To create an environment where businesses continue to flourish, we need to further improve our transport infrastructure. Effective transport networks can help to boost inward investment and enterprise creation, as well as increase productivity by improving access to markets and increasing value for money. They can also help to unlock opportunities for balanced and inclusive growth and offer people better and safe access to services, products and opportunities.

The future is changing rapidly. These changes will affect our networks and the way in which we use them. It is vital that our networks are innovative in their response to these changes to ensure we embrace the opportunity they present, to the benefit of everyone.

Reliable and resilient networks are a fundamental building block to the ongoing success and growth of our £35.5bn economy and in ensuring the East realises its future ambitions as set out in the Norfolk and Suffolk Economic Strategy.

However, our potential is sometimes constrained by journey times and capacity, which compound the perception that our area is a ‘long way’ from the rest of the country.

The New Anglia Local Transport Board partners have developed this Integrated Transport Strategy. It sets out our ambition, our collective goals for delivery and how we might see them brought to fruition. It also provides a robust foundation for the newly formed sub-national transport forum: Transport East.

Most importantly, it sets out how our transport network can help to continue to make Norfolk and Suffolk a great place to trade, live, work, visit and learn. For the East to continue to thrive, we must work together to develop a network that meets our aspirations both now and in the decades to come. If implemented successfully future businesses will benefit from better connected opportunities for growth, a wider pool of accessible skilled labour and the opportunity to engage in more markets than ever before.

Our Strategy looks ahead to the 2040s but focuses on the actions we need to take over the next three to five years to help secure the foundations for long-term success. It is a dynamic and living blueprint to guide the work and investment of many interested partners. Together we have:

- Examined the evidence, making sure we understand our transport networks and modal needs in detail and how we can remain agile to future opportunities and challenges
- Set challenging but achievable ambitions, based on evidence, that describe the place and transport solutions we want for Norfolk and Suffolk
- Agreed the themes under which we will prioritise action and investment in transport improvements
- Identified actions and measures for success with partners, to drive delivery and measure success

THE STRATEGY
The East is a geographically and economically diverse area, with an established, growing and ageing population of more than 1.6 million people.

Exploiting an advantageous geographic position, Norfolk and Suffolk retain a strong commercial relationship with the rest of the world. The Port of Felixstowe is the UK’s major container gateway to the world, handling some 28m tonnes of imports and exports per year (42% of the country’s container traffic). East-west links and maritime connectivity continue to be crucial to the ongoing movement of freight into and out of the country from both Felixstowe and the other ports including Ipswich, King’s Lynn, Great Yarmouth and Lowestoft.

Also looking outward, London Stansted Airport, within an hour’s reach of many parts of Norfolk and Suffolk, provides access to many national and international destinations. It currently serves 26m passengers a year (set to rise to 35m before 2023). It is also the country’s third busiest freight airport handling in excess of 220,000 tonnes per annum. Norwich Airport provides access for more than 0.5m passengers a year to a number of regional airports and the many energy installations in the North Sea, as well as Europe and beyond, usually via Amsterdam Airport Schiphol. Easy access to these international hubs, both by public and private transport methods, will help to ensure their ongoing success. The recently completed Broadland Northway demonstrates the collaborative local delivery of a project of national significance and has the potential to provide jobs, help businesses and bring more than £1bn of economic benefits to Norfolk, as well as a high-quality link to Norwich Airport.

The area has important strategic connections with London, Cambridge, Peterborough and beyond. Key rail routes include the Great Eastern Main Line (GEML), the West Anglia Main Line (WAML), and the Felixstowe to Peterborough route which connects into the East Coast Main Line. The Strategic Road Network (SRN), via the A11/M11, A12/A120, A14/M6, A47/A1 and A428/A421 and beyond to Oxford, provides connectivity to these locations as well as to the Midlands, the North and the rest of the country. Our economy will continue to rely on making sure that there is good connectivity to and from the East.

In addition, priority corridors have been identified as the Cambridge-Norwich Growth Corridor, with an abundance of high tech businesses; the A14 growth corridor, between Felixstowe and Cambridge; the A47 growth corridor between Lowestoft and Peterborough (projects included in the first Roads Investment Strategy); and King’s Lynn and the A10 growth corridor to Cambridge. Ensuring reliable and resilient connections will be critical to driving business growth and productivity in the East.

