

## Transport East Forum Meeting

**Date:** 24 February 2021  
**Item:** Transport Strategy – Progress Update  
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### Purpose

This report sets out progress on the Transport East Strategy work programme 2020/21. It asks Members to comment on and endorse the key findings from stage 1 of strategy development and emerging transport outcomes

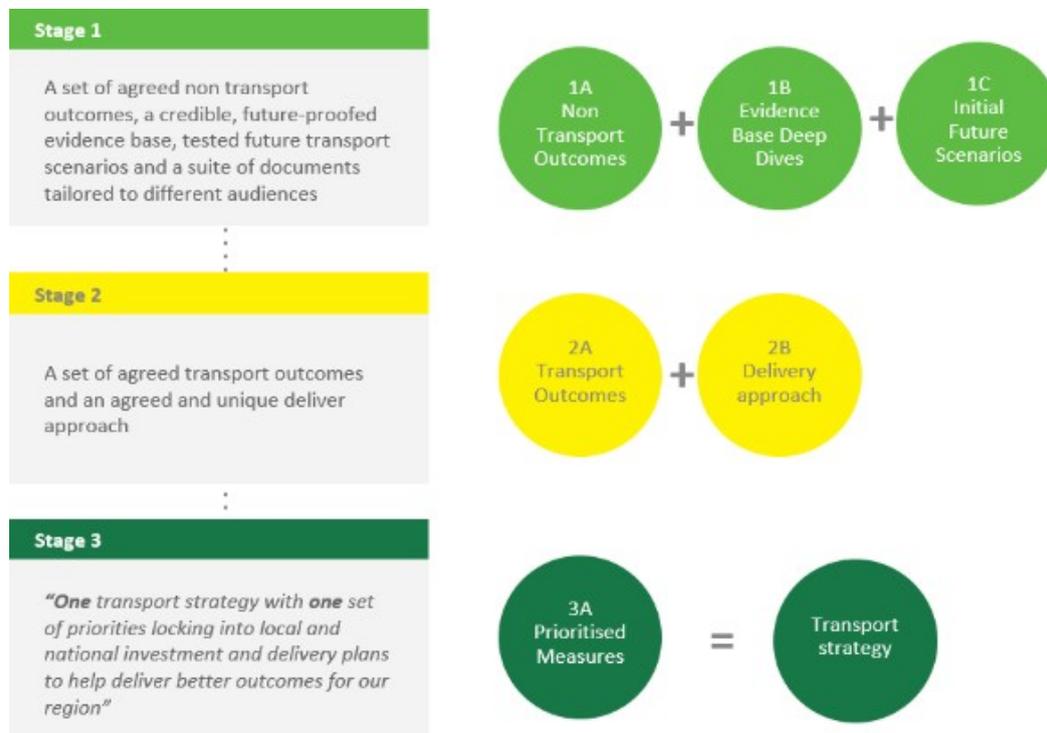
### Recommendations

Transport East Forum Members are asked to note the report and comment on / endorse the key findings from stage 1 of strategy development (slides 8-11 of appendix 1) and emerging transport outcomes (set out in slides 13-14 in appendix 1)

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## 1. Introduction

- 1.1 The Transport East partnership team (comprising core staff, TESOG, Jacobs and Copper) has rapidly progressed phase 1 of our Transport Strategy, following the update at the November Transport Forum. Our Strategy will set a framework for investment in our transport system, Ministers have funded us to do this and it is our opportunity to set out a compelling case for investment and the single voice for our partnership
- 1.2 Our priorities have been: (a) progressing the technical work to ensure our strategy is based on a comprehensive and credible, DfT-compliant evidence base; and (b) widespread engagement to ensure we are listening to our partners, businesses and general public, and ensure their aspirations are reflected in the draft strategy as a Single Voice.
- 1.3 This paper provides an update and sets out key events planned to complete the engagement and technical work funded by our DfT grant to the end of March 2021.
- 1.4 The diagram below sets out the key stages of development for our Transport Strategy:



## 2. Transport Strategy Stage 1 Progress

- 2.1 Stage 1a has been completed. This stage identified the wider economic, environmental and social outcomes that Transport East partners are collectively aiming to achieve across the region, for which our Transport Strategy will be an enabler.
- 2.2 Key tasks completed are set out in Table 1, with the outcomes, as endorsed by Transport East political leads, set out in Appendix 1, page 7

