



# **Connecting People: Transforming Journeys**

**Martin Tugwell,  
Programme Director**

[www.EnglandSEconomicHeartland.com](http://www.EnglandSEconomicHeartland.com)

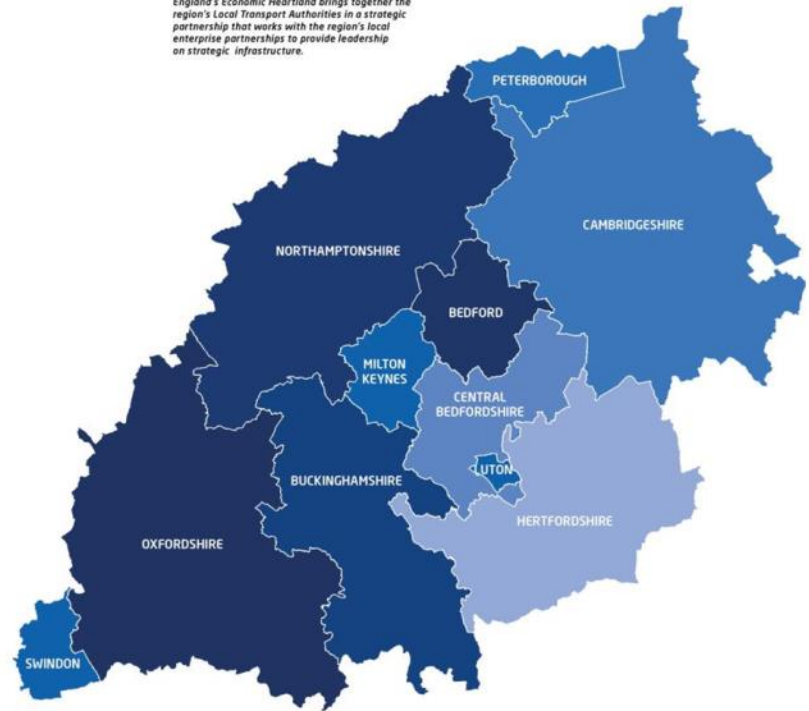
# England's Economic Heartland

## SUB-NATIONAL TRANSPORT BODIES IN ENGLAND

There are seven Sub-national Transport Bodies covering the entirety of England outside of London.



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



# Delivering through strategic collaborative partnership

Founded autumn 2014 – to realise the Heartland's economic potential

A movement of liked minded individuals/organisations committed to realising that ambition

Initiative came in response to recognition that:

- Strategic infrastructure issues (and solutions) **extend beyond any one single area**
- Issues that are common to one or more area can benefit from a **co-ordinated response**
- Need for **stronger integration of investment** by Government, its agencies, local authorities, as well as infrastructure and service providers



