



Transport East

Transport East

Levelling Up Rural & Coastal communities

December 2020

House Keeping

Please follow us on social media:

Twitter **@TransportEast**

LinkedIn **Transport East**



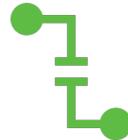
Questions

There will be an opportunity to ask questions after the speaker presents and in the breakout rooms.



Raised hand

Please raise your hand if you wish to ask a question and a member of the team will unmute you.



Technical issue

If you have a technical issue, please ask this directly to Transport East (Host) in the chat function and our team will support you.





Transport East

Andrew Summers

Strategic Director

Transport East: An introduction

- Seven STBs cover all of England (not London)
- Cities and Local Govt Devolution Act (2016)
- *Transport East* formed in 2018 covering Norfolk, Suffolk, Essex, Thurrock and Southend:
 - Five transport authorities
 - 24 district authorities
 - Two LEPs
 - Three Chambers of Commerce
 - Highways England
 - Network Rail
 - DfT (observer)

Sub-national Transport Bodies in England





Our role

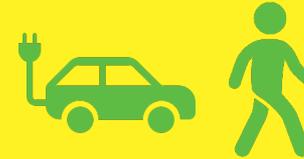
- Develop a transport strategy and priorities to secure investment
- Speak with one voice for our sub-national area on transport
- Champion our region
- Accelerate and improve delivery
- Work beyond boundaries, across the UK
- Provide economies of scale for our partners



Growing Influence

Over the last four months our partnership has focused on work programme, advocacy and communications:

- £425k secured from DfT for 2020/21 to initiate work programme
- Roundtable with DfT Minister, Baroness Vere
- Identified a programme of transport investment priorities across the partnership
- Recruitment of dedicated communications specialist
- Launch of communications strategy
- Initiated MP engagement programme



Transport Decarbonisation Report
Published evidence base and strategic recommendations



Investment and Delivery Plan
Programme of c.30 strategic transport projects across our sub-national area



Comprehensive Spending Review
Case-making to government over autumn for increased investment



Transport Strategy

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

- ✓ Local and national outcomes
- ✓ Robust 'government-compliant' evidence base
- ✓ A compelling case for transport investment in the East
- ✓ A framework to increase and accelerate transport investment and delivery in the East of England
- ✓ 'Lock-in' to HE, NR and DfT funding



April 2020

Strategic Director in post
100-day plan launched



Summer 2020

DfT funding secured for 2020/21



September 2020

Staff recruitment completed
Outputs agreed with DfT



October 2020

Procurement completed for Transport Strategy

- Technical: Jacobs
- Engagement: Copper



November 2020

Transport Strategy development underway



Summer 2021

Draft Transport Strategy for public consultation



Our commitment to engagement



1 Nov - Jan 2 Dec - Feb 3 March onwards Summer

Non-transport outcomes Evidence base

Future scenarios Transport outcomes Delivery approach

Prioritised measures



121s Testing future scenarios and informing transport outcomes

Presentations

Sharing and validating our initial findings with partners

Workshops

Testing future scenarios and informing transport outcomes

Workshops

Presenting and refining our Transport Strategy based on input from stakeholders

Online survey

Public engagement to understand current and future transport requirements and shape priorities

Advocacy

Working with stakeholders to build support for projects in Investment and Delivery Plan

Speaking with one voice

Embedding the Transport Strategy in partners' plans and speaking with one voice on funding opportunities

Workshops

Exploring key themes with specialist stakeholders





Transport East

Charles Freeman

Jacobs

1. Our Approach to Delivering the Strategy



Breaking Down the Strategy into key parts

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



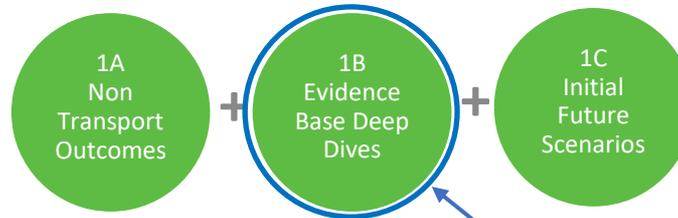
Stage 2

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

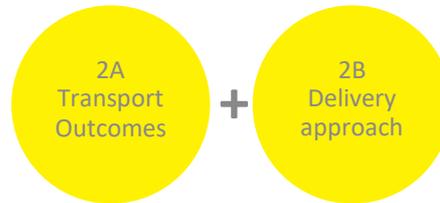


Stage 3

“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”



Where we are now



2. Non Transport Outcomes – Methodology



Methodology for Stage 1A

The Approach we used to identify the Non-Transport Outcomes

	Key Activities
Desktop Review	Identify and Review Existing Themes and Outcomes from Local, Regional and National Policies and Strategies
Analysis	A policy sense check followed by review of key themes and challenges
Extensive Engagement	Discussion of analysis in a constructive and open manner with key partners
Consensus	Agreement of a set of emerging outcomes through an iterative process



Important Themes Identified at all levels

- Homes, Communities and Employment Growth
- Promoting a Diverse economy
- Climate change mitigation / adaptation including decarbonisation
- Environmental protection / Enhancement
- Digital Connectivity of goods and services
- Energy: supporting alternatively fuelled solutions
- Healthy Lifestyles
- Locally identified priorities e.g. local growth
- Education and Skills Retention



3. Non Transport Outcomes



Transport East Regional Key Themes

Over the next 30 years, we want to transform our transport connections to help drive long term economic growth.



Global Gateways

Better connected ports and airports to help UK businesses thrive and boost the nation's economy through greater access to international markets and facilitates Foreign Direct Investment.

Multi-Centred Connectivity

Enhanced links between our fastest growing places and business clusters; enabling the area to function as a coherent economy and improving productivity.

Energised Coastal/Rural Communities

A reinvented, sustainable coast for the 21st century which delivers on our ambition to become the UK's foremost all-energy coast, as well as a competitive visitor offer.

Decarbonisation

Enhancing a rich, natural endowment in wind power, a vibrant logistics and freight market, a strong maritime economy, and a largely rural geography with ample green space



Transport East Enabling the Non-Transport Outcomes

Draft Non-Transport Outcomes

Promoting and supporting a **productive and diverse economy** - highlighting the sub regions role as a place to work, do business and transport goods efficiently, to drive up regional productivity and contribute to the wider UK economy

Protecting and enhancing the **built and natural environment** - ensuring the region retains and enhances its varied and important landscape, heritage and biodiversity features

Focussing on **locally important growth areas** (rural, urban, and coastal) ensuring they grow sustainably and provide high quality, distinctive places to live, work and visit

Promoting **active and healthy** lifestyles

Supporting the **energy** sector, in particular, off-shore wind, renewables, nuclear, alternative fuels and electrification

Supporting **skills attainment, retention and social inclusion** across the region with accessibility to education, training and employment opportunities e.g. through 'travel to learn' facilities

Addressing the causes and impacts of **climatic change**

Transport East Key Themes

Global Gateways

Multi-Centred Connectivity

Energised Coastal and Rural Communities

Decarbonisation





Questions



4. Levelling Up Rural and Coastal communities “deep dive” findings



Purpose of this Deep Dive Review

- Define the baseline for transport in rural and coastal communities and the potential for change
- What role can transport play in “levelling up”, particularly in re-energising our coastal and supporting our rural communities?
- How can it help achieve our non-transport outcomes?
- Provide insightful evidence to strengthen the East’s case for investment



What does Levelling Up Mean?

