



Integrating East West Rail Maximising the benefits of Government's investment

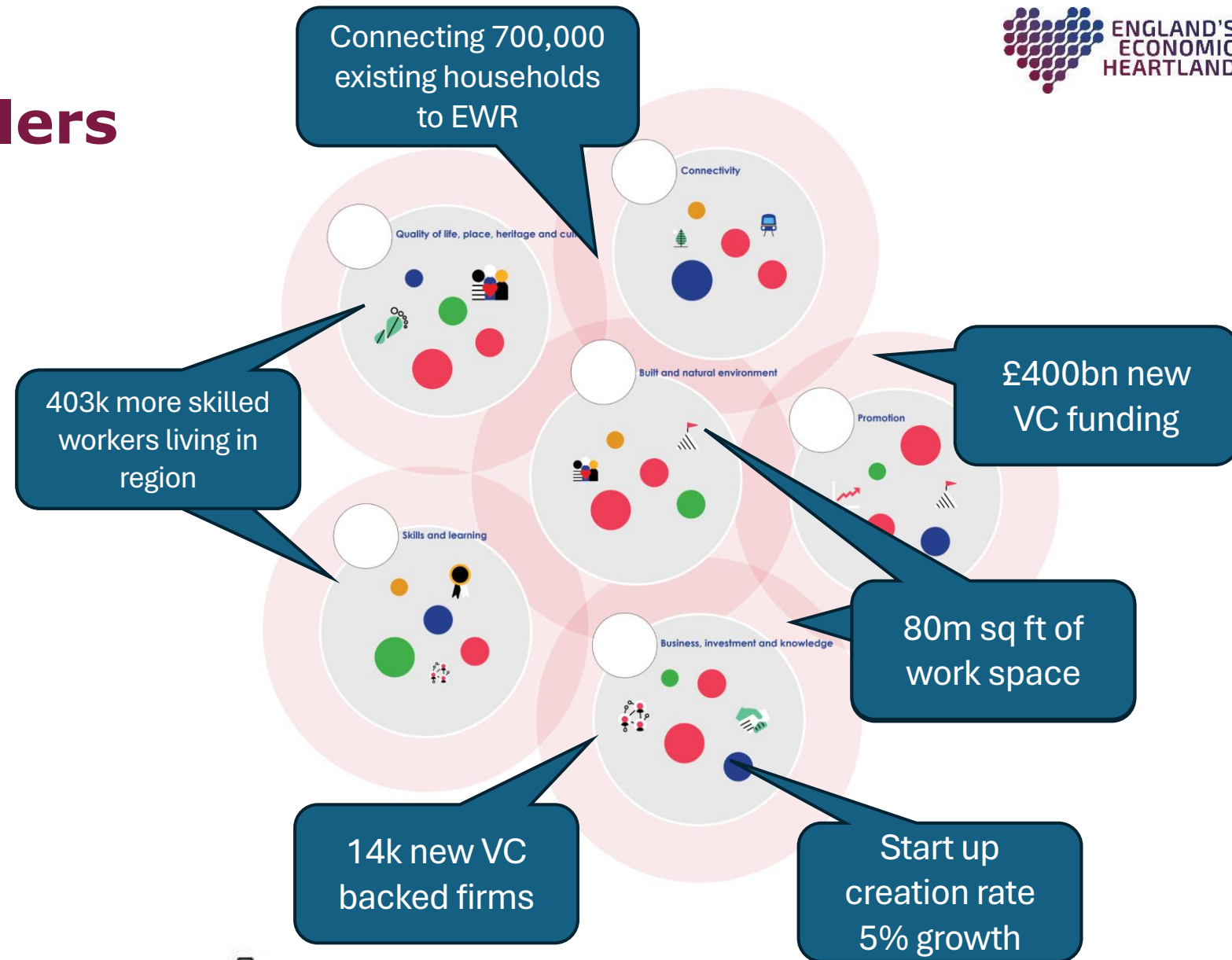