**Table 1: Stage 1a - Tasks completed Nov-Dec 2020**

Technical (Jacobs)	Engagement (Copper)
Full review of 50+ plans, strategies across districts, LEPs, government and others Analysis to determine and quantify key outcomes for the region.	<ul style="list-style-type: none"> <li>Chambers of Commerce workshop</li> <li>1-to-1 meetings with NA LEP and SE LEP</li> <li>3 x workshops with district councillors and director/chief exec level officers to refine and agree outcomes</li> <li>Follow-up 1-to-1 meetings with districts unable to attend workshops.</li> </ul>

- 2.3 The technical work in Stage 1b is also now complete, comprising a 'deep-dive' evidence review into our three priority themes (in addition to our decarbonisation evidence which Transport East published in November 2020). Key progress is set out in Table 2.

**Table 2: Stage 1b - Tasks completed Nov 2020 – Feb 2021**

Priority Theme	Technical (Jacobs)	Engagement Completed (Copper)
<b>Rural and Coastal</b> (with a focus on levelling up)	Development of detailed evidence base including analysis of key challenges and	<ul style="list-style-type: none"> <li>2 x workshops with lead rural/coastal experts and bodies across the region from public and private sector</li> </ul>

	opportunities, and definition of levelling up.	<ul style="list-style-type: none"> <li>• 1 x Transport East / DfT Workshop to secure government input into rural / coastal issues</li> </ul>
<b>Global Gateways</b> (ports, airports and freight)	Development of detailed evidence base, including analysis of key challenges and opportunities, and our role in the wider UK recovery and post-Brexit trade.	<ul style="list-style-type: none"> <li>• 10 x 1-to-1 meetings with leading Ports/Airports to secure input</li> <li>• Ports Roundtable meeting chaired by Cllr Kevin Bentley and attended by leading ports representatives</li> </ul>
<b>Economic Growth and COVID-19 Recovery</b>	Development of detailed evidence base.  Analysis on economic trends, challenges and opportunities for the East and the role of transport in supporting these.	<ul style="list-style-type: none"> <li>• 2 x workshops with lead rural/coastal experts and bodies across the region from public and private sector</li> <li>• TESOG work with Cambridge Econometrics to focus on post-COVID/Brexit implications for our economy and subsequently transport requirements.</li> </ul>

2.4 To complement stage 1, we have worked with Copper to complete our **public engagement survey** of post-COVID travel behaviours. In total, we received over **600** responses from the public. The key findings from this survey can be found on slide 7 of appendix 1

### 3. Transport Strategy Phase 2 Progress

3.1 Following the completion of our ‘deep-dive’ evidence review into our priority themes, we have identified the unique transport outcomes that we will need to achieve to support the region’s wider outcomes. These outcomes are set out in slide 13 of appendix 1:

3.2 We have also identified the potential indicators that could be used to measure our success against regarding these outcomes. More detail on these can be found on slide 14 of appendix 1

3.3 Following development of our transport outcomes, the strategy development process moves into a stage of ‘scenario testing’. In this stage, we will review the extent to which our transport outcomes can support our region to reach a set of future potential scenarios regarding economic growth and housing delivery. This process will help us to define what the unique strategic approach to delivering our transport outcomes should look like.

### 4. COVID-19 Standalone Strategy Modules

4.1 We have also commissioned the two studies led by the Transport East sub-groups, summarised below and explained in more detail in item 5 on this agenda:

- **Active Travel** – in December, we commissioned **Sustrans** to develop a strategic approach to Active Travel in the East for eventual inclusion in our Transport Strategy, and also make the case to help our local authorities secure more funding from the Government’s £2bn pot. The study will identify a strategic approach to delivery of walking and cycling that is more widely supported by businesses and communities, whilst aligning with the Government’s [Gear Change](#) strategy. Sustrans have now completed a review of the available data and held a workshop with transport authority colleagues and leading industry figures to discuss the strategic approach going forward

- **Passenger Transport** – In December, we also extended the **Jacobs** contract to include a dedicated **Passenger Transport study**. This will review the specific post-COVID challenges facing local passenger transport, as well as emerging DfT policy, and identify the sub-national solutions that need to be in our Transport Strategy, to complement the work taking place by our local authorities and operators. Following a workshop with our lead officers and senior DfT officials on 7<sup>th</sup> January, we have held a further workshop with representatives from operators to understand the key pre and post covid challenges. This study will now focus on the strategic approach going forward

4.2 Effective programme management is crucial, as Transport East is simultaneously bidding to DfT for additional funding for 2021/22 and beyond (*see Business Plan paper*). We are currently on track to deliver the agreed 2020/21 DfT-funded programme and our Programme Manager (Adam Thorp, contracted from EELGA), will continue to manage and monitor delivery against agreed outcomes and spend. We have established monthly meetings with our sponsor DfT Deputy Director to provide clear and regular reporting lines to the DfT.