Ipswich and Norwich are the largest economic centres in our area with specialisms in the financial services and insurance sector and ICT, tech and digital creative at Adastral Park and Norwich. Coastal towns such as Great Yarmouth and Lowestoft are also important centres of activity, particularly in the globally competitive energy sector. Together, they form part of the Norfolk and Suffolk Energy Coast along with Sizewell, Bacton and the offshore windfarm clusters as part of the East of England Energy Zone. In addition, Norfolk and Suffolk has a thriving life sciences and bio-tech sector clustered around Norwich Research Park, the National Stud (the home of horseracing) in Newmarket and CEFAS (Centre for Environment, Fisheries and Aquaculture Science) in Lowestoft.

Each of our key sector clusters, together with our other sector strengths, need to be well connected in order to continue to be catalysts for innovation and opportunity and to drive our strong and growing economy.

Other significant centres, including but not limited to, Bury St Edmunds, Haverhill, King’s Lynn and Thetford, are the focus for our local economies. Each has its own successful economy and uniqueness and this diversity must be maintained in order to secure our ongoing economic success.

Transport and connectivity to larger economic centres including Cambridge remains a key facilitating factor for their local economies.

However, our transport networks can suffer from reliability and resilience issues, particularly during periods of bad weather. They also have a number of pinch-points that can contribute to the perception that Norfolk and Suffolk are a ‘long way’ from the rest of the country. Transport in the East must do all it can to reduce these barriers to inward investment, business creation and productivity, recognising business needs, whatever their size.

SOCIAL INCLUSION AND SKILLS

We must also consider how transport can drive social inclusion and skills, using innovative and digital means, as well as more traditional methods, so that people can access education, training and labour market opportunities and are able to meet their full potential. This raises living standards and social mobility and rebalances the economy.

NORFOLK & SUFFOLK TODAY

NORFOLK & SUFFOLK PROFILE AT A GLANCE

101 REGULAR SCHEDULED FLIGHTS DEPARTING FROM NORWICH AIRPORT PER WEEK

3,300 DEPARTURES PER WEEK FROM STANSTED

50 MINS FROM NORWICH TO AMSTERDAM

STANSTED HANDLES 220K TONNES OF FREIGHT PER YEAR

28M TONNES OF FREIGHT PER YEAR

FELIXSTOWE PORT IS THE BUSIEST CONTAINER PORT IN THE UK AND 7TH BUSIEST IN EUROPE

NORWICH 10,000 PASSENGERS PER WEEK COMPARED TO STANSTED 490,000 PASSENGERS PER WEEK

STANSTED IS 4TH BUSIEST AIRPORT IN THE UK

70% OF CONTAINERS COMING THROUGH FELIXSTOWE ARE DELIVERED TO THE 'GOLDEN TRIANGLE'

NORFOLK & SUFFOLK HANDLES 220K TONNES OF FREIGHT PER YEAR

STANSTED HANDLES 220K TONNES OF FREIGHT PER YEAR

SECURED RAIL SERVICE IMPROVEMENTS WILL INCREASE CONNECTIONS

60 MINS IPSWICH TO LONDON

▼ 5 MINS

90 MINS NORWICH TO LONDON

▼ 15 MINS

75 MINS CAMBRIDGE TO IPSWICH

90 MINS PETERBOROUGH TO NORWICH

330 RAIL FREIGHT MOVEMENTS INTO AND OUT OF THE PORT OF FELIXSTOWE PER WEEK

NORWICH TO IPSWICH 75 MINS

PETERBOROUGH TO IPSWICH 90 MINS

NORWICH TO IPSWICH 60 MINS

IPSWICH TO LONDON 60 MINS

PETERBOROUGH TO NORWICH 90 MINS

GREAT YARMOUTH 2.2M TONNES HANDLED PER YEAR VIA OUR PORTS

KING'S LYNN 1.2M

LOWESTOFT 0.5M

IPSWICH 1.0M

LOWESTOFT 0.5M

KING'S LYNN 1.2M

GREAT YARMOUTH 2.2M

OF CONTAINERS COMING THROUGH FELIXSTOWE ARE DELIVERED TO THE 'GOLDEN TRIANGLE'

NORFOLK & SUFFOLK TODAY
SEVERE CONGESTION
A14
- J55-J58 SOUTH OF IPSWICH
- BURY ST EDMUNDS AND NEWMARKET (J36-J38 AND J42-J44)
A47
- GREAT YARMOUTH TO ACLE

REGULAR CONGESTION
A11
- BETWEEN MILDENHALL AND THETFORD (CAN BE SEVERE TOO)
A47
- BETWEEN NORWICH AND HONINGHAM
- AT KING’S LYNN

