

Great Eastern Main Line Taskforce

The Business Case

Release the Potential

£476m

investment
needed

Delivers
£1.3bn
capital
investment

£4.5bn

economic
potential

More than
£75bn

GVA
by 2026

Journey time
savings

£9m

p.a.

November 2014



Great Eastern Rail Campaign

Delivering better, faster trains for Essex, Suffolk and Norfolk

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Crowded Liverpool Street Station today with demand expected to increase by 52% over the next decade

“ East Anglia is one of the fastest growing regions in the country and is establishing itself as a world leader in science, technology and manufacturing. To support this growth we need to have modern, efficient rail services and improved connections. ”

Prime Minister, House of Commons, April 2014



David Cameron, Prime Minister

Introduction

The Chancellor came to East Anglia in November 2013 and agreed that the Great Eastern Main Line (GEML) rail service wasn't good enough. Services are over-crowded, delays are too common and our railway's outdated infrastructure is becoming a barrier to growth. Passengers feel they pay too much for the services they receive, and expect better.

He asked us to lead a Taskforce that would define how we could have a faster, better journey between Essex, Suffolk and Norfolk; to provide a rail service that is fit to meet the demands and ambitions of our international 21st Century economy.

We started work immediately and are very grateful to all those who helped with our analysis, and in shaping our recommendations. Here, we give strong and compelling evidence that "Norwich in 90" can be achieved, and how it can be done. Our proposals will deliver the high-performing, high-quality, world-class rail service commuters and businesses in the region deserve. Our strategic plan to upgrade infrastructure, alongside new rolling stock and timetable changes, will unlock the economic potential of the region and add up to £4.5 billion to the economy.

The package can be delivered for £476 million. The benefit-cost ratio is clear with £9.50 generated for every pound invested, providing a benefit cost ratio of between 8.6 to 9.5.

The Chancellor's decision for this Autumn Statement is simple: we ask him to confirm the infrastructure improvements needed to unlock the economic potential of the region through faster and more reliable services; and provide for new rolling stock on the Great Eastern Main Line for better journeys.

Our three counties are important. Our region currently generates £60 billion in GVA for the economy each year – expected to increase to £75 billion per year by 2026. It is also one of only two net contributor regions to the Treasury. Over the next decade, our region will experience considerable housing, employment and economic growth. 205,000 new jobs and 184,000 new homes will lead to some of the fastest rates of passenger growth in the country.

Our economy, built on the success of innovative and dynamic businesses, is also growing and carries even more potential. We could be the California of Europe yet we have some of the oldest trains in Britain and our passengers pay some of the highest fares to subsidise other lines in the country. Our rail service is over-crowded, the infrastructure is not resilient to failures. It is as quick to go 225 miles over land and sea from London to Brussels as it is to travel on the train from London to Norwich, half the distance.

We can't go on like this.

The Government is rightly putting more investment into rail than since Victorian times. Other regions receiving new rail infrastructure are reaping the economic rewards of this investment. Passengers and businesses across our region are now calling for a fair deal for East Anglia - including Essex - and new investment in rail infrastructure and services to support growth in our region.

The case to invest in our region is compelling and a fair deal can be delivered through the forthcoming new franchise specification and Network Rail's Control Period Six (CP6). This Report asks the Chancellor to recognise our strong and compelling case for investment, in particular the need for new infrastructure to underpin the delivery of better services and meet growing passenger demand, as well as new rolling stock, and we point to the overwhelming cost benefit case for doing so.

Without these improvements, service quality will decline and our current carriages are not compliant with the accessibility regulations which apply from 2020. Missing this crucial opportunity for investment will stifle growth and run our service into the ground, condemning passengers to at least another decade of misery.

In setting up the Taskforce, the Chancellor recognised the importance of reliable and fast rail links to and from East Anglia. He provided crucial support for a refresh of the current intercity carriages, which will see upgraded vehicles start to enter service in Spring 2015. He now has the business case for necessary long-term investment, endorsed and supported by thousands who need a modern and efficient rail service.

The Great Eastern Rail Campaign has gained strong momentum since its launch this summer. Over 100 of the region's most senior business and education leaders are supporting us, representing more than 111,000 employees and students across Essex, Suffolk and Norfolk. Over 1600 commuters and rail users have joined the online campaign.

We ask the Chancellor to give us this investment and, with it, the massive vote of confidence this region needs and deserves.

Chloe Smith



Chloe Smith MP

Mark Pendington



Mark Pendington
Chairman, New Anglia Local Enterprise Partnership

Release the Potential



Key: ● Growth Locations

----- Great Eastern Main Line (GEML)

----- Branch Lines

Map not to scale

Releasing East Anglia's Economic Potential

We are ambitious to transform the vibrant and dynamic economy of Norfolk, Suffolk and Essex and to further establish East Anglia as a centre of global business excellence.

With a combined population of three million, Norfolk, Suffolk and Essex are already renowned for their quality of life with spectacular coast and countryside, generating £7 billion a year in tourism alone.

We are also vital to UKplc - being one of only two net contributor regions to the Treasury. We also generate an annual GVA of almost £60 billion - expected to increase to £75 billion by 2026 - and boast global expertise in key sectors from financial services to agri-tech, life sciences and energy.

We are home to Europe's biggest insurance cluster with Aviva, Axa, Marsh, Legal and General and Willis Group; BT has its European research and development headquarters here; it has the UK's largest container port and our energy coast has £50 billion of potential investment for nuclear, gas and renewable energy production.

We are leaders in innovation, research and education – Norwich Research Park is one of Europe's biggest concentrations of research in environment, health and plant science; the Knowledge Gateway at the University of Essex is set to become a leading location for research and business; and in Chelmsford Anglia Ruskin's newly opened Business Innovation Centre for medical and advanced engineering, will nurture fledgling ventures to market.

Our region is set for significant growth. And we have the potential to contribute much more.

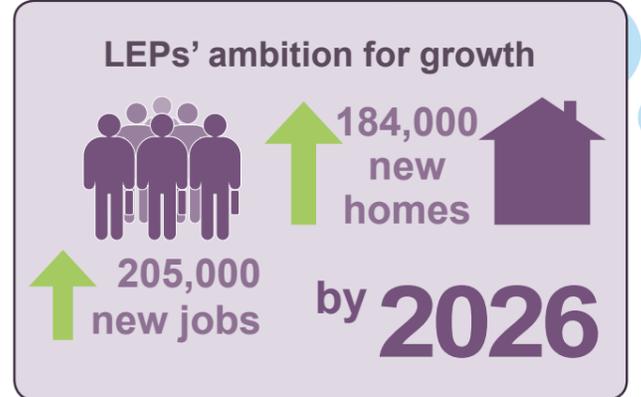
Our region is one of the fastest growing in the UK and we want our economy to contribute more to UKplc.

New Anglia LEP and South East LEPs' ambition is to create 205,000 new jobs and build 184,000 new homes by 2026. This future growth depends on East Anglia being a mobile and accessible economy. We are full of innovation, talent, entrepreneurship and ideas and we want this to be a destination of choice for businesses at home and from abroad. And we see significant benefits for thousands of small and medium sized businesses and our extensive supply chain network.



Mark Pendlington on the day of the announcement of the New Anglia Growth Deal July 2014

The Great Eastern Main Line is crucial to that success



Great Eastern Main Line – the golden thread running through our economy

Fundamental to success is the quality and reliability of the GEML. It's the golden thread that runs through our economy and is a vital link for customers and commuters as well as for employees, visitors and students. It must be a standard bearer to the world that inspires business confidence in East Anglia.

The Government has already recognised our potential; awarding City Deals for Ipswich and Norwich and a Growth Deal that will see millions of pounds invested in new roads, colleges and skills, greater business support and better broadband.

East Anglia is open for business, for access to great education and skills and for world-leading research and innovation. We have the potential to be the California of Europe, but we need the Government to invest in that potential. In turn we will deliver an excellent rate of return and exploit our full potential both at home and abroad.