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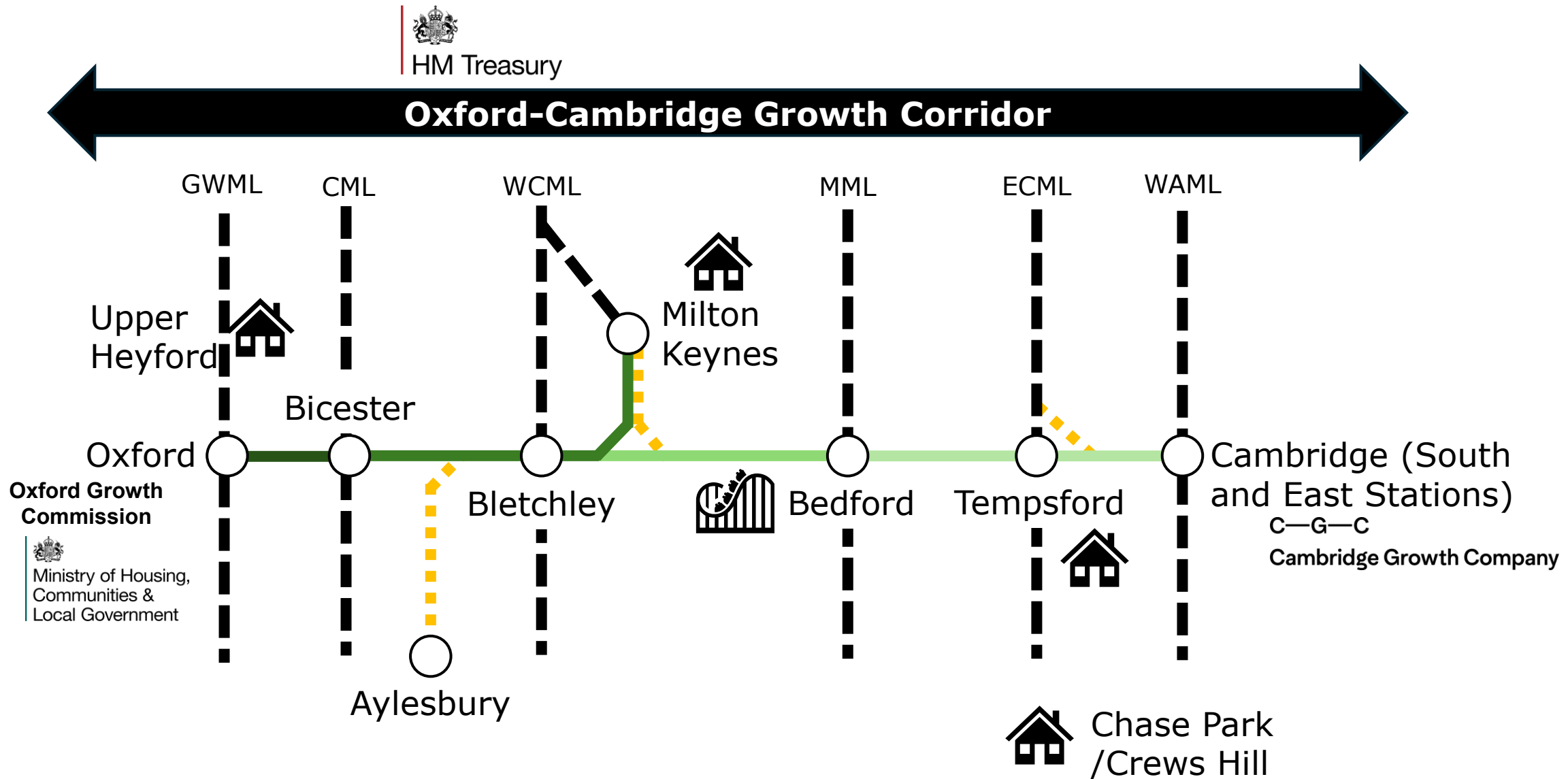
East West Rail- Integration Enablers