## 5. Look ahead

5.1 The next phase of work will take the developed evidence base, identified wider and transport specific outcomes and scenarios to develop a preferred approach for our transport strategy to 2050. We will then work with partners to identify a prioritisation framework, a set of interventions and subsequently a delivery plan.

5.2 To achieve this, key events currently planned for February to April 2021 are as follows:

- Mid - February (date to be arranged) – **MP engagement event**, hosted by Dan Poulter MP, to bring together regional MPs to discuss the strategic direction and role of MPs.
- Feb/March – **Delivery Workshops** – Series of workshops with partners to agree our prioritisation approach and delivery mechanisms for the Strategy
- 9<sup>th</sup> March – **Transport East 2021 Summit** – An online version of our annual Transport Summit. We have invited Baroness Vere to provide the Keynote speech, and will use the Summit to engage with partners on our strategic approach, priorities and delivery plan.
- 19<sup>th</sup> March – **Forum Core Members Briefing** – To update core members on progress and steer officers on direction to take in draft strategy.
- April/May – Officers to bring all the technical and engagement work into a draft strategy, ready for Forum endorsement and public consultation in summer 2021.

5.3 Our high level timetable for the strategy development remains as follows:

Stage	Nov	Dec	Jan	Feb	Mar	April	May	Summer
Technical work programme (Jacobs)								
Engagement Programme (Copper)								
Drafting of strategy and Investment and Delivery Plan (officer-led)								
Public consultation starts on draft strategy [dates to be confirmed]								

## 6. Conclusion

6.1 Members are asked to:

- Note the report and comment on / endorse the key findings from stage 1 of strategy development (slides 8-11 of appendix 1) and emerging transport outcomes (set out in slides 13-14 in appendix 1)
- Provide comment on the next steps



Transport East

# Appendix 1 Transport Strategy Update:

24<sup>th</sup> February 2021

# Contents:

Slide 3 - Introduction and context

Slide 4 - Overview of our methodology

Slide 5 - Progress since the last Transport East Forum meeting

Slide 6 - Engagement undertaken to date

Slide 7 - What did our public survey tell us

Slide 8 - Stage 1a – Transport East Wider Outcomes

Slide 9 - ‘Deep Dive’ Research Area – The role of transport in economic growth

Slide 10 - ‘Deep Dive’ Research Area – Levelling up coastal and rural communities

Slide 11 - ‘Deep Dive’ Research Area - Unlocking our international gateways

Slide 12 - Scenario testing

Slide 13 - Draft transport outcomes

Slide 14 - Quantifying our draft transport outcomes

Slide 15 – Next steps

This presentation summarises the progress to date on the Transport East Strategy technical and engagement work programme



# Introduction and Context

**Our partnership is developing an ambitious, unique Transport Strategy to 2050.**

The strategy will:

- ✓ Support local and national outcomes
- ✓ Provide a robust 'government-compliant' evidence base
- ✓ Set a compelling case for transport investment in the East
- ✓ Provide a framework to increase and accelerate transport investment and delivery in the East of England
- ✓ 'Lock-in' to HE, NR and DfT funding

**October 2020**

Procurement completed for Transport Strategy

- Technical: Jacobs
- Engagement: Copper

**November 2020**

Transport East Forum endorses approach. Stage 1 begins.

