



# **Connecting People: Transforming Journeys**

## **The draft Transport Strategy**



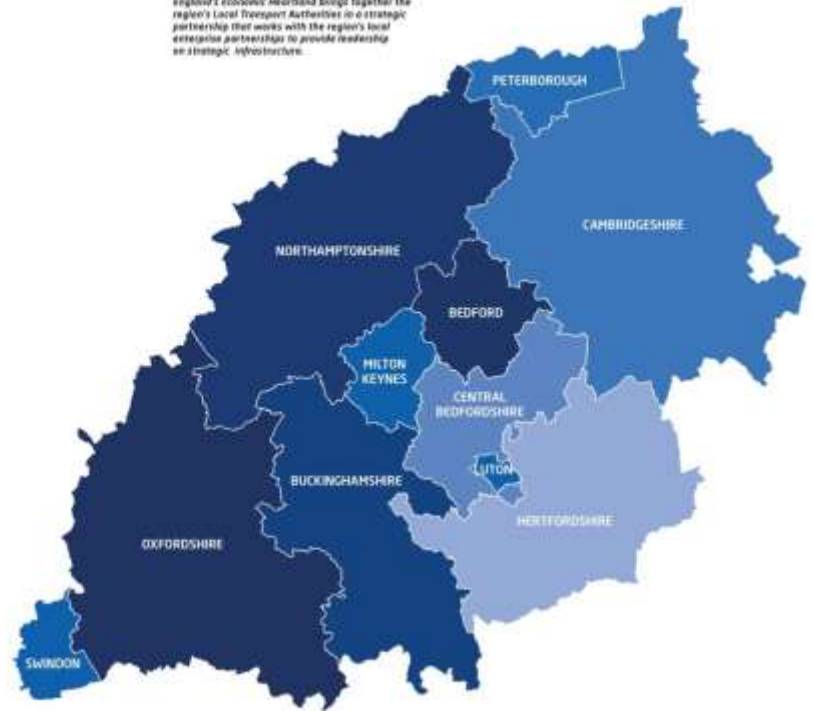
# England's Economic Heartland

## SUB-NATIONAL TRANSPORT BODIES IN ENGLAND

There are seven sub-national Transport Bodies covering the entirety of England outside of London.



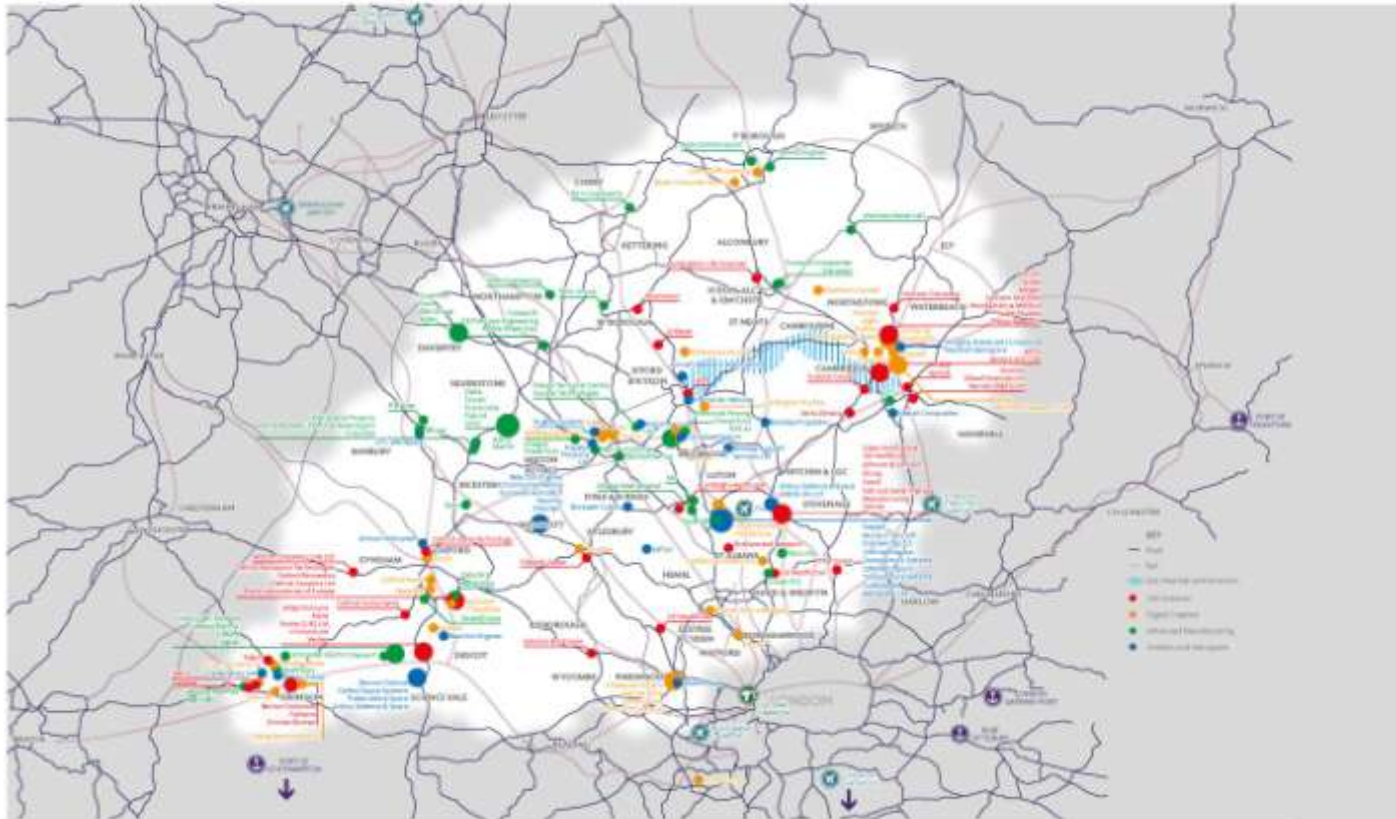
England's Economic Heartland brings together the region's Local Transport Authorities in a strategic partnership that works with the region's local enterprise partnerships to provide leadership on strategic infrastructure.