The Science Supercluster, supported by its members (including Astra Zeneca and Aveva) alongside EWR Co, commissioned a piece of work to understand the economic potential of the Ox-Cam region. This identified an £78bn opportunity for the UK economy.

It also identified a series of key drivers for this economic value, which align with the key enablers for regional economic growth, including transport integration.



East West Rail- Case for Integration



Case for Integration

Through delivery of EWR, we estimate 374,000 homes will be within 10 minutes of an EWR station, connecting homes across the entire region

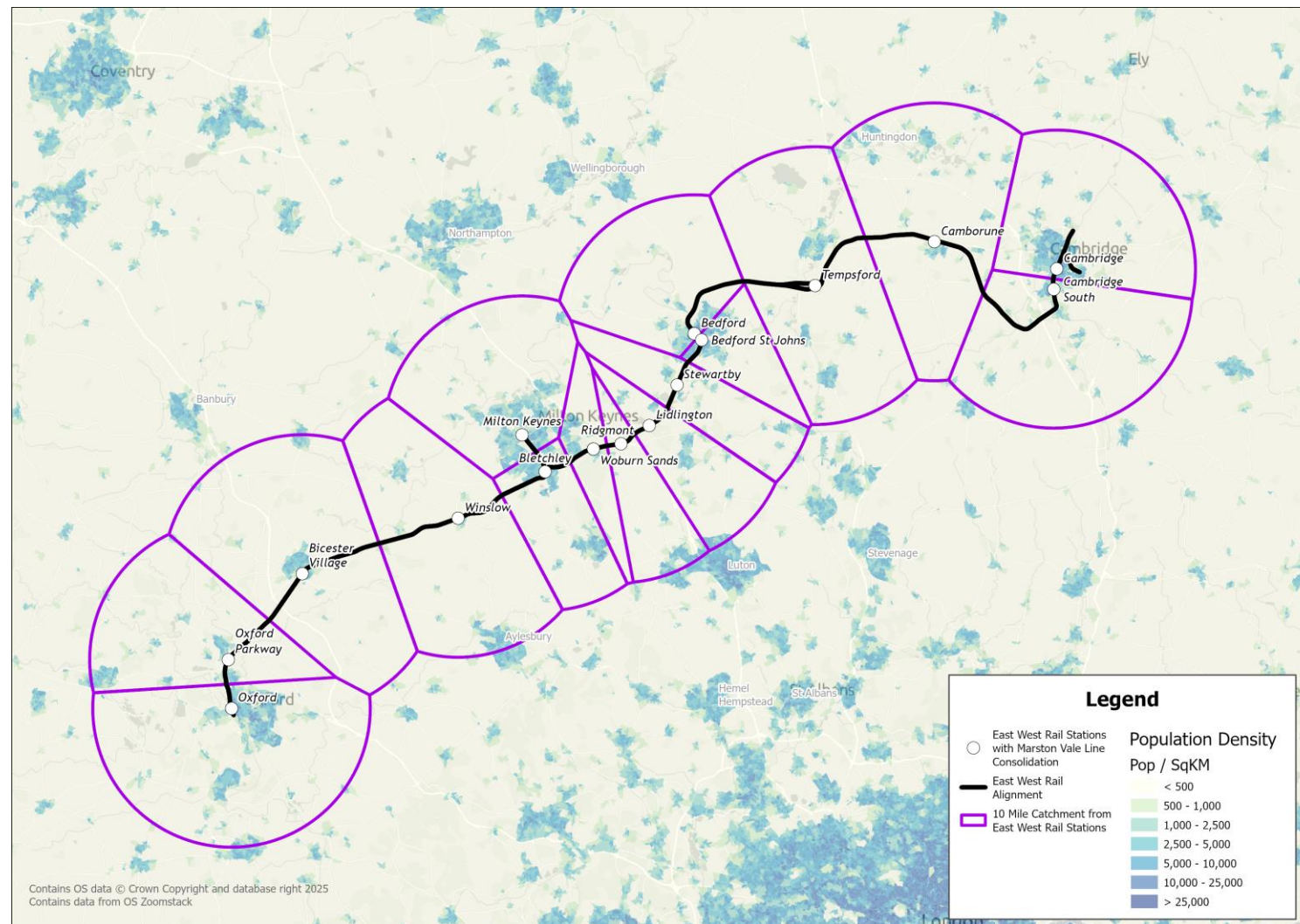
Highlighting the opportunity of excellent first and last mile connectivity, an additional 305,000 homes are within 20 minutes of these stations



Opportunity Statements
Capturing the integration opportunity – solved through a number of approaches.

EWR –Integration Project

- Considers first and last mile access along the entirety of the East West Rail (EWR) corridor from Oxford to Cambridge, including to Milton Keynes Central.
- Study boundaries are initially focused on a 16 km or 10-mile radius from each station, broadly comparable to 20-minute drive times.
- Home to more than 1.7 million people, each a potential commuter or leisure traveller who could benefit from the new EWR service. .
- Significant opportunities exist to bring the people and the railway closer together by improving first and last mile access to stations.



