

# Public Document Pack

## Southend-on-Sea City Council Strategy, Change & Governance

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05 September 2022

### **CABINET - TUESDAY, 13TH SEPTEMBER, 2022 SUPPLEMENTARY PACK – AGENDA ITEM 10 – TRANSPORT EAST STRATEGY – APPENDICES 1 AND 2**

Please find enclosed, for consideration at the next meeting of the Cabinet taking place on Tuesday, 13th September, 2022, the following report(s) that were unavailable when the agenda was printed.

#### **Agenda No    Item**

#### **10        Transport East's Transport Strategy (Pages 1 - 280)**

Appendices 1 and 2 attached

Robert Harris  
Principal Democratic Services Officer

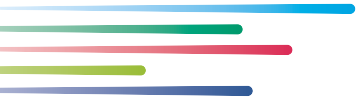
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# TRANSPORT **EAST**

## TRANSPORT STRATEGY

JULY 2022



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**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 are uncertain. We are already seeing how some of the changes are sticking while others are returning 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. The East is also crucial to the flow of goods between businesses across the UK and the rest of the world – a changing relationship following our exit from the EU. 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 of England. 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 Investment and Delivery 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, 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 (ICT), 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 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. 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 draft Investment and Delivery 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

### Investment and Delivery 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:

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

### Goal 2:

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 3:

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

### Goal 4:

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



## 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. 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 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.

## Investment and Delivery Programme

We are responsible for identifying the region's strategic transport investment priorities through an Investment and Delivery Programme (IDP). 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 Investment and Delivery 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.

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Image: Peter Kindersley, Centre for Aging Better





## Next steps

The Transport Strategy and Investment and Delivery Programme our future work programme and the plans of the Government, local authorities, operators and partners across the region. We will regularly update the Investment and Delivery 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 as we recover from the COVID-19 pandemic



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 3 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 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 new development and housing.

## 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 LEPs
- 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 and Delivery Programme (IDP), 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 Enterprise Partnerships 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 Co-Ordinator   | 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"> <li>• Integrated</li> <li>• Multi Modal</li> <li>• Accessible</li> </ul> <p>Lead national and regional STB thinking on specific topics</p> | <p>Coordinate strategic investment pipeline</p> <ul style="list-style-type: none"> <li>• Assessing and prioritising schemes/ projects</li> <li>• Monitoring scheme/ projects delivery</li> <li>• Challenging outcomes where necessary to deliver strategic outcomes</li> <li>• Lead business case development for sub-national scale projects</li> </ul> <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 (ICT), agri-technology, biosciences, clean energy production, financial services and tourism. Partners across the East of England region are committed to leading an inclusive, green recovery from the COVID-19 pandemic, capitalising on these strengths and delivering.

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. These growth figures are those set out in Local Plans. Our regional transport strategy is designed to respond to ensure new and current residents can travel more sustainably.

There are many international gateways. Freeport East and Thames Freeport are planning for significant growth. The region is home to London Stansted, the third largest 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, 2 and 3 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             |                                |



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 area 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.



## Impact of Covid-19 pandemic on transport

| Mode  | Short term<br>(average of daily percentage change 24 March 2020 – 30 June 2021) | Medium term<br>(average of daily percentage change 1 July 2021 – 22 May 2022) |
|---|---|---|
|  <b>Rail travel</b>    | <b>DOWN 73%</b>   | <b>DOWN 34%</b>   |
|  <b>Bus travel</b>     | <b>DOWN 59%</b>   | <b>DOWN 27%</b>   |
|  <b>Car travel</b>     | <b>DOWN 23%</b>   | <b>DOWN 7%</b>  |
|  <b>HGV and vans</b> | <b>DOWN 23%</b>   | <b>UP 7%</b>  |
|  <b>Cycling</b>      | <b>UP 28%</b>   | <b>UP 5%</b>  |

## 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 are uncertain. The pandemic has 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<sup>1</sup> 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 demand has been much more notable, with 29% of people likely or very likely to use their car more in the future<sup>2</sup>. An ongoing reluctance among some people to use public transport due to concerns about contagion risks 'locking in' unsustainable future travel behaviour focused on increasing use of the private car.

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<sup>3</sup>. 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 locks in 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

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## 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 3.11. 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 (ICT), life-sciences, digital and creative industries, financial services, construction, agriculture and food. It also provides a significant labour market for external business hubs like London and Cambridge.



Image: Tom Juggins from Unsplash

# TRANSPORT EAST'S SIGNIFICANT FEATURES

Figure 2.1.1: Significant features of the Transport East economy

A rapidly growing region with a vibrant economy.  
We are crucial to a sustainable and outward-looking future for the UK.

**1.67M** **140,000**

jobs from enterprises

## Key Sectors

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

**£73.5bn**

GVA to UK economy

**3.5M**  
residents

**500 MILES**  
of coastline

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

**50%** of UK container traffic



3 Airports  
5 major ports  
6 regional ports  
2 free ports

**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  
**240,000**  
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<sup>1</sup>. 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<sup>2</sup>. Basildon is ranked 9th in the country for number of businesses per 10,000 residents and is the fastest growing economy in Essex<sup>3/4</sup> 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 will support 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

1 Irwin Mitchell UK Powerhouse Table 2020: <https://irwinmitchell.turtl.co/story/uk-powerhouse-january-2020/page/6/4> (accessed August 2021)

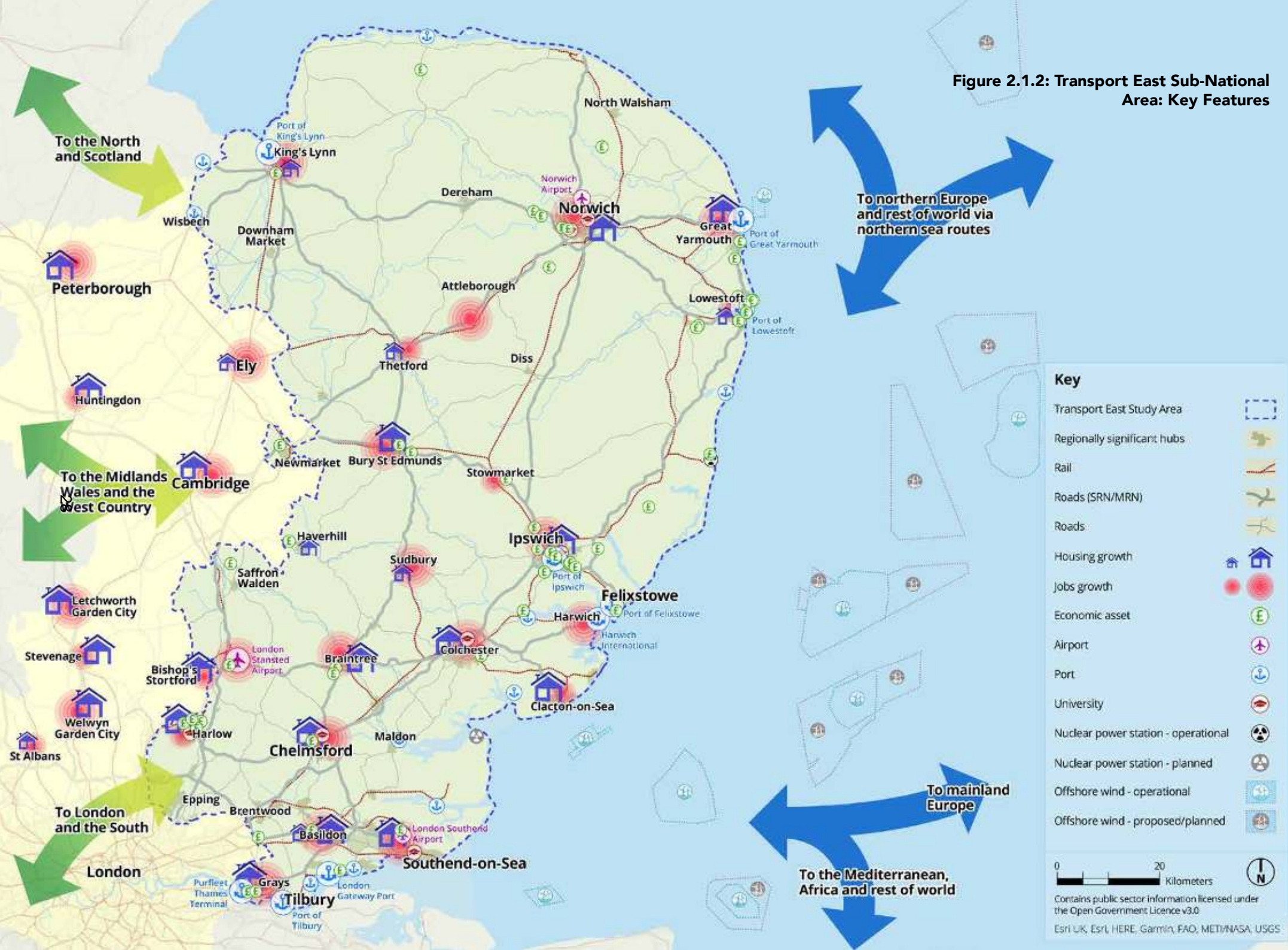
2 Centre for Cities Fastest Growing Cities 2021: <https://www.centreforcities.org/wp-content/uploads/2021/03/fast-growth-cities-2021-and-beyond.pdf> (accessed August 2021)

3 Basildon for Business Why Businesses Chose Basildon: <https://www.basildon.gov.uk/article/6386/Basildon-For-Business-Why-Businesses-Choose-Basildon> (accessed August 2021)

4 Basildon Economic Growth Plan 2020 – 2024: [https://basildon.gov.uk/media/10297/Basildon-Council-Draft-Economic-Growth-Plan-BEGP-2020-24/pdf/Basildon\\_Council\\_-\\_Draft\\_Economic\\_Growth\\_Plan\\_\(BEGP\)\\_2020-24.pdf?m=637395816147700000](https://basildon.gov.uk/media/10297/Basildon-Council-Draft-Economic-Growth-Plan-BEGP-2020-24/pdf/Basildon_Council_-_Draft_Economic_Growth_Plan_(BEGP)_2020-24.pdf?m=637395816147700000) (accessed August 2021)



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



## 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 its part in delivering.

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

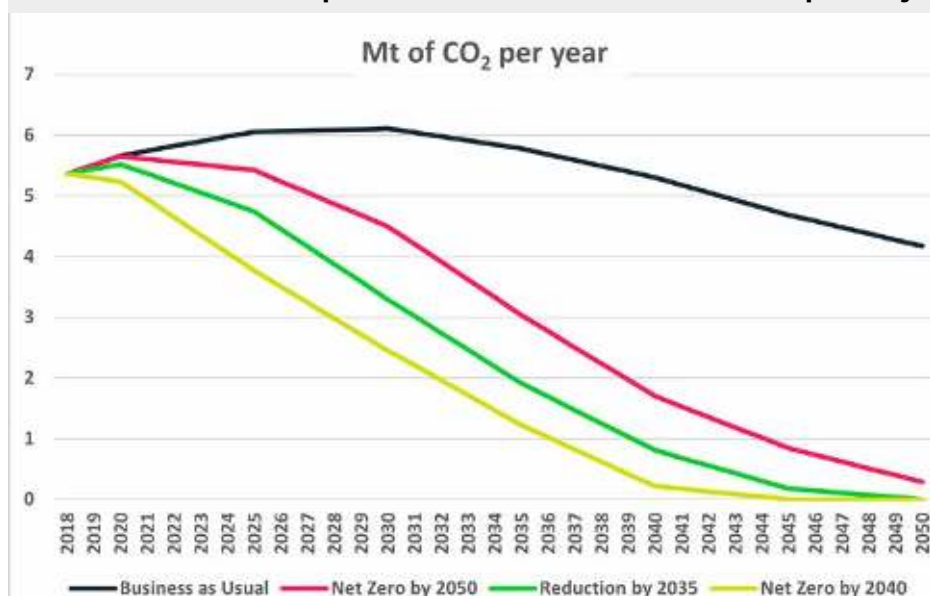
we are to reach net zero in the next 30 years. The faster we can bring down transport carbon emissions the bigger the reduction in mega-tonnes of carbon released. (Figures 2.2.1 and 2.2.2)

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

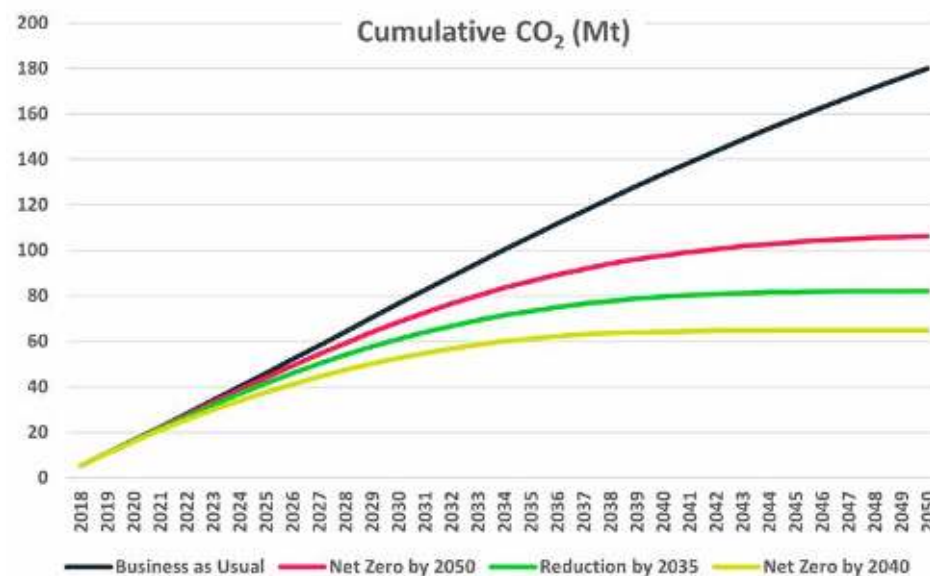
that decarbonisation solutions need to go beyond urban areas to deliver net zero.

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 work<sup>1</sup> has produced graphics showing: Fig 2.2.1 the annual CO<sub>2</sub> 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**

<sup>1</sup> Catapult Energy Systems 2021. Based on baseline 2018 emissions of 5.35Mt CO<sub>2</sub> calculated using the Highways England SERTM model.

Note: Decarbonisation Evidence Base and Strategic Recommendations Report 2021 identified 7.667Mt CO<sub>2</sub> 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 CO<sub>2</sub> 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 county 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 has 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, to lock in that shift.



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, significantly higher 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



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

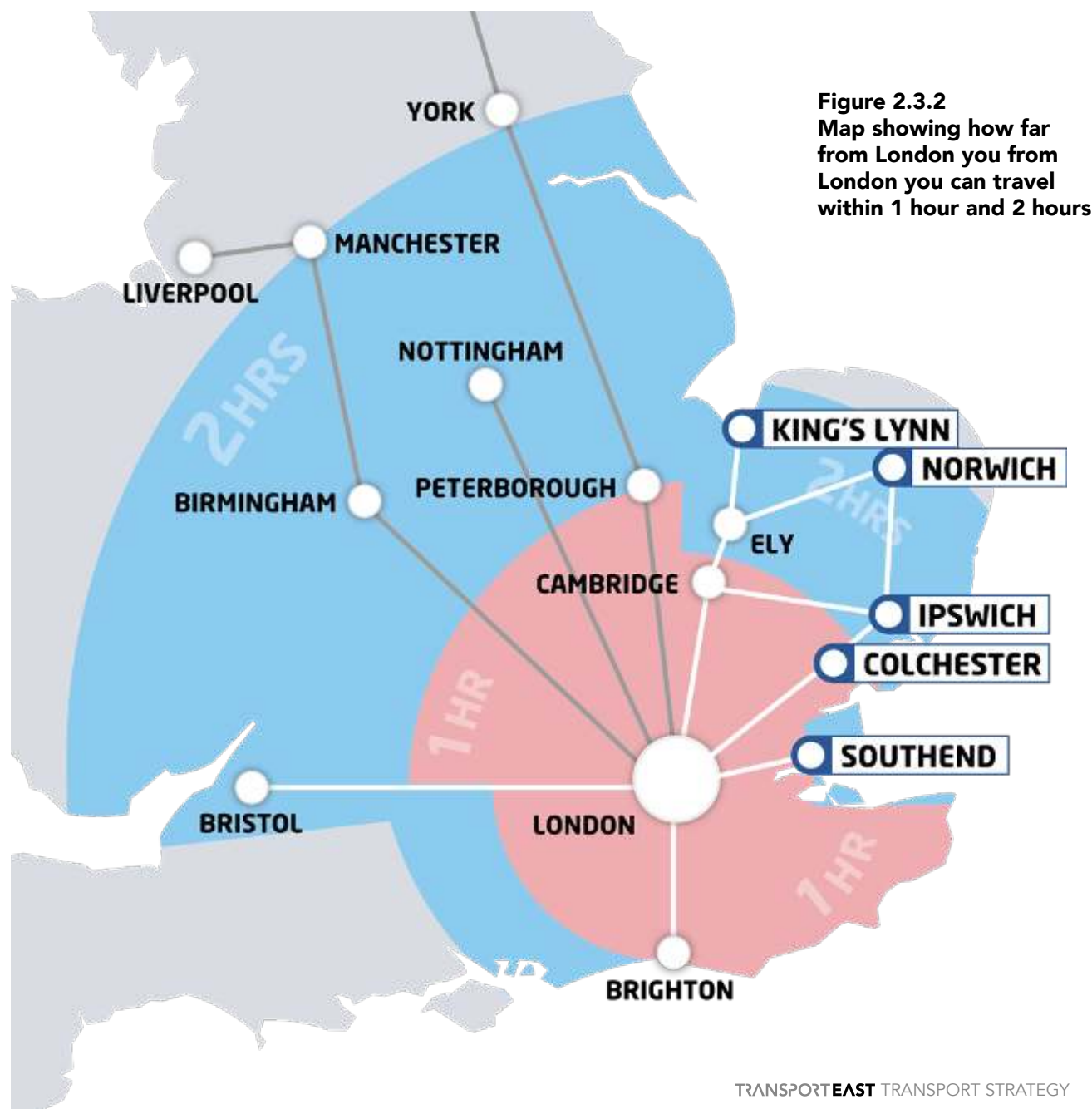
The emerging Transport for Norwich Strategy includes a vision for an integrated transport system to support all residents and businesses with making sustainable travel choices, reducing congestion, improving health and supporting growth. Significant transport investment will be required in Norwich, and 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.

Image: Suzy Hazelwood from Pexels

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.

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.







## 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 and employment.



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.

## 3. 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 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**

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#### 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.
- 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.
- Infrastructure to decarbonise the movement of goods.

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 delivered by Transport East, Local Transport Authorities and national partners.

Our approach to managing this process is set out in the Investment and Delivery 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 Investment and Delivery 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

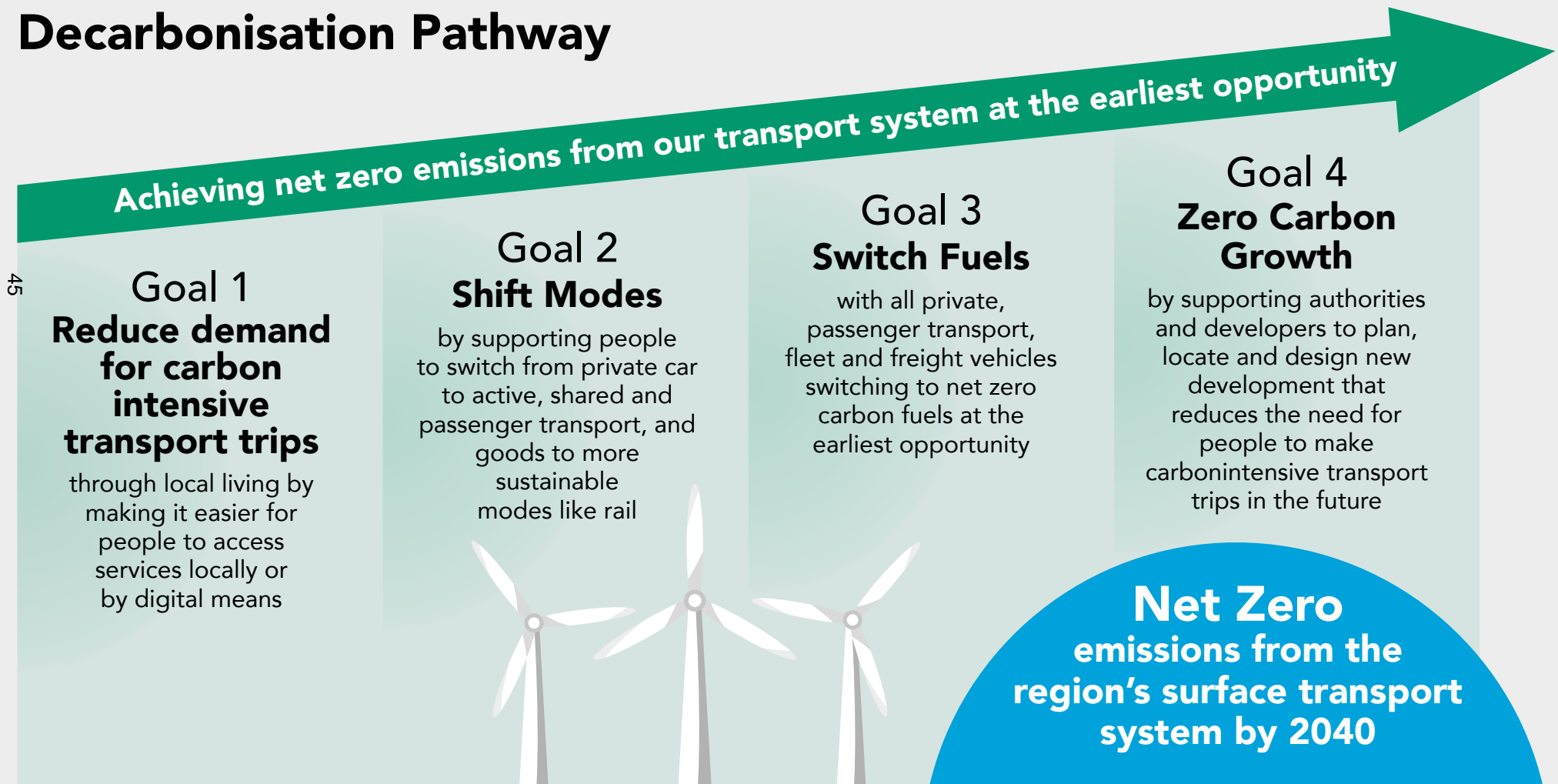


Image: Mike from Pexels



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 highways

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 70% 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 the new 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, 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.
- Create a partnership 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 an East of England '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**



**Strategic Road Network > 620Km**



**All other roads > 25,500km**



**Footways/shared cycle paths > 22,500km**



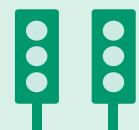
**Public ROW > 16,000km**



**Bridges & structures > 7,800**



**Street lighting > 27,000**



**Signals/controlled crossings > 1,700**



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, at all times of day to be safer and more pleasant for people, to be cleaner and help people live healthier lives.

Several of our major economic centres also struggle with significant pockets of deprivations with more urban 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

The region already has extensive infrastructure providing and supporting routes within and between towns and cities. This includes more than 645,000km of road, 17,000km of footways and shared paths, together with public rights of way, bridges and structures, street lighting. A sustainable approach to transport includes the need to look after these assets, to ensure they are maintained at a level that encourages people to walk and cycle and ensures that roads are safe to use.



Image: Transport East

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 outs 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**

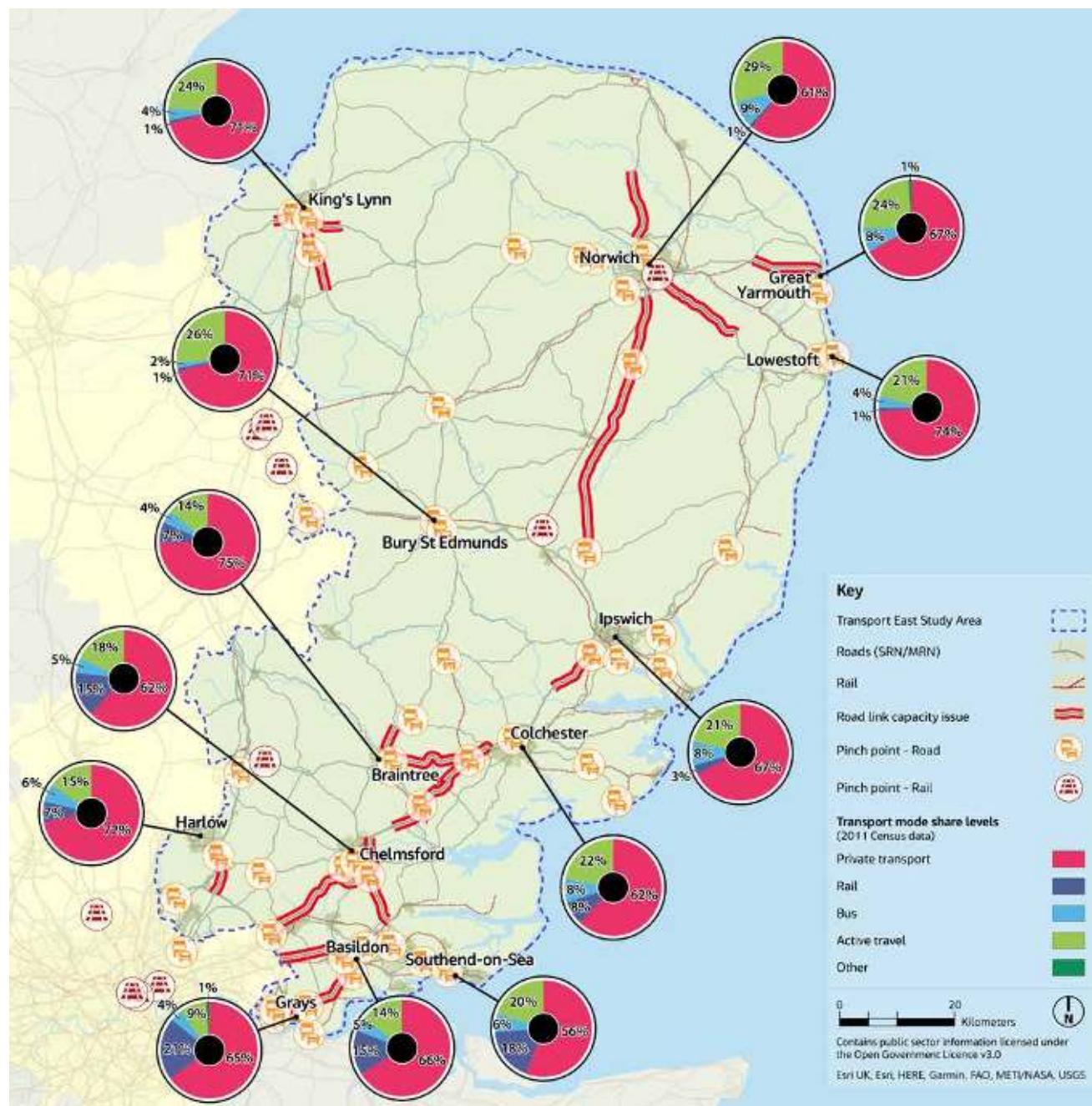


Figure 4.3.2

## 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%**



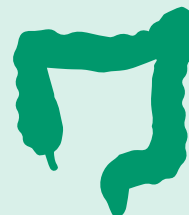
Hip fractures  
by up to  
**68%**



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. For this to be successful it 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 has 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 to set 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 will 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 Clacton-on-Sea. 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.



## 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. Whilst travel patterns are still evolving following the restrictions through the COVID-19 pandemic, it is clear there remains a strong economic and social demand to many key destinations beyond our boundaries.

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 does 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 being rolled-out 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 are 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 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.

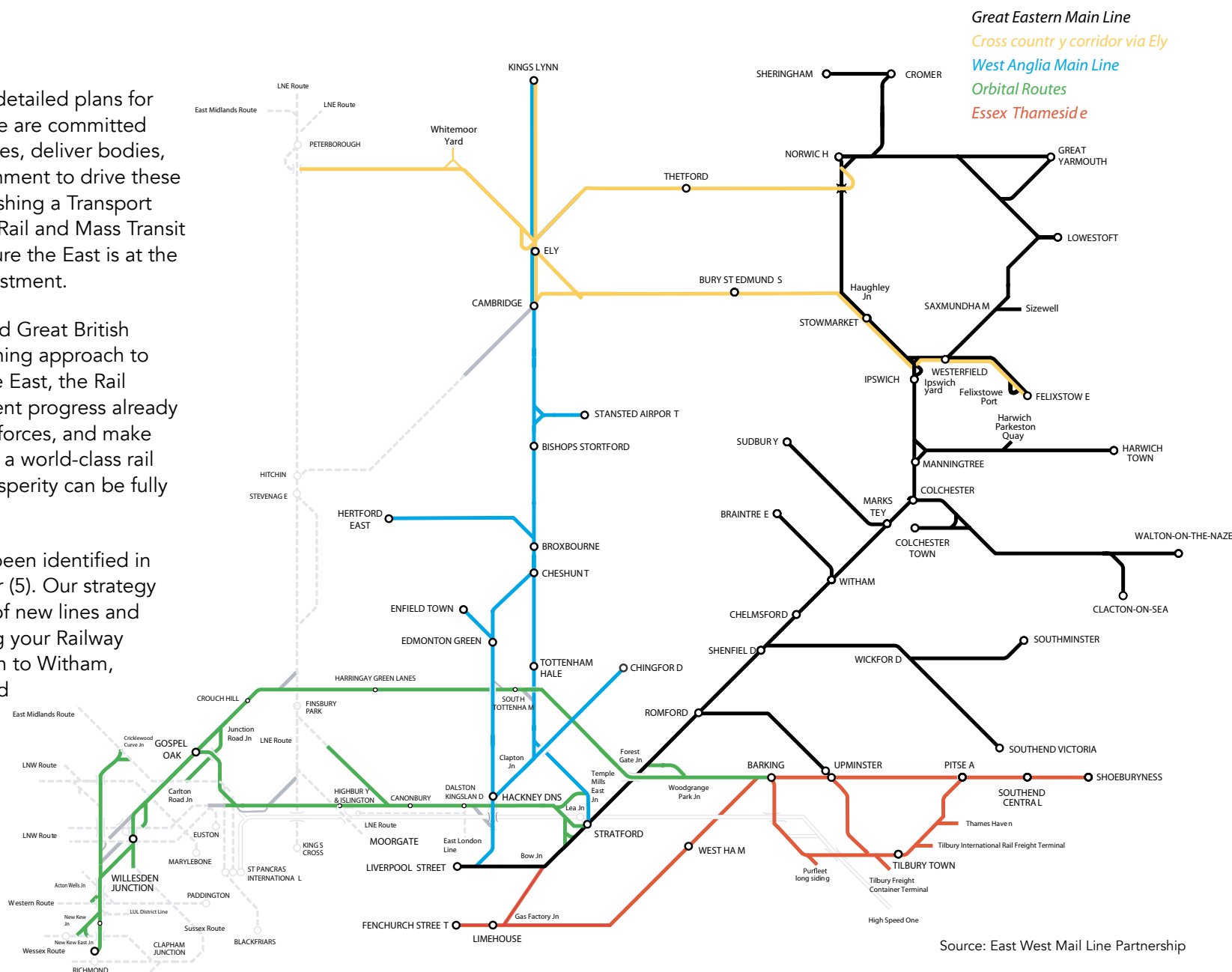
Our partners have produced detailed plans for improving our network and we are committed to working with local authorities, deliver bodies, business partners, and government to drive these forwards. We propose establishing a Transport East Rail Group to develop a Rail and Mass Transit Plan for the region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

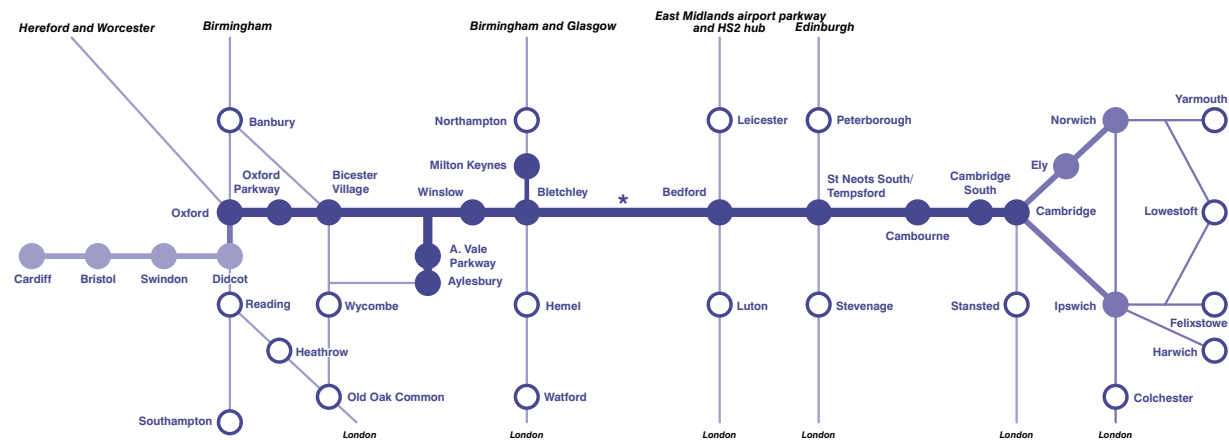
There are well developed plans to improve East-West connections between Oxford and Cambridge – known as East West Rail.

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 on branch lines.

### 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 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**

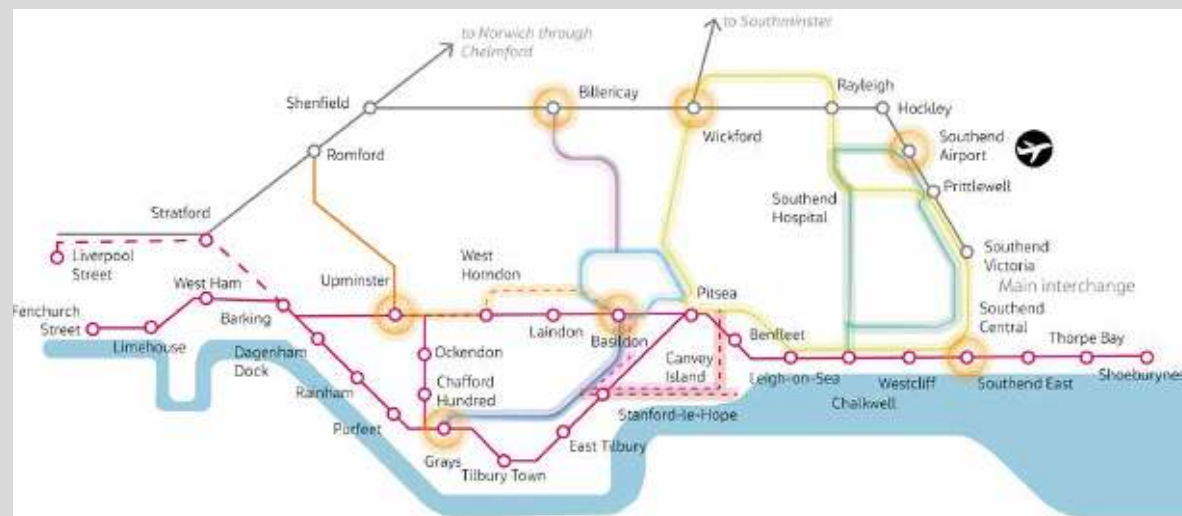
### Case Study: **South Essex Bus Metro**

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

reducing 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.