Taskforce Targets Improvements

Chancellor's Invitation

The Chancellor visited East Anglia in November 2013. He saw at first hand our vibrant and dynamic economy and met many of those who are driving growth, securing and creating jobs, growing skills and who are competing and winning in the global marketplace. With a total population of three million, the value of our economy is £60 billion a year to 'UKplc' - expected to increase to £75 billion per year by 2026. We are also only one of two net contributor regions to the Treasury.

He agreed that modern and ambitious economies like East Anglia - including Essex - needs to be accessible and mobile: for customers, commuters, visitors and everyone who lives and works here. It is how we stay connected locally, as well as have easy access to London, the rest of the UK and the wider world.

Which is why the Chancellor recognised that the Great Eastern Main Line rail service isn't fit for purpose.

As this Government invests more in UK rail than since Victorian times, passengers and businesses are now calling for a fair deal for East Anglia

He asked for a Taskforce to define how we could have a faster, better journey time between Essex, Suffolk and Norfolk; to provide evidence of the economic benefits to be had from investment in the railway; and to report back to him with recommendations by October 2014.

Taskforce focusses on priorities

Work began immediately.

The Taskforce included MPs, business leaders, the train operator Abellio Greater Anglia, the Department for Transport and Network Rail. It was supported by an expert Working Group that provided technical advice and information. The Taskforce's work built on the united partnership across the counties which had already authored the 2012 *East Anglian Rail Prospectus*, including cross-party support of 36 MPs, three LEPs, 30 local authorities, 19 rail user groups and six business groups.

The focus was on short-term improvements as well as on the quality of service we require in years to come. With negotiations for the new Great Eastern rail franchise beginning early in 2015, with a new 10 year contract in place from October 2016, missing this crucial opportunity to make the case for service improvements and investment will risk stifling growth and run our service into the ground, condemning passengers to at least another decade of misery.

Our Aim

- A regular rail service between London and Norwich of 90 minutes in total
- Maintaining, improving and enhancing current connections and services

What's non-negotiable

- Overall reliability and performance of the route can't be compromised to reduce journey times
- Overall capacity of the route must be maintained for passengers and freight
- Improvements must represent value for money

Our Focus

- **Rolling stock** (what can be done to improve or replace rolling stock)
- **Infrastructure** (what needs to be done to improve line speed, including how best to minimise speed restrictions at level crossings without compromising safety; and is the quality of track good enough);
- **Timetable** (options for improving running times but without reducing passenger service standards and assessing the impact of freight services)

Passengers want:
Chelmsford 25 mins
Colchester 40 mins
Ipswich 60 mins
Norwich 90 mins



George Osborne with Chloe Smith MP in Norwich

"I am absolutely behind the region and that's why I've set up the East Anglia Rail Taskforce to see how we can build on the excellent work by Chloe Smith, Ben Gummer and Priti Patel and set our sights on getting to 'Norwich in 90'"

Chancellor George Osborne



Priti Patel MP at Witham station

Great Eastern Rail Campaign

Delivering better, faster trains for Essex, Suffolk and Norfolk

Our Ask...

£476m investment to improve essential infrastructure - including track, signalling and overhead line equipment

New faster and improved rolling stock to be included in the new rail franchise tender

Level crossing upgrades without compromising safety (from CP5 funds)

Improved capacity and better timetable to give an hourly 90 min service to Norwich, with benefit along the line

Short-term improvements to improve facilities and passenger comfort

Electrification of the Felixstowe-Nuneaton line to support the UK's biggest container port and to release capacity for passenger services between Ipswich and London.



George Osborne meeting employees at Ransomes Jacobsen in Suffolk

Progress and Momentum

For decades, travellers and campaigners have been demanding improvements to our rail services. "Norwich in 90" has been our ambition – but to this point only a dream.

The Taskforce has worked at great pace to gather evidence and case studies and to make the overwhelming case for Government investment.

Our voice has been heard loud and clear. Now is our biggest opportunity to win support and investment.

We're asking for a fair deal for Essex, Norfolk and Suffolk, and in return we are promising to drive growth, deliver better skills, build new homes and attract more investment from around the world.

Our unique and specialist global expertise in innovation, research and clean technology has the potential to make us the California of Europe – just one very good example why our region needs to be an accessible and mobile economy, open to the world.

Our rail service is essential to transforming our economy and keeping our region as a great place to live and work.

This is a once in a lifetime opportunity; we ask the Government to grasp it.



George Osborne addressing the Chambers of Commerce, at Dunston Hall, Norfolk in November 2013

The Challenge

The GEML has suffered for too long from the effects of under investment.

The key issues for passengers are that trains are slow, crowded and unreliable. The GEML has some of the **UK's oldest carriages** (average age 25 years) and is **one of the slowest main lines in the UK**. The average speed of services on the GEML from London to Norwich is **63mph**. This means locations along the route are at a competitive disadvantage compared to other centres in the UK. It takes less time to travel from London to Stoke on Trent (146 miles), London to Nottingham (126 miles), and from London to Bristol (118 miles) than it takes to get from London to Norwich (115 miles). A journey from London to York, a total of 188 miles, only takes six minutes longer than it does to travel the distance from London to Norwich.

The current performance of the GEML services is amongst the worst in the Greater Anglia franchise.

The current public performance measure for Greater Anglia inter-city services highlights the relative poor performance with only 84% of trains running to time against a target of 93%. This reflects the issues associated with operating older carriages and infrastructure which is in need of investment.

Our trains are already overcrowded.

Thirty million passenger journeys are made annually on the GEML (excluding Metro services south of Shenfield). Currently 18% of passengers arriving at London Liverpool Street in the morning peak hour already have to stand. Forecasts show that demand for rail travel on the GEML into Liverpool Street from stations

in Essex is expected to grow by 52%, with demand from stations in Suffolk and Norfolk expected to grow by 32%.

Our rail network also operates with some of the lowest subsidies in the country; Greater Anglia is the second least subsidised railway company in the UK, receiving only 1.5 pence per passenger mile, against a national average of 12.5 pence per passenger mile. The level of investment for GEML services is disproportionate to the costs that commuters and passengers pay, delivering **poor value for money** for passengers using those services.

The current constraints on the road and rail networks within the GEML corridor provide a **very real barrier** to realising the full growth potential across the area. It is therefore of vital importance that the proposals to improve the GEML in terms of infrastructure and service provision are progressed, otherwise there is a **very significant risk** that the growth potential in the corridor will not be achieved.

We need investment now.

Status quo is not an option and we cannot afford to lose out on this opportunity to secure the much needed investment for the GEML to unlock economic growth. Without investment in journey time improvements included in Network Rail's Control Period 5 (CP5) Delivery Plan and investment in infrastructure and new rolling stock included in Network Rail's CP6 Delivery Plan, we won't get another opportunity like this for at least another 10 years.



“ The region's long-term wealth and prosperity depend on a reliable, fast link to the City of London. Not just from the few hubs on the Norwich to London route, from all points in East Anglia... rarely does a day go by without some impact to commuters' journeys caused by the worryingly high number of train faults and infrastructure failures ”
A GEML commuter

“ Two days in row where services have been disrupted by terrible rolling stock and yet another points failure. Two days in a row the 6.24 Norwich - London service has been cancelled ”
A commuter from Norwich

“ We are saddled with old rolling stock, delays, and a lack of proper service ”
Regular rail user

“ I have recently moved to the area and the poor service has forced me to give up my well-paid job in London. I am now trying to find new employment locally, which is proving very difficult. My new home has greatly improved my quality of life; however, I may be forced to relocate should I not find a suitable role locally. ”
Rail user based in Tendring

“ It is as quick to go 225 miles over land and sea from here to Brussels as it is to go half the distance on the train to Norwich. East Anglia needs investment in better, faster rail infrastructure. ”

Chloe Smith MP, House of Commons, April 2014

The Plan

Our Plan would see a regular, more reliable rail service between London and Norwich with a **headline journey time of 90 minutes and no reduction in current stopping patterns.**

Delivering this will require:

- Changes to the timetable, including an additional service per hour and changes to freight paths.
- The introduction of a new fleet of rolling stock with faster acceleration and deceleration, as part of the new Greater Anglia franchise.
- A package of improvements to the route's infrastructure, including line speed and quality of track, to enable faster running services up to 110mph.