Integration - Opportunity Statements

- Opportunity statements have been developed, drawing on the outputs of the baseline analysis to articulate the need for intervention.
 - Opportunity statements present an integration opportunity which could be addressed by a number of different solutions.
 - Each opportunity statement is supported by examples of integration enhancements that help to define the potential scale of ambition for each intervention area. Refined based on stakeholder engagement with local authorities, bus operators and EEH.
- 1. Strategic connectivity**
 - 2. Rural connectivity**
 - 3. Positive behaviour change**
 - 4. Enabling active travel**
 - 5. Connecting growing settlements**
 - 6. Preparing for long-term growth**
 - 7. Enhancing bus connectivity**
 - 8. Stations fit for bus integration**
 - 9. Station facilities for integration**

Opportunity Statement 2 – Rural connectivity

Better integrating rural communities with public transport can significantly improve access and shift more journeys to sustainable modes.

Demand Responsive Transport



Case study - HertsLynx

- Since 2021 in North and East Herts
- Monthly passenger journeys up from 1,500 to >5,000 in 2 years
- Integrated phone app

Applicability

- ✓ Small town
- ✓ Village
- ✓ Remote rural

Range



Local Mobility Hubs



Case study – CoMoUK at North Carrick

- Small town hub provides e-bike, e-car club and minibus hire as well as charging points.
- Food discount and tourist incentives.

Applicability

- ✓ Small town
- ✓ Village

Range



Community Active Travel



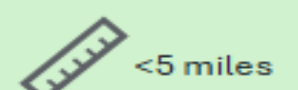
Case study – Essex Pedal Power

- Free bikes and training to improve employability, health and connectivity
- 4,000 bikes given to local people since 2021