// Key business clusters in the innovation ecosystem

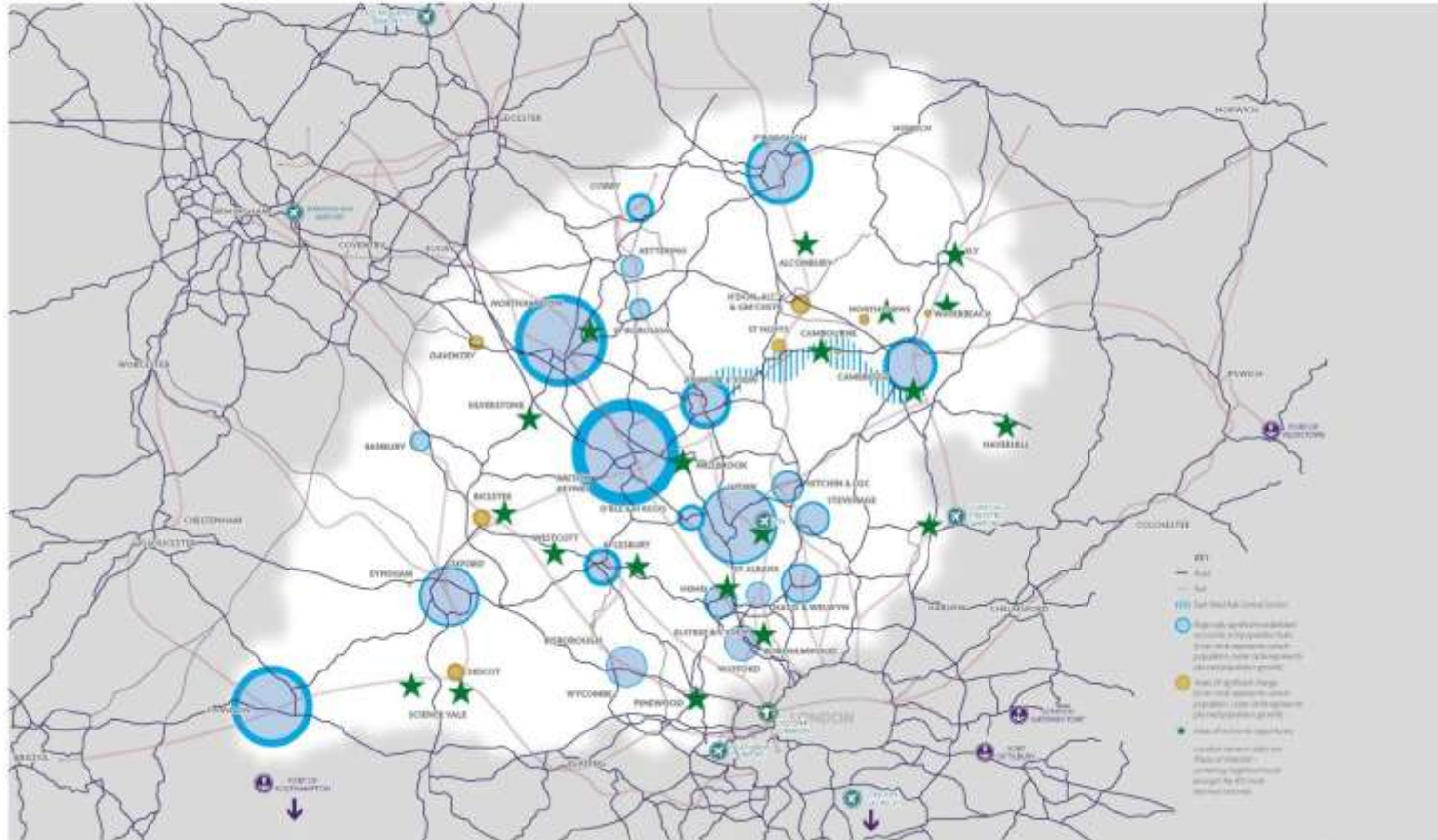
Map courtesy of the Department for Business, Innovation and Skills