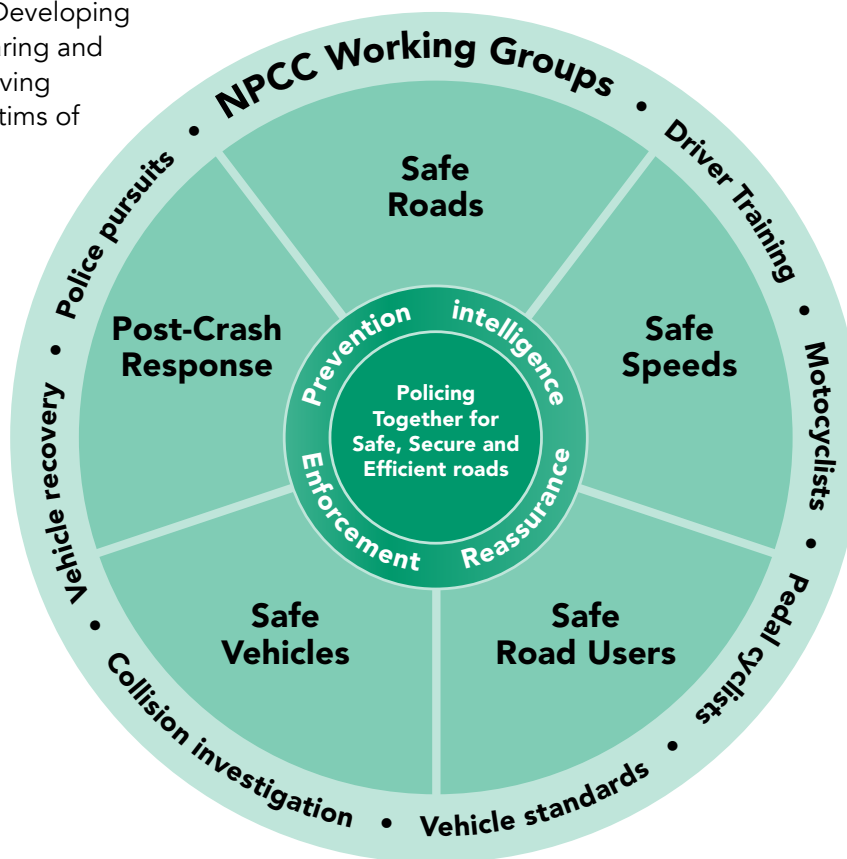
When we leave our homes each day, we should feel safe and confident about the journey ahead. Our strategy seeks to eliminate deaths and serious injuries on the transport network by 2050. This ambition aligns with the 'Safer Systems' approach adopted by the National Police Chiefs' Council, our regional 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 wider 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 4.4.1:  
Transport Deserts  
and Broadband  
Connectivity in the  
East of England**

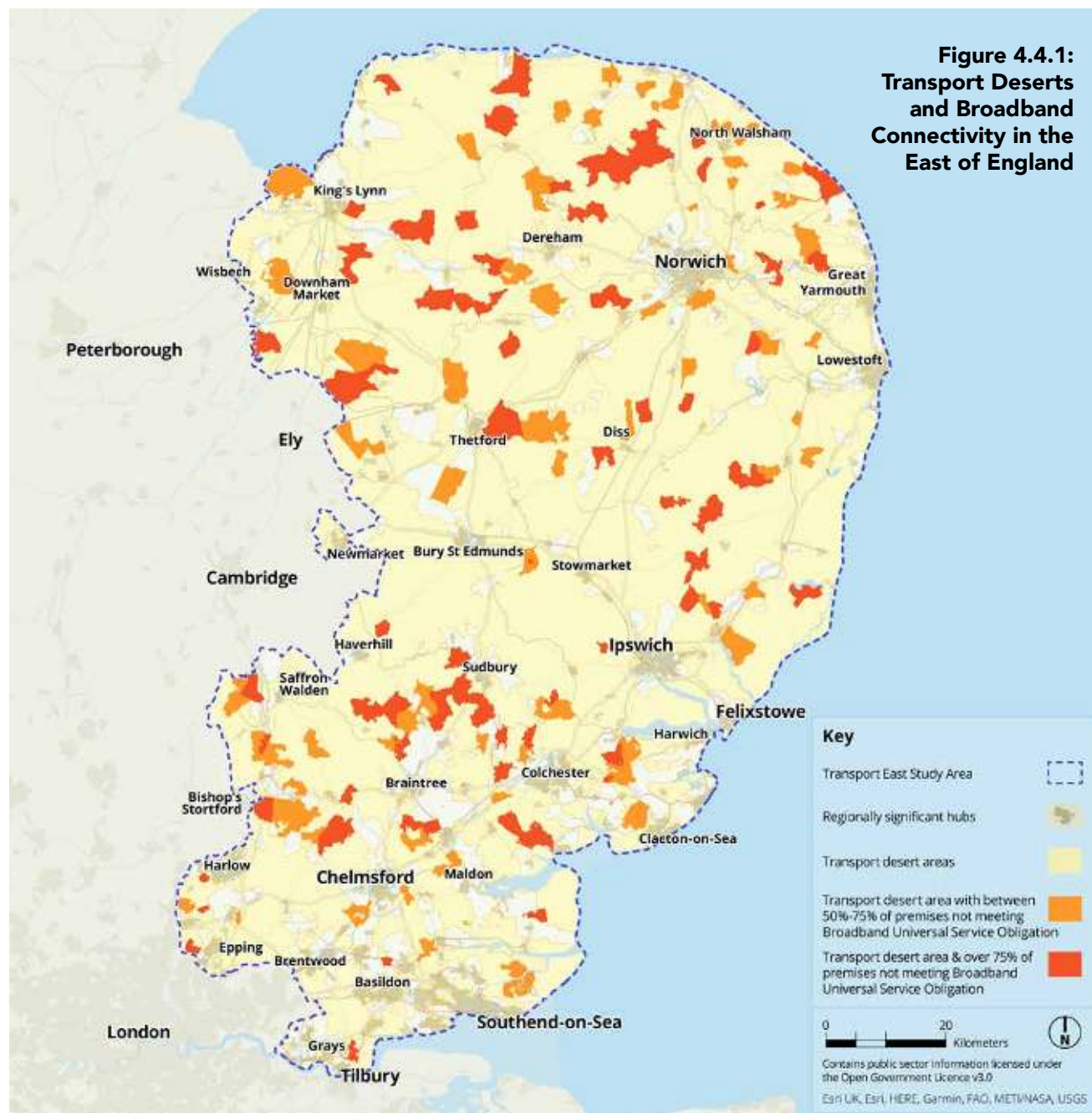
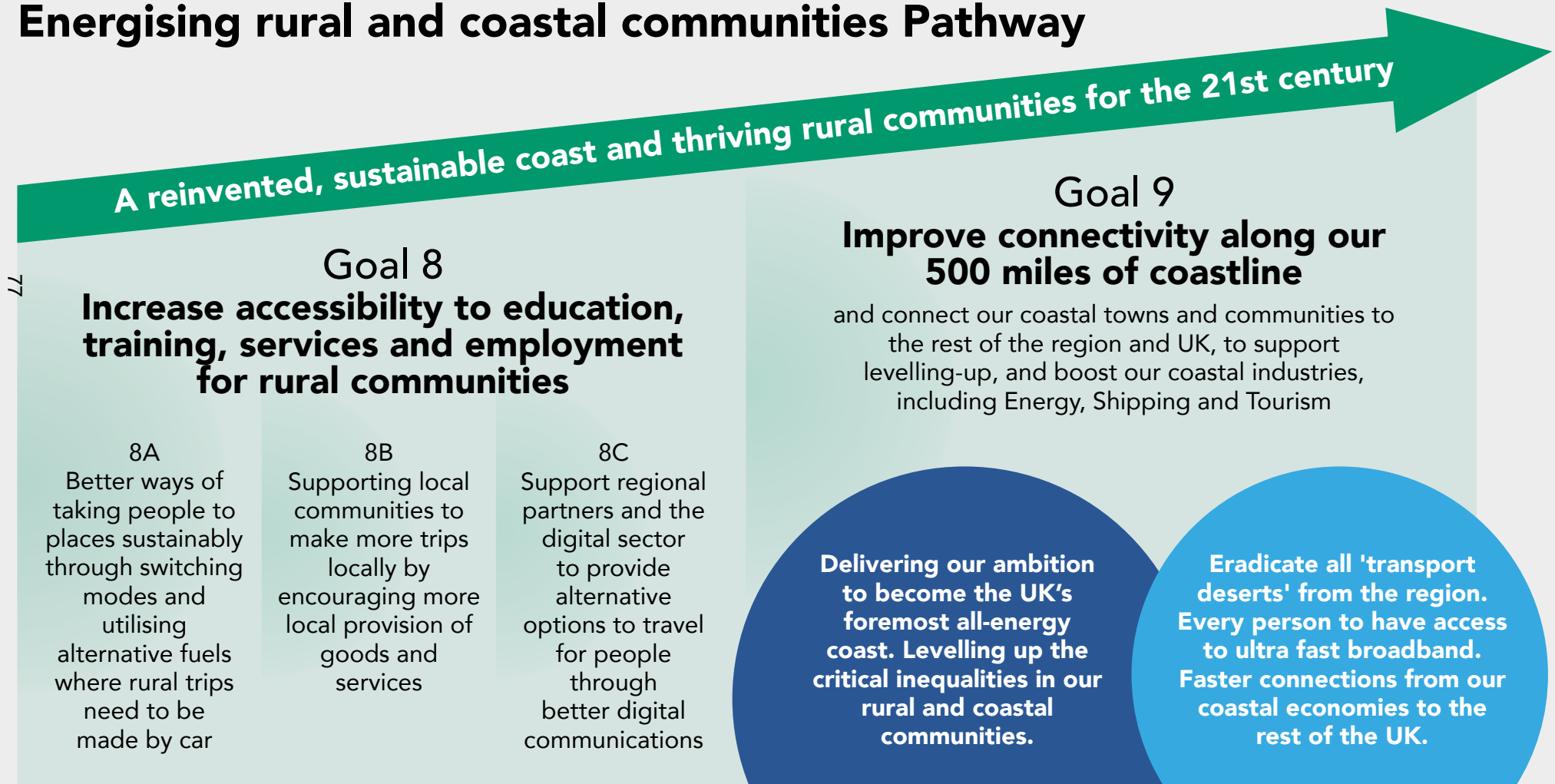


Figure 4.4.2

## Energising rural and coastal communities Pathway



## 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 and the use of cleaner vehicles, and 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 agriculture. 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 Katch in Suffolk**

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 Katch in Suffolk.

#### **DDRT**

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



Image: Suffolk County Council

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.

#### **Katch**

Katch is a joint pilot scheme between Suffolk County Council and Cab/Cars Smart that operates electric vehicles as a shared taxi-service, serving Framlingham, Wickham Market and Wickham Market Railway Station which is about 2 miles away from the town. Similar to the Essex DDRT, Katch services can be booked over the phone or via a dedicated app where the service can also be tracked.



## 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 high-quality,



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. Currently many people in rural and coastal locations have a double barrier of poor transport connections and poor digital connections.

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

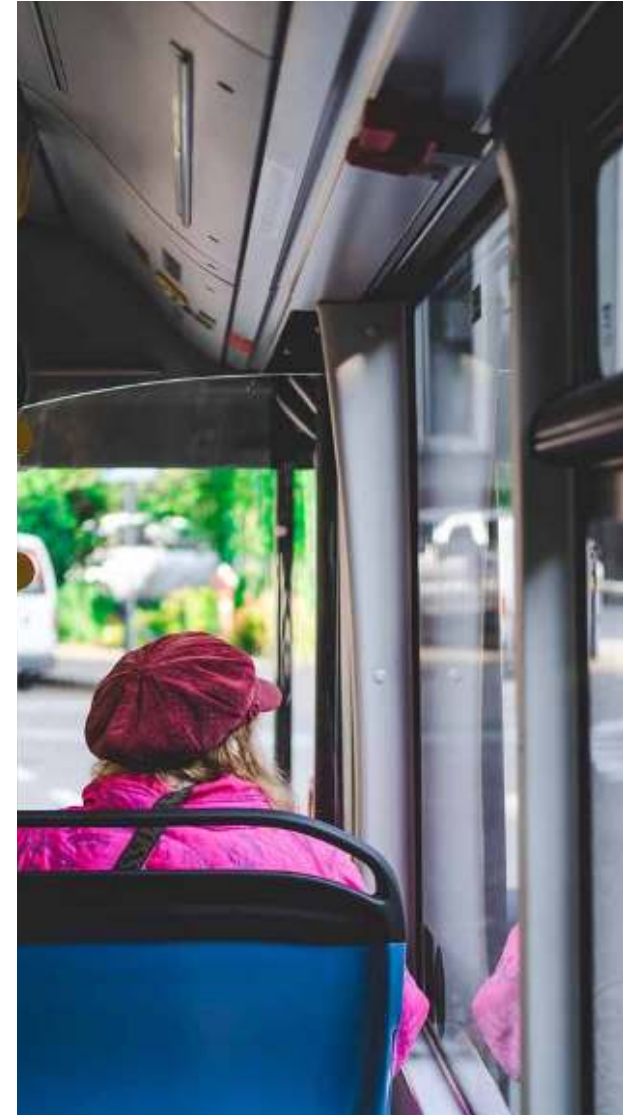


Image: vhs Pexels

### 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' and LEP 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 and 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 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





## 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.

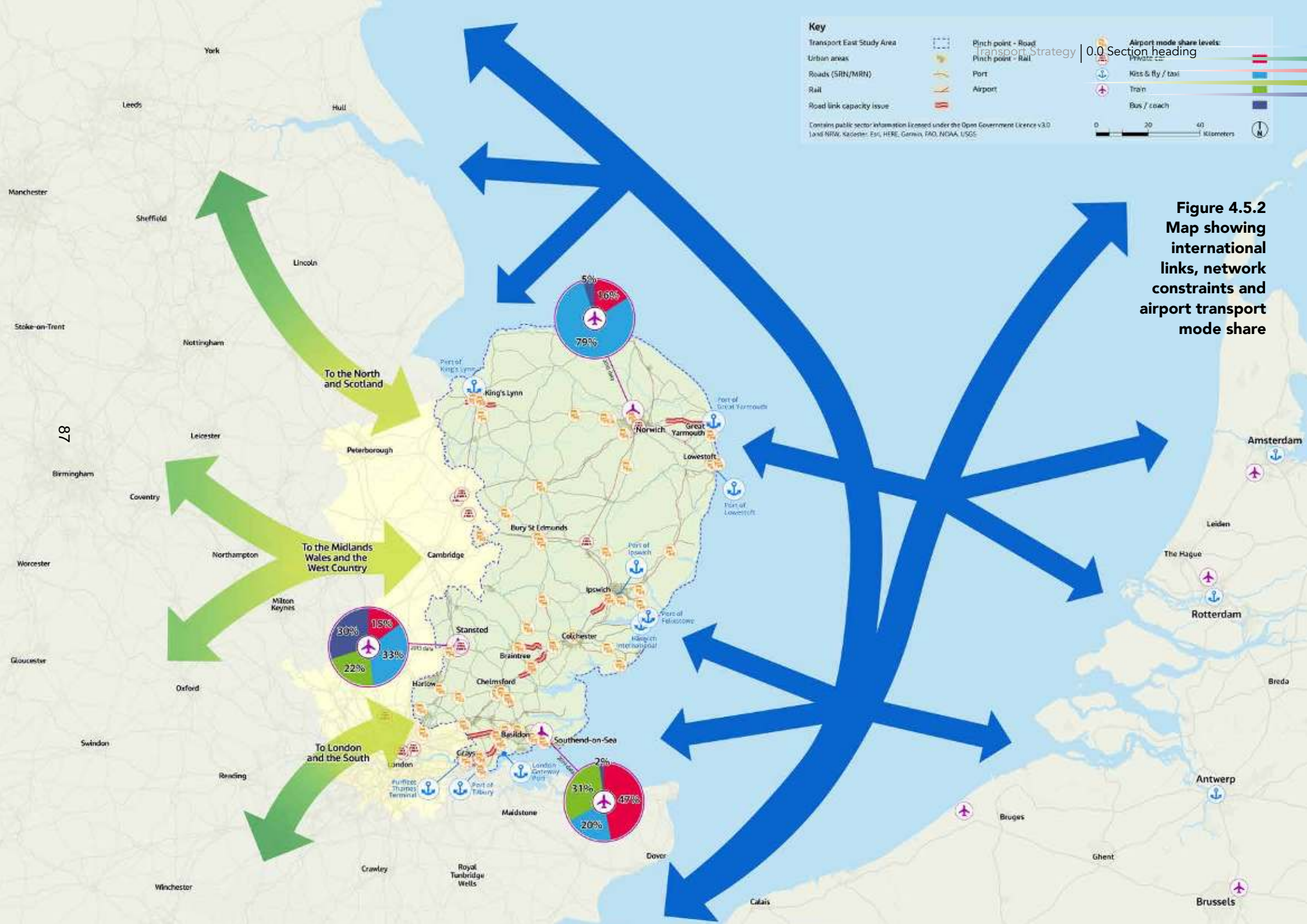
Road and rail connections are also important for airports, particularly for serving a wide passenger area with London being a key focus. Ports and airports are also anchor businesses, drawing skilled employees from a wide area to the gateway itself and surrounding industries. They operate 24/7, so require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

## Tackling road reliability for freight

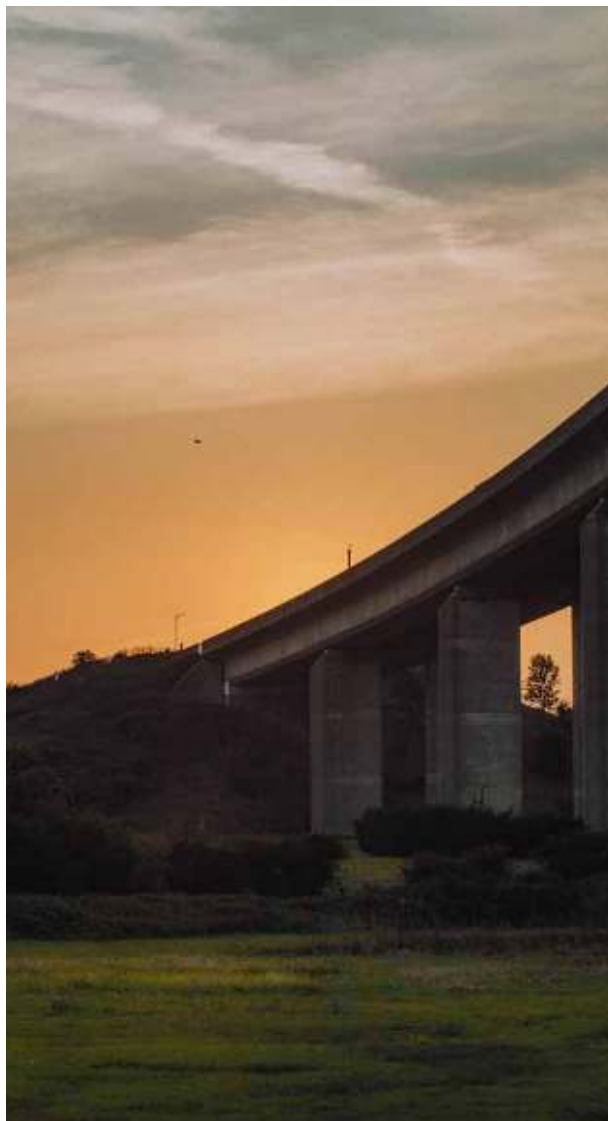
The Transport East region's Strategic Road Network (SRN) and Major Road Network (MRN) are vulnerable to resilience and reliability issues particularly at peak times. Challenges are created by the varying levels of infrastructure, lack of hard shoulders, rest facilities and diversion options, with navigation 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.







## 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 plan 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 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 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 parks 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. 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 tourist 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

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.

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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.



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 fuel 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

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 HGVs remain a potential solution. Our strategy for rolling out EV charging infrastructure across the region must not overlook charging requirements for larger vehicles. 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 our close links with European ports.



Image: Transport East



## 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-ranking 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.

5.0

# 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 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 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 to 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 (B)

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 multiple growth centres at Norwich and King’s Lynn. Norwich is one of the two fastest growing cities in the region and 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 (C)

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 delivery of 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 vital.

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.

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. The corridor will improve connections to the Suffolk and Essex coast, with improvements along the A12 road/rail corridor supporting the recovery of the visitor economies, local growth and delivery of energy projects such as Sizewell C.





### 5.3 | Norfolk and Suffolk to Cambridge – Midlands – South-West (D)

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, completed in 2014, enabled the expansion of services between Felixstowe and the rest of the UK from just 28 trains per day in 2011 to 36 today. To maximise the contribution of our ports to post-Brexit UK economic growth, in addition to relieving the road network of 750,000 lorries by 2030 and 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 (E)

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 including Basildon, 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 handles 1.5 million passengers per year and 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 (including cars and lorries) 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 (F)

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 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 (G)

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. Also proposed (currently GRIP2/3) are capacity and other improvements at Ely to allow 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 growth at West Winch.



6.0

# DELIVERY APPROACH

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## 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 Investment and Delivery 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 Pipeline 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'.

## 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 Investment and Delivery Programme (IDP) 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 IDP 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 extensive 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 IDP 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 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 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

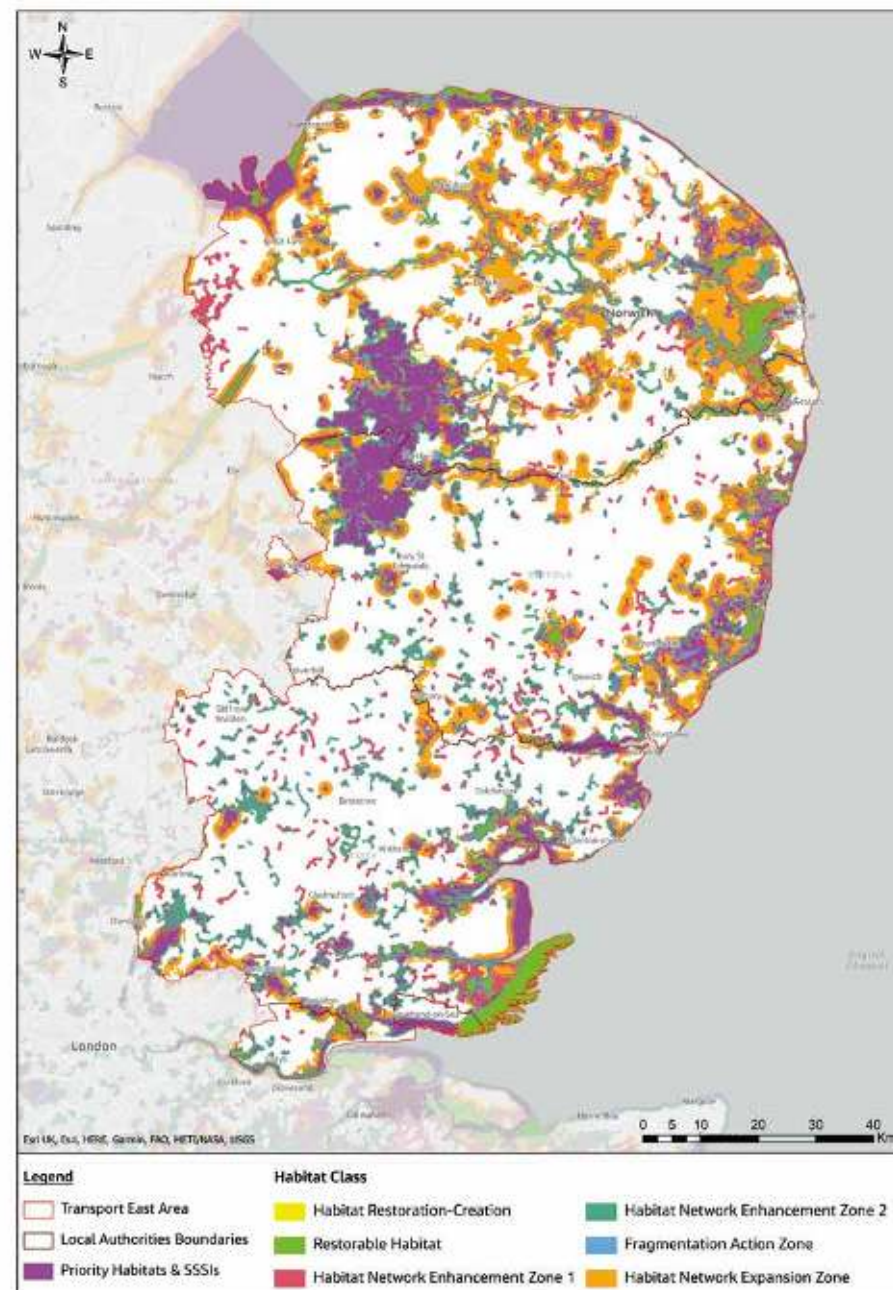


## 6.6 | Delivering for our environment

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**



**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.

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.



Image: Centre for Aging Better



# 7.0 NEXT STEPS

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## 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 Investment & Delivery Programme (IDP), which sets out the investment necessary for the delivery of the Strategy. The IDP 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 Investment and Delivery Programmes will always be publicly available on the Transport East website with a clear direction to the up-to-date version of each.



# TRANSPORTEAST

TRANSPORT STRATEGY 2022

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## APPENDIX 2



**TRANSPORT EAST**

### Transport Strategy Consultation Report

001 | R1

February 2022

Transport East

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## Executive Summary

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

Its role is to develop and deliver a collective vision for the future of transport in the East, and work with other bodies to deliver cross-boundary schemes.

A regional Transport Strategy is needed to help guide transport investment in the East over the next 30 years. The strategy will set priorities for better transport for everybody living, working, and learning in the region up to 2050. It will also help ensure that strategic transport projects are prioritised based on their ability to help meet national and regional objectives.

A consultation for the draft Transport Strategy ran for eight weeks from Thursday 2<sup>nd</sup> December 2021 to Sunday 30<sup>th</sup> January 2022.

A consultation brochure and online questionnaire were produced and available online for the duration of the consultation period. Stakeholders were also able to request hard paper copies and alternative formats of all consultation materials through a Freepost address or from Transport East by email.

The consultation was publicised via Transport East's own channels and paid advertising, as well as the supporting local authorities and other delivery partners across the region. The consultation was fully digital, with a virtual event space and live web events scheduled for people to find out more about the plans.

A total of 590 consultation responses were received, with 514 responses to the online questionnaire and a further 76 responses received by email.

Responses to the online questionnaire were received from 80 different areas from 143 different postcode groups, showing strong geographical coverage. The greatest number of responses came from addresses within the Norwich (71 responses from 15 postcodes) and Colchester (47 responses from 7 postcodes) postcode districts, accounting for 14.1% and 9.3% responses respectively.

From both the email responses and online questionnaire, there was a wide mix of different stakeholders including: county councils, unitary councils, borough and district councils, town councils, parish councils, political groups, transport operators, transport groups, transport user groups, statutory bodies, environmental and community groups, business groups and businesses.

The 514 online responses received via the online questionnaire provided responses to quantitative questions around the level of support for key aspects of the Transport Strategy.

- We asked respondents whether they supported the Vision.
  - 74.3% (382 respondents) either supported or strongly supported the Vision laid out in the draft Transport Strategy
  - 10.5% (54 respondents) either opposed or strongly opposed the Vision
  - 14.2% (73 respondents) were neutral, and 1% (5 respondents) had no opinion.
- We then asked whether respondents whether the Transport Strategy identifies the right overall approach to transport development across the region.
  - 55.4% (285 respondents) either agreed or strongly agreed
  - 18.3% (94 respondents) either disagreed or strongly disagreed
  - 25.3% (130 respondents) were neutral, and 1% (5 respondents) had no opinion.

- Most respondents supported or strongly supported the strategic priorities:
  - 79% supported decarbonisation to net zero
  - 79% supported connecting growing towns and cities
  - 81% supported energising coastal and rural communities, and
  - 62% supported unlocking international gateways (ports and airports).
 This showed strong overall support for the priorities with only 9%, 6%, 6%, and 12% opposing or strongly opposing to the priorities respectively.
- Within each Strategic Priority, we asked respondents to rank the goals we had identified.
  - For decarbonisation to net zero: 34.6% (178 respondents) rated their first-choice goal as ‘Shift modes’
  - For connecting towns and cities: 37.5% (193 respondents) rated their first-choice goal as ‘Enhanced sustainable transport’
  - For energising rural and coastal communities: 32.3% (166 respondents) rated their first-choice goal as ‘Increase access to education, training, service and employment for rural communities’
  - For unlocking global gateways 47.3% (243 respondents) rated their first-choice goal as ‘Shift modes’ for ports. 32.1% (165 respondents) rated their first-choice goal as ‘Net zero aviation emissions’ for unlocking international gateways (airports) – but this also had the largest number of respondents ranking it last.
- We asked respondents if they agreed the Investment and Delivery Programme sets out the right approach for delivering the Transport Strategy.
  - 45% of respondents either agreed or strongly agreed
  - 30% of respondents were neutral
  - 18% indicated they either disagreed or strongly disagreed
  - 5% of respondents had no opinion and the remaining 2% chose not to provide a response to the question.

Respondents were provided the opportunity to provide written comments about the Transport Strategy, Investment and Delivery Programme and Integrated Sustainability Appraisal. Within these comment sections several themes recurred.

- **Positive role of public transport:** Many respondents highlighted the role of public transport in improving connections across the region and the benefits this brings, particularly to more isolated rural and coastal communities. Respondents made several suggestions on how to improve infrastructure and services across the region that would support the aims of the Transport Strategy.
- **Road investment and decarbonisation:** Several respondents highlighted the emphasis given to road related improvements within the Transport Strategy. Comments on this theme often raised how road improvements conflict with the strategic priority of achieving transport decarbonisation. Growth aspirations for the region were also identified as an area of concern, with growth often seen as a risk to sustainable development.
- **Overall ambition:** Some respondents asked for more ambition, for the Investment and Delivery Programme to identify new projects and prioritise existing projects that deliver decarbonisation. Respondents are keen for the improvements to be challenging and bold enough to achieve the desired ambition and facilitate the necessary change required to level up the capability of the region.
- **Funding and Delivery:** Responses questioned how the projects are to be funded and asked for more detail on delivery proposals and timescales for project implementation.



- **Scheme or location specific comments:** Respondents took the opportunity to share support for or concerns around a local scheme or to highlight a particular transport problem. These were often road related, although EVs, Active Travel and Freight were also commented on frequently.
- **Comments from stakeholders:** These often aligned with those from public respondents, but frequently identified specific points in the documentation suggesting changes.

### 3.1 Next steps

Following the analysis carried out on responses to the consultation, the strategy will be reviewed and updated. The aim is to achieve formal endorsement from regional local authorities in summer 2022. The final strategy will then be published on the website and submitted to the Secretary of State for Transport. Once an agreement has been made on the Transport Strategy, it will be used to help plan transport improvements up to 2050.

# 1. Introduction

## 1.1 Purpose of the consultation

This public consultation report has been prepared by Jacobs UK Ltd on behalf of Transport East to support the consultation exercise carried out on the draft regional Transport Strategy, Investment and Delivery Programme (IDP) and Integrated Sustainability Appraisal (ISA).

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

Their role is to develop and deliver a collective vision for the future of transport in the East, and work with other bodies to progress strategic transport projects in the region.

A regional Transport Strategy is needed to help guide transport investment in the East over the next 30 years. The strategy will set priorities for better transport for everybody living, working, and learning in the region up to 2050. It will also help make sure strategic transport projects are prioritised on their ability to help meet national and regional objectives.

The Investment and Delivery Programme (IDP) identifies an evolving programme of investment priorities to support the delivery of the Transport Strategy. The IDP outlines a framework for assessing their performance, with a full monitoring and evaluation plan to be developed, building upon the feedback received from this consultation.

The Integrated Sustainability Appraisal (ISA) has been carried out to inform and improve the Transport Strategy. The ISA is a process for assessing social, economic and environmental impacts of strategies and projects; helping to ensure sustainable development principles underpin the strategy.

Transport East held a consultation exercise for a period of eight weeks between 2<sup>nd</sup> December 2021 and 30<sup>th</sup> January 2022 to understand the views of key stakeholders and the wider public on the draft Transport Strategy, Investment and Delivery Programme and Integrated Sustainability Appraisal. Having analysed the responses, these will be used to improve the draft Transport Strategy.

The aim is to achieve formal endorsement from councils across the region in early summer 2022. Once agreed, the final strategy will be published and submitted to the Government in summer 2022. The final Transport Strategy and Investment and Delivery Programme will be used to help the Government, local councils, and our other partners to plan and deliver transport improvements in the area up to 2050.

## 1.2 Strategy Background

The Eastern region provides a unique contribution to the United Kingdom and its 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 across several different industries.

As a result of this, some of our towns and cities are among the fastest growing in the country and the region's population is set to increase even more. The population is forecast to increase by up to half a million by 2041, with 566,000 new homes and 295,000 new jobs predicted by 2050.

The region also plays an essential role 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.

Following planned investment in renewables and nuclear power generation, the region will also be the leading supplier of renewable energy to the UK, providing power to 58% of the UK's homes. This will result in the region playing a crucial role in delivering the Government's ambitions to level up the country, achieve net zero and drive global Britain forward.

However, there are challenges facing the East. The region covers a large area, with no major hub city. This means the web of transport connections are particularly important in supporting the regional economy, by getting people to work and goods to businesses.

Many journeys are difficult to make other than by car. This results in high transport related emissions and poor air quality in our local areas, affecting people's health and contributing to climate change. 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, with communities cut off further by poor broadband 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.

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

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 economies. 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.

Our draft Transport Strategy sets out a series of Pathways to follow to deliver the vision, focused on four strategic priorities for transport. These pathways are made up of Goals and Transport East have identified the Actions required to deliver against these goals.

### **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.*

### The pathway to decarbonisation

#### Goal 1

##### **Zero carbon growth**

Support authorities and developers to plan new development that reduces the need for people to make carbon-intensive transport trips.

#### Goal 2

##### **Reduce demand for carbon intensive trips**

Make it easier for people to access services locally or online.

#### Goal 3

##### **Shift modes**

Support people to switch their journeys from private car to walking, cycling and passenger transport.

#### Goal 4

##### **Switch fuels**

Support residents and businesses to switch all private, passenger transport, fleet and freight vehicles to net zero carbon fuels as quickly as possible.

Figure 1 -The pathways to decarbonising

### 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.*

### The pathway to better connected towns and cities

#### Goal 5

##### **Enhanced sustainable transport**

Improved access and connectivity for walking, cycling and passenger transport to enable sustainable travel for education, training, employment, leisure and access to services.

#### Goal 6

##### **Faster and more reliable transport connections**

Deliver improved transport connections between our growing towns, cities and corridors, and the rest of the UK to support business growth, skills development and employment.

#### Goal 7

##### **Fully integrated transport**

Fully integrate transport networks, services and operations through a customer-focused approach, enabling seamless and safe end-to-end journeys by sustainable modes of transport.

Figure 2 - The pathway to better connected towns and cities

## 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.*

### The pathway to energised coastal and rural communities

#### Goal 8

**Increase access to education, training, service and employment for rural communities**

- Support residents and businesses travelling in rural areas to switch modes or fuels.
- Support communities to make more local trips by encouraging goods and services to be provided locally.
- Support partners to provide alternative options to travel through better access to ultrafast broadband and digital communications.

#### Goal 9

**Improve connectivity along our coastline**

Connect our coastal communities to the rest of the region and the UK to support levelling-up and boost our coastal industries, such as energy, shipping and tourism.

Figure 3 - The pathway to energised coastal and rural communities

## Unlocking international gateways – Ports

*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 pathway to unlocking our international ports

#### Goal 10

**Better access**

Improve road and rail capacity, journey times and reliability for freight and passengers accessing our ports.

#### Goal 11

**Alternative fuels**

Support our ports and freight sector to increase their use of alternative fuels.

#### Goal 12

**Shift modes**

Modal shift of freight from road to rail or short sea shipping and increase the use of sustainable transport by port employees and passengers.

Figure 4 - The pathway to unlocking our international ports



## Unlocking international gateways – Airports

*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 pathway to unlocking our international airports

#### Goal 13

##### Enhanced connectivity to airports

Improve connectivity to airports for passengers and employees through better connected and more sustainable transport options.

#### Goal 14

##### Net zero aviation emissions

Support the Government and aviation industry to deliver net zero emissions by 2050.

#### Goal 15

##### Shift modes

Support passengers and employees to access our airports by sustainable transport, such as by bus or train.

Figure 5 - The pathway to unlocking our international airports

## Core corridors

Transport East have identified six core corridors which play a vital role in the movement of people and goods in the East. These corridors are the road and rail links between the region's growing urban areas, ports and airports, and the rest of the UK. Figure 6 below displays the corridors considered. Further investment in these corridors is required if the region is to reach its potential as a thriving, connected and multi-centered economy.

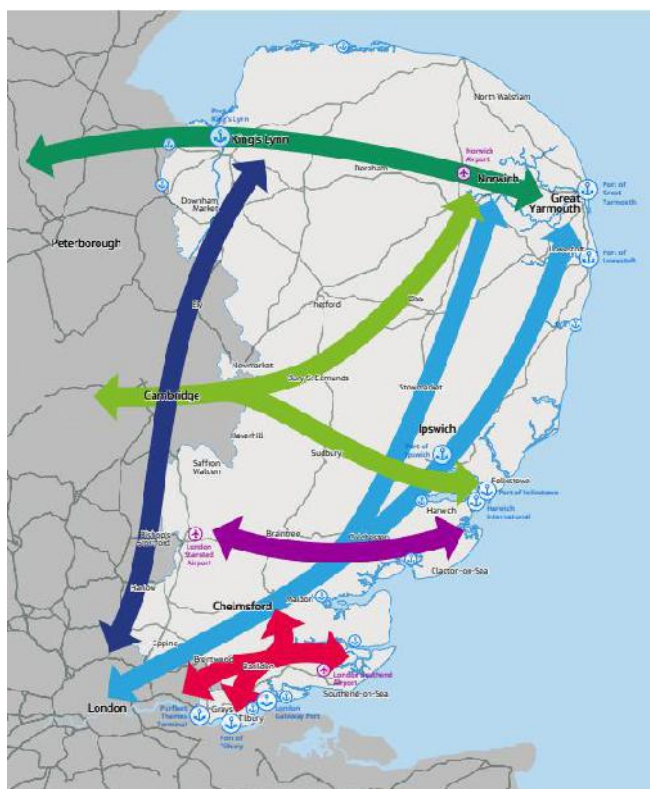


Figure 6 - Strategic transport corridors

### **1.3 Report structure**

The next section of the report summarises the engagement, consultation and publicity carried out to encourage stakeholders to participate. The remainder of the report analyses the responses to the questionnaire, including a breakdown of individual questions, to identify the main themes and issues raised by respondents. The final section concludes the report and summarises how Transport East intends to act on the issues raised by respondents.

## 2.Strategy Consultation

### 2.1 Summary of consultation

An eight-week consultation was launched on 2nd December 2021 to gather opinions from the region and interested sectors to the draft Transport Strategy, Investment and Delivery Programme and Integrated Sustainability Appraisal.

Due to the ongoing global pandemic caused by the outbreak of Covid-19 the consultation was held digitally hosted on the Transport East website: [www.transporteast.org.uk](http://www.transporteast.org.uk)

The consultation included layers of information about the contents of the draft Transport Strategy and supporting technical evidence documents. A Virtual Event Space was developed to help people navigate the information. To cater for people who wanted to ask questions of the Strategy development team, online webinars were held, and people were able to email queries.

Feedback was collected through an online survey formed of quantitative questions to understand the level of support for the draft Transport Strategy and Investment and Delivery Programme, and qualitative questions to understand more detailed views about both documents, and for comments about the Integrated Sustainability Appraisal. The survey also included demographic questions including postcode, age, gender and disability and questions about travel behaviour.

Respondents were encouraged to complete and return the consultation survey, either online through the consultation website or by emailing the project inbox via [transporteastconsultation@jacobs.com](mailto:transporteastconsultation@jacobs.com)

All consultation materials, including the consultation booklet and consultation survey, were published online and available on the website throughout the consultation period. People wishing to respond by post were able to request a printed hard copy of the materials via the Transport East email and return the consultation survey via the Freepost address provided.

### 2.2 Website

The Transport East website was used as the central point of information about the public consultation and was updated at the start of the consultation period to provide key details about the consultation, the online consultation events and links to the consultation survey, virtual exhibition and various consultation materials. A series of questions and answers were also developed and made available on the website.

Over the consultation period, the main consultation web page was viewed 4,510 times.

### 2.3 Supporting documentation

Support documents were created and provided on the Transport East website, including a consultation brochure, strategy and programme reports, engagement reports, and technical evidence. To ensure accessibility, documents could also be provided as hard copies upon request and the brochures and boards could be downloaded and printed. An easy-read consultation brochure was also provided along with an audio read-through recorded by Chelmsford Talking Newspaper. The consultation materials could also be translated and/or made available in alternative formats upon request.

## 2.4 Online events and virtual exhibition

In place of in-person consultation events, a Virtual Event Space, designed as a digital version of a traditional event, was setup and made available for people to view 24/7 for the duration of the consultation. The virtual space contained a series of 15 exhibition boards and a supporting video animation outlining the information that would be typically presented at a traditional face-to-face consultation event. The information presented included the background of the strategy, the vision set out by Transport East, further detail surrounding the strategic priorities, as well as the Investment and Delivery Programme and Integrated Sustainability Appraisal. Over the course of the consultation period 2,160 visitors engaged in the Virtual Event Space. Appendix 1 contains the exhibition boards presented within the Virtual Event Space.

An online stakeholder consultation event was held on 30 November to brief partners who had been involved in the development of the draft Transport Strategy and Investment and Delivery Programme. This was attended by approximately 120 people.

Two online public consultation events were held to enable people to find out more about the draft Transport Strategy. The video call-style live webcasts on Microsoft Teams took place during the consultation; with the first held on 14<sup>th</sup> December 2021 between 14:00 -15:30 and the second on 11<sup>th</sup> January 2022 between 19:00- 20:30. The links to the sessions were provided through marketing activity and members of the public could join through mobile or desktop using the link at the given time. These events included a short presentation and a question-and-answer session, where stakeholders were given the opportunity to submit written questions to the project team. The supporting presentation can be seen in appendix 2.

There were 75 people in attendance at the live webcast events, with table 1 below providing the breakdown of attendees for each session and the number of questions received.

*Table 2-1 - Live webcast events*

| <u>Number of attendees</u>           | <u>Number of questions submitted</u> |
|--------------------------------------|--------------------------------------|
| <u>14<sup>th</sup> December 2021</u> |                                      |
| 36 attendees                         | 11 questions                         |
| <u>11<sup>th</sup> January 2022</u>  |                                      |
| 39 attendees                         | 12 questions                         |

## 2.5 Publicity

### Advertising and communications toolkit approach

With limited channels owned and managed by Transport East, a communications toolkit was developed to encourage local authorities and other partners to support us in promoting the consultation by sharing information across their channels. The toolkit included suggested social media posts, e-newsletter content, Q&As, and visual assets, including an animation video and a series of images.

## Social media

Transport East's Twitter and LinkedIn pages were used regularly to help promote the virtual event space, public consultation and survey.

|          |          |              |                 |
|----------|----------|--------------|-----------------|
| Twitter  | 37 posts | 41,224 views | 917 engagements |
| LinkedIn | 5 posts  | 1,137 views  | 134 engagements |

## Emails

Email communications were used at the start of the consultation period to encourage participation from a list of around 2,500 identified stakeholders across the region. Further reminder emails were then sent later in the consultation. A project inbox ([transporteastconsultation@jacobs.com](mailto:transporteastconsultation@jacobs.com)) was also created so people could contact the project team directly or provide any comments and feedback as an alternative to the survey.

## Digital advertising

A mixture of online advertorial, social media and digital advertising were booked with media groups in the region, including Essex Live, Suffolk Live, Norfolk Live, Southend Echo, Thurrock Gazette, Colchester Gazette and the East Anglian Daily Times.

These were programmed in two bursts, one at the launch of the consultation and one in early January to remind people to have their say before the consultation closed.

## Print advertising

Printed advertisements were published in various newspapers across the region to reach a different audience and create a broad awareness of the consultation. This included the Essex Chronicle, Brentwood Gazette, Southend Echo, Thurrock Gazette, Colchester Gazette, Norwich Evening News, Eastern Daily Press, East Anglian Daily Times and Ipswich Star.

Again, these were programmed in two bursts to align with the digital advertising campaign.

## Press releases

Press releases were issued both at the start of the consultation and towards the end of the consultation period, resulting in media coverage in a variety of different publications across the region.



## 3. Data analysis and interpretation

This section presents the results from the consultation survey responses. This includes analysis of the main themes and issues raised in the responses, and a summary of who responded.

### 3.1 Sample

The consultation was open to all interested parties, targeting the Eastern region.

In total, 590 responses were received.