SPEEDS FOR REGIONAL JOURNEYS SLOWER THAN TO MAJOR NATIONAL CENTRES
FUNDING AND DELIVERY OF PLANNED IMPROVEMENTS NEEDS TO BE SECURED TO IMPROVE THESE AVERAGE SPEEDS

BY CAR, FROM NORWICH TO:
- SHERINGHAM: 33 MPH
- IPSWICH: 36 MPH
- GREAT YARMOUTH: 37 MPH
- KING’S LYNN: 41 MPH
- CAMBRIDGE: 51 MPH
- LONDON: 54 MPH

BY CAR, FROM IPSWICH TO:
- FELIXSTOWE: 34 MPH
- NORWICH: 36 MPH
- LOWESTOFT: 37 MPH
- STANSTED: 49 MPH
- LONDON: 51 MPH
- CAMBRIDGE: 49 MPH

% MODE SHARE TRAVELLING TO WORK
- CYCLING: 4.5%
- WALKING: 12.6%
- BUS: 4.1%
- TRAIN: 1.8%
- CAR: 74.7%

ENGLAND AVERAGE:
- CYCLING: 3.3%
- WALKING: 12.1%
- BUS: 4.9%
- TRAIN: 4.6%
- CAR: 73.1%

COMMUTING PATTERNS ARE PRIMARILY CONCENTRATED ON
NORWICH IPSWICH A14 CORRIDOR KING’S LYNN

SHERINGHAM: 33 MPH
IPSWICH: 36 MPH
GREAT YARMOUTH: 37 MPH
KING’S LYNN: 41 MPH
CAMBRIDGE: 51 MPH
LONDON: 54 MPH

FELIXSTOWE: 34 MPH
NORWICH: 36 MPH
LOWESTOFT: 37 MPH
STANSTED: 49 MPH
LONDON: 51 MPH
CAMBRIDGE: 49 MPH

6% TRAVEL VIA PUBLIC TRANSPORT IN NORFOLK AND SUFFOLK

10% UK AVERAGE IN ALL NON-METROPOLITAN AREAS

NORFOLK AND SUFFOLK TODAY
PLANNING FOR THE FUTURE

There are a number of significant socio-economic trends which present various challenges and opportunities for the East. These will impact how, when and why we access and use our transport network:

**TECHNOLOGICAL**
Significant and rapid future change, which will alter how, when and where infrastructure and services are provided and accessed:

- ‘Big Data’, Artificial Intelligence (AI) and cognitive thinking and self-learning systems will improve transport operations and services and how customers engage with them
- Automation and robotics have the potential to improve maintenance and safety - The most visual aspect of this change will be Autonomous Vehicles
- Propulsion and energy decarbonisation will have air quality benefits but could negatively impact energy distribution networks
- Material science improvements will mean cheaper, more functional and sustainable use within vehicles and infrastructure
- 3D printing techniques have the potential to allow local production of components and products that will likely impact traditional supply chains
- Shared mobility will provide agile alternatives to traditional fixed public transport routes and car ownership models, particularly in urban areas

**ECONOMIC**
The rise of the gig economy, local manufacturing (including 3D printing) and the ‘just-in-time’ culture on business models, e-commerce, freight and last-mile delivery.

**POLITICAL**
Devolution of decision-making, future economic uncertainty regarding national political decisions, changes in legislation, the impacts of globalisation and the protectionism of markets.

The way the economy responds to these future challenges and opportunities will have important implications for the area’s land use and transport strategy. Indeed, global trends will impact our key sectors in different ways and it is important to recognise how to maximise the associated economic and transport opportunities effectively. We have considered some future scenarios for technological and mobility changes on pages 12 and 13, while recognising that their availability, application and social adoption is difficult to predict, especially considering the speed at which these developments may occur.

**DEMOGRAPHIC**
A growing and ageing population, many of whom may work longer, the impacts of net migration and the ongoing trend of urbanisation.

**SOCIAL**
The rise of the sharing economy and the growth in immediacy expectations will impact the traditional models of transport access, ownership and use, particularly in younger generations.

**ENVIRONMENTAL**
Impacts of climate change, particularly in low-lying and coastal areas, scarcity of resources and the role of renewable energy.
Improving strategic connectivity across the East, especially London, Cambridge, Peterborough and beyond, will help to open up as yet untapped opportunities and help drive business growth and productivity.

Making the most of our advantageous location with respect to accessing global markets is another key opportunity for our area. Ensuring the ongoing success, access to and growth of the Port of Felixstowe and our other ports at Ipswich, King’s Lynn, Great Yarmouth and Lowestoft, as well as airports at London Stansted and Norwich, will help to improve our Offer to the World, plus boost enterprise formation and inward investment in the region.