Action on all three areas will be required to deliver "Norwich in 90". Our research has identified that approximately half the journey-time savings can be achieved through changes to timetables and rolling stock. The remaining journey time savings will require investment in the railway infrastructure, specifically by increasing line speeds, where appropriate, to 110mph from the current maximum of 100mph.

It is important to note that achieving Norwich to London in 90 minutes will provide significant benefits along the whole GEML corridor, including; additional, faster and more regular services, a higher quality travelling experience and pro-rata journey time savings to all stations along the route including Ipswich, Colchester and Chelmsford.

Our infrastructure proposals have been costed at £476m and offer **"very high value for money"** as classified by the Department for Transport.

We also need the Government to include the provision for new and improved rolling stock as part of the specification of the new long-term Greater Anglia franchise tender, to be announced in 2015.



I am utterly supportive of this campaign to improve particularly the rail journey time between London and Norwich to 90 minutes. It's a challenge on no small scale but worth every effort over the years to come.

GEML Rail passenger

The Investment Opportunities

Delivering the Great Eastern Main Line improvements will **generate £4.1bn** in direct economic benefits, rising to **£4.5bn** once wider agglomeration and productivity benefits are included.

This compares with a cost of £476m – delivering a Benefit to Cost Ratio of between 8.6 and 9.5 – both of which represent **very high value for money.** In comparison, the planned HS2 line is expected to deliver a Benefit to Cost Ratio of 2.3.

Further research has shown the investment will also unlock an **additional £1.3bn of capital investment** along the route.

A total of 3,145 full-time construction jobs will be created by investing and improving the GEML.

The proposals will create 8,200 new jobs in Norwich, just under 10,000 new jobs in Ipswich, some 16,000 new jobs in Chelmsford and 14,000 in Colchester.

In turn it is estimated that council tax revenue will increase by £15m annually while business rates will increase by £10m per year.

The financial benefit of **journey time savings are estimated at £8.9m annually** for residents and business passengers along the route. Over a 30-year-period this is equivalent to total journey time savings of £276m.

Considering the wider impacts of the scheme it means that for **every £1 invested to upgrade the GEML a return of £9.50 is generated.**

All of the assessments show that this scheme is capable of generating very high value for money and therefore should be progressed for implementation as a priority.



Felixstowe, the UK's largest container port handling 40% of national container traffic.

I hope you're successful. 2 hours for a 100 mile journey just makes no sense. Birmingham and Bristol are also 100 miles from London and both will soon have a journey time to London of one hour. It's a shame East Anglia is always at the bottom of the pile for investment.

Rail Passenger



The Great Eastern Rail Campaign

Business, education and stakeholder support.

In July 2014, the Great Eastern Rail Campaign was launched, encouraging all rail passengers and businesses to ask for greater investment in the GEML. A campaign website was created and supported by an extensive poster and leaflet campaign at all stations along the route. It gained strong momentum and overwhelming support. Over 100 of the region's most senior business and education leaders are supporting us, representing more than 111,000 employees and students across Essex, Norfolk and Suffolk. More than 1600 commuters and rail users have joined our online campaign.

We have the backing of leading financial and professional services businesses such as Aviva, Axa, Willis Group, BDO, PwC and Mills & Reeve solicitors, who rely on the service to connect with business partners, offices and customers in London, across the UK and internationally.

It is backed by commercial agents such as Savills and Arnolds Keys, developers including Targetfollow and construction companies such as Kier Group, who believe increased connectivity will encourage growth in property developments and the redevelopment of key sites in our towns and cities.

It is endorsed by leisure and tourism organisations and businesses such as Visit East Anglia, the National Trust, Newmarket Racecourse and Gough Hotels, which owns landmark attractions including Southwold Pier and hotels in Ipswich and Bury St Edmunds, as an improved rail service will bring more visitors to our area.

Our plan is supported by our colleges and universities including the University of East Anglia, City College Norwich, Norwich University of the Arts, University Campus Suffolk and University of Essex, whose students rely on rail connectivity.

The campaign is also backed by leading retailers such as John Lewis, Jarrolds and the region's shopping centres, as a more reliable and faster rail service will support the growth of our town and city retail centres.

The current train operator, Abellio Greater Anglia is a proactive supporter of (and participant in) the campaign, emphasising both the importance and the timeliness of the initiative.

For a full list of business, education and local authority supporters see appendix 1.



Chloe Smith MP, Ben Gummer MP and Therese Coffey MP with rail campaigners



In 2013 Aviva spent approximately £700k on around 19,000 staff rail journeys between Norwich and London and the trend continues this year. Where our staff need to travel, it is essential that they have a fast and reliable service.

Stuart Wright, Property and Facilities Director at Aviva

I believe investment in the Great Eastern Main Line is a vital step that will ensure the continued success and growth of our operation in Ipswich and therefore help maintain the UK as the world's leading global insurance market. It will also have a significant and positive impact on the many other businesses in the Ipswich and surrounding area.

Mark Parker, Managing Director, Global Services Centres, Willis Group, Ipswich

John Lewis Norwich supports the campaign calling for greater improvements and investment on the Norwich to London, Great Eastern Main Line. Any improvements to accessibility to Norwich, Norfolk and Suffolk as a region is good news for our customers and our Partners and will help to sustain our business success into the future.

Richard Marks, Head of Branch, John Lewis Norwich



More than 1600 rail passengers have joined our online campaign

We believe there is a compelling case for investment in the Great Eastern Main Line.

East Anglia is already a key contributor to UKplc – it has the potential to be the California of the Europe – a regional driver of a national and international economy built on innovation and technology.

Within the GEML corridor, Norwich, Ipswich, Colchester and Chelmsford are already hubs of science, innovation, and new technology, whilst East Anglia's ports have an unparalleled opportunity to develop on the back of the offshore energy industry.

Modern economies need high quality rail infrastructure to support and sustain growth, and to help businesses compete and win in global markets. The Great Eastern Main Line is no exception. We need the rail service to serve our ambitions, not stifle them.

The investment we need will transform the region, generating £4.5bn in economic benefits, unlocking at least £1.3bn in additional growth and creating thousands of new jobs.

This is deliverable, and offers very high value for money, through a package of upgraded infrastructure, new trains and a modified timetable.

Now is the time to deliver a step change for our economy, and for the millions who live and work here. The transformation of our rail service is what we need and deserve.

Norfolk has a fantastic business community and world-class research facilities but these need an effective, efficient and sustainable infrastructure to thrive, be competitive and remain a key force in sustainable growth for the UK economy.

Andy Grimby,
Senior Partner, PwC Norwich



Birkett Long LLP is one of the largest law firms in Essex. Our 21 partners and over 150 employees play an important part in the local economy. Reliability and capacity of the rail link between London and Ipswich has the potential to boost economic development in Essex and in the whole Eastern region.

Birkett Long LLP, Essex



Stuart Wright
Property and Facilities Director

Aviva is a global business and an effective transport infrastructure is critical to our operations – particularly in Norwich where we employ a considerable number of people.

Whilst we are increasingly using technology to both support collaboration and reduce travel, there is a degree of direct contact and team-work that will always be vital. Efficient rail links between London, our international transport hub and Norwich, is increasingly important for the Eastern region to remain competitive and attractive to organisations serving a world-wide market.

We appreciate all support in ensuring the region works together to improve the rail network.

In 2013 Aviva spent approximately £700k on around 19,000 staff rail journeys between Norwich and London and the trend continues this year. Where our staff need to travel, it is essential that they have a fast and reliable service. Equally important is that they can use the travel time to best effect – improved, free Wi-Fi and electric sockets are a pre-requisite.

We appreciate the provision of faster services at 7.40 returning at 17.00, but would welcome additional services with similar journey times.



Derek Buchanan
Kier Services Development Director, Highways

Kier is a leading UK construction, services and property company, which employs a significant number of people in the East Anglian region, on projects including the Suffolk Highways maintenance contract, the construction of new schools in Chelmsford and Ipswich and the remodelling of the City College in Norwich.