## A Region of Economic Success ....

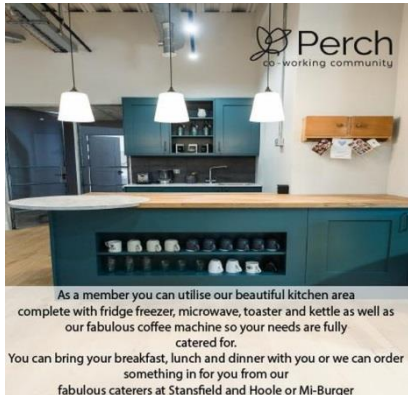




... but with infrastructure under pressure



## ... against a backdrop of societal changes



**Air Quality/Climate Change**

**Digital access to services/opportunities reducing the need to travel**



**Societal trends – access to services, e-commerce**

**New Service/Business Models – flexible/hybrid working**





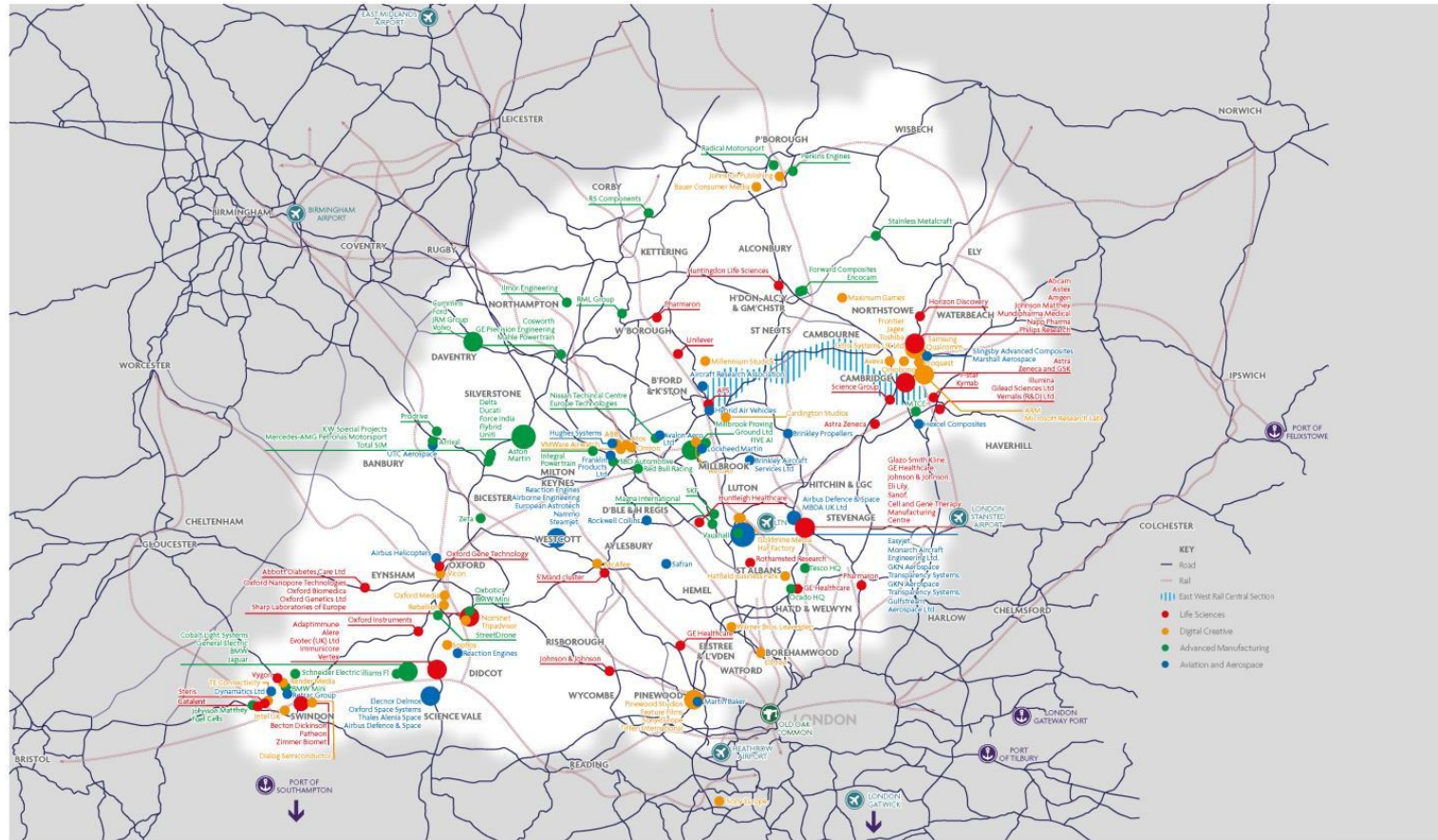
# Development of the Transport Strategy

- **Development of a Regional Evidence Base**
  - **Regional Database**
  - **Regional Policy Scenario Model**
  - **Population Segmentation**
- **Commissioned technical work- including**
  - **Freight and Logistics**
  - **Rail Passenger Study**
- **Engagement on outline Transport Strategy between July and October 2019**
- **2<sup>nd</sup> Round of engagement on draft Transport Strategy between July and October 2020**
- **Integrated Sustainability Appraisal – in parallel**



