

Strategic Transport Leadership Board

7 March 2025

Agenda Item 4

Integrated Transport

Recommendation:

It is recommended that the Board:

- a) Consider opportunities around better integrating transport networks, including through engagement in the development of the Integrated National Transport Strategy (INTS); and to welcome the DfT's Deputy Director for Integrated National Transport Strategy to the meeting.**
- b) Notes the update on EEH Mobility Hub work programme, including an initial EEH 'Mobility Hubs Investment Prospectus' and to receive a presentation on the outcomes of EEH/KPMG Mobility Hub investment workshop.**
- c) Notes the findings of the interim Smart Junction report.**

1. Purpose of paper

- 1.1. To set out EEH's approach to integration across our technical programme and engagement in the development of the Integrated National Transport Strategy (INTS).

2. Key points to note

- 2.1. The Government is engaging on its Integrated National Transport Strategy, a welcome step towards creating a single, user-focused transport system.
- 2.2. There will be a regional workshop on 11 March for the views from stakeholders across the region to feed into the development of INTS.
- 2.3. EEH is already undertaking projects which aid integration of our transport network, such as work on mobility hubs and smart junctions (making the most of existing assets). East West Rail provides an outstanding opportunity to create an integrated regional transport system.

3. Context

- 3.1. Development of the Integrated National Transport Strategy (INTS) aligns with the ambitions of EEH's transport strategy and presents an exciting opportunity to put people at the centre of transport policy in way which is ambitious and innovative.
- 3.2. Integration of systems, modes, data and joined up decision making are all key to ensuring journeys across the transport network are easy, reliable and convenient.
- 3.3. The development of an integrated national transport strategy is being informed by a programme of engagement by DfT, including a call for evidence and regional workshop; details are included in section 4 of this report.

- 3.4. As part of EEH's response to the INTS 'call for ideas', we have outlined that it is vital that major infrastructure projects, including key schemes in the region such as East West Rail, have integration and 'door to door' solutions built in from the beginning of the project. This will ensure the benefits from schemes are maximised and as many people as possible can access the railway.
- 3.5. EEH, as an organization, has integration embedded across its entire approach. In addition, we are already undertaking technical activities that address or accelerate specific integration opportunities. This includes our work on mobility hubs which considers how modes can be integrated at points of interchange. Section 5 of this report provides updates on the mobility hubs investment prospectus and the recent KPMG workshop event on private sector investment convened by EEH.
- 3.6. A key point in consideration of integration of networks is how we make best use of existing infrastructure. As more vehicles and infrastructure become connected (ie, through smart technologies) and data more accessible, the opportunities for improved outcomes through traffic management arises. This includes data integration across boundaries and increasing our ability to prioritise specific modes and journeys. Section 6 outlines our recent work on smart junctions.

4. Integrated National Transport Strategy

- 4.1. The Government's Integrated National Transport Strategy aims to set out a national vision for a transport system which puts users at the forefront and set a high-level direction of how transport should be designed, built and operated.
- 4.2. Holly Greig, Deputy Director for the Integrated National Transport Strategy at the DfT, will speak will provide an overview of the INTS development and discussion with the Board.
- 4.3. In December 2024, the Strategic Transport Leadership Board welcomed the announcement of the strategy as an opportunity to collectively identify schemes and services that improve the way transport is planned and delivered for the benefit of users. The strategy must be ambitious and make a real change to the way systems operate, and projects are delivered – putting integration and outcomes at the forefront.
- 4.4. Many of the projects that the EEH Board is actively supporting, such as our approach to enhancing bus services; or door-to-door connectivity to East West Rail stations, have integration at their core.
- 4.5. To inform the strategy, the Government has launched a call for evidence, an opportunity for stakeholders to highlight the current challenges for integration and make suggestions about how the transport network could be better integrated, including through new approaches to data and innovation.
- 4.6. Following December's Board meeting and subsequent EEH transport officer group meeting, EEH drafted and submitted the response to the call for evidence, outlined in Annex 1.
- 4.7. The main themes of the response include:
 - EEH is supportive of the development of a strategy which puts transport users at the forefront of policy development and supports the integration of modes and processes which delivers true integration.
 - The transport system needs to be user focused; transport users do not see different tiers of roads or different public transport providers. Residents want to make journeys that are easy, convenient and affordable.
 - Our approach as an STB is multi modal, meaning a strategic view of the transport system can be considered. An approach which looks toward achieving the right outcomes, regardless of mode would be welcomed.