We very much support the Great Eastern Rail Campaign, which will improve transport infrastructure and as such act as key enabler for enhanced growth and future prosperity. Reducing journey times and congestion will improve the quality of life and make the region more attractive for business, which in turn will

provide a more resilient and sustainable economy as proven in many other parts of the country.

The proposal will mean that we are more competitive and as such will result in more employment opportunities across the region, including the ability for us to attract and retain vital skills in East Anglia.



Mark Parker
Managing Director, Global Services Centres

Willis is a leading global risk adviser, insurance and reinsurance broker. We have a significant operation in Ipswich and it is vital that we are well connected to clients and insurers. We need to be able to access both the London insurance market – which is at the heart of the world's insurance industry – and our central London operation quickly and easily. This access is necessary for the success of our daily business operations where our people are required to travel between Ipswich and London. It will also help ensure that we attract talent to our offices in both locations.

Investment in the Great Eastern Main Line between Liverpool Street and Norwich will help deliver a more reliable, quality and efficient train service. I believe this is vital step that will ensure the continued success and growth of our operation in Ipswich and therefore help maintain the UK as the world's leading global insurance market. It will also have a significant and positive impact on the many other businesses in the Ipswich and surrounding area.



Neil Miles,
Managing Director, Ipswich

I cannot stress strongly enough the importance for businesses of supporting the Great Eastern Rail Campaign. Joining will bring about real change to the rail services we depend on for our rail connection to London, and beyond. Investment in GEML is vital because it means we can showcase all that's great about doing business with firms in the Eastern region, so the campaign has my full backing.



**Councillor Graham Newman
Cabinet Member for Roads,
Transport and Planning**

This Government recognises the vital importance of strong rail links and main lines that are fit for purpose, especially on key routes such as those between Stowmarket and London. It is essential that we work jointly with our partners in the Taskforce to urge central Government to deliver the very best rail services for the sake of Suffolk's and the region's economy – one of the few net contributors to HM Treasury.

Suffolk's businesses and residents deserve an excellent rail service, which will bring widespread benefits to both the economy and all travellers.

We are committed to working as part of this Taskforce – and alongside the rail industry to identify opportunities that will improve services and drive forward the local economy.



**David Burch
Director of Policy**

The Great Eastern Main Line cuts through the heart of Essex linking our only city – Chelmsford – and the country's oldest recorded town – Colchester – directly to the capital. It is a vital artery for businesses, commuters and residents alike and Essex Chambers of Commerce fully support the Great Eastern Rail Campaign in its aspirations to deliver better and faster trains to its users. With the county's economy continuing to grow we believe the proposed improvements are essential to both protect existing jobs and help create new ones along the lines length and in the communities it directly and indirectly serves.



Essex County Council

Essex, Suffolk and Norfolk have a common interest in the improvement of the Great Eastern Main Line. We wish to see investment in infrastructure to meet the growing demand for rail travel, significantly reduced journey times for all passengers, and upgraded rolling stock that provides passengers with an improved journey experience.

Essex County Council continues to fully support the work of local MPs, Norfolk and Suffolk County Councils and the New Anglia LEP to secure the much needed investment in the Great Eastern Main Line.



**Jamie Burles
Managing Director for Abellio Greater Anglia**

Abellio Greater Anglia is fully supportive of the Great Eastern Rail Campaign. We are passionate about securing and delivering major upgrades for the Great Eastern Main Line. The next year provides a crucial window to influence major investment decisions which will affect future improvements to rolling stock and infrastructure, through the next franchise letting process and Network Rail's Route Study strategy.

The collective business, economic and regional case being made by passengers, businesses, local authorities, politicians, other stakeholders and ourselves (as the current train operator) is compelling. Our network and our region clearly justify the major investment in rolling stock and infrastructure being proposed. We will continue to play a positive role in improving services in the short term, with enhancements such as the refresh for the intercity trains, as well as helping to shape long term plans. With the right investment, we can achieve a service on the GEML of which the region and the railway can be proud and which hugely benefits passengers, businesses and communities across East Anglia.



**Robert Gough
Managing Director**

I have a hotel business in Suffolk and our growth is hampered by poor rail service in the region.

Much of my mid-week business comes from London and is reliant on a good rail service and too often I see business people arrive at our hotel grumbling about the railway. At weekends we attract leisure guests from the whole of South East England. We would attract many more from London if we did not have to tell them that they will have to rely on a bus service back to London.

We estimate we could increase turnover by 4% per annum with an improved service. Please invest now!



**Andy Grimbley
Senior Partner, Norwich**

Norfolk has a fantastic business community and world class research facilities but these need an effective, efficient and sustainable infrastructure to thrive, be competitive, and remain a key force in sustainable growth for the UK economy.

Upgrading infrastructure helps to bring further investment to any area and this, in turn, has beneficial impacts beyond the business community.



**Amy Starkey
Regional Director – East,
Jockey Club Racecourses**

As one of the biggest visitor attractions in East Anglia, Newmarket Racecourses is committed to supporting the improvement of railway services in East Anglia. We are fully behind the Great Eastern Rail Campaign.

Each year a third of a million people come to the two racecourses. Not only would the region benefit if public transport encouraged more visitors, but better links would lead to more of our current visitors using the train.

While many race-goers attend from within East Anglia, a large number come from beyond the region especially London. If the railway service is more convenient, we would anticipate increasing numbers at the major horse racing events.



**John Dugmore
Chief Executive**

An upgraded rail infrastructure and better quality trains are fundamental to the continued and future success of business across Suffolk and Norfolk. That is why this campaign is so important and why its success will build on the foundations of our economic prosperity.

It is vital that commuters to London and those visiting our counties either on business or leisure can do so in a way that Norfolk and Suffolk deserve. We need people to be able to arrive at their destination in good time, without delays, in comfort and on modern and reliable rolling stock properly equipped for business use. That is why Suffolk Chamber and firms across the county are getting behind this campaign.

John Lewis

**Richard Marks
Head of Norwich Branch**

John Lewis Norwich supports the campaign calling for greater improvements and investment on the Norwich to London, Great Eastern Main Line.

Any improvements to accessibility to Norwich, Norfolk

and Suffolk as a region is good news for our customers and our Partners and will help to sustain our business success into the future.



**Brenda Arthur
Leader of Norwich City Council**

Norwich is an expanding centre for business, industry and tourism and has all the ingredients it needs to make a major contribution to the UK's growth over the coming years.

Improved infrastructure and fast and efficient public transport services are a vital component in helping the city realise its potential. This campaign will show how important investment in the Great Eastern main line is for our area and its economy as a whole.



**Richard Lister
Provost and Chief Executive,**

A faster, more efficient and higher quality rail service is essential to support the future growth of the University in Suffolk. A high proportion of our students are regular rail users, as are our staff particularly to London but also in the other direction to Norwich and Cambridge. In order to continue to attract students not just from across the UK but internationally and to ensure that our staff have reliable and rapid access to the internationally important academic communities in London, Cambridge and Norwich it is important that investment in this region is prioritised. The eastern region is the hub of the knowledge based economy of the UK and its transport systems should reflect the importance of this to the UK economy.



**Professor Dave Muller
Principal**

A faster and more reliable train service would enormously benefit Suffolk New College. There is a need to recruit and retain excellent teaching staff often in shortage areas and greater access to and from London would greatly assist this process. Improved access to London would also increase the opportunities for our progressing students to secure high value jobs whilst remaining within Greater Ipswich and hence contributing to our economy.



Stephen Britt
Managing Director, Debenham, Suffolk

As a businessman I regularly use the GEML to attend meetings in London and I am fully supportive of all efforts to improve the service. Apart from reliable, fast and half-hourly trains from Stowmarket, there is also an urgent need for better Wi-Fi, power points for portable equipment and decent lavatories. In addition, the necessity for me to work en-route would be helped if an airline style booking system was introduced as well as a sensible discount scheme for frequent 'off-peak' business travellers.

New trains and carriages can't come soon enough!



Caroline Williams
Chief Executive

Improvements to rail infrastructure in Norfolk has lagged behind the rest of the UK for many years and to ensure Norfolk businesses remain accessible and competitive, we need a faster, more reliable service. The upgrading of lines, overhead cables and quality of track are vital, together with higher quality rolling stock, with more capacity and automatic doors. An improved rail service between Norwich and London, will better enable the Norfolk business community to deliver economic growth and jobs.