Capitalising on our geographic diversity and meeting the needs of our significant urban centres and market towns, as well as our rural and coastal communities, will ensure that the needs and aspirations of all our communities and businesses, no matter their size, are realised. Our road and rail networks can help to achieve this by improving capacity and journey times, as well as reliability and resilience in times of strain.

We must also help to ensure that the East continues to increase its contribution to UK plc. In doing so our economic diversity must be maintained and enhanced and our transport network can help to support our world-leading competitive clusters in clean energy, financial services and insurance, ICT, tech and digital creative and life sciences and biotech to thrive. Our other key sectors, for which Norfolk and Suffolk has a competitive advantage, will also contribute to this ambition. We must ensure that our transport network supports each of these clusters to continue to drive our competitive advantage.

Contributing to driving social inclusion and skills uplift is another opportunity for the East. Transport and digital connectivity can help to improve access to learning, both now and in the future. This means people will have the right qualifications and improved access to opportunities, helping boost social mobility and living standards in turn. In addition, we must also help to achieve modal shift, improve air quality, reduce the impact of flooding and ensure we mitigate and adapt to environmental challenges.

Our network must accommodate an ever growing and ageing population. Digital technology will have a part to play to help us reduce overall demand, thus improving access to services outside the more traditional forms of transport.

We must stand ready to ensure our strategic ambitions are realised. We must be agile, encourage innovation and look to exemplars to help guide the development of robust, viable solutions to these changes. In doing so we will develop relationships with new and existing partners in relevant and growing sectors to understand their needs and drivers and clearly articulate our vision for transport in the East, with Transport East, in the short, medium and longer-term.

Transport and digital connectivity is an integral part of the East’s economy, helping to unlock the area’s substantial resources in land, labour and capital. It is therefore a significant driver of productivity. Addressing connectivity issues is a crucial building block to our future growth and economic success. Working with our partners we have a strong track record of addressing constraints through targeted investment. However, more needs to be done to make sure our transport network is truly integrated and agile to future changes.
INDICATIVE TIMELINE

**EARLY 2020s**
- Autonomous vehicles coming to market
- 3D printing cheap, fast and readily available
- Electric vehicles re mainstream
- E-bikes widely and cheaply available
- Populations over 65 increasing

**MID 2020s**
- Urbanisation continuing
- Mobility as a Service solutions available
- Robotic technology assisting humans
- 5G wireless becoming the standard
- Connected vehicles are the norm
- Offshore wind supplies 4m homes
- Urbanisation continuing
- Mobility as a Service solutions available
- Robotic technology assisting humans

**LATE 2020s**
- Sharing economy expanding rapidly
- Hydrogen powered vehicles becoming widespread
- Fully autonomous vehicles are available
- Petrol and diesel propulsion being phased out
- Offshore wind supplies 4m homes
- Urbanisation continuing
- Mobility as a Service solutions available
- Robotic technology assisting humans

**MID 2030s**
- Hypersonic airliners and hyperloop enter service
- Diminishing natural resources
- Warmer and wetter winters and hotter and drier summers
- Petrol and diesel propulsion being phased out
- On-demand manufacturing more cost-effective and commonplace
- Drone and droid delivery commonplace
- Quantum computing is commonplace
- Autonomous mobility is the norm

**LATE 2030s**
- Web 4.0 mobility networks
- On-demand manufacturing more cost-effective and commonplace
- Drone and droid delivery commonplace
- Quantum computing is commonplace
- Autonomous mobility is the norm

**EARLY 2030s**
- Sharing economy expanding rapidly
- Hydrogen powered vehicles becoming widespread
- Fully autonomous vehicles are available
- Petrol and diesel propulsion being phased out
- Offshore wind supplies 4m homes
- Urbanisation continuing
- Mobility as a Service solutions available
- Robotic technology assisting humans

**LATE 2030s**
- Quantum computing is commonplace
- Autonomous mobility is the norm

---

1. PWC
2030s
- Digital connectivity improved, allowing people to access opportunities from home and on the move
- Key pinchpoints addressed and improved network capacity and operation makes journeys more reliable and resilient
- Better access to information leads to ‘peak’ travel spread and allows people to make choices with more certainty

EARLY 2040s
- Artificial ‘energy islands’ developed
- Increased global communication reach
- Global democracy growing in strength

2040s
- Connected vehicles the norm, improving safety and smoother running of the network
- Agile, on-demand, responsive transport services offer more choice and efficiencies
- Decarbonisation largely complete, supported by alternative generation and storage solutions, plus air quality benefits