It should be noted that respondents to a consultation are a self-selecting sample made up of those who have chosen to respond, therefore a non-scientific sample. Responses reflect the views of *only* those who responded. This provides an invaluable insight into the concerns, themes and issues surrounding the strategy presented but should not be considered a fully representative sample of the population.

### 3.2 Analysis of the responses

A total of 514 responses were received to the consultation response form, with a further 76 respondents submitting direct email responses. The analysis in Chapter 4 and 5 reflects only the responses to the online questionnaire, with the direct email responses reported in Chapter 6.

From both the email responses and online questionnaire, there was a wide mix of different stakeholders including: county councils, unitary councils, borough and district councils, town councils, parish councils, political groups, transport operators, transport groups, transport user groups, environment groups, statutory bodies, businesses and business groups. The full list of stakeholders who responded to the consultation can be found in appendix 3.

The online questionnaire comprised a mix of questions, including some closed ‘tick-box’ questions, and open questions allowing for longer, written answers.

To effectively analyse the written responses to the open questions, a code frame was developed comprising wider themes and, within these, individual codes or issues. This allows for all concerns, opinions and suggestions to be captured and understood.

## 4. Responses to the online consultation survey

The graphs and charts below summarise the responses to the questions in the questionnaire. In total, 514 online consultation survey responses were received. Demographic information about who responded can be found in section 4.4.

To note, some of the percentages within the tables do not add up to 100% due to rounding. Also the percentages for Thurrock responses are from a small number of responses.

### 4.1 Views on the draft Transport Strategy

**Question: To what extent do you support the vision set out in the Transport Strategy – ‘A thriving economy for the East, with fast, safe, reliable, and resilient transport infrastructure driving forward a future of inclusive and sustainable growth for decades to come.’ ?**

Respondents were asked to indicate to what extent they supported the vision set out in the Transport Strategy. The results below show that of the 514 online responses received, almost three quarters of respondents indicated they were supportive of the vision set out within the Transport Strategy. Results showed 42% of respondents were in strong support of the vision, with an additional 32% of respondents supportive. A further 14% of respondents were neutral in regard to their support of the vision, while 6% opposed the vision, 4% strongly opposed the vision and the remaining 1% had no opinion.

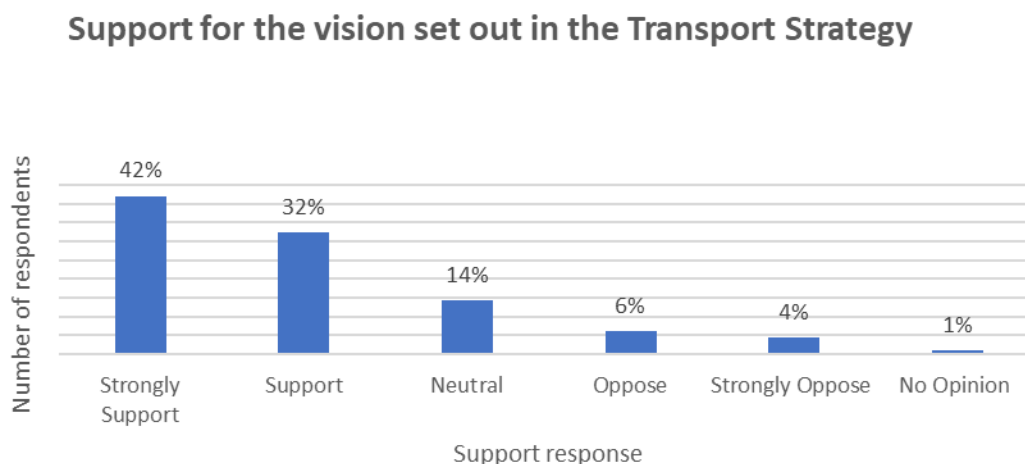


Figure 7 - Chart showing the support for the vision

Of the respondents who provided responses with postcodes linked to Essex, 75% of respondents noted their support of the vision set out within the Transport Strategy. 65% of respondents with postcodes associated with Norfolk also indicated their support for the vision. Analysis also indicated that 79% of respondents from Suffolk associated postcodes indicated some level of support for the vision outlined within the strategy. Out of the 514 responses received 68% of respondents from Southend-On-Sea associated postcodes noted their support for the vision set out in the Transport Strategy, whilst 75% of respondents from the Thurrock area noted their support. Those outside the region also indicated their support for the vision, with 56 respondents from the Cambridge area, noting their support.

On the contrary, 20% of respondents from Norfolk related postcodes indicated their opposition to the vision set out within the Transport Strategy, while 11% of respondents who provide postcodes linked the Essex part of the region noted their opposition. Going further afield, 9% respondents from Suffolk associated postcodes indicated their opposition, as well as 9% of respondents from Southend-On-Sea.

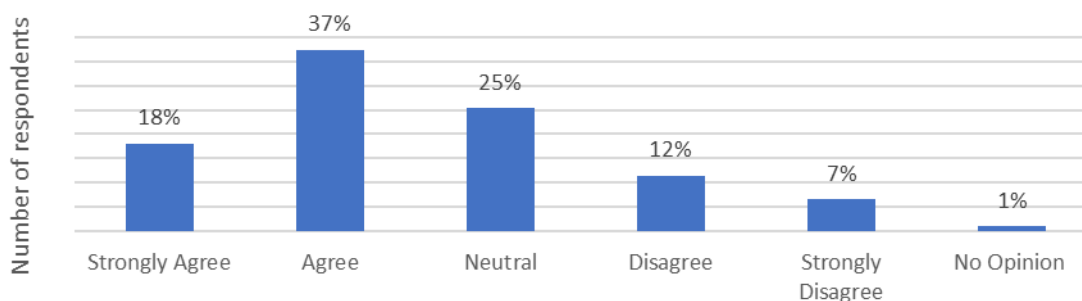
*Table 4-1 - Geographical support of the vision*

|                 | <b>Strongly Support</b> | <b>Support</b> | <b>Neutral</b> | <b>Oppose</b> | <b>Strongly Oppose</b> | <b>No Opinion</b> |
|-----------------|-------------------------|----------------|----------------|---------------|------------------------|-------------------|
| Southend on sea | 21                      | 17             | 13             | 4             | 1                      | 0                 |
|                 | 38%                     | 30%            | 23%            | 7%            | 2%                     | 0%                |
| Norfolk         | 33                      | 36             | 13             | 10            | 10                     | 2                 |
|                 | 32%                     | 35%            | 13%            | 10%           | 10%                    | 2%                |
| Essex           | 68                      | 51             | 23             | 10            | 8                      | 0                 |
|                 | 43%                     | 32%            | 14%            | 6%            | 5%                     | 0%                |
| Suffolk         | 38                      | 35             | 11             | 6             | 2                      | 0                 |
|                 | 41%                     | 38%            | 12%            | 7%            | 2%                     | 0%                |
| Thurrock        | 2                       | 1              | 1              | 0             | 0                      | 0                 |
|                 | 50%                     | 25%            | 25%            | 0%            | 0%                     | 0%                |
| Cambridgeshire  | 36                      | 20             | 7              | 1             | 1                      | 0                 |
|                 | 55%                     | 31%            | 11%            | 2%            | 2%                     | 0%                |
| Other areas     | 12                      | 4              | 3              | 1             | 0                      | 0                 |
|                 | 60%                     | 20%            | 15%            | 5%            | 0%                     | 0%                |

**Question: To what extent do you agree with the following statement ‘The Transport Strategy identifies the right overall approach to transport development across the region’ ?**

The following question asked respondents to what extent they agreed with a statement that the Transport Strategy identifies the right overall approach to develop transport across the region. The results show the majority of respondents were in support of the statement and believed the Transport Strategy identified the right overall approach to transport development across the region. Of the 514 responses received, 55% of respondents either supported or strongly supported the approach, 25% were neutral, 19% either opposed or strongly opposed the transport strategies approach and 1% had no opinion.

**To what extent do you agree with the following statement  
'The Transport Strategy identifies the right overall approach  
to transport development across the region'?**



*Figure 8 - Chart showing the agreement to the statement*

Further analysis indicated 55% of respondents who provided postcodes linked to the Essex part of the region either strongly support or supported the statement. 54% of respondents from the Suffolk area indicated their agreement and 54% of respondents from postcodes associated with Norfolk. Furthermore, 51% respondents from the Southend-On-Sea area indicated their support. 50% of respondents who provided postcodes linked to the Thurrock area also noted their agreement that the Transport Strategy identifies the right overall approach to the development of transport across the region.

On the other hand, 27% of respondents from postcodes linked with Norfolk indicated their opposition with the statement in question. 16% of respondents from the Essex area, 16% of respondents from Suffolk, 20% respondents from Southend-On-Sea and 50% of respondents from Thurrock also indicated their opposition.

Table 4-2 - Geographical support of the statement

|                  | Strongly Support | Support | Neutral | Oppose | Strongly Oppose | No Opinion |
|------------------|------------------|---------|---------|--------|-----------------|------------|
| Southend- On-Sea | 8                | 21      | 17      | 10     | 1               | 0          |
|                  | 14%              | 37%     | 30%     | 18%    | 2%              | 0%         |
| Norfolk          | 12               | 44      | 19      | 14     | 15              | 0          |
|                  | 12%              | 42%     | 18%     | 13%    | 14%             | 0%         |
| Essex            | 27               | 62      | 43      | 20     | 7               | 4          |
|                  | 17%              | 38%     | 26%     | 12%    | 4%              | 2%         |
| Suffolk          | 15               | 35      | 28      | 8      | 6               | 0          |
|                  | 16%              | 38%     | 30%     | 9%     | 7%              | 0%         |
| Thurrock         | 2                | 0       | 0       | 1      | 1               | 0          |
|                  | 50%              | 0%      | 0%      | 25%    | 25%             | 0%         |
| Cambridgeshire   | 22               | 17      | 18      | 4      | 3               | 1          |
|                  | 34%              | 26%     | 28%     | 6%     | 5%              | 2%         |
| Other areas      | 3                | 10      | 3       | 3      | 1               | 0          |
|                  | 15%              | 50%     | 15%     | 15%    | 5%              | 0%         |

**Question: To what extent do you support the strategic priorities set out in the Transport Strategy?**

The four strategic priorities were presented to respondents, giving them the opportunity to indicate their level of support for each one individually. Results from the online consultation responses are displayed below.

**a. Decarbonisation to net zero**

Over three quarters of respondents indicated their support for the strategic priority in relation to decarbonisation to net zero. Results indicated that 52% of respondents indicated strong support for this priority and a further 27% noted their support. Of the remaining respondents, 12% were neutral, 5% opposed this priority, 4% strongly opposed the priority and the remaining 1% had no opinion.

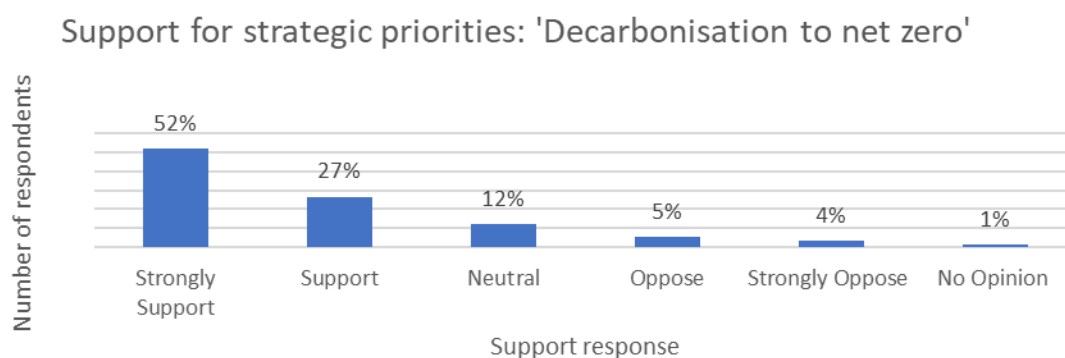


Figure 9 - Chart showing the support for Decarbonisation to net zero



Further analysis was conducted to determine respondent support from the five areas that make up the Transport East region. The data collated indicated that 76% of respondents from the Essex area either strongly supported or supported the strategic priorities associated with decarbonisation to net zero. 81% of respondents were from postcodes associated with the Norfolk part of the region. A further 77% of respondents who chose to provide a response to the question from a Suffolk related postcode indicated their support of this strategic priority. Out of the 56 respondents who chose to provide a response from postcodes linked to Southend-On-Sea, 75% of respondents indicated their support for this priority. 100% of respondents who provided postcodes linked with the Thurrock area identified as supporting this priority. Results also suggested 82% of respondents who chose to provide a response to this question from a postcode linked to Cambridgeshire supported this priority.

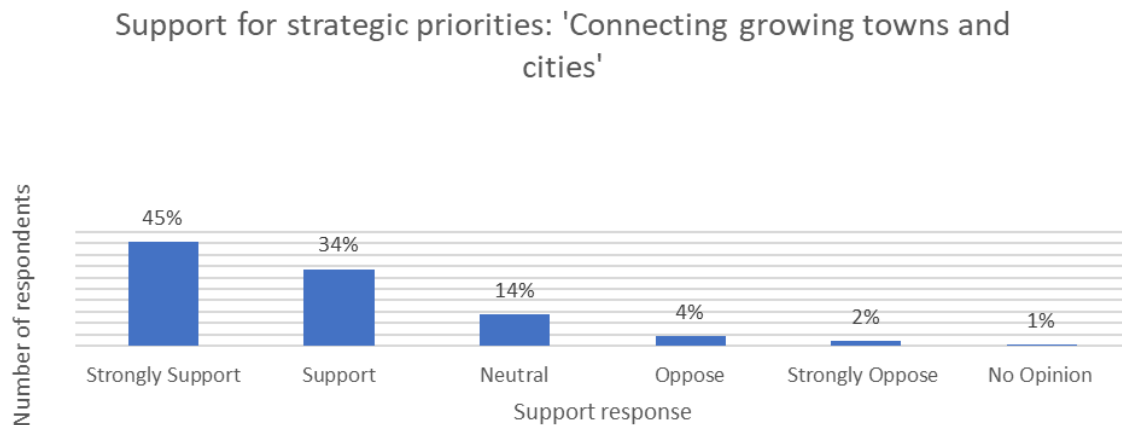
Even though there was a good level of support for this strategic priority, further analysis indicated that 10% of respondents from an Essex related postcode area opposed this priority. Of the 92 respondents who chose to answer this question from a Suffolk related postcode, 10% opposed this priority. Out of the 104 respondents who provided a response from a Norfolk related postcode, 8% indicated their opposition to this priority. Analysis further suggested that of the 56 respondents from Southend-On-Sea associated postcodes, 12% of respondents opposed the priority of decarbonisation to net zero.

*Table 4-3 - Geographical support for decarbonisation to net zero*

|                  | <b>Strongly Support</b> | <b>Support</b> | <b>Neutral</b> | <b>Oppose</b> | <b>Strongly Oppose</b> | <b>No Opinion</b> |
|------------------|-------------------------|----------------|----------------|---------------|------------------------|-------------------|
| Southend- On-Sea | 27                      | 15             | 7              | 3             | 4                      | 0                 |
|                  | 48%                     | 27%            | 13%            | 5%            | 7%                     | 0%                |
| Norfolk          | 56                      | 28             | 11             | 5             | 3                      | 1                 |
|                  | 54%                     | 27%            | 11%            | 5%            | 3%                     | 1%                |
| Essex            | 80                      | 44             | 18             | 10            | 7                      | 4                 |
|                  | 49%                     | 27%            | 11%            | 6%            | 4%                     | 2%                |
| Suffolk          | 47                      | 24             | 11             | 6             | 3                      | 1                 |
|                  | 51%                     | 26%            | 12%            | 7%            | 3%                     | 1%                |
| Thurrock         | 4                       | 0              | 0              | 0             | 0                      | 0                 |
|                  | 100%                    | 0%             | 0%             | 0%            | 0%                     | 0%                |
| Cambridgeshire   | 33                      | 20             | 11             | 1             | 0                      | 0                 |
|                  | 51%                     | 31%            | 17%            | 2%            | 0%                     | 0%                |
| Other areas      | 13                      | 5              | 1              | 0             | 1                      | 0                 |
|                  | 65%                     | 25%            | 5%             | 0%            | 5%                     | 0%                |

### ***b. Connecting growing towns and cities***

Over 45% of respondents highlighted their strong support for the strategic priority related to connecting growing towns and cities. A further 34% indicated their support, while 14% of respondents were neutral in their support. On the other hand, 6% of respondents either opposed or strongly opposed this priority, while 1% had no opinion.



*Figure 10 - Chart showing the support for connecting growing towns and cities*

Whilst initial analysis indicated 79% of respondents highlighted their support for the priority linked to connecting growing towns and cities, further analysis indicated 124 respondents came from postcodes within Essex, of those 124 respondents 77% specified their support for this particular priority. An additional, 104 respondents who provided a response were from Norfolk related postcodes, 74% of these respondents indicated their support for this priority. Of the 92 responses from Suffolk related postcodes, 82% of respondents emphasised their support for the priority. A total of 56 respondents provided a response from postcodes linked to Southend-One-Sea, 84% of these respondents supported the priority for connecting growing towns and cities. Of all the responses received from postcodes associated with Thurrock, 75% of respondents noted their support of the priority. Although outside the Transport East region 65 respondents were from postcodes linked with the Cambridgeshire area; of these 65 respondents, 81% supported the priority presented.

While there was strong support for this priority, respondents also noted their opposition. Out of all the responses received from postcodes linked to Norfolk, 15% were in opposition to the priority in question. 7% of respondents from Essex related postcodes opposed the priority. Furthermore, 3% of responses received from postcodes linked with the Suffolk area were identified to oppose this priority.

Table 4-4 - Geographical support for connecting growing towns and cities

|                  | Strongly Support | Support | Neutral | Oppose | Strongly Oppose | No Opinion |
|------------------|------------------|---------|---------|--------|-----------------|------------|
| Southend- On-Sea | 26               | 21      | 8       | 1      | 0               | 0          |
|                  | 46%              | 38%     | 14%     | 2%     | 0%              | 0%         |
| Norfolk          | 37               | 39      | 13      | 9      | 6               | 0          |
|                  | 36%              | 38%     | 13%     | 9%     | 6%              | 0%         |
| Essex            | 71               | 53      | 26      | 6      | 5               | 2          |
|                  | 44%              | 33%     | 16%     | 4%     | 3%              | 1%         |
| Suffolk          | 42               | 33      | 13      | 2      | 1               | 1          |
|                  | 46%              | 36%     | 14%     | 2%     | 1%              | 1%         |
| Thurrock         | 2                | 1       | 1       | 0      | 0               | 0          |
|                  | 50%              | 25%     | 25%     | 0%     | 0%              | 0%         |
| Cambridgeshire   | 38               | 15      | 9       | 3      | 0               | 0          |
|                  | 58%              | 23%     | 14%     | 5%     | 0%              | 0%         |
| Other areas      | 12               | 7       | 1       | 0      | 0               | 0          |
|                  | 60%              | 35%     | 5%      | 0%     | 0%              | 0%         |

c. **Energising coastal and rural communities**

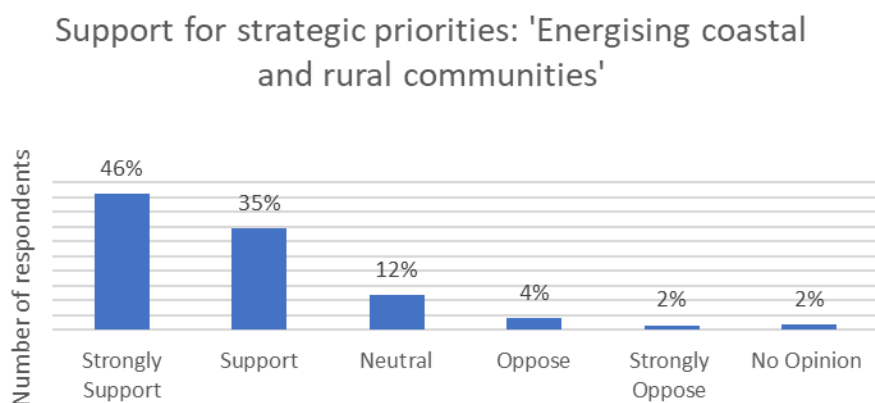


Figure 11 - Chart showing the support for energising coastal and rural communities

The results above show that of the 514 responses received, 81% of respondents either strongly supported or supported the strategic priority in relation to energising coastal and rural communities, 6% of respondents either opposed or strongly opposed this strategic priority, 12% were neutral and the remaining 2% had no opinion.

Further analysis was conducted to determine respondent support from the 5 areas that make up the Transport East region. The data collated indicated that 163 respondents from postcodes linked with Essex

provided a response to this question, of these 163 respondents 78% of respondents either strongly supported or supported the strategic priority associated with energising coastal and rural communities. 79% of respondents with postcodes linked to Norfolk were in support of the priority. Additionally, 74% of respondents from postcodes linked to Suffolk also noted their support for the priority. 86% of respondents from the Southend-On-Sea area supported this priority. 100% of all the responses to this question from postcodes linked to Thurrock supported the priority. Results also suggested 65 of responses to this question came from outside the region within Cambridgeshire. Out of these 65 responses, 88% supported this priority.

Even though there was a good level of support for this strategic priority, further analysis indicated that 9% of respondents who provided responses from Suffolk postcodes opposed the priority. Furthermore, 8% of responses from postcodes linked to Norfolk opposed the priority. Finally, 7% of respondents from Essex postcodes opposed the priority. Alternatively, of the responses associated with postcodes from the Cambridgeshire area, 2% opposed the priority, whilst 5% of respondents from postcodes outside the Transport East geographic boundary opposed the priority related to energising coastal and rural communities.

*Table 4-5 - Geographical support for energising coastal and rural communities*

|                  | <b>Strongly Support</b> | <b>Support</b> | <b>Neutral</b> | <b>Oppose</b> | <b>Strongly Oppose</b> | <b>No Opinion</b> |
|------------------|-------------------------|----------------|----------------|---------------|------------------------|-------------------|
| Southend- On-Sea | 27                      | 21             | 7              | 0             | 0                      | 1                 |
|                  | 48%                     | 38%            | 13%            | 0%            | 0%                     | 2%                |
| Norfolk          | 42                      | 41             | 13             | 3             | 5                      | 0                 |
|                  | 40%                     | 39%            | 13%            | 3%            | 5%                     | 0%                |
| Essex            | 72                      | 55             | 20             | 10            | 1                      | 5                 |
|                  | 44%                     | 34%            | 12%            | 6%            | 1%                     | 3%                |
| Suffolk          | 39                      | 29             | 14             | 6             | 2                      | 2                 |
|                  | 42%                     | 32%            | 15%            | 7%            | 2%                     | 2%                |
| Thurrock         | 3                       | 1              | 0              | 0             | 0                      | 0                 |
|                  | 75%                     | 25%            | 0%             | 0%            | 0%                     | 0%                |
| Cambridgeshire   | 39                      | 18             | 6              | 1             | 0                      | 1                 |
|                  | 60%                     | 28%            | 9%             | 2%            | 0%                     | 2%                |
| Other areas      | 10                      | 7              | 2              | 1             | 0                      | 0                 |
|                  | 50%                     | 35%            | 10%            | 5%            | 0%                     | 0%                |

**d. Unlocking international gateways (ports and airports)**

Of the 514 responses received, 62% of respondents either strongly supported or supported the strategic priority in relation to unlocking international gateways, 12% of respondents either opposed or strongly opposed this strategic priority, 24% were neutral and the remaining 2% had no opinion.

### Support for strategic priorities: 'Unlocking international gateways (ports and airports)'

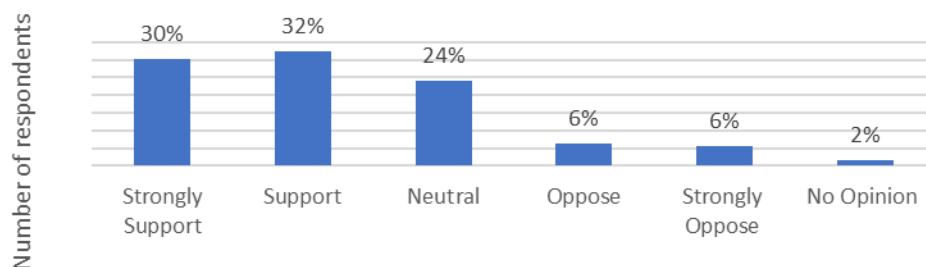


Figure 12 - Chart showing the support for unlocking international gateways (ports and airports)

Unlocking international gateways through ports and airports is a key for the Transport Strategy. Out of the 62% of respondents who supported this priority, 163 respondents originated from the Essex area, of these 163 respondents, 65% of respondents from postcodes linked to the Essex part of the region supported the presented priority. Going further, of the 104 responses received from postcodes associated with Norfolk, 57% noted their support for the priority. Of the 92 responses from Suffolk related postcodes, 58% supported this priority. Of the responses received to this question from postcodes linked to Southend-On-Sea, 64% of respondents supported this priority. 63% of responses from postcodes linked to the Cambridgeshire area noted their support. 75% of respondents from postcodes linked to the Thurrock area also supported this priority. Responses were also received from further afield, with 70% of responses obtained from postcodes outside of the region supporting the priority.

While over half of respondents supported this priority, 12% of the total respondents were opposed. Of these, 11% of respondents were from postcodes linked with Essex. 15% of the total respondents from Norfolk expressed their opposition to the priority. Additionally, 14% of the total responses received from postcodes linked to Suffolk opposed the priority. A further, 6% of responses from postcodes linked to the Southend-On-Sea area expressed their opposition to the priority. Whilst 25% of respondents who provided a response from Thurrock related postcodes noted their opposition. Although outside the Transport East region, of the 65 responses received to the question from the Cambridgeshire area, 9% of those who responded opposed the priority presented.



Table 4-6 - Geographical support for unlocking international gateways (ports and airports)

|                  | Strongly Support | Support | Neutral | Oppose | Strongly Oppose | No Opinion |
|------------------|------------------|---------|---------|--------|-----------------|------------|
| Southend- On-Sea | 17               | 19      | 15      | 2      | 1               | 2          |
|                  | 30%              | 34%     | 27%     | 4%     | 2%              | 4%         |
| Norfolk          | 26               | 33      | 30      | 4      | 11              | 0          |
|                  | 25%              | 32%     | 29%     | 4%     | 11%             | 0%         |
| Essex            | 47               | 59      | 35      | 9      | 8               | 5          |
|                  | 29%              | 36%     | 21%     | 6%     | 5%              | 3%         |
| Suffolk          | 28               | 26      | 25      | 8      | 5               | 0          |
|                  | 30%              | 28%     | 27%     | 9%     | 5%              | 0%         |
| Thurrock         | 3                | 0       | 0       | 0      | 1               | 0          |
|                  | 75%              | 0%      | 0%      | 0%     | 25%             | 0%         |
| Cambridgeshire   | 22               | 19      | 17      | 4      | 2               | 1          |
|                  | 34%              | 29%     | 26%     | 6%     | 3%              | 2%         |
| Other areas      | 9                | 5       | 1       | 3      | 1               | 1          |
|                  | 45%              | 25%     | 5%      | 15%    | 5%              | 5%         |

Overall, the results indicated respondents were most in support of the priority related to energising coastal and rural communities, with 81% of respondents showcasing their support for this priority. 79% of total respondents indicated their support for connecting growing towns and cities and 78% of respondents indicating support for decarbonisation to net zero. The priority related to unlocking international gateways (ports and airports) was the least supported among total respondents, with 63% of total respondents showcasing support for the priority.

**Question: Which of the following goals in each strategic priority do you think are the most important? Please rank the options (1=the most important, 2= second most important etc.)**

Respondents were asked to rank the goals outlined to support each strategic priority in level of importance. The results have been segmented according to each strategic priority.

#### Decarbonisation to net zero

For this question 485 responses were received. More respondents ranked ‘Shift modes’ as their first-choice goal (37%, 178 respondents) ‘Reduce demand for carbon intensive trips’ as the second choice for most respondents (30%, 147 respondents), ‘Zero carbon growth’ as most respondents third choice (28%, 135 respondents), and ‘Switch fuels’ was rated by most respondents as their last choice (44%, 213 respondents).

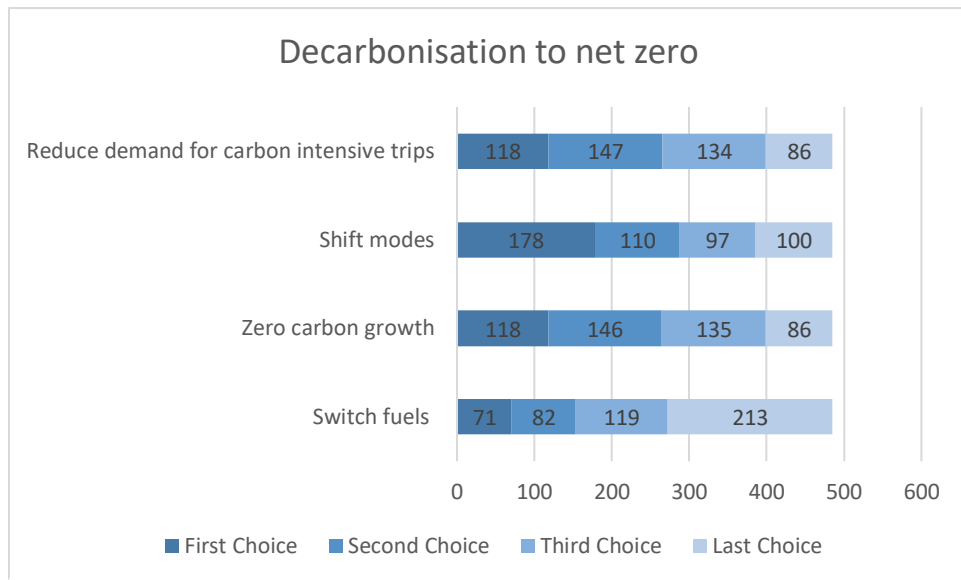


Figure 13 - Chart showing the ranking of goals for decarbonising to net zero

### Connecting growing towns and cities

For this question 473 responses were received. Most respondents rated ‘Enhanced sustainable transport’ as their first-choice priority (41%, 193 respondents), ‘Fully integrated transport’ was rated by most as their second choice (49%, 230 respondents), and ‘Faster and more reliable transport connections’ was rated by most as their last choice (48%, 226 respondents).

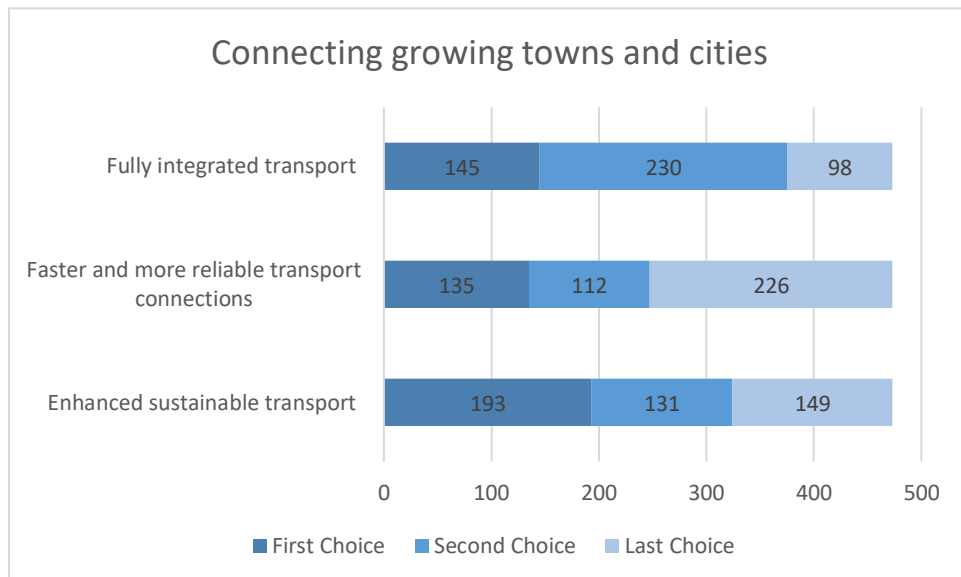


Figure 14 - Chart showing the ranking of goals for connecting growing towns and cities

## Energising coastal and rural communities

For this question 323 responses were received. The ranking of the two choices offered was fairly evenly split. The majority of respondents rated ‘Increase access to education, training, service and employment for rural communities’ as their first-choice goal (51%, 166 respondents), with the majority rating ‘Improved connectivity along our coastlines’ as their second choice (51%, 166 respondents).

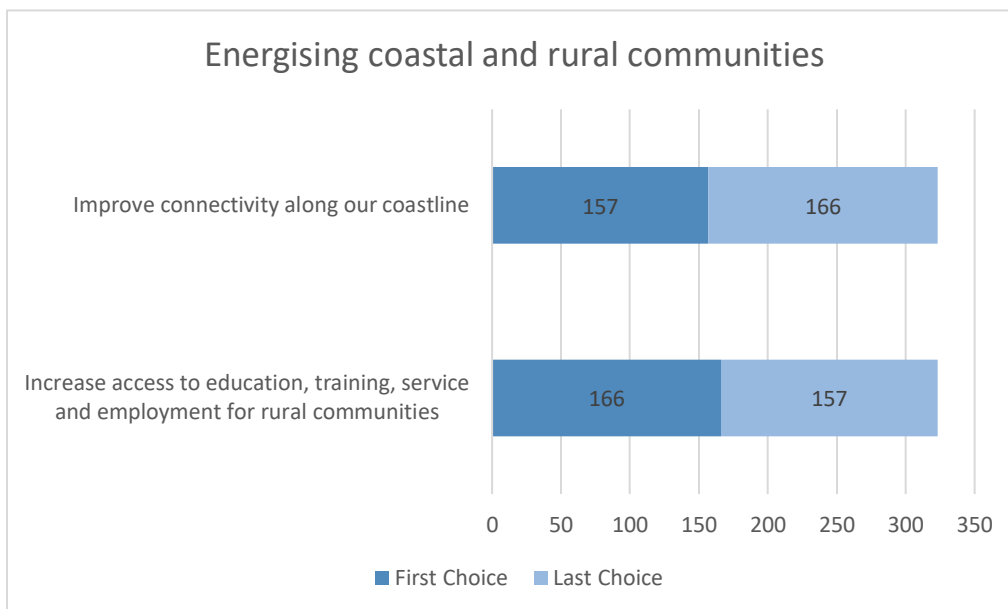


Figure 15 - Chart showing the ranking of goals for energising coastal and rural communities

## Unlocking international gateways (ports)

For this question 461 responses were received. ‘Shift modes’ was the most supported goal with 53%, 243 respondents ranking this option as their first-choice goal, and 16%, 75 respondents ranking the goal as their last choice. On the other hand, ‘Alternative fuels’ was the least supported goal overall, receiving the least number of votes for first choice and the highest number of votes for last choice (50%, 230 respondents).

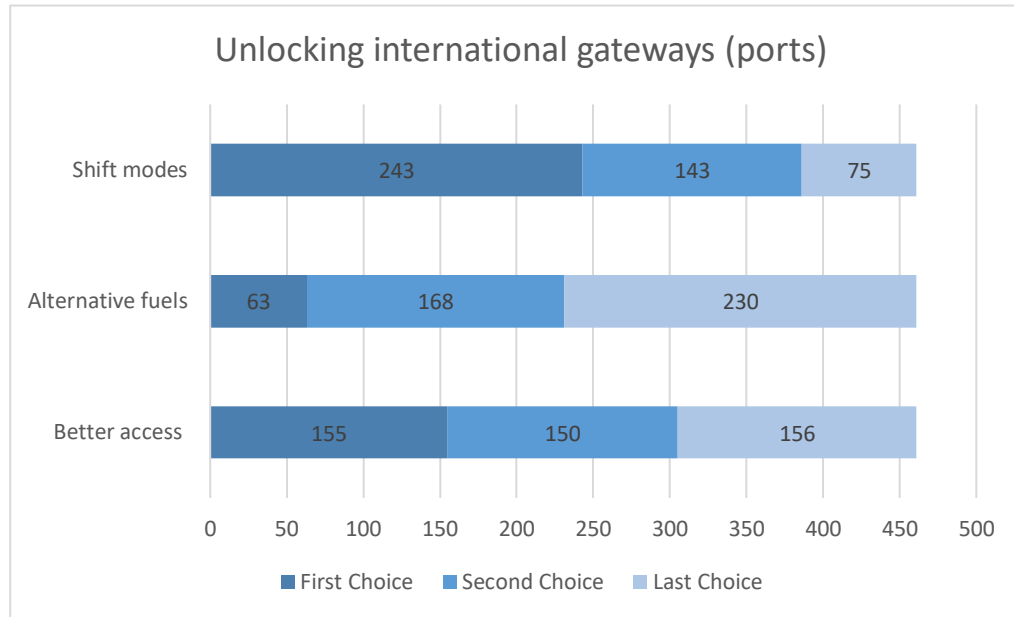


Figure 16 - Chart showing the ranking of goals for unlocking international gateways (ports)

### Unlocking international gateways (airports)

For this question, 459 responses were received. The priority ‘Net zero aviation emissions’ gained the most votes for first choice out of the three options (36%, 165 respondents) and ‘Shift modes’ received the most for second choice. However, ‘Net zero aviation emissions’ also received the greatest votes for last choice (41%, 187 respondents). ‘Enhanced connectivity to airports’ did not receive the greatest votes for any of the choice ratings out of the three goals, although most rated it as last choice (38%, 174 respondents) in comparison to second (33%, 150 respondents) and third choices (29%, 135 respondents).

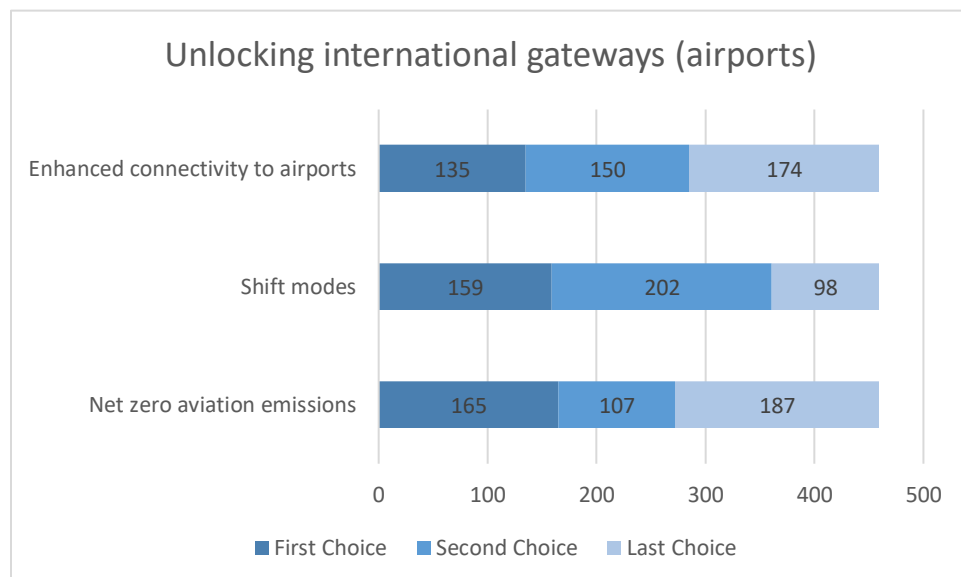


Figure 17 - Chart showing the ranking of goals for unlocking international gateways (airports)

### Question: Do you have any comments about the Transport Strategy?

Respondents were offered the opportunity to provide further commentary in relation to the Transport Strategy proposals presented.

Of the 514 online responses received to the consultation, 330 responses provided additional comments which were coded and analysed. The comments received were categorised according to the below themes. These were then separated into sub-themes to provide more detailed understanding of the comments made.

Table 4-7 Transport Strategy related themes

| Theme                       | Number of mentions |
|-----------------------------|--------------------|
| Public Transport            | 147                |
| Transport Strategy Specific | 125                |
| Concerns/critiques          | 121                |
| Suggested improvements      | 103                |
| Considerations              | 57                 |
| Active Travel               | 48                 |
| Carbon/net zero             | 35                 |
| Benefits                    | 27                 |
| Further developments        | 23                 |
| Environment                 | 21                 |
| Freight                     | 17                 |
| Consultation specific       | 16                 |
| Other                       | 8                  |

A table showing a full breakdown of results can be found in Appendix 5.



