, A47, A120 and A127.

We will work with local authorities, other Sub-national Transport Bodies and National Highways to review priorities and develop plans to improve road connections between our growing towns and cities and key places outside the region. This work will inform any future National Highways and Department for Transport funding streams, for example RIS3 and Major Road Network and Large Local Major Schemes programme. Our focus will be on providing reliable, safe journeys and creating a well maintained and resilient network, while improving environmental outcomes and meeting the needs of all users.

A major proposed road link into the region is the Lower Thames Crossing which connects the M25 and A13 near South Ockendon through Thurrock, with the A2 south of Gravesend on the other side of the river. The primary objective for this nationally significant scheme is to provide resilience to the M25 around the Dartford Crossing. While the scheme will improve onward connections into Kent, they do not include the Tilbury Link Road, hindering connectivity to the Thames Freeport and constraining the economic growth potential for the region.

We must explicitly tackle the challenge to deliver net zero carbon emissions. Roads create 96% of our region’s transport carbon emissions. We must improve how we manage our roads and how people use them, integrating roads planning with our rail plans by focusing on strategic people movement.

Experience has shown that it is not always possible to build our way out of congestion problems. New roads can relieve congestion in the short-term but in the longer-term tend to result in more drivers wanting to use them. New links may be required in specific circumstances (for example to provide access to new developments in areas of high growth or to fix significant network gaps) but the overall approach should be to create safe and reliable journeys by identifying existing congestion hotspots and pinch-points and developing targeted integrated interventions to provide more consistent capacity.



Figure 4.3.7: The SRN and the MRN in the Transport East region

Source: Transport East regional evidence base, 2019

We support the development of a mass rapid transit network using our road network and integrated with our rail network. The Government’s *Bus Back Better* Strategy encourages the development of high frequency ‘superbus’ networks in areas with patchworks of small towns and large villages. There is significant potential for the development of this type of network in parts of the region.

Many of our local authorities are already leading the way on this, including proposals for the South Essex Bus Metro covering Southend, Thurrock and parts of South Essex (see Figure 4.3.8), the KenEx route connecting Kent and Essex, a North Essex Rapid Transit (NERT) connecting Braintree and Colchester, and proposals to connect with Hertfordshire via the Herts-Essex Rapid Transit (HERT). Together with emerging Enhanced Partnerships for buses and existing coach networks, the start of a regional passenger network is forming using strategic roads. The Transport East partnership will scope a sub-national passenger transport network further with our partners.

For people who need to use private vehicles, we will support the accelerated roll-out of ultra-fast EV charging infrastructure along the SRN and MRN to maximise the use of sustainable vehicles on our major roads.

Figure 4.3.8

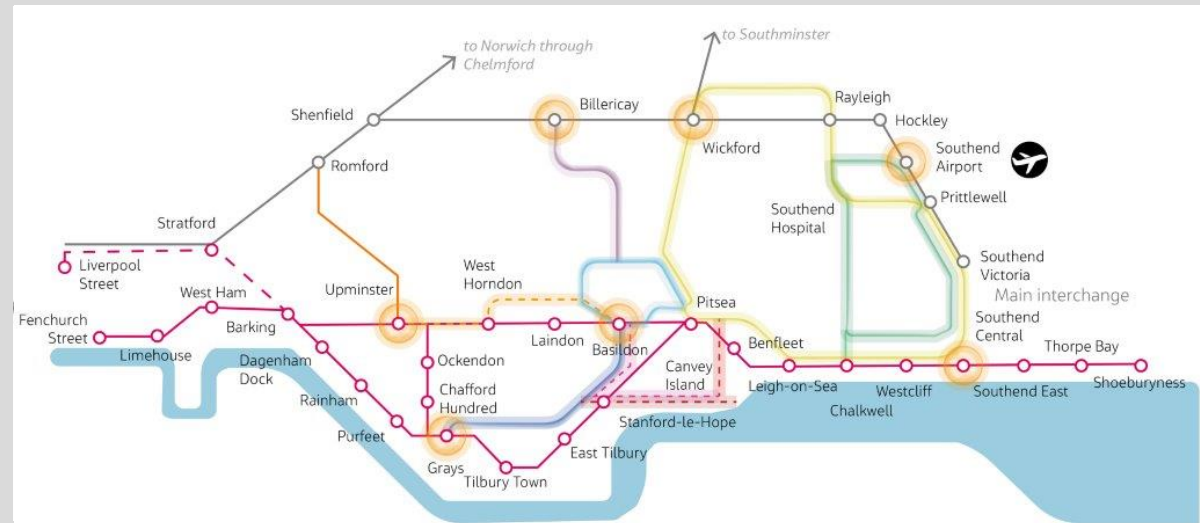
Case Study: South Essex Bus Metro

The South Essex Bus Metro is a proposed state-of-the-art Bus Rapid Transit network connecting key destinations in Southend-on-Sea, Thurrock and south Essex.

Zero emission buses would run separated from general traffic and the network would be designed to attract a wide range of users, with real-time information, a tap-in payment system

and accessible, safe stops. Planned alongside walking and cycling improvements to make it as easy as possible for people to use sustainable travel for their whole journey, it would be integrated with demand responsive services to connect with communities further afield.

The scheme is currently under development and an indicative network is illustrated below.



While our strategic roads can manage large numbers of vehicles, this is not true of streets within our towns and cities. We need to make sure trips made between our towns and cities do not contribute to congestion within urban areas. Initiatives such as Park & Ride and Park & Pedal are critical to intercepting journeys and supporting a smooth transition to sustainable modes of transport within our urban areas.

Longer-term measures to manage road demand

The take-up of electric vehicles will have significant consequences for how roads are managed and funded nationally in future. The upfront cost of an electric vehicle is currently higher than a petrol or diesel-powered vehicle, but this is changing rapidly as mass-production of electric vehicles accelerates. Electric vehicles are also already cheaper to run, partly because of the fuel duty paid at the pump when filling up with petrol or diesel.

As electric vehicle technology improves, the cost of motoring will reduce further and people are likely to use their EV more as cost of fuel becomes less of a factor. This means nationally that new demand management measures are likely to be required to reduce congestion and delay at peak times. The government will also need to find new ways of raising revenue to invest in and maintain roads as fuel duty decreases.

We are committed to working with government to explore options for maintaining our road network and managing demand to use it in the age of the electric vehicle. The implications of any national proposals would need to be carefully considered and consulted on widely to understand how any detailed policy would affect communities in the East.



Image: Super Straho Unsplash

To better connect our growing towns and cities with each other and the rest of the UK Transport East will:

- Lead regional network analysis and corridor connectivity studies to present a new and compelling case for investment in existing and future priorities on our strategic corridors.
- Lead strategic thinking on the enhanced role of rail in the East to 2050, through the formation of a Transport East Rail Task Group. Produce a Rail and Mass Transit Plan for East setting out the next generation of investment priorities for the region.
- Enhance the business cases for investment in our rail priorities in the East and accelerate delivery of our priorities, including proposals to deliver faster and more capacity on the Great Eastern Main Line, West Anglia Main Line, Thameside Line, and the Eastern Section of the East West Main Line between Oxford and the Transport East region.
- Work with National Highways and local authorities through the RIS process to enhance the case for investment in of our high priority road network connections to deliver reliable, fast and safe journeys, including the A47, A14, A11, A120, A12, A13, A127, M25 and M11.
- Lead new thinking on the future use of roads in the region, including unlocking game-changing Rapid Passenger Transit networks, autonomous vehicles, shared transport and integration with other modes and technologies, to ensure users of our road network are collectively achieving our decarbonisation and economic growth goals.
- Create a new regional level analytical and modelling function to enhance the region’s understanding of people’s movement, inform our strategic network plans and test new solutions.
- Work with Local Transport Authorities and infrastructure bodies to promote the effective maintenance and management of the transport network, to ensure the strategic transport network provides reliable and safe journeys.

Connecting our growing towns and cities Pathway

Goal 7

Integrated transport networks with customers at the heart

Here we focus on integrating our urban and inter-urban transport networks to provide a world-class customer experience, including ensuring a safe network and tackling road danger is at the heart of decision-making.

Putting the customer first

Our Strategy seeks to set an approach to transport planning and delivery with the user at the centre. This means understanding how, why and when people are making journeys in different parts of the region, considering the differing circumstances of everyone including school children, commuters, carers, visitors and older people. Recognising that door-to-door journey quality is as important as how long it takes.

Creating a transport network where sustainable journeys are the easiest choice for people requires interventions at every level. We have already set out many of the building blocks to reduce people's

car dependency – the provision of new infrastructure and services for sustainable modes of transport is in Goals 5 and 6 of this section. Goal 1 in decarbonisation also sets out the importance of an integrated approach to land-use and transport planning and the roll-out of improved digital connectivity as tools for encouraging the use of sustainable modes, as well as reducing people’s overall need to travel. Goal 3 in decarbonisation highlights the importance of measures to encourage behaviour change.

Fundamentally, all modes of transport in the region need to be better integrated to deliver a truly user-centric Strategy. Transport gateways in towns and cities should be multi-modal hubs This applies both physically in the form of better and more accessible stations, bus stops and active travel facilities to allow smooth interchange; and through improved coordination of services, for example through real-time multi-modal travel information, integrated ticketing on public transport services, better payment options (including cashless ticketing), the alignment of timetables and ensuring our network is safe and harassment free.

Our user-centric Strategy also recognises the critical role transport plays in creating pleasant and attractive public spaces, supporting

community cohesion, allowing businesses to thrive and boosting the quality of life of our residents.

This approach represents a step change from ‘business as usual’ in the region and we recognise the importance of demonstrating its benefits. We will work with local authorities to identify suitable locations for pilot projects to showcase a user-centric and multi-modal approach to transport planning, involving the coordination of initiatives including Low Traffic Neighbourhoods, ‘Dutch-style’ cycle networks, and bus priority measures. In this context, we will also support the introduction of restrictions on car use in urban centres to demonstrate the benefits to the environment and the public realm, for example ‘car free’ days in market towns or seasonal restrictions to support sustainable tourism.

Eliminating road danger – the Vision Zero approach

In 2019, 1,611 people were killed or seriously injured on our transport network, with a further 4,312 suffering slight injuries. This is not acceptable, nor is it inevitable. Cities and regions around the world are taking a stand to end the toll of deaths and injury seen on their roads and transport networks by committing to Vision Zero.

