Integration Phase
One report

December 2025

ENGLAND'S ECONOMIC HEARTLAND

steer

Executive Summary

Integration programme

Overview

The Integration Programme provides a baseline approach for considering how EWR can be a catalyst for establishing a regional integrated transport network. The approach intends to build on East West Rail Company's (EWR Co) emerging plans for a door-to-door strategy and seeks to ensure a positive and long-term legacy for EWR. The integration programme goes beyond first-mile connectivity around station locations - focusing on ensuring that accessibility is present from door to door, maximising connectivity benefits and ensuring that communities across the region are not left behind.

Transport integration is a regional strategic priority for EEH. It is therefore taking responsibility for establishing a delivery plan for regional integration interventions. The delivery programme will be a collaboration of the region's local authorities, EEH and EWR Co, alongside core stakeholders including bus and rail operators and developers.

EEH's priority for integrated transport aims to establish an effective regional integrated transport and travel network.

This would mean integrated connections and services at regional, sub-regional and local levels, maximising existing routes. The routes would be both vehicular and active travel, incorporating public rights of way. This network would establish effective bus, rail, cycling, micro-mobility and walking routes and services for residents and visitors.

Establishing this as a region requires a network wide programme of interventions – both infrastructure and non-infrastructure based.

The Integration Programme enables the region to catalyse this, through maximising the benefits of the EWR scheme.

Phase 1 of the Integration workstream, as set out in this report, establishes a framework for defining regional integration interventions.

It puts forward a case for the 'need for intervention' and considers the regional scale of ambition for taking action. An Integration Plan framework is put forward to help set appropriate interventions. This is based on a place and station typology.

The potential benefits of delivering an integrated transport and travel network are becoming increasingly quantified and recognised. This project considers the issues and opportunities for three focus areas:

- **Bus-rail integration** – working towards a seamlessly integrated public transport network for the region.
- **Behaviour change** – working towards a place-based approach to bringing about and monitoring change in travel habits.
- **Place making** – working towards better alignment of land use and transport planning to achieve goals around sustainability, connectivity and behaviour change.

This report considers 'where we are' and 'where we want to be' with respect to the three focus areas. It sets out a case for intervention through data-backed opportunity statements and poses questions to help set a collective, regional scale of ambition and supporting conditions for success.

This project builds on previous work completed by EEH and EWR with respect to baseline data and scale of ambition. The ambition set out in this report further expands on the vision developed in previous work.

Study area and baseline

Study area

For the purposes of the analysis laid out within this report, a 10-mile catchment around East West Rail stations is used to define the study area. However, it is acknowledged that there are many key economic and growth areas outside of this scope and they are not precluded from our work.

The study area is home to over 1.7 million people and nearly 900,000 jobs, with significant concentrations in science and innovation hubs like Oxford, Cambridge and Milton Keynes.

Baseline

The baseline helps in understanding the current gaps in connectivity and the potential for enhancing integration. This is essential for developing targeted interventions that can improve accessibility, support sustainable housing growth – set out in local plans, and drive economic development. The evidence assessment set out in this report includes analysis of bus-rail integration, behaviour change and placemaking across the region. It covers factors such as public transport accessibility, active travel connectivity, development potential and multi-modal integration.

Key issues and opportunities for the corridor are expressed through a series of evidence-backed Opportunity Statements which are summarised overleaf.

Figure 1: Population density in the study area