## Public Transport

The most prevalent theme mentioned by 147 respondents was in relation to public transport within the region. 80 respondents provided comments in relation to **suggested public transport improvements**. Some of these suggested improvements included **increased public transport frequency/reliability, integrated public transport services, improved timetabling to enable weekend and evening use, improved public transport capacity; as well as improving public transport connectivity between rural locations/ villages and the major towns and cities within the region**. Typical responses received included:

*“More emphasis on integration and better connection for public transport ”* TS0222

*“Yes, look at rural bus services, they desperately need improving. Also, reinstate the Kings Lynn to Norwich train line ”*

TS0230

*“We need to be enhancing the rail network and improving bus services to create a fully integrated public transport network ”*

TS0065

*“If decarbonisation is truly the goal, then more focus on providing reliable effective public transport to rural areas ”*

TS0120

*“Put in bus services that run when people need them not when the operators decide they will provide them, using electric buses and linking in with rail ”*

TS0127

*“Rural villages need regular bus services to access Market Towns and to connect with busses and trains to cities within their County ”*

TS0238

*“Increase frequency / accessibility / reliability of public transport [especially buses] ”* TS0050

Respondents also highlighted some of their **current public transport challenges**. This issue was mentioned by 34 respondents, with typical comments including:

*“Public transport is hopelessly inefficient and uneconomic for 1/3 of people who live in villages or even worse in remote areas ”*

TS0012

*“The lack of affordable frequent public transport provision is a major barrier to low carbon travel & causes transport poverty ”*

TS0124

*“Public transport outside of our larger towns can be restricted, especially after a certain time in the evening ”*

TS0293

*“From Thurrock we cannot go anywhere without going into London on a train ”*

TS0324

*“Providing improved public transport connections for local people to access inland facilities such as the airport, train links etc. is vital. North Norfolk has very good coastal links but poor links from coastal communities inland ”*

TS0236

*“Public Transport is too inaccessible - trains are very expensive, more so than cars, preventing use of public transport. Trains are also too infrequent to many towns ”*

TS0210

There was a desire amongst respondents for **cheaper/affordable public transport** provision. Some respondents went further to suggest that improving public transport affordability will support the mode shift aspirations of the region. 17 comments were received in association with this request. Comments received included:

*“Bus must be cheap and reliable connecting communities regularly ”*

TS0282

*“Cheap, efficient, frequent public transport to get people out of cars ”*

TS0122

*“Public transport needs to be much cheaper so that it can compete with the convenience of private transport. If it only cost £1 to travel from say Wickham Market to Ipswich, then this would encourage many to leave the car at home ”*

TS0325

Online responses highlighted the need for **investment/funding to be directed towards public transport improvements**. Of the 7 responses associated with this aspiration, typical responses received included:

*“Instead of flogging the most polluting form of transport of all we should invest in cheaper trains, train and ferry connections, connections to continental trains such as Eurostar ”*

TS0139

*“Investment in walking and cycling and public transport should be prioritised ”*

TS0330

*“I support investment in public transport ”*

TS0277

5 respondents also suggested the **reopening of railway lines** as an additional suggested improvement. Typical comments included:

*“Focus on rail rather than road. There are many disused lines that could be reopened rather than carving up established countryside ”*

TS0145

*“Reopen train lines I.e., Kings Lynn to Norwich and King's Lynn to Hunstanton ”*

TS0246

*“Reopen closed railway lines especially west to east ”*

TS0036

Other comments in relation to public transport included:

- Alternative public transport options
- Encourage public transport use
- East-West rail improvements

- Delivery of public transport
- Prioritisation of public transport
- Public transport (bus/rail) to cover more rural/coastal communities/villages
- Poor transport infrastructure
- Public transport access key services/ employment
- Reference to public transport best practice

### Transport Strategy specific

Comments were made in relation the Transport Strategy specifically. Of the 330 responses received, 125 mentioned the Transport Strategy in some capacity. The strategy received **critique** from 34 respondents, typical responses included:

*“I feel it is far too general and not coming up with specific ways of improving public transport use/cycling/walking ”*

TS0108

*“The scope of the strategy comes across as very high level and too much of a vision maker. Does not appear to address recognise fundamental issues such as the long-term traffic congestion which has been plaguing Ipswich ”*

TS0217

*“The strategy is totally flawed, as well as lacking any innovation. It ignores many options that should her been included - busways not railways for instance ”*

TS0284

*“The Transport Strategy seems to be flawed. It doesn't mention Haverhill at all, despite it being the fourth largest town in Suffolk, fast approaching 30k population projected to 40k+ in the next ten years ”*

TS0015

29 comments were also made **supporting the strategy**. Some of the responses received included:

*“A commendable effort , let's hope at least some action results! ”*

TS0063

*“We are strongly supportive of the objectives that the Strategy sets out to achieve ”*

TS0293

*“We support all form of transport decarbonisation and can enable the transition set out in the strategy by investing in energy infrastructure to move from fossil fuel to electricity and hydrogen ”*

TS0296

*“We support the Transport Strategy, in particular the focus on energising rural and coastal communities, and improving access to ports ”*

TS0327

*“We welcome the publication of the Strategy and are appreciative of the opportunity to comment ”*

TS0172

12 comments mentioned the need for further clarity on **funding/investment** for the proposed improvements in the region. Comments received included:

*“Issues around funding are skimmed over ”* TS0149

*“I have my doubts that the finance will be available to achieve these goals ”* TS0237

*“The need to identify potential strategic funding to achieve the objectives of the strategy along with public consultation for each major scheme ”* TS0080

*“I would wholeheartedly support the intentions of this strategy but please see the next page about the lack of clarity about the sources of funding (and how much it will all cost) ”* TS0129

8 comments mentioned the **timescales of delivery**. Some of the responses received included:

*“I think it is a very expensive and was probably resource intense and time-consuming process with no action plan or datelines ”* TS0206

*“I don’t see the required urgency in your plan ”* TS0312

*“Efforts to move people from using private cars to public transport are laudable but will take time and in any event these roads are vital for commercial traffic and will be long into the future”* TS0276

## Concerns/critique

Responses relating to concerns/critiques of the proposed Transport Strategy was mentioned by 121 respondents.

Further critique was provided in relation to the strategy, with 36 respondents mentioning the strategy being **road related critique/concern**. Responses received included:

*“It is still very road heavy ”* TS0041

*“We have gone from an excellent transport infrastructure in the 50's/60's to a very short sighted one that focuses on road transport ”* TS00117

*“My reason for opposing this strategy is that the focus is still on road building and car dependency ”* TS0306

*“Roads are identifier as being worst for decarbonisation in the Draft Investment and Delivery Programme, so surely roads should receive the least priority of investment compared to sustainable modes of transport ”*

TS0216

Further critique was provided in relation to the strategy, with 20 respondents providing **comments relating to Electric vehicles and the supporting infrastructure**. Comments included:

*“Suitable EV charging infrastructure is unachievable, particularly at home ”*

TS0136

*“Currently, those living in rural areas without the option of installing their own EV charging point have to drive to their nearest town (sometimes 30+ minutes ’ drive away) to access an EV charging point, which can then take 2+ hours to charge a car, based on the average charging time of most affordable EV cars available currently. This is a major barrier to switching to EV cars for many ”*

TS0034

*“Electric cars are good, but that "good" has a huge caveat. E-cars reduce local pollution, but they do little else for public health (diabetes, obesity, heart disease) and still gum up the roads and the economy, often with one person at the wheel. They do nothing to reduce road violence and intimidation. In terms of CO2 emissions, they only move ahead of petrol/diesel cars after 50,000 miles (source: Volvo). These limitations need to be borne in mind as the consultation progresses ”*

TS0095

*“At present time there is not enough infrastructure to support the number of electric vehicles required ”*

TS0241

Respondents provided critique in relation the proposed **growth** aspirations for the region. Some of the 12 comments which mentioned this topic included:

*“I am concerned about words such as fast and growing. These do not always help ”*

TS0146

*“Growth means more consumption which is incompatible with sustainability ”*

TS0178

*“Zero carbon growth or sustainable growth. These descriptions betray the reality that growth is fundamentally unsustainable and locks in carbon production for evermore ”*

TS0266

*“The proposed vision, “A thriving economy for the East, with fast, safe, reliable, and resilient transport infrastructure driving forward a future of inclusive and sustainable growth for decades to come ”, is too focused on growth and the economy, instead of transport, and does not reflect the desired outcomes ”*

TS0261

Additional critique/concerns related to the Transport Strategy proposals included:

- Challenges of rural/coastal communities
- Overpopulating rural towns



- Healthcare related impact
- Difficulty travelling with mobility issues
- Town centre related critique/concern
- Does not address current/major issues
- Current transport challenges
- Delivery of plans in region
- Airport/aviation development/ expansion
- Does not understand needs of ageing population
- Parking related costs
- Broadband critique
- Impact of motor vehicles
- HGV related concerns/ critiques

### Suggested improvements

Respondents presented additional suggested improvements to be considered within the proposals, with 103 respondents mentioning some form of improvement within their response. 37 respondents provided suggestions in relation to **Road improvements**. Comments received included:

*“Upgrade A14 to Felixstowe Docks. Alternative northern corridor stopping trucks having to go around Ipswich when Orwell Bridge is shut either by high winds or police. Improve A12 from Ipswich to Lowestoft, the road at present is awful. Improve A140 Ipswich to Norwich another awful road ”*

TS0247

*“Road improvement is key. The strategic roads (A120, A140, A12, A14) need dualling throughout the region and elimination of the issues at junctions such as Copdock and Braintree which cause great pollution when they are congested ”*

TS0053

*“The A13 Sadlers Farm/ A130 to Canvey needs improvement to relieve congestion in the area ”*

TS0104

*“Prioritise the A120 link Braintree to A12 Kelvedon ”*

TS0182

*“The A14 and A12 are key strategic routes in Suffolk which must be improved to help relieve pressure on minor roads ”*

TS0276

*“Also, money does need to be spent on resurfacing the dangerously potholed stretch of the A11 near Wymondham ”*

TS0306

Although the lack of electric vehicle infrastructure was raised as a concern and mentioned by 20 respondents, 11 respondents highlighted some **electric vehicle related improvements** they would like to see implemented. Suggested improvements included:

*“Add car charging points to lamp poles this will allow more residents to switch to electric vehicles ”*

TS0107

*“The infrastructure to allow for the use of Electric vehicles in the area will need to be very quickly improved as there are very few EV charging stations available at present and servicing them if there are problems takes far too long ”*

TS0256

*“However, for a rural and coastal community with a population dispersed between towns and villages, it is important to recognise the role of a car in offering fast and cost-effective transport, and that private vehicles running on renewable electricity rather than fossil fuels should form an important part of the strategy, with the need for a coordinated approach to charging infrastructure, as set out in A2 of the investment programme. This should include charging stations on major routes such as the A120 and the A133, either new station or existing providers offering charging. ”*

TS0327

*“Unless convenient and reliable charging points are provided nationally electric cars will remain an aspiration. ”*

TS0082

Online responses received emphasized respondents ambition for **air travel within the region to be reduced/discouraged**. Some of the 9 responses received in relation to this topic included:

*“Don't agree with airports we need to stop flying we are in a climate and ecological emergency and need to drastically change the way we live ”*

TS0102

*“Flying needs to be discouraged as a transport mode, especially domestic flying ”*

TS0262

*“Air travel is not sustainable, so should not be encouraged (by building more links to airports) ”*

TS0161

Other suggested improvements included:

- Tram lines
- EV buses
- Park and ride
- Road access charging
- Car clubs/ car sharing
- Rapid Transit Systems
- Parking related improvements
- Strong broadband/ telephone connections
- Mode shifts related improvements
- HGV related improvements
- Energy infrastructure
- Digital connectivity
- Traffic management restrictions
- Transport integration
- Policy related improvements

## Considerations

Whilst respondents identified a number of suggested improvements in relation to the Transport Strategy proposals presented; 57 respondents mentioned some **further considerations** to take into account when developing the strategy. Of those 57 considerations mentioned, 9 were in relation to making jobs and services more accessible and attractive. Comments received included:

*“Needs to be more radical and discourage travel by making it attractive to live and work locally”*

TS0041

*“Employment, education and other services have to be provided locally ”*

TS0153

*“Transport links are important, but ultimately we need to reduce ALL travel by making jobs and services more accessible locally or online ”*

TS0001

*“Would love a reliable bus service to access local market towns and a way to access service to Norwich for my children for school and apprenticeship ”*

TS0234

Further consideration was requested towards the **incentivisation and prioritisation of sustainable transport and/or travel**. 7 comments mentioned this suggestion, with typical comments received including:

*“As a driver, user of public transport and cyclist, the 'priorities' presented here do not do enough to encourage sustainable methods - i.e., no mention of improving cyclist safety, particularly for those who need to use the rural road network. This (and other sustainable methods) should be the absolute priority over motor vehicles, even if zero/low carbon ”*

TS0191

*“This is all positive, however, it depends on people recognising the absurd level of short distance journeys by road. In conjunction with incentivising those who walk, or cycle or use sustainable public transport - There ultimately needs to be far more joined up thinking. At the moment I do not see that being prioritised. ”*

TS0299

*“More rewards for people that switch to low carbon. More tax on transports that use carbon. ”*

TS0201

Other respondents emphasised the work to be done to reduce **car ownership/travel**. Some of the 6 comments received included:

*“If decarbonisation is truly the goal, then more focus on providing reliable effective public transport to rural areas, thereby reducing reliance on cars/Motorcycles is needed ”*

TS0120

*“Not enough emphasis on giving up cars. ”*

TS0688

*“We should look at whether the 20th century model of car ownership (rather than sharing or hiring) should continue not having a car on hand will discourage short car trips, while*

*sharing/hiring will enable car journeys for business and pleasure when needed ”*

TS0099

## Active Travel

This theme was mentioned within 48 responses. 11 of the 48 responses received focused on **pedestrian and cyclists safety**. Comments received included:

*“There needs to be a cyclist with input as so-called cycle lanes are either dangerous or not practical. ”*

TS0174

*“We are currently failing young people, who are disproportionately affected (particularly under 17s) by the inability to move freely and cheaply (or literally for free where they can't even safely walk or cycle from their home to important destinations for them - which are likely quite different from important destinations for older people ”*

TS0031

*“It ’ s does recognise that rural roads are in a very poor state of repair and are often very narrow and dangerous for cyclists/ pedestrians ”*

TS0105

8 comments mentioned the **need to improve active travel infrastructure or noted that active travel infrastructure was currently not maintained**. Typical comments included:

*“Improve footpaths / develop more viable cycle paths ”*

TS0050

*“Basildon has good cycling infrastructure with cycle paths across the town, separate from the roads, but many are in a poor state of repair ”*

TS0137

*“I agree with plans to improve rails and bus services, but do not agree with road projects which pretend to be for the benefit of cyclists when they clearly have no major cycle infrastructure whatsoever ”*

TS0308

*“There are appear to be no plans at all for major cycle infrastructure in the area ”*

TS0308

7 comments mentioned the consideration of **linking active travel with public transport** to enable multi-modal travel. Comments received included:

*“Urgent need to increase each trains capacity 10-fold to full size cycles there is a clear link between cyclists and cycling and trains ”*

TS0028

*“Better rolling stock and increased frequency would be welcome, with greater provision of cycle connections to our railway stations to increase connectivity to surrounding villages. ”*

TS0172

*“Rail & E-bike (last-mile E-cargo bike) should be prioritised through infrastructure and immediate action to disincentivise private car usage ”*

TS0322

*“It would be better to concentrate on connectivity to the East Suffolk Line with cycle ways and greater cycle carrying capacity on the trains ”*

TS0325

## Carbon/net zero

This theme was mentioned within 35 responses. 6 responses focused on the need to **prioritise reduced carbon emissions and net zero**. Comments received included:

*“There needs to be a much clearer focus on and prioritisation of reducing carbon emissions, to which, as you correctly point out, transport is the biggest contributor in the region. ”*

TS0303

*“Carbon emission reduction must be prioritised ”*

TS0097

*“The strategy should prioritise all transport developments which work towards net zero carbon”*

TS0311

5 comments emphasized concern in relation to **net zero practicality/ deliverability**. Comments received included:

*“Not happy with this obsession for net carbon zero. It won't work, not convenient, too expensive, not practical ”*

TS0155

*“The drive for net-zero is unrealistic until public transport is made more readily accessible when people need it not just when its profitable ”*

TS0228

*“I noted "oppose" to the "net zero" part of Q9 because my view is that it is overly dominating the agenda making effective solutions to immediate challenges either heinously costly or simply not practicable. ”*

TS0204

A further 2 responses highlighted that **targeting carbon/net zero is not enough**. Some comments received included:

*“Targeting Carbon Net Zero as the target is probably not enough to sufficiently mitigate the damaging effects of climate change ”*

TS0004

## Benefits

Desired and observed benefits associated with proposals outlined within the Transport Strategy were mentioned by 27 respondents. **Benefits associated with active travel** was the most mentioned, with 7 respondents providing comments in relation to this. Comments received included:

*“Some of the many quiet lanes need to be closed to traffic to preserve them for safe use by walkers, horse riders and cyclists to create new opportunities for Norfolk as a leisure county and to benefit health ”*

TS0042



*“We need this region to become the cycling and walking capital of Britain, where people come (by train and bus) to enjoy the greenery, the clean air and the sparkling chalk streams ”*

TS0209

*“Economic benefits of active travel. A government study[1] into the economic benefits of walking & cycling calculated health benefits, alongside other benefits such as savings in travel time, congestion and accidents. It found that the typical benefit-cost ratios are considerably greater than the threshold of 4:1 which is considered by the Department for Transport as ‘very high ’ value for money. The study supports the conclusion that small-scale transport schemes can really deliver high value for money ”*

TS0261

An additional 6 responses mentioned the **benefits associated with the suggested road improvements**. Typical comments received included:

*“The focus should not be on the carbon footprint, it should be on connecting rural areas, improving public transport and improving road access. Such as ensuring the main roads A1,A11, A12, A47 etc are 3 lanes wide in all areas, traffic lights at roundabouts are eliminated (there is no need for lights at a roundabout) restricting HGV's from minor roads to allow free moving traffic and improve the longevity of the road surface.”*

TS0253

*“Can we not turn some of the single-track country roads in the region to green lanes that are no longer maintained as surfaced roads. This would reduce the traffic on them and make pedestrians who walk these a lot safer ”*

TS0265

*“Roads are the most efficient way to maximise journey opportunities.”*

TS0078

*“Build more roads and improve public transport to reduce pressure on roads.”*

TS0187

**Public transport related benefits** were mentioned by 6 respondents. Comments received included:

*“There should be something about the easy win in reducing carbon emissions by electrifying the rail network ”*

TS0058

*“Improvements and enhancements to the rail network, particularly on branch lines, will have massive positive impacts on both passenger and freight services, and will be a huge boost to levelling up and providing access to/from coastal communities ”*

TS0010

## Further developments

23 responses mentioned further developments in some capacity. 10 of these responses focused on the **impact of the further/new developments**. Comments received included:

*“Locally in Southend huge housing proposals being pushed - but on the far side of a major road bottleneck ”*

TS0177

*“There is little reference in the strategy to the improvement of the health and welfare of existing local residents which may be impacted by future developments ”*

TS0313

*“The existing roads in the area are already congested and any increases in housing or commercial operations in the area will only exacerbate the problem unless major road repair and betterment works are carried out ”*

TS0256

6 responses highlighted the role developers need for **further consideration to be given towards planned developments**. Typical comments received included:

*“In Essex, most bus and rail stations are already surrounded by housing, not much land is available nearby for new developments. Shouldn ’ t new housing be the Garden City / Town / Village model with good connections planned in place rather than in villages with a poor bus service being the excuse for building houses with inadequate on plot car parking ”*

TS0315

*“New housing developments should start with green technology built in (fully insulated houses with solar panels, heat pumps or green district heating) as well as green transport (frequent, reliable electric or hydrogen powered buses), cycle and foot ways, as well as preferably near a railway, building a new station if necessary ”*

TS0169

Alternatively, 3 respondents mentioned the **strategy failed to reference proposed developments**. Comments included:

*“I think that the strategy should also reference development planning ”*

TS0064

## Environment

Consideration was given towards the environment within 21 responses. 6 of these responses focused on **air quality and pollution**. Typical responses received include:

*“Air pollution will be no better because I doubt people will have incentive to change their habits”*

TS0013

*“Airports cause pollution as well as CO2 emissions ”*

TS0176

*“Air quality in towns and villages surrounding major road networks such as A14 should be monitored, and logistics companies should not be allowed to access minor roads to gain fast access to A road networks ”*

TS0258

Some respondents emphasised the impact of proposed developments on habitats. 2 comments received stated:

*“I am opposed to the proposed Wensum Link Road development near Norwich, which would destroy important habitats and species ”*

TS0144

*"I strongly oppose the idea of building new roads - like the disastrous Wensum Link. Any strategy that encourages increased traffic and destroys precious habitats is unfit for purpose"*

TS0279

2 respondents provided suggestions in relation to **environmental mitigation**. Suggestions included:

*"Provide bunding or barriers alongside all main roads / plant trees and bushes to reduce effects of noise and pollution "*

TS0050

*"A12 Witham must have sound deadening barriers even now on cold mornings tyre noise is horrendous since meadows next to a12 built on , tall trees used to deflect and absorb noise and fumes , we need noise containment as it amplifies across roof tops and cause stress , even when double glazing shut "*

TS0193

## Freight

Commentary in relation to freight was mentioned by 17 respondents. The majority of responses came from respondents stating their **support for freight to utilise the rail network**. Of the 10 responses which supported this ambition, comments received included:

*"We need to be enhancing the rail network and improving bus services to create a fully integrated public transport network as well as shifting freight to rail as much as possible "*

TS0065

*"There needs to be a real focus on shifting freight from road to rail "*

TS0117

*"I strongly support the strategies that will deliver a shift from private car and road freight to rail and bus transport "*

TS0305

Although, there is a desire for the movement of freight to be shifted from road to rail, 4 respondents still noted the **impact of freight/logistics on the region**. Comments received included:

*"Rail - be it freight or passenger - must be the priority. Almost ALL major delays and accidents on our motorways are caused by Lorries "*

TS0090

*"Road networks are totally overused by logistics companies who have no focus on targets of reducing carbon, only increasing profits "*

TS0258

*"Decarbonisation to Net Zero is too passenger transport focused and pays insufficient attention to freight and logistics. The latter is far more challenging to decarbonise than the former due to the weight of vehicles and loads"*

TS0307

A further 3 respondents mentioned the opportunity for freight to use cleaner fuel/energy. Responses received included:

*"Strong action to move freight from diesel power road transport to electrical or hydrogen powered rail must be the target "*

TS0082

*“Surely the key matter here is enabling HGV and van transport to convert to electrical/hydrogen systems ”* TS0323

*“Less consumerism & waste as well as cleaner fuel/ energy for freight transporters ”* TS0068

### Consultation specific

Comments relating to the consultation were mentioned by 16 respondents. Of these 16 responses, 6 were from respondents stating their **comments have been provided via email**. As a result of this, these comments have been analysed as part of the written responses section of this consultation report.

Some respondents commented on the **Consultation format** Comments received included:

*“Who on earth designed this meaningless nonsense? This questionnaire is impossible to follow, and the results must surely be worthless ”* TS0047

*“The on-line survey form has been designed so that it appears that I support goals with which I disagree ”* TS0287

### Other

Comments associated with this theme were mentioned within 8 responses. Attitudes associated with **travel related education** was mentioned by 2 respondents. Comments included:

*“Educating people is a waste of time as transport decisions are driven by cost and the availability of regular and reliable sustainable transport options ”* TS0005

The impact of Brexit was also referenced, with 2 respondents mentioning this consideration within responses. Responses included:

*“A lot of people who voted Brexit voted for increased opportunity for fair work and products that are produced as locally as possible...We want to work hard within our communities, not toil up and down the country or haul stuff in from abroad or fight to find a chink in the overseas market. Especially not now we are on the backfoot and have alienated Europeans ”* TS0214

*“The impact of transport plans on quite spaces and clear skies not overtly been considered. Neither has the role of Brexit as an impediment to quality of life etc. ”* TS0302

## 4.2 Views on Investment and Delivery Programme

**Question: To what extent do you agree or disagree that the Investment and Delivery Programme sets out the right approach for delivering the Transport Strategy?**

Respondents were asked to indicate to what extent they agreed the Investment and Delivery Programme (IDP) set the right approach for delivering the Transport Strategy. The results show that of the 514 online responses received, 45% of respondents either agreed or strongly agreed that the Investment and Delivery Programme sets out the right approach for delivering the Transport Strategy. An additional 30% of respondents were neutral, and a further 18% indicated they either disagreed or strongly disagreed. 5% of respondents had no opinion and the remaining 2% chose not to respond to the question.

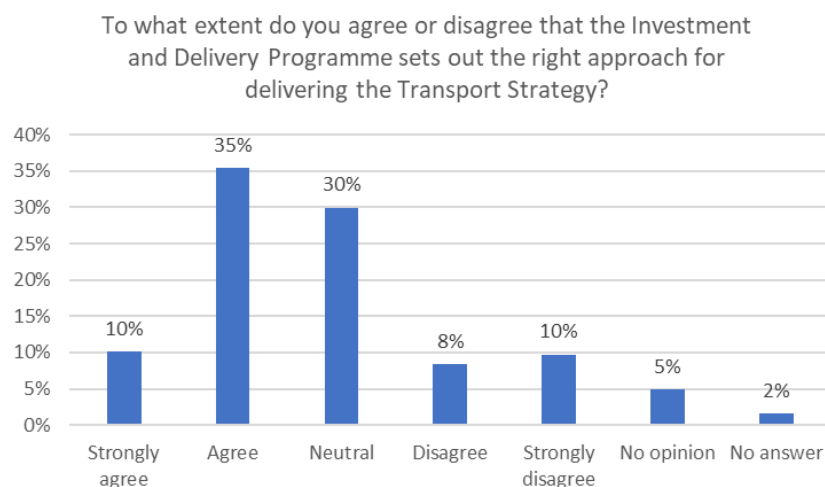


Figure 18 - Chart showing the agreement of the IDP approach

Responses were further analysed to determine the level of agreement for the Investment and Delivery Programme from the five areas that make up the Transport East region. Of the 497 responses to the question, 157 were from postcodes within Essex. Out of the 157 Essex responses received, 45% indicated their agreement for the IDP's approach. Going further, 118 responses were received from postcodes linked with Suffolk, of those 118 responses, 41% agreed the IDP set out the right approach. 64 respondents were from postcodes within the Norfolk area, 49% of those were in agreement with the IDP's approach. 53% of responses from postcodes linked with Southend-On-Sea agreed with the IDP's approach to delivering the Transport Strategy and 75% from Thurrock agreed too. Responses were also received from further afield, with 76 responses from Cambridgeshire, of which 42% of respondents agreed with the approach.

On the other hand, 18% of respondents disagreed with the IDP setting out the right approach. Of those 18 percent, further segmentation of the data indicated 20% of respondents with Southend-On-Sea related postcodes disagreed with the IDP approach. 14% of respondents from postcodes linked to the Norfolk area disagreed with the approach presented. A further 14% of respondents from the Essex area also disagreed along with 22% of responses from postcodes linked to Suffolk. 25% of responses linked to the Thurrock area indicated their disagreement. Although the strategy focused on the Transport East region, responses were also received from a wider geographic area, with 18% of the responses received from the Cambridgeshire area indicating their disagreement.

Table 4-8 - Geographical support of the IDP approach

|                  | Strongly agree | Agree | Neutral | Disagree | Strongly disagree | No Opinion |
|------------------|----------------|-------|---------|----------|-------------------|------------|
| Southend- On-Sea | 2              | 27    | 15      | 7        | 4                 | 0          |



|                |     |     |     |     |     |     |
|----------------|-----|-----|-----|-----|-----|-----|
|                | 4%  | 49% | 27% | 13% | 7%  | 0%  |
| Norfolk        | 10  | 21  | 22  | 3   | 6   | 2   |
|                | 16% | 33% | 34% | 5%  | 9%  | 3%  |
| Essex          | 18  | 53  | 50  | 14  | 15  | 7   |
|                | 11% | 34% | 32% | 9%  | 10% | 4%  |
| Suffolk        | 6   | 42  | 34  | 9   | 17  | 10  |
|                | 5%  | 36% | 29% | 8%  | 14% | 8%  |
| Thurrock       | 0   | 3   | 0   | 0   | 1   | 0   |
|                | 0%  | 75% | 0%  | 0%  | 25% | 0%  |
| Cambridgeshire | 10  | 22  | 28  | 8   | 5   | 3   |
|                | 13% | 29% | 37% | 11% | 7%  | 4%  |
| Other areas    | 4   | 9   | 4   | 1   | 2   | 3   |
|                | 17% | 39% | 17% | 4%  | 9%  | 13% |

#### Question: Please explain your response

This question was included so respondents could expand on their response in relation to the IDP' s approach in delivering the Transport Strategy.

Of the 514 online responses received, 65% of respondents answered, so 335 respondents provided comments.

*Table 4-9 – Response explanation themes*

| Theme  | Number of mentions |
|--|--------------------|
| <b>IDP specific</b>                                  | <b>140</b>         |
| <b>Concerns/critiques</b>                            | <b>95</b>          |
| <b>Suggested improvements</b>                        | <b>73</b>          |
| <b>IDP delivery</b>                                  | <b>58</b>          |
| <b>Priorities</b>                                    | <b>34</b>          |
| <b>Benefits</b>                                      | <b>26</b>          |
| <b>Further investment suggestions/considerations</b> | <b>24</b>          |
| <b>Current challenges</b>                            | <b>26</b>          |

|                       |    |
|-----------------------|----|
| Net zero/Carbon       | 20 |
| Consultation specific | 19 |
| General comments      | 11 |

\*The full breakdown of the codes received can be seen in appendix 6

### IDP specific

This theme was mentioned by 140 respondents. Among these, 21 respondents expressed a desire for **more information or the need for further detail** within the proposals presented, with typical comments including:

*"More granular detail is required"* IDP0064

*"The details and sub-measures included are however fairly broad"* IDP0327

14 respondents highlighted that the proposals presented were either **not bold or challenging** enough. Typical comments included:

*"Not sure that it goes far enough or really looks at alternative ideas and remains stuck in traditional thinking "* IDP0316

*"No consideration of the environmental disaster road building represents. Too conservative in the thinking. "*

IDP0295

*" There could be a little more ambition with the proposed ideas "* IDP0094

10 respondents indicated they either **supported or agreed** with the proposals set out within the IDP, with typical comments including:

*"We need to have a robust plan- so this is why I agree with the IDP"* IDP0197

*"Fully support the ideas "* IDP0278

*" The Council strongly supports that the Investment and Delivery Programme sets out the right approach for delivering the Transport Strategy "*  
IDP0305

Some respondents voiced their support for the IDP; however, they noted their **support came with some reservations** or were for **specific proposals** mentioned. Typical comments included:

*"The Council agrees but have reservations on how the aims will be delivered "* IDP0250

*"Our agreement is qualified, not unconditional / 'strong "* IDP0324

*“I fully support the rail projects in the investment and delivery programme ”*  
IDP0318

*“I strongly support Active Travel Packages and proposals to improve public transport links. ”*

IDP0310

A further 10 respondents highlighted the **reasonable and/or logical** nature of the proposals presented within the IDP. Typical responses received included:

*“Well thought through. Seems to cover all the angles* IDP0248

*“ Seems to be logical approach ”* IDP0330

*“Logical, long-term strategy ”* IDP0052

6 respondents expressed the view that the **IDP proposals supported the Transport Strategy**. Typical comments received included:

*“I believe that the IDP appears to address many factors that will deliver against the strategy ”*  
IDP0040

*“ The investment and delivery programme sets out the right approach for delivering the Transport Strategy ”*

IDP0144

7 respondents noted their **disagreement/ lack of support** towards the IDP proposals. As part of these responses, some went on to note that they were **unconvinced** by the proposals presented or felt they were **unrealistic**. Some of the responses received included:

*“Lacks reality.”*  
IDP0284

*“Not convinced you have it right, but time will tell”*  
IDP0049

*“Unrealistic and uneconomic”*  
IDP0215

While a reasonable level of support was given to the proposals by respondents, 5 respondents stated the need for the **IDP to align with other strategies**. Comments received included:

*“The effort does need to be region-wide and fully integrated with Government strategies. ”* IDP0117

*“Your Investment and Delivery programs would be most effective if they were to align with other projects outside your region ”*  
IDP0262

## Concerns/critiques

This theme was mentioned by 95 respondents. 22 of these responses related to respondents suggesting the proposals presented **do not provide desired outcomes, address current challenges, or provide enough improvement**. Typical responses received included:

*"It doesn't address the issues at all and fails to recognise the modal change away from crowded public transport and busy places."* IDP0106

*"Practical issues have not been referred to. There is no mention about preserving archaeological and environmental aspects including the impact on water supply etc. There is not enough integration between areas or cross city/town links. "* IDP0270

*"None of the strategies will work unless we deal with the increase in residential dwelling and so traffic "* IDP0309

Of the 95 responses received within this theme, 13 respondents noted their concern on the emphasis placed upon **road improvements and/ or development**. Typical comments received included:

*"Too much emphasis on new roads "* IDP0263

*"Too much concentration on roads "* IDP0321

Connecting growing towns and cities was cited as one of the strategic priorities within the Transport Strategy; however, 11 respondents were of the belief that some **parts of the region had been forgotten/ isolated by the strategy/ locations disadvantaged** and even went further to suggest that **specific routes were not mentioned**. Some of the comments received included:

*"I'm disappointed to see Sudbury and Bury St Edmunds seem to be being isolated even more by the transport strategies"*  
IDP0006

*"East Anglia is bottom of the pile I ' m afraid when it comes to infrastructure investment "*  
IDP0057

*"The needs of the predominantly rural population are, as usual completely ignored "*  
IDP0130

*"The anomaly that Ely Junction is not in the Transport East Area is very worrying "*  
IDP0294

A further 9 respondents highlighted their concern in relation to the **further growth/ development** aspirations of the region. Comments received included:

*"Our area cannot sustain more development. "* IDP0007

*"The emphasis is on economic development and growth of the region "*  
IDP0218

One of the responses received within this category suggested that by limiting further development, some of the challenges currently experienced within the region will be alleviated.

*“By stopping over development of housing, ruining the countryside and wildlife habitat, influx of people will slow, and traffic will ease ”*

IDP0125

The feedback received highlighted some of the critique/concerns amongst respondents in relation to **public transport**. Seven responses in relation to these concerns were noted, with comments provided including:

*“The strategy does not sufficiently address the barriers to use of public transport ”*

IDP0043

*“There are too few projects in the pipeline, particularly those that would boost use of rail ”* IDP0142

**Aviation** related concern/critique was mentioned by 6 respondents. Typical comments mentioned included:

*“I am concerned about aviation industry support ”*

IDP0017

*“No further expansion of... airport capacity ”*

IDP0100

*“Don't agree with increasing air travel ”*

IDP0093

### Suggested improvements

This theme was mentioned by 73 respondents, with **public transport related improvements** being suggested in 33 responses. Typical responses included:

*“Could look further into projects which enhance rail branch lines (Felixstowe, East Suffolk line, Bury-Ely) to improve freight and passenger services and improve coastal ”*

IDP0011

*“There is an urgent need to increase each trains capacity 10-fold to accommodate cyclist and cycling ”*

IDP0032

*“Unless we have a 24-hour public transport system people will still use cars to and from work ”*

IDP0184

*“Please focus more on transport for rural villages. More regular buses ”*

IDP0236

*“In terms of rail infrastructure, we share the view that improvements to the Ely junction should be a key focus ”*

IDP0297

While some respondents noted their disagreement with the emphasis placed upon road improvements and development as part of the strategy, 15 respondents provided **suggestions in relation to the road improvements** they would like to see within the region. Respondents suggested improvements such as:



*“A further road - linking Southend with Chelmsford and Colchester is absolutely essential for health and safety reasons. ”*

IDP0311

*“We need the A120 dualling before any of this twaddle.*

IDP0213

*“In regard to the A11, it is good to see that the Fiveways pinch-point has been identified as a key issue that needs addressing. However, the junctions along the A11 at Thetford and Attleborough will also be problematic, especially due to the rapid growth occurring in the towns. A similar aspiration to the A14 ‘expressway’ should be sought*

IDP0297

*“Improving the A17/A47 Pullover roundabout junction through completing the flyover to connect the A17 to the A47 Kings Lynn bypass.*

IDP0325

The need to consider **alternative scenarios/options** were suggested by 8 respondents. Respondents provided responses such as:

*“Maybe more could be said about alternative scenarios should there be future radical changes in our lifestyle e.g., if most work becomes home-based and/or the mobility we've grown accustomed becomes restricted or limited ”*

IDP0020

*“How about opening up shipping to transport resources around the British Isles? ”*

IDP0143

Respondents were in support of the aspirations to enhance electric vehicle capability across the Transport East region and expressed the desire for improved **infrastructure to support electric and low carbon vehicles**. Suggested responses included:

*“Charging points for electric vehicles across the region, placed to allow the travel patterns that already exist to be undertaken by electric vehicles would be a win”*

IDP0299

*“Low carbon cars also need to be supported ”*

IDP0279

## **IDP delivery**

To support the delivery of the Transport Strategy, respondents noted the need for consideration to be given towards **funding and investment**. 22 respondents provided commentary in relation to this consideration, with suggested responses including:

*“It has to be accurately funded - so many schemes become a problem as their budget gets out of control such as Cross Rail and HS2 ”*

IDP0239

*“I would support most of the strategy wholeheartedly, but it is all going to cost a great deal of money and it is not at all clear where the required funds will come from ”*

IDP0140

*“Not enough research has been done in various areas to ascertain exactly what investment should be made and how a delivery programme could be delivered for Transport Strategy ”*

IDP0331

Respondents sought to gain further clarity on the proposed **delivery action plan** for the transport plan and how the region aims to achieve the outlined objectives. Typical responses from the 12 respondents who provided this commentary included:

*“I can't see any actual ACTIONS planned to deliver the strategy ”*

IDP0091

*“I see little scope or funding how to make it happen. For example, how does the unsustainable and exponential growth in cars and other vehicles clogging our roads be tackled? ”*

IDP0303

*“The identification of pipeline projects is the right route to achieve/ deliver the Transport Strategy. However, many are noted as idea stage projects with no clear mechanism identified to take them from idea to development ”*

IDP0170

As well as the need for further consideration given towards the IDP delivery plan, 8 respondents requested further clarity on the **implementation timescales** for the delivery of planned improvements within the region. Some of the responses received included:

*“We've not been given any substantive information about the timescale for this ”*

IDP0148

*“Regarding the decarbonisation to net-zero - this section could benefit with timelines which align to Government ambitions and legislated targets e.g., petrol / diesel car sale ban in 2035 ”*

IDP0300

*“In general, the theory is good. However, how it is delivered is crucial, how much it costs, and the timescale is important ”*

IDP0235

## Priorities

Although the Transport Strategy highlighted four key priorities, respondents went on to provide commentary on the priorities they felt was important to them and should be considered further. **Public transport related priorities** were perceived to be the most popular amongst respondents, with 7 respondents discussing this topic. Typical responses included:

*“The Investment and Delivery Programme focuses on road schemes. Where are the rail improvement schemes that the region so desperately needs? ”*

IDP0178

*“Priority should be rail and bus service provision, some of which needs ongoing revenue support ”*  
IDP0289

*“Need a stronger emphasis on affordable public transport in rural areas ”*  
IDP0044

Whilst respondents provided commentary on their preferred and suggested priorities, some felt that the priorities outlined within the strategy conflicted with the objectives related to the future of transport within the region. An additional 7 responses were noted in relation to **conflicting priorities**. Example responses included:

*“I am concerned that proposals to increase road capacity and improve airport access (hence increasing flights) are incompatible with the objective of reducing carbon emissions ”*  
IDP0310

*“I can't understand how decarbonisation to net zero ideas have been classed behind a road scheme (embedding more carbon/car use) as a strategic priority for the region? ”*  
IDP0286

*“Insufficient seriousness is given to the need decarbonise transport. There is simply no question that reducing car-use and lorry freight is a priority. No consideration therefore should given to inducing MORE motor traffic, by building more roads or creating new development that assumes ongoing mass car ownership ”*  
IDP0329