MID 2040s
- Norfolk and Suffolk population exceeds 2 million…
  …migration a big influence

LATE 2040s
- Robots and automation widespread in society…
  …more than 30% of jobs now completed by them

BEYOND…
- Digital access to services (health and social care) and opportunities (education and training) helps people be more productive
- New service models reduce costs and provide for hard to reach communities
- Direct rail access between key centres with faster journey times and higher capacity…Local rail services have more reliable rolling stock and improved customer experience
- On-account, seamless, barrier-less payment technologies facilitate Mobility as a Service (MaaS)…A priority for our communities
The Norfolk and Suffolk Economic Strategy considered what future success looks like for the East. We have mapped our Economic Strategy themes to our key transport themes below.

### PRIORITY THEMES AND PLACES

The Norfolk and Suffolk Economic Strategy considered what future success looks like for the East. We have mapped our Economic Strategy themes to our key transport themes below.

#### CONNECTING THE EAST, ACCESSING THE WORLD
Quicker, more reliable and resilient strategic connections to boost our contribution to UK plc, encouraging improved perceptions, economic participation and inward investment for our key sectors and competitive clusters.

#### OUR PRIORITY PLACES
Our Priority Places are the areas where the evidence shows there are significant opportunities and commitment for continued growth:

- Ipswich and the surrounding area
- Norwich and the Greater Norwich area
- The Norfolk and Suffolk Energy Coast, including Bacton, Great Yarmouth, Lowestoft and Sizewell, with assets on and offshore
- The Cambridge-Norwich growth corridor – connecting two global centres of research
- The critical east-west growth corridors along the A47 from Lowestoft and Great Yarmouth to King’s Lynn, plus the A14 from Felixstowe through Ipswich, Stowmarket, Bury St Edmunds, Newmarket and Haverhill to Cambridge and Peterborough
- King’s Lynn - and the A10 and rail corridor to Cambridge

#### AGILE TO CHANGE
Embracing new technologies and digital connectivity to enable remote access to services and opportunities to facilitate Mobility as a Service (MaaS).

#### REGIONAL CONNECTIVITY AND OUR PRIORITY PLACES
Keeping people and products moving in and around our growing Priority Places and Enterprise Zones through new investment, placemaking, maintenance and an integrated public transport network with opportunities for walking and cycling.

#### LOCAL AND COASTAL
Innovative on-demand transport solutions and improvements to facilitate local sustainable growth, walking and cycling, recognising local distinctiveness, and offering access to services and opportunities through digital means.

#### MAKING IT HAPPEN
An accompanying Delivery Plan for Norfolk and Suffolk to help gain the momentum needed to unlock and deliver, through innovative means, the key strategic interventions identified by new and existing partners.

---

[https://newanglia.co.uk/our-economic-strategy/](https://newanglia.co.uk/our-economic-strategy/)
CASE STUDY

THE GREAT EASTERN MAIN LINE TASKFORCE
Successful partnerships in action
Launched in summer 2014 the Great Eastern Rail Campaign demonstrates the drive, enthusiasm and ability of our partners in the East to deliver our collective aspirations. More than 100 of the region’s most senior business and education leaders, representing more than 111,000 employees and students, pledged their support and more than 1,600 commuters and rail users joined the campaign to deliver significant improvements to rolling stock, infrastructure and journey times between Norwich and London, known as ‘Norwich in 90’.

Delivered to government in 2014, the Great Eastern Rail Report set out our aspirations, subsequently forming part of the re-franchising specification. Last year it was announced that Greater Anglia was successful with its bid, which will deliver a major package of improvements for rail services in the region. This includes replacement of the entire fleet of trains with 1,043 new carriages which will start to come into service from 2019; journey times to be cut by up to 10%; delivery of at least four 90-minute services between London and Norwich and two 60-minute services between London and Ipswich each weekday; providing up to 32,000 more seats by 2021 and free Wi-Fi for all passengers.

OUR STRATEGY

We aim to provide the foundations for an integrated, total transport solution which serves our growing economy, links our people and their activities with our developing Priority Places and is fit for agile digital, socio-economic and transport developments.

With our partners, we will drive business growth and productivity, improve inclusion and skills, benefit health and well-being and do so in an environmentally sustainable way, with safety at its core.