// Places of Strategic Importance

Map created by Transport for London





## Our Vision

*“To realise sustainable growth opportunities and improve the quality of life and wellbeing for Heartland residents and businesses, by harnessing the region’s globally renowned centres of innovation to unlock a world class, de-carbonised transport system.”*

**“INSANITY:  
DOING THE SAME  
THING OVER AND  
OVER AGAIN AND  
EXPECTING  
DIFFERENT  
RESULTS.”**

**ALBERT EINSTEIN**

NobleQuotes.com





## Realising Our Potential

- **Decarbonise our transport system – harness innovation and deliver solutions that generate economic growth**
- **Digital infrastructure – champion investment to improve connectivity and reduce the need to travel**
- **Use investment in strategic public transport networks – East West Rail and the CAM - as catalysts for change**
- **Investing in local connectivity to ensure access to opportunity for everyone**
- **Freight and Logistics – ensuring their needs continue to be met whilst lowering their environmental impact**

**The draft Transport Strategy includes the Investment Pipeline**

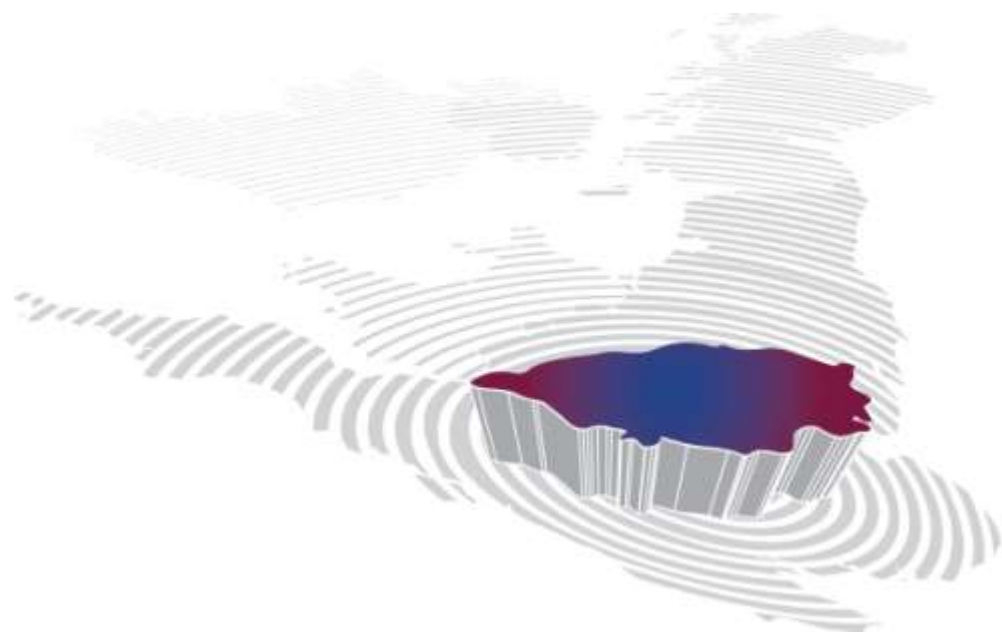




# Opportunities

- **Paint a vision of the future – one that reflects how the world is changing:**
  - **Economic growth – virtual connectivity reduces the need to travel**
  - **Smoothing of the peak – changes the nature of the investment required**
  - **Trends in e-commerce accelerating – provides opportunities to repurpose our urban areas**
- **Connectivity between urban areas important – rail/public transport important has a role to play**
- **Local connectivity – needs to complement strategic linkages**
- **Restore confidence in our (public) transport system – from a user perspective**





**ENGLAND'S  
ECONOMIC  
HEARTLAND**

**Thank You**

**Consultation of draft Transport Strategy until 6<sup>th</sup>  
October**