Brendan Keaney
Artistic Director and Chief Executive

From 2015-18 the Arts Council England announced in July that it will be investing over £2.4million in DanceEast to deliver an dynamic programme of work from its iconic building base the Jerwood DanceHouse. This represents a huge vote of confidence, not just in DanceEast but also in Ipswich as the creative heart of Suffolk. We believe that growing the cultural capital of this town will not just make it a better place to live and work, it will also develop Ipswich's reputation as a visitor destination. We want to deliver the maximum dividend on the Arts Council's investment, but this requires we provide the full package, which includes artists and audiences having access to a high quality, fast and reliable rail service that matches the ambition of our plans.



Toby Coke
Chairman of Norfolk County Council's
Environment, Development & Transport Committee

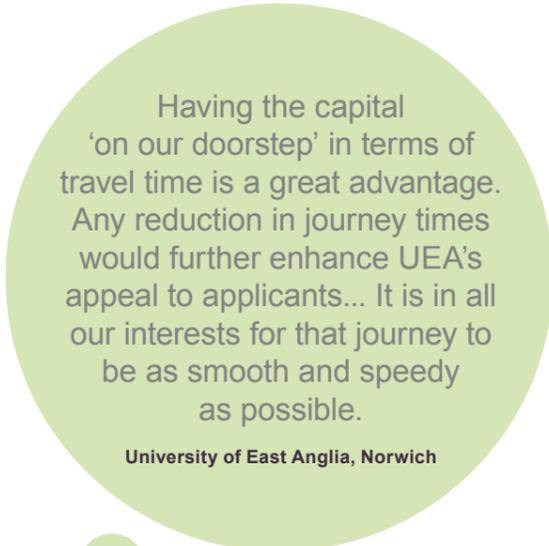
Investment in the London to Norwich Main Line can deliver big economic benefits along the whole route, and at a fraction of the cost of HS2. We must not let the Great Eastern Mail Line be the Cinderella rail service once again while billions is invested elsewhere.

This campaign will be a powerful voice for Norfolk, Suffolk and Essex, and for all those passengers who deserve fast, reliable, modern services, rather than a railway that seems to be stuck in the last century. Norwich in 90 minutes from London remains a key improvement target, and Norfolk County Council is fully behind this campaign.



Peter Mitchell
Group Managing Director, Norwich

Jarrold believe the campaign to upgrade the London to Norwich rail line is vital to the success of our business and the success of the wider Norwich economy. As a Norwich-based business, our connections into London are essential. My team travel every week to and from London, and we have visits to Norwich even more frequently to Norwich from our suppliers and business partners. Poor journey experience adds to the unwelcome perception that Norfolk is remote, insular and frustrating to do business with. Norwich in 90 is a realistic objective and we strongly support the campaign.



Having the capital 'on our doorstep' in terms of travel time is a great advantage. Any reduction in journey times would further enhance UEA's appeal to applicants... It is in all our interests for that journey to be as smooth and speedy as possible.

University of East Anglia, Norwich



Jon Shooter
Managing Director, Diss

Glazing Vision Ltd is very supportive of the Great Eastern Rail Campaign because as a business it would benefit us greatly to have a more efficient service. 80% of our clients are London based and we use the train service weekly to visit clients. I myself have been left frustrated many times on the train from Norwich to London, late on many occasions and trains breaking down on more than one occasion, extremely frustrating. A lot of my staff spend a great deal of time and money on the train, time which would be better spent servicing our clients rather than on a train.

We are a manufacturer of glass rooflights, we sell to architects mainly based in London, getting them to visit us in Norfolk would be a massive advantage, if we have the network to offer them a quick trip they'd be more inclined to do so.

I often get the train to Paris on business, it is actually quicker to get from London to Paris, than it is to go from London to Norwich!



Birkett Long LLP, Essex

Birkett Long LLP is one of the largest law firms in Essex. Our 21 partners and over 150 employees play an important part in the local economy and in the life of their local communities.

As we have offices in Colchester, Chelmsford and Basildon, transport links down the "spine" of the County are critical for us and for our clients, whether private individuals or businesses. Road congestion means that improvements to the speed, reliability and capacity of the rail link between London and Ipswich have the potential to boost economic development in Essex and in the whole Eastern region. We wholeheartedly support the efforts of the Great Eastern Rail Campaign to make improvements which are much needed and long overdue and have shown our commitment to this and similar initiatives by having one of our partners, David Rayner, on the Greater Essex Business Board and the main board of the South East Local Enterprise Partnership.



Janette McCracken
General Manager, Norwich

An improved rail service in Anglia would have an enormous benefit to Tourism for the region. In addition, delivering the four key aims would also improve commuter experience in the area and encourage more people to travel by rail. As someone who travels by rail considerably the comparison of the speed and quality of the service on Anglia trains is by far a poorer experience than other networks and does not echo the reality of what Anglia as a region has to offer.



Charlie Savoury
Partner, Norwich

The Great Eastern Rail Campaign should be a priority now that the A11 duelling nears completion because it is an equally important initiative. A majority of Larking Gowen's nearly 300 strong workforce rely on having access to this service, whether for commuting to and from work or because it links our two major regional hubs, Norwich and Ipswich. We are keen to see this initiative succeed, beyond the convenience factor, as the cost to our business of turning up late to a meeting due to an unreliable train service goes beyond purely the financial, and starts to damage reputation and credibility. Our clients talk regularly about the remoteness of being in business in the Eastern most corner of the UK, and often cite an improved more reliable and faster rail network as an important element for overcoming this challenge and further opening the door for business in our region.



James Shipp
Partner, Norwich

The Great Eastern Rail main line is important to BDO LLP as it connects our local regional offices with our head office in London. A faster rail link would enable us to connect our clients face to face with our wider network of specialists in the sectors that our clients are based in, therefore increasing the service that we can provide to them.



**George Kieffer
Chairman**

I am delighted to support the Great Eastern Rail Campaign in its quest to secure the investment needed in order to create a faster, more reliable and enhanced rail service on this important line. The Great Eastern Main Line forms a key transport link between London, the country's capital city and the major growth Centres of Chelmsford, Colchester, Ipswich and Norwich, which bisects our sub region here in North Essex/South Suffolk. It is also a major artery for freight traffic from the Haven Ports – Harwich and Felixstowe. Outside Cambridge, these are the economic centres of the East of England which are demonstrating high levels of growth (for example, Colchester being the fastest growing district in the whole of the South East LEP area) and have huge potential for the future, but they need a modern transport infrastructure to sustain such growth. Equally, these centres and indeed the towns and villages along the entire line, supply London with the highly skilled workforce that, with access to a proper rail service, will enable it to continue to forge ahead as one of the world's leading economic hubs. The potential economic returns from this investment in rail is therefore self evident.



**Paul McCarthy
Centre Manager, Norwich**

As a net contributor to the economy we don't normally ask for much, but we need support from central Government in delivering transformative national infrastructure. Great connectivity, be that digitally, or physically by road or rail, is essential to both commerce and quality of life. It provides access, options and opportunity for businesses and local Government to compete for talent, time and investment.

As a business that provides employment to 900 people today and a further 300 were demand to rise, we are supportive of the long overdue improvements central to the Great Eastern Rail Campaign. These will bring growth to Norwich, increased income within the catchment and greater access to our region for tourists and new businesses alike. The opportunity must be taken to leverage value for all of us from the new rail franchise for our region, supported where required through access to national capital expenditure.



**Councillor David Ellesmere
Leader**

We urgently need more investment in our rail line to and from London. For too long we have suffered from dated rolling stock and unreliable service times – putting this right should be a Government priority and will help Ipswich fulfil its position as the regional centre for this part of East Anglia. By working together I believe we can get things done faster and I fully support this campaign.



