

New Anglia Transport Board

Minutes

9:00am-11:00am Tuesday 21st May 2019

Liftshare Office, Norwich

Board Attendance:

- Paul Ager, Associated British Ports
- Ali Clabburn, Liftshare
- David Cumming, Norfolk County Council
- Paul Davey, Hutchison Ports
- Jonathan Denby, Greater Anglia
- Lesley van Dijk, New Anglia LEP
- Nova Fairbank, Norfolk Chamber of Commerce
- Doug Field, Chair, New Anglia LEP
- Ellen Goodwin, New Anglia LEP
- Hannah Grimes, Norfolk County Council
- Graeme Mateer, Suffolk County Council
- Andrew Mower, Federation of Small Businesses
- Richard Pace, Norwich Airport
- Richard Perkins, Suffolk Chamber of Commerce
- Sue Roper, Suffolk County Council
- Jonathan Rudd, New Anglia LEP
- Tracy Savill, Connected Places Catapult
- Rajinder Sharma, Connected Places Catapult
- Chris Soule, Country Landowners Association
- Alan Todd, Federation of Small Businesses
- Andy Walker, Suffolk Chamber of Commerce
- Will Walker, Department for Transport
- Cllr Martin Wilby, Norfolk County Council
- Helen Wilton, New Anglia LEP

Apologies

- Simon Amor, Highways England
- James Bradley, Network Rail
- Cllr Mary Evans, Suffolk County Council
- Paul Horne, Suffolk County Council
- Oliver Starbuck, East Midlands Trains
- Richard Taylor, Network Rail
- Richard Tunnicliffe, CBI
- Steve Wickers, First Group

Key Actions List

Action	Responsible
Offer input from Norfolk and Suffolk on DfT's developing Rural Mobility Strategy	EG
Future agenda ideas to be sent to Ellen Goodwin	ALL

1. Welcome and introductions

DF welcomed attendees, thanked Liftshare for hosting the meeting and congratulated them on being awarded the Queens Award for Enterprise for Sustainable Development. He also noted the successful launch of the Norwich in 90/ Ipswich in 60 service and congratulated Greater Anglia.

2. Minutes and matters arising

The minutes of the previous meeting were approved by the Board.

3. Place Branding: Inward investment and business location offer

Lesley van Dijk, Head of Communications from New Anglia LEP, briefed the Board on the development of new place branding for Norfolk and Suffolk to help promote the area's business location and inward investment offer. The Economic Strategy for Norfolk and Suffolk emphasises the need for consistent place branding and an overarching international offer to accelerate economic growth of our two counties.

The creative brand development phase has been finalised and the LEP is leading on the second phase which includes the development of a digital platform and marketing collateral. A steering group has been set up including economic development officers from both counties and representatives from the counties' Chambers of Commerce to inform this stage.

The new brand will be launched on 25 September 2019 (originally communicated as 26th July) and all meeting attendees were invited to the launch.

LvD asked for feedback from attendees on how they want to use the brand and its associated toolkit.

Nova Fairbank asked how the brand would be linked to existing brands. LvD advised that the Steering Group is mapping customer journeys which includes other brands. This is an umbrella brand amplifying the overall offer. She highlighted that the Department for International Trade has been involved throughout the project and has endorsed the process and place branding.

Jonathan Denby requested that the launch includes clear key messages for partners to highlight and promote.

4. The Industrial Strategy Grand Challenges: Future of Mobility

Will Walker, DfT, provided the meeting with a presentation on the Future of Mobility 'Grand Challenge' and reviewed the latest trends in transport including increased automation, new transport modes, population growth, the ageing society, the sharing economy and changing consumer attitudes.

The meeting was provided with an overview of the impacts of these including the potential to free up land in urban areas currently used for car parks, the potential costs savings and reductions in pollution and the health benefits of the electrification of transport. Issues around the safety of automation, data protection and social isolation still need to be resolved.

The Government has produced a strategy for urban mobility which will be extended to rural areas in the future.