From our Priority Places, ports, airports and the strategic corridors that link them, to our rural and coastal communities, transport needs vary greatly. Therefore there are a myriad of both short and longer distance journeys for every one of our businesses, residents and visitors. It is critical that we consider how we best serve all levels of our community with a reliable and resilient integrated transport network. In order to rise to the challenges and opportunities presented previously, we have grouped our Strategy priorities under the following themes, based on the different unique market opportunities they present to the East.

- Connecting the East, Accessing the World
- Regional Connectivity and Our Priority Places
- Agile to Change
- Local and Coastal
- Making it Happen

This integrated approach will not only increase access to opportunities irrespective of circumstances. If successful, it will consider the use of digital data to help balance supply and demand across all transport networks delivering significant benefits across the economy.
Improved access to international markets will also help business-to-business connectivity in terms of realising opportunities and encourage inbound and outbound tourism directly to and from the East.

International access is a key strength and opportunity for the East. Access to the Port of Felixstowe as the nation’s largest container gateway and our other ports, as well as airports at London Stansted and Norwich are clear priorities for our area.

To capitalise on our position, we will work together with partners in the port and airport sectors to improve our offer to the world by:

- Ensuring the ongoing success of the Port of Felixstowe as the country’s largest container port, and our other ports, including Ipswich, King’s Lynn, Great Yarmouth and Lowestoft, to maximise future import/export and bulk cargo opportunities for the East and UK plc. We will do this by making the case for and securing investment in strategic routes, and their facilities, plus in maritime connectivity, to improve freight accessibility. This will ensure the UK remains relevant to international markets capitalising on the recent DfT study of England’s Port Connectivity.

- Ensuring greater choice for international air travel by encouraging the development of additional services and good connectivity to and from London Stansted and Norwich Airports and other international hubs outside the region and the UK, through road and rail improvements from Norwich, Ipswich and our other Priority Places, ensuring future agility.

Connectivity between the East and the rest of the UK is essential to enabling businesses to have strong links to customers and supply chains. Fast and reliable links to London, Cambridge, Peterborough and beyond are key to business-to-business connectivity, realising new opportunities and future economic performance and competitiveness of the East and UK plc. With the Midlands Engine and Northern Powerhouse strengthening their reach and influence, the strategic case for better east-west connections through East West Rail and the Oxford to Cambridge Expressway is ever greater, both in terms of international freight and passenger movements. Strong national links are also crucial for access to the Norfolk and Suffolk Energy Coast and our unique tourism offer.

Importantly, we recognise that many of our partners also have aspirations outside the region which may
have a reliance on the accessibility and connectivity of the East.

We will work together with our partners to drive business growth and productivity and connect the East by:

• Ensuring a resilient Strategic Road Network (SRN) that is agile to future opportunities, the timely delivery of already committed schemes and certainty that the A11, A12 (south of Ipswich), A14 and A47 feature prominently in future Roads Investment Strategies by strengthening relationships with Highways England. In doing so, the importance of the SRN and Major Road Network (MRN) outside the East (like the A120 and A1307) and the integration with the local road network will be highlighted and championed.

• Ensuring a better connected rail network to London, Cambridge, Peterborough and the rest of the country that is resilient to future changes. This will be done through the delivery of schemes like Felixstowe to Nuneaton and the North (F2N) and the Eastern Section of East West Rail (to leverage the benefits from investment in the Oxford – Cambridge – Milton Keynes arc). Key upgrades such as Trowse Bridge, Ely Area Enhancements, Haughley junction, loops south of Colchester, the introduction of digital signalling as well as improved regional route journey times through infrastructure upgrades by strengthening relationships with Network Rail, franchise operators and potential third party funders.

• Making the East a more attractive proposition to inward investors by challenging perceptions about connectivity and influencing peak demand requirements to improve network capacity and reliability.

• Making whole journey reliability a priority by improving timetabling, access and facilities, including parking, at transport hubs, by all modes.

• Encouraging the development of more regional air services to and from Norwich Airport to improve direct, fast connectivity with other parts of the UK.

THE A47 ALLIANCE
Making it happen through collaboration

The A47 Alliance is a very successful lobbying group which is pushing for full dualling of the A47 between Peterborough and Lowestoft. The dualling of the A47 has cross-party, cross-county support and in 2014, the government awarded a £300m funding package for dualling and junction improvement schemes along the A47. The A47 Alliance brings together the Chambers of Commerce, local authorities, LEPs and MPs along the route and is also supported by other stakeholders including the RAC, Eastern Daily Press and local businesses.