**Ben McGuire
Commercial Director,
Caterham Technology & Innovation, Norwich**

Caterham supports the Great Eastern Rail Campaign because it is a key part of supporting the growth and expansion of businesses within the region. The campaign is important to Caterham as it makes our business more accessible to customers and suppliers by giving them increased travel options. The current train service, particularly from London, still takes too long and is often full, putting people off of getting the trains completely. An improved rail service would increase our productivity due to a reduction in time spent travelling and making rail travel a more appealing option compared to road travel.



**Tina Moore
Senior Director, Norwich**

Targetfollow Estates Limited is very supportive of the Great Eastern Rail Campaign and seeing the four key aims of the project being delivered. Primarily this is because a significant proportion of our key business meetings and transactions are carried out with corporate organisations in London, with frequent weekly business trips by members of our team. This would also assist us with recruiting professional staff from further afield, who may consider joining our organisation if journey times were shorter. Therefore, an improved rail service will have a direct impact on time resource, recruitment and employee wellbeing. A positive outcome in this respect would be most welcome by Targetfollow.



**Simon Watson
Partner, Norwich**

The improvement of rail links between Norwich and London is vitally important to both Lovewell Blake and our clients. The continued economic growth in our region is becoming increasingly reliant on business opportunities, both nationally and internationally, needing to be accessed via the Capital. Improved travelling times can greatly enhance the actual and perceived attraction of doing business with Norfolk businesses and facilitate attracting the calibre of people required by employers in our region.



**Ben Cowell
Regional Director, East of England, Blickling**

The National Trust is happy to support the Great Eastern Rail Campaign. The East of England boasts some of our most special landscapes, from historic mansions like Blickling Hall (just north of Norwich) to the spectacular North Norfolk coastline. For too long these places have simply been out of reach. A faster, more reliable train service will help to encourage more people to discover for themselves what Norfolk and the other Eastern counties can offer – whether for business or for leisure.



**Steve Wickers
Commercial Director,
First Bus in Eastern Counties and Essex**

First Eastern Counties supports the Great Eastern Rail Campaign because public transport is a key ingredient to help businesses and communities prosper.

An improved rail service will undoubtedly help businesses in the area – it will boost the economy and help to recruit new talent to the surrounding areas.

The campaign is important to First as investment in public transport and infrastructure is essential to tackle ever worsening congestion issues, and it will create opportunities and make Norfolk a more desirable place to live, work and visit.



**Peter Hawes
Managing Director, Norwich**

As a leading employer in Norfolk and Suffolk, Norse Commercial Services has thrown its full support behind the Great Eastern Rail Campaign. East Anglia is Norse's business heartland and it's vital that this region secures the investment it richly deserves, raising standards of rail services to 21st century levels and making our counties more accessible and competitive.

Based in Norwich, Norse Group has national coverage – with a growing workforce of more than 12,500 people across the country. Better rail links are essential to our ongoing expansion, as we continue to create more jobs and generate wealth for the region. Updated train services also ensure that Norse staff feel part of a unified, fast-moving business.

Norse has become renowned as a 'force for good' in the local and regional economies, providing secure employment and offering numerous trading opportunities. We therefore always applaud any initiatives that help this often overlooked part of the country to grow and prosper.



**Stefan Gurney,
Executive Director,
Norwich Business Improvement District**

Norwich Business Improvement District (BID) represents around 700 businesses in Norwich city centre and feels the Great Eastern Rail Campaign is a key to the continued growth and development of Norwich. The campaign highlights the need for central Government to look outside London for economic drivers and regional growth and this comes hand in glove with the key infrastructure support to deliver this. The proposed improvements to the rail network will also support the rich tourism and cultural heritage offering of the region, continue to deliver a high quality of life and allows business to attract and retain high calibre personnel and innovative business and investment.

Norwich BID sees the long overdue works to the region, as levelling the playing field with the rest of the rail network, not as improvements. The Great Eastern Rail Campaign will support the continued growth of £317million in expenditure on day visits to Norwich and the 1.5million average footfall in Norwich city centre supporting retail, bars, restaurants, leisure and cultural business. There is a clear economic case for the national capital expenditure to deliver value to all of the Norwich area in the new rail franchise.



James Mason
Commercial Director,
Norfolk Training Services, Norwich

I am very supportive of the Great Eastern Rail Campaign because for too long Norwich and Norfolk have been made to feel cut off from the remainder of the UK and available economic opportunities.

The campaign is important to Norfolk Training Services Ltd because we partner with and sub-contract from various organisations with offices throughout the country. A faster more reliable train service would facilitate better relationships and ultimately lead to more provision and funding being delivered in Norfolk

A faster and more reliable train service is important because, in business, speed of decision and action together with reliability of supply are vital for success. The train service used by business people should be no different.

A greater capacity to reduce over-crowding is necessary because a better travelling experience will encourage potential passengers. Business people are people first and business second – many would rather not travel than travel uncomfortably.



Clarke Willis
Chief Executive, Anglia Farmers Ltd

The ability for people to travel between London and Norwich within 90 minutes would encourage more business meetings outside the capital city. Subsequently, business executives would be able to realise and experience the offerings of other major cities along the route.

As a major employer of East Anglia we have recently experienced difficulties in recruiting senior members of staff due to the poor train and road links to the region.

This is now being helped with the recent road improvements that the Government has approved and the development of the Great Eastern Railway can only improve the development of East Anglia with the skills and expertise that is needed to ensure that the area continues to thrive; the region is vibrant with a growing innovation in food technology and agri-tech that needs investment to connect to the London hub.

The recommendation for significant investment in the rail link to East Anglia is fully supported by Anglia Farmers Ltd.



Richard Etheridge
Managing Director, Norwich

We at Rogers & Norton Limited are very supportive of the Great Eastern Rail Campaign because Norwich and Norfolk desperately need good fast and efficient rail links to enable Norfolk businesses to sell themselves to the rest of the UK and the world.

This area has always been thought of as a lovely place to live but difficult to get to. The road and rail links have been poor. There are some amazing things going on in Norfolk on the business front but until the rail service is brought up to the standard this makes it that much more difficult for us here in Norfolk.

Having said that I am very optimistic that Norwich and Norfolk has a great future ahead of it and any improvement in the rail service can only help tourism, business and travellers on the service. We will watch progress with interest.

A faster and more reliable train service is important because, in business, speed of decision and action together with reliability of supply are vital for success. The train service used by business people should be no different.

James Mason, Commercial Director,
 Norfolk Training Services



John Whitehead
Managing Director, Norwich

Alan Boswell Group are very supportive of the Great Eastern Rail Campaign and calls on the Government to provide significant investment in the track infrastructure on the, Norwich to London, Great Eastern main line. As a business operating with seven offices in London and across the Eastern Region we recognise the importance of providing greater capacity to reduce overcrowding, a better quality travelling experience and, of course, faster and more reliable services.

Our business provides financial advice, risk management and insurance services to tens of thousands of clients with an independent and personalised approach. With regular meetings held in London we rely on the rail network to provide fast, reliable access to the capital and the ability to provide that one to one service is significantly diminished when rail services become interrupted.

TheClick

Bobby Burrage
Managing Director,
The Click Design Consultants, Norwich

In recent years it has become evermore apparent that the Great Eastern Main Line needs to be significantly improved. Priority upgrades should include the journey time (Norwich to London in 90 minutes), reliability (it's all too often we experience serious delays) and better quality carriages (I travel First Class, which isn't even as good as standard class on some other trains around the UK).

I'm confident that most professional services businesses in Norfolk will share my concerns and will likely be able to add to the list of suggested improvements I make here.

My business, The Click Design Consultants, has been doing business in London for the last ten years and is very much reliant on a good quality and reliable train service. In recent years especially, it's starting to feel like a chore to have to use the service – knowing that it's quite likely I'll be delayed, have to endure mediocre service and for it to take two hours to get in to / out of London. It's just not good enough.

Norfolk's business community is clearly progressing faster than it's train services. It's now time for the Great Eastern Main Line to catch up in terms of service.



Mark Lansley
Chief Executive, Norwich

We are very supportive of the Great Eastern Rail Campaign because many of our suppliers, staff and customers are based in or around London and their journey time, cost and comfort to and from our winery near Norwich is important to them and our ongoing growth.