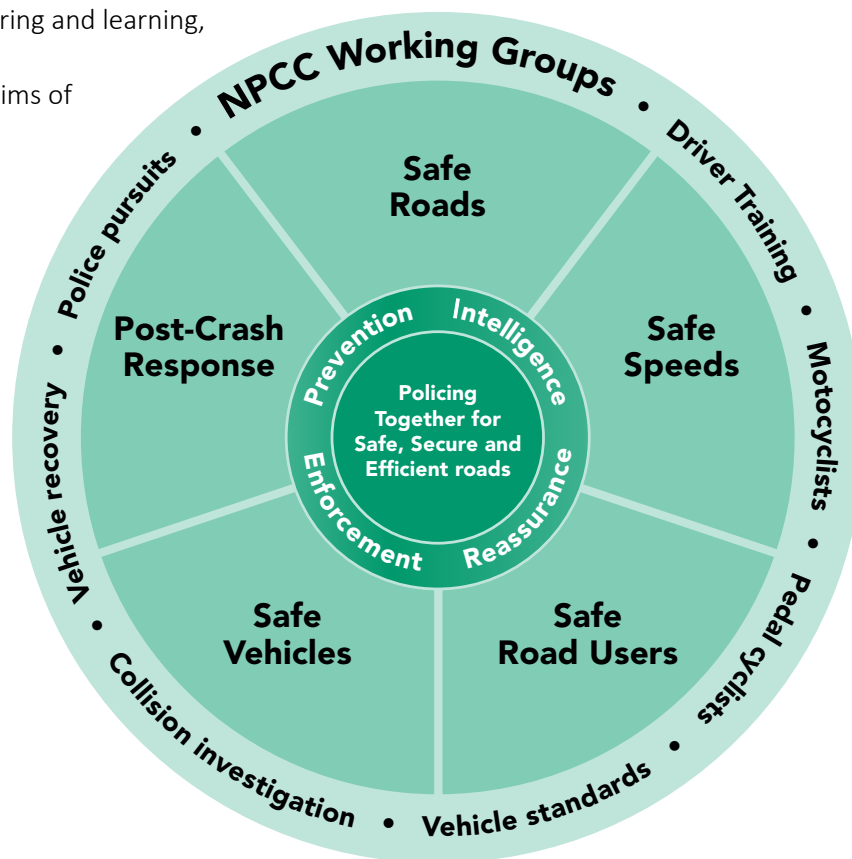
When we leave our homes each day, we should feel safe and confident about the journey ahead. Our strategy seeks to eliminate deaths and serious injuries on the transport network by 2050. This ambition aligns with the ‘Safer Systems’ approach adopted by the National Police Chiefs’ Council, our regional Road Safety Partnerships and our own local police services. The approach focuses on five areas:

1. **Safe speeds:** Encouraging speeds appropriate to the place and people living there, through the widespread introduction of new lower speed limits.
2. **Safe roads:** Designing an environment that is forgiving of mistakes by transforming junctions, which see the majority of collisions, and ensuring safety is at the forefront of scheme design.
3. **Safe vehicles:** Reducing risk posed by the most dangerous vehicles by introducing improved standards for Heavy Goods Vehicles, buses and other vehicles.

4. **Safe road users:** Reducing the likelihood of road users making mistakes or behaving in a way that is risky for themselves and other people through targeted enforcement, marketing campaigns, education programmes and safety training for cyclists, motorcycle and moped riders.
5. **Post-collision response:** Developing systematic information sharing and learning, along with improving justice and care for the victims of traffic incidents.

We also need to consider the needs of other emergency services regarding access to and issues around the transport network.

We will work with local authorities, the police, other emergency services and wide partners to deliver this vision.



To create an integrated and customer focussed transport network in towns and cities, Transport East will:

- Work with local authorities to make sure their multi-modal transport plans are developed with users at the centre, considering the needs of different groups particularly those with protected characteristics under the Equality Act. Areas to explore include the provision of services, affordability, door-to-door journeys, and the role of transport in creating high-quality, safe public spaces.
- Coordinate with partners, including the police, to promote and make the case for greater investment in a Vision Zero ‘safer systems’ approach to eliminating road danger across the region.
- Lead our sub-national Active Travel, Bus and Rail action groups, and implement the regional recommendations of our bus and active travel strategies, to make sustainable transport easier to use, more accessible and more attractive to people.
- Work with transport operators at a regional level to increase the integration of different transport modes e.g. integrated ticketing. Undertake research and analysis to better understand travel behaviours, motivations and drivers of change.

4.4 | Energising rural and coastal communities

A reinvented sustainable coast for the 21st century which powers the UK through energy generation. Supporting our productive rural communities and attracting visitors all year round

Across the Transport East region, 21% of people live on the coast and 33% live in rural areas, both significantly higher than the national average. These areas are home to nationally significant agricultural, tourism, and energy sectors, many small business and strong communities rich ecological and heritage landscapes.

We want everyone in rural and coastal areas to be able to do more, more easily. We want young people to be able to spend time with friends without worrying how to get home. We want older people to be able to travel independently for as long as possible. We want rural and coastal businesses to grow and thrive by accessing new markets and talent. We want people to be able to access skilled jobs without having to struggle with long, unreliable commutes.

Two thirds of our rural residents live in a ‘transport desert’ where there is no realistic alternative to the private car (see Figure 4.4.1). Digital connectivity is limited, as is public transport, reflecting the challenge of providing services to dispersed populations. People are highly dependent on the private car to get around, with long distances to access work and services. This can limit people’s options and means small changes in circumstances can have a notable impact on quality of life. Limited electric charge points mean rural communities lag behind on the

take up of EVs, adding to carbon emissions and increasing air quality issues.

The East’s coastal communities are special places. Situated along 500 miles of our coastline, they host the UK’s premier offshore renewable energy sector, 13 ports, attract millions of visitors each year and host a diverse economy. There are urban coastal communities, small towns and villages; there are areas of relative affluence and places suffering significant deprivation. All the priority 1 areas in the region identified in the Levelling Up Fund are coastal authorities

Rural and coastal areas in the region are home to a disproportionately high number of people over the age of 65, which creates challenges related to isolation and access to healthcare. Poor accessibility is also a key factor for those areas of embedded deprivation. Better connectivity both along and to our coast is vital.

The impact of seasonal peaks in demand linked to tourism can be an additional challenge for rural and coastal areas. The vast majority of visitors to the region come by car which creates particular challenges for smaller places and on the wider road network during holidays.

This Strategy champions transports' contribution to levelling up our rural and coastal places. Figure 4.4.2 summarises our pathway for energising our rural and coastal communities, setting out overall aims of eliminating 'transport deserts', supporting access for every person to ultra-fast broadband, and improving connections to energise local economies.

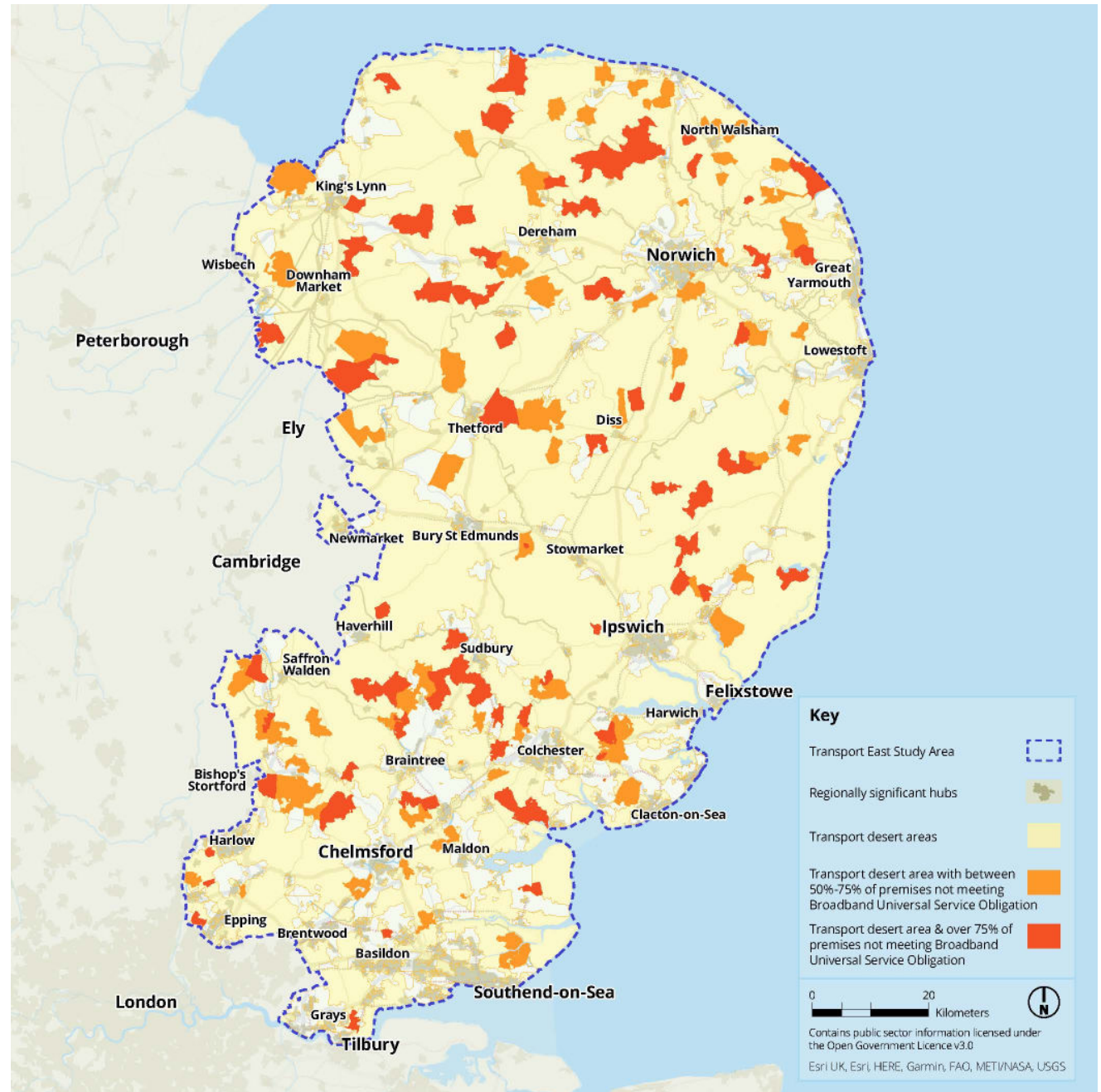


Figure 4.4.2

Energising rural and coastal communities Pathway

A reinvented, sustainable coast and thriving rural communities for the 21st century

Goal 8

Increase accessibility to education, training, services and employment for rural communities

8A

Better ways of taking people to places sustainably through switching modes and utilising alternative fuels where rural trips need to be made by car

8B

Supporting local communities to make more trips locally by encouraging more local provision of goods and services

8C

Support regional partners and the digital sector to provide alternative options to travel for people through better digital communications

Goal 9

Improve connectivity along our 500 miles of coastline

and connect our coastal towns and communities to the rest of the region and UK, to support levelling-up, and boost our coastal industries, including Energy, Shipping and Tourism

Supporting the region's ambition to become the UK's foremost all-energy coast. Levelling up the critical inequalities in our rural and coastal communities.

Eradicate all 'transport deserts' from the region. Faster connections from our coastal economies to the rest of the UK. Every person to have access to ultra fast broadband.

Energising rural and coastal communities Pathway

Goal 8

Increasing access for rural and coastal communities

With many people living and working in rural and coastal communities across the region, it is crucial to increase access to regular services and destinations by sustainable means. Many of these are situated in nearby towns and cities, and the transport relationship between rural, market towns and urban areas is important and complex.

Shifting to more innovative types of transport, the use of cleaner vehicles, reducing the need to travel via improved digital connectivity and switching to more local trips are all part of an integrated approach to improving access for rural and coastal areas.

Improving sustainable access in our rural and coastal communities will require a mix of investment. Encouraging a significant mode shift in sparsely populated and dispersed rural and coastal communities will be challenging. Road transport is an important part of everyday life for many people and is likely to remain so in future.

A rural mobility Centre of Excellence for the East

Given the priority our partners place on tackling rural mobility, Transport East has taken the role as lead Sub-national Transport Body in England on Rural Mobility. We lead a national work programme to support better outcomes for rural areas, bringing together data, case studies, innovation and best practice across England, and developing a compelling case for investment in rural areas.

We propose to build on this to establish a Centre of Excellence for Rural Mobility, bringing together our partners, academia and interest groups to drive forward transport innovation in our rural region, to benefit the whole of the UK.