**February 2021**

Stage 1 progress report – this forum meeting

**Spring 2021**

Completion of technical and early engagement work

**Summer 2021**

Draft Transport Strategy for public consultation



# Overview of our Methodology

## Stage 1

A set of agreed non transport outcomes, a credible, future-proofed evidence base, tested future transport scenarios and a suite of documents tailored to different audiences



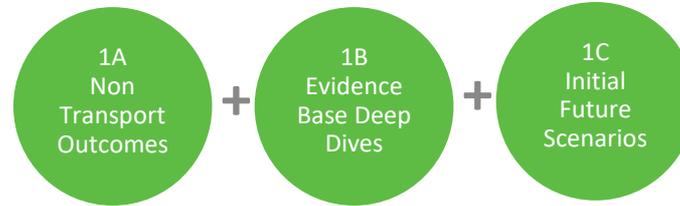
## Stage 2

A set of agreed transport outcomes and an agreed and unique deliver approach



## Stage 3

*“One transport strategy with one set of priorities locking into local and national investment and delivery plans to help deliver better outcomes for our region”*



# Progress Summary

Since our last Transport East meeting in November, with the support of our technical and engagement specialists, we have completed the following areas of work:

## Stage 1a: Wider Outcomes

- Defined the wider, regional outcomes that our transport interventions will need to support

## Stage 1b: Evidence Base

- Completed 'deep dive' research and engagement in the following areas to create a robust evidence-base for our strategy:
  - The role of transport in economic growth
  - Levelling up coastal and rural communities
  - Unlocking our international gateways

## Stage 1c: Scenario Testing

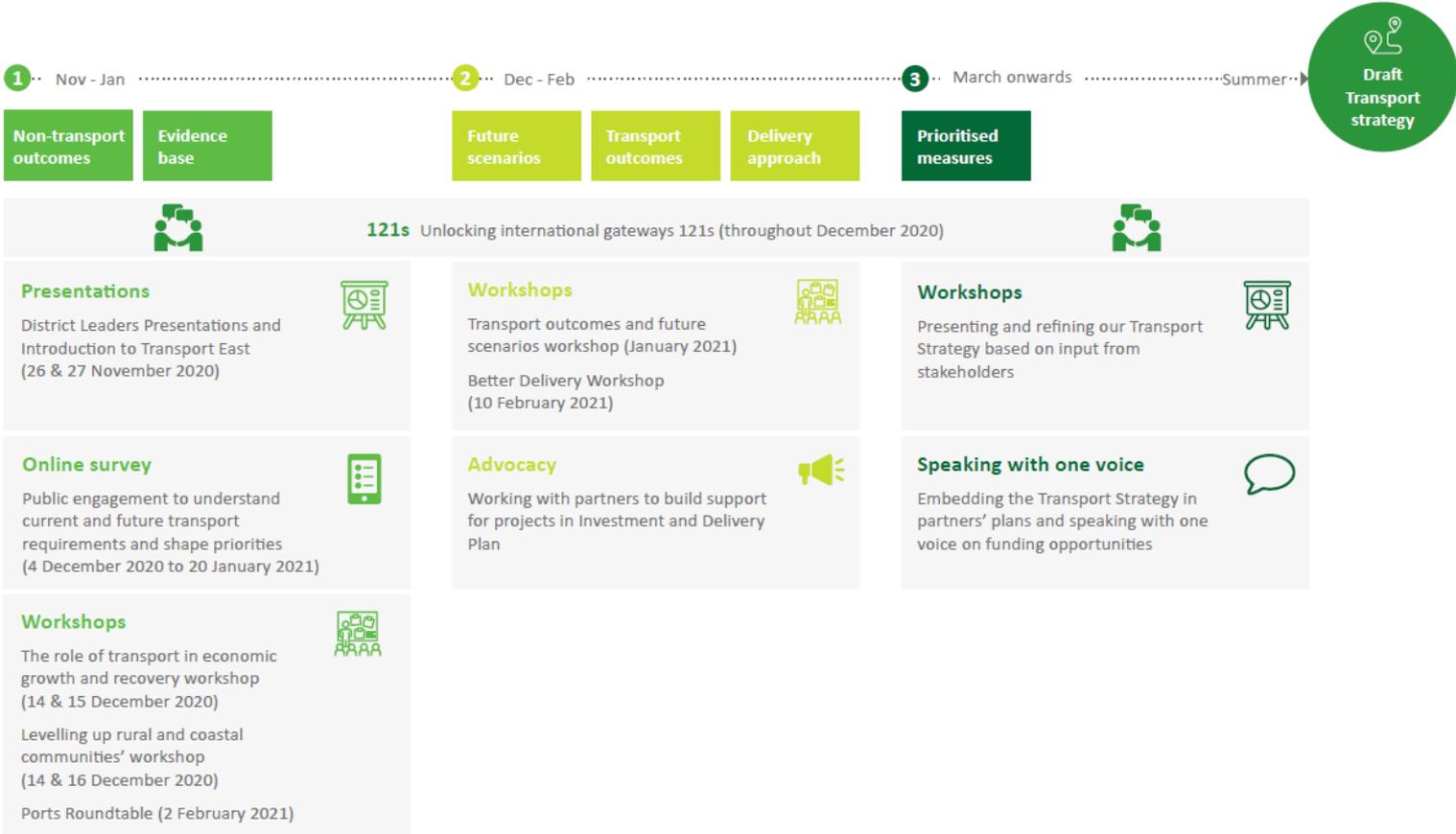
- We have begun to model our transport outcomes against a set of potential future economic and spatial scenarios to measure their effectiveness