- “More equitable investment in services across the country, in order to deliver better economic and social opportunities for all parts of the population” (ICE discussion paper, July 2020)
- Need to address “the interlocking issues of productivity, skills and place” Andy Haldane, Chief Economist, Bank of England, February 2020)
- Different parts of the country perform differently across multiple economic and social indicators. For many measures inequalities within regions are sharper than between regions.
- And it is “Not just about individual places but also about the people within them” (Neil O’Brien MP, 2020)
- It follows that levelling up needs a well-rounded consideration of a range of individual level metrics – as economic growth through higher productivity and earnings doesn’t necessarily translate into more affordable housing, or improved quality of life indicators



Data for this deep dive review

- Leading Indicators of Performance
 - Department of Business, Energy, Industrial Strategy – Carbon Emissions
 - Ofcom – Broadband Speeds
 - Electric Vehicle Charging Points
 - Office of National Statistics (ONS) – Coronavirus and Potential for Home Working analysis
 - Department for Transport – Public Transport and Walk Journey time statistics to key services
 - Active Lives Survey – Physical Activity
- Lagging Indicators of Performance
 - Index of Multiple Deprivation – Various Datasets
 - ONS data on productivity and business health
 - ONS data on Housing Affordability – House Prices and Rental Prices
- Industry and newspaper literature



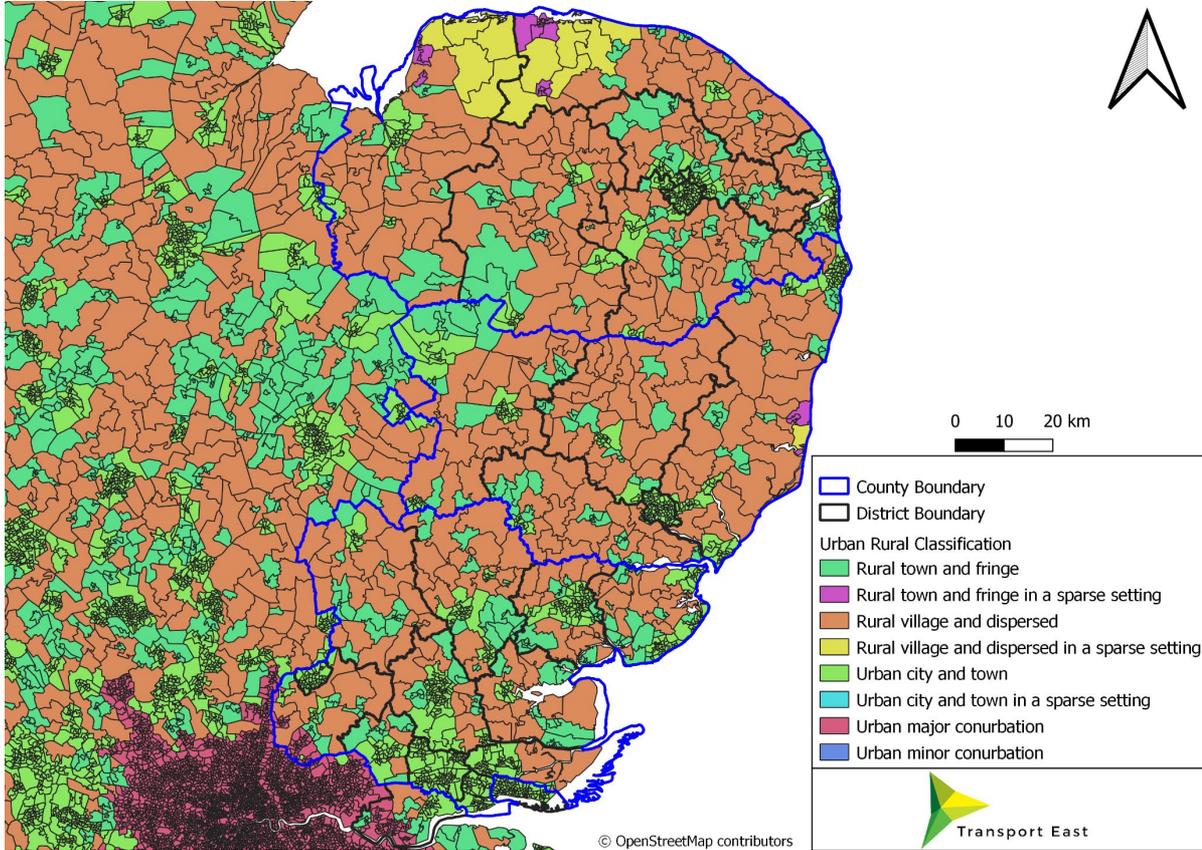
Methodology

- Reviewed data indicators for each of the non transport outcomes
- Mapped these data indicators for the Transport East geography
- Used the mapping to develop colour-coded dashboards for different categories of rural and coastal communities to help ascertain key trends and issues for 44 coastal communities from King's Lynn to Purfleet-on-Thames and 109 rural towns* from Clenchwarton in Norfolk to Horndon-on-the-Hill in Thurrock
- Cross tabulation data analysis to explore relationships between levelling up indicators
- This workshop provides an opportunity to hear about the issues and opportunities associated with rural and coastal case studies in your area, and how transport or other means can help different parts of the community to 'level up'
- Specific community case studies will then be developed further to explore issues and opportunities in more detail

* Classified by the Office of National Statistics as 'rural town with fringe'. In some cases these may be seen by the community as a large village



Urban / Rural Classification



Coastal and Rural Challenges and Opportunities



Picture of the region (the coast)

- The East Anglian coastline represents a significant asset that is worth considering in its own right.
- **Tourism** - The 490 mile coastline of Suffolk, Norfolk and Essex are traditional holiday destinations in England with a number of popular seaside resorts such as Great Yarmouth, Lowestoft, Cromer, Hunstanton, Clacton-on-Sea and Southend-on-Sea.
- This is supplemented by a series of smaller coastal towns and villages catering for weeklong, weekend breaks and day trips with a varied range of food and drink, cultural, leisure and natural environment assets, with second homes prevalent in some areas such as East Suffolk.
- **Logistics** - Furthermore, in the ports of Felixstowe, Harwich, Tilbury and London Gateway the East of England has some of the most significant trade and logistics assets in the country.
- **Energy** - The Energy Sector is one of the region's most productive sectors. The East of England has major energy generation capabilities, with a unique mix of solar, wind power, nuclear and gas assets, with over 50 years' experience originating from the exploration of North Sea oil and gas, and development of nuclear plants at Sizewell and Bradwell in the 1960s.



Picture of the region (countryside)

- **Tourism** - The region's historic market towns and villages, the Broads National Park and areas of outstanding natural beauty (e.g. Stour Valley) cater for a range of leisure and tourist activity with a varied range of food and drink, cultural, leisure and natural environment assets, with second homes prevalent in some areas such as North Norfolk.
- **Agriculture** - The extent and quality of the region's farmland is another asset, with the highest share and largest arable area among English regions. Combined with the region's agri-technological and scientific expertise, this has evolved into a significant asset, that can play a major role in the future as increasing focus is placed on the production of high-quality, healthy, ethical and sustainable food.
- **Technology** - With the long-term trend in digital technology uptake, some of the fastest growing sectors in rural areas are professional services and IT, as knowledge workers choose to work from home or from small cost-effective office space, and interact with their clients remotely. For example, in the Greater Norwich outer hinterland, the *information & communication* and *professional, scientific & technical activities* sectors were the first and third fastest-growing in the area over the 2009-17 period, with employment growth exceeding 30%.
- **Commuter zones** - Historically areas to the south and west of the region with good rail or road links have formed part of the London commuter zone, with similar commuter zones found in the hinterland of the region's main urban areas and Cambridge



Coastal vs Rural Deprivation

- Coastal communities are generally more deprived than the national average across multiple metrics
- Rural towns perform relatively well against the national picture in terms of most deprivation parameters (e.g. income, employment, health), with greatest concern education and to a lesser extent housing

Rural							Coastal									
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	Place	Environment	IMD Housing	IMD Education	IMD Income	IMD Employment	Active and Healthy		Place	Environment	IMD Housing	IMD Education	IMD Income	IMD Employment	Active and Healthy	
	Clenchwarton								Kings Lynn							
	Dersingham								Heacham							
	Southgate								Hunstanton							
	Watlington								Wells Next the Sea							
	Setchey								Blakeney							
	Paltwell								Sheringham							
	Mundford								Cromer							
	Weeting								Overstrand							
	Croxton								Mundesley							
	Watton								Winterton on Sea							
	East Harling								Hemsby							
	Swaffham								Caister on Sea							
	Necton								Great Yarmouth							
	Shipdham								Gorleston on Sea							
	Mattishall								Hopton on Sea							
	Holt								Lowestoft							
	Briston								Kessingland							
	Stalham								Southwold							
	Alysham								Aldeburgh							
	Cawston								Felixstowe							
	Reepham								Manningtree							
	Horsford								Mistley							
	Spixworth								Harwich							
	Rackheath								Walton on The Naze							
	Wroxham								Pripton on Sea							
	Acte								Holland on Sea							
	Lingwood								Clacton on Sea							
	Brundhall								Jaywick							
	Belton								Brightlingsea							
	Hethersett								West Mersea							
	Mulbarton								Tollesbury							
	Swainsthorpe								Maldon							
	Poringland								Maylandsea							
	Loddon								Burnham on Crouch							
	Ditchingham								Shoeburyness							
	Long Stratton								Thorpe Bay							