Decarbonising rural trips

The transition to Electric Vehicles needs to happen quickly in rural areas. Most people in rural locations do not have charging infrastructure and we should prioritise delivering EV infrastructure in these locations, given the immediate lack of alternatives.

Decarbonising business transport within rural economies is also vital, for example large vehicles. Transport East will work with local authorities, the energy sector and bodies such as Hydrogen

East to explore the potential for establishing pilot areas in rural and coastal locations to develop and test innovative transport decarbonisation solutions.

Reinventing rural passenger transport

Adopting clean fuels in rural areas will go a significant way towards reducing carbon emissions and air quality issues in the region. However the dominance of the private car in rural and coastal areas creates other challenges related to traffic congestion, inequalities, social isolation and public health. Targeted investment to encourage other modes of transport will have a significant role to play.

An innovative approach to rural passenger transport is needed. Our partners know traditional models do not work for rural communities and are not financially viable for operators seeking to serve schools, colleges, major employment sites, tourist destinations and town centres.

As a strong advocate for enhanced bus services for rural people, Transport East will support our local authorities' Bus Service Improvement Plans (BSIPs) to deliver a high-quality approach in rural areas across the region. We will work with government to secure further investment, greater flexibility and the removal of regulatory and other constraints.

We will also work with local authorities, bus operators and the government to ensure bus fares are attractive to people and support measures to encourage disadvantaged groups to use services more frequently, recognising the critical ‘lifeline’ routes that serve many people in isolated areas but are not commercially viable.

Diversifying the customer base for rural bus services is vital. They should be integrated into tourism strategies and with urban and suburban bus networks, putting customers at the centre of improvements (as set out in Goal 7 in Connecting Towns and Cities), as well as providing seamless interchange between other transport services such as rail and walking networks.

A significant improvement will be the expansion of innovative solutions such as Digital Demand Responsive Transit (DDRT) to complement the conventional bus networks. Services like this (see Figure 4.4.3) will provide flexible accessibility for key groups including school children and students, older people, and shift workers.

Figure 4.4.3

Case Study: Digital Demand Responsive Transport (DDRT) in Essex and Norfolk

Local authorities and communities are pioneering innovative approaches to improve sustainable transport in rural areas, where large distances and low population density has resulted in challenges maintaining conventional bus services. Two examples include the development of Digital Demand Responsive Transport (DDRT) in Essex and Norfolk's Flexibus.

Essex

Essex County Council (ECC) set up two Digital Demand Responsive Transport (DDRT) pilots in 2019-2020, focusing on home-to-school journeys. The ‘Uber-style’ transport service provided mini-bus journeys booked through a digital app.

These pilots established a high level of confidence in the technology and helped refine the approach. ECC then secured £2.6million from the Department for



Transport's Rural Mobility Fund in 2020 to roll-out two further schemes in the county. The aim is to provide a new, viable mode of public transport in rural areas and encourage people to use DDRT for the start or end of their journeys, leaving their cars behind.

Norfolk Flexibus

Flexibus is a demand responsive service established by Norfolk County Council. Four different rural areas of the county are served, connecting villages with local centres and other transport connections.

Similar to the Essex DDRT, flexibus services can be booked over the phone and online, or via an app depending on the area served.

Promoting active travel in rural areas

Walking and cycling has a unique role to play in rural areas. Investment in rural and coastal areas can help people walk and cycle to key destinations, for example schools, colleges, village and town centres, business parks, and public transport hubs. This increases access, improves health and wellbeing, reduces social isolation and supports local communities and economies.

By filling gaps in existing strategic networks through the provision of footways alongside roads and dedicated road crossings; improving surfaces; increasing access for all active travellers; reducing road speeds; providing



Image: Centre for Aging Better

secure cycle parking at key destinations; and considering requirements for emerging shared mobility trends – the region can transform rural walking and cycling from largely leisure activities to day-to-day journeys. For example, schemes encouraging the use of e-bikes could provide a sustainable alternative to the private car for longer journeys that are more challenging to complete on a pedal bike.

The provision of a high-quality regional walking and cycling network building on existing routes and Public Rights of Way would help to support this ambition. The development of the National Cycle Network (managed by Sustrans) provides a model, with clear online route maps, distinctive branding, and a minimum standard of provision for wayfinding signage and facilities.

We support the planning and coordination of high-quality provision through local authorities' Local Walking and Cycling Implementation Plans (LCWIPs) and will work to strengthen the evidence, case and delivery of LCWIPs at a regional level.

Investment should also be targeted to reduce road danger where paths and cycle routes cross busy roads and provide seating to make it easier for older people and others who need regular breaks. Wherever possible, the network (both new and existing) should incorporate traffic-free paths or quiet-ways. Local authorities should make

long-term plans to incrementally replace existing on-road provision where feasible and desirable.

Improving cycle and walking networks in the East could increase tourism to the region, including outside the summer peak. It would also help increase the access of our own communities to green and blue spaces, extending public health benefits. We support innovative and ambitious plans such as the SEE Park, connecting and greening space through Thurrock and Southend-on-Sea linking the Thames with enhanced parks by improved cycling and walking routes.

We will work with tourism bodies to integrate regional walking and cycling plans with tourism strategies so routes, facilities and destinations can be promoted through targeted visitor information.

Access for those on horse-back is an important consideration for planning active travel routes in rural areas, with bridleways, quiet-ways and design of crossing points on busier roads important for equestrians as well as other active travellers.

Providing an alternative to transport in rural areas

This strategy does not aim to restrict the movement of people, however it does advocate providing alternatives to travel where appropriate.

Currently many people in rural and coastal locations have a double barrier of poor transport connections and poor digital connections. So, a priority is the accelerated delivery of ultra-fast digital connectivity for all rural residents across the region, where people and businesses are dispersed and current provision is poor.

Improved digital connections will give people greater opportunities for flexible and remote working and bring a wider range of online services (including healthcare, education, training, and shopping) into their home. It will also connect businesses with customers, supply chains and each other to drive economic growth. This should encourage people to remain in the area, breaking a cycle where younger people feel they must move to larger urban areas to access education and jobs.

It will also enable a wider range of Mobility as a Service (MaaS) options that can be booked through mobile applications, including Digital Demand Responsive Transport, car clubs, and delivery hubs from which businesses can coordinate deliveries using shared vehicles.

Transport East will engage with local authorities, businesses and key service providers in the region, including the NHS and higher education providers, to maximise the opportunities to align digital and

transport connections to reduce need to travel, or the length of journeys. We will also support the development of digital training to help people in rural and coastal areas, particularly older people, to become digitally literate and make the most out of improved online connections.

Reliable day to day journeys

With so many journeys made on the region’s local networks - both road and rail - the importance of stable, long-term funding to maintain safe and reliable networks must not be underestimated. These local routes are essential for day to day journeys, form the first and last miles of any trip and are impacted by incidents and adverse weather, where diversions can be lengthy.

Major roads and rail lines can create barriers for rural and coastal communities, making it harder to access local destinations. We support improved crossing points, particularly for people walking, cycling and riding. We also recognise the challenges rail level-crossings can create for local communities and will work to balance the needs of all users as increased rail services are considered.

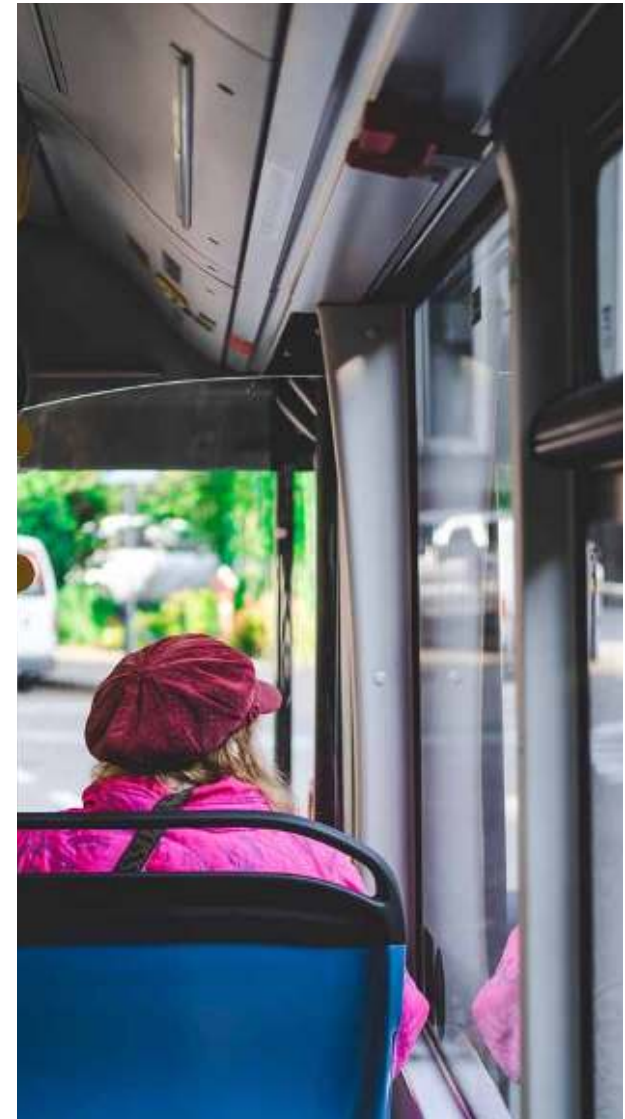


Image: vh-s Pexels

To increase access for rural and coastal communities to education, training, essential services and employment, Transport East will:

- Create a Centre of Excellence for Rural Mobility in the East, to make the case for investment in our rural and coastal communities and tackle regional and national blockers to better, more inclusive rural transport services and supporting infrastructure.
- Lead and co-ordinate the English Sub-national Transport Bodies to champion rural outcomes with national government.
- Establish a sub-national EV task force to support local authorities across the East to unblock and accelerate the roll-out of charging infrastructure in rural and coastal communities, powered by clean energy.
- Lead an action plan to drive forward regional projects to maximise the benefits from Local Transport Authorities’ local Bus Service Improvement Plans – tackling integrated ticketing, cross-border travel, and financial sustainability.
- Showcase our local authorities’ transport innovation in rural communities through a best practice guide and develop a strategic business case to scale-up, fund and roll-out more rural transport innovation across the region.
- Through our Sub-national Active Travel Strategy, set out the East’s unique case for investment in walking and cycling infrastructure for all people in rural and coastal areas, encouraging more active lifestyles and integrating with regional tourism and health strategies.
- Lead strategic co-ordination with local authorities, infrastructure delivery bodies and Sustrans to plan and make the case for investment in regional active travel networks (walking, cycling, wheeling and rights of way), including long-term maintenance.
- Work with Local Transport Authorities and infrastructure bodies to promote the effective maintenance and enhancement of the local transport network, to ensure it provides reliable and safe journeys.

Energising rural and coastal communities Pathway

Goal 9

Improving coastal connections

Coastal areas by their nature and history are often poorly connected by land. Improved coastal connections are required at the strategic and local level to help attract and retain businesses and highly skilled employees - high priorities for our partners. We must support the transport and connectivity needs of businesses and employees in key coastal sectors such as energy, agriculture and tourism.

Connecting our coast to the rest of the UK

Connecting coastal towns is a priority for the six regional strategic corridors set out in Goal 6 of Section 4.3 Connecting growing towns and cities. All six of our corridors have a start or end point at the coast. The A47, A12 and A14 / East-West Rail corridors are vital for connecting the coastal towns in the north of the region to the Midlands. The A120, A13 and A127 /Thameside rail corridors are vital for connecting our coastal towns to the south into London and the rest of the south-east.