## Stage 2a: Transport Outcomes

- Following the extensive research above, we have identified the transport outcomes we need to achieve to support the wider outcomes of the region
- Via a public survey, received the views of over 600 people regarding the future of our transport network



# Engagement undertaken to date



# What did our public survey tell us?

Between November 2020 and January 2021 we launched a public survey to gain the views of the widest range of residents of our sub-region as possible regarding the future of their transport network. The survey was publicised across many partners' web and social media channels and in total we received 611 responses with a broad geographical representation. Below are some key findings from the survey:

## Pre-Covid Travel Trends:

- High-use of cars for most journeys
- Trains used most for commuting
- Cycling and walking linked to leisure activities
- Low bus and community transport use
- Generally people thought walking and driving facilities were good and cycling and bus facilities were poor

## Covid Changes:

- **76%** were less comfortable using buses and trains and **67%** less comfortable getting a taxi or a lift from family/friends
- Notable decrease in car journeys to and during work
- Increase in walking for visiting family, essential activities and linked to leisure and a minor increase in cycling

## Longer-term expectations:

- **77%** don't expect to use public transport more
- **21%** thought they would cycle more and **34%** would walk more
- **32%** thought they would use a car more frequently
- Generally expect to make fewer journeys and work from home more frequently

## Journey Choices:

The following factors influenced journey choice:

**Top 3** = reliability, convenience and frequency

**Bottom 3** = affordability, carbon footprint, health benefits

## Wider Objectives:

We asked people how important it was for transport to support a number of wider objectives. Most objectives had support levels above 70%. The objectives that had lower support levels were: Supporting new homes, International access and encouraging visitors