Respondents further emphasised the need to **prioritise active travel improvements**. This priority was supported and mentioned by 6 respondents, with responses including:

*“The emphasis is still on road building and car dependency and this needs to switch urgently to cycle infrastructure ”*  
IDP0315

*“Prioritise active travel over any motorised option ”*  
IDP0200

*“We should be focusing on helping them make active travel choices ”*  
IDP0027

Other consideration in relation to the priorities suggested by respondents included the following:

- Priorities to be customer focused
- Road related priorities
- Freight related priorities
- Connectivity/connected development focused

## Benefits

The benefits of suggested improvements were identified within 26 responses received. 9 responses related to the proposed **benefits associated with public transport improvements**. Responses received included:

*“It ’ s really important to link Southend with Chelmsford by direct rail this would relieve huge pressure on the A127”*

IDP0145

*“We need greater investment in public transport services, to remove private vehicles from roads, thus reducing our carbon emissions ”*

IDP0209

*“It's easier to provide new capacity with good public transport ”*

IDP0022

*“In terms of rail infrastructure, we share the view that improvements to the Ely junction should be a key focus. Capacity improvements combined with the other components will increase connectivity between our District and the rest of the country ”*

IDP0180

Respondents went on to identify **benefits associated with the proposed road improvements** identified within the strategy. Typical respondents received included:

*“ East West A120 improvements that will unlock growth across the coastal communities , Colchester and the M11 corridor including Stansted Airport ”*

IDP0031

*“We are pleased to see the proposals relating to the dualling of the single carriageway sections of the A47, this is of vital importance to our region and will help to reduce congestion and unlock investment. ”*

IDP0180

*“The road that can connect this is the A47 and the Broadlands Northway. this can and will encourage growth and jobs while keeping transport to a minimum in more city and town centres”*

IDP0076

Respondents also identified generic benefits associated with the suggested improvements within the strategy. Of the 26 benefits mentioned, 2 respondents provided further insight into these associated benefits, with comments including:

*“I think having a solid pipeline of projects to promote/campaign for is a very good idea and perhaps the best/most effective way of achieving change ”*

IDP0094

Additional benefits were also identified, with the following categories perceived to offer benefits because of the proposed improvements:

- Delivers efficient transport to communities
- Benefits growing towns
- Considers community
- Electrification of ports provide benefits
- Environmental benefits
- Benefits of active travel
- Benefits of freight
- Benefits of private car use
- Benefits of further development
- Road investment benefits

- Park and Ride related benefits
- Tourism related benefits
- Drives economic growth

### Current challenges

Respondents highlighted some of the current challenges experienced by those living and working within the Transport East region. Of the 336 responses received to this question, 26 respondents highlighted these challenges. Of the 26 mentions to this issue, 15 respondents highlighted **public transport related challenges**, with typical responses including:

*“I would like to give up my car and use buses but the service either doesn't exist (on many possible routes) or is infrequent and unreliable. Buses are poorly used because people can't rely on them ”*

IDP0044

*“At the moment, the system is not geared up for public transport ”*

IDP0227

*“Probably wishful thinking particularly being in Uttlesford which has a population density one quarter that of the Essex as a whole. Public Transport is scant and distances between significant towns great meaning considerable use of a private car ”*

IDP0323

*“The rail link between Norwich and Great Yarmouth is not competitive with the parallel A47, so more and more journeys will be undertaken by car/truck ”*

IDP0298

**Management of existing road infrastructure/current road conditions** within the region was another challenge identified by 2 respondents. Responses received included:

*“We cannot manage existing road surface maintenance ”*

IDP0039

**Traffic related challenges** was also mentioned by 2 respondents, with suggested responses including:

*“80% of traffic issues I experience are due to drivers not leaving enough space to the car in front meaning unnecessary braking, see A130 canvey and A127 for worst examples. ”*

IDP0066

*“It is obvious that the Southend-On-Sea area is overwhelmed with traffic and the A127 carries far too heavy a load ”*

IDP0311

Other observed challenges included:

- Lack of integrated ticketing
- Parking related challenges
- Condition of active travel infrastructure



### Further investment suggestions/considerations

Further commentary was provided in relation to **further road investments**. 6 comments were observed in relation to this topic, with comments including:

*“Road investment needs to be lower priority ”*  
IDP0077

*“The majority of current investment is in roads. ”*  
IDP0135

**Public transport related investment** suggestions were highlighted by 6 respondents. Typical comments received included:

*“We need massive investment in public transport in we are to cater for 0.5 million more residents ”*  
IDP0221

*“We need greater investment in public transport services ”*  
IDP0209

*“Investment needed in rail ”* IDP0158

Respondents also expressed their desire for **further investment to be directed towards active travel improvements**. 4 respondents provided comments such:

*“They seek a strategy that: prioritises funding for cycling, walking ”*  
IDP0271

*“In my opinion investment should be concentrated on small scale local projects to enable mode shifts away from cars, with a particular focus on active travel ”*  
IDP0132

### Net zero/Carbon

Net zero and carbon related comments were mentioned by 20 respondents. The most popular comment was in relation to the importance of **reduced emissions and the avoidance of carbon emitting investment**, a topic mentioned by 4 respondents. Typical comments received included:

*“The need to reduce carbon emissions is paramount ”*  
IDP0166

*“They seek a strategy that: puts a freeze on new carbon-emitting, traffic-inducing road-building ”*  
IDP0271

*“Need to reduce carbon emissions much more ”*  
IDP0281

Respondents expressed their desire for **net zero to be at the core** of the proposed improvements. Typical responses suggested included:

*“Logical, long-term strategy with Carbon Net Zero at its core. ”*

IDP0052

Although respondents noted the desire for net zero to be at the core of the strategy, others noted the challenge associated with **net zero and its dependency on other factors**. 2 responses were received in relation to this notion. Comments included:

*“Your stated goal is to deliver zero carbon transport yet there are still too many road capacity expansion projects in the pipeline and not enough investment in bus, train, cycling and walking infrastructure. Road capacity needs to be reduced in order to reach zero carbon, not increased ”*

IDP0174

*“Firstly, the drive for carbon neutral or net zero is a fallacy that will not work until many of the other strategies are in place ”*

IDP0245

## General comments

Some general comments were mentioned by respondents for further consideration. 2 respondents mentioned **previous proposals** that had been presented within the region and are yet to materialise or been mentioned within the current proposals. Comments received included:

*“I had previously seen proposals for another bridge to drastically cut transport times/congestion but nothing in this plan ”*

IDP0188

*“For instance, when the current rail franchise was awarded, about 3/4 years ago to the rail company, Anglian Trains, there was a commitment to increase services between Ipswich and Peterborough from two hourly to one hourly. This has failed to materialise ”*

IDP0234

An additional 2 comments mentioned the **importance of transport links**. These responses included:

*“Transport links are crucial for the region ”*

IDP0034

*“Transport is the modern answer to a thriving economy and must, therefore, be strongly supported.*

IDP0210

**Question: Do you have any other comments about the Investment and Delivery Programme?**

This question was included to enable respondents to further expand on their opinions on the Investment and Delivery Strategy.

For this question we received 158 responses, however 34 were classed as no comments, so the remaining 124 were coded.

A separate coding framework was created for this question to ensure that these comments about the Investment and Delivery Strategy were captured in detail. The following themes were drawn:

| Theme                        | Number of mentions |
|------------------------------|--------------------|
| Location specific            | 54                 |
| Transport                    | 46                 |
| General comments             | 35                 |
| Proposal specific            | 34                 |
| Roads and routes             | 30                 |
| Financial comments           | 27                 |
| Urban and rural environments | 23                 |
| Consultation specific        | 15                 |
| Accessibility and safety     | 7                  |

*\*The full breakdown of the codes received can be seen in appendix 7*

### Location specific

This theme consisted of 16 different codes. 30 responses were identified that included this theme with a total of 54 mentions of the codes in this theme.

11 responses mentioned the strategy's **focus on one specific location/ should be extended**. Example responses included:

*“Towns like Sudbury and Bury St Edmunds separately need more sustainable transport options as the Beeching Report has isolated them and businesses are suffering as a result ”*

IDP003

*“...public transport 'buses' need to be re-install, which helps with climate change as it seems more money is spent in towns and cities while rural areas and villages are left and forgotten ”*

IDP021

*“More needs to be done to build bypasses around towns like Long Stratton and cities like Norwich where there is still no outer ring road (NDR) ”*

IDP046

7 respondents mentioned **Ipswich** in their response. Example responses included:

*“If I was younger and worked in Ipswich, I would look for a safe direct cycle route to go to work. I don't think I would be able to identify one given the rush hour travel ”*

IDP006

*“Suffolk failed to support city status for Ipswich. Suffolk failed to support unitary status for Ipswich. Ipswich has been Suffolkated! ”*

IDP010

*“Consideration should be given to other forms of electrified local transport beyond buses and cars. Re-establishment or construction of tram systems in Ipswich ”*

IDP065

7 respondents mentioned **Norwich** in their response. Example responses included:

*“There has been a political drive to get "Norwich in 90" trains. Frankly as someone who's commuted on this line, I'd prefer reliable and sustainable train service over a fast but fragile one! ”*

IDP119

*“Be realistic, Norwich & Southend airports are never going to be more than they are ”*

IDP105

## Transport

This theme consisted of 10 different codes. 34 responses were identified that included this theme with a total of 46 mentions of the codes in this theme.

16 responses mentioned that they **need increased/ further improved public transport**. Typical responses included:

*“Definitely need public transport in rural area and villages, has we have been for many years now without any, and there is more and more traffic and busy road country roads now because of no other way to get to town, so public transport buses need to be re-install, which helps with climate change as it seems more money is spent in towns and cities while rural areas and villages are left and forgotten ”*

IDP021

*“Cambridge and/or has a place alongside Cambridgeshire ’ s public transport improvement proposals. Currently, because of the lack of frequency, it can be quicker to go from Cambridge to Ipswich via Ely than via Newmarket ”*

IDP050

6 responses specifically referred to the **investment in public transport**. Typical responses included:

*“We need to be honest that years of underinvestment in rail and track infrastructure means will mean a long hard effort required to get that reliability....hence my questions of whether the demand is now there?” IDP119*

*“More investment in rail infrastructure and active travel is needed  
IDP028*

*“It is imperative that the link between transport investment and housing growth set out in the evidence base is broken. High investment in the region ’ s transport must not be dependent on high housing growth. Previous reliance on this approach has led to the Housing Infrastructure Fund approach which results in 'unlocking infrastructure', usually road-based, for thousands of new homes, instead of addressing the transport needs of the region as a whole ”*

IDP080

5 respondents mentioned the need or ways to **reduce/ control car use**. Typical responses included:

*“Private car use needs to be controlled by pricing structures and costs used for alternative public transport provision ”*

IDP005

*“Reduce numbers and speed of private cars to encourage cycling ”  
IDP039*

*“Sustainable modes of transport need to be less expensive and more convenient than using the car - particularly for groups of people: i.e., families or people travelling to work. There is also a need to confirm the maximum achievable railway capacity ”*

IDP079

## General comments

This theme consisted of 8 different codes. 32 responses were identified that included this theme with a total of 35 mentions of the codes in this theme.

9 respondents provided **comments on other schemes** in their response. Example responses included:

*“The £3 billion Bus Back Better is an example, half already spent, and £6.5 billion already requested under BSIP plans ”*

IDP012

9 respondents provided **general oppose comments** as a response. Typical responses included:

*“Demonstrates a lack of joined up thinking ”  
IDP116*

*“It seems like a roundabout way of sugar coating the fact that we ’ re going to have to put up with major development everywhere with no choice! ”*

IDP113



*“Not based on anything except a pipe dream at present ”*

IDP111

4 respondents provided comments which suggested that **other schemes need to be mentioned**. Example responses included:

*“You need to add more schemes other than those only already in the development pipeline, otherwise left wondering what purpose of strategy is about ”*

IDP071

*“It looks as if the only schemes that have been considered are traditional, transport infrastructure schemes, more in keeping with a 1980's Transport Strategy document rather than a strategy trying to address the current challenges we as a society face ”*

IDP083

### Proposal specific

This theme consisted of 10 different codes. 32 responses were identified that included this theme with a total of 34 mentions of the codes in this theme.

11 comments mentioned the **proposals are overdue/ timing concerns**. Example responses included:

*“This needed to be done 10 years ago and now we have to play catch up ”*

IDP011

*“I am concerned that the pipeline is vast and some of these have been on the table without funding for 15 Years or more ”*

IDP016

*“Long running junction improvements which deliver minimal benefit ”*

IDP029

7 comments provided related to **suggested priorities**. Example responses included:

*“A12 to M25 and the health connections I've mentioned are the top practical priorities for real people now ”*

IDP109

*“Proper representation at government level - Never heard state of A120 brought to parliament - Freeport needs this road prioritised ”*

IDP064

*“Surely the focus should have been on improving the A12 first ”*

IDP094

4 comments suggested the **need for more to be done**. Typical responses included:

*“Needs to be more ambitious on active travel ”*

IDP015

*“More needs to be done to build by passes around towns like Long Stratton and cities like Norwich where there is still no outer ring road (NDR) ”*

IDP046

*“Currently our towns and villages are clogged with parked cars, with drivers who seem to think that the pavement is an extension to the road, disregard the highway code and who seem to believe that pedestrians and cyclists are second or even third-class citizens. This needs more than mere encouragement for such folk to change their habits ”*

IDP124

## Roads and routes

This theme consisted of 6 different codes. 24 responses were identified that included this theme with a total of 30 mentions of the codes in this theme.

11 comments mentioned **route improvements needed** in their response. Typical responses included:

*“1) Re-instate the line from Beccles to Haddiscoe and the 'Norwich Curve' to join the Lowestoft to Norwich line, allowing trains from Ipswich to Norwich via the East Suffolk Line. 2) Re-instate the Reedham East Curve, allowing, with item 1, through trains from Great Yarmouth to London, avoiding Norwich. 3) Re-instate the line from Braintree to Bishop's Stortford, allowing rail access to Stansted Airport from Colchester and Ipswich ”.*

IDP037

*“Bring back the 23A from Eastwood to Leigh Town and station”*

IDP062

*“Please look into a train service between Norwich and Kings Lynn ”*

IDP066

7 respondents provided comments relating to their **concerns about road conditions**. Typical responses included:

*“There has been very little work or thought by the bodies responsible for delivering safe roads for all users for years in the area and the same people are in charge of this strategy ”*

IDP077

*“Change the road design standards, so that all new or updated roads have wheelchair accessible footpaths bridges. Do not allow any road or rail changes to make footpaths and pedestrian / cycle / horse / wheelchair / mobility vehicle access more difficult ”*

IDP091

*“Improve roads ”*

IDP013

6 respondents mentioned **greater connectivity is needed** across the region. Typical responses included:

*“Connectivity between Ipswich and Norwich needs to be improved and upgrades to the A140 are long overdue ”*

IDP007

*“More focus needs to be made on delivering high quality LCWIP strategic cycle networks, as well as developing more RTS systems across the region ”*

IDP022

*“Stansted's passenger rail connectivity is in need of significant improvement ”*

IDP050

### Financial comments

This theme consisted of 4 different codes. 25 responses were identified that included this theme with a total of 27 mentions of the codes in this theme.

6 mentioned that there is **under investment/ more needed**. Typical responses included:

*“There have been decades of under investment in road and rail infrastructure in Essex, Norfolk and Suffolk, and we need all our MP's joined up demanding we get our fair share of funding ”*

IDP094

*“Meanwhile in Suffolk, its political and business leaders and New Anglia LEP failed to secure a penny for Ipswich & Felixstowe ’ s major highways ”*

IDP010

*“More investment in rail infrastructure and active travel is needed ”*

IDP028

6 comments mentioned that it is a **waste of money**. Typical responses included:

*“Wish list that will waste money and deliver naught ”*

IDP026

*“Don ’ t waste money on long running junction improvements which deliver minimal benefit as capacity is quickly consumed and the bottleneck is just moved on somewhere else ”*

IDP029

*“Sit back and do nothing. It will have the same effect as this. Total waste of money ”*

IDP099

4 comments mentioned the **cost to the public**. Typical responses included:

*“Reduce the cost and make 24 hour integrated public transport system for buses and trains ”*

IDP052

*“Remember - it's our money that you keep spending! ”*

IDP114

*“Private car use needs to be controlled by pricing structures and costs used for alternative public transport provision ”*

IDP005

## Urban and rural environments

This theme consisted of 7 different codes. 16 responses were identified that included this theme with a total of 23 mentions of the codes in this theme.

4 respondents mentioned **air pollution/ quality** as part of their response. Example responses included:

*“Projects like dualling the A47 Acle Straight and the A120, dualling part of the A12 near Woodbridge, would fail if you tested each project for ...3. Externalities (e.g., illness or death from air pollution; illness caused by noise pollution, road deaths per mile) ”*

IDP048

*“As mentioned, the missing M25 J5 slip roads are a critical value-added benefit in reducing air pollution and reducing road traffic accident risk to people ” .*

IDP082

*“We do need the infrastructure improvements and they need to be greener, reducing our carbon footprint and improving air quality ”*

IDP120

4 respondents mentioned **new homes and buildings** in their response. Example responses included:

*“The government demand for new housing should be more closely linked with transport requirements ”*

IDP002

*“Too many houses are being built in the region and they are generally situated so that the only access is by private car. This must stop, otherwise no amount of wishful thinking about "sustainability" will solve the problem ”*

IDP047

*“We draw attention to the key role of the West Winch Housing Access Road (WWHAR) in the potential delivery of up to 4,000 new homes ”*

IDP123

3 comments mentioned the **growth of an area**. These responses included:

*“Do the residents of the region actually want growth and development? ”*

IDP059

*“The proposed vision, “A thriving economy for the East, with fast, safe, reliable, and resilient transport infrastructure driving forward a future of inclusive and sustainable growth for decades to come ”, is too focused on growth and the economy, instead of transport, and does not reflect the desired outcomes ”*

IDP080

### Consultation specific

This theme consisted of 4 different codes. 13 responses were identified that included this theme with a total of 15 mentions of the codes in this theme.

5 responses mentioned **little detail/ more detail needed**. Responses included:

*“I would have liked to see more ideas and more info. For instance, there are no details on any of the schemes mentioned within the document ”*

IDP001

*“It is vague and aspirational rather than an active response to a crisis ”*

IDP104

*“There is very little in the delivery programme to get excited about. It needs much more substance, especially on the carbon reduction elements ”*

IDP106

5 respondents mentioned there was **missing information** from the consultation. Responses included:

*“For instance, there are no details on any of the schemes mentioned within the document ”*

IDP001

*“No real figures attached to any scenario ”*

IDP098

3 respondents provided general **negative consultation comments** in their response. Typical responses included:

*“Yep, spending too much on talking and consultancy rather than actually delivering solutions ”*

IDP095

*“As stated, before too wordy & not SMART enough ”*

IDP096

### Accessibility and safety comments

This theme consisted of 4 different codes. 6 responses were identified that included this theme with a total of 7 mentions of the codes in this theme.



2 respondents mentioned **safety concerns for pedestrians**. Responses included:

*“There are places (e.g., Felixstowe, Martello Park) where cyclists and walkers come into conflict and in these cases, cyclists need to reduce speed and give way to walkers, especially if young children, dogs, and people with disabilities are involved ”*

IDP006

*“Do not allow any road or rail changes to make footpaths and pedestrian / cycle / horse / wheelchair / mobility vehicle access more difficult. For example: The new single lane in each direction ring road around Bedford, for example, has signs pointing across the road saying, 'foot path'. But as the traffic is continuous in both directions, doing over 50 mph and with no pedestrian lights or crossings, it would be suicide for a pedestrian to attempt to cross ”*

IDP091

2 comments mentioned **safety concerns for cyclists**. Responses included:

*“The main usage will be on quiet country roads and off-road routes. More work needs to go into identifying and signing suitable routes. Most such routes should identify those cycles have priority over motor vehicles. Currently delivery vehicles running to tight schedules are a danger to cyclists ”*

IDP006

*“Any road investment schemes should be restricted to improving safety at junctions for vulnerable road users and improving infrastructure for walking, cycling and local buses ”*

IDP093

2 comments mentioned **concerns for the disabled**. Responses included:

*“Make sure the elderly and disabled are catered for, we have a high percentage in this area ”*

IDP035

### 4.3 Views on Integrated Sustainability Appraisal

**Question: Do you have any comments about the Integrated Sustainability Appraisal?**

This question received 129 responses. A separate code framework was created for this question to allow responses related to the Integrated Sustainability Appraisal specifically could be analysed in depth.

From the comments received from this question, the following themes were drawn:

| Theme                 | Number of mentions |
|-----------------------|--------------------|
| Consultation specific | 57                 |
| General               | 45                 |
| Environmental         | 43                 |

|                      |    |
|----------------------|----|
| Suggestions          | 41 |
| Transport and routes | 38 |
| Proposal specific    | 16 |
| Location specific    | 15 |
| Financial            | 14 |
| Health and safety    | 5  |

*\*The full breakdown of the codes received can be seen in appendix 8*

### Consultation specific

This theme consisted of 7 different codes. 48 responses were identified that included this theme with a total of 57 mentions of the codes in this theme.

16 respondents expressed **negative consultation and documentation comments** with typical comments including:

*“Very little detail in the main document, which advises the reader to go to the main website ”*  
ISA001

*“Questions 20 and 21 are almost the wrong questions - what you need to ask people is what kinds of modes of transports they WANT to use over a typical month, if the infrastructure was there ”*  
ISA007

*“Some of the questions and statements had conflicting choices with in them so how to agree or disagree? e.g., 9. yes, I agree with connecting towns and cities but only by public transport and traffic free routes NOT more road, same goes for energising costal and rural communities yes but not by more roads ”*  
ISA023

12 respondents provided **ways to improve/ consultation specific suggestions**. Typical comments include:

*“Direct links from the PDF to supplementary info would have been more helpful”*  
ISA001

*“This is a very large document and probably a bit too much to digest and consider at one time. Perhaps subdividing it would be beneficial ”*  
ISA078

*“One result is that the subjective, box-ticking approach used rests on some implausible assumptions about major road schemes generating benefits for carbon emissions, health or social cohesion ”*

ISA077

11 comments mentioned **missing information** in the consultation. Typical comments include:

*“5.9 on air quality falls short of stating that some levels are actually illegal. Quite important to highlight surely!! ”.*

ISA091

*“There is almost no consideration on working from home and the change to flexible working hours as a result of Covid. Also, there is no discussion of autonomous vehicles, which are expected to be ubiquitous within 10 years, undermining the cost of both private car ownership ”*

ISA027

*“No mention of the HM TREASURY GREEN BOOK ?? ”*

ISA034

## General

This theme consisted of 4 different codes. 41 responses were identified that included this theme with a total of 45 mentions of the codes in this theme.

15 respondents expressed **general oppose comments** with typical comments including:

*“Not easy to digest ”*

ISA083

*“Just a sticking plaster ”*

ISA088

*“Actions will speak much louder - where are they? ”*

ISA097

However, 12 comments within this theme mentioned **general supportive comments**. Typical comments include:

*“I think it ’ s pretty great! ”*

ISA119

*“This is important”*

ISA118

11 respondents made comments relating to **sustainability**. Typical comments include:

*“I would feel inspired to see our Transport Strategy bringing in the notion of 'Regenerative' approaches ... where we build better than we have ever before seen. You may like to see this explanation that sustainability is not enough ... we need regenerative cultures ”*

ISA122

*“Maybe does not reflect the 'sustainability' of household incomes and expenditure in the light of April's tax and energy price increase ”.*

ISA053

*“Define sustainable as there are so many definitions which are manipulated by whomever is writing about it. From planning to transport to energy ”*

ISA036

## Location specific

This theme consisted of 9 different codes. 6 responses were identified that included this theme with a total of 15 mentions of the codes in this theme.

4 responses mentioned the **A14** in their comments. Comments include:

*“A large number of lorries use this route and the roads from Thetford to the A14 are particularly unsuitable for this traffic, let alone the cars traffic using this route ”*

ISA002

*“It is the C624, and it has become a busy HGV route for the simple reason that it is a shortcut between the A11 at Mildenhall and the A14 at Junction 40 ”*

ISA011

*“Encourage increased passenger use of efficient, convenient and regular public transport, rail network which is electrified and the A11/A14 pinch point of making freight traffic use minor roads to circumvent the inability for A14 traffic from Felixstowe to turn north into Norfolk and vice versa ”*

ISA109

2 comments mentioned **Ipswich** in the consultation. These were:

*“We really need improvements to the route from Ipswich/Thetford/Kings Lynn ”*

ISA002

*“Ipswich sustains 250,000 people, 20,000 businesses, 4m TEUS of freight p.a. and a £8bn pa GVA. However, we are an urban island surrounded by rural seas. The integrated and sustainable transport we have is based on the A14, A12 and our creaking road system ”*

ISA003

2 comments mentioned it **doesn't include certain areas/ locations**. These were:

*“As previous, disappointing to see Sudbury and Bury St Edmunds not feature more prominently ”*

ISA079

*“Takes an urban centric approach and ignores the countryside ”*

ISA080

## Financial

This theme consisted of 4 different codes. 12 responses were identified that included this theme with a total of 14 mentions of the codes in this theme.

5 respondents provided comments that mentioned **funding not identified**, with typical comments including:

*“ISA does help to inform but not to deliver, it may prioritise certain schemes based on a scoring but does not identify funding only desire ”*

ISA009

*“Unfortunately, many bus operators are struggling to survive and are not in a position to invest in alternate fuel vehicles, we need to consider how this can be funded ”*

ISA018

*“The “sustainability appraisal ” for each project does not include...Funding available for transport projects if a workplace charging scheme or road-pricing is implemented ”*

ISA042

3 respondents provided comments that focused on **cost effectiveness**. These were:

*“We needed a full orbital; we needed the northern bypass. This is actually the most cost effective and cleanest solution to equip the region for the next 50 years. You simply cannot offer Ipswich a fully integrated transport system because the town is too far spread ”*

ISA003

*“The combination of both bus and rail travel to allow an alternative to the car. at an affordable price with through ticketing available ”*

ISA010

*“A Government study shows the typical benefit – cost ratios for active travel, alongside other benefits such as savings in travel time, congestion and accidents are considerably greater than the threshold of 4:1 which is considered by the Department for Transport as ‘very high ’ value for money ”*

ISA042

2 comments mentioned a general **need for investment**. These were:

*“To switch to zero carbon fuels will require a lot of investment! ”*

ISA112

*“In my opinion investment should be concentrated on small scale local projects to enable mode shifts away from cars, with a particular focus on active travel ”*

ISA031

## Transport and routes

This theme consisted of 12 different codes. 24 responses were identified that included this theme with a total of 38 mentions of the codes in this theme.

6 respondents provided comments that mentioned **concerns about the traffic**, with typical comments including:

*“It needs to focus on real issues that are important to the public. As an example, the village of Tuddenham St Mary in West Suffolk has one road through the village . It is the C624 and it has become a busy HGV route for the simple reason that it is a shortcut between the A11 at Mildenhall and the A14 at Junction 40 . Environmentally, it has a huge impact on residents, both in terms of traffic levels, their speed (in a 30-mph zone) and air quality and pollution . It is a "green route" in terms of the Suffolk C.C. lorry network plan , and as such not for purposes other than local lorry journeys. A by-pass would sort this issue , or a simple ban on HGV's using it as a shortcut , and have a sustainable impact on quality of life for the residents. ”* ISA011

*“The health and NHS cost saving benefits of using active travel infrastructure to reduce congestion rather than road capacity expansion ”*  
ISA042

*“No one will take any notice because developers will do exactly what they like causing congestion and grid locking roads, you only got to look at galleys corner to see that! ”*  
ISA103

5 comments mentioned it **doesn't consider all journeys and transport modes**. Typical comments include:

*“I want to be able to travel from A to B in any manner I choose not be forced to take "sustainable" (whatever that actually means) alternatives decided by eco zealots ”*  
ISA089

*“Equality of travel options for work, education, medical facilities etc. is important and has to focus on those without access to the private car ”*  
ISA018

*“Unless mobility scooters are included it is of no use to me!!! ”*  
ISA094

5 comments mentioned **transport improvements**. Typical comments include:

*“I can see the need for it and its popularity with government and some of the public, but personally prefer transport improvements to be the priority with environmental considerations being subordinate to those ”* ISA037

*“Public transport is vital for work and for families visiting. Provides a vital link ”*  
ISA061

*“The focus is on emissions and should be on the public, as can be seen by the answers to the following questions, I cannot use public transport to get anywhere from my home as none is available. If it was available, then it would be used ”*  
ISA065

## Proposal specific



This theme consisted of 4 different codes. 16 responses were identified that included this theme with a total of 16 mentions of the codes in this theme.

9 respondents provided comments that mentioned **proposals overdue/ timing concerns**, with typical comments including:

*“Maybe ideas not all good take too long to implement ”*

ISA013

*“It took the Netherlands from stating in 1970 they were going the cycle route to then from 1980s to develop a fully integrated cycle system. Start planning that now and do not mess about trying to squash cycle roots onto the existing road network. We need dedicated cycle routes and after 40 years you will have a system like the Dutch! ”*

ISA015

*“It's very good but actions are needed to come to fruition we have heard so many plans before but are they delivered? Still waiting for Crossrail!! ”*

ISA028

5 comments mentioned **greater ambition or changes needed**. Typical comments include:

*“Needs to be more ambitious. Improve rail infrastructure to be truly integrated ”*

ISA022

*“Look at other countries and what they are achieving, be brave and go for a total radical change in strategy that de-prioritises private motorised travel ”*

ISA032

*“The strategic plan appears to be tinkering at the edges rather than making radical changes that would benefit down through the decades ”*

ISA041

## Environmental

This theme consisted of 6 different codes. 32 responses were identified that included this theme with a total of 43 mentions of the codes in this theme.

14 respondents provided comments that mentioned the **countryside/ environmental concerns**, with typical comments including:

*“Environmentally, it has a huge impact on residents ...It is a "green route" in terms of the Suffolk C.C. lorry network plan, and as such not for purposes other than local lorry journeys ”*

ISA011

*“Heavy on environmental impacts ”*

ISA012

13 respondents provided **zero or low carbon comments**. Typical comments include:

*“Carbon zero in rural areas is a pipedream ”*

ISA081

*“We need more Electric cars and busses and to cut carbon output by 10% year ”*

ISA049

*“Net Carbon goals has become a fixation and is not going to benefit many folks for many years to come ”*

ISA093

7 comments mentioned **climate change/ crisis**. Typical comments include:

*“From the point of view of the critical aim of mitigating climate change the impacts of the SEA and NCA are most important Too much emphasis on EqlA and CSA could give rise to unacceptably high cost: benefit ratios ” .*

ISA021

*“What are the practical steps for "improving resilience to climate change for the transport network"?*

ISA044

*“I suspect there has not been a broad enough representation of people qualified and interested in COP 26 objectives. Climate change is bringing lots of huge problems to our regions and I see nothing but sunshine and never never land in these ambitious, 'build, build, build' plans ”*

ISA054

## Health and safety

This theme consisted of 2 different codes. 5 responses were identified that included this theme with a total of 5 mentions of the codes in this theme.

4 respondents provided comments that mentioned **public health**, with typical comments including:

*“it needs to make public health a priority ” .*

ISA004

*“It is self-evident that the centralised, remote-working scenario will be cheapest to service from a transport perspective. Given that this scenario revolves around a 15-minute neighborhood model, it indicates an active population. That population will be healthier and will require less support from the NHS ”*

ISA066

## Suggestions

This theme consisted of 16 different codes. 36 responses were identified that included this theme with a total of 41 mentions of the codes in this theme.

7 respondents provided comments that mentioned **priority suggestions**, with typical comments including:

*“First and final mile logistics for FMCG and passengers should be a priority. There are too many locations where due to infrastructure constraints integration is not possible; how will you overcome these barriers?”* ISA017

*“The loss of habitats and future expansion of population must be a number one priority”*  
ISA093

*“Caution should be given to the prioritisation of roads schemes, which although may improve safety compared to current levels, surely improved safety would come about by modal shift and reduction of private cars on the road in the first place”*  
ISA056

5 comments mentioned that **route improvements are needed**. Typical comments include:

*“I live in a new development on the outskirts of Chelmsford. The council has put in a crossing across one major busy road, but the resulting cycle/pedestrian provision does not link up to enable travel through to the local schools and to the town centre making the car the only viable option”*  
ISA031

*“There is the potential to easily reinstate much of the region's former railways and this would knit together communities”*  
ISA033

*“No real emphasis on the use of bicycles and integrated cycle routes. It took the Netherlands from stating in 1970 they were going the cycle route to then from 1980s to develop a fully integrated cycle system”* ISA015

5 comments mentioned the need to **monitor/ measure outcomes**. Typical comments include:

*“The essential issue with the ISA is that the central objective of the strategy needs to be to reduce carbon emissions from transport to a sustainable level and this is not measured, monitored and tracked to the extent that it needs to be”*  
ISA077

*“There should be a robust way of measuring resident satisfaction with actions being proposed and of the outcomes as they happen”*  
ISA051

## 4.4 Postcode analysis

The consultation survey asked respondents to provide postcode data to allow the geographical distribution of responses to be analysed, 510 respondents responded to this question, although only 504

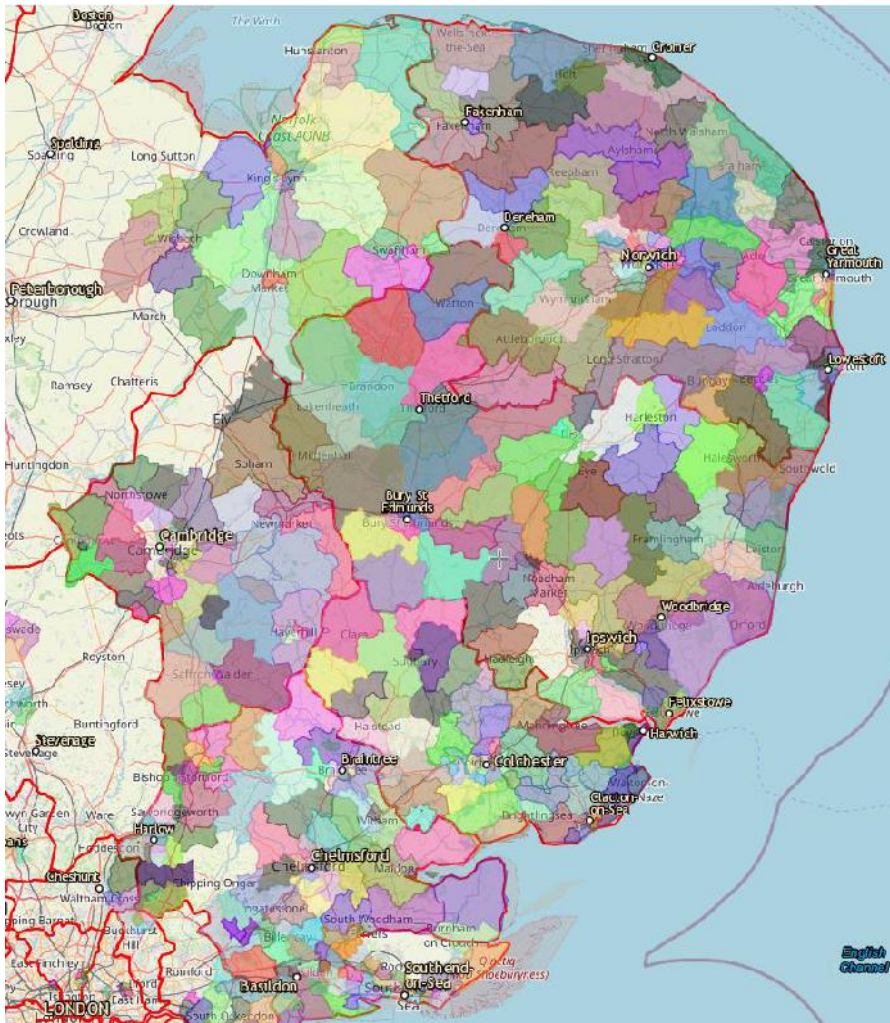


Figure 19 - Geographical area coverage of responses

provided postcode information.

During analysis, area postcodes were grouped together by the same first half of the postcode. Responses were received from 80 different areas with 143 different postcode groups, showing strong geographical coverage. Figure 8 below shows the geographical coverage, and the table in appendix 4 shows the responses received from each area, including a breakdown of the postcodes in each of these areas.

The greatest number of responses came from addresses within the Norwich (71 responses from 15 postcodes) and Colchester (47 responses from 7 postcodes) postcode districts, accounting for 14.1% and 9.3% responses respectively.

Following Norwich and Colchester, large numbers of responses also came from Ipswich (40 responses from 8 postcodes), King's Lynn (35 responses from 5 postcodes), and Braintree (28 responses from 2 postcodes), followed by Chelmsford (19 responses from 3 postcodes), Witham (15 responses from 1

postcode), Westcliff-On-Sea (14 responses from 2 postcodes) and Bury St. Edmunds (14 responses from 6 postcodes).

## 4.5 Demographics

The following demographic questions were presented to respondents to provide answers as part of the Public Sector Equality Duty (PSED). These questions were optional.

### Question: Respondent type

Of the 514 online responses received, 441 of the respondents completed the questionnaire in an individual capacity. A further 73 responses were provided on behalf of an organisation, group, or club.

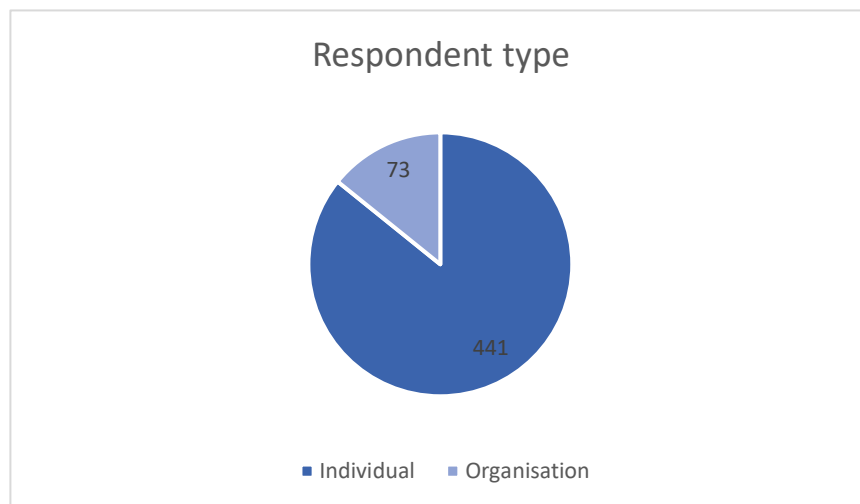


Figure 20 - Chart showing the respondent type

### Question: Gender

Of the 514 online responses received, 57% of respondents identified their gender as male, 32% identified as female, 5% preferred not to say and the remaining 5% chose not to answer the question. Two respondents preferred to self-describe.

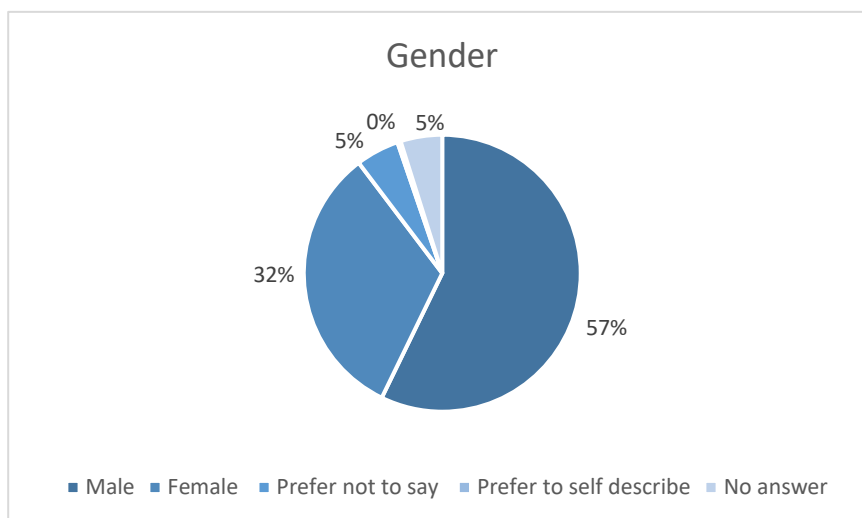


Figure 21 - Chart showing the gender of respondents

### Question: Age

Of the 514 online responses received, 26% of respondents were between the ages of 65-64, 23% were aged 55-64, 13% of respondents were age 45-54. Of the remaining responses received, 9% were age 35-44, a further 9% were 75+, 6% were between the ages of 25-34, 5% preferred not to disclose this information, an additional 5% provided no answer and the remaining 2% of respondents identified as being between the ages of 16-24.