Connecting our coastal communities

Improving connections along the corridors also needs to be complemented with targeted schemes to better connect coastal areas together, tie them into strategic networks, and provide better links to nearby urban centres. This will include maintaining the local road network to a good standard and filling in gaps to reconnect communities.

Transport East supports a strategic approach to growing the rail network to coastal destinations. Building on the success of existing branch lines to coastal towns such as Great Yarmouth and Harwich, the reintroduction of further rail lines where the business case is strong would support mode shift. This includes potential locations from the Wash Coast, all the way round to Maldon where proposals

are in place to revitalise railways to support communities and encourage sustainable tourism.

Our 500 miles of coastline and extensive network of waterways also creates the potential to expand water-based transport in the region to improve connections and reduce vehicle miles where severance is caused by natural geography. We will work with Local Authorities to explore the challenges and opportunities around water-based transport alongside complementary land transport routes.

Finally, our coastal communities are a prime location for active travel improvements supporting leisure and functional journeys, building on the existing enjoyment residents and visitors experience in our blue spaces. We will work with local authorities to support LCWIPs and the expansion of the national cycle network and East of England coastal path.

To improve connections to our coastal communities Transport East will:

- Evaluate and promote the transport needs of our coastal towns as part of our strategic network plan and corridor studies, to improve sustainable connections from our coast with the rest of the region and the UK.
- Through our new Rail Group, work with government, Network Rail and Great British Railways to prioritise investment in rail to better connect our coastal communities with the rest of our region and the UK.
- Co-ordinate our partners and local authorities to establish an investment programme to tackle severance and level-up communities along our 500-mile coastline, identifying the best value and most sustainable projects potentially including water-based transport for coastal communities, active travel improvements and the East of England coastal path.

4.5 | Unlocking international gateways

Better connected ports and airports to help UK businesses thrive, boosting the nation's economy through better access to international markets and facilitating foreign direct investment

The Transport East region has more international gateways than any other region in the UK - thirteen ports, including two Freeports, and three international airports – supporting businesses across the UK.

Ports in the region are of international significance and collectively carry over half of the UK's containerised freight. Stansted Airport is the third largest airport in the country, and Southend and Norwich airports provide important European connections for regional markets.

Our ports and airports also operate as anchor assets, facilitating hundreds of additional regional businesses through supply chains and onward distribution networks as recognised through the proposals for UKNET within the Department for Transport's Union Connectivity Review.

The Government set out their ambitions for the movement of goods in the Future of Freight Plan. This document recognises the essential role the East plays in moving goods nationally and internationally.

All international gateways have faced significant challenges in recent years. The COVID-19 pandemic grounded flights, dramatically reducing both air passenger numbers and airport revenue. This coincided with the end of the Brexit transition period, which required ports and

airports to adapt to additional customs requirements for goods and passengers.

These challenges have added to pre-existing issues. Traffic congestion is a problem on many of our major roads, exacerbated by the lack of viable alternative options for HGVs. There are significant pinch points on the rail network, limiting the potential for moving freight by rail. Local sustainable connections to airports need improvements, making access to labour markets challenging and with most routes carrying tourists directly out of the region rather than encouraging them to spend time here.

If global Britain is to thrive, we must enable our gateways to reach their potential as catalysts for international trade and foreign investment. Figure 4.5.1 sets out our pathway for unlocking our international gateways, including aims to improve capacity, journey times and reliability for freight, employees and passengers travelling to and from ports, support decarbonisation, and encourage the shift to more sustainable modes.

Figure 4.5.1

Unlocking international gateways pathway

Better connecting our 13 ports and 3 international airports, helping UK businesses thrive and boosting the nation's economy

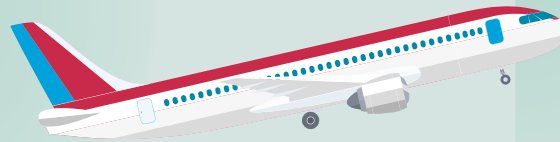
Goal 10
Improve connectivity, journey time and reliability

for freight, passengers and employees to ports and airports

Connecting the UK to international markets and attracting Foreign Direct Investment

Goal 11
Move goods and people sustainably to ports and airports

by shifting modes



Goal 12
Increase use of alternative fuels

for both ports and airports

Large increase in mode share by rail, bus, coach and active travel to ports and airports

Net zero aviation and port side operations

Improved journey time reliability to ports and airports

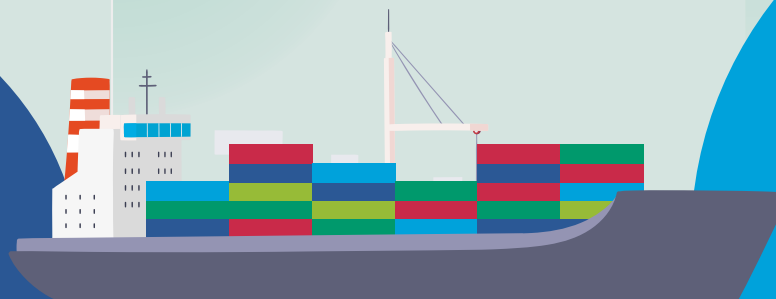




Image: Wolfgang Hass from Unsplash

Unlocking international gateways pathway

Goal 10

Improve connectivity, journey time and reliability

The reliability of services and overall journey time to key destinations, notably distribution centres in the East Midlands and the North, is vital to ports and their customers. Freight to and from ports is particularly vulnerable to major delays and incidents which result in temporary road or rail closures. These can lead to missed delivery slots inland or missed sailings at the ports, adding significant costs for hauliers and shippers. This challenge is exacerbated when there is a lack of suitable alternative freight routes.

Road and rail connections are also important for airports, particularly for serving a wide passenger area with London being a key focus. Ports and airports are also anchor businesses, drawing skilled employees from a wide area to the gateway itself and surrounding industries. They operate 24/7, so require good access day and night.

Tackling road reliability for freight

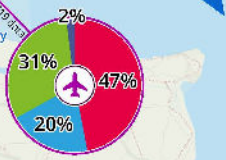
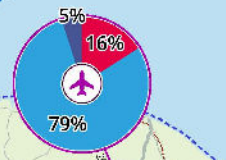
The Transport East region's Strategic Road Network (SRN) and Major Road Network (MRN) are vulnerable to resilience and reliability issues particularly at peak times. Challenges are created by the varying levels of infrastructure, lack of hard shoulders, rest facilities and diversion options, with navigation limited through city centres and at capacity junctions. When incidents happen on our SRN, they have a notable impact on a wide area.

Through this Strategy, we propose to tackle journey time reliability by improving the resilience and reliability of major roads serving our ports and airports, working with National Highways to ensure gaps, junctions and pinch-points on routes such as the A11 and M11, A12, A120, A127, A13, A14, A47 and M25, are prioritised through programmes such as the Roads Investment Strategy.

We will also work with National Highways and policing partners to make sure the resourcing is in place to respond rapidly to incidents on our SRN, to keep the network moving and using the Safer Systems approach to reduce incidents, keep people safe and learn from every collision.



Figure 4.5.2 Map showing international links, network constraints and airport transport mode share



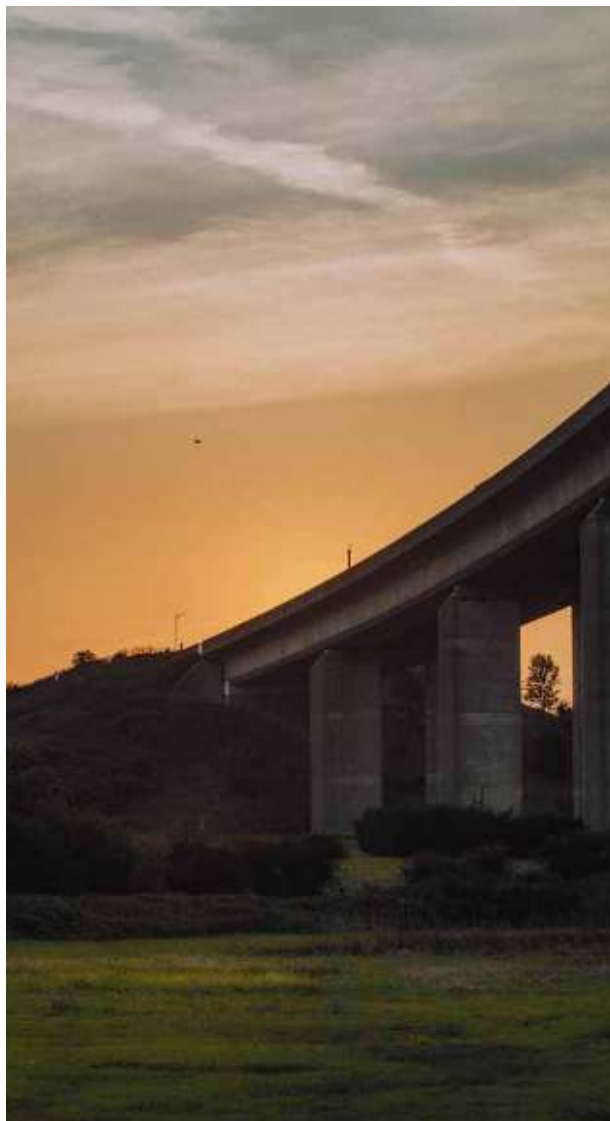


Image: Super Straho from Unsplash

A joint freight plan for the East

More generally we will work with the freight industry and local authorities on a Future of Freight Plan for the East. Along with identifying improvements to the transport network for freight, this will tackle the availability of high-quality facilities for trucks and drivers along port access routes, and give recommendations on improving journey time, resilience, and diversionary routes for road and increasing capacity on rail serving ports on a corridor basis.

The plans will also consider options for reducing freight demand on the road network, including the scope for digital technology to support more efficient logistics planning, and for planning policies including Local Plans to encourage more, and more coordinated, distribution activity in the region. Better digital connectivity will improve the transfer of accurate real-time traffic information, enabling logistics businesses to plan their operations more efficiently and deliver goods more quickly.

Weather, border management and vessel delays can have a significant impact on freight movements around ports and through the region. While there are agreed contingency measures in place, i.e. using the old A45 road at Levington to hold lorries bound for Felixstowe, this can have notable impacts on both drivers and local

communities. We will support ports to develop freight parks to better manage the flow of HGVs and reduce congestion on roads.

Enhancing rail connections to our airports

Both Stansted and Southend Airports have dedicated rail stations providing direct services to and from London with relatively high frequencies during the day and journey times of less than half an hour. However, rail connections to other parts of the region are very limited, as are early morning and late-night rail services to London, reducing sustainable options for passengers. Norwich Airport has no dedicated rail connection at all. This means many passengers and staff are dependent on cars and other road-based transport for access.

We will collaborate with government, airport operators and local authorities to strengthen rail connections to both Stansted and Southend airports, considering the potential for increasing the hours of operation of services to cater for passengers catching early or late flights. We will also promote initiatives to realise the West Anglia Main Line Task Force aspiration to reduce journey times between London and Stansted to 40 minutes and improve rail connections between the airport and destinations to the north.

In the longer term, extending East West Rail to Norwich and Ipswich could create the potential to incorporate improved connections to both Stansted and Norwich airports. Options for this should be explored within the wider context of proposals to extend East West Rail.