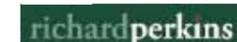


Tim Dodd
Director, Great Yarmouth

As a manufacturing company based on the East coast of Norfolk we support the Great Eastern Rail Campaign because of the positive effect it could have on our business. In particular it would make visits to and by customers from London and the Home Counties and beyond more cost effective, less stressful and more convenient than currently is the case by car.

If the four key aims are achieved then as a company we would make it a policy to use the rail network as a preferred option wherever possible which we believe would result in significant cost savings in our business travel expenditure. It would also show that our geographical position was less relevant to our customers and suppliers than may sometimes be perceived.

I also believe that maintaining and utilizing our existing rail lines and trains is a key part of keeping the UK competitive and environmentally balanced.



Richard Perkins
Richard Perkins Associates, Lowestoft

The lack of a reliable, punctual, good quality main line railway service between Essex, Suffolk & Norfolk and London is detrimental to both business growth and business retention in our region. I strongly encourage all businesses to sign up to the New Anglia LEP Great Eastern Rail Campaign, because through our concerted action we can ensure that Government takes notice and makes the required decisions for major capital investment into the railway infrastructure serving our region, which has been seriously neglected for too long.

MILLS & REEVE

Mark Jeffries
Senior Partner

I am very supportive of the Great Eastern Rail Campaign because it has the potential to do much to improve the impression created by both journey times from London to Chelmsford, Colchester, Ipswich and Norwich. I hope it will also secure an improvement in the quality of rolling stock on the line.

The campaign is important to Mills & Reeve because we are keen to see the corridor along the Liverpool Street to Norwich line developed to its full economic potential. It is critical to the future success of the Norwich and wider Norfolk economy.

It is important that the four key aims of the campaign are delivered because it will play a significant part in diluting the perception of Norfolk as a remote rural back water.

An improved rail service will improve our prospects for recruitment of talented lawyers who might currently be working in the City of London. It will also improve the experience of clients who use the train service to visit our Norwich office.



Federation of Small Businesses

The Federation of Small Businesses supports the principles of the Great Eastern Rail Campaign and believes that improved rail links between London, Essex, Suffolk and Norfolk would help to generate economic growth along the length of the line improving accessibility for commuters and visitors, and as part of the wider transport infrastructure support increased freight movement within the Region and in and out of Felixstowe and Harwich increasing opportunities for businesses in the region to import and export manufactured products.



Bruce Copeland General Manager, Great Yarmouth Port Company Ltd (trading as EastPort UK), Great Yarmouth

I am very supportive of the Great Eastern Rail Campaign because a) the journey time to/from London has not improved since the days of steam trains and b) good transport links to a region are vital for business.

The reason the campaign is important to EastPort UK is visiting customers gain an initial impression of a region on the efficiency of the transportation and directors/shareholders travelling to key meetings need quick reliable links.

On at least 2 occasions in the last 3 months important customer meetings have been disrupted due to late arrival of trains into Norwich.



Mark Goodall Area Manager, Great Yarmouth

As a company working in the Energy sector with an operating base in Great Yarmouth we are very supportive of the Great Eastern Rail Campaign.

London is where several of our clients are headquartered and the current services are totally inadequate. In this day and age travel should be an enjoyable experience whether for business or pleasure.

At present the service between Norwich and London is simply unacceptable in either direction. It is neither quick nor reliable. It is generally overcrowded at peak times requiring passengers to stand for long periods of their journeys for which they have paid handsomely. There is a distinct lack of on onboard facilities, with phone signals and internet unreliable and charging points very rare further lowering the experience.

It's about time rail infrastructure, and infrastructure in general, in Norfolk and Suffolk was to a standard which enabled business to function more efficiently, and in turn, be more profitable benefiting the economy in terms of creating more jobs.

Get into the 21st Century!



Andrew Tayler, Senior Partner, Norwich

The existing rail service is slow, uncomfortable and prone to stoppages; is inferior to competing services; does not encourage individuals and businesses to move to live and work here; and supports the perception of Norfolk as a backwater.

Watsons is expanding and has increased employee numbers by 20%. Delivery of the four key aims is important for our continued growth as they will enhance movement within the region, bring within reach a larger employment pool, enhance Norfolk as a commuter area, and lead to increased demands for our clients' properties and our business's property services.

In particular achievement of the aims will be a major improvement in links with London, improving the image of the County and giving greater access to opportunities for business in both the region and the Capital, thus increasing prosperity in the county.



Stephen Drake Chief Executive, Norwich

Steeles Law Solicitors has its roots set firmly in Norfolk, but also retains an office in Central London to service our commercial clients, many of whom are not based in the local area. We feel that the Great Eastern Rail Campaign is of critical importance to regional companies like ours, who have a strong desire to build and maintain a client base in London and beyond. As a Norfolk based company, we are extremely proud to be part of a thriving local business community, which should not be geographically bound by a poor, expensive and unreliable train service. With the dualling of the A11 currently underway, development of local rail infrastructure must surely be the next step towards linking regional business centres with the capital for mutual economic benefit.



Tim Bishop Chief Executive, The Forum Trust Ltd, Norwich

Manchester to London, distance 180 miles, time on the train just over 2 hours, with plans to cut to nearer one hour, business happiness. Norwich to London 105 miles, time on the train just under two hours, no plans to improve, result business misery.



David Merrick Director, Savills, Norwich

We support the campaign as the railway gives such a poor impression to those travelling to East Anglia to do business. It shows lack of investment which taints everything we are trying to do to get people to invest in major development and infrastructure projects.

For example...major and important meeting at Birketts yesterday with clients and solicitors from London attending. Delayed due to train delays at Colchester. Meeting disrupted. Message they got from taxi driver was that this happens all the time. They question why they are doing business in Norwich.

We work so hard to get people to treat us seriously and take on projects and then they have to 'suffer' the disgusting carriages and regular delays. I don't mind the timetable and length of journey, what I want to see is new rolling stock, smart staff and network rail changing the overhead lines so we don't suffer each summer.

The impression the railway gives is last century, shows the Government are not investing in this area, puts us way behind other areas and when I see what money they are putting in to HS2 it makes me weep. The money they have spent on fees to date re HS2 would have paid for new rolling stock on this line.

THEY MUST CHANGE THEIR RAILWAY PRIORITIES.



Gordon Chetwood Manufacturing Site Director, Kimmerton Confectionery, Fakenham

As a growing and successful business in the heart of Norfolk, good transport links are an essential ingredient. Therefore a significantly improved rail service will have a positive impact on our business.

Many of our customers are based in London and the South East and rely on quick and efficient transport links for their frequent visits to site. An enhanced and efficient rail service into Norwich can only have a positive impact.



Guy Gowing Managing Partner, Norwich

We, at Arnolds Keys are very supportive of the Great Eastern Rail Campaign as it is important to have a fast reliable service to the capital, where a considerable amount of property funding and services are provided from.

It is particularly important to our firm as we deal with a number of national and international clients, many of whom have their head offices or are based in London and easy access is therefore important.

The particular frustration we are experiencing at the moment is lack of reliability with the railway service. This means that if we have a meeting at a set time we need to allow additional hour, to allow of the unreliable rail service. This is a waste of resources and time and adds considerably to our operating costs.

With over 100 staff, we have around 15% that need to regularly travel to London. This therefore means that on average we have around 60 wasted hours in London, which costs our business approximately £6,000 a year by the lack of reliability.

Many of our clients that come travelling from London and the south east would utilise the rail service and they similarly would be adding additional time to their journey to allow for delays corresponding costs to them.



University of East Anglia, Norwich

Ease of travel between Norwich and London is vitally important for the University of East Anglia. A significant number of our 15,000 students come from the South-East and our international students use London as a transport hub. Many of our 3000 staff visit London regularly on business. Having the capital 'on our doorstep' in terms of travel time is a great advantage. Any reduction in journey times would further enhance UEA's appeal to applicants, whilst benefiting our staff and visitors. For many of our partners, our rail service is their introduction to Norwich and to UEA. It is in all our interests for that journey to be as smooth and speedy as possible.