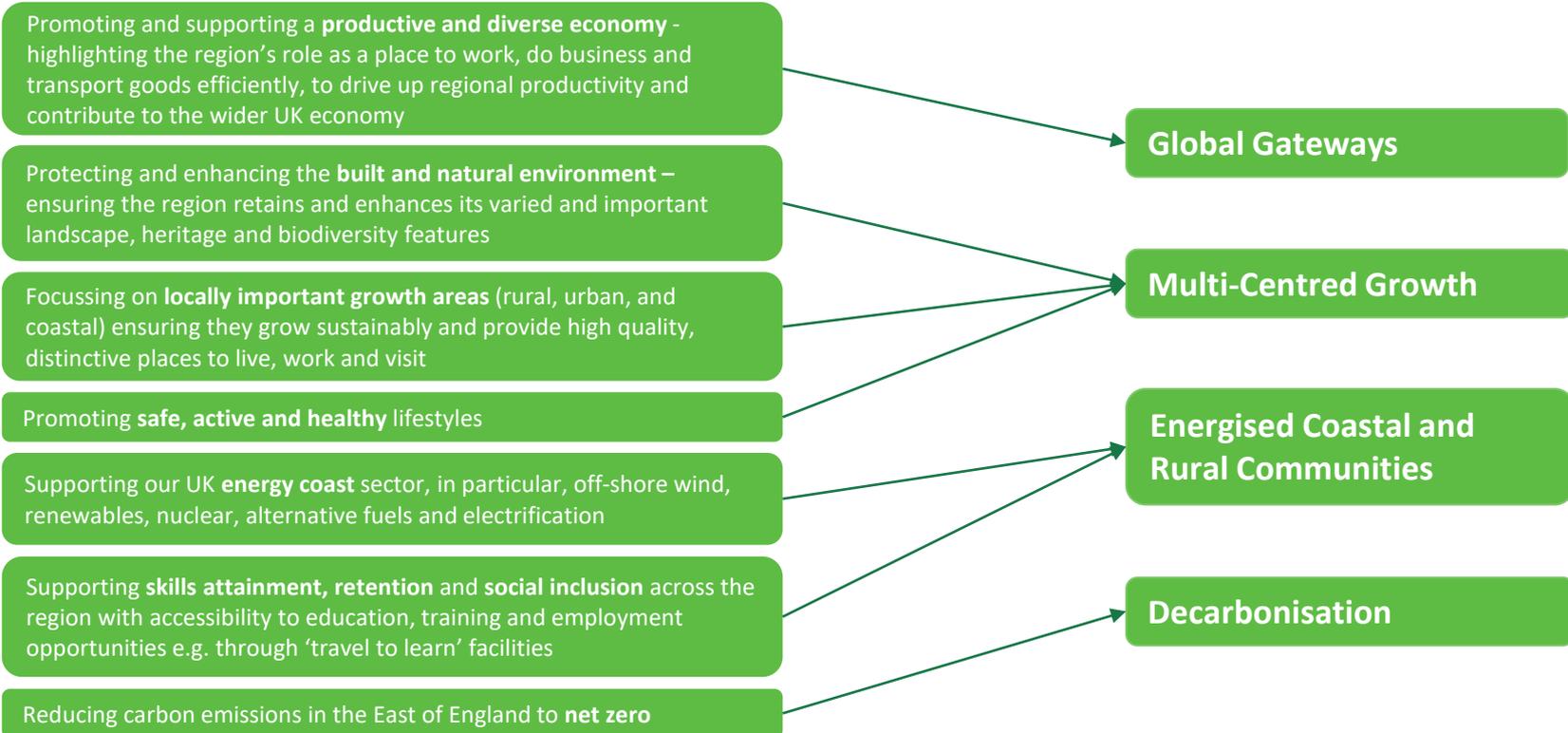


# Stage 1a: Transport East Wider Outcomes

Following a review of national, regional and local policy documents and wide-ranging stakeholder engagement, the following **wider, regional outcomes** were identified in Stage 1a of strategy development. The diagram below shows how these align to **Transport East's Core Themes**

## Wider Outcomes

## Transport East Core Themes



## Stage 1b: 'Deep dive' research

### *The role of transport in economic growth (including COVID-19 recovery)*

To understand this topic area, we conducted two workshops with regional economic experts, one-to-one interviews with LEPs and Chambers of Commerce, and completed analysis via Cambridge Econometrics

#### The top-level conclusions from this research area include:

- Major constraints to economic growth are **poor connectivity** East-West and from South Essex to the north of the region, **a lack of first-mile-last mile** options and high levels of **car dependency**.
- Economic growth is constrained by skill levels in the region being below the UK average and relatively low levels of innovation and entrepreneurialism. High-quality transport infrastructure can **better connecting residents to employment and education opportunities** and **attract skilled workers to the region**,
- Transport needs to connect our high-value clusters: **offshore renewables, agri-food, ICT, modern construction, high-tech manufacturing, tourism, and logistics sectors**.
- New factors will influence firms' decisions to invest in the East – e.g macro-economic (e.g. Brexit), social (e.g. growth in remote working) and technological (e.g. automation). Better **transport and digital connectivity will be vital to retain and attract firms in our region**.
- The **location of new growth, resident migration and commuting patterns will shape the Transport Strategy for the East**. Dispersed growth (e.g. including in rural areas) requires a very different transport response to centralised growth (focused on urban areas) - transport planning must be integrated with wider spatial planning and sectoral development plans

The detailed evidence will be published in a technical note.



## Stage 1b: 'Deep dive' research *Levelling up Coastal and Rural Areas*

To understand this topic area, we conducted two workshops with rural, coastal and economic experts and bodies, and completed analysis via Jacobs professional experts

### The key challenges identified include:

- Improving **access to services, employment and education** within our coastal/rural places
- Assist in the retention of **skilled graduates** and **school leavers** in rural and coastal communities.
- Supporting the **coastal economy sectors – including the energy sector** - by creating connected clusters of employers and workers
- Boosting the **viability of rural businesses** - particularly by encouraging tourism and work from home relocations
- Higher levels of **physical inactivity** in coastal towns, and **poor access to health services** in rural areas.