Extract of Dashboard

Key relative to England



Productivity

- Districts such as Broadland, West Suffolk, Babergh, Braintree, Brentwood and Epping Forest have some of the most productive economies in the East based on GVA by hours worked
- Coastal districts are less productive than the national average based on GVA by hours worked
- Thurrock is the most productive coastal local authority in spite of relative deprivation
- Coastal rural districts such as North Norfolk, Tendring and Maldon are some of the least productive in England

	GVA per Hour Worked	LA Ranking in England (excl London)
Brentwood	£48.0	Top 20%
Epping Forest	£43.6	Top 20%
Basildon	£39.5	Top 20%
Broadland	£37.3	Top 20%
Braintree	£35.7	Top 40%
England (incl London)	£35.6	
West Suffolk	£35.4	Top 40%
Thurrock	£34.3	Top 40%
Harlow	£32.8	Top 40%
Babergh	£32.3	Top 40%
North Norfolk	£26.8	Bottom 20%
Castle Point	£25.9	Bottom 20%
Maldon	£25.9	Bottom 20%
Tendring	£25.7	Bottom 20%
Southend-on-Sea	£25.5	Bottom 20%



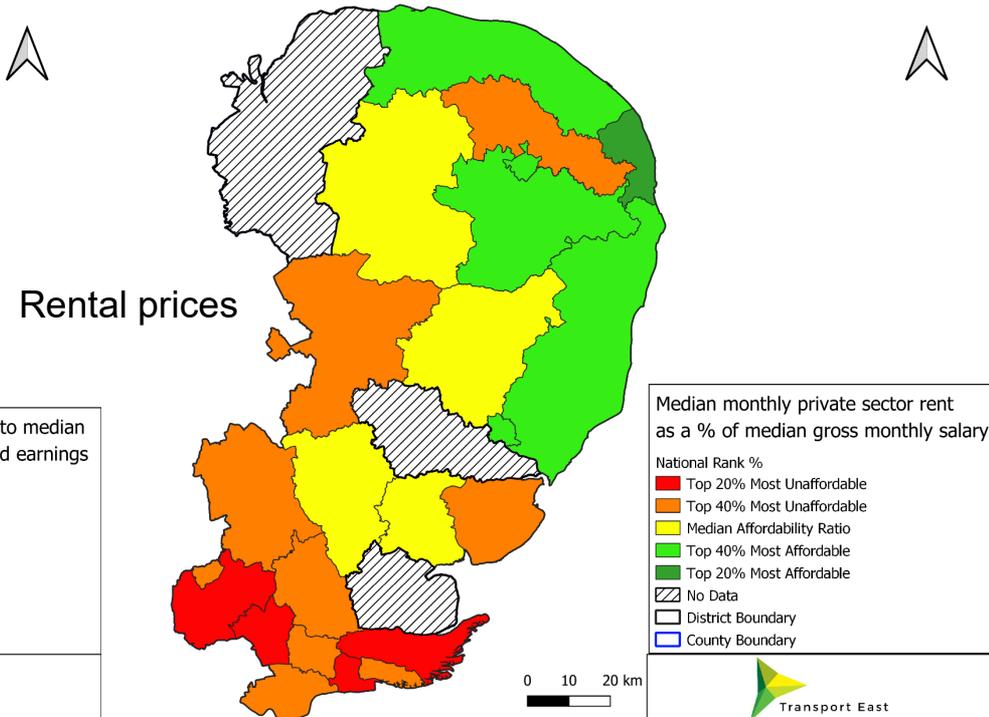
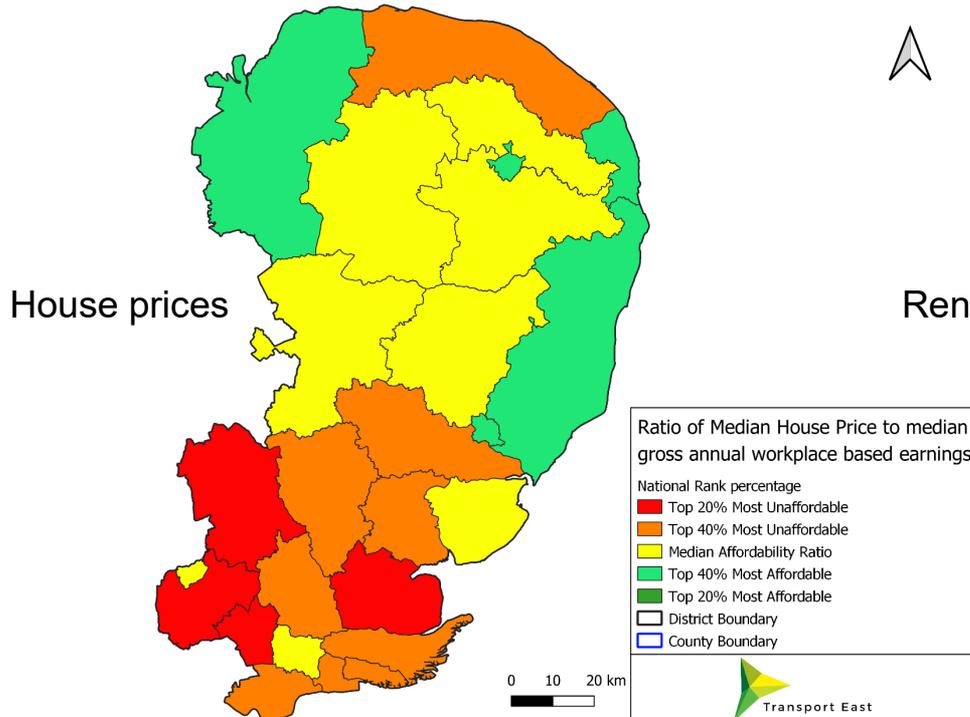
Energy Industry

- **The region's port and airports are crucial to success of energy sector**
- Norwich Airport is a hub for the Southern North Sea Offshore industries in the oil and gas and windfarm technology sectors with over 107,000 passengers p.a to/from offshore gas platforms.
- Great Yarmouth, Lowestoft and Harwich ports are vitally important for the commissioning, servicing and decommissioning activities for offshore energy.
- The Great Yarmouth & Lowestoft Enterprise Zone covers 6 sites. It is strategically placed to capture billions of pounds of investment in the region's energy sector and supply chain over the next two decades.
- The North Essex Energy Group has been set up to identify opportunities in the energy sector for North Essex, focussed on Harwich's track record in servicing the offshore sector.
- The sector also drives **skills, research and creates valued expertise in supply chains** – creating a wider centre of excellence.
- Links to leading university and private research organisations including the University of East Anglia, University of Cambridge, the Centre for Environment, Fisheries & Aquaculture Science (CEFAS) and The Welding Institute (TWI).
- ScottishPower has placed East Anglia at the centre of its ambitious skills strategy, engaging with more than 3,000 pupils – including sponsorship of ten engineering masters at the UEA – and an apprenticeship programme.
- **Challenge is to support this industry through investing in connectivity to customers, supply chain, collaborators and jobs.**



Affordability of Housing

- These maps show the affordability of housing to buy or rent for those on local incomes. Proximity and transport links to London and Cambridge have an impact on the west of Essex for example
- Local variation will exist within each LA area, in response to specific market drivers (e.g. second homes)