Applicability

- ✓ Small town
- ✓ Village

Range

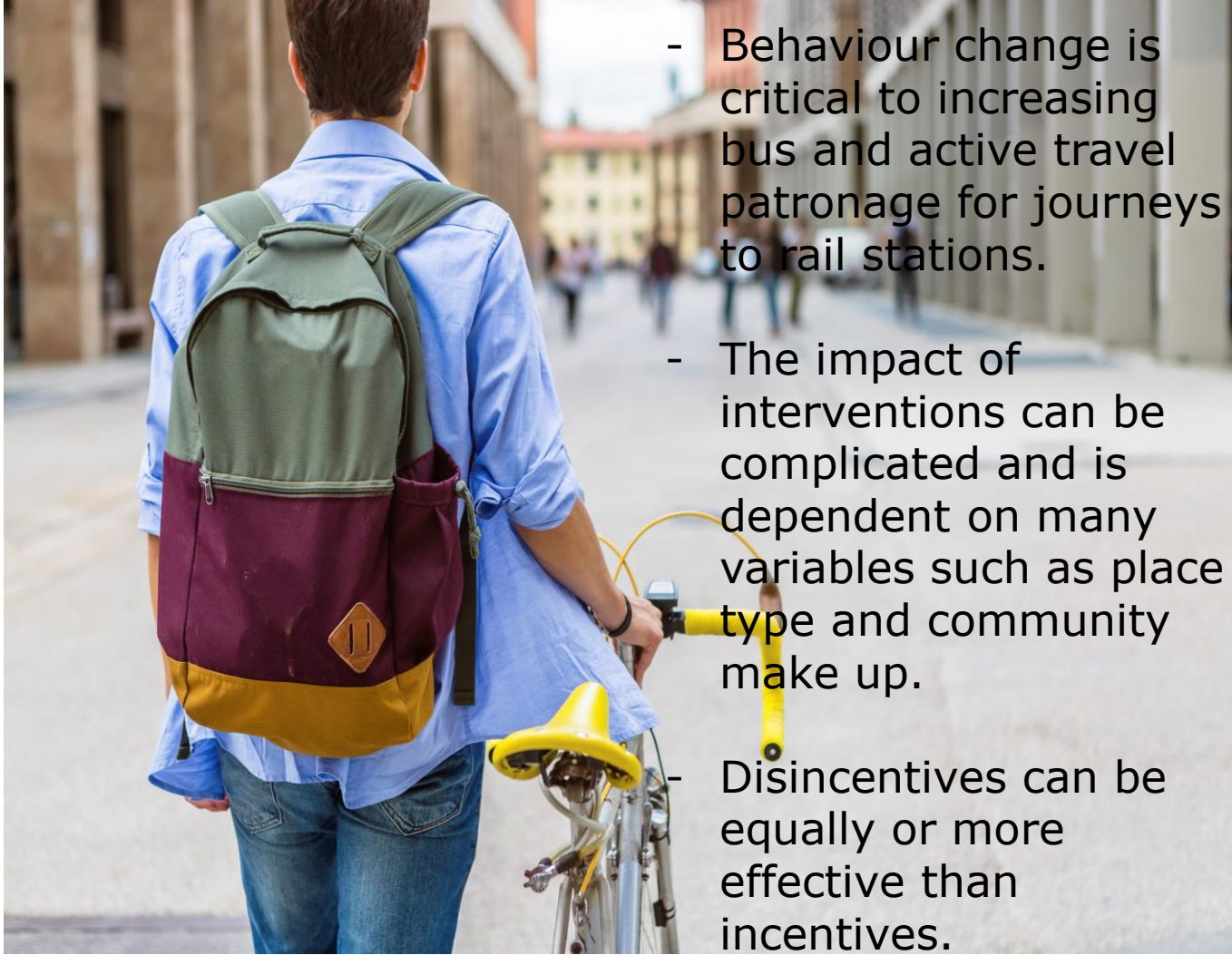


The scale of ambition for integrating rural communities

- Establish new or support existing Demand Responsive Transport systems focused on interchange stations
- Focus on demand responsive services in rural areas within 15-minute drive catchments of stations
- Target bus and cycle connectivity improvements in villages with > 1,000 residents
- Enhanced passenger experience and information at rural bus stops

Opportunity Statement 3 – Positive Behaviour Change

Improving multi-modal integration will allow people to access rail connections using a range of transport modes.

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- A photograph of a person from behind, wearing a light blue shirt and jeans, pushing a bicycle. They are carrying a large backpack that is green on top, maroon in the middle, and yellow at the bottom. The background shows a city street with buildings and other people in the distance.
- Behaviour change is critical to increasing bus and active travel patronage for journeys to rail stations.
 - The impact of interventions can be complicated and is dependent on many variables such as place type and community make up.
 - Disincentives can be equally or more effective than incentives.

The scale of ambition for positive behaviour change

- Establish an integrated bus and rail ticketing system and journey planning system for the England's Economic Heartland region to provide seamless multi-modal journeys
- Organise offers and discounts for bus journeys to railway stations to incentivise people to try the bus as an alternative to the private car
- Region-wide marketing campaign for public transport and multi-modal journeys

Opportunity Statement 4 – Enabling Active Travel

Enhancing integration with active travel networks can make local journeys healthier, easier and more accessible.