Enhancing the network of buses and coaches

Good road connectivity, with reliable and predictable journeys to all three airports will remain important in future, not least to support better bus and coach connections. Stansted has a significant coach offer, with 20% of air passengers travelling to and from the airport by bus and coach. We will work with airport operators and local authorities to improve bus and coach networks to support staff and passenger trips to airports in our region, exploring the potential for fast, high-quality Rapid Transit or centre-to-centre bus connections.

Road pinch-points around airports will need to be addressed, with consideration given to bus priority measures to better accommodate sustainable access.

To improve connections, journey times and reliability for freight, passengers and employees to and from ports, airports and surrounding employment clusters Transport East will:

- Make the case for investment to ensure road improvement projects facilitating freight flows are prioritised through programmes such as the National Highway’s Roads Investment Strategy.
- Lead the development of a regional Future of Freight plan to identify sustainable solutions for goods movement, high priority road network improvements and options increasing rail freight capacity.
- Produce key corridor studies to support the development of freight facilities to better manage the flow of HGVs and reduce congestion on roads.
- Collaborate with government, airport operators and local authorities to strengthen accessible rail connections to all our airports including upgrades to the West Anglia Main Line and extending East West Rail east of Cambridge.
- Support initiatives to address significant road network pinch-points around airports, exploring the potential for incorporating more bus priority in the process.
- Work with port and airport operators, and local authorities to identify new rail, bus and coach connections, and explore mass rapid transit options to support staff and passenger trips.

Unlocking international gateways Pathway

Goal 11

Move goods and people sustainably to ports and airports

The location of ports and airports on the edge of towns and 24hr operations means it is often harder to access them by sustainable modes. This restricts the employment pool, increasing staff travel time and reducing the opportunities for sustainable modes for passengers. Improving transport services and routes to these locations is important to maximise regional employment opportunities along with delivering net zero transport.

Supporting a shift to rail freight

Rail freight must play a greater role in removing from our roads HGVs travelling to and from ports in our region. We will work in partnership with government and other Sub-national Transport Bodies to secure improvements to the rail network serving major ports (particularly the Haven and London ports) to allow more freight train paths to operate and to reduce journey times between the ports and key distribution centres.

Felixstowe, Ipswich, Harwich, London Gateway and Tilbury all have rail connections, with all apart from Harwich having specific port rail infrastructure. The following constraints to these routes have been identified:

- Single track branch line between Felixstowe and Westerfield, Ipswich and junction with the East Suffolk Line is operating at capacity.
- Significant capacity constraints on the Felixstowe to the Midlands and North route including at Ely, Leicester, Haughley Junction and Ely to Soham.
- Sections in need of electrification including Felixstowe Branch Line, the Felixstowe to the Midlands and North route and the rail spur serving London Gateway, affecting acceleration of trains and increasing capital costs for transporting freight. Trains are often routed through London and back to the Midlands along an electrified route.
- Constraints along the North London Line to support continued efficient movement of freight, especially with growth expected.
- Bottlenecks and capacity constraints along the route from London ports along the Thames Haven Line and Essex Thameside corridor.
- Long journey times on all routes due to freight trains waiting for passenger services to pass.

- Freight services impacting on passenger service reliability due to capacity constraints on more direct freight routes.

Transport East will work closely with Network Rail, Great British Railways, local ports, the rail freight sector and government to tackle these as a priority. Unlocking these constraints will provide a catalyst for shifting freight to rail, opening up economic opportunities for local businesses and removing freight from regional road routes. It would also provide an opportunity for the creation of rail freight hubs, supporting a network of smaller ports and businesses to access rail freight facilities.

Growing short-sea shipping

Small volumes of freight are already moved around the country and to smaller ports via shortsea and coastal shipping. The river Thames is increasingly used to transport freight and passengers to and from London. The Port of London Authority has ambitions to increase the use of the Thames for moving people and goods, as set out in their draft Thames Vision 2050. The Marine Management Organisation's South-East and East Marine Plans also contain specific policies on the promotion of short sea shipping.

Many of our partners support the growth in shortsea shipping, and we will work with ports

and logistics businesses both within the region and around the UK (particularly along the north-east coast) to understand and promote an expansion of short-sea and coastal shipping as part of achieving a mode shift to sustainable modes through the freight strategy.

Sustainable passenger access to ports and airports

The need to improve rail services is clearly set out in this strategy. This must include better access for ferry and cruise passengers to our ports, particularly at Tilbury and Harwich which have dedicated terminals. As well as more frequent and faster services, we support initiatives such as integrated rail-sea ticketing to make rail access more attractive for customers.

Supporting our gateways' work force

Ports and airports are anchor businesses, drawing skilled employees from a wide area to both the port itself and supporting industries. However, by their nature they are located away from town centres, with ports at the end of road and rail routes. They also operate 24/7, so require good access day and night. Poor connections to key residential centres restricts the employment pool and increases the distances staff need to travel. Connections from the Thames Estuary northwards

are particularly limited, but issues exist elsewhere including around Harwich.

Plans to improve walking, cycling and bus connectivity (set out in Goal 5 of Section 4.3 Connecting growing towns and cities) will also need to consider the requirements of staff travelling to and from ports. Expansion of car sharing could also be part of the solution.

We will work with local authorities and port operators to support improved sustainable connections to ports for staff, alongside initiatives to encourage uptake among port employees and demand management measures to reduce traffic impacts on the local road network.

Supporting mode shift strategies for airports

All airports, through their Airport Transport Forums, are required to produce an Airport Surface Access Strategy (ASAS) in line with guidance set out in the Aviation Policy Framework 2013. The policy framework suggests that each ASAS sets out short and long-term targets for increasing the proportion of journeys made to the airport by sustainable modes by air passengers and employees.

We will work with airport operators and local partners to support the development of strategies

that set ambitious targets for mode shift. These strategies should dovetail with regional tourism strategies to encourage a higher proportion of visitors to stay in the region, and with wider regional plans to improve walking, cycling, and public transport networks.

Airport strategies should seek to apply a wide range of measures to encourage mode shift among passengers alongside the provision of new connections. Including considering demand management measures such as car park pricing and forecourt charging to dissuade 'kiss and fly' pick-up and drop-off trips, which generate significant and disproportionate traffic impacts. Measures to better inform air passengers of the travel options available to them should also be



Image: Greater Anglia

Fig 4.5.4 Improving surface access to airports

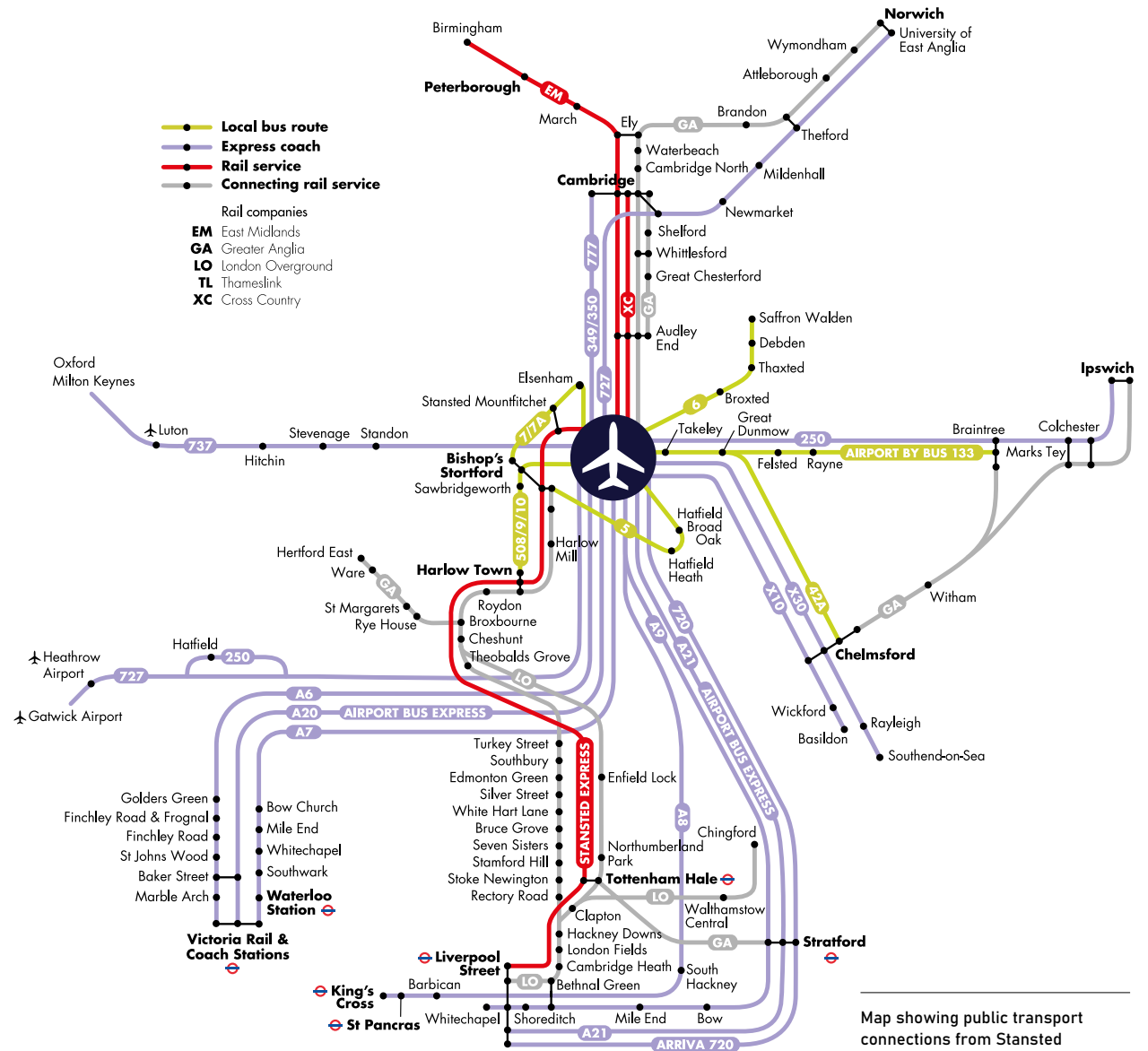
considered, using digital technology. Options should also be explored for initiatives such as integrated air-rail or air-bus tickets to encourage passengers to make the switch.

We recognise that significantly influencing passenger mode share can be challenging given the wide catchments areas and dispersed origins of air passengers around airports, and the fact they are time limited and often carrying luggage.

Case Study: Improving surface access at Stansted

London Stansted Airport provides a model for the successful implementation of an Airport Surface Access Strategy (ASAS) to increase the use of sustainable modes to and from the airport.

Initiatives to create partnerships with transport operators, develop a modern bus/coach facility, support the introduction of new public transport services, and introduce measures to manage car demand has resulted in 51% of air passengers travelling to and from the airport by rail, bus or coach (DfT 2018), one of the highest sustainable mode shares of any airport in the UK.



Map showing public transport connections from Stansted airport (prior to Covid-19 pandemic)

In many cases there is more scope to significantly reduce single occupancy private car use among airport employees through local walking, cycling and bus services (considering the needs of shift workers), the provision of active travel hubs, fare incentives, and car sharing schemes. Measures to reduce traffic impacts generated by employees should be given equal priority to those targeted at passengers in airport strategies.

These approaches would benefit from airports working closely with their surrounding networks of businesses to maximise the effectiveness and impact of interventions, recognising the ‘hub’ role the airport plays in connecting the business cluster with the wider transport network.

This approach would also benefit businesses and help Level Up the region as it would enable a wider catchment of skilled employees to access these airport-based employment clusters.