There is significant diversity within the region and a **place-based approach** is needed. The transport strategy needs to support a targeted combination of local transport, accelerated support for alternative fuels and digital infrastructure. **Focus could include:**

- Transport that **improves accessibility** to employment locations in rural and coastal locations to boost jobs and skills development, and better connections between rural and urban settlements
- Investment in publicly accessible **electric vehicle charging** infrastructure in rural communities.
- **Better models of connectivity**, including **digital and passenger transport** provision for rural areas, and community transport to services like GPs and Hospitals
- Supporting **active travel** for residents, particularly in coastal towns where it could also support a tourist offer

The detailed evidence will be published in a technical note.



## Stage 1b: 'Deep dive' research

### *Unlocking our international gateways*

To understand this topic area, we conducted a ports Roundtable and held one-to-one interviews with ports, airports and freight operators, in addition to analysis and research.

The key findings and conclusions from this research area are:

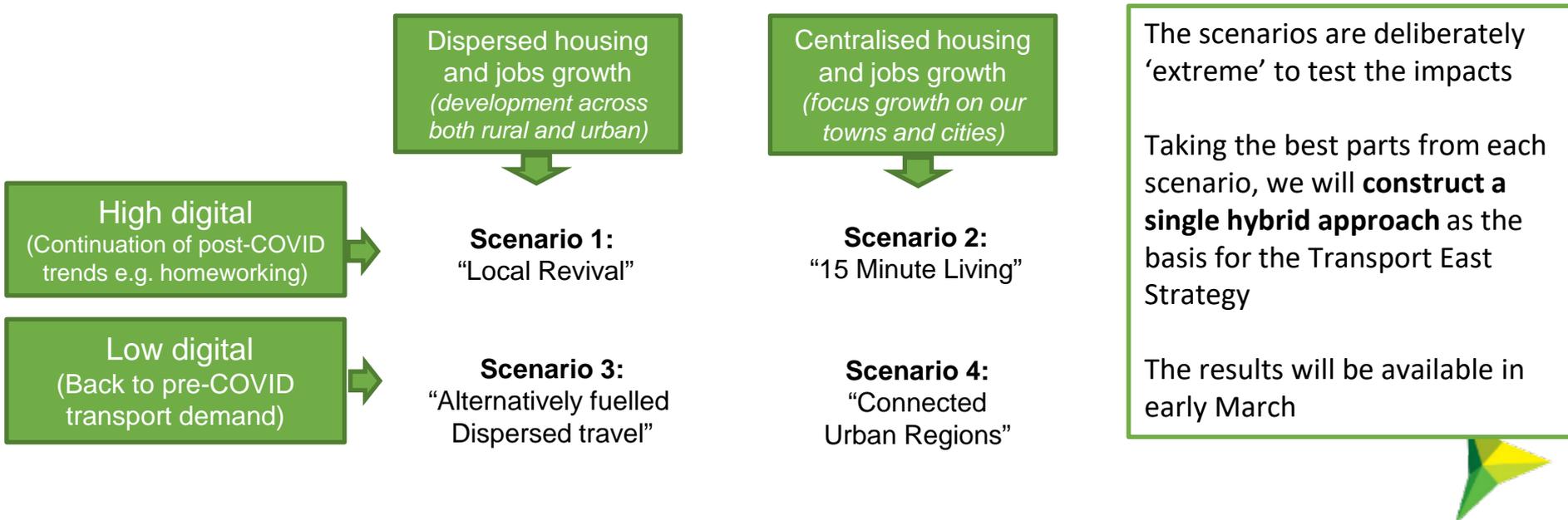
- The rest of the UK relies upon the East of England ports – e.g. shipping over 50 per cent of total UK containers and freight has remained strong through COVID-19.
- Ports and Airports are reliant upon the resiliency and reliability of the road and rail network to support gateway expansion, encourage sustainability and encourage intra-regional connection – Many of the key routes have varying levels of infrastructure with unreliable journey times and lacking resilience.
- Rail freight can play an increasingly important role in moving goods to and from main container ports, with the potential to play a bigger role serving Ro-Ro ports. Rail network connectivity is generally London centric, with significant constraints for freight movements east-west to the Midlands and the North
- Our regional ports are also vital – servicing nationally significant industries such as agriculture and manufacturing
- There is a need for the development of integrated logistics and manufacturing in the region to support the growth at ports and airports, attracting inward investment and boosting jobs and regional exports
- Ports and airports can be the driving force for the drive to Net Zero emissions, with the promotion of decarbonising supply chain and distribution, reducing vehicle miles, promoting rail and water transport for freight and passengers