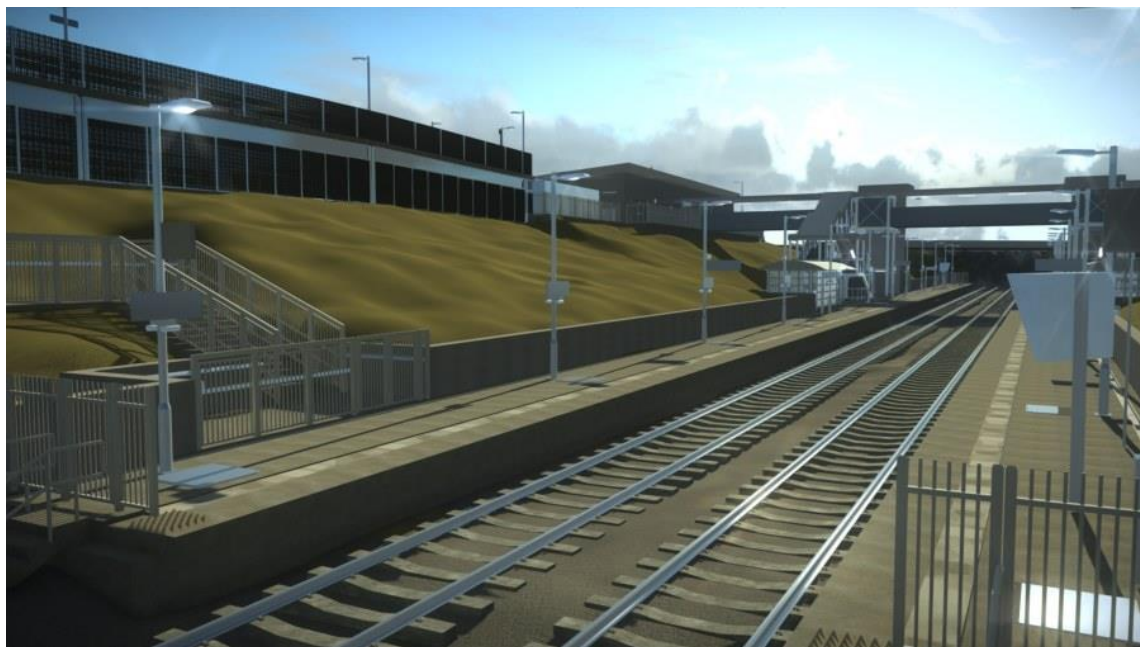


The scale of ambition for enhancing active travel connections

- Strategic and integrated network of Active Travel routes to better connect settlements with each other and with key public transport interchanges
- Residential and commercial development sites within 2 miles of key public transport interchanges should have high-quality active travel routes to the station
- Establish segregated cycle lane approaches to stations
- Ensure all pedestrian approaches to stations are well-lit, equipped with CCTV and sign-posted to indicate settlements and places of interest

Opportunity Statement 6 – Preparing for longer term

Improving integration now will help unlock the long-term connectivity benefits of transformational growth projects taking place across the region.



Scale of ambition

- Future-proof station facilities and integration facilities to align with 10-year passenger growth forecasts
- Plan bus routes and infrastructure to allow easy extension to new urban areas and new sites of strategic importance
- Embed public transport first and vision led planning principles from the outset



Over **500,000*** new residents within 10km of EWR, based on Local Plan committed developments alone. Three **New Towns**
Temsford new town 30,000 new homes.
*assuming 2.5 people per dwelling on average



Major increases in the visitor economy: Universal Studios alone could host up to **55,000 visitors** on peak days.



An expanded London Luton Airport will see **32 million** passengers per year by 2043.



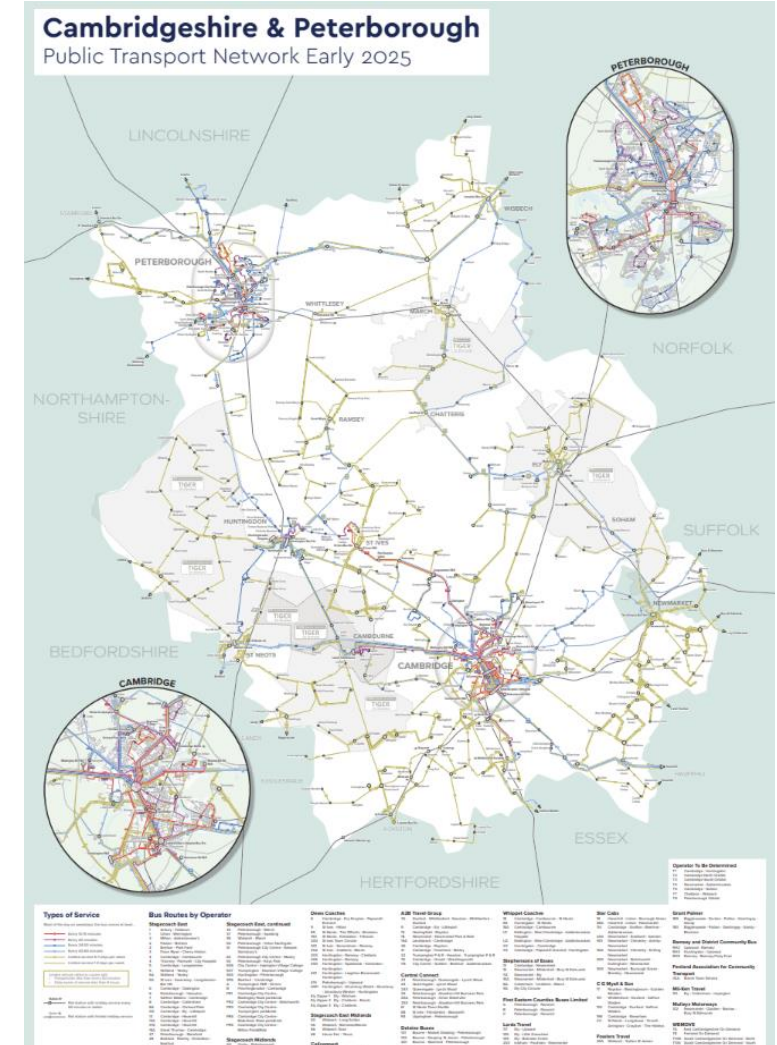
Growing communities must be designed with world class public transport at their core, including proposed new towns.