Further interventions are required to support the airport with encouraging more passengers and employees to choose sustainable modes of transport as demand recovers after the pandemic. For infrastructure, this includes measures to improve coach and bus travel times and reliability on the strategic road network serving the airport, and improvements to the West Anglia Mail Line to increase capacity and reduce rail journey times. Plus working with local authorities to improve local cycling routes to link employees with the airport cluster.

To support modal shift of freight, passenger and staff access to ports and airports Transport East will:

- Through the Transport East Rail Task Group, work in partnership with government, Network Rail and other Sub-national Transport Bodies to secure improvements to the rail network serving major ports and airports, tackling constraints affecting our region.
- Work with major ports with existing rail connections to establish rail freight hubs to help improve sustainable connections for local businesses and smaller ports to support mode shift.
- Promote the improvement of passenger rail services to ports with significant ferry/cruise services including accessibility enhancements, and support initiatives to better integrate rail-sea travel.
- Work with ports, water authorities and logistics businesses both within the region and around the UK (particularly along the north-east coast) to scope the case for, and promote, an expansion of short-sea and coastal shipping.
- Work with local authorities and port operators to improve sustainable and inclusive connections to airports and ports, and surrounding business clusters for staff, alongside initiatives to encourage take-up and manage demand on the local road network including active travel and shared mobility solutions.
- Support airport operators with developing Airport Surface Access Strategies with ambitious mode share targets, considering the potential for complementary measures to encourage all people to shift mode.

Unlocking international gateways Pathway

Goal 12

Alternative fuels for moving goods and operating global gateways

Heavy Goods Vehicles (HGVs) make a disproportionately high contribution to transport emissions in the region. Our analysis indicates around half the region’s transport emissions are generated by freight movement. The presence of nationally significant ports at Felixstowe, Tilbury



Image: Transport East

and London Gateway creates very high HGV flows on roads such as the A12, A13 and A14, leading to localised but significant air quality issues. Moving freight to rail where possible is an important measure, but this will not remove all HGV movements, which will require new solutions to reduce emissions.

Aviation is also a very challenging area to decarbonise with the effort needing to come from airlines, airport operators, national and international governments. We will focus on increasing the use of alternative fuels for airport surface transport and ground operations to support the transition to net zero.

Supporting our ports on the net zero journey

Through our freight plan, we will engage extensively with logistics businesses, port and airport owners, and other HGV operators to understand and tackle the barriers to decarbonising freight transport. We will work to identify the key infrastructure and incentives to encourage a transition to zero emission freight.

The freight plan will be integrated with wider energy infrastructure plans and will consider the best choice of zero emission technology for road freight in different circumstances. While hydrogen is emerging as a strong contender for

the low-carbon HGV fuel solution, there is still a considerable amount of work to be done to develop the technology and infrastructure to support the transition away from diesel. Battery powered and hybrid HGVs remain a potential solution. Our strategy for rolling out EV charging infrastructure across the region must not overlook charging requirements for larger vehicles or interim lower-carbon options such as HVO. We will work closely with the industry to make sure the infrastructure needs of low-carbon freight are embedded into our transport networks.

High upfront costs for zero emission HGVs remain a barrier at present to take-up, as is the case with cars and buses. We will collaborate with local authorities, the freight industry, and government to secure further financial support to incentivise operators to transition to new zero emission vehicles.

We will also work with local partners to support innovation in the field of alternative fuels and promote trials and testbed projects for low carbon electricity, biomass and hydrogen, building on existing initiatives in the region. Supporting businesses with exporting best practice in this field to boost the regional economy will also be a priority, capitalising on the region's close links with European ports.

Electrified airport surface access

Our objectives to develop a regional EV strategy and freight decarbonisation plan are set out in Section 4.2 'Decarbonisation to net zero'. Through these plans we will support the decarbonisation of surface access to airports. This will involve working with airport operators and local authorities to ensure measures are in place at airports to encourage the use of EVs (both private cars and taxis), including providing appropriate charging facilities in parking and taxi-rank areas. We will also work with bus and coach operators and logistics businesses through these plans to promote the use of clean fuels for vehicles serving airports.

Supporting net zero aviation

The government's net zero target includes decarbonising the aviation sector by 2050. The main responsibility for delivering this will rest with airport operators and airlines, with the government supporting the process through the Jet Zero programme. We will promote research and development of clean fuels in the region as part of our role in helping to deliver net zero. Research and development should cover aircraft and ground operations as well as innovations such as carbon capture and storage.

To increase the use and uptake of alternative fuels for ports, airports and goods movement Transport East will:

- Lead strategic thinking and develop evidence to accelerate hydrogen and EV infrastructure across the East.
- Engage regionally and nationally with logistics businesses and HGV operators to promote the transition to low carbon freight.
- Collaborate with local authorities, the freight industry, and government to provide a regional voice at national level, to make the case for further financial support to incentivise operators to transition to new zero emission vehicles.
- Collaborate with local partners to promote the acceleration of research and development into alternative fuels for ports and freight transport, supporting the export of best practice to boost the regional economy.
- Work with airport operators and local authorities to support measures at airports to encourage the use of EVs powered from clean energy sources.
- Work with bus and coach operators and logistics businesses to promote the use of alternative fuels for vehicles serving airports.
- Support the government's Jet Zero approach to eliminate carbon emissions from aviation and promote research and development of alternative fuels in the region, including for aircraft and ground transport operations.

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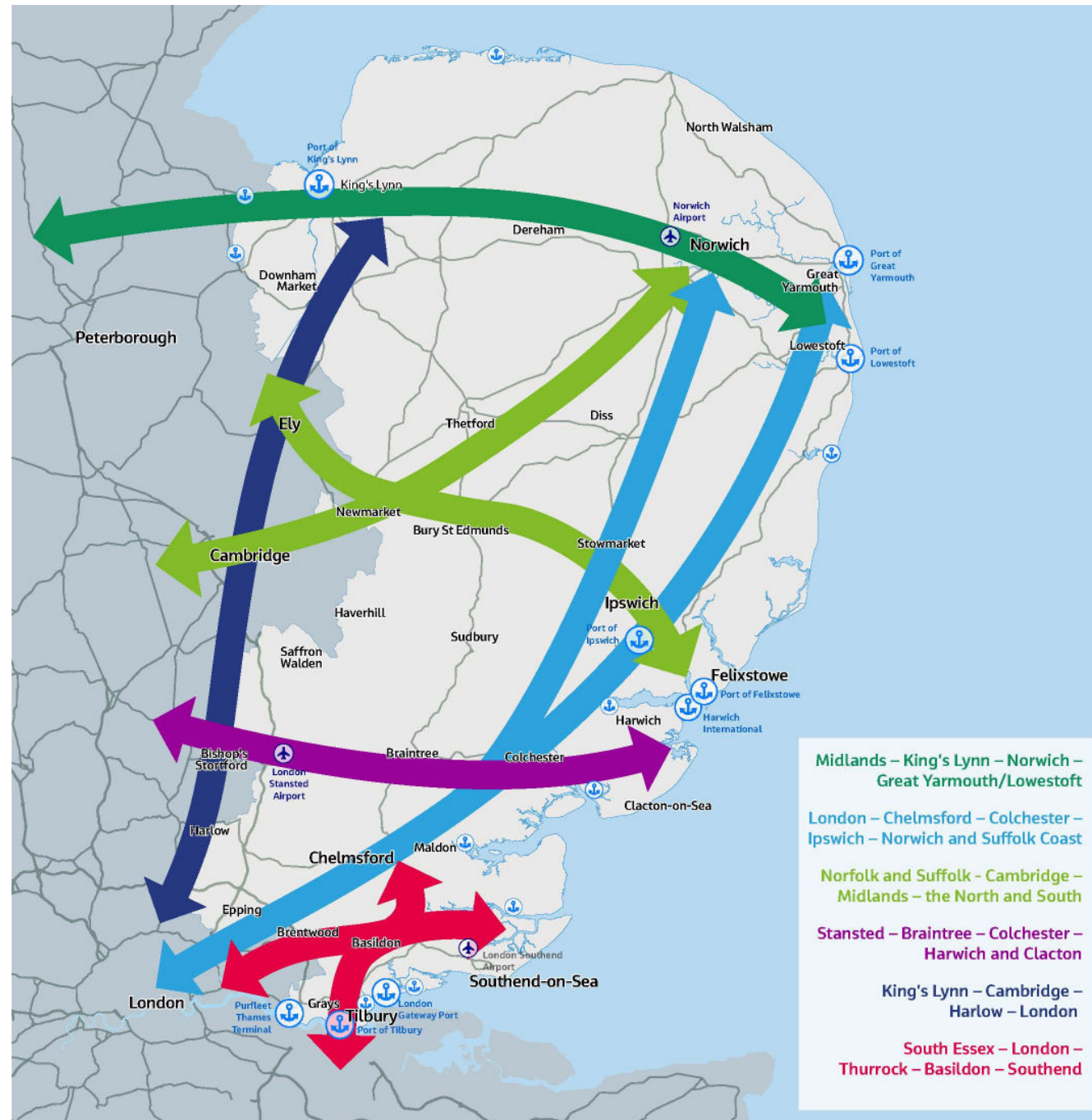
PRIORITY CORRIDORS

5. Priority Corridors

Our Strategy sets out interventions across the whole region. However, to reflect our place-based approach, we have identified six core strategic corridors linking key destinations within, and beyond the Transport East region which require particular focus.

These corridors, essential for the economic success of the region through the movement of people and goods, are shown in Figure 5.1.1. They include our growing urban areas, ports, airports and the road and rail connections between them and to the rest of the UK. They will remain critical throughout the life of this strategy, and further investment will be needed on these if the region is reach its potential as a thriving, connected, multi-centred economy, whilst reducing carbon emissions.

Figure 5.1.1:
Strategic corridors
in the Transport
East region



5.1 | Midlands – King's Lynn – Norwich – Great Yarmouth

This corridor, focused on the A47 and with no direct rail alternative for much of its length, connects the Midlands to internationally significant offshore wind energy clusters at Great Yarmouth and Lowestoft, as well as connecting growth centres at Norwich and King's Lynn. Norwich is one of the three fastest expanding economic hubs in the country – together with Cambridge and Ipswich.

Currently, the remaining sections of single carriageway on the A47 are frequently blocked by congestion, slowing longer distance bus services, adding business freight transport costs each year estimated at £25m, creating a barrier to inward investment and economic development, and hampering progress on the 'levelling up' of deprived communities.

Delivering investment in a reliable and efficient way to tackle issues on the A47 corridor will support economic expansion; helping unlock over £50bn of inward investment over the next 20 years and creating of 9,000 jobs and a further 4,500 supply chain jobs in the Lowestoft and Great Yarmouth Enterprise Zone by 2025.

It is critical to the expansion and regeneration of Norwich, King's Lynn Port, and coastal communities and visitor attractions including Cromer, Sheringham and the Norfolk and Suffolk Broads. In total, the corridor, extending into Cambridgeshire and Peterborough, will support 125,000 new homes and 75,000 new jobs.