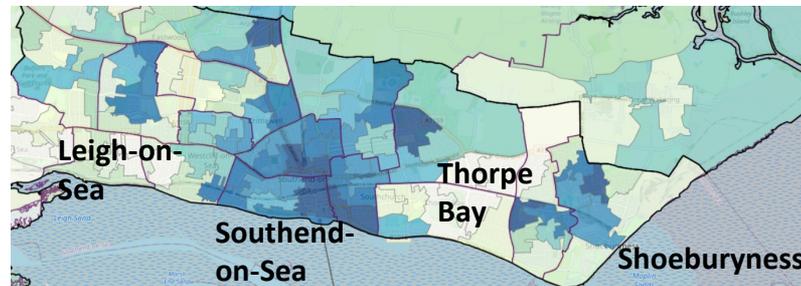
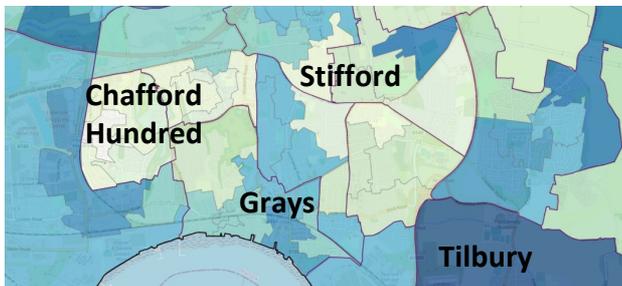
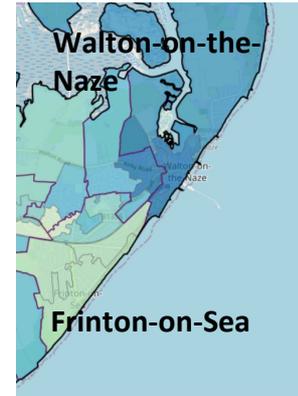
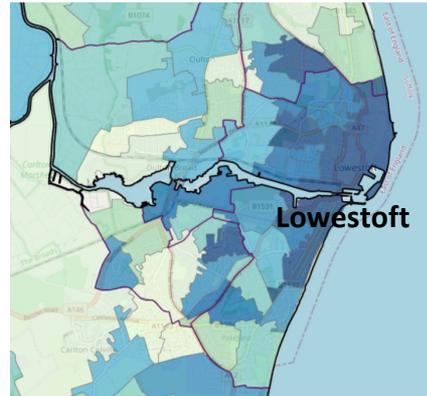
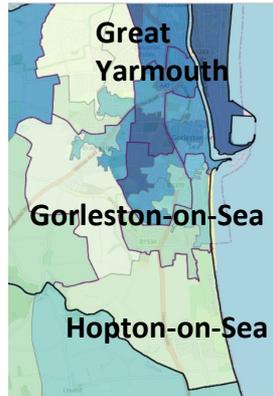
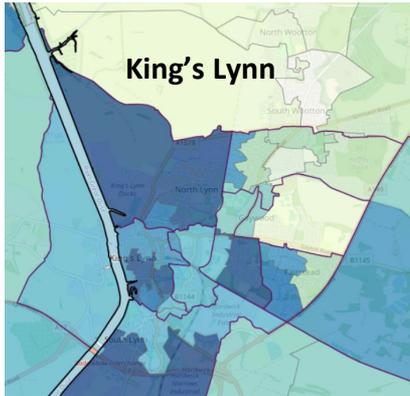
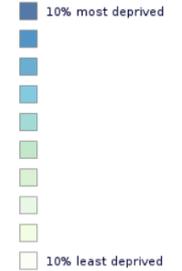
Unequal Coastal Communities

- Many coastal communities are very unequal, with relatively affluent neighbourhoods adjacent to some of the most deprived neighbourhoods despite similar access to key services by walk / public transport

Map legend

Map legend

Deciles of deprivation



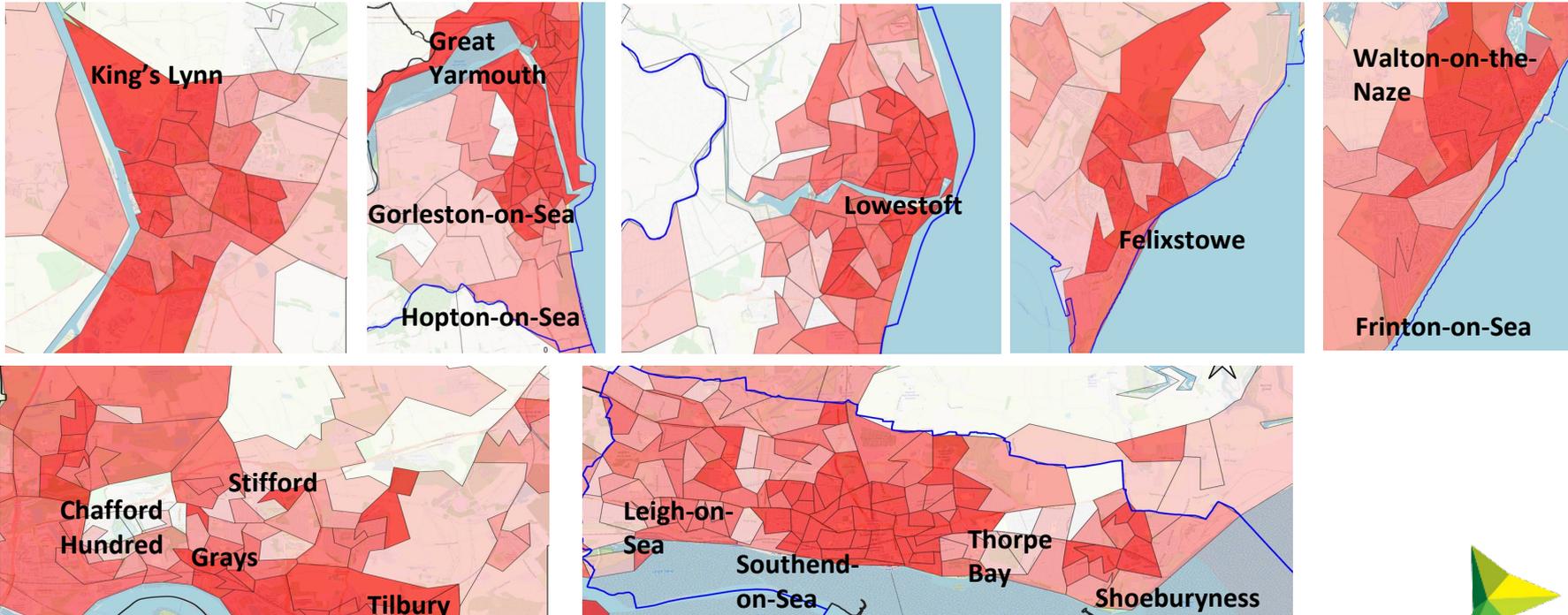
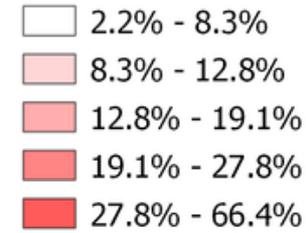
Index of Multiple Deprivation (all domains), 2019



Unequal Coastal Communities

- Deprivation is correlated quite closely with car / van ownership in most cases, suggesting that there is a need to decouple individual / community prosperity from car ownership

No Cars/Vans in the Household % (2011)

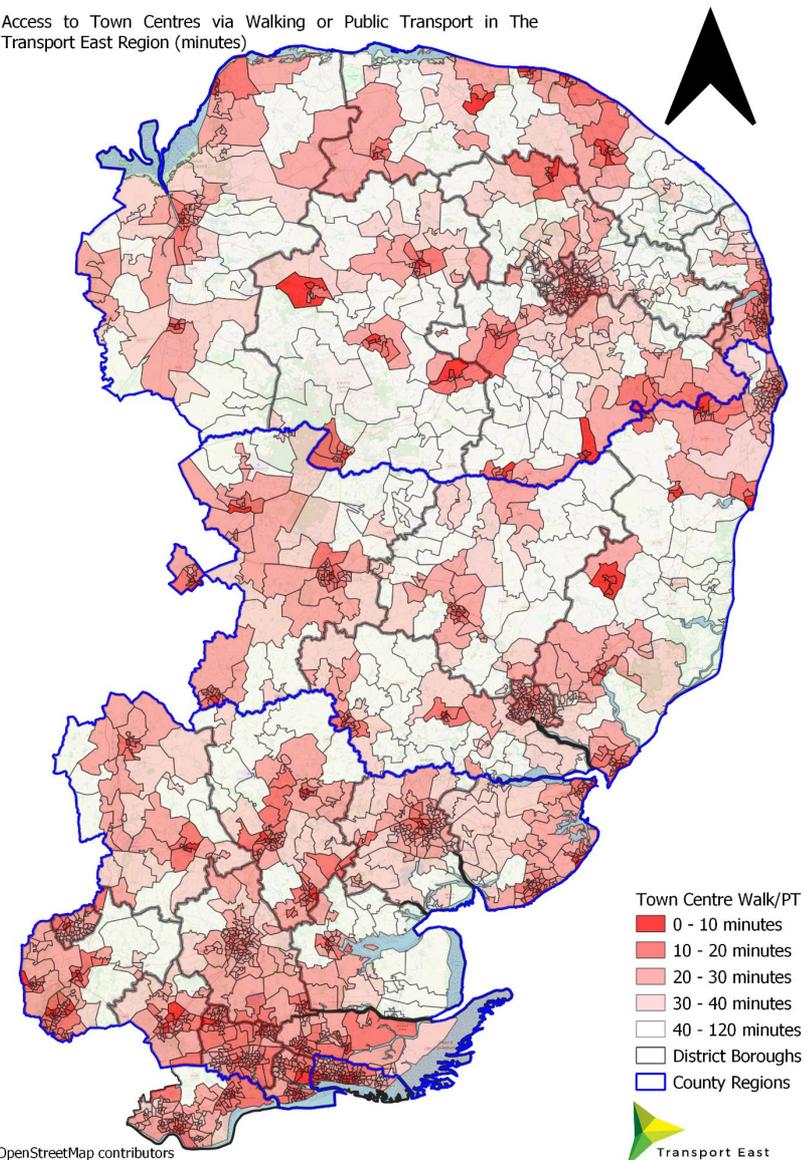


Households with no Cars/Vans, Car/Van Availability, Census, 2011



Access to town centres

- Only a minority of coastal and rural communities have good access to town centres by walk / public transport (PT)
- Population within 30 minutes of a town centre by walk / PT
 - **48% of TE's Rural Population**
 - Within the East varies between **36% for rural Norfolk** to **71% for rural Suffolk**
 - vs **53% rural England average**
- 48% of TE's Rural **65+** Population
- 50% of TE's Rural **14-19** Population