Opportunity Statement 7 – Enhancing Bus Connectivity

Enhancing existing bus connectivity will bring more communities within reach of key services and railway interchanges, broadening access to key destinations and expanding access to employment and amenities

Scale of ambition

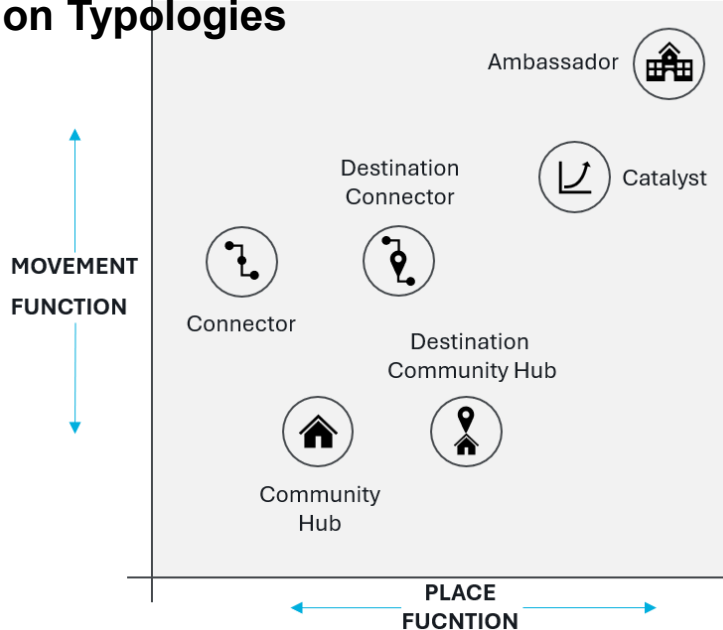
- All conurbations with population >10,000 or other major trips attractors should have a bus service with at least 4 buses per hour connecting to key interchange points.
- Buses serving as key connectors should operate early morning, late night and Sunday
- Bus segregation and priority infrastructure should be introduced on the bus routes with the highest potential patronage
- Existing bus routes should be extended to serve additional areas, where this results in 10 minutes or less overall increase to route journey times
- Prioritise bus frequency improvements in catchments where propensity to travel by bus is highest
- Use a Total Transport approach including incorporating home-to-school services to address connectivity gaps



Opportunity Statement 9– Station facilities for integration

Opportunity statement 8 – Improvements to facilities at and around stations can enhance accessibility and place-making.

Station Typologies



Example 'Ambassador' station existing facilities: Oxford

✓ Ticket office	✓ Bicycle storage (758 cycles)
✓ Full step-free access	✓ CPZ in place
✓ Toilets and waiting rooms	✓ 13 bus services
✓ Car parking (530 spaces)	✗ Not all bus stops are sheltered

Example 'Community Hub' station existing facilities: Lidlington

✓ Customer help point	✗ Partial step-free access
✓ 2 bus services (infrequent)	✗ No cycle parking
✗ No ticket facilities	✗ Bus stops not sheltered
✗ No car parking	

The scale of ambition for improvements around stations

- All stations offer step-free access
- Stations to have mobility hub facilities proportionate to the population they serve and their rail service provision (e.g. EV charging facilities, bike share, car club, click and collect)
- Ambitious design and service specifications to be developed for new stations
- All stations to be staffed from first to last train
- Station facilities specified to meet the needs of the people who live in the area to enhance travel experience
- Minimum safety and security provision

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