5.2 | London – Chelmsford – Colchester – Ipswich – Norwich & Suffolk Coast

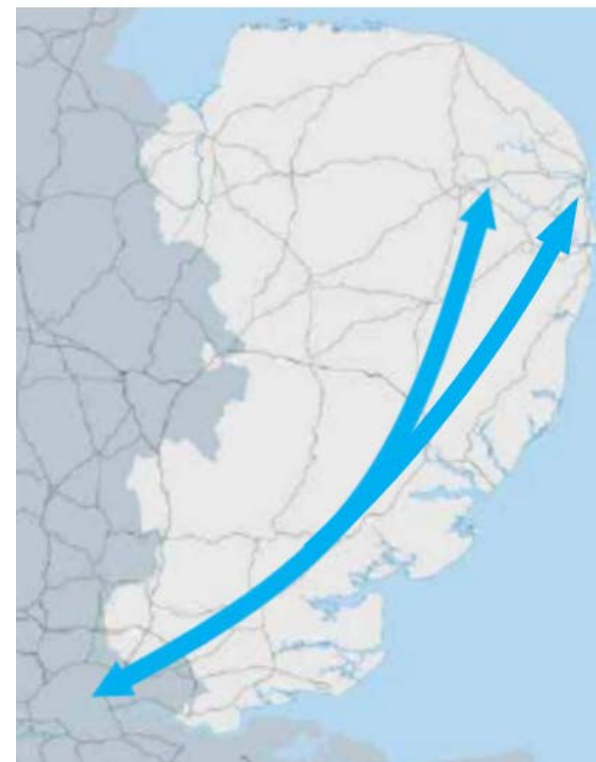
This corridor running north-south through the ‘Heart of East Anglia’ provides the connections to important and fastest-growing towns and cities and serves some of our major gateway ports. It includes onward connections by rail and road (specifically the A12 and A140) to the energy coast along East Essex, Suffolk and Norfolk and connects with our most important strategic corridors.

World-class connectivity on this corridor is essential to the projected £4bn growth and 10,000 jobs in the region. Rail and road improvements are both vital. For rail, unlocking constraints on the Great Eastern Main Line, both for passengers and freight are the priority.

Currently, even with new rolling stock, passenger and station capacity are inadequate, limiting prospects for modal shift. Haughley Junction is a major pinch-point on the Felixstowe to Nuneaton freight corridor and Great Eastern Main Line. Trowse Bridge limits improvements to services in and out of Norwich. Capacity enhancements including passing loops and upgrades to capacity at London stations including Stratford and Liverpool Street will be needed to enable higher line speeds and 90-minute Norwich to London journey times.

Similarly, on the roads, the A12 carries over 100,000 vehicles per day through Essex and suffers congestion at key points around its intersection with the M25 and between the M25, Colchester and Ipswich (including junctions with the A120 and A14 Copdock).

Delivering a multi-modal package will support the sustainable development of the Essex, Suffolk and Norfolk economies, providing cross-regional links and better connecting the region’s towns and cities. Enhancements along the the corridor will improve connections to the Suffolk and Essex coast, supporting the recovery of the visitor economies, local growth and delivery of nationally significant energy projects such as Sizewell C.



5.3 | Norfolk and Suffolk to Cambridge – Midlands – South-West

This crossed corridor includes gateways at Felixstowe and Ipswich ports, Norwich Airport and growing towns and cities at Norwich, Thetford, Bury St Edmunds and Ipswich. This is a gateway corridor of national importance for both rail and road moving goods to and from the 'Golden Triangle of distribution centres around the East Midlands and supplying businesses across the North, as recognised by the proposals for the UKNET in the Union Connectivity review.

For rail, the Ipswich Chord, Trimley Loops and Bacon Factory Curve enabled the expansion of services between Felixstowe and the rest of the UK to 48 per day today from just 28 in 2021. However pinch points further along the line mean that only 38 of these paths can be used.

To maximise the contribution of our ports to post-Brexit UK economic growth, and relieve the road network of 750,000 lorries by 2030, supporting decarbonisation, we need to significantly enhance rail capacity further on what is Britain's premier rail freight corridor.

The Ely area and Haughley railway junctions are the main constraints, where investment is needed. These essential junction capacity improvements,

paired with double-tracking, electrification, resolving crossing issues and traction power increases are vital components of this package.

Passenger connectivity is also vital, and the East West Rail Eastern Section is a nationally significant project as part of the wider East West Rail Main Line (EWR) project linking our towns and cities to the Oxford to Cambridge Arc, directly connecting to the Central Section of EWR.

Strengthening infrastructure along the Cambridge to Norwich Tech Corridor, linking two of the UK's powerhouse cities, will help realise its full potential. For road, improvements to the A11 were completed in 2014 when the last single carriageway stretch between Thetford and Barton Mills was dualled by National Highways. However, the pinch point at the Mildenhall Fiveways Junction still acts as a constraint.

The A14 forms the road component of the UK's premier freight corridor but is not expressway standard along its length. There are already 5,000 lorry movements out of Felixstowe per day, and the corridor is constrained at seven pinch-points, the most notable at Bury St Edmunds and Ipswich, the A14/A12 Copdock interchange and poor resilience at Orwell Bridge.



5.4 | Connecting South Essex – London – Thurrock – Basildon – Southend

Our South Essex corridor is a major location for economic growth, and existing proposals will unlock the further expansion of our global gateways. The corridor comprises growing urban areas across Thurrock, Southend and South Essex, connecting to neighbouring areas including London and across the Thames to Kent. Transport East fully supports the work of the Thames Estuary Growth Board, Opportunity South Essex and the Association of South Essex Local Authorities to drive forward progress in this vital area for UK prosperity.

The corridor is some of the most densely populated settlements in the region, featuring major high-value and expanding industries covering digital, creative, ICT, vehicle automation and aerospace sectors. Investment in this area will unlock expansion of growing towns, principally Southend-on-Sea and Basildon, and the important international gateway at Southend Airport, which has permission to grow.

Basildon has a local economy worth £3.7bn – the largest in Essex - and employs 97,000 people, with ambitious plans to redevelop its central area. Southend-on-Sea is the centre of the largest urban area in the east with 65,000 jobs and welcoming over 6.5 million visitors per year.

This corridor experiences severe traffic congestion with a significant proportion of residents driving to work. To cater for economic and population growth, investment in both the road, passenger rail and the bus network is required. Poor north/south connectivity between major residential and employment centres in this corridor is a particular challenge.

In Thurrock, London Gateway is one of the fastest growing ports in the world. When fully constructed the port shall have a capacity of up to 3.5 million containers (TEU), whilst the park will provide up to 830,000sq.m of commercial floorspace. It has the potential to provide c.36,000 new jobs.

Alongside London Gateway, Tilbury and Purfleet are major gateways. The Port of Tilbury has ambitious expansion proposals, whilst Purfleet Thames Terminal handles approximately 250,000 trailers, containers and tanks per year.

The expansion of this economic gateway as a powerhouse for future UK trade and innovation is constrained by the capacity of the rail and road network. The A13 along its entire length already carries 64,000 vehicles daily, and junction 30 of the M25 also plays a significant role in enabling traffic movement through the South Essex corridor.



Continued congestion and delays will affect network capacity and act as a barrier to growth.

Finally, this corridor also acts as the connection to the wider south-east. With proposals for the Lower Thames Crossing connecting Thurrock directly to Kent. Improving sustainable transport options and better connections to the Thames ports would enhance the plans.

5.5 | Stansted – Braintree – Colchester – Harwich and Clacton

This corridor provides vital resilience for freight to our East Coast ports, whilst also supporting significant growth. Currently, the A120 suffers from increasing unreliability due to the single-carriageway section, which also has adverse impacts on communities along its length. With the planned population and jobs growth, this situation is expected to become critical.

Unlocking constraints for people and goods moving between Braintree and the A12 will boost our connectivity between growing towns and cities and link the M11 UK Innovation Corridor with gateways at London Stansted Airport, Freeport East and the Port of Ipswich. Improved connectivity and capacity on this corridor will support adjoining corridors, including links to the A414 corridor and Hertfordshire.

Tackling constraints on the A120 corridor will support the creation of new garden communities, to the west of Colchester and around Harlow. It extends to Harwich and Clacton-on-Sea, supporting the Levelling Up of these communities through improved connections to skilled employment growth at Freeport East.

This corridor also supports the provision of essential high-capacity public transport and cycleways linking the existing and new communities.



5.6 | King's Lynn – Cambridge – Harlow – London

The UK Innovation Corridor growth partnership is working closely with Transport East, promoting development, transport and better infrastructure, next-generation science and technology powered by London and Cambridge.

The West Anglia Main Line railway and A10 northwards to King's Lynn is a natural extension of this, encapsulating a growing economy based around medical and agri-tech, life sciences and bio-sciences. The corridors include gateways at London Stansted Airport and King's Lynn Port and multi-centred growth at King's Lynn and Harlow.

Harlow has notable sustainable growth plans set out through the Harlow and Gilston Garden Town masterplan. With 3,000 jobs coming with the new UK Health Security Agency and thousands more through the Harlow Enterprise Zone, the town's location close to London, Stansted and Cambridge is a core benefit. High-quality, sustainable transport corridors including the Hertfordshire-Essex Rapid Transit (HERT) are central to the vision.

Network Rail has, in sections within London and Broxbourne, scoped track and station capacity increases on the West Anglia Main Line to bring forward 20,000 homes and 10,000 jobs sooner than 2030. This clearly has positive implications for growth in the UK Innovation Corridor, benefiting Harlow and King's Lynn. This corridor is another that would benefit from capacity enhancements at Ely junction to allow additional train movements and improve the connection between Felixstowe and the Midlands (see also Corridor C above).

Significant constraints on the road network include the M11 junctions (particularly junction 8 for Stansted Airport), and the A10 limiting proposed homes and jobs growth at West Winch.



6.0

DELIVERY APPROACH

6.1 | How we will prioritise investment and accelerate delivery

Transport East has been tasked by Government to set a Transport Strategy for the region and advise on investment priorities. However, our partnership is already thinking beyond that, to proactively put in place capability, capacity and systems to accelerate delivery of our strategy and investment programme.

This Strategy document is accompanied by our Strategic Investment Programme document which sets out our proposals, summarised in Table 6.1.1, for how our partnership will deliver better transport outcomes in the East of England.

Table 6.1.1: Transport East approach to investment and delivery planning

1. What is our PURPOSE?

- To deliver our strategic priorities in our Transport Strategy.
- To identify the best projects and programmes required for the four pathways and six strategic corridors in the strategy.
- To improve and maximise delivery of transport outcomes in rural, coastal and urban places in the region, and on each of our six strategic corridors.

2. What is our PROCESS for better prioritisation and faster delivery?

- Create and manage an Investment Programme for the East, supporting progression of new ideas from our partners through scheme development to making the case for delivery, and identifying and tackling resulting gaps in our portfolio.
- Adopt the draft Strategic Assessment Framework – to identify our pan-regional and corridor priorities aligned with our 4 strategic pathways, and enable regional and national partners to ensure their projects align with the region's single voice set out in the Transport Strategy.
- Support our partners to accelerate business case development to get our projects funded and delivered quicker.
- Regularly review of our programme to ensure continued alignment with our priorities and to respond to changing circumstances.

3. How will we maximise PERFORMANCE?

- Work with government to improve the conditions for better delivery including funding certainty for new projects and programmes as well as maintenance for existing infrastructure, greater transparency of decision-making, reduction of risk, and increased 'lock-in' to other delivery bodies.
- Deliver a technical work programme agreed annually by our members through our Business Plan to 'improve capacity, capability, intelligence and expertise in the region to drive forward our strategy projects and programmes'.
- Establish and continuously enhance a regional evidence base to strengthen the case for investment in the East.