Access to employment centres

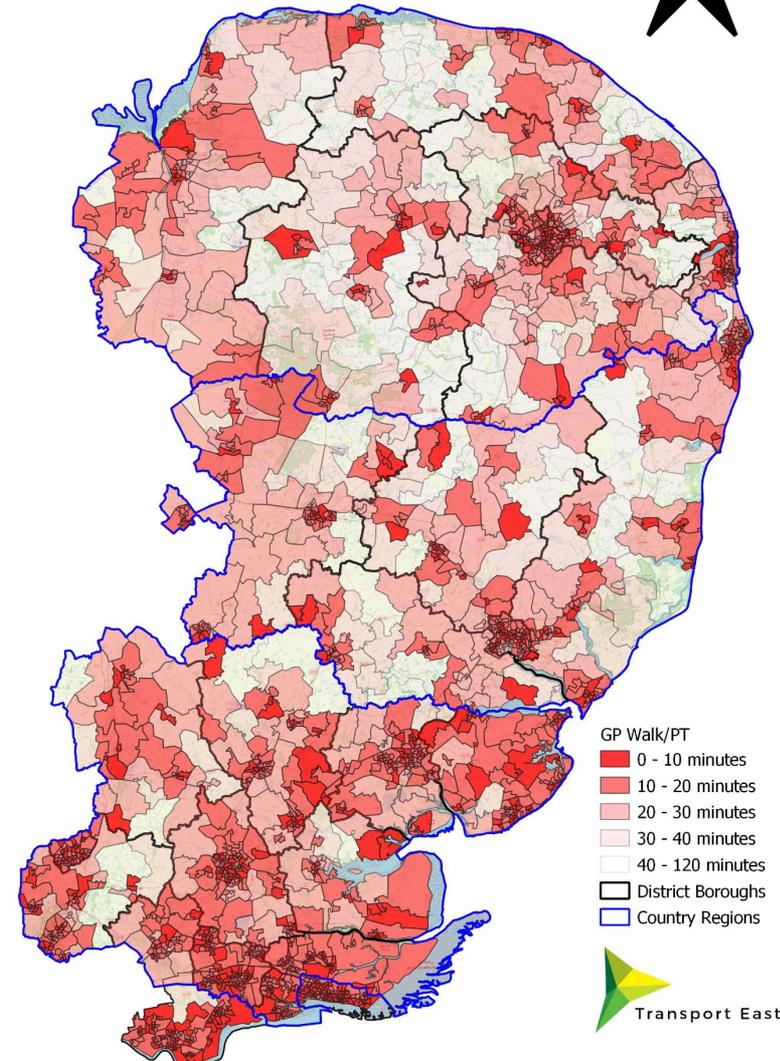
Journey time by walk/PT	Rural Thurrock	Rural Essex	Rural Norfolk	Rural Suffolk	Rural England
<15 minutes	59%	53%	46%	36%	52%
<30 minutes	94%	93%	87%	77%	84%

Classified as locations with over 100 jobs



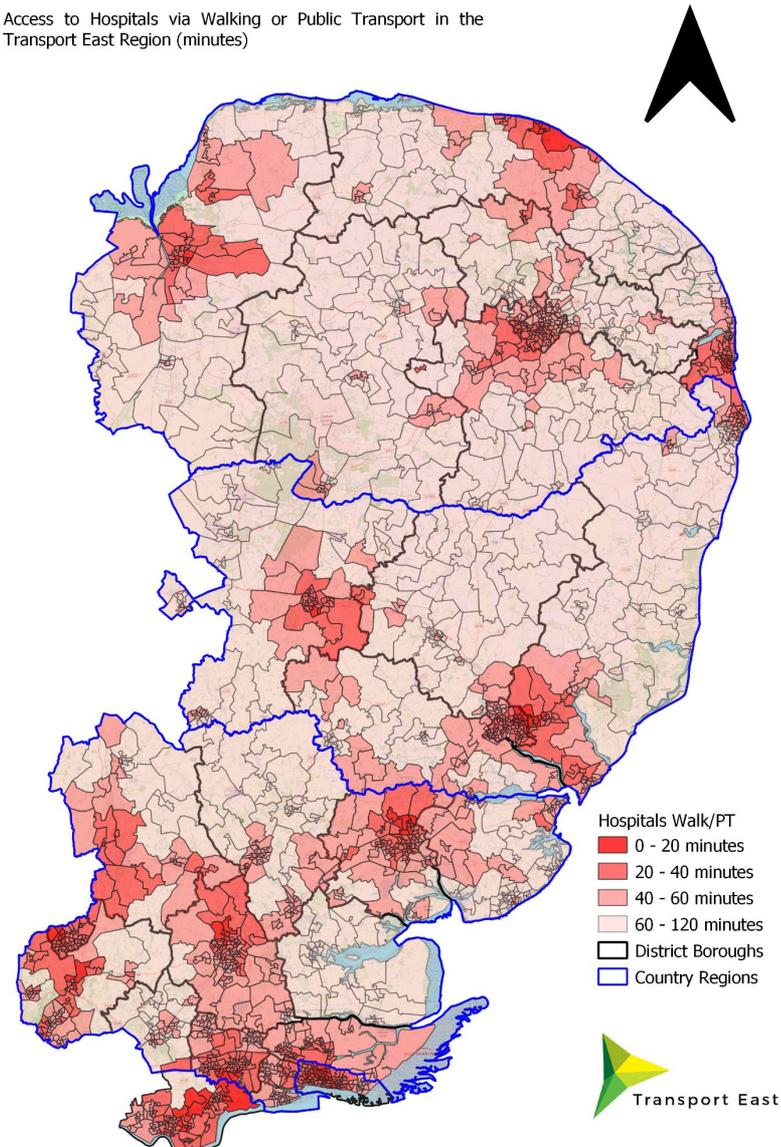
Access to GPs

- Access to GPs from rural communities by walk / public transport (PT) is worse than the national average
- 31% of TE's rural population within 15 minutes vs 36% for rural England
- Population within 30 minutes of GP by walk / PT
 - 76% of TE's rural population
 - 94% of rural Thurrock
 - 87% of rural Essex
 - 69% of rural Suffolk
 - 70% of rural Norfolk
 - vs 81% for rural England



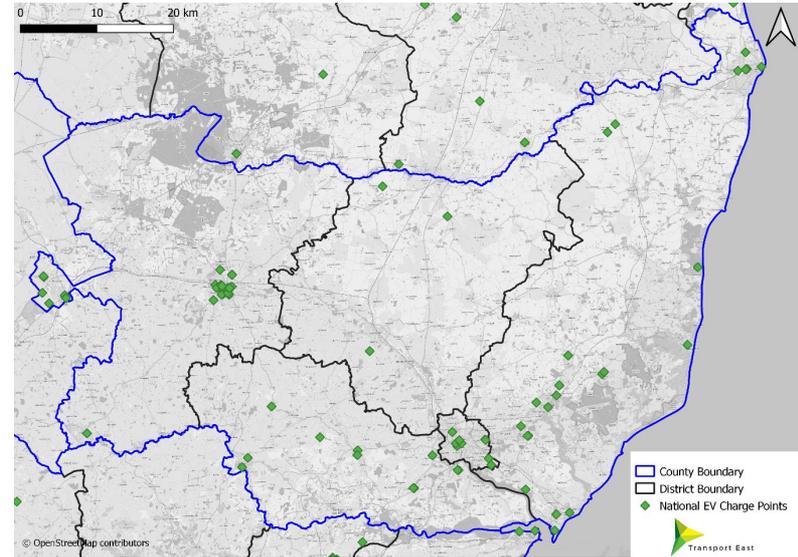
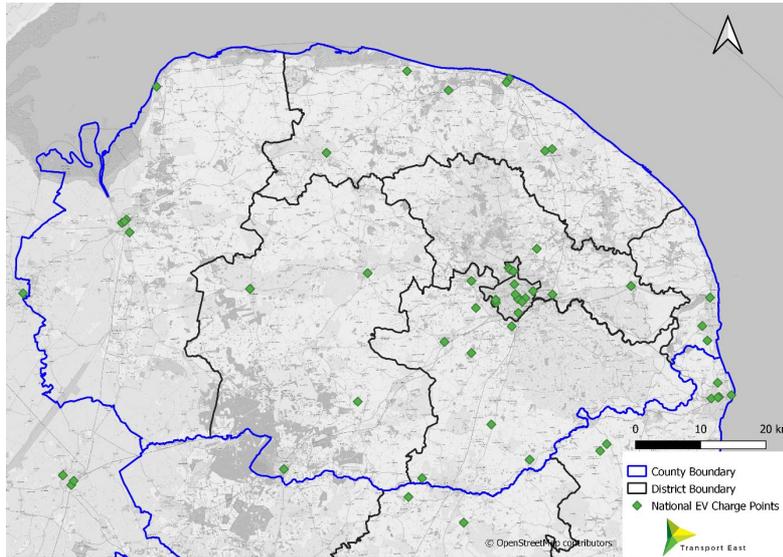
Access to hospitals