## // Key business clusters in the innovation ecosystem

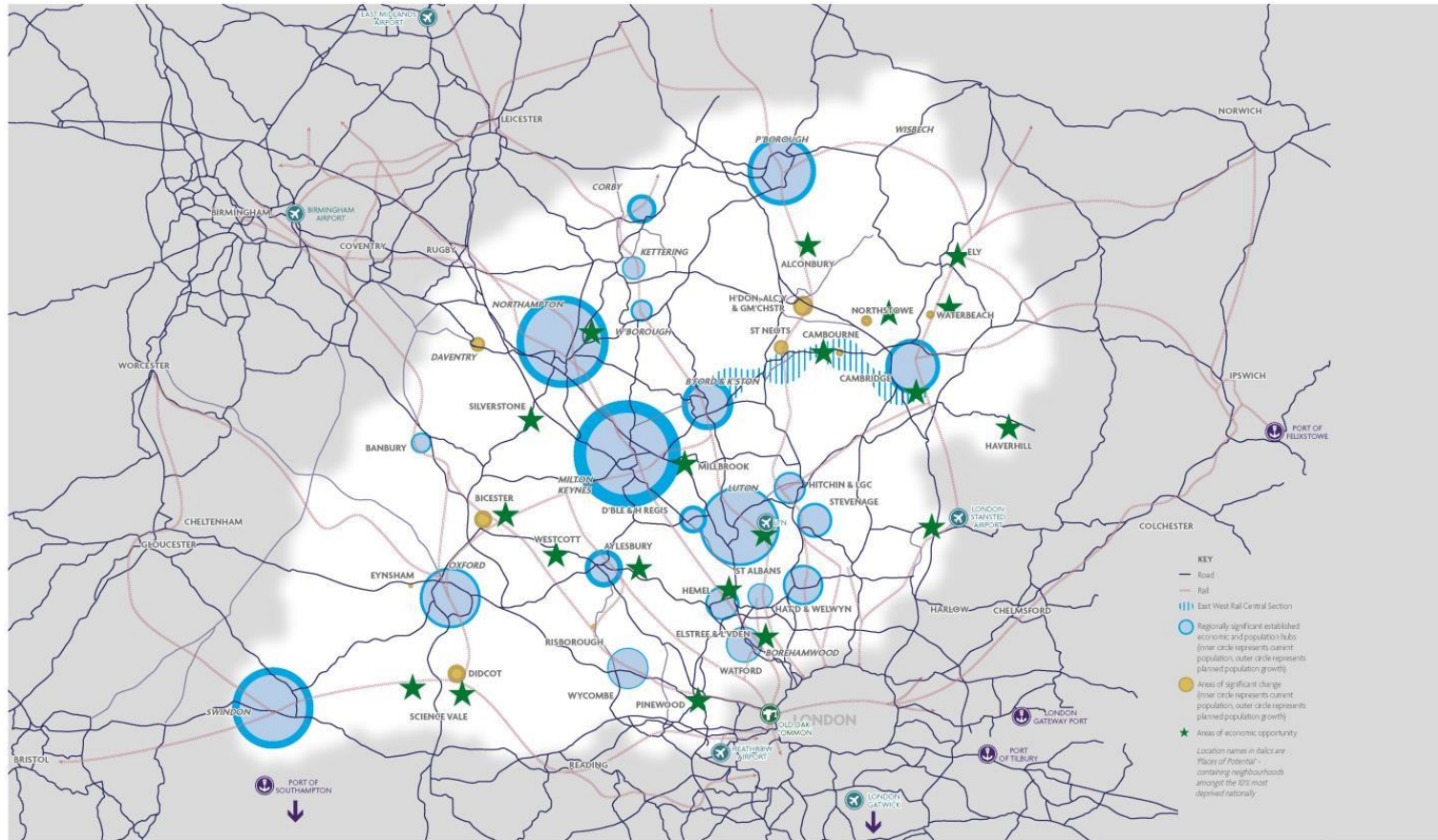
Map created for illustrative purposes only.





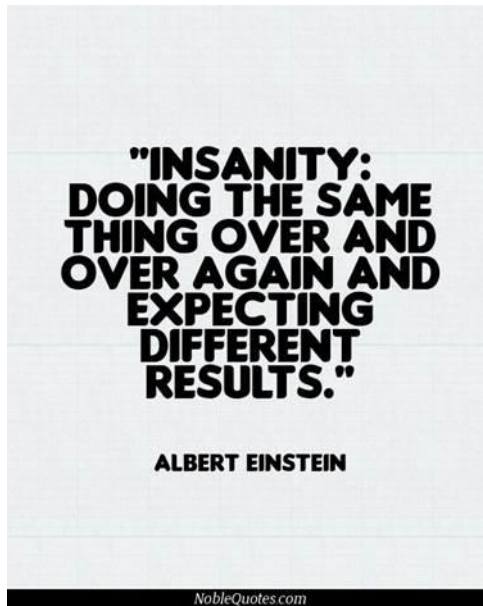
## // Places of Strategic Importance

Map created for illustrative purposes only.