6.2 | Funding the strategy

One of the crucial elements to delivering the strategy is the availability of funding to local authorities and other bodies responsible for infrastructure in the East. In 2018 the East of England saw the lowest per capita government spend on public transport nationally, and the fourth lowest across transport overall. In the Strategic Investment (SIP) we have mapped prior, current and future funding streams as well as exploring new innovative funding opportunities to deliver this strategy.

Funding and prioritising schemes is part of a wider, inter-linked process. Transport funding and the priority status of schemes are often linked to external decisions on delivering infrastructure beyond the remit of transport itself. The funding approach we put forward is intentionally flexible; identifying potential future funding streams so we can pivot to meet changing needs and alternative funding approaches as opportunities arise. The SIP sets out in more detail how we will secure funding for our future projects.

Transport East advocates for multi-year funding for the East. Multi-year funding provides a more stable income stream that can be used to launch a long-term programme of works, allowing for the longer-term planning and development of schemes. This

supports the more efficient delivery of investment projects, the ability to effectively plan maintenance programmes to maximise our existing assets, thereby delivering greater value for money.

6.3 | How we will measure success

It is important we can measure the success of interventions in achieving the aims of the strategy and against our four strategic priority pathways. The SIP sets out more about how we will monitor our performance and a full Monitoring and Evaluation Plan will be developed to accompany this strategy in the future.

6.4 | Encouraging innovation

A central component to Better Delivery across all four pathways is a focus on encouraging innovation and harnessing new technology to overcome challenges and remove barriers.

Improvements to electric vehicle technology are needed to overcome psychological barriers to take-up, for example 'range anxiety'. Connected and autonomous vehicles offer the potential to improve accessibility and connectivity, but further testing and refinement is needed before these vehicles can be introduced on our roads. More work is needed to develop viable alternative

fuels in the aviation and shipping sectors. Digital mobility apps can be improved through the collection and utilisation of richer data.

Transport East is committed to supporting research and development across the transport sector as part of delivering this Strategy. We will become the regional horizon scanners; working with academia and business to understand the future of transport and technology innovation to determine the best solutions for our unique region.

We will work with private sector-led initiatives and collaborate with local authorities and other Sub-national Transport Bodies to pilot new initiatives and make sure that the region is at the cutting edge of technological innovation. We will also act as an advocate for research and development projects, working in partnership with government to increase funding and allow for longer trial periods to test new technologies.

6.5 | Delivering for everyone

People do not experience the transport network and services equally. Throughout this Strategy we have conscientiously considered the needs of people with protected characteristics under the Equality Act and those who suffer deprivation. We are committed to implementing changes across the region to make accessing and using our networks more equitable. Transport is not an end, but a means to access employment, education, services and experiences.

Across the East we have, on average, an older and aging population. This increases the likelihood of people living with health conditions and disabilities. We also have more women living in the region than men. While we have a lower percentage of people of Black, Asian and minority ethnic heritage in the region than other places within the UK, there are particular locations that are home to specific communities and understanding how culture, social and economic factors influence travel choices, including how they intersect with other protected characteristics is important to make sure everyone can benefit from improvements.

The region also has 17 local authorities in tiers 1 and 2 of the government's Levelling Up Fund priority assessment, with notable pockets of deprivation also within our towns and cities.

These indicate areas with some of the most entrenched deprivation, where access to education, healthcare, training and skilled work are one of the main areas for improvement. How low-income, deprivation and protected characteristics intersect is also crucial to really improving people's quality of life through transport investment.

The Integrated Sustainability Appraisal has reviewed the Strategy, testing our approach against equality and socio-economic outcomes. We will work with local experts, groups and organisations to understand the needs and experiences of users more fully and seek to make positive change as we deliver the Strategy.



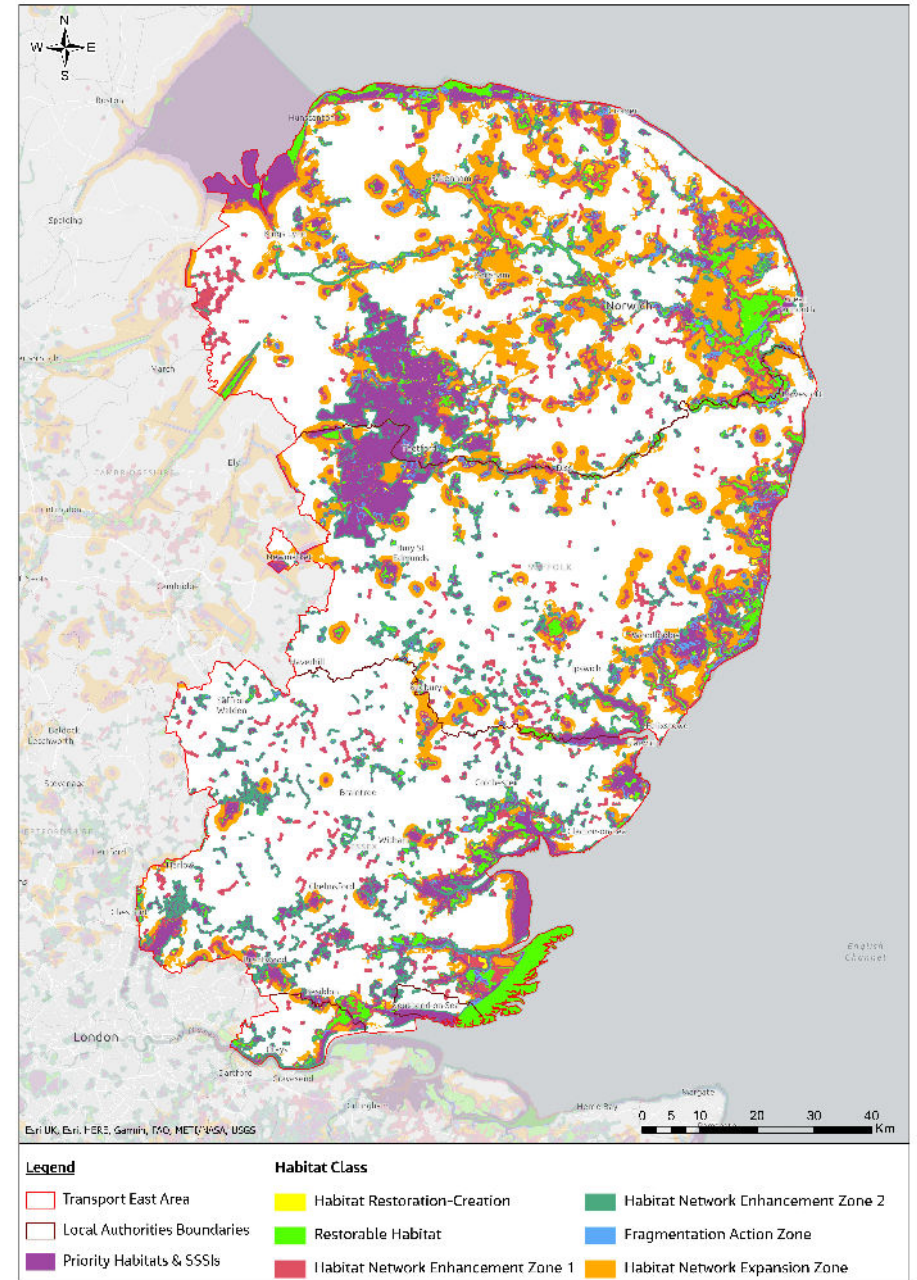
Image: Ryan Grice from Unsplash

6.6 | Delivering for our environment

The delivery of the Strategy includes new and upgraded transport infrastructure as well as measures which will influence how transport infrastructure will be used. This has potential implications for the wider environment and the Strategy includes a commitment to reducing carbon emissions to achieve net zero carbon by 2040. The Strategy will also support reducing air pollution generated by transport and contribute to reducing noise in urban areas. We recognise that transport infrastructure development can have impacts on landscapes, heritage and flood risk, or result in the loss or fragmentation of habitats and have impacts on biodiversity.

It is important that transport infrastructure development is planned with as much sensitivity as possible to avoid and minimise these impacts. As new projects come forward we will support promoters to optimise designs to incorporate climate change resilience, biodiversity net gain and minimise embedded carbon and operation carbon emissions.

Figure 6.6.1:
Map showing areas for potential bio-diversity enhancement



The Integrated Sustainability Appraisal has reviewed our Strategy against environmental objectives. This has identified recommendations for actions to protect and enhance the environment to take forward into Strategy delivery. This includes specific measures to support biodiversity recovery, restoration and enhancement which can build on the requirements for development schemes to provide a minimum 10% biodiversity net gain.

The Strategy aims to work with the local transport authorities and by coordinating and guiding biodiversity enhancement we aim to go beyond the minimum requirements and provide meaningful improvements contributing to Natural England's habitat network. This network mapping identifies existing habitat value and areas with potential for restoration and enhancement.

Our Strategic Corridor studies will include a committed to assess the current environmental constraints and enhancement potential for each corridor. We will include natural capital, ecosystem services and biodiversity net gain metrics as part of this assessment informed by engagement with local experts and stakeholders to understand strategic opportunities for improving our environment as we deliver this strategy.

To make sure our Strategy delivers the balanced outcomes for all people and the wider environment Transport East will:

- Assess the current constraints and environmental potential for each of our 6 core corridors through our Corridor Connectivity Studies, with a view to identifying potential areas of biodiversity net gain.
- Enhance our evidence and understanding of the interfaces of transport and inclusion, and promote inclusive transport within the East through our work programme as set out in the annual Business Plan.
- Develop a regional Strategy Hub, drawing together a panel of diverse representatives and experts along with public views to explore the region's most pressing strategic transport challenges.



Image: Centre for Aging Better

A large, dark, circular graphic containing a blurred image of a high-speed train in motion, with light trails from the train's lights. The text '7.0 NEXT STEPS' is overlaid on the left side of the circle.

7.0 NEXT STEPS

7.1 | How the Strategy will be used

This strategy sets out an approach for improving transport and delivering wider societal and economic benefits in the Transport East region over the next three decades to 2050.

Further work is underway to develop the individual projects and programmes that will be key to implementing the Strategy. Our framework for assessing new initiatives is summarised in our Strategic Investment Programme (SIP), which sets out the investment necessary for the delivery of the Strategy. The SIP will be reviewed regularly to ensure there is a pipeline of identified investment to continue delivering the pathways, goals and actions within the Strategy.

The Transport Strategy will also drive our own programme of work which is set out annually in our Business Plan.

We will continue to work with government, other regions, our local authority partners and the private sector to deliver existing commitments in the region, and to explore innovative solutions to transport challenges harnessing emerging technologies. We remain open to trialling new initiatives and technologies in collaboration with government agencies and private enterprise to deliver a step-change in transport outcomes both within the region and nationally.

We are also committed to improve collaboration and partnership working with delivery agencies such as Network Rail, Great British Railways, Active Travel England, the Department for Transport, other Sub-national Transport Bodies, and National Highways.

7.2 | How the Strategy will be updated

Progress in delivering the Strategy will be monitored and reported regularly. The strategy will be updated periodically to remain relevant to the evolving transport challenges the region faces. This flexible approach will position the region effectively to continue to support the government in achieving wider national aspirations for new homes and jobs, levelling up, boosting international trade, and achieving net zero as we recover from the COVID-19 pandemic.

We are committed to maintaining transparency and accountability as the Strategy is updated. All versions of the Strategy and associated Strategic Investment Programme will be publicly available on the Transport East website with a clear direction to the up-to-date version of each.



TRANSPORTEAST

TRANSPORT STRATEGY 2023

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