**The detailed evidence will be published in a technical note.**



# Stage 1c: Scenario Testing

- Having established the wider outcomes and evidence base, government guidance requires us to test different scenarios - using a credible and robust model.
- This will ensure our strategy and investment programme is the optimal one in delivering the goals of the partnership and the government
- We already have (via the LEP and Local authority plans) an understanding of the region’s economic vision to 2050. Cambridge Econometrics are modelling **four different scenarios** to achieve that vision, to allow us to understand the transport investment required:



## Stage 2: Transport Outcomes

In order to support the achievement of the region's wider outcomes, and act on the evidence collected, we are required to set out the specific transport outcomes we need to work towards.

Following extensive stakeholder engagement, literature review and data analysis on the themes highlighted in the previous slides, we have identified **six unique transport outcomes** for our region. These are set out below:

Provision of sustainable transport infrastructure to support growth in homes, jobs and businesses across our region and the wider UK

Ensuring the safety of the transportation system for our region's workers, residents and visitors

Enhancing the UK's economic competitiveness through improved transport connectivity to our International Gateways

Improving connectivity and mobility in our re-energised rural and coastal communities

Managing the demand for travel and increasing sustainable travel opportunities to and within our major towns and cities

Managing the impacts of transport related policies and interventions on the environment

The next slide suggests the indicators we may wish to use to quantify and measure our success against meeting these outcomes



# Stage 2: Quantifying our Transport Outcomes

Transport Outcome	Potential Indicators for Measuring Success?
<b>1. Improving connectivity and mobility in our re-energised Rural and Coastal Communities</b>	<ul style="list-style-type: none"><li>• Reduction in % of areas classified as a 'transport desert'</li><li>• % of people that have access to services, education, training and employment by non-car modes in rural / coastal areas, through accessible active travel and improved public transport</li></ul>
<b>2. Enhancing the UK's economic competitiveness through improved transport connectivity to our International Gateways (via Rail, SRN and MRN)</b>	<ul style="list-style-type: none"><li>• Maintain and improve journey time reliability to key ports and airports</li><li>• Mode shift of containerised freight from road to rail</li><li>• Increased mode share of sustainable surface access for passengers and employees to our ports and airports</li></ul>
<b>3. Managing the Demand for Travel and Increasing sustainable travel opportunities to and within our major towns and cities</b>	<ul style="list-style-type: none"><li>• Increase mode share of sustainable modes for trips to and within urban centres particularly for shorter journeys (2 miles for walking, 5 miles for cycling)</li><li>• Increase proportion of population undertaking 20 minutes of active travel a day</li><li>• Increase patronage on passenger transport</li></ul>
<b>4. Ensuring the Safety of the transportation system for our regions workers, residents and visitors</b>	<ul style="list-style-type: none"><li>• Zero people killed or seriously injured on our road network by 2050</li></ul>
<b>5. Managing the impacts of transport related policies and interventions on the environment</b>	<ul style="list-style-type: none"><li>• Reduce to zero the numbers of AQMA's where transport is identified as the primary source</li><li>• Increase the percentage of vehicles powered by Alternative Fuels</li><li>• Reducing Carbon emissions from transport to net zero by 2035</li></ul>
<b>6. Provision of sustainable transport infrastructure to support growth in homes, jobs and businesses across our region and the wider UK</b>	<ul style="list-style-type: none"><li>• Increase mode share of rail for inter-urban journeys within the region and to other parts of the UK</li><li>• X % of our own transport network / vehicles to be powered by energy produced by our own Off shore wind and renewables</li><li>• Increase mode share of active travel modes for local journeys of under 5 miles</li></ul>

# Next Steps

The table below sets out an indicative timetable of upcoming activity:

Indicative Month(s)	Activity
February 2021	Conclude scenario testing
February – March 2021	Define strategic delivery plan to achieve our transport outcomes
February – March 2021	Develop our prioritisation framework for transport measures
February – June 2021	Complete Integrated Sustainability Appraisal
March – April 2021	Agree transport priorities to achieve our outcomes
May – June 2021	Produce draft Transport Strategy (for early partner review)
Summer/Autumn 2021	<b>Public consultation on draft Transport Strategy and Integrated Sustainability Appraisal</b>