- Long term funding settlements, which are non-mode specific, would allow for delivery of an integrated approach with decisions being made by those who understand the local need and communities they serve.
 - Information provision and collaborative working is key to enabling a joined-up transport system.
 - Local and Combined Authorities know their communities and the interventions which will be locally appropriate.
 - Cross department working will be crucial to enabling a transport system which works; decisions made in health or education impact the transport choices of residents.
 - There is a move in national policy towards a vision led approach (highlighted in revisions to the NPPF); the INTS should mirror the change in direction and be vision led.
 - Organisations should work together in the technology and innovation arena to ensure best practice is shared and there is consistency in approach across networks.
 - The principles of an 'integration and people centred approach' should be mirrored within all guidance, such as the forthcoming Local Transport Plan (LTP) guidance.
 - The differences between places should be explicitly considered and accounted for in the development of the INTS.
 - Regional and local funding and capacity will be key to enabling meaningful change based on the INTS strategy.
- 4.8. DfT is holding a series of regional events to gain insights from stakeholders. The EEH regional event will be taking place on 11 March in Milton Keynes. Stakeholders from across the region, including our local partners, have been invited to join the event; it is important the views of region are represented at the workshop to ensure our priorities are considered in the development of the strategy. Board Members are inevitably invited to the event but it is also that the Board is able to have direct discussion with the DfT INTS team.
- 4.9. It is anticipated the workshop sessions at the regional workshop will cover:
- Economy and growth
 - Housing, development and place
 - Sustainability and climate
 - User experience including accessibility and inclusion
 - Health and wellbeing
- 4.10. Alongside the Integrated National Transport Strategy, EEH is undertaking some initial 'visioning' workshops with officers across the region; the workshops will be seeking views of how transport should look in the future. The workshops will help support early thinking for a light touch refresh of our transport strategy (reported at July 2024 Board) and will support those authorities wishing to undertake 'visioning' approaches to their own work and our regional input into the development of INTS.

5. Mobility hubs programme

Mobility Hubs Investment Prospectus

- 5.1. A mobility hub is an area in which a variety of transport modes and community assets are co-located for seamless interchange. These facilities provide added benefit to communities and combined they make up an easy-to-use transport network.

- 5.2. EEH is progressing work to help accelerate the deployment of mobility hubs within the region. This includes exploring mobility hubs as an investable proposition. To support this, a draft prospectus has been developed to help authorities in the region and the private investment sector to understand the opportunities for mobility hubs and help shape and showcase investment examples and sites. A draft of the prospectus is included as annex 2.
- 5.3. SYSTRA (commissioned to help support the mobility hubs work stream) undertook a high-level review of 150 potential sites that were suggested both by authority partners and informed by EEH connectivity study programme and investment priority work. These sites were then further appraised against metrics within EEH's strategic hub locator tool, reflecting the suggested Hub typologies contained within EEH's Mobility Hub Business Case Guidance document.
- 5.4. An initial location list (set out below) of seven possible sites was developed and presented to EEH Board last December for comment:
- Northampton Hospital
 - Kettering Station
 - Riverside Shopping Centre, Hemel Hempstead
 - Oxford Parkway
 - Banbury Train Station
 - Brackley
 - Didcot Parkway
- 5.5. Following Board Member feedback and further comments received from officers and local partners, a further two sites have now been added (and we are working with Buckinghamshire Council officers on adding an additional site) to the list:
- Butterfield Business Park, Luton
 - St Andrews Hospital, Northampton
 - A site in Buckinghamshire (to be agreed and added to the final version of the prospectus)
- 5.6. Currently, nine sites have now been included in the draft prospectus. The prospectus includes a narrative covering the locations, including an overview of Mobility Hubs (what they are, benefits, why invest etc.), background information on each site, a range of key population indices (age, education, occupation, home ownership, mode share etc), location data (map), listing of key transport assets, future development potential and opportunities to be included (EV points, car club bays, retail etc).
- 5.7. Further feedback received from stakeholders at the EEH/KPMG investment workshop, include adding additional investment indices (rate-of-return ratio, best value ratio etc) to the prospectus. This suggestion (where possible and if budget allows) will be included in a final version of the prospectus, which will be brought back to the next EEH Board for approval to be published.
- 5.8. As and when new and emerging mobility hub locations (which meet EEH appraisal metrics for supporting connectivity and are of scale and significance) are agreed by authorities and transport providers, these sites can be added to the prospectus to grow the opportunities of transport investment in the region.