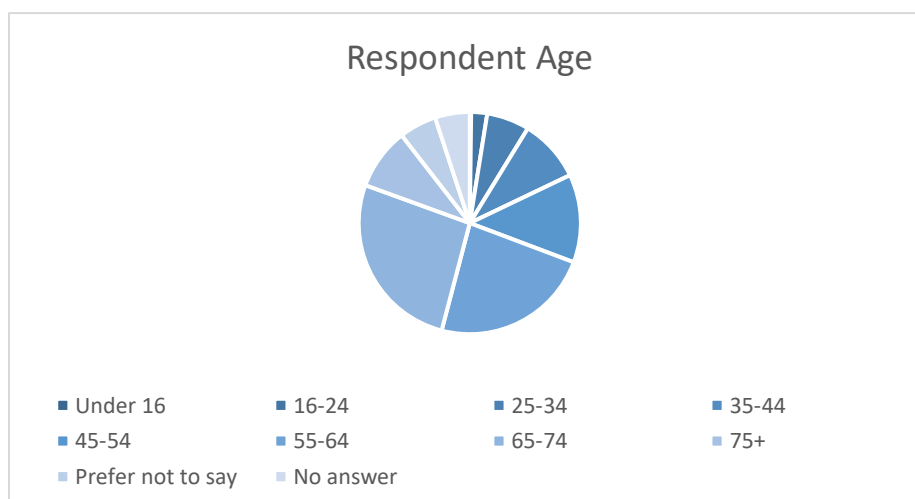


Figure 22 - Chart showing the age of respondents

### Question: Disability or long-term health condition

Of the 514 responses received to the online consultation survey, 75% of respondents did not consider themselves to have a disability, 14% selected 'Yes', while 6% preferred not to say and the remaining 4% choosing to leave the question unanswered.



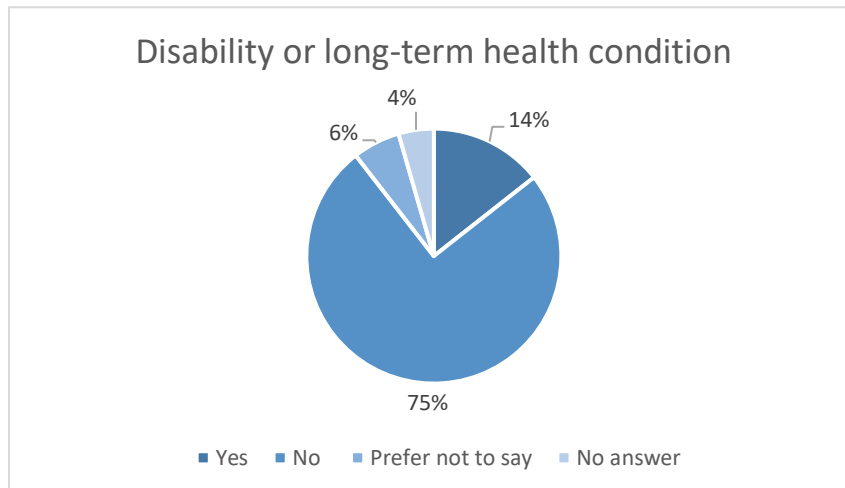


Figure 23 - Chart of number of respondents with disabilities or long-term health conditions

## 4.6 Travel behaviours

Respondents were asked to provide insight into their travel behaviours, indicating how often they used the presented modes of transport to get to work or education, and separately leisure journeys, in a typical month. These questions were asked to help build a picture of travel behaviour and are similar to questions asked in a public survey run in winter 2020-21 by Transport East.

The results below show that, of the 514 online responses received, the most frequently used form of transport was via private car or van, with 25% of respondents indicating they use this mode of transport every day, and a further 23% using this mode at some point during the course of the week. Active travel was identified as the second most used mode of transport to get to work or education, with 24% of respondents indicating that they walk and 6% cycling to their destination daily. Motorcycle or moped was the least used mode of transport by respondents, with 83% of those who provided a response to this question indicating that they do not use this mode to access their work or education in a typical month.

Additionally, 77% of respondents noted that they never use cars or vans provided by their employer to get to work or education. Park and ride provision was another mode of transport that was not well used by respondents to get to work or educational facilities, with 72% of respondents indicating they never use this mode. Responses to this question highlighted that public transport was not a regular mode of transport for respondents with 12% of respondents noting they use bus services at some point during the course of the week and only 11% of respondents using the train to get to work or education.

To note, table percentages may not total 100% due to rounding.

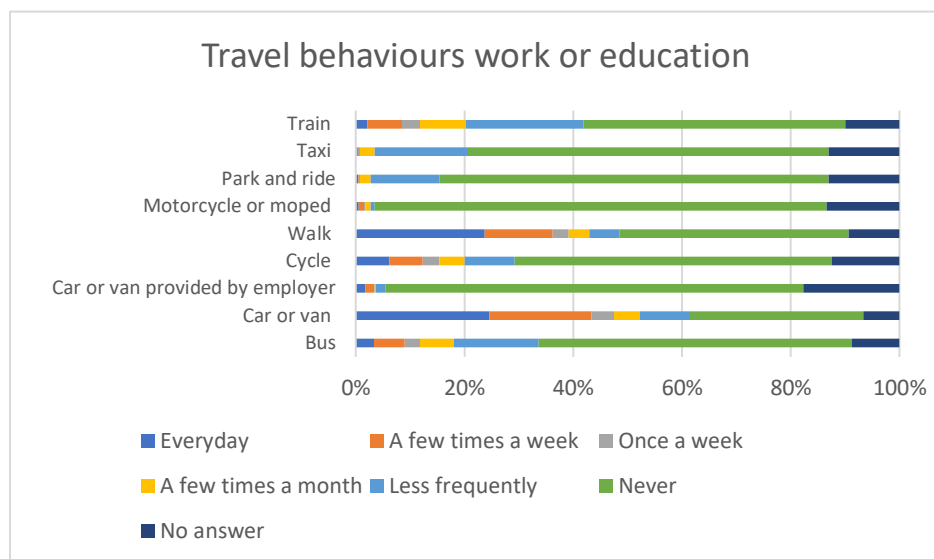


Figure 24 - Chart showing travel behaviours work or education

Table 4-10 –Travel behaviours work or education

|                                 | Every day | A few times a week | Once a week | A few times a month | Less frequently | Never | No answer |
|---------------------------------|-----------|--------------------|-------------|---------------------|-----------------|-------|-----------|
| Bus                             | 3%        | 6%                 | 3%          | 6%                  | 16%             | 58%   | 9%        |
| Car or van                      | 25%       | 19%                | 4%          | 5%                  | 9%              | 32%   | 7%        |
| Car or van provided by employer | 2%        | 2%                 | 0%          | 0%                  | 2%              | 77%   | 18%       |
| Cycle                           | 6%        | 6%                 | 3%          | 5%                  | 9%              | 58%   | 12%       |
| Walk                            | 24%       | 12%                | 3%          | 4%                  | 5%              | 42%   | 9%        |
| Motorcycle or moped             | 1%        | 1%                 | 0%          | 1%                  | 1%              | 83%   | 13%       |
| Park and ride                   | 0%        | 0%                 | 0%          | 2%                  | 13%             | 72%   | 13%       |
| Taxi                            | 0%        | 0%                 | 0%          | 3%                  | 17%             | 66%   | 13%       |
| Train                           | 2%        | 6%                 | 3%          | 8%                  | 22%             | 48%   | 10%       |

Respondents were asked to provide further insight into their travel behaviours and indicate how often they used the presented modes to get to non-work or education destinations in a typical month. This captures journeys for leisure, care, errands or appointments.

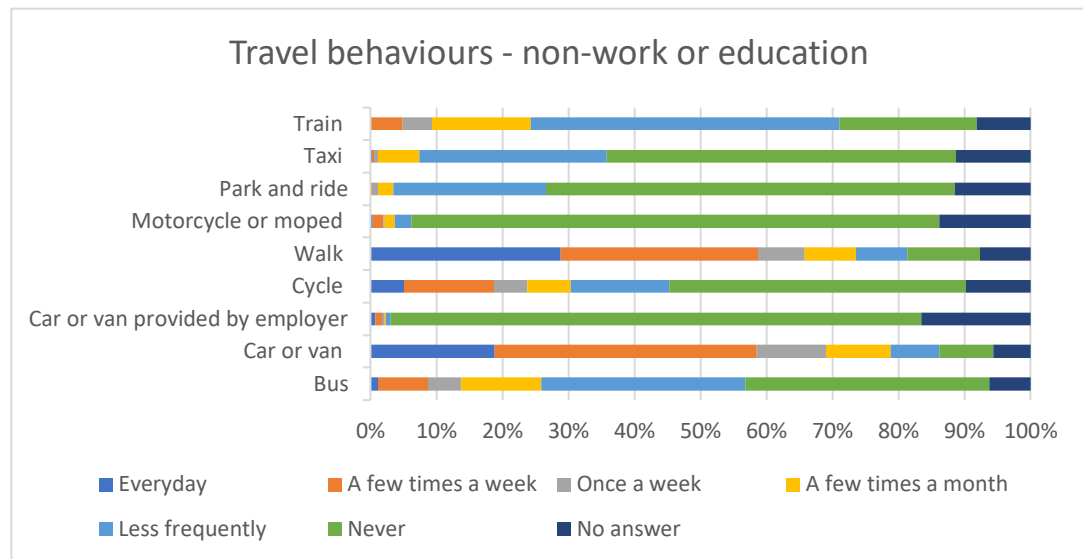


Figure 25 - Chart showing travel behaviours non-work or education

Table 4-11 - Travel behaviours non-work or education

|                                 | Everyday | A few times a week | Once a week | A few times a month | Less frequently | Never | No answer |
|---------------------------------|----------|--------------------|-------------|---------------------|-----------------|-------|-----------|
| Bus                             | 1%       | 8%                 | 5%          | 12%                 | 31%             | 37%   | 6%        |
| Car or van                      | 19%      | 40%                | 11%         | 10%                 | 7%              | 8%    | 6%        |
| Car or van provided by employer | 1%       | 1%                 | 0%          | 0%                  | 1%              | 80%   | 17%       |
| Cycle                           | 5%       | 14%                | 5%          | 7%                  | 15%             | 45%   | 10%       |
| Walk                            | 29%      | 30%                | 7%          | 8%                  | 8%              | 11%   | 8%        |
| Motorcycle or moped             | 0%       | 2%                 | 0%          | 2%                  | 3%              | 80%   | 14%       |
| Park and ride                   | 0%       | 0%                 | 1%          | 2%                  | 23%             | 62%   | 11%       |
| Taxi                            | 0%       | 0%                 | 1%          | 6%                  | 28%             | 53%   | 11%       |
| Train                           | 0%       | 5%                 | 4%          | 15%                 | 47%             | 21%   | 8%        |

Unlike the results provided for travel behaviours to access work or education, walking led as the most used mode of transport to access non-work or education destinations in a typical month. Responses indicated that 29% of respondents chose to walk every day to access these destinations, while a further 30% chose to walk to non-work or education destinations a few times a week and some 7% choosing to do so approximately once a week.

Of the 514 responses received, 19% of respondents noted that they use their car or van every day, an additional 40% noted they use this mode at least a few times a week and a further 11% indicating they

use this mode at least once a week. Additionally, the third most used mode of transport to access non-work or education destinations was identified as cycling, with 5% of respondents indicating they used this mode of transport daily. A further 14% of respondents chose to cycle to non-work or education destinations a few times a week and some 5% choosing to so approximately once a week. As with transport to access work or education destinations, motorcycle or moped and a car or van provided by an employer were the least used mode, and tied jointly amongst respondents, with 80% of respondents indicating that they never use this mode of transport. Once again, park and ride was noted as an infrequent option for transport, with 62% of respondents indicating that they never use this mode to travel. Bus and train services were used less frequently to access non-work or education destinations, with 31% of respondents using bus services less frequently and 47% of respondents using train less frequently.

## 5. Written responses

There were 76 written responses received via email in relation to this consultation. Responses were received from the following stakeholder groups: county councils, unitary councils, borough and district councils, parish councils, transport groups, statutory bodies, enterprise and community groups, environmental groups, businesses, and members of the public.

Some stakeholders chose to respond through the online survey. Those responses have been analysed in section 4.

A separate code framework was created for analysis of the responses received by email.

Transport East has duly considered all the responses received and the following key themes have been identified.

| Theme  | Number of mentions |
|--|--------------------|
| Road and travel  | 227                |
| General comments   | 136                |
| Location specific  | 139                |
| Environmental  | 89                 |
| Community focus  | 77                 |
| Vision and strategy specific                               | 70                 |
| P4 - Unlocking international gateways (Ports and Airports) | 59                 |
| Consultation specific                                      | 56                 |

|  |           |
|--|-----------|
| <b>P2 - Connecting growing towns and cities</b>      | <b>56</b> |
| <b>P3 - Energising coastal and rural communities</b> | <b>59</b> |
| <b>P1 - Decarbonising to net zero</b>                | <b>47</b> |
| <b>IDP specific</b>                                  | <b>24</b> |

*\*The full breakdown of the codes received can be seen in appendix 9*

## Road and travel

This theme consisted of 12 different codes. 66 responses were identified that included this theme with a total of 227 mentions of the codes in this theme.

38 email responses in this theme mentioned **public transport improvements**. Typical comments included:

*“The Council has recently adopted strategies relating to bus services and cycling and walking and would welcome joint working to deliver public transport and active travel improvements along these corridors”*

E022

*“Rural bus services in my experience are very poor and need drastic improvement. Public transport is the future for most people ”*

E054

*“Efforts must be made to reduce car use by improving the local bus services and cycling and walking routes. In particular, bus frequencies should be increased as well as access to new developments where appropriate. The train service from King ’ s Lynn to King ’ s Cross is an hourly service and is used by many people working in Cambridge and London. The frequency of service needs to be increased to every 30 minutes. Also, the proposed, but postponed, improvements at Ely are needed to speed up travel times ”*

E060

33 emails mentioned they **need other routes or links/ greater connectivity**. Typical comments included:

*“Connecting South Essex - London - Basildon - Southend (E) presents a very London centric focus. Extending the west facing arrow to point further to the midlands and north and perhaps rebadging it as Connecting the North Thames estuary to the rest of the UK ”*

E053

*“Great Yarmouth to Lowestoft: - A light rail link of these coastal towns could bring powerful regeneration to the whole area ”*

E027

26 responses mentioned **congestion/ traffic**. Typical comments included:

*“Consideration must be included within the strategy for the promotion of light freight movements, given increased activity and interest, and potential to reduce congestion and support sustainable logistics movements in/out of London ”*

E052

*” While conversion of road vehicles, public and private to electric traction, will indeed lead to a drop in toxic emissions, it will completely fail to reduce the non-exhaust emissions (NEEs) , the PM2.5 particulates that are especially injurious to human health. These form the greatest threat where high population density coincides with the heaviest and congested traffic, that is along major traffic arteries in urban areas ”*

E041

### General comments

This theme consisted of 9 different codes. 59 responses were identified that included this theme with a total of 136 mentions of the codes in this theme.

32 respondents made **mentions of other work or schemes** in their response. Typical comments included:

*“There needs to be reference to the Thames Estuary Hydrogen Route Map published in October 2021. The Route Map has identified that there is a density of transport related demand that exists in the Thames Estuary, which is potentially unique in the UK, with implications for the wider region ”*

E050

*“Transport East should have regard to the Natural Cambridgeshire Local Nature Partnership ’ s ambition to double the area of rich wildlife habitat and natural greenspaces by 2050. Including space for nature should be incorporated into the development of all transport schemes and transport infrastructure management”*

E022

*“The connecting Project East West Rail, whilst just outside your direct area of interest, is a major part of the delivery of your Goals as they relate to Core Corridor 3; the EWR proposal is in the critical stages of planning, and you need to join up somewhere”*

E029

29 of the email responses mentioned the need for alignment with **other governing bodies and authorities** in relation to Transport East proposals. Typical comments included:

*“The Strategy will inform the plans of both Government and local/regional partners and therefore it is important that the document reflects key national policy areas ”*

E056

*“The Council strongly supports this priority but advocates the need for a whole systems approach, to provide consistency across Government departments, regional, district and local transport bodies ”*

E006

25 responses mentioned the need for **collaboration/ working with partners** throughout the scheme. Typical comments included:



*“To reduce demand, efforts will include working with government, National Highways and Network Rail to improve digital connectivity among main roads and railways and partnering with the private sector to encourage digital innovation to make best use of transport networks and discourage unnecessary travel at peak times ”*

E046

*“It will be key to work with the region ’ s Highway Authorities, including National Highways, to ensure they are seized of the need to facilitate the operation of attractive, reliable bus services ”*

E068

*“We would encourage Transport East to consider our proposals and - we hope - get behind and support them in collaboration with your neighboring authorities in Cambridgeshire ”*

E013

### **Location specific**

This theme consisted of 11 different codes. 51 responses were identified that included this theme with a total of 139 mentions of the codes in this theme. Example comments included:

*“In respect of the Norwich to Cambridge link the Council considers that it is important to acknowledge the importance of Wymondham station as an interchange that can provide fast and direct links between key sites within the Cambridge to Norwich Tech Corridor. In particular between Cambridge, the advanced engineering cluster at Hethel, Norwich Research Park, the Norwich and Norfolk University Hospital and the University of East Anglia”*

E071

*“...Further clarity is required to what constitutes an economic asset. Numerous locations are identified around Ipswich and Lowestoft, whereas in locations such as Chelmsford and Colchester only one asset is identified. In addition, Chelmsford has two separate universities, but the plan does not show one..”*

E015

*“...Essex is the home to several successful and growing towns. Ensuring that this growth can happen sustainably and ensuring that our towns are linked to each other and to the rest of the United Kingdom is essential. There are also a number of new garden communities in Essex. These new communities will be designed around sustainable living and could act as exemplars for development in the East...”* E025

*“...There is also significant lack of public transport connection between towns located on the Essex Thameside Corridor and those on the Great Eastern Main Line. This discourages sustainable transport in favour of car trips which have existing better road connections...”* E061

*“Section 2.3 refers to traffic congestion in towns and cities, including Ipswich, and goal 3 focuses on shifting modes away from use of the private car. Of relevance to this, is the need within the Ipswich Strategic Planning Area to secure a significant level of modal shift to address potential impacts of traffic congestion arising from planned growth in and around Ipswich ”*

E023

*“West Suffolk Council has declared a climate emergency, including an aspiration to work towards a carbon neutral Suffolk by 2030, and is very supportive of this priority. Given the amount of activity underway at District, County and Regional level it will be important that actions are well aligned with the Suffolk Climate Emergency Plan (SCEP) to avoid duplication and ensure maximum progress to net-zero ”*

E071

## Environmental

This theme consisted of 11 different codes. 42 responses were identified that included this theme with a total of 89 mentions of the codes in this theme.

18 emails provided comments on **air quality/ pollution/ atmosphere**. Example comments included:

*“Support to switch to greener fuels is essential to improve air quality and achieving our carbon neutral goals ”*

E022

*“Because of its location on the Wash, King ’ s Lynn is unfortunate in having limited access roads into the town which results in traffic congestion and the consequent air pollution problems ”*

E060

*“ We are concerned that your document treats this very serious health problem as an afterthought to your decarbonisation policies - “Tackling carbon emissions will also improve our air quality. ” While conversion of road vehicles, public and private to electric traction, will indeed lead to a drop in toxic emissions, it will completely fail to reduce the non-exhaust emissions (NEEs) , the PM2.5 particulates that are especially injurious to human health. ”*

E041

14 emails provided comments that focused on **general environmental concerns**. Example comments included:

*“Some considerable concerns about environmental and biodiversity impacts; these are not considered in any depth. For example, has there been any thought around how new transport links might further fragment/degrade habitats? How does this fit with environmental spatial priorities? Are they considering how biodiversity net gain can be planned in from the beginning to make it meaningful, worthwhile and integrated?”*

E010

*“Potential effects on the significance of heritage assets, or appreciation of that significance, include physical destruction, visual intrusion, noise and light impacts and loss of or severance of an asset from its setting. Other environmental factors which might affect setting or lead to the degradation of historic fabric/features, include increased atmospheric pollution, vibration, ground movement/settlement, changes in hydrology, etc ”*

E035

17 email responses focused on **climate emergency or issues**. Typical comments included:

*“The District Council has declared a Climate Emergency and providing alternatives to the private car ” .* E022

*“The Council declared a climate emergency in 2019 and developed a Climate Change Strategy in 2021. Within this Climate Change Strategy, our target date is to achieve carbon neutral, as far as practical by 2030, however TE ’ s TS has a target date of 2050. Whilst we appreciate the decarbonisation of transport is complex and challenging, we would request an earlier approach than the 2050 target date ”*

E006

## Community focus

This theme consisted of 5 different codes. 41 responses were identified that included this theme with a total of 77 mentions of the codes in this theme.

29 email responses mentioned **growth** as a key focus. Typical comments included:

*“Improved transport infrastructure will support local growth and enable our residents to live and work locally ”*

E022

*“We are currently finalising work on a freight, logistics and gateways strategy for our region. This strategy provides a route map to enable the growth of the industry to keep up with the growing population and economy ”*

E069

22 of the emails in this theme mentioned **house building / new housing**. Example comments included:

*There are particularly strong links between Transport East ’ s strategic priorities and SELEP ’ s activities in relation to Housing and Development, Clean Growth and our Major Projects Group. Across the SELEP area we will be delivering 25% of the Garden Communities housing in the UK ”*

E056

*“We particularly want to see active travel options incorporated into a multi-modal offer to link growth and new jobs to people and new housing. Our new Local Plan, expected to be adopted in 2022, contains proposals for thousands of new housing units, and a significant new 48ha employment zone at Burnt Mills, that can only be brought forward once suitable transport links are in place ”*

E005

14 email responses mentioned the **effects on for businesses and work**. Example comments included:

*“Most of the jobs that are created over the lifetime of the plan can be expected to be located within existing planned sites, and most residents will live in existing housing stock or stock that is already planned ”*

E059

*“Although the footprint of Stansted is small compared to other core areas it likely contains by far the highest density of jobs anywhere in the region with approximately around 5,000 jobs per km2 putting it at the top of the table for the location of jobs in the region ”*

E070

*“The package of improvements we ’ re asking for has the potential to create 5,100 new jobs in Norwich, 5,400 jobs in Ipswich, 10,000 jobs in Colchester, 8,400 jobs in Chelmsford, and 3,700 new*

*jobs in Southend. The financial benefit of journey time savings is estimated at £6m annually. Over a 30-year period, journey time savings would equate to a total of £179m ”*

E030

### **Vision and strategy specific**

This theme consisted of 5 different codes. 46 responses were identified that included this theme with a total of 70 mentions of the codes in this theme.

32 email responses were coded as **supports strategy**. Typical comments included:

*“We support your strategic priorities and note with interest the Core Strategic Corridors, especially the Norfolk and Suffolk to Cambridge/Cross Country corridor and the UK Innovation Corridor ”*

E012

*“National Highways (formerly Highways England) welcomes the opportunity to respond to the consultation on the Draft Transport East Strategy, Investment and Delivery Programme, and Integrated Sustainability Appraisal. These documents provide us with greater clarity on your priorities for strategic transport and we support the strategic aims to enable: Decarbonisation to Net Zero; Connecting Growing Towns and Cities; Energising Coastal and Rural Communities; and Unlocking International Gateways”*

E045

*“Essex County Council (ECC) welcomes the publication of the Draft Transport East Transport Strategy and is fully supportive of the strategy ”*

E025

*“Great Yarmouth Borough Council strongly supports the draft vision and agrees that the Transport Strategy identifies the right overall approach to transport development across the region. The Council strongly supports the draft Strategic Priorities set out within the Transport Strategy and recognises the importance of implementing each of the identified goals under the draft Strategic Priorities in order to deliver effectively the vision of the strategy.”*

E032b

13 of the email responses in this theme were coded as **supports goals/ aims**. Typical comments included:

*“Support the goal which aims to support people to switch their journeys from private car to walking, cycling and passenger transport ... Support the aim of the goal to improve connections to coastal communities, including the references to identifying best value projects, potentially including water-based transport for coastal communities and the East of England coastal path ”*

E052

*“We are supportive of the ...Goals you set out and provide the following observations which we hope will be helpful to you ” – E068*

12 of the email responses in this theme were coded as **supports vision**. Typical comments included:

*“Great Yarmouth Borough Council strongly supports the draft ...vision and agrees that the Transport Strategy identifies the right overall approach to transport development across the region ”*

E032

*“East Cambridgeshire District Council supports Transport East ’ s vision of a thriving economy for the East, with fast, safe, reliable and resilient transport infrastructure driving forward a future of inclusive and sustainable growth ”*

E022

#### **P4 – Unlocking international gateways (Ports and Airports)**

This theme consisted of 6 different codes. 35 responses were identified that included this theme with a total of 59 mentions of the codes in this theme.

19 emails mentioned **port freight**. Typical comments included:

*We need to plan for future patterns of distribution of consumer goods. Imports via the major ports are mostly conveyed to Strategic Freight Interchanges in the ‘golden triangle ’ in the Midlands or North of England ”*

E053

*“Welcome the inclusion of support for the freight sector to increase their use of alternative fuels and to increase sustainable transport by port employees and passengers within Goals 11 and 12 which will potentially make a big contribution to the decarbonisation priority”*

E056

15 comments in this theme mentioned **rail freight**. Typical comments included:

*“The Case Study East West Rail (figure 4.3.6) omits any reference to freight. It is important that this new railway has capability and capacity for freight as an alternative route to the south midlands ‘ Golden Triangle ’ , and the route could also support a greater use of rail freight in the construction of homes and infrastructure along the Arc”*

E053

*“One freight container train uses one seventh of the energy that an equivalent number of HGVs carrying the same load. The Committee should be concentrating their energies on getting as many HGVs off the area's roads and onto rail transport ” .*

E027

11 email responses in this theme mentioned a **specific airport focus**. Typical comments included:

*“Norwich Airport is a key regional link to the international hub at Schiphol as well as a domestic connection as described ”*

E047

*“Over half (53%) of MAG ’ s passengers drive less than an hour to park at Stansted Airport. This should mean that the majority of users would not need to charge whilst parked in order to complete their journey both ways. Given the location of our airports on, or close by the strategic road network, those passengers making longer journeys should be able to access the motorway or major A-road service area charging ”*

E062

## Consultation specific

This theme consisted of 5 different codes. 43 responses were identified that included this theme with a total of 60 mentions of the codes in this theme.

28 emails mentioned **missing information/ not enough information**. Example comments included:

*“Further, there appears to be no mention of the current RIS2 investment pipeline or the need to facilitate and influence this 5-yearly funding allocation ”*

E045

*“No specific reference to Uttlesford District as a locality or as a partner organisation, and no reference to the scale of proposed growth in the district ”*

E070

*“We note that in this section of goals, unlike in the airports section, there is no mention of ambition to reach net zero in regard to ports, and question why this is the case ”*

E065

20 email responses mentioned a particular **emphasis/ focus on a specific part**. Example comments included:

*“We suggest there could be more emphasis on the National Highways Route Strategies process and influencing future Road Investment Strategies (RIS) in general ”*

E045

*“In general, we believe that it would be helpful if greater emphasis is given the delivery of garden town growth and the principles that underlie these projects in terms of sustainable transport ”*

E025

*“Goal 2 - Reduce demand – support but this should emphasise that the focus should be on people being able to make more local journeys without access to a car...Equally, while we support the proposed reviewing of planning applications, we would like to see a stronger emphasis on maximising modal shift to active travel and public transport ”*

E067

6 email responses provided **positive consultation/ documentation comments**. Example comments included:

*“In general, the documents have brought together a valuable and useful set of facts and figures to support the proposals which seem well thought out and in accordance with our own analysis ”*

E040

*“There is a positive reception of the document as it broadly aligns with Thurrock ’ s own vision to have a transport system that: is fully inclusive, meeting the social needs of residents; is integrated to provide seamless multi-modal journeys; is accessible for everyone, safe and attractive to use; delivers sustainable community regeneration and growth; and reflects the exceptional circumstances of Thurrock as an international centre for logistics and commercial development ” .*

E066



*“These documents provide us with greater clarity on your priorities for strategic transport ”*  
E045

## **P2 - Connecting growing towns and cities**

This theme consisted of 9 different codes. 31 responses were identified that included this theme with a total of 56 mentions of the codes in this theme.

14 email responses provided **other routes to consider**. Example comments included:

*“When looking at the Core Corridors we urge you to consider separating the two east-west corridors leading from our region to Cambridge. We believe that they are independently and uniquely significant at a regional level and support not only the ports and logistics sector via the Felixstowe/Ipswich/Cambridge corridor but also the advanced manufacturing and engineering innovation sector via the Cambridge Norwich Tech Corridor ”*

E047

*“Mentions the limited east-west rail connections across the region e.g., Ipswich – Ely and Norwich-Cambridge, but misses the limited south-north rail connections in the Southeast, in particular in Thurrock, where east-west rail connections towards London or Southend are relatively good, but to the rest of the East region are non-existent, e.g., connections to Brentwood, Chelmsford and beyond ”*

E066

11 email responses provided comments which showed they **support the corridors**. Example comments included:

*“The connections to London, Cambridge and the Midlands identified within the core corridors provide important links between Suffolk and key economic centres in surrounding regions and improvements to these connections will support Suffolk ’ s key priorities. The County Council broadly agrees with the core corridors set out within the draft strategy ”*

E064

*“The council notes the identification of seven strategic corridors for priority investment and is in broad agreement with them ”*

E005

Only 6 of the responses mentioned **issues with corridors / improvements needed**. Example comments included:

*“In considering impact on historic church buildings the potential for harm to their significance should be considered in relation to both harm to the individual buildings or to their settings, and harm from environmental factors such as noise and light pollution. The potential that existing places of community significance might be disrupted should be fully evaluated, and due weight be given to it in the final decision on corridors ”*

E035

*“Rapid transit links from Cambridge to Uttlesford. These were predicated on a development strategy identified in an Uttlesford Local Plan which has since been found unsound. This and other such options between Uttlesford and Cambridge need to be consistent with the emerging Uttlesford Local Plan ”*

E012

### P3 - Energising coastal and rural communities

This theme consisted of 9 different codes. 33 responses were identified that included this theme with a total of 59 mentions of the codes in this theme.

15 emails mentioned **greater connectivity needed in rural areas**. Example comments included:

*“Improving connectivity in rural and coastal communities is another key priority identified in your strategy. Action is needed to level up these areas through better connections, enabling deprived areas to prosper ”* E069

*“Relevant to Goals 8 and 9, future transport solutions and interventions need to tackle rural mobility issues, improve connectivity and accessibility, increase low carbon travel options, and deliver more integrated transport services ”*

E068

11 responses in this theme mentioned that they **need further transport improvements/ connections for coastal areas**. Example comments included:

*“A regular, reliable, and timely service is essential for the delivery of much needed new homes and to enable our businesses to deliver employment and prosperity. Good rail services will also provide essential connectivity for our coastal communities, enabling access to wider opportunities and supporting these areas to level up ”*

E030

*“Better access to the coast for people living in the Midlands and South to promote the tourism industry ”*

E040

10 comments were coded as **support improvements for rural areas**. Example comments included:

*“The Council supports the recognition of the significant transport issues that are faced by rural residents and the ambition of eliminating rural “transport deserts ” and supporting ultra-fast broadband access for all. The Council also supports the ambition to provide sustainable transport to rural areas by supporting innovative types of transport ”*

E059

*“West Suffolk supports the Decarbonising of rural trips and the creation of a Centre of Excellence 3. for Rural Mobility in the East working to ensure rural transport deserts have passenger services and digital connectivity ”*

E071

*“High quality, safety and reliability of transport, particularly in these rural areas, is a vital provision to maintain access to important amenities and services. BDC strongly supports this priority but advocates the need for a whole systems approach, to provide consistency across Government departments, regional, district and local transport bodies ”*

E006

## P1 – Decarbonising to net zero

This theme consisted of 4 different codes. 31 responses were identified that included this theme with a total of 47 mentions of the codes in this theme.

18 of the emails were coded as **supports the importance of decarbonisation**. Typical comments included:

*“East Cambridgeshire District Council (ECDC) supports the priority relating to decarbonisation ”*  
E022

*“Rail Freight Group (RFG) is pleased to see the emphasis given in the strategy to the key themes of Decarbonisation to Net Zero ”*  
E053

16 email responses mentioned **concerns about achieving carbon goals/ decarbonisation**. Example comments included:

*“They have repeatedly said they want to reach zero carbon by 2030. Their proposed strategy, as part of Transport East, contains lots of fancy words about sustainable goals but look closely and the proposed actions and spending are mainly about road building to encourage more driving, more use of airports and more house building ”*  
E057

7 of the email responses for this theme mentioned **suggestions to achieve decarbonisation**. Example comments included:

*“There is scope for the South Essex bus metro rapid transit to substantially increase the ability of residents in Castle Point to travel to work by public transport contributing towards modal shift and the priority of securing decarbonization ”*  
E014

*“What the region desperately requires is a plan that moves away from roadbuilding and focuses on an integrated rural and urban public transport service and safe cycling routes for school children and commuters. That, perhaps funded by workplace charging, as introduced with great success in Nottingham, will be the only way that we can cut carbon emissions and improve air quality for the people of Essex, Suffolk and Norfolk ”*  
E057

## IDP specific

This theme consisted of 3 different codes. 19 responses were identified that included this theme with a total of 24 mentions of the codes in this theme.

13 email responses were **supportive of the IDP and projects**. Typical comments included:

*“RFG supports the approach taken by Transport East and its Assessment Criteria ”*  
E053

*“Councillors are supportive of the strategy and in particular are supportive of the projects highlighted in the delivery programme and hope that this will be a way of bringing those important projects*

*forward for the benefit of residents ”*

E031

*“We strongly agree that the IDP sets out the right approach for delivering the Transport Strategy. The process used to identify the project pipeline is sensible and has been developed using well developed procedures, including the regions many partner groups, organisations and stakeholders ”*

E056

9 email responses mentioned that **other projects should be included in the IDP**. Typical comments included:

*“Future iterations of the Investment and Delivery Programme be closely aligned to the strategy and the current version may need to be reviewed in light of any developments to the strategy. The County Council would like to encourage Transport East to include an active travel link between Lowestoft and Beccles as a replacement for the Major Road Network scheme that was originally envisaged ”*

E064

*“surprised that Haughley Junction does not achieve a better score for decarbonisation and wider benefits as it is part of the Felixstowe to Midlands and North scheme which scores well on both. We are pleased to note the reference to freight in project D1 (see Goal 6) but suggest it has a broader application than as a route to the southwest only ”*

E053

*“it is considered that there are potentially a number of specific projects which do not appear within the appendices, such as potential riverbus services and riverside developments at Purfleet, Grays and Tilbury in Thurrock. Consideration should be given to the potential inclusion of these kind of projects/developments within the IDP ”*

E052

## 6. Conclusion and next steps

### 6.1 Summary of the feedback received

#### Draft Transport Strategy

Of the 514 online responses received, 74% of respondents supported or strongly supported the vision with 10% indicating a level of opposition to the vision outlined. Furthermore, 55% of responses received via the online consultation survey indicated they agreed the Transport Strategy identified the right overall approach to developing transport across the region, with 19% of respondents opposing the approach presented.

Four questions were asked about Transport East's four strategic priorities. Results highlighted support for each of the priorities outlined:

- Decarbonisation to net zero; 79% supported or strong supported, with 9% opposing
- Connecting growing towns and cities; 79% supported or strongly supported with a further 6% opposing
- Energising coastal and rural communities; 81% of respondents indicated support or strong support, with 6% opposing
- Unlocking international gateways (ports and airports); 62% noted their support or strong support and 12% indicated opposition

Respondents were then asked to rank the goals in each strategic priority by importance. The top ranked goal in relation to the Decarbonisation to net zero priority was identified as 'Shift modes', with 37% of respondents selecting this option as their first-choice goal. For Connecting growing towns and cities, most respondents rated 'Enhanced sustainable transport' as their first-choice priority (41%). For Energising coastal and rural communities, the split was fairly even with a small majority rating 'Increase access to education, training, service and employment for rural communities' as their first-choice goal (51%). For Unlocking international gateways (ports), most respondents rated 'Shift modes' as their first-choice goal (53%). For Unlocking international gateways (airports), most respondents rated 'Net zero aviation emissions' as their first-choice goal (36%), although this goal also had the highest number rating it as their last choice.

Respondents were provided the opportunity to provide further commentary in relation to the Transport Strategy proposals presented. Of the 514 online responses received to the consultation, 330 responses were coded and further analysed. The key themes identified included:

- Public Transport (147 mentions)
- Transport Strategy Specific (125 mentions)
- Concerns/ critiques (121 mentions)
- Suggested improvements (102 mentions)

With Public Transport being the most observed theme within the consultation responses, many respondents highlighted the role of public transport in improving connectivity across the region, as well as the opportunity it presents to energise coastal and rural communities. Respondents presented several suggested public transport improvements that will help enhance the public transport capability across the region, as well as support the strategic priorities outlined.

Respondents emphasised the need for public transport improvements, while several respondents highlighted the emphasis given to road related improvements within the Transport Strategy. Respondents raised that these improvements were in conflict with the strategic priority of achieving transport decarbonisation. Growth aspirations for the region was also identified as an area of concern, with growth often seen as a risk to sustainable development.

### **Investment and Delivery Programme**

Of the 514 online responses which were received, 45% either agreed or strongly agreed that the Investment and Delivery Programme (IDP) sets out the right approach for delivering the Transport Strategy, with 18% either disagreeing or strongly disagreeing.

Respondents were then asked to explain their response, with 65% of respondents answering (335 respondents). The top themes which came out of this analysis included:

- IDP specific (140 mentions)
- Concerns/ critiques (95 mentions)
- Suggested improvements (73 mentions)
- IDP delivery (58 mentions)

Respondents were also asked if they had any other comments about the Investment and Delivery Strategy. A total of 158 responses were received for this question Key themes identified included

- Location specific (54 mentions)
- Transport (46 mentions)
- General comments (43 mentions)
- Proposal specific (34 mentions)

Respondents generally agreed that the IDP supported delivery of the Transport Strategy, however the need for further information on how it be achieved was emphasised in some views. Comments asked for the IDP to be more ambitious in its approach to achieve maximum benefit. Those opposed to the IDP proposals emphasised how the proposals presented are unlikely to deliver the desired Strategy outcomes or provide enough improvement. Like comments on the Transport Strategy proposals, responses emphasised how road improvements remain a concern; as well as the importance given to aviation related growth. These improvements are seen as a challenge to achieving transport decarbonisation.

Respondents highlighted how projects which support reducing carbon emissions should be prioritised. Attention was also drawn to the IDP's role in delivering the Transport Strategy. Responses questioned how the projects are to be funded and investment acquired, and asked for more detail on delivery proposals and timescales for project implementation.

### **Integrated Sustainability Appraisal**

For this section, respondents were asked if they had any comments on the Integrated Sustainability Appraisal. 129 responses were received for this question and the following top themes were extracted:

- General (45 mentions)



- Consultation specific (57 mentions)
- Suggestions (41 mentions)

Respondents reiterated the need for public transport improvements; however, highlighted how the source of funding to facilitate these improvements needs to be more clearly identified. As with the other proposals set out within the Transport Strategy, respondents are keen for the improvements to be bold enough to achieve the stated ambitions. Comments were also made about specific improvements that could be made to the appraisal approach and evaluation and monitoring of the Transport Strategy goals.