Alex Durand
Chief Executive, Norwich

We support the Great Eastern Rail Campaign because we find it difficult to connect with other South East England based businesses due to the time taken to travel to London. The campaign is important to us as it will reduce the commercial isolation we sometimes feel, encourage more business visitors and employment opportunities. The four key aims are all essential, as an improved travel experience would encourage more travel on the service. We struggle to recruit staff due to poor travel connections, and we would expect to double the number of B2B visits to our facility if rail services were improved. We travel less than we should to meet clients/suppliers in the London area, and if this campaign was successful we would pursue opportunities we are currently missing.



Andrew Dickson
General Manager, A Marriott Hotel & Country Club, Sprowston

The Norwich in 90 minutes campaign will be paramount in the success of all local Hospitality providers in the coming years. It will help to eliminate the common perception that Norwich as a tourism destination is too far for commuters from London and surrounding Counties. Marriott Sprowston Manor Hotel and Country Club provides accommodation for both midweek corporate and weekend leisure travellers.

These two types of guests will experience great benefits from the successful implementation of the four key aims of this campaign. I urge the Government to support funding for this integral campaign to assist businesses within the region in achieving their economic successes.



Denis McEvoy
General Manager,
DeVere Dunston Hall Hotel, Norwich

Dunston Hall fully supports the Great Eastern Rail Campaign as we believe it would bring vital extra business into the city of Norwich.

Norwich frequently misses out on larger conferences and conventions, despite having adequate facilities, due to the slower and less convenient transport options

available to Norwich. Delivery of the four aims of this campaign will make Norwich a more accessible and appealing option for businesses and event organisers.

For us, and also many other hospitality businesses in Norwich, and improved rail service would also mean increased leisure business and an overall better experience for our leisure guests.



Ian Hacon
President of Norfolk Chamber &
Founder of Yellow Brick Road, Great Yarmouth

A fast rail service into London is fundamentally important to business in Norfolk, from Aviva through to a small B&B on the Norfolk coast. It will help access to markets movement of labour and inward investment, as well as safe guarding existing Norfolk jobs as business in an ever changing world look to be more global and agile.

In my own business, Yellow Brick Road, I see London and Cambridge as key markets and unlocking this faster route will make product delivery in London or Cambridge viable without the need for overnight stays.



Sally Ann Forsyth
Chief Executive, Norwich Research Park

For Norwich Research Park to deliver economic growth and jobs it needs to attract companies, investment and high quality researchers to the Park. International and UK connectivity is key to the Research Park achieving these aims and having a fast, frequent and reliable rail service to London and Cambridge is of paramount importance.

Across the Park, more and more people are choosing to commute, network and conduct business worldwide so it is critical that the aims of the rail campaign are met. Norwich Research Partners LLP is very pleased to support the Great Eastern Rail Campaign.

Appendix 2

GREAT EASTERN MAIN LINE TASKFORCE: TERMS OF REFERENCE

Introduction.

East Anglia is a successful part of the UK economy, with the potential to grow and expand. Such growth and expansion would be significantly supported by improvements to the rail network – particularly (although not exclusively) enhanced connections with London.

This summarises the key findings of "Once in a generation – a rail prospectus for East Anglia". This document was the result of significant work and collaboration of stakeholders across the region, and highlights a series of proposals for important rail improvements. A key proposal was improvements to the services between London and Norwich along the Great Eastern Main Line, particularly the reduction of journey times – the so called "Norwich in 90" concept.

The prospectus can be viewed at: newanglia.co.uk

During a visit to the Norwich Chamber of Commerce in November, the Chancellor highlighted the importance the Government places on supporting and expanding the economy of East Anglia. To that end, he announced the creation of a "Norwich in 90 Taskforce".

The Great Eastern Main Line and Norwich-London services

The Great Eastern Main Line (GEML) is an extremely busy, electrified and largely two track railway, running between London Liverpool Street and Norwich, serving several significant towns and cities. The GEML also connects with multiple branch lines, with significant freight movements to/ from Fleixstowe.

Services are operated by Abellio Greater Anglia, under a franchise agreement which is expected to run until October 2016. The Norwich-London service generally operates twice an hour with class 90 locomotives hauling "mark III" coaches.

Off peak hourly semi fast services call at Diss, Stowmarket, Ipswich, Manningtree, Colchester, Chelmsford, Stratford with a total journey time of 1hr 55mins. Off peak hourly fast services call at Diss, Ipswich, Manningtree, Colchester with a total journey time of 1hr 49mins. The fastest (peak) service currently calls at Diss and Ipswich only with a total journey time of 1hr 44mins.

Long term aims and considerations

The Taskforce will be seeking to achieve the key **outcome** of supporting and enhancing the economy of East Anglia. As such it will challenge local authorities and local economic partnerships to demonstrate and build upon the economic benefits derived from improvements to journey times.

It is considered that a key manner of realising this economic enhancement will be by achieving the **output** of "Norwich in 90", comprising:

- A regular rail service between London and Norwich of 90 minutes in total
- Maintaining the current connections and service opportunities
- However, the following considerations will be paramount to the work of the Taskforce:
- The overall reliability and performance of the route cannot be compromised in order to reduce journey times
- The overall capacity of the route must be maintained, for both passenger and rail freight users
- Any proposals must represent value for public money and must be meet the Government's affordability criteria

Shorter term aims

While the Taskforce has the clear aim of achieving "Norwich in 90" it will seek to gain agreement for the delivery of smaller incremental benefits as quickly as possible. This could include (but will not be limited to):

- Tackling speed restrictions connected to the 91 level crossings along the route
- Making use of rail discretionary funding available in the period 2014-2019 (for example, the National Journey Time Improvements Fund) and seeking other contributory funding from outside the rail industry

Schedule of work and alignment to other work

The Taskforce will deliver findings and recommendations in early 2015, thereby providing an important opportunity to influence the specification for new East Anglia franchise. It also means that stakeholders will have an opportunity to comment upon and influence any recommendations which are included in the draft specification.

The new franchise is due to begin in October 2016, with consultation likely to take place during mid 2015.

In addition, the Taskforce's work will be aligned to a series of other key decisions and projects, including:

- Network Rail's Anglia Route Study. During 2014 priorities for future investment in the railway will be identified and developed through this industry process
- The Government is negotiating the extension of the Abellio Greater Anglia franchise from July 2014 to October 2016. It is intended that this period will include the internal refresh of the "mark III" coaches
- New funding for infrastructure will become available for the period 2019-2024
- Work to ensure that rail vehicles are fully accessible by January 2020
- Local highways plans managed by County Councils including funding for work associated with all types of crossing
- Regional Transport plans developed by Local Enterprise Partnerships including funding to support Norwich in 90

Working arrangements

The Taskforce will adopt a strategic role. It will coordinate with local stakeholders, provide overall direction and identify options for funding. It will meet every two months.

It will be supported by a Working Group, comprising government and industry experts. It will identify the factors preventing the key outcome of "Norwich in 90" and provide clear recommendations to the Taskforce. It will meet every month.

The secretariat and project management functions for the Taskforce and Working Group will be provided by New Anglia Local Enterprise Partnership.

Communications

The Taskforce recognises the significant interest in its work by passengers and business across East Anglia and will therefore provide regular updates.

In addition, the Taskforce will hold a stakeholder consultation event in the middle of 2014. This will provide stakeholders with an opportunity to influence the developing work of the Taskforce.

The Taskforce will hold a stakeholder event in early 2015 to launch its findings and explain how they will influence the next East Anglia franchise.

Taskforce members will actively engage with stakeholders along the route, particularly local authorities and local economic partnerships.

Great Eastern Main Line Taskforce Stakeholder and Panel Members

Chloe Smith MP – representing stakeholders across Norfolk

Ben Gummer MP – representing stakeholders across Suffolk

Priti Patel MP – representing stakeholders across Essex (Nov 2013 – July 2014)

Simon Burns MP – representing stakeholders across Essex (from July 2014)

Mark Pendlington, Chairman, New Anglia LEP

Richard Schofield, Anglia Route Managing Director, Network Rail

Jonathan Denby, Head of Corporate Affairs, Abellio Greater Anglia

David Burch, Director of Policy, Essex Chamber of Commerce