Chris Soule asked when the rural strategy would be developed and expressed concern that this had not yet started.

ACTION: follow up with DfT

Doug Field asked for details of the next steps and was advised that in 2019 regulatory changes should be announced but details are yet to be finalised.

The importance of ensuring that local developments tied in with national plans and policies was noted.

5. The [Connected Places Catapult](#) view

Tracy Savill provided a presentation on the work of the new Connected Places Catapult.

TS noted that the UK was not as good as it could be at developing the ideas developed by universities and the Catapult was looking to address that deficiency and invest in those ideas to reduce costs and improve the overall transport experience.

TS reviewed the work being undertaken by the catapult to address the challenges including reducing vehicle emissions and supporting mobility for the NHS in order to improve the patient experience as well as reduce the number of missed appointments. They are also exploring public sector logistics consolidation.

Autonomous transport is also being investigated which has a number of challenges such as parking and data exchange.

TS was asked how an organisation with an idea would approach the Catapult. She advised that the Catapult does not have its own funding to invest directly but will support where practicable.

6. The importance of changing behaviour

Ali Clabburn from Liftshare provided a presentation on the importance of changing behaviour noting the importance of this alongside infrastructure.

AC advised that transport has now moved up to be the worst emitter of greenhouse gases as the energy sector has reduced its emissions by 60% over recent years.

The biggest source of emissions is commuting which also has the lowest occupancy rates. Journeys are usually 5-50 miles and are predominantly by car.

AC provided an overview of the work of Liftshare and the aim to utilise the spare capacity in cars every day detailing the ratio of drivers to passengers to highlight the issue.

1bn miles have been saved by Liftshare over the past 10 years and the number of matches available to members have increased dramatically. Liftshare has focussed on working with businesses to support where lift sharing offers benefits both the staff and the organisation.

It was noted that the key was to understand customer demand and then use technology to identify those areas where public transport improvements or lift sharing could be implemented.

Scoping reports can be provided to companies who then use them to develop options resulting in improved liftshare rates and cost reductions from reduced parking requirements.

The next step will be to use the Business2Business achievements and roll those out to cities in the first instance. Mobile phone data will be used for scoping in order to identify actions.

Paul D asked what the major impediments were to lift sharing.

Ali Clabburn advised that obtaining critical mass was vital but usually after a very short time the perceived concerns are not seen as an issue. Some employers offer parking spaces close to the building or near the exit as an incentive for sharing.

It was confirmed that under 18s could use the system with parental consent and noted this needed to be marketed to assist in training and apprenticeship opportunities.

7. Member Roundtable

Richard P – Advised that the CEO of the RAC Foundation was keen to engage with the LEP and also to present at a future Transport Board.

Rajinder S – The catapult is supporting NCC's future mobility zones bid and is also providing input to the LEP's LIS as well as work on smart ticketing. It's also liaising on the potential of a local Connections Café. Finally, the catapult is working with BT and Tech East on a number of initiatives.

Paul A – Investment of £3m in Lowestoft is being progressed.

Paul D – a new rail service from the Port of Felixstowe to Doncaster is being launch today and the upgrade on the branch line to increase capacity to 45 services is being completed. Paul expressed the need for continuing to push for improvements at Ely and Haughley.

Jonathan D – updated on new trains as well as changing perceptions through good communications and the opportunity for multi modal smart ticketing in Norfolk and Suffolk.

8. Transport East Update

Major Road Network – A regional evidence base is being compiled covering the current MRN pinch points and how these schemes will support further economic development. This will be submitted by the end of July. A Transport East meeting will take place on 12th June but an extraordinary meeting will be needed to sign off the evidence base in early July.

Transport East will be prioritising its MRN schemes for submission to Governments with decisions around funding made towards the end of 2019 to start in 2020-2025.

9. AOB

DF reviewed the forward plan and thanked the presenters for the meeting. He asked the Board to send ideas for future agenda items to Ellen Goodwin.