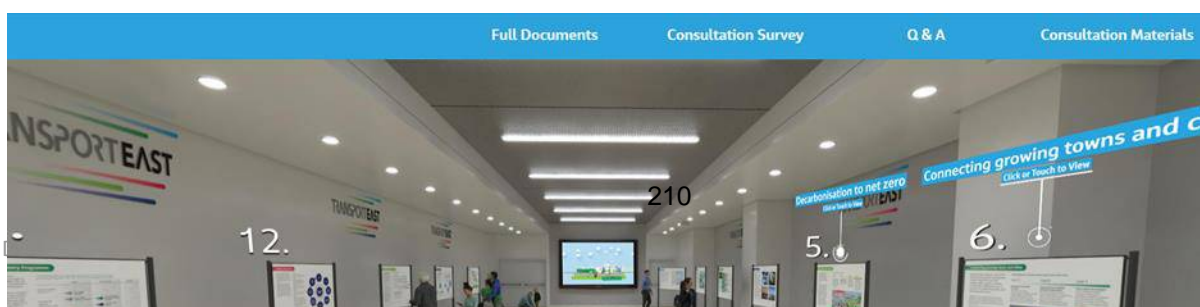
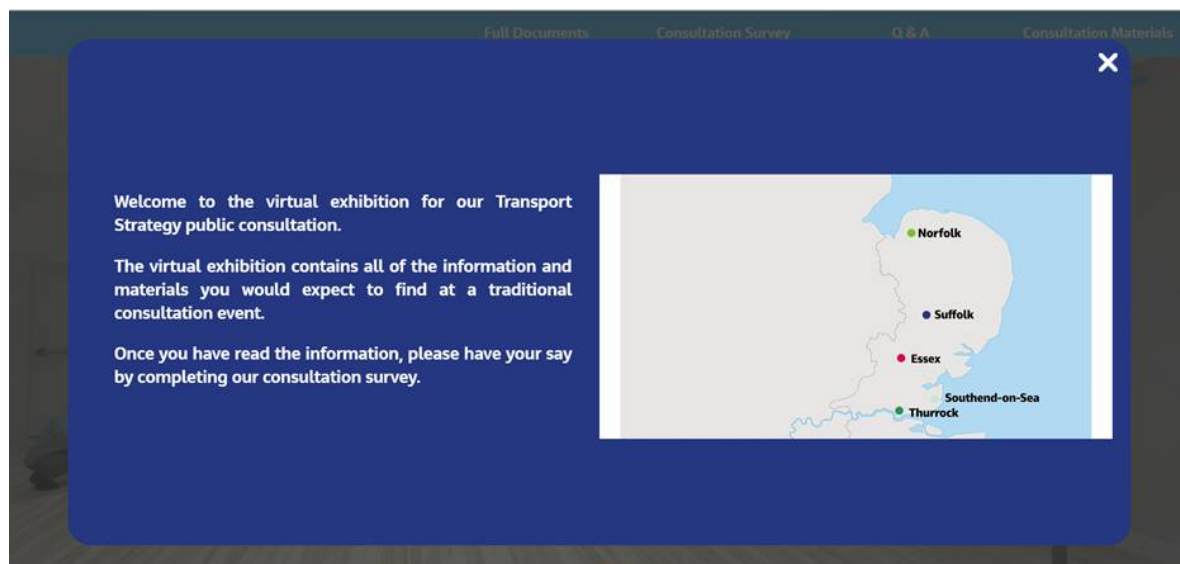
To achieve the ambitions set out in the Strategy and IDP, it is fundamental the aspirations of the region are aligned both local transport policy and the wider national objectives. Further engagement will be required with key partners to ensure Transport East can deliver the overall Strategy.

## 6.2 Next steps

Following the analysis carried out on responses to the consultation, the strategy will be reviewed and updated. The aim is to achieve formal endorsement from regional local authorities in summer 2022. The final strategy will then be published on the website and submitted to the Government. Once an agreement has been made on the Transport Strategy, it will be used to help plan transport improvements up to 2050.

## Appendices

### Appendix 1 - Exhibition boards



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## Introduction

Welcome to our consultation on the draft regional transport strategy for the East.

We are Transport East, 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 investment needed in transport to support sustainable economic growth and improve people's quality of life.

To do this, we have developed a draft regional Transport Strategy and Investment and Delivery Programme. These will guide transport investment in the East over the next 30 years. The strategy sets our priorities for better transport for everybody living, working, and learning in the region up to 2050.

The draft strategy has been developed through technical evidence analysis and talking with the public and our partners to make sure it aligns with local ambitions and needs.

This public consultation is your opportunity to help us refine the strategy and shape the future of transport in the region. To take part, please read the boards and complete our online consultation survey.

Transport East region

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## Our vision

"A thriving economy for the East, with fast, safe, reliable, and resilient transport infrastructure driving forward 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 are able to deliver our transport strategy successfully by 2050, our region will have:

- Better public transport connections accessible to everyone
- Places that make it easy and attractive for people to move around
- 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
- People needing to make fewer journeys, partly due to better online connections bringing services into our homes

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## Background and challenges

The Transport East region is already home to 3.5 million people and 1.7 million jobs and helps drive the economy.

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 freight containers are moved through the region.

Significant growth is expected, with the population forecast to increase by up to half a million by 2041, and 566,000 new homes and 295,000 new jobs predicted by 2050.

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

The transport challenges facing the region include:

**Rising emissions** - Carbon emissions in the region are going up - by around 200 kilo-tonnes per year before the COVID-19 pandemic. Transport is responsible for 42% of all emissions in the region (well above the national average), with 96% of those emissions generated on our roads. Emissions also create poor air quality, affecting our health.

**Dispersed communities** - Over 38% of the population within the region live in rural areas and 22% live on the coast. Car dependency is particularly high in these areas. The proportion of the total population who can access employment and services by walking, cycling or public transport is also lower than the rural average for England.

**Growth and congestion** - We have 75 towns and cities spread across the region. The connections between and within growing places drive our economy. Many of these towns and cities suffer from severe traffic congestion, contributing to road danger, poor air quality and adding costs to businesses.

**Accessing international gateways** - Many challenges affecting our growing towns and cities also restrict the movement of goods and people to our ports and airports. Many of the major roads serving ports and airports suffer regular delays. Rail freight services travelling to and from major ports such as Felixstowe, Norwich, Tillymore and London Gateway also suffer from constrained capacity.

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## Strategic priorities

Our draft strategy sets out a series of pathways to follow to deliver the vision, focused on the following four strategic priorities for transport:

**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.

**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.

Our approach is aligned with Government priorities to promote global Britain, deliver

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- 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.

Our approach is aligned with Government priorities to promote global Britain, deliver net zero and level up our country after the COVID-19 pandemic.

We want to know if you think this is right approach to planning for future transport needs. Have your say by completing our online survey.

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## 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.

Transport is responsible for 42% of all carbon emissions in the Transport East region – more than any other source and well above the national average.

Councils, transport operators and the wider industry are already taking steps to reduce emissions. However, our evidence shows more needs to be done and urgent action must be taken to decarbonise our transport network.

Tackling carbon emissions will also improve our air quality. The region has 46 Air Quality Management Areas along major roads and close to residential areas. Poor quality air is linked to health conditions, including asthma, stroke and heart disease.

**The pathway to decarbonisation:**

**Goal 1**  
Zero carbon growth - Support authorities and developers to plan new development that reduces the need for people to make carbon-intensive transport trips.

**Goal 2**

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**Goal 2**

**Goal 3**

**Goal 4**

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## 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. Places like Southend, Ipswich, Norwich, Chelmsford, Colchester and Grays are among the most congested areas in the country outside London.

Congestion slows down essential journeys and contributes to road danger and poor air quality. It also puts people off spending time and money in our town and city centres, which can be difficult for people to get to and move around.

The Strategic Road Network of motorways and main A-roads in the region has an average delay of 9 minutes per journey.

Journey times by rail are also slow. For example, Norwich - London by train takes nearly 2 hours, compared with London - Birmingham, which is further and takes 80 minutes.

With 566,000 new homes and 295,000 new jobs planned by 2050, this will only

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**The pathway to better connected towns and cities**

**Goal 5**

**Goal 6**

**Goal 7**

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## 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. These areas are home to nationally significant agricultural, tourism and energy sectors.

Two thirds of our rural residents live in a 'transport desert' where there is no realistic alternative to the private car. Digital and public transport connections are limited because it is difficult to provide services to spread out populations.

Our 500 miles of coastline hosts much of the UK's offshore renewable energy sector and attracts millions of visitors each year. Coastal areas by their nature and history are often poorly connected by land. Improvements are needed to help attract and keep businesses, skilled employees and tourism.

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

The pathway to energised coastal and rural communities:

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

The pathway to energised coastal and rural communities:

**Goal 8**  
Increase access to education, training, service and employment for rural communities

- Support residents and businesses travelling in rural areas to switch modes or fuels.
- Support communities to make more local trips by encouraging goods and services to be provided locally.
- Support partners to provide alternative options to travel through better access to broadband and digital communications.

**Goal 9**  
Improve connectivity along our coastline

- Connect our coastal communities to the rest of the region and the UK to support building up and boost our coastal industries, such as energy, shopping and tourism.

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## Unlocking international gateways – Ports

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 region's 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, helping get food, goods and energy to our homes.

We have two Freeports in the region; Thames Freeport, covering the Port of Tilbury and London Gateway, and Freeport East, covering the ports of Felixstowe and Harwich. These are Government designated zones with tax and other business benefits to help drive economic growth and innovation in the region. As these develop, they will also require further investment in transport.

The reliability of journey times to key destinations is vital to ports and their customers. Freight to and from ports is particularly vulnerable to major delays and any road or rail closures, ultimately costing customers more.

The pathway to unlocking our international ports:

Goal 10

**Unlocking international gateways – Ports**

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The pathway to unlocking our international ports:

**Goal 10**  
Better access

- Improve road and rail capacity, journey times and reliability for freight and passengers accessing our ports.

**Goal 11**  
Alternative fuels

- Support our ports and freight sector to increase their use of alternative fuels.

**Goal 12**  
Shift modes

- Modal shift of freight from road to rail to cut sea shipping and increase the use of sustainable transport by port employees and passengers.

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## Unlocking international gateways - Airports

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 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.

Located away from town centres, the airports need dedicated connections from many directions to maximise the opportunities for sustainable travel.

The pathway to unlocking our international airports:

**Goal 13**  
Enhanced connectivity to airports - Improve connectivity to airports for passengers and employees through better connected and more sustainable transport options.

### Unlocking international gateways - Airports

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**The pathway to unlocking our international airports**

| Goal 13  | Goal 14   | Goal 15  |
|--|---|--|
| <b>Enhanced connectivity to airports</b><br>Improve connectivity to airports for passengers and employees through better connected and more sustainable transport options. | <b>Net zero aviation emissions</b><br>Support the Government and aviation industry to deliver net zero emissions by 2050. | <b>Shift modes</b><br>Support passengers and employees to access our airports by sustainable transport, such as by bus or train. |



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## Core corridors

We have identified six core corridors which play a vital role in the movement of people and goods in the region.

These corridors are the road and rail links between growing urban areas, ports and airports in the region, 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.

**Midlands – King's Lynn – Norwich – Great Yarmouth**

This corridor 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.

**London – Chelmsford – Colchester – Ipswich – Norwich and Suffolk Coast**

### Core corridors

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## Investment and Delivery Programme

We are also responsible for identifying the region's transport investment priorities through an Investment and Delivery Programme (IDP). This will be an evolving programme of schemes and initiatives to deliver the Strategy. It sets out our investment priorities to Government.

To establish our initial pipeline of projects, a long list of potential schemes was collated through research and engagement. These were categorised by how developed they were, into Idea, Development and Delivery pools. We then assessed these against our strategic priorities with a consistent approach to identify our regional priorities.

Our Investment and Delivery Programme also outlines how we will assess our performance. A full monitoring and evaluation plan will be developed once we have reviewed the Transport Strategy and IDP schemes following the feedback gathered through this consultation.

The full IDP is available within the exhibition and on our website at [www.transporteast.org.uk](http://www.transporteast.org.uk)

We want to know if this is the right approach to developing our Investment and Delivery Programme. What do you think?

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We want to know if this is the right approach to developing our Investment and Delivery Programme. What do you think?

| Idea                                   | Development                      | Delivery                       |
|--|----------------------------------|--------------------------------|
| Decarbonisation to net zero            | Active travel measures (ongoing) |                                |
| Connecting growing towns and cities    | Four-Stage programme             | Strategic Local Plan           |
| Emerging coastal and rural communities | Strategic Assessment Framework   | Strategic Assessment Framework |
| Unlocking potential of the gateway     | Strategic Assessment Framework   | Strategic Assessment Framework |

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## Working with partners

Our role at Transport East does not stop at developing and adopting a Transport Strategy. We will continue to bring together partners across the region to realise our collective vision for the future of transport in the East.

Although we will not be directly responsible for delivering individual transport infrastructure projects, we will support local authorities, Government, national agencies and private sector partners to prioritise projects, build the case for more investment and speed up the processes involved to get projects delivered on the ground.

This includes:

- Identifying the best projects for the four strategic priorities and six core corridors
- Creating and managing an investment pipeline, supporting the progression of new ideas and development of schemes
- Adopting a Strategic Assessment Framework to help our partners align their projects with the Transport Strategy
- Supporting our partners to accelerate business cases to help projects secure funding

Download
Survey

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Click or Touch the image to enlarge

Full Documents
Consultation Survey
Q & A
Consultation Materials

## Integrated Sustainability Appraisal

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

ISA is a 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 and improve people's health and equality.

The ISA includes:

- Strategic Environmental Assessment (SEA)
- Health Impact Assessment (HIA)
- Equality Impact Assessment (EqIA)
- Community Safety Assessment (CSA)
- Habitats Regulations Assessment (HRA)
- Natural Capital Assessment (NCA)

A key part is an ISA Monitoring Plan, which will help measure progress against key objectives and targets to inform future reviews of the Strategy and IDP and identify any mitigation measures required. This will form part of our overall monitoring and evaluation plan.

The ISA is available within the exhibition and on our website at [www.transporteast.org.uk](http://www.transporteast.org.uk)

Download Survey

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Five stages in the ISA process:

1. Scoping the ISA assessment
2. Assessment of the developing Transport Strategy
3. Reporting: Draft Transport Strategy and ISA report
4. Public consultation
5. Finalise Transport Strategy and ISA statement, and implement ISA monitoring plan

Following this consultation, the Transport Strategy and Investment and Delivery Programme will be further developed and finalised. A statement on how the ISA findings and consultation comments have been considered will be published with the final strategy.

If you have any comments about the ISA, please complete our consultation survey.

TRANSPORT EAST

Click or Touch the image to enlarge

Full Documents
Consultation Survey
Q & A
Consultation Materials

## Public consultation

We would like to hear your views on our proposed Transport Strategy, Investment and Delivery Programme and Integrated Sustainability Appraisal. This is your opportunity to tell us what you think about the draft strategy and make any comments that may help us improve it before it is finalised.

The consultation runs for eight weeks, commencing on Thursday, 2 December 2021 and closing at 11.59pm on Sunday, 30 January 2022.

Please have your say by completing our online consultation survey, via [www.transporteast.org.uk](http://www.transporteast.org.uk)

To find out more about the draft Transport Strategy and ask questions, you can also attend our online consultation events.

**Live webcast events**

We are holding two online public consultation events where you can find out more about the draft Transport Strategy and ask any questions you may have.

The video call-style live webcasts on Microsoft Teams will include a short presentation about the Transport Strategy, as well as a question and answer session, where you will

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- Tuesday 14 December 2021 - 2pm - 3.30pm
- Tuesday 11 January 2022 - 7pm - 8.30pm

Information about how to join the webcasts are available at [www.transporteast.org.uk](http://www.transporteast.org.uk)

TRANSPORT EAST

Click or Touch the image to enlarge

## Appendix 2 - Supporting presentation







## What is Transport East?

**Our Sub-national Transport Body, 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 and **DOT** (observer)

### Our role:

Speak with **one voice** for our sub-national area on transport  
 Develop our **transport strategy to 2050** to secure investment for our priorities  
 Accelerate and improve delivery – including partnership with neighbouring STBs and bodies

## Sub-national Transport Bodies in England



## What are we doing?

**Regional Transport Strategy:** Setting the direction for transport for the next 30 years

**Investment and Delivery programme:** Identifying a pipeline of projects to deliver that strategy and what is needed to get them funded and delivered

**Integrated Sustainability Appraisal:** Testing both of these documents through an Integrated Sustainability Appraisal – to meet national environmental, social and equality objectives

A 30-year transport strategy for the East  
 Public Consultation

TRANSPORTEAST



TRANSPORTEAST

DRAFT INVESTMENT AND DELIVERY PROGRAMME  
 November 2021

## Transport Strategy: Purpose

- A **single voice** for better transport in the East
- A strategic case for **investment**
- Strategic **priorities**
- An **integrated approach** to transport planning and delivery



## Transport Strategy: Timeline





## Engagement summary



Transport East Forum & Senior Officers Group

15 partner strategy workshops

Transport Summit 2021 workshops

Public Survey of 600+ respondents

MP roundtable and East of England APPG

Ports roundtable

150+ meetings with 400+ partners

15+ Local authority and LEP, Leaders and Chief Executives meetings

8

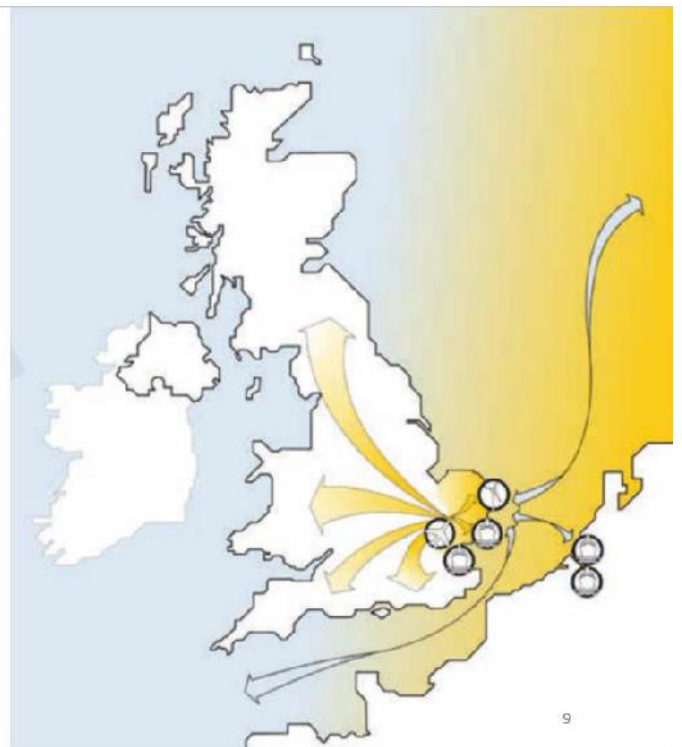
## Engagement: Feedback

### The East helps drive the UK economy:

- Strong, innovative and diverse economy
- Global gateway for trade
- Energy sector powering the country
- Major housing and jobs growth

### But has major transport challenges:

- Rising emissions
- Poor connectivity and congestion
- Rural and coastal accessibility
- Accessing international gateways



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## Aligning with regional priorities

A full review of local, regional and national strategies and plans was undertaken.

A series of wider objectives were developed that align with regional ambitions.

### Regional wider outcomes our Transport Strategy will help deliver:

- Reducing carbon emissions to net zero by 2040
- Promoting active, healthy and safe lives for all
- Promoting and supporting a productive, sustainable and diverse economy
- Supporting access to education, training and employment opportunities for all
- Helping our growing areas to develop sustainably to create high quality, inclusive, distinctive and resilient places to live, work and visit
- Facilitating the sustainable energy sector
- Protecting and enhancing the built and natural environment

## Vision and priorities

***“A thriving economy for the East, with fast, reliable, safe and resilient transport infrastructure driving forward a future of inclusive and sustainable growth for decades to come”***



## Strategic priorities

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

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## Decarbonisation to net zero

### The pathway to decarbonisation

Goal 1

Goal 2

Goal 3

Goal 4

Zero carbon growth

Reduce demand for  
carbon intensive trips

Shift modes

Switch fuels



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## Connecting growing towns and cities

### The pathway to better connected towns and cities

Goal 5

Goal 6

Goal 7

Enhanced sustainable  
transport

Faster and more reliable  
transport connections

Fully integrated transport



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## Energising coastal and rural communities

The pathway to energised coastal and rural communities

### Goal 8

### Goal 9

Increase access to education, training, service and employment for rural communities

Improve connectivity along our coastline



14

## Unlocking international gateways - Ports

The pathway to unlocking our international ports

### Goal 10

### Goal 11

### Goal 12

Better access

Alternative fuels

Shift modes



15

## Unlocking international gateways - Airports

The pathway to unlocking our international airports

### Goal 13

Enhanced connectivity  
to airports

### Goal 14

Net zero  
aviation emissions

### Goal 15

Shift modes



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## Strategic Corridors

Midlands - King's Lynn - Norwich - Great Yarmouth

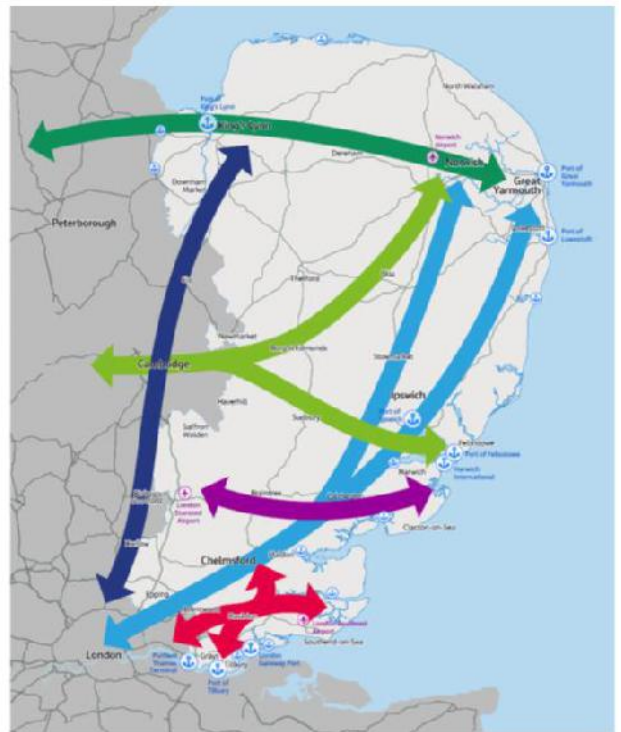
London - Chelmsford - Colchester - Ipswich - Norwich and Suffolk Coast

Norfolk and Suffolk to Cambridge - Midlands - South-West

Stansted - Braintree - Colchester - Harwich and Clacton

King's Lynn - Cambridge - Harlow - London

South Essex - London - Thurrock - Basildon - Southend



## Investment and Delivery Programme

### A strategic transport investment pipeline for the East of England

- c.55 **Strategic projects and packages** assessed by our new **Strategic Assessment Framework**
- **Three groups of scheme** for Transport East partnership to accelerate:



- Programme includes **existing priorities** plus a **new generation of projects**
- ‘Live programme’ – **new projects** can be added and **existing projects** improved
- **Directly inform region’s advice to Secretary of State** and **delivery bodies** (e.g. National Highways and Network Rail)

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## Better Delivery

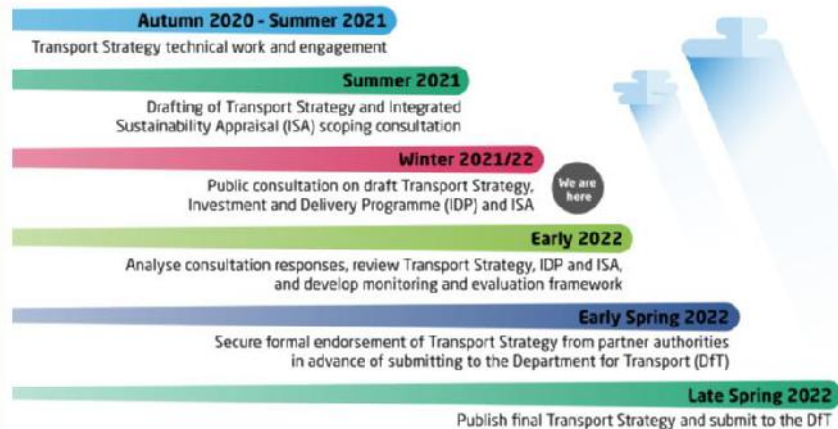
- ✓ More **local influence** in national level decision making
- ✓ **People-focused transport planning** – linking different services together more effectively
- ✓ Simpler and longer term **funding**
- ✓ Identifying the **next generation of high-level transport** projects
- ✓ Strategic co-ordination with **other sectors** (including digital, energy)
- ✓ Closer **partnerships** with DfT, National Highways, Network Rail (and Great British Railways)

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## Next steps

Consultation open to  
30 Jan 2022



Question and answer  
session



TRANSPORTEAST

[transporteastconsultation@jacobs.com](mailto:transporteastconsultation@jacobs.com)  
[Transporteast.org.uk/public-consultation](https://Transporteast.org.uk/public-consultation)  
[@transporteast](https://twitter.com/transporteast)  
[in TransportEast](https://www.linkedin.com/company/TransportEast)

## Appendix 10 - Consultation questionnaire

A 30-year transport strategy for the East  
Public Consultation

### Personal information

**Please provide the following information**

First Name:

If you are responding for a business or organisation, what is the name of that business or organisation?

Surname:

☐ If you are responding for a business or organisation, please tick this box to confirm you have permission to do so

Postcode:

Email Address:

☐ Please tick this box if you are happy to be contacted by Transport East in the future

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TRANSPORT EAST

### Transport Strategy

To what extent do you support the vision set out in the Transport Strategy - A thriving economy for the East, with fast, safe, reliable, and resilient transport infrastructure driving forward a future of inclusive and sustainable growth for decades to come?

☐ Strongly support
 ☐ Support
 ☐ Neutral
 ☐ Oppose
 ☐ Strongly oppose
 ☐ No opinion

To what extent do you agree with the following statement 'The Transport Strategy identifies the right overall approach to transport development across the region?'

☐ Strongly agree
 ☐ Agree
 ☐ Neutral
 ☐ Disagree
 ☐ Strongly disagree
 ☐ No opinion

To what extent do you support the strategic priorities set out in the Transport Strategy?

|   | Strongly support         | Support                  | Neutral                  | Oppose                   | Strongly oppose          | No opinion               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Decarbonisation to net zero                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Connecting growing towns and cities                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Energising coastal and rural communities              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Unlocking international gateways (ports and airports) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

30

Which of the following goals in each strategic priority do you think are the most important? Please rank the options (1=the most important, 2= second most important etc.)

| Decarbonisation to net zero  | Connecting growing towns and cities   |
|--|---|
| <b>Zero carbon growth</b><br>Support authorities and developers to plan new development that reduces the need for people to make carbon-intensive transport trips. <input type="checkbox"/>              | <b>Enhanced sustainable transport</b><br>Improved access and connectivity for walking, cycling and passenger transport to enable sustainable travel for education, training, employment, leisure and access to services. <input type="checkbox"/>               |
| <b>Reduce demand for carbon intensive trips</b><br>Make it easier for people to access services locally or online. <input type="checkbox"/>  | <b>Faster and more reliable transport connections</b><br>Deliver improved transport connections between our growing towns, cities and corridors, and the rest of the UK to support business growth, skills development and employment. <input type="checkbox"/> |
| <b>Shift modes</b><br>Support people to switch their journeys from private car to walking, cycling and passenger transport. <input type="checkbox"/>   | <b>Fully integrated transport</b><br>Fully integrate transport networks, services and operations through a customer-focused approach, enabling seamless and safe end-to-end journeys by sustainable modes of transport. <input type="checkbox"/>                |
| <b>Switch fuels</b><br>Support residents and businesses to switch all private, passenger transport, fleet and freight vehicles to net zero carbon fuels as quickly as possible. <input type="checkbox"/> |   |

31

Which of the following goals in each strategic priority do you think are the most important? Please rank the options (1=the most important, 2= second most important etc.)

| Energising coastal and rural communities  | Unlocking international gateways (ports)  |
|---|---|
| <b>Increase access to education, training, service and employment for rural communities</b> <ul style="list-style-type: none"> <li>Support residents and businesses travelling in rural areas to switch modes or fuels. <input type="checkbox"/></li> <li>Support communities to make more local trips by encouraging goods and services to be provided locally. <input type="checkbox"/></li> <li>Support partners to provide alternative options to travel through better access to ultrafast broadband and digital communications. <input type="checkbox"/></li> </ul> | <b>Better access</b><br>Improve road and rail capacity, journey times and reliability for freight and passengers accessing our ports. <input type="checkbox"/>                                |
| <b>Improve connectivity along our coastline</b><br>Connect our coastal communities to the rest of the region and the UK to support levelling-up and boost our coastal industries, such as energy, shipping and tourism. <input type="checkbox"/>  | <b>Alternative fuels</b><br>Support our ports and freight sector to increase their use of alternative fuels. <input type="checkbox"/>   |
|   | <b>Shift modes</b><br>Modal shift of freight from road to rail or short sea shipping and increase the use of sustainable transport by port employees and passengers. <input type="checkbox"/> |

32

Which of the following goals in each strategic priority do you think are the most important? Please rank the options (1= the most important, 2= second most important etc.)

#### Unlocking international gateways (airports)

##### Enhanced connectivity to airports

Improve connectivity to airports for passengers and employees, through better connected and more sustainable transport options.

☐

##### Net zero aviation emissions

Support the Government and aviation industry to deliver net zero emissions by 2050.

☐

##### Shift modes

Support all passengers and employees to access our airports by sustainable transport, such as by bus or train.

☐

Do you have any comments about the strategic priorities and goals set out in the Transport Strategy?

Do you have any other comments about the Transport Strategy?

## Investment and Delivery Programme

## Integrated Sustainability Appraisal

To what extent do you agree or disagree that the Investment and Delivery Programme sets out the right approach for delivering the Transport Strategy?

☐ Strongly agree

☐ Disagree

☐ Agree

☐ Strongly disagree

☐ Neutral

☐ No opinion

Please explain your response

Do you have any other comments about the Investment and Delivery Programme?

Do you have any comments about the Integrated Sustainability Appraisal?

## Travel behaviours

How often do you use the following modes of transport to get to work or education in a typical month?

|                                 | Every day                | A few times a week       | Once a week              | A few times a month      | Less frequently          | Never                    |
|---------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Bus                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Car/van                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Car or van provided by employer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cycle                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Motorcycle or moped             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Park and Ride                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Taxi                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Train                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



How often do you use the following modes of transport to get to non-work or education destinations in a typical month, for example leisure activities, shops or services?

|                                 | Every day                | A few times a week       | Once a week              | A few times a month      | Less frequently          | Never                    |
|---------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Bus                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Car/van                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Car or van provided by employer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cycle                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Motorcycle or moped             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Park and Ride                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Taxi                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Train                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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**A 30-year transport strategy for the East**  
Public Consultation

## Consultation

How did you hear about this public consultation?

- ☐ Social media
- ☐ Email newsletter
- ☐ Email
- ☐ Online
- ☐ Newspaper advert
- ☐ Media article
- ☐ Other

How helpful was the information we provided as part of this public consultation?

- ☐ Very helpful
- ☐ Helpful
- ☐ Neither helpful nor unhelpful
- ☐ Unhelpful
- ☐ Very unhelpful

Did you visit our virtual exhibition for information about the Transport Strategy public consultation?

- ☐ Yes
- ☐ No

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## Demographics

You do not have to answer these questions, but they help us develop our diversity and equality practices.  
The information you supply below is confidential and will be used solely for monitoring purposes.

### Gender

- ☐ Female
- ☐ Male
- ☐ Prefer to self-describe (please specify):
- ☐ Prefer not to say

### Age

- ☐ Under 16
- ☐ 16-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75+
- ☐ Prefer not to say

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## A 30-year transport strategy for the East Public Consultation

## Disabilities

Equalities legislation defines a person as disabled if they have a physical or mental impairment which has lasted or is expected to last at least 12 months and has an adverse effect on their ability to carry out normal day-to-day activities.

Do you consider yourself to have a disability according to the terms given in the Equality legislation?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

If you have answered yes to the above question, please indicate the type of impairment which applies to you from the list below.

People may experience more than one type of impairment, in which case please select all that apply. If your disability does not fit any of these types, please mark 'Other'.

- ☐ Mobility
- ☐ Hearing
- ☐ Vision
- ☐ Learning
- ☐ Mental Health
- ☐ Communication
- ☐ Long standing health condition
- ☐ Prefer not to say
- ☐ Other (Please state below):

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## Appendix 3 – List of stakeholders who responded to the consultation

### County councils

Suffolk County Council

|  |
|--|
| Essex County Council                                 |
| Norfolk County Council                               |
| <b>Unitary councils</b>                              |
| Thurrock Council                                     |
| Southend-on-Sea Borough Council                      |
| <b>Borough and District Councils</b>                 |
| <b>Essex</b>   |
| Basildon Borough Council                             |
| Brentwood Borough Council                            |
| Castle Point Borough Council                         |
| Colchester Borough Council                           |
| Braintree District Council                           |
| Uttlesford District Council                          |
| Tendring District Council                            |
| Maldon District Council                              |
| Harlow District Council                              |
| Chelmsford City Council                              |
| <b>Norfolk</b>                                       |
| North Norfolk District Council                       |
| South Norfolk Council                                |
| Great Yarmouth Borough Council                       |
| Broadland District Council                           |
| Breckland District Council                           |
| Borough Council of King's Lynn and West Norfolk      |
| <b>Suffolk</b>                                       |
| West Suffolk Council                                 |
| East Suffolk Council                                 |
| Babergh and Mid Suffolk District Councils            |
| <b>Neighbouring LA areas</b>                         |
| East Cambridgeshire District Council                 |
| <b>Local authority partnerships</b>                  |
| Association of South Essex Local Authorities (ASELA) |
| Opportunity South Essex                              |
| Greater Thetford Partnership                         |
| <b>Town councils</b>                                 |
| Felixstowe Town Council                              |
| Saffron Walden Town Council                          |
| <b>Parish Councils</b>                               |
| Great Notley Parish Council                          |
| Rettendon Parish Council                             |
| South Wootton Parish Council                         |

|  |
|--|
| Nazeing Parish Council   |
| Barnham Broom Parish Council   |
| Thaxted Parish Council   |
| Mundon Parish Council  |
| Cley Parish Council  |
| Pettaugh Parish Council  |
| Stapleford Abbots Parish Council   |
| North Pickenham Parish Council   |
| Walsingham Parish Council  |
| Walsoken Parish Council  |
| Ramsden Bellhouse Parish Council   |
| Melton Parish Council  |
| Danbury Parish Council   |
| Brettenham and Kilverstone Parish Council  |
| Little Melton Parish Council   |
| Tiptree Parish Council   |
| Ingatestone and Fryerning Parish Council   |
| <b>Political groups</b>  |
| Norwich, Broadland and Norfolk Green Party Groups  |
| Green, Lib Dem and Independent Group of Suffolk County Council                                   |
| <b>MPs</b>   |
| Member of Parliament for Bury St Edmunds - Jo Churchill MP                                       |
| Member of Parliament for Suffolk Coastal – Dr Therese Coffey                                     |
| <b>Ports and airports</b>  |
| Hutchinson Ports   |
| Thames Freeport (Forth Ports Ltd, London Gateway Port Ltd, Port of Tilbury, London Gateway Port) |
| Stansted Airport   |
| Port of London Authority   |
| <b>Other STBs</b>  |
| Transport for the South East   |
| Midlands Connect   |
| England's Economic Heartland   |
| <b>Transport operators</b>   |
| Greater Anglia   |
| Arrow Essex and Suffolk DaRT   |
| Blyth Valley Whizzer   |
| <b>Transport groups</b>  |
| Chartered Institute of Logistics and Transport   |
| Rail Freight Group   |
| Light Rail Transit Association   |

|  |
|--|
| Transport Focus                                  |
| CoMoUK   |
| Freight 21                                       |
| Great Eastern Mainline Taskforce                 |
| Cycling UK                                       |
| Norfolk Local Access Forum (NLAF)                |
| CambridgeConnect                                 |
| Thames Gateway Tramlink Ltd                      |
| <b>Transport user groups and campaigns</b>       |
| Colchester Cycling Campaign                      |
| Transport Action Network                         |
| Essex Rail Users Federation                      |
| East Suffolk Travel                              |
| King's Lynn Hunstanton Railway Campaign          |
| Campaign for Better Transport                    |
| East Norfolk Transport Users Association         |
| Railfuture Ltd                                   |
| Brentwood Bus and Rail Users Association         |
| "ONTRACK" Transport Users Tendring District      |
| Thames Crossing Action Group                     |
| Stop the Wensum Link Campaign Group              |
| King's Lynn Hunstanton Railway Campaign (KLHRC)  |
| <b>Local enterprise partnerships</b>             |
| SELEP  |
| New Anglia LEP                                   |
| <b>Community and action groups</b>               |
| Cambridge Past, Present & Future                 |
| Sothornhay Youth Centre                          |
| EnAble Thetford                                  |
| Billericay Action Group                          |
| Orwell Ahead                                     |
| <b>Statutory bodies</b>                          |
| National Grid                                    |
| National Highways                                |
| Historic England                                 |
| Broads Authority                                 |
| <b>Energy and environment</b>                    |
| Climate Emergency Policy and Planning (CEPP)     |
| Greater South East Energy Hub                    |
| New Anglia Energy (Hydrogen East/ Net Zero East) |
| East Suffolk Building Preservation Trust         |
| CPRE (Norfolk)                                   |

|   |
|---|
| Norfolk Wildlife Trust                  |
| Logistics                               |
| Simarco International Ltd               |
| Developers                              |
| Bellway Strategic Land Limited          |
| Estates and Agency Strategic Land       |
| Businesses                              |
| Suffolk Chamber of Commerce             |
| Essex Chambers of Commerce              |
| Confederation of British Industry       |
| Richard Morrish Associates Ltd          |
| Spirit Motorsport Ltd                   |
| Galley Beggar Press                     |
| Gleneagles Guesthouse                   |
| Prem Commercial Ltd. T/as Blast Music   |
| Tandem                                  |
| PPFMM Ltd                               |
| Somatic Health                          |
| Railway Safety & Risk Solutions Limited |
| GRIDSERVE Sustainable Energy Ltd        |