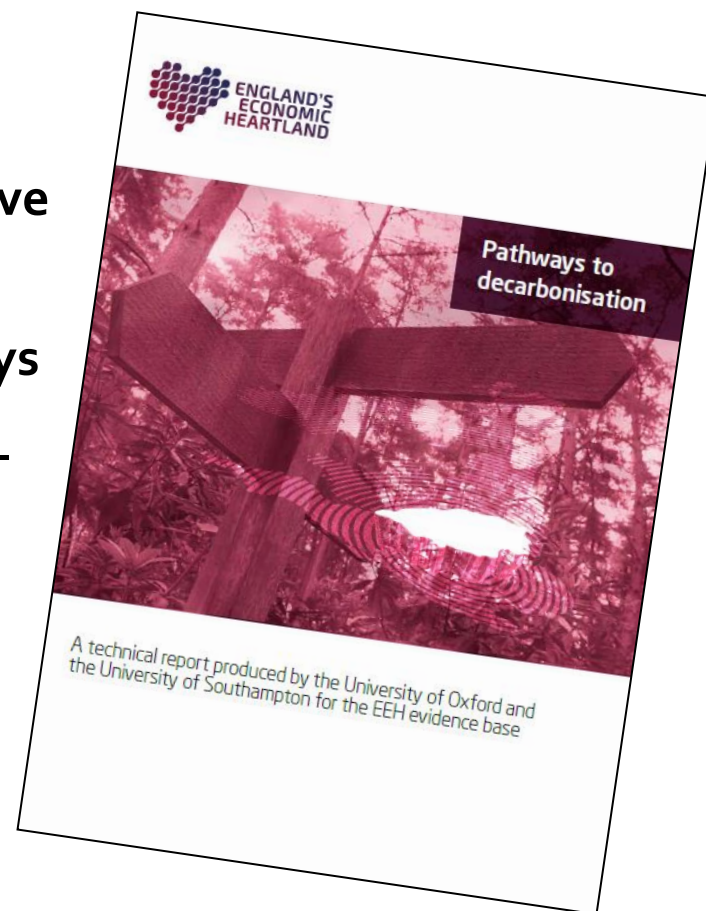
## Our Ambition

*To support sustainable growth and improve quality of life and wellbeing through a world-class, decarbonised transport system which harnesses the region's global expertise in technology and innovation to unlock new opportunities for residents and businesses, in a way that benefits the UK as a whole.*



# Pathways to Decarbonisation

- Modelling by Oxford and Southampton universities shows how the region can achieve net zero by 2050
- Our strategy builds on two of those pathways
  - A highly connected transport system – reducing the need to travel
  - Policy led behavioural shift – reducing reliance on private car
- Aligned with investment in digital infrastructure and energy systems





# Realising Our Potential

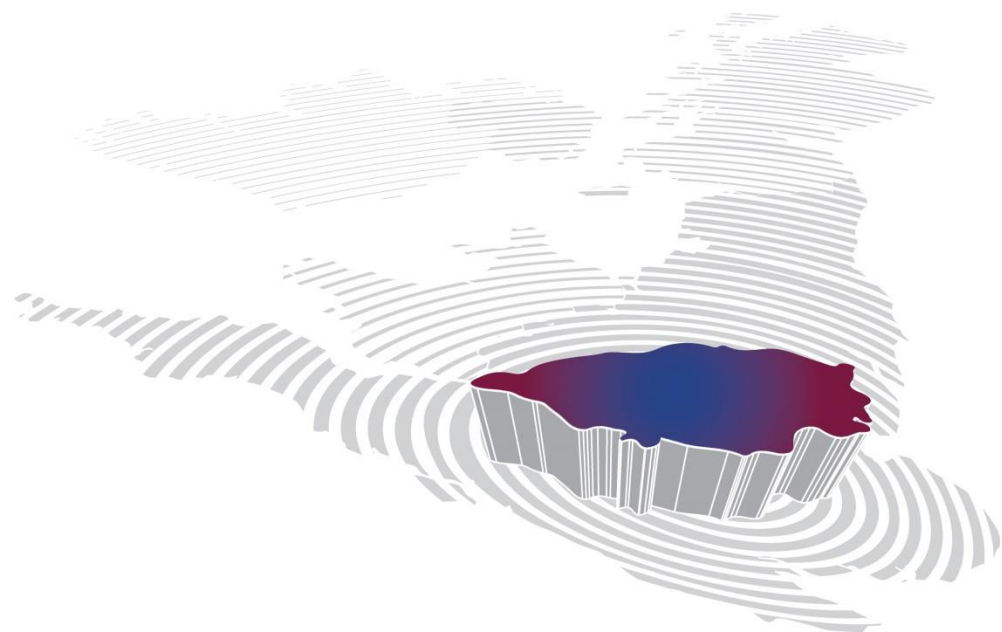
- Decarbonise our transport system – harness innovation and deliver solutions that generate economic growth
- Digital infrastructure – champion investment to improve connectivity and reduce the need to travel
- Use investment in strategic public transport networks –East West Rail and the CAM - as catalysts for transformation
- Investing in local connectivity to ensure access to opportunity for everyone
- Freight and Logistics – ensuring that these needs continue to be met whilst lowering their environmental impact



## Next Steps

- Submission of Transport Strategy to Secretary of State – end of February – includes initial Investment Pipeline
- Connectivity Studies – programme underway: co-designed with partners, with the outputs feeding into the Investment Pipeline
- Influencing/shaping national investment programmes including:
  - Future shape of rail franchises/concessions
  - Highways England – Road Investment Strategy
  - Major Road Network – Investment Programme
- Decarbonisation – developing regional road map, potentially with inclusion of carbon budgets/targets
- Working with wider strategic infrastructure – digital infrastructure and utilities





## ENGLAND'S ECONOMIC HEARTLAND



**@EconomicHeart**



**Search 'England's Economic Heartland'**

**[www.EnglandSEconomicHeartland.com](http://www.EnglandSEconomicHeartland.com)**

**Subscribe to our newsletter**