- Only a minority of coastal and rural communities have good access to their nearest hospital by walk/public transport
- Access for England's rural communities is already difficult, but this is considerably worse in the East and in particular Norfolk
- Population within 60 minutes of a hospital by PT
 - **47% of TE's Rural Population**
 - **45% of TE's 65+ Rural Population**
 - **35% of Norfolk's Rural Population**
- Within Essex and Suffolk, access for rural 65+ population is more difficult (49-50%) than their rural population as a whole (53-54%)
- The **average for Rural England is 57%** compared to 94% for Urban England



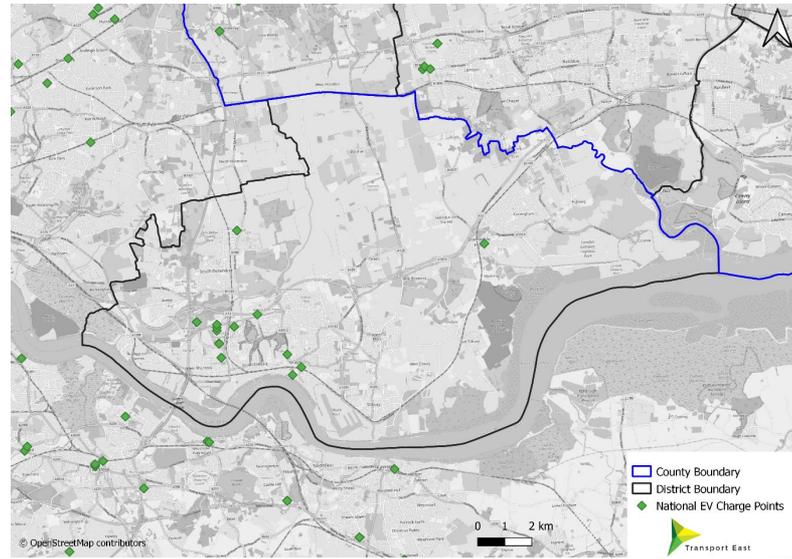
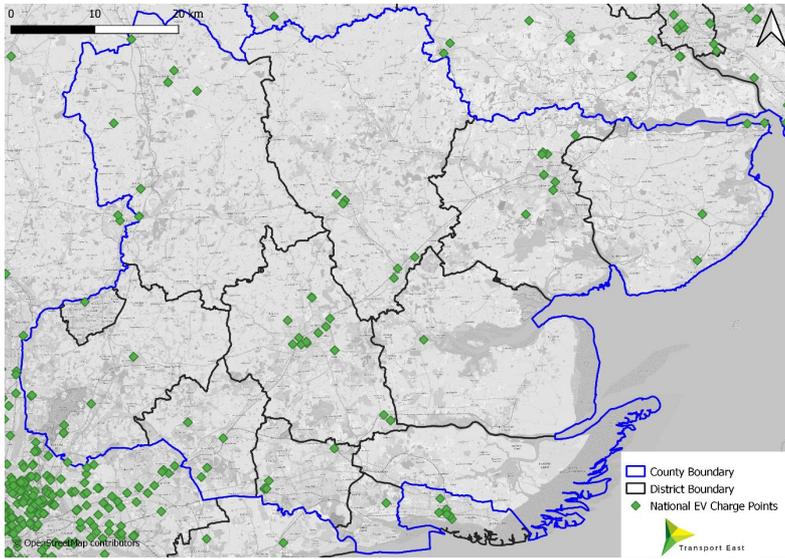
Electric Vehicles

- Most rural and coastal towns are currently electric vehicle charging ‘deserts’ unless the homeowner makes their own provision
- Public access generally limited to the **largest communities and the locations close to the ‘A’ road network**, presenting a barrier to decarbonisation of transport



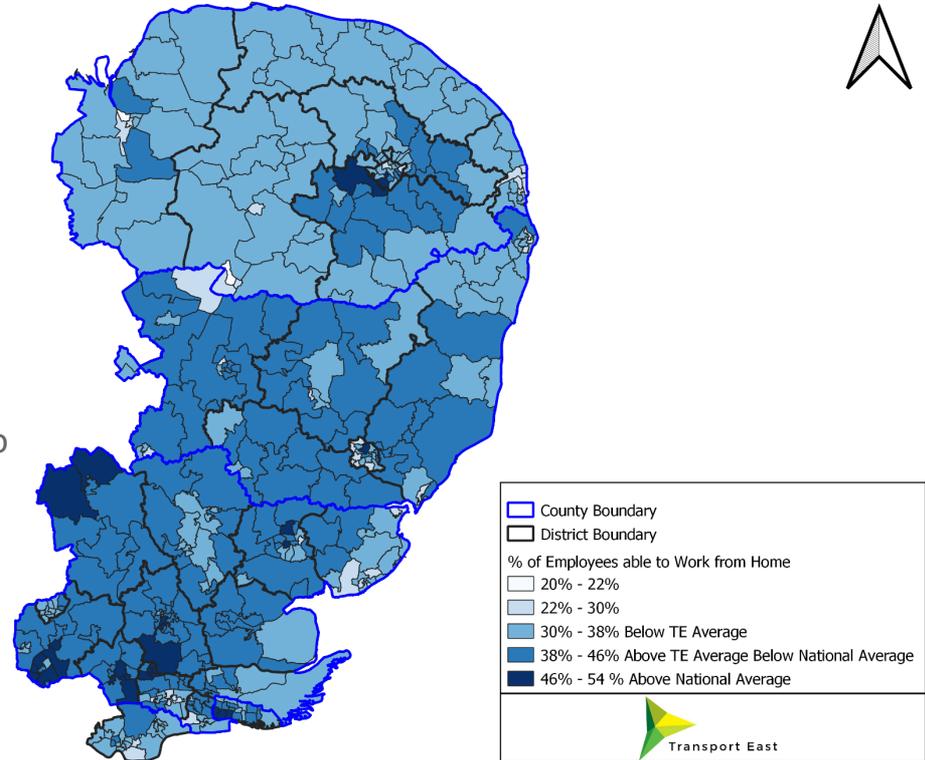
Electric Vehicles

- Most rural and coastal towns are currently electric vehicle charging ‘deserts’ unless the homeowner makes their own provision
- Public access generally limited to the largest communities and the locations close to the ‘A’ road network, presenting a barrier to decarbonisation of transport



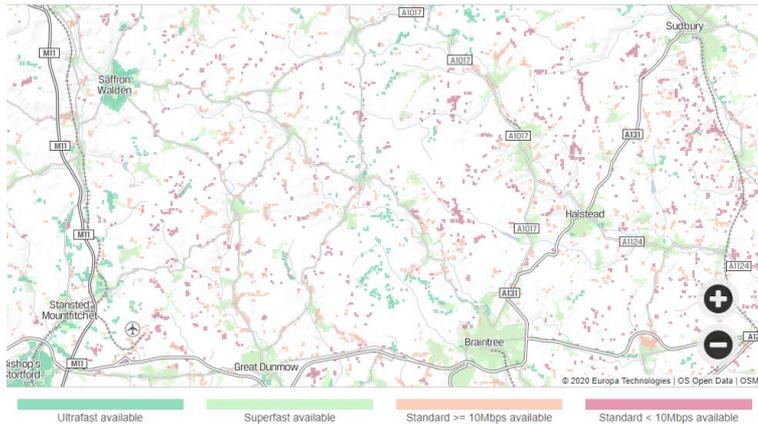
Potential to Work from Home

- Potential depends on **type of job, space, family situation** (i.e. how many working from home), **broadband connectivity**.
- We have used data analysis from ONS on the impact of Coronavirus on home working, alongside data on resident's occupations to calculate locations with greatest potential for home working.
- Coastal communities with highest percentage of its current resident population with occupations able to work from home include Southend-on-Sea urban area, Burnham-on-Crouch, Maldon, West Mersea, Manningtree and much of East Suffolk.
- The **majority of rural Essex and Suffolk** are resident to people with occupations with strong potential for home working (38-46% of the workforce).
- Similar potential in Norfolk is largely **limited to the areas of South Norfolk and Broadland** districts bordering **Norwich**.