The Eastern Daily Press, Norfolk Chamber of Commerce and Norfolk County Council are currently spearheading the ‘Just Dual It’ campaign to push government to invest further in the A47 and get a commitment for full dualling of the A47 by 2030.
improved digital and transport connectivity between areas within the region will support the growth of specialist clusters of economic activity such as clean energy, finance and insurance, digital and life sciences and biotech. These clusters strengthen the economic interactions between Ipswich, Norwich, Bury St Edmunds, Great Yarmouth, Haverhill, King’s Lynn, Lowestoft and Thetford, as well as Cambridge.

In order to enable a more connected region we will work together with our partners to:

• Deliver a reliable Major Road Network (MRN) with improved journey times between our Priority Places, through the creation of an integrated MRN Action Plan for delivery. This will include the Ipswich Northern Route(s) and the Norwich Western Link, connecting the new Broadland Northway from the A1067 to the A47 west of Norwich, to improve the flow of traffic around our growing communities and ensure the network is kept in a good state of repair.

• Make public transport the ‘go to’ option for our Priority Places. This will be done by encouraging a consistent, affordable, smart-ticketed, integrated public transport network (including the use of innovative and community solutions where appropriate) with high quality, multi-modal interchanges, real-time, predictive and personalised information and more frequent services.

Our local transport networks are the lifeblood of our communities. Improving access to, from and within them is essential so we can capitalise upon the strengths of our economic centres to serve those that live, work, learn and do business there. Our Priority Places and their transport networks need to be truly integrated in order to serve growing and changing populations in a sustainable way, supporting new and existing communities alike. They must also be agile to the changing shape of private (including passenger and freight), public and shared transport to adequately link people and places both now and in the future.

Recognising this we will work together with our partners to:

• Facilitate better connectivity which provides more reliable and resilient journey times within and this will be between our Priority Places. This will be through making the strategic case for and the delivery of infrastructure investment. It will include new river crossings (in Great Yarmouth, Ipswich and Lowestoft), orbital links and relief roads (including the Ipswich Northern Route(s) and the Norwich Western Link, connecting the new Broadland Northway from the A1067 to the A47 west of Norwich), and junction improvements, prioritising infrastructure that will facilitate the delivery of significant housing and jobs growth.

• Ensure the success of our Enterprise Zones, Food Enterprise Zones and key sectors by working to resolve infrastructure constraints.

• Facilitate place-making by improving public realm, tackling air quality and other environmental issues and delivering joined-up cycling (including e-bikes) and walking networks in our Priority Places to ensure flexible access to services, to suit the changing needs of our populations and encourage a safe, active and healthy lifestyle.

• Develop and promote local freight centres to reduce the impact of local deliveries in our Priority Places.

Regional Connectivity and our Priority Places:
Driving Business Growth and Productivity

Improving accessibility between our economic centres is essential to the realisation of our future aspirations. It provides better access to jobs, education and healthcare, encourages the clustering benefits of development and services and attracts inward investment. A strong digital and transport network across the East will link businesses and suppliers to markets and provide the backbone for the East to thrive.
Establish the East as a location for remote home and hub working, providing access to education and health services as an alternative to travelling, particularly in 'hard to reach' areas.

Shape collaborative future mobility by encouraging new business models, led by evidence, to increase personal autonomy through affordable, convenient and digitally enabled business and personal travel plans. This will boost journey-sharing opportunities and the blending of traditional public and private transport modes and provide the widest accessibility offer.

Encourage the use of data to enable the more intelligent operation of our networks and the adoption of connected, self-monitoring technologies for roadside infrastructure, to improve network reliability and performance.

Encourage behaviour and cultural change so that shorter journeys are made actively wherever practicable and that sustainable choices are easy to access and use, to the benefit of health and well-being.

We will ensure that connectivity is not a barrier to making the most of these opportunities by working together to:

• Ensure complete superfast broadband coverage and the delivery of ultra-fast broadband. This will firstly be in our Priority Places, but also in our rural areas. We will ensure the delivery of 5G technology, as soon as possible, to provide excellent and reliable digital capacity to meet the region’s needs.

• Promote the East as being ‘open’ to innovative new technologies, particularly where change could facilitate growth in our key sectors. This will be by encouraging the take up of low/zero emission vehicles (including hydrogen), recognising the need to ensure the appropriate electricity network infrastructure and the trial of autonomous vehicles and drones for commercial and freight services, where appropriate. We will also ensure the necessary supporting infrastructure both at home and on the move, with particular opportunities focused along the A11 and A14 corridors.