#### Appendix 4 - Breakdown of postcodes and responses from survey

| Area Postcodes | Area               | Number of responses |
|----------------|--------------------|---------------------|
| NR17           | Attleborough       | 1                   |
| SS13           | Basildon           | 4                   |
| SS15           |                    |                     |
| SS16           |                    |                     |
| NR34           | Beccles            | 3                   |
| SS7            | Benfleet           | 6                   |
| SG18           | Biggleswade        | 1                   |
| CM11           | Billericay         | 2                   |
| CM23           | Bishop's Stortford | 1                   |
| CM7            | Braintree          | 28                  |
| CM77           |                    |                     |
| IP27           | Brandon            | 3                   |
| CM15           | Brentwood          | 3                   |
| NR35           | Bungay             | 1                   |
| CO8            | Bures              | 2                   |
| IP28           | Bury St. Edmunds   | 14                  |
| IP29           |                    |                     |
| IP30           |                    |                     |
| IP31           |                    |                     |
| IP32           |                    |                     |
| IP33           |                    |                     |
| CB1            | Cambridge          | 10                  |
| CB2            |                    |                     |
| CB4            |                    |                     |

|      |                |    |
|------|----------------|----|
| CB21 |                |    |
| CB22 |                |    |
| CB23 |                |    |
| SS8  | Canvey Island  | 1  |
| CM1  | Chelmsford     | 19 |
| CM2  |                |    |
| CM3  |                |    |
| CO15 | Claton-On-Sea  | 4  |
| CO1  | Colchester     | 47 |
| CO2  |                |    |
| CO3  |                |    |
| CO4  |                |    |
| CO5  |                |    |
| CO6  |                |    |
| CO7  |                |    |
| NR27 | Cromer         | 3  |
| NR19 | Dereham        | 6  |
| NR20 |                |    |
| IP22 | Diss           | 3  |
| PE38 | Downham Market | 1  |
| CM6  | Dunmow         | 3  |
| CB7  | Ely            | 2  |
| CM16 | Epping         | 1  |
| IP23 | Eye            | 3  |
| IP11 | Felixstowe     | 1  |
| CO13 | Friton-On-Sea  | 3  |
| NR30 | Great Yarmouth | 1  |
| RM16 | Greys          | 3  |
| RM17 |                |    |
| IP19 | Halesworth     | 1  |
| CO9  | Halstead       | 6  |
| CM20 | Harlow         | 1  |
| CO12 | Harwich        | 1  |
| CB9  | Haverhill      | 4  |
| NR25 | Holt           | 3  |
| PE36 | Hunstanton     | 1  |
| CM4  | Ingatestone    | 3  |
| IP1  | Ipswich        | 40 |
| IP2  |                |    |
| IP3  |                |    |
| IP4  |                |    |
| IP5  |                |    |
| IP6  |                |    |

|      |                        |    |
|------|------------------------|----|
| IP7  |                        |    |
| IP9  |                        |    |
| SL0  | Iver                   | 1  |
| PE30 | King's Lynn            | 35 |
| PE31 |                        |    |
| PE32 |                        |    |
| PE33 |                        |    |
| PE34 |                        |    |
| LS2  | Leeds                  | 1  |
| SS9  | Leigh-On-Sea           | 10 |
| IP16 | Leiston                | 2  |
| SG6  | Letchworth Garden City | 1  |
| E7   | London                 | 8  |
| E20  |                        |    |
| EC1N |                        |    |
| N16  |                        |    |
| NW5  |                        |    |
| SE6  |                        |    |
| SE25 |                        |    |
| IG10 | Loughton               | 1  |
| NR32 | Lowestoft              | 4  |
| NR33 |                        |    |
| CM9  | Maldon                 | 13 |
| CO11 | Manningtree            | 2  |
| NR24 | Melton Constable       | 2  |
| CB8  | Newmarket              | 2  |
| NR28 | North Walsham          | 1  |
| NR1  | Norwich                | 71 |
| NR2  |                        |    |
| NR3  |                        |    |
| NR4  |                        |    |
| NR5  |                        |    |
| NR6  |                        |    |
| NR7  |                        |    |
| NR8  |                        |    |
| NR9  |                        |    |
| NR10 |                        |    |
| NR11 |                        |    |
| NR12 |                        |    |
| NR13 |                        |    |
| NR14 |                        |    |
| NR15 |                        |    |

|                 |                                    |     |
|-----------------|------------------------------------|-----|
| RM13            | Rainham                            | 2   |
| SS6             | Rayleigh                           | 4   |
| CB10            | Saffron Walden                     | 4   |
| CB11            |                                    |     |
| TN15            | Sevenoaks                          | 1   |
| NR26            | Sheringham                         | 3   |
| RM15            | South Ockendon                     | 1   |
| SS2             | Southend-On-Sea                    | 11  |
| SS3             |                                    |     |
| CM0             | Southminster and Burnham-On-Crouch | 2   |
| IP18            | Southwold                          | 1   |
| AL1             | St Albans                          | 1   |
| SS17            | Stanford-Le-Hope                   | 1   |
| IP14            | Stowmarket                         | 3   |
| CO10            | Sudbury                            | 6   |
| PE37            | Swaffham                           | 3   |
| IP24            | Thetford                           | 11  |
| IP25            |                                    |     |
| IP26            |                                    |     |
| NR22            | Walsingham                         | 1   |
| EN9             | Waltham Abbey                      | 1   |
| CO14            | Walton-On-Sea                      | 1   |
| OX12            | Wantage                            | 1   |
| CV34            | Warwick                            | 1   |
| SS0             | Westcliff-On-Sea                   | 14  |
| SS1             |                                    |     |
| SS11            | Wickford                           | 5   |
| SS12            |                                    |     |
| PE13            | Wisbech                            | 3   |
| PE14            |                                    |     |
| CM8             | Witham                             | 15  |
| IP12            | Woodbridge                         | 9   |
| IP13            |                                    |     |
| NR18            | Wymondham                          | 5   |
| Total responses |                                    | 504 |



| Theme                       | Codes for Transport Strategy   | Number of mentions |
|-----------------------------|--|--------------------|
| Transport Strategy Specific | Strategy specific critique   | 34                 |
|                             | Support strategy   | 29                 |
|                             | Further detail required/lacks detail                                   | 12                 |
|                             | Funding/investment/affordability                                       | 12                 |
|                             | Policy related comments  | 9                  |
|                             | Timescales of delivery   | 8                  |
|                             | Omits key locations  | 7                  |
|                             | Further engagement/ collaboration with key hubs/ councils/ communities | 7                  |
|                             | No incentive for behaviour change/ make behaviour change easy          | 6                  |
|                             | Consideration given to alternative/additional priorities               | 6                  |
|                             | Needs to discourage travel   | 5                  |
|                             | Local strategies differ to transport strategy                          | 5                  |
|                             | Supporting evidence/research   | 5                  |
|                             | Roads key  | 4                  |
|                             | Strategy should focus on zero growth/ shouldn't aspire for growth      | 4                  |
|                             | Transport East influence   | 4                  |
|                             | Focuses on key hubs  | 3                  |
|                             | Covid-19 Impact  | 3                  |
|                             | People focused   | 2                  |
|                             | Oppose/ disagree/ do not support strategy                              | 2                  |
|                             | Methodology  | 2                  |
|                             | Transport Strategy Specific- other                                     | 2                  |
|                             | Incorporates rural/coastal towns                                       | 1                  |



|                   |   |    |
|-------------------|---|----|
|                   | Focus upon reducing road accidents                                    | 1  |
|                   | Solutions differ between different areas in region                    | 1  |
|                   | Focus on future aspirations   | 1  |
|                   | Highlights importance of integration to promote trade and development | 1  |
|                   | Holistic approach   | 1  |
|                   | Strategy to utilise bottom up approach                                | 1  |
|                   | Review/upgrade strategy intermittently                                | 1  |
|                   | Focuses on strategic corridors  | 1  |
|                   | Transport strategy related outcomes                                   | 1  |
| Benefits          | Active travel benefits  | 7  |
|                   | Public transport related benefits                                     | 6  |
|                   | Road improvement benefits   | 6  |
|                   | Modal shift benefits  | 3  |
|                   | Benefits of EV  | 2  |
|                   | Improvements will boost coastal communities                           | 1  |
|                   | Benefits of living outside the region                                 | 1  |
|                   | Improved accessibility  | 1  |
|                   | Economic growth   | 1  |
|                   | Benefits of net zero  | 1  |
|                   | Improved connectivity   | 1  |
|                   | Strategy specific benefits  | 1  |
| Concerns/critique | Road related critique/concern   | 36 |
|                   | EV related issues/ concerns   | 20 |

|  |   |    |
|--|---|----|
|  | Policy related critique/criticism                       | 12 |
|  | Growth related critique/concern                         | 12 |
|  | Does not address current/major issues                   | 9  |
|  | Airport/aviation development/ expansion                 | 8  |
|  | Residential related concern/critique                    | 8  |
|  | Challenges of rural/coastal communities                 | 7  |
|  | Delivery related concerns/critique                      | 6  |
|  | Current transport challenges                            | 5  |
|  | Other major infrastructure projects critique/criticisms | 5  |
|  | Healthcare related impact                               | 4  |
|  | Parking related costs                                   | 4  |
|  | Money/economic concern/critique                         | 4  |
|  | HGV related concerns/ critiques                         | 4  |
|  | Town centre related critique/concern                    | 3  |
|  | Mode shift concerns                                     | 3  |
|  | Infrastructure related critique                         | 3  |
|  | Investment related critique/criticism                   | 3  |
|  | Energy related concerns/critiques                       | 3  |
|  | Public transport related concern/critique               | 2  |
|  | Locations have no commonalities/ region out of balance  | 2  |
|  | Impact of tourism                                       | 2  |
|  | No improvement  | 2  |
|  | Delays caused by school run                             | 1  |
|  | Mobility concerns                                       | 1  |

|                        |  |    |
|------------------------|--|----|
|                        | Increase population and traffic will result in increased pollution | 1  |
|                        | Broadband critique   | 1  |
|                        | Impact of motor vehicles   | 1  |
|                        | Focus isn't on improving transport networks                        | 1  |
|                        | Congestion   | 1  |
|                        | Comments relating to traffic signals                               | 1  |
|                        | Green emphasis   | 1  |
| Suggested improvements | Road related improvements  | 37 |
|                        | Improve connectivity/ transport links                              | 17 |
|                        | EV infrastructure  | 11 |
|                        | Reduce/discourage air travel                                       | 9  |
|                        | Car clubs/ car sharing   | 6  |
|                        | Mode shift related improvements                                    | 6  |
|                        | Travel/transport related choices                                   | 5  |
|                        | No further road development/new roads                              | 5  |
|                        | Park & Ride  | 4  |
|                        | Alternative fuels  | 4  |
|                        | Strong broadband/ telephone connections                            | 4  |
|                        | Reduce cost of travel/ affordable transport                        | 4  |
|                        | EV buses   | 3  |
|                        | Road access charging   | 3  |
|                        | Improve transport efficiency                                       | 3  |
|                        | HGV related improvements   | 3  |

|                  |  |    |
|------------------|--|----|
|                  | Speed limits   | 3  |
|                  | Traffic management restrictions                                | 2  |
|                  | Digital connectivity   | 2  |
|                  | Parking related improvements                                   | 2  |
|                  | Policy related improvements                                    | 1  |
|                  | Transport integration  | 1  |
|                  | Energy infrastructure  | 1  |
|                  | Pre-purchase ticket system                                     | 1  |
|                  | Town centre to be car free                                     | 1  |
|                  | Suggested Improvements other                                   | 1  |
| Consultation     | Consultation format  | 6  |
|                  | Response provided via email                                    | 6  |
|                  | Consultation visual materials                                  | 2  |
|                  | Further consultations required for each scheme                 | 1  |
|                  | Cost of consultation   | 1  |
|                  | Consultation process   | 1  |
|                  | Consultation other   | 0  |
| Public transport | Suggested public transport improvements                        | 80 |
|                  | Current public transport challenges                            | 34 |
|                  | Cheaper/affordable public transport                            | 17 |
|                  | Alternative public transport options                           | 16 |
|                  | Uneconomic/ cost of PT   | 13 |
|                  | PT (bus/rail) to cover more rural/coastal communities/villages | 13 |

|        |  |   |
|--------|--|---|
|        | Integrated public transport network                      | 9 |
|        | Funding/ Investment                                      | 7 |
|        | Electrify rail network                                   | 6 |
|        | Encourage public transport use                           | 5 |
|        | East-West rail improvements                              | 5 |
|        | Reopen railway lines/ services                           | 5 |
|        | Prioritise PT  | 5 |
|        | Supporting PT plays a role in achieving green priorities | 4 |
|        | Improve PT mobility                                      | 3 |
|        | Prioritise rail improvements                             | 2 |
|        | Poor transport infrastructure                            | 2 |
|        | Reference to PT best practice                            | 1 |
|        | Buses don't provide solution                             | 1 |
|        | Protect former railway tracks from redevelopment         | 1 |
|        | Regional buses damage environment                        | 1 |
|        | PT infrastructure cost                                   | 1 |
|        | Move from private transport to PT                        | 1 |
|        | Delivery of public transport                             | 1 |
|        | Support public transport improvements                    | 1 |
|        | Process for complaints/ compensation for buses           | 1 |
|        | Strategy undermines role of public transport             | 1 |
|        |  | 0 |
| Carbon | Prioritise reduced carbon emission/ net zero             | 6 |

|                |   |   |
|----------------|---|---|
|                | Net zero won't happen/ won't work/ practicality       | 5 |
|                | Emphasis on net zero                                  | 5 |
|                | Aspirations incompatible with net zero ambition       | 3 |
|                | zero carbon/ fossil fuel related considerations       | 3 |
|                | Targeting carbon/net zero not enough                  | 2 |
|                | Increased emissions                                   | 2 |
|                | Decarbonise transport                                 | 2 |
|                | Net zero virtue signalling/ greenwashing              | 2 |
|                | Net zero targets/ goals                               | 2 |
|                | Carbon related critique/concern                       | 2 |
|                | Decarbonisation goals/targets                         | 2 |
|                | Decarbonisation/net zero support                      | 2 |
|                | Low carbon travel                                     | 1 |
|                | Oppose net zero ambition                              | 1 |
|                | Net zero delivery plan                                | 1 |
|                | Impact of freight/ logistics on carbon                | 1 |
|                | Decarbonisation of electricity                        | 1 |
|                | Implications of net zero                              | 1 |
|                | Net zero cost   | 1 |
|                | Companies to produce net zero plans                   | 1 |
|                | Carbon other  | 1 |
| Considerations | Jobs and services to be accessible/attractive         | 9 |
|                | Incentivise/ prioritise sustainable transport/ travel | 7 |



|  |  |   |
|--|--|---|
|  | Reduce car ownership/ travel   | 6 |
|  | Discourage/ disincentivise car use/ driving  | 5 |
|  | Flexible working/work from home  | 4 |
|  | Current travel experience  | 4 |
|  | Improved connectivity  | 2 |
|  | Alternative transport  | 2 |
|  | Coastal communities  | 2 |
|  | Travel behaviours/ reasons for travel  | 2 |
|  | Road safety  | 2 |
|  | Importance of transport links  | 1 |
|  | Transport goods requires high speed rail   | 1 |
|  | Transport goods require road connectivity  | 1 |
|  | Rail link essential to economic growth   | 1 |
|  | Incentivise urban living   | 1 |
|  | Make transport appealing   | 1 |
|  | Transport choices  | 1 |
|  | Transport corridors to discourage HGV's rat-running through villages                 | 1 |
|  | Logistics consolidation  | 1 |
|  | Personal air travel  | 1 |
|  | Impact of proposals on locals  | 1 |
|  | Consideration towards those with disabilities  | 1 |
|  | Shared transport   | 1 |
|  | Transport decisions driven by availability of reliable sustainable transport options | 1 |

|                      |   |    |
|----------------------|---|----|
|                      | Majority of trips taken are outside town centres                                  | 1  |
|                      | Consideration for young peoples lifestyle   | 1  |
|                      | Utilise existing funding for EV charging  | 1  |
|                      | Increase driving age  | 1  |
|                      | Assume all options require reduction in private vehicle use                       | 1  |
|                      | Cheaper sustainable travel encourages use   | 1  |
|                      | Penalties for private car useage  | 1  |
|                      | Deter littering   | 1  |
|                      | Renewable energy focus  | 1  |
|                      | Encourage growth in congested areas   | 1  |
|                      | Health related impacts  | 1  |
|                      | Infrastructure related considerations   | 1  |
| Further developments | Impact of further/ new developments   | 10 |
|                      | Further consideration for planned developments                                    | 6  |
|                      | Further development suggestions   | 5  |
|                      | Strategy to reference/incorporate/ align development planning                     | 3  |
|                      | Developers to encourage less car dependency                                       | 2  |
|                      | no reference to proposed developments   | 1  |
|                      | Emphasis on further development   | 1  |
|                      | Comments in relation to local plan  | 1  |
|                      | Further development other   | 0  |
| Active Travel        | NMU Safety  | 11 |
|                      | Improve active travel infrastructure/ active travel infrastructure not maintained | 8  |

|         |   |    |
|---------|---|----|
|         | Integrate active travel with Public Transport                       | 7  |
|         | Segregated cycle/walking routes                                     | 7  |
|         | Active travel related investment                                    | 6  |
|         | Active travel suitability   | 4  |
|         | Active travel for shorter journeys                                  | 3  |
|         | Active travel improvements  | 3  |
|         | Bike share schemes  | 2  |
|         | Additional cycle facilities   | 2  |
|         | Unable to utilise active travel                                     | 2  |
|         | No active travel improvements, discourages active travel use        | 2  |
|         | Prioritise active travel  | 2  |
|         | Improve active travel connectivity                                  | 2  |
|         | Active Travel provision   | 2  |
|         | Support active travel improvements                                  | 1  |
|         | Active travel users to be encouraged to use existing infrastructure | 1  |
|         | Active travel training  | 1  |
|         | Incentivise active travel   | 1  |
|         | NMU other   | 0  |
| Freight | Support freight on rail network                                     | 10 |
|         | Freight/logistics impact  | 4  |
|         | Cleaner fuel/energy freight   | 3  |
|         | Lorry freight can't be shifted to rail                              | 1  |
|         | Comments relating to freight priorities                             | 1  |

|             |   |   |
|-------------|---|---|
|             | Freight other   | 0 |
| Environment | Air quality/pollution                                     | 6 |
|             | Environmental Impact                                      | 3 |
|             | Environmental mitigation suggestions                      | 2 |
|             | Impact of fossil fuels                                    | 2 |
|             | Non- polluting transport essential                        | 2 |
|             | Climate related concerns                                  | 2 |
|             | Environmental concerns associated with rural environments | 2 |
|             | Impact on habitats  | 2 |
|             | Impact on species   | 2 |
|             | Environment Other   | 0 |
| Other       | Travel related education                                  | 2 |
|             | Brexit Impact   | 2 |
|             | Financial implication of fiscal crisis (2008)             | 1 |
|             | Reduce inward migration                                   | 1 |
|             | Improve local economy                                     | 1 |
|             | Commercial opportunities                                  | 1 |
|             | Other   | 0 |

#### Appendix 5 - Comments on Transport Strategy framework and breakdown

## Appendix 6 - IDP response explanation framework and breakdown

| Themes                | Codes for IDP   | Number of mentions |
|-----------------------|---|--------------------|
| IDP Strategy specific | More information/detail required                        | 21                 |
|                       | Plans not bold enough/ challenging                      | 14                 |
|                       | Support with reservation/ support specific improvements | 13                 |
|                       | Support/agree   | 10                 |
|                       | Reasonable/logical                                      | 10                 |
|                       | Good idea/ progress                                     | 8                  |
|                       | Disagree/don't support/unconvinced/ unrealistic         | 7                  |
|                       | Identifies major projects/ pipeline projects            | 6                  |
|                       | Supports Transport Strategy                             | 6                  |
|                       | Insufficient knowledge                                  | 6                  |
|                       | Expansion/growth focused                                | 5                  |

|  |  |   |
|--|--|---|
|  | No detail  | 5 |
|  | Neutral/ no further comment                        | 5 |
|  | Align with other strategies                        | 5 |
|  | Ambitious proposals                                | 4 |
|  | Focus on car/roads                                 | 4 |
|  | Not easy to understand                             | 3 |
|  | Cost/ economic viability                           | 3 |
|  | IDP Strategy specific other                        | 3 |
|  | Comprehensive document                             | 2 |
|  | Document length                                    | 2 |
|  | Focus on existing issues/ schemes                  | 2 |
|  | Forward look approach                              | 2 |
|  | Strategy can't exist in isolation                  | 2 |
|  | Projects to be aligned with priorities in strategy | 2 |
|  | Further research required                          | 2 |
|  | Relevance of strategy                              | 2 |
|  | Comments don't make a difference                   | 2 |
|  | Improvements overdue                               | 2 |
|  | Methodology unclear                                | 1 |



|              |   |    |
|--------------|---|----|
|              | Identifies local issues                   | 1  |
|              | Timescales                                | 1  |
|              | Priorities conflict strategy              | 1  |
|              | Follow expert advice                      | 1  |
|              | Region wide approach                      | 1  |
|              | Discounted options                        | 1  |
|              | Doesn't support Transport Strategy        | 1  |
| IDP delivery | Funding/ investment related               | 22 |
|              | Delivery action plan                      | 12 |
|              | Implementation timescales                 | 8  |
|              | IDP delivery specific                     | 8  |
|              | Interdependent on other parties / factors | 4  |
|              | assessment weighting/ scoring criteria    | 4  |
|              | To be broken down into multiple proposals | 2  |
|              | Targets/ goal related                     | 2  |
|              | Appraisal outcomes                        | 2  |
|              | Complex process                           | 1  |
|              | Economic climate impact                   | 1  |
|              | Delivery requires political support       | 1  |

|   |   |   |
|---|---|---|
|   | IDP delivery other  | 1 |
| Further investment suggestions/considerations | Comments related to further road investment                   | 6 |
|   | Public Transport Investment                                   | 6 |
|   | Active travel   | 4 |
|   | Sustainable transport/ travel investment                      | 2 |
|   | Bus infrastructure  | 1 |
|   | Alternative fuels   | 1 |
|   | Highways England investment                                   | 1 |
|   | Economic investment supported by full compensation            | 1 |
|   | Mention of other significant infrastructure projects          | 1 |
|   | Investment to be supported by plans                           | 1 |
|   | Freight/logistics   | 1 |
|   | Outline of schemes to be delivered without government funding | 1 |
|   | Alternative priorities  | 1 |
|   | Bus subsidies   | 1 |
|   | EV car share schemes  | 1 |
|   | Focus on local projects                                       | 1 |
|   | Infrastructure investment                                     | 1 |
|   | Support investment  | 1 |

|                    |   |    |
|--------------------|---|----|
|                    | Further Investment Suggestions/ considerations other  | 0  |
| Concerns/critiques | Does not provide desired outcomes/ address current challenges/ not enough improvement               | 22 |
|                    | Emphasis on road improvements/ development  | 13 |
|                    | Other areas forgotten/ isolated by strategy/ specific routes not mentioned/ locations disadvantaged | 11 |
|                    | Concern about further growth/ further development   | 9  |
|                    | Public transport related critique/concerns  | 7  |
|                    | Concern regarding aviation support/ expansion/ improvement  | 6  |
|                    | Environmental impact  | 6  |
|                    | Do not support planned improvements   | 5  |
|                    | Active travel related concern/critique  | 5  |
|                    | Concern about government/senior leadership  | 4  |
|                    | Impact of growth  | 4  |
|                    | Impacts of road improvements/ roads not needed  | 3  |
|                    | Electricity/ energy source related concerns   | 3  |
|                    | EV related critique/ concern  | 3  |
|                    | Focus given to towns/cities   | 2  |
|                    | Change related concerns/ critique   | 2  |
|                    | Policy against road investment/ road investment less prioritised                                    | 2  |

|          |  |   |
|----------|--|---|
|          | Economic impact  | 2 |
|          | Mode shift related concerns                            | 2 |
|          | Supporting data  | 2 |
|          | Commercial related critique/concerns                   | 2 |
|          | Impact of improvements                                 | 1 |
|          | Achieving objectives with growing population           | 1 |
|          | Emphasis on green ambition                             | 1 |
|          | Limited sustainable transport options to key locations | 1 |
|          | Impact of port related improvements                    | 1 |
|          | Impact of variables                                    | 1 |
|          | Improvements don't align with strategy                 | 1 |
|          | Investment in region not prioritised                   | 1 |
|          | Investment concerns                                    | 1 |
|          | Impact of transport                                    | 1 |
|          | Impact of logistics                                    | 1 |
|          | Freight related concerns                               | 1 |
|          | Concern regarding behaviour change                     | 1 |
|          | Concerns/Critiques other                               | 1 |
| Benefits | Public transport related benefits                      | 9 |

|            |   |   |
|------------|---|---|
|            | Benefits of road improvements   | 4 |
|            | Benefits of active travel   | 3 |
|            | Environmental related benefits  | 4 |
|            | Benefits of freight   | 2 |
|            | Benefits of improvements  | 2 |
|            | Suggestion(s) given by respondent delivers efficient transport to communities | 1 |
|            | Benefits growing towns  | 1 |
|            | Considers community   | 1 |
|            | Electrification of ports provide benefits                                     | 1 |
|            | Benefits of private car use   | 1 |
|            | Benefits of further development   | 1 |
|            | Road investment benefits  | 1 |
|            | Park and Ride related benefits  | 1 |
|            | Tourism related benefits  | 1 |
|            | Drives economic growth  | 1 |
| Priorities | Public transport related priorities   | 7 |
|            | conflicting priorities  | 7 |
|            | Active Travel improvements  | 6 |
|            | Customer/ people focus/ most affected to be prioritised                       | 6 |

|                    |  |    |
|--------------------|--|----|
|                    | Road related priorities  | 3  |
|                    | Connectivity / connected development                               | 2  |
|                    | Freight  | 2  |
|                    | sustainable development  | 1  |
|                    | Car led priorities   | 1  |
|                    | Consider business needs  | 1  |
|                    | Legislation to support enforcement of priorities                   | 1  |
|                    | commendable  | 1  |
|                    | Support priorities   | 1  |
|                    | Corridor specific  | 1  |
|                    | Decarbonisation  | 1  |
|                    | Environmental impact/ issues                                       | 1  |
|                    | Priorities other   | 0  |
| Current challenges | Public Transport related challenges                                | 15 |
|                    | Car dependency   | 3  |
|                    | Management of existing road infrastructure/current road conditions | 2  |
|                    | condition of active travel infrastructure                          | 2  |
|                    | Traffic related issues   | 2  |
|                    | Lack of integrated ticketing                                       | 1  |



|                        |   |    |
|------------------------|---|----|
|                        | Parking related challenges                      | 1  |
|                        | No alternative options to get to towns          | 1  |
|                        | Population                                      | 1  |
|                        | Reliance on services                            | 1  |
|                        | Identifies critical pinch points                | 1  |
|                        | Many jobs no longer town centre based           | 1  |
|                        | Current challenges other                        | 1  |
| Suggested improvements | Suggested Public Transport improvements         | 33 |
|                        | Suggested road improvements                     | 15 |
|                        | Alternative scenarios/ options to be considered | 8  |
|                        | EV infrastructure/ Low carbon vehicles          | 7  |
|                        | Active travel improvements                      | 5  |
|                        | Improve connectivity                            | 5  |
|                        | Regeneration/ further development               | 4  |
|                        | Logistics/ freight focused improvements         | 4  |
|                        | Improve access to jobs/ services/ key locations | 4  |
|                        | Maintenance of existing infrastructure          | 3  |
|                        | Consideration given to improve accessibility    | 2  |
|                        | Car sharing/ reduced car journeys               | 2  |
|                        | Consideration to other areas                    | 2  |

|              |   |    |
|--------------|---|----|
|              | Utilise technology                              | 2  |
|              | Reduce cars in urban centres                    | 1  |
|              | Increase parking capacity                       | 1  |
|              | Broadband related improvements                  | 1  |
|              | P&R in key locations                            | 1  |
|              | Further work to develop local transport network | 1  |
|              | Improvements at Felixstowe                      | 1  |
|              | Port improvements                               | 1  |
|              | Poorly managed                                  | 1  |
|              | Transport infrastructure                        | 1  |
|              | Coastal improvements                            | 1  |
|              | Improved safety                                 | 1  |
|              | Improvement suggestions other                   | 0  |
| Consultation | Previous response suggested                     | 12 |
|              | Email response                                  | 2  |
|              | Consultation format                             | 1  |
|              | No prior consultation                           | 1  |
|              | Consultation advertising                        | 1  |
|              | Virtual event space experience                  | 1  |
|              | Comprehensive document                          | 1  |

|                 |  |   |
|-----------------|--|---|
|                 | Previous consultation  | 1 |
|                 | Consultation other   | 0 |
| Net zero/carbon | Reduced emissions key/ avoid carbon emitting investment      | 4 |
|                 | Net zero at core   | 2 |
|                 | Net zero dependent on other factors                          | 2 |
|                 | Interim net zero targets required                            | 1 |
|                 | Net zero ambition commendable                                | 1 |
|                 | Not enough on net zero                                       | 1 |
|                 | Proposals don't support net zero ambition                    | 1 |
|                 | Support zero emission strategy                               | 1 |
|                 | Highway investment will result in increased carbon emissions | 1 |
|                 | Don't support net zero goal                                  | 1 |
|                 | Use of fossil fuels  | 1 |
|                 | Carbon ambition feasibility                                  | 1 |
|                 | Carbon aspiration unambitious                                | 1 |
|                 | Net zero timescales  | 1 |
|                 | Increased emissions  | 1 |
|                 | Emphasis on net zero   | 1 |
|                 | Comments related to carbon neutrality                        | 1 |

|         |  |   |
|---------|--|---|
|         | Net zero/carbon other                                | 0 |
| General | Importance of transport                              | 2 |
|         | Mentions previous proposals                          | 2 |
|         | Mention of other significant infrastructure projects | 1 |
|         | Nationalisation                                      | 1 |
|         | Tourism considerations                               | 1 |
|         | Service outcomes                                     | 1 |
|         | Consideration to regional boundary                   | 1 |
|         | Consideration to other locations                     | 1 |
|         | Resident opinions                                    | 1 |
|         | General other  | 0 |

## Appendix 7 – Comments on IDP framework and breakdown

| Theme   | Codes for IS   | Number of mentions |
|---------|--|--------------------|
| General | General oppose comments                                  | 9                  |
|         | Comments on other schemes                                | 9                  |
|         | General supportive comments                              | 4                  |
|         | Other schemes need to be mentioned                       | 4                  |
|         | Need collaboration with authorities and governing bodies | 3                  |
|         | Failure from authorities and governing bodies            | 3                  |

|                       |   |    |
|-----------------------|---|----|
|                       | Sustainability  | 2  |
|                       | Need government representative                            | 1  |
| Consultation specific | Missing information                                       | 5  |
|                       | Little detail/ more detail needed                         | 5  |
|                       | Negative consultation comments                            | 3  |
|                       | Issues with report  | 2  |
|                       |   |    |
| Location specific     | Focuses on one specific location only/ should be extended | 11 |
|                       | Ipswich   | 7  |
|                       | Norwich   | 7  |
|                       | A47   | 5  |
|                       | Norfolk   | 5  |
|                       | A12   | 3  |
|                       | Suffolk   | 2  |
|                       | Bury St Edmunds   | 2  |
|                       | Felixstowe  | 2  |
|                       | Lowestoft   | 2  |
|                       | A11   | 2  |
|                       | A140  | 2  |
|                       | Sudbury   | 1  |
|                       | Essex   | 1  |
|                       | Martello Park   | 1  |
|                       | A127  | 1  |
|                       |   |    |
|                       |   |    |
|                       |   |    |
| Financial             | Under investment/ more needed                             | 16 |



|                              |  |    |
|------------------------------|--|----|
|                              | Waste of money   | 6  |
|                              | Cost to the public   | 4  |
|                              | Value for money  | 1  |
| Roads and routes             | Route improvements needed  | 11 |
|                              | Concerns about road conditions                                       | 7  |
|                              | Greater connectivity needed  | 6  |
|                              | Need to/ doesn't consider all journeys                               | 2  |
|                              | Clear signage/ markings needed for routes                            | 2  |
|                              | Need Northern Bypass   | 2  |
| Transport                    | Need increased/ further improved public transport                    | 16 |
|                              | investment in public transport                                       | 6  |
|                              | reduce/ control car use  | 5  |
|                              | Cost of public transport   | 4  |
|                              | Too much focus on particular transport/ need to consider other modes | 4  |
|                              | Other modes of transport need to be considered                       | 4  |
|                              | Cycles on trains   | 2  |
|                              | Use of electric bikes  | 2  |
|                              | Too much focus on walking and cycling                                | 2  |
|                              | Modes should be separated  | 1  |
| Proposal/<br>scheme specific | Proposals are overdue/ timing concerns                               | 11 |
|                              | Focus/ prioritisation suggestion                                     | 7  |
|                              | More needs done  | 4  |
|                              | Access concerns  | 3  |
|                              | Won't fix problem  | 2  |

|                              |                                  |   |
|------------------------------|----------------------------------|---|
|                              | Focus/ prioritisation issues     | 2 |
|                              | Will work/ deals with issues     | 2 |
|                              | Business concerns                | 2 |
|                              | Focus/ prioritisation importance | 1 |
| Urban and rural environments | New homes and buildings          | 4 |
|                              | Air pollution/ quality           | 4 |
|                              | Growth of an area                | 3 |
|                              | Rural area concerns              | 3 |
|                              | Ports and coastal                | 3 |
|                              | Noise pollution                  | 3 |
|                              | General environmental concerns   | 3 |
| Accessibility and safety     | Safety concerns for cyclists     | 2 |
|                              | Safety concerns for pedestrians  | 2 |
|                              | Concerns for the disabled        | 2 |
|                              | Safety of young children         | 1 |

## Appendix 8 - Integrated Sustainability Appraisal comments framework and breakdown

| Theme                 | Codes for IS  | Number of mentions |
|-----------------------|---|--------------------|
| General               | General oppose comments                                       | 15                 |
|                       | General supportive comments                                   | 12                 |
|                       | Sustainability  | 11                 |
|                       | Mentions of leaders, local authorities, Councillors, gov etc. | 7                  |
| Consultation specific | Negative consultation and documentation comments              | 16                 |
|                       | Ways to improve/ consultation specific suggestions            | 12                 |
|                       | Missing information   | 11                 |
|                       | Positive consultation and documentation comments              | 5                  |
|                       | Not enough detail/ little detail                              | 5                  |
|                       | Unclear information   | 5                  |
|                       | Lack of emphasis/ significance                                | 3                  |
| Location specific     | A14   | 4                  |
|                       | doesn't include certain areas/ locations                      | 2                  |
|                       | Ipswich   | 2                  |
|                       | Suffolk   | 2                  |
|                       | Sudbury   | 1                  |
|                       | Bury St Edmunds   | 1                  |
|                       | A12   | 1                  |
|                       | Thetford  | 1                  |
|                       | Kings Lynn  | 1                  |
| Financial             | Funding not identified  | 5                  |

|                      |   |    |
|----------------------|---|----|
|                      | Need for investment                               | 3  |
|                      | Cost effective                                    | 3  |
|                      | Higher cost                                       | 3  |
| Transport and routes | Concerns about the traffic                        | 6  |
|                      | doesn't consider all journeys and transport modes | 5  |
|                      | Private car usage                                 | 5  |
|                      | Transport improvements                            | 5  |
|                      | Bus and bus operators                             | 4  |
|                      | Poor connectivity                                 | 3  |
|                      | Cycles on trains                                  | 2  |
|                      | Access to railway stations                        | 2  |
|                      | Poor cycling / pedestrian provision               | 2  |
|                      | Transport that handles passenger and freight      | 2  |
|                      | Change in demand for public transport             | 1  |
|                      | Moving of freight to other transport              | 1  |
| Proposal specific    | Proposals overdue/ timing concerns                | 9  |
|                      | Greater ambition or changes needed                | 5  |
|                      | Won't work  | 1  |
|                      | Successful prioritisation                         | 1  |
| Environmental        | Countryside/ environment concerns                 | 14 |
|                      | Zero or low carbon comments                       | 13 |
|                      | Climate change / crisis                           | 7  |
|                      | Doesn't consider rural areas                      | 4  |
|                      | Air quality concerns                              | 4  |

|                   |   |   |
|-------------------|---|---|
|                   | Considers rural areas                                     | 1 |
| Health and safety | Public health   | 4 |
|                   | Safe to mix modes   | 1 |
| Suggestions       | Priority suggestions                                      | 7 |
|                   | Combine modes of travel/ greater integration              | 5 |
|                   | Need to monitor/ measure outcomes                         | 5 |
|                   | Route improvements are needed                             | 5 |
|                   | Provide affordable/ cheaper/ cost effective prices/ fairs | 3 |
|                   | Need to put people first, what they want                  | 3 |
|                   | Provide a bypass  | 2 |
|                   | Tax and charges on private vehicles                       | 2 |
|                   | Need more electric transport to cut carbon                | 2 |
|                   | Start with walking and cycling                            | 1 |
|                   | Provide weightings of elements                            | 1 |
|                   | Provided safeguards                                       | 1 |
|                   | Don't reduce road capacity                                | 1 |
|                   | Negotiate with the Trades Unions                          | 1 |
|                   | Greater safety for cyclists and walking on routes         | 1 |
|                   | Greater consideration needed                              | 1 |

## Appendix 9 - Written Responses framework and breakdown

| Theme                        | Codes for IS                                    | Number of mentions |
|------------------------------|---|--------------------|
| General comments             | Mentions of other work or schemes               | 32                 |
|                              | Governing bodies and authorities                | 29                 |
|                              | Collaboration/ working with partners            | 25                 |
|                              | Covid effects                                   | 14                 |
|                              | Sustainability                                  | 11                 |
|                              | Insufficient investment or funding/ more needed | 11                 |
|                              | Timing concerns / delays                        | 6                  |
|                              | Need to be reviewed regularly/ monitored        | 5                  |
|                              | Needs to include measures/ be measurable        | 3                  |
| Vision and strategy specific | Supports vision                                 | 12                 |
|                              | Supports goal(s)/aims                           | 13                 |
|                              | Negative vision and strategy comments           | 8                  |
|                              | ISA   | 5                  |
|                              | Supports strategy                               | 32                 |
| IDP specific                 | Supportive of IDP and projects                  | 13                 |
|                              | Other projects should be included in IDP        | 9                  |



|   |  |    |
|---|--|----|
|   | IDP schemes not in Transport Strategy                                  | 2  |
| P1 – Decarbonising to net zero                | Support importance of decarbonisation                                  | 18 |
|   | Concerns about achieving carbon goals/ decarbonisation                 | 16 |
|   | Suggestions to achieve decarbonisation                                 | 7  |
|   | Help to achieve carbon goals/ decarbonisation                          | 6  |
| P2 - Connecting growing towns and cities      | Other routes to consider   | 14 |
|   | Support corridors  | 11 |
|   | South Essex – London – Thurrock - Basildon – Southend                  | 7  |
|   | Norfolk and Suffolk to Cambridge – Midlands – South West               | 6  |
|   | Issues with corridors / improvements needed                            | 6  |
|   | King's Lynn - Cambridge - Harlow - London                              | 5  |
|   | London - Chelmsford - Colchester - Ipswich - Norwich and Suffolk Coast | 3  |
|   | Corridors don't illustrate freight                                     | 3  |
|   | Stanstead - Braintree - Colchester - Harwich and Clacton               | 1  |
| P3 – Energising coastal and rural communities | Greater connectivity needed in rural areas                             | 15 |
|   | Need further transport improvements/ connections for coastal areas     | 11 |
|   | Support improvements for rural areas                                   | 10 |
|   | Support improvements for coastal areas                                 | 7  |
|   | Need coastal and rural levelling up                                    | 8  |
|   | Deprivation concerns in coastal areas                                  | 3  |
|   | Need to ensure attractiveness/ character of coastal and rural areas    | 2  |
|   | Deprivation in rural   | 1  |
|   | Rural areas will still be car dependent / won't work                   | 2  |
|   | Port freight   | 19 |

|  |  |    |
|--|--|----|
| P4 – Unlocking international gateways (Ports and Airports) | Rail freight                                     | 15 |
|  | Specific airport focus                           | 11 |
|  | Support improvements for ports and airports      | 9  |
|  | Concerns about airport proposals                 | 3  |
|  | Tourism effects on airport                       | 2  |
| Location specific  | Norfolk  | 18 |
|  | Ipswich  | 17 |
|  | Needs to be extended/ consider other areas       | 16 |
|  | Felixstowe                                       | 15 |
|  | Suffolk  | 15 |
|  | Norwich  | 13 |
|  | Cambridgeshire                                   | 11 |
|  | Essex  | 14 |
|  | Lowestoft  | 9  |
|  | Ely  | 8  |
|  | King's Lynn                                      | 3  |
| Consultation specific                                      | Missing information/ not enough information      | 28 |
|  | Emphasis/ focus on a specific part               | 20 |
|  | Positive consultation/ documentation comments    | 6  |
|  | Negative consultation/ documentation comments    | 5  |
|  | Analysis comments                                | 1  |
| Road and travel  | Public transport improvements                    | 36 |
|  | Need other routes or links/ greater connectivity | 38 |
|  | Congestion/ traffic                              | 26 |
|  | Rail improvements or enhancements                | 27 |

|                 |   |    |
|-----------------|---|----|
|                 | Road or junction specific                     | 21 |
|                 | Electric cars concerns/ more needed           | 19 |
|                 | Reduce private car and road use               | 18 |
|                 | Agree with importance of EV                   | 14 |
|                 | Walking and cycling networks                  | 13 |
|                 | Demand for transport                          | 8  |
|                 | Car parking concerns                          | 6  |
|                 | Road improvements needed                      | 4  |
| Community focus | Growth  | 29 |
|                 | House building / new housing                  | 22 |
|                 | Effects on for businesses and work            | 14 |
|                 | Access to training or opportunities           | 9  |
|                 | Benefit to residents                          | 3  |
| Environment     | Air quality/ pollution/ atmosphere            | 18 |
|                 | Climate emergency or issues                   | 17 |
|                 | General environmental concerns                | 14 |
|                 | General public health                         | 11 |
|                 | Switch to greener alternatives fuels          | 9  |
|                 | Wildlife and habitats                         | 5  |
|                 | Safety of children                            | 4  |
|                 | Noise pollution                               | 3  |
|                 | Green sites and spaces/ parks and gardens etc | 3  |
|                 | Heritage/ archaeology sites and buildings     | 3  |
|                 | Road safety                                   | 2  |



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