Potential to Work from Home 2

- The majority of homes in the coastal communities analysed have access to a **minimum superfast broadband**, with ultrafast available in Great Yarmouth and Southend-on-Sea
- Only 10 of the 109 larger rural communities have access to ultrafast broadband, with all but 2 of the remainder having a superfast option
- **Coverage low spots** are more prevalent in **more sparsely populated rural communities** and farms outside of the larger villages and market towns in the region



Superfast > 24Mbps, Ultrafast > 100Mbps



Source: Ofcom Checker, 7 December 2020



What's Transport's role in this?



Transport's role in the least deprived coastal places

- Least deprived coastal communities fit into the following broad groups:
 - Places such as Leigh on Sea and Thorpe Bay with **frequent, relatively affordable rail links to London** of circa 1 hour, with residents with strong education and skills attainment
 - Smaller towns with a **niche tourism / cultural offering in spite of relative remoteness** from key transport links (e.g. Aldeburgh, West Mersea)
 - Hybrids** of the above (e.g. Burnham-on-Crouch, Manningtree).

Place	IMD Living Environment	IMD Housing	IMD Education	IMD Income	IMD Employment	IMD Health
Hopton-on-Sea	Green	Green	Yellow	Yellow	Yellow	Yellow
Aldeburgh	Red	Green	Orange	Green	Green	Green
Manningtree	Green	Yellow	Yellow	Yellow	Yellow	Yellow
West Mersea	Green	Green	Yellow	Green	Green	Yellow
Tollesbury	Red	Green	Yellow	Green	Green	Green
Maldon	Yellow	Yellow	Orange	Yellow	Yellow	Yellow
Maylandsea	Green	Green	Orange	Green	Green	Green
Burnham-on-Crouch	Yellow	Green	Yellow	Yellow	Yellow	Green
Thorpe Bay	Green	Green	Green	Green	Yellow	Green
Leigh on Sea	Orange	Green	Green	Green	Green	Green

Key relative to England

Most Deprived

Orange

Yellow

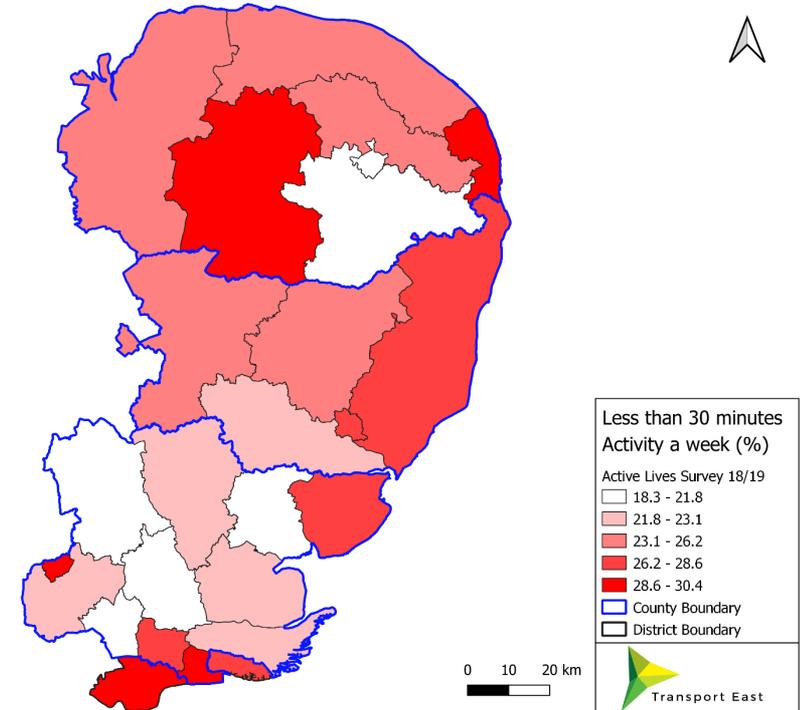
Green

Least Deprived



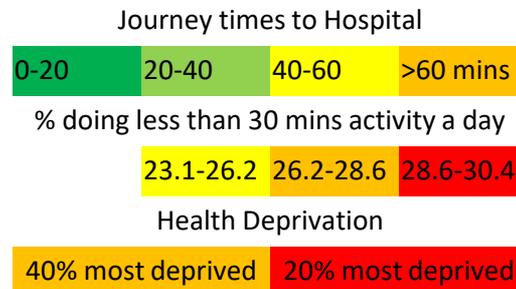
Active Lifestyles and Health

- Coastal districts with significant urban centres experience the greatest levels of physical inactivity.
- Ongoing investment in the England Coast Path National Trail alongside the existing wealth of public rights of way, country parks, areas of outstanding natural beauty and the Broads National Park provides a great opportunity to encourage healthy and active lifestyles, but these need to be accessible to all.



Active Lifestyles and Health

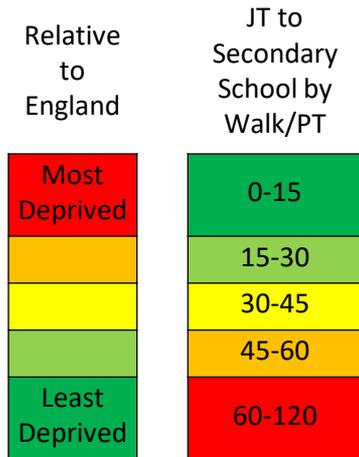
- Poor access to health services by public transport in rural and coastal communities has been identified, and is an issue in some locations with poor health.
- Active lifestyles are more likely to be an indicator of a healthy community (Index of Multiple Deprivation) than good access to GPs and Hospitals.
- Supports investment to encourage walking and cycling.



Place	JT to Hospital	Inactivity	IMD Health
Kings Lynn			
Hunstanton			
Cromer			
Mundesley			
Winterton on Sea			
Caister on Sea			
Great Yarmouth			
Gorleston on Sea			
Lowestoft			
Kessingland			
Mistley			
Harwich			
Walton on The Naze			
Clacton on Sea			
Jaywick			
Shoeburyness			
Southend on Sea			
Tilbury			
Clenchwarton			
Dersingham			
Feltwell			
Belton			
Brandon			
Halesworth			
St Osyth			
Elmstead Market			

Access to Education

- Vast majority of the least deprived rural communities in terms of education have **good access to secondary education** (within 30 minutes) by walk/public transport.
- But, good transport to secondary schools is **not a guarantee of low educational deprivation**, as some coastal communities demonstrate.



Place	JT Secondary Ed	IMD Education
Kings Lynn	Green	Red
Hunstanton	Green	Red
Great Yarmouth	Light Green	Red
Lowestoft	Light Green	Red
Harwich	Green	Red
Walton on The Naze	Green	Red
Clacton on Sea	Green	Red
Jaywick	Yellow	Red
Southend on Sea	Green	Red
Canvey Island	Green	Red
Tilbury	Green	Red

Place	JT Secondary Ed	IMD Education
Watton	Green	Green
Reepham	Green	Light Green
Brundhall	Yellow	Light Green
Mulbarton	Light Green	Light Green
Poringland	Green	Light Green
Ixworth	Light Green	Light Green
Elmswell	Light Green	Light Green
Debenham	Green	Light Green
Great Blakenham	Light Green	Light Green
Framlingham	Green	Light Green
Long Melford	Light Green	Light Green
Lavenham	Yellow	Light Green
Capel St Mary	Light Green	Light Green
Thorpe Le Soken	Light Green	Light Green
Wivenhoe	Light Green	Green
Layer de la Haye	Yellow	Light Green
West Bergholt	Light Green	Green
Steeple Bumpstead	Orange	Light Green
Kelvedon	Light Green	Light Green
Stansted Mountfitchet	Light Green	Light Green
Great Dunmow	Light Green	Light Green
Newport	Green	Light Green
Elsenham	Light Green	Light Green
Great Chesterford	Light Green	Light Green
Wickham Bishops	Light Green	Green
Writtle	Green	Light Green
Danbury	Light Green	Light Green
Theydon Bois	Light Green	Light Green
Ingatestone	Green	Light Green

What is the role of transport? (1 of 2)

Theme	Role of transport
Productive / diverse economy	<ul style="list-style-type: none">▪ Rural districts close to London, Cambridge and the east's major centres and transport arteries are the most productive, in the top 40% nationally.▪ Many coastal rural districts are generally the least productive, in the bottom 20% nationally, even those with international gateways such as Harwich and Southend.
Locally important growth / Built and natural environment	<ul style="list-style-type: none">▪ Most communities with strong potential for residents to work from home (WFH) already have good transport links to locations with highly skilled jobs, as well as access to superfast broadband.▪ The quality of place, natural environment and the wider cultural offer is also important. Its a reason why some places with inferior transport are still relatively successful places across many metrics.▪ Focused investment in improving the quality of place, alongside good access to the East's main urban areas, London and international gateways, would allow more areas to become attractive propositions to "1-2 day a week" commuters.▪ Place-based, transport and digital infrastructure can have a range of direct and indirect impacts, from boosting local service demand via encouraging tourism and WFH relocations, to providing greater access for coastal residents to employment opportunities.
Active and healthy lifestyles	<ul style="list-style-type: none">▪ Active lifestyles are more likely to be an indicator of a healthy community than good access to GPs and Hospitals, supporting investment to encourage walking and cycling.▪ Access to healthcare is very important for individual health and wellbeing. Across rural communities in the East this is significantly inferior than the rural England average.

What is the role of transport? (2 of 2)

Theme	Role of transport
Supporting the energy sector	<ul style="list-style-type: none">▪ Sustainable and inclusive connectivity to peripherally located potential and future energy assets (e.g. Bacton, Sizewell, Bradwell, offshore wind service bases) for workers, customers, collaborators and supply chains to maximise the potential to the region.▪ Efficient access to international gateways responsible for offshore energy servicing.▪ Minimising the construction impacts on communities and the environment through logistics and construction strategies.
Skills and social inclusion	<ul style="list-style-type: none">▪ The vast majority of least deprived rural communities have good access to secondary education (within 30 minutes) by walk/public transport, but good transport to secondary schools is not a guarantee of low educational deprivation, as many coastal communities demonstrate.▪ Need to decouple the prosperity of individuals and communities from the overreliance of car ownership. In rural Suffolk, access to employment centres is markedly inferior to the rural England average.▪ Targeted combination of local transport and digital infrastructure can improve the attractiveness of place and assist in the retention of skilled graduates and school leavers in rural and coastal communities, allowing residents to take part more easily in the local economy. Broadband speeds are low in the more sparsely populated rural areas of the region.
Pollution / Decarbonisation	<ul style="list-style-type: none">▪ Over half of coastal communities are in the 40% most deprived communities in terms of living environment, partly because of the impacts of transport related air and noise pollution.▪ Much of the East's rural and coastal communities are currently 'EV Charging Deserts', providing a barrier to transition to affordable sustainable / zero carbon transport.

Break Out Sessions

1. Coastal-key questions:
 - a. Do you think we have identified the right challenges and issues? If not, what have we missed?
 - b. Based on what would you have heard what would you define as levelling up?
 - c. How do you see the strategy assisting with levelling up coastal areas?

2. Rural
 - a. Do you think we have identified the right challenges and issues? If not, what have we missed?
 - b. Based on what would you have heard what would you define as levelling up?
 - c. How do you see the strategy assisting with levelling up rural areas?





Feedback session

A representative from each breakout room to briefly summarise the key themes and discussion points covered within their breakout room



5. Next Steps



Next Steps in the Strategy

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



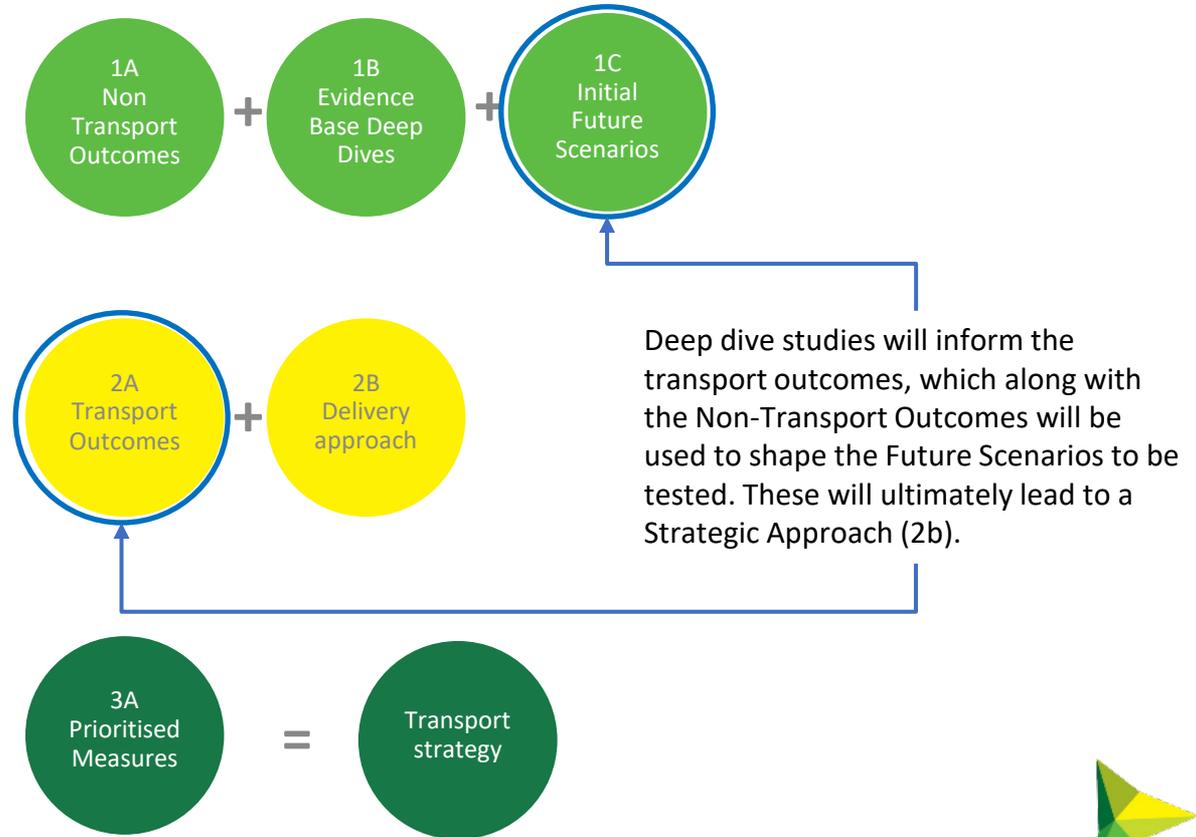
Stage 2

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”



Engagement activity platform



[Answer our survey](#) [Read our FAQs](#) [Get in touch](#) [Sign-up for updates](#)

Please take a few minutes to complete our short questionnaire

Your feedback will help us identify the region's priorities, informing the ways we travel and transport goods to support these goals.

When you have completed your answers, please press 'Submit' at the bottom of the survey. Do not refresh or close this web page before submitting your answers.

Before the impact of COVID-19, which main method of transport did you rely on for the following activities?

Getting to / from work (Please choose from the list) ▼

Doing your job (Please choose from the list) ▼

Getting to (or taking a family member) school or college (Please choose from the list) ▼

Visiting friends / family (Please choose from the list) ▼

To complete essential activities (e.g. food shopping and medical appointments) (Please choose from the list) ▼

Taking part in hobbies / pastimes (Please choose from the list) ▼

Going on holiday (Please choose from the list) ▼

As a result of the impacts of COVID-19, which main method of transport do you currently rely on for the following activities?

Getting to/from work (Please choose from the list) ▼

Doing your job (Please choose from the list) ▼

Getting to (or taking a family member) school or college (Please choose from the list) ▼

Visiting friends / family (Please choose from the list) ▼

To complete essential activities (e.g. food shopping and medical appointments) (Please choose from the list) ▼

Taking part in hobbies / pastimes (Please choose from the list) ▼





Transport East

Thank you for your time

Please follow us on social media:

Twitter [@TransportEast](https://twitter.com/TransportEast)

LinkedIn [Transport East](https://www.linkedin.com/company/transport-east)