MOBILITY AS A SERVICE (MaaS)
Traditionally our mobility has been provided for by managing fleets of vehicles around networks, framed by strategic transport planning objectives. MaaS, as a service model, turns this on its head by putting the customer first and framing the mobility systems around customer preferences. MaaS offers an opportunity to improve how people and goods move, both from the perspective of the policy maker and for travellers themselves.
LOCAL AND COASTAL:
DRIVING INCLUSION AND SKILLS

The Norfolk and Suffolk Energy Coast is a significant contributor to our economy and serves Sizewell nuclear power station, Bacton Gas Terminal and the significant offshore energy sector as part of the wider East of England Energy Zone.

Indeed, our smaller local and coastal communities are also a vital part of the East’s economy, providing some of the UK’s most attractive places to live and work. Transport has a key role to play in providing access to services and opportunities in these areas. Our local and coastal communities need strong, reliable and resilient networks to help encourage sustainable access to our local markets as well as our unique tourism and culture offer.

Working together with our partners we will:

• Ensure complete superfast broadband coverage and the delivery of ultra-fast broadband. This will firstly be in our Priority Places, but also in our rural areas. We will ensure the delivery of 5G technology, as soon as possible, to provide excellent and reliable digital capacity to meet the region’s needs.

• Cater for the growth aspirations and development plans in market towns by identifying and prioritising local road improvement schemes to release pinch-points, recognising the network’s importance to the agriculture sector.

• Encourage service providers to provide cost-effective, on-demand public transport services by using better data, to meet rural and coastal needs and improve economic and social inclusion.

• Improve hub and home working to offer innovative, flexible and/or remote digital alternatives for post-16 transport strategy and access to healthcare and social care services, ensuring opportunities and access for all.

• Support community rail partnerships for rural and coastal branch lines. We will identify capacity and station improvements (including parking) and differentiate individual offers, to promote to a wide audience and encourage use and provide evidence for possible service expansion.

• Encourage walking and cycling by developing Walking and Cycling Investment Plans. The delivery of projects on the National Cycle Routes and those such as the Greater Broads Cycling Country project, will benefit public health and well-being and the environment.

CASE STUDY

MARKET TOWNS
A vital part of the East

The market towns of Norfolk and Suffolk are diverse in their activities, economies and transport provision. They are a vital part of our economy, being home to countless businesses providing local employment opportunities for thousands of people as well as providing many distinctive retail and tourism offers. Norfolk County Council is embarking on a number of Market Town Network Improvement Strategies. Many of Norfolk’s market towns and larger villages have a considerable amount of planned housing and employment growth identified. Addressing the transport pressures this growth will bring is vital to facilitate the economic prosperity of these towns and villages and, as such, planning this ahead of growth allows Norfolk County Council to respond accordingly. These transport strategies will identify the most effective transport improvements to support future planned growth and help address transport issues such as congestion, enhancements to safety and access to public transport.
MAKING IT HAPPEN:
COLLABORATING TO GROW

We are at the start of our journey and we are ambitious. Local and collaborative delivery is important, having the potential to make a real difference and we need the skills, experience and resources from a number of new and existing partners to help bring our ambitions to fruition.

One of our first actions will be to broaden our dialogue and engagement to develop the momentum necessary for delivery. We will collaborate with partners to determine our strategic priorities for delivery, with this dialogue being informed by the Norfolk and Suffolk Economic Strategy. We will collaborate with informal stakeholder groups to stimulate specific issue debates and encourage innovative and creative partnerships to help accelerate delivery. We must bring forward strategic investments, through collaboration, to not only unlock growth in the corridors and places they serve but to act as a catalyst to other interventions for further, integrated improvements.

Together with partners we will:

• Work up and publish a three-year Delivery Plan, in line with strategic funding timescales, to support this strategy. It will show what we propose to deliver, how we propose to do this, and by when.

• Work across sectors to enable collaboration on increasingly common requirements for technical know-how and access to new markets and techniques that might once have been more distinct, such as telecoms and logistics.

• Work between public and private sectors to explore innovative approaches to funding and finance, driving returns on investment in infrastructure.

• Work with other regions on regional, national and international opportunities through Transport East.

Our Delivery Plan will not start from scratch. While development of this strategy has enabled us to take a long-term look at the interventions required, it has also confirmed the value of many of the projects we have already been working on. The Delivery Plan will also detail how we will measure success considering delivery against key, relevant ambitions in the Economic Strategy, assessing how emerging transport outcomes contribute to those aims.

We will be successful when our transport network, in all its existing and future forms, is recognised as a seamless enabler, helping our business and communities thrive and helping to make the East one of the UK’s most attractive places to do business, live, learn, work and visit.