EEH/KPMG "triage investment" workshop

- 5.9. To further support engagement with the private and public sector on mobility hubs, EEH facilitated a "triage investment" workshop on 6 February with KPMG to bring together both EEH authority partners, commercial mobility hub developers and private capital partners to explore opportunities to invest in hubs.

5.10. Ben Foulser and Chris Hillcoat from KPMG will present the outcomes of the workshop to the Strategic Transport Leadership Board.

5.11. In summary the workshop considered:

- Regional policy
- Transport for West Midlands' experience on the challenge and opportunities of delivery
- Private sector led funding and finance
- How to energise private sector to invest in mobility hubs
- Showcasing EEH Mobility Hubs Investment Prospectus

5.12. Feedback on the workshop has been positive. KPMG is currently drafting the outputs from the workshop, these include:

- Updating EEH existing Mobility Hub Business Case Guidance, with a new section on private sector led funding and development of Hubs.
- The draft of the investment prospectus will be updated to reflect comments received from stakeholders, including adding additional investment indices to the final version of the document.
- A wider narrative on how the public and private sector can better collaborate by pooling resources, skills, knowledge, risks and capital to deliver hubs and promote long term sustainable growth in public transport is being pulled together for a circulation with central government and its agencies.

6. Smart junctions

- 6.1. Smart junction technology can optimise traffic flow, prioritise sustainable travel modes, and improve safety through enhanced detection capabilities. It offers promising opportunities with relatively lower costs and carbon impacts compared to traditional infrastructure upgrades.
- 6.2. During 2024 EEH conducted an initial strategic and high-level review of the benefits and opportunities of smart junction technology in EEH, with a focus on priority corridors (based on the connectivity studies) and existing signalised junctions.
- 6.3. The study (presented in interim form in annex 3) considers vehicular demand, including for HGVs, congestion, key bus routes and collisions, as aligned with literature regarding benefits of smart junction technology. It also initially identifies urban areas associated with these corridors that could most immediately benefit from smart junction technology, based on the number of signalised junctions, air quality and active mode collisions.
- 6.4. There is a need to address knowledge gaps about smart junction technology across transport authorities and expand funding sources beyond traditional signal upgrade budgets. This includes exploring funding opportunities related to public bus, air quality, or active travel.
- 6.5. Recommendations from the interim report include conducting further localised feasibility studies for high-potential corridors/areas, developing business cases following DfT TAG to quantify benefits and costs, and reviewing use cases and potentially live trials of corridor-level smart junction systems.
- 6.6. EEH will update this study to include the additional connectivity study outputs, though the key outcomes and action points will likely remain consistent with the interim report.
- 6.7. We will continue to investigate opportunities to support and develop further work on data integration that enables better understanding and operation of the region's transport networks. This includes the investigation of option to 'model' the likely benefits of cross boundary corridor traffic signal coordination. EEH will continue to highlight this opportunity to DfT officials – particularly in light of the Intelligent Traffic Management Fund (ITMF) funding being withdrawn in late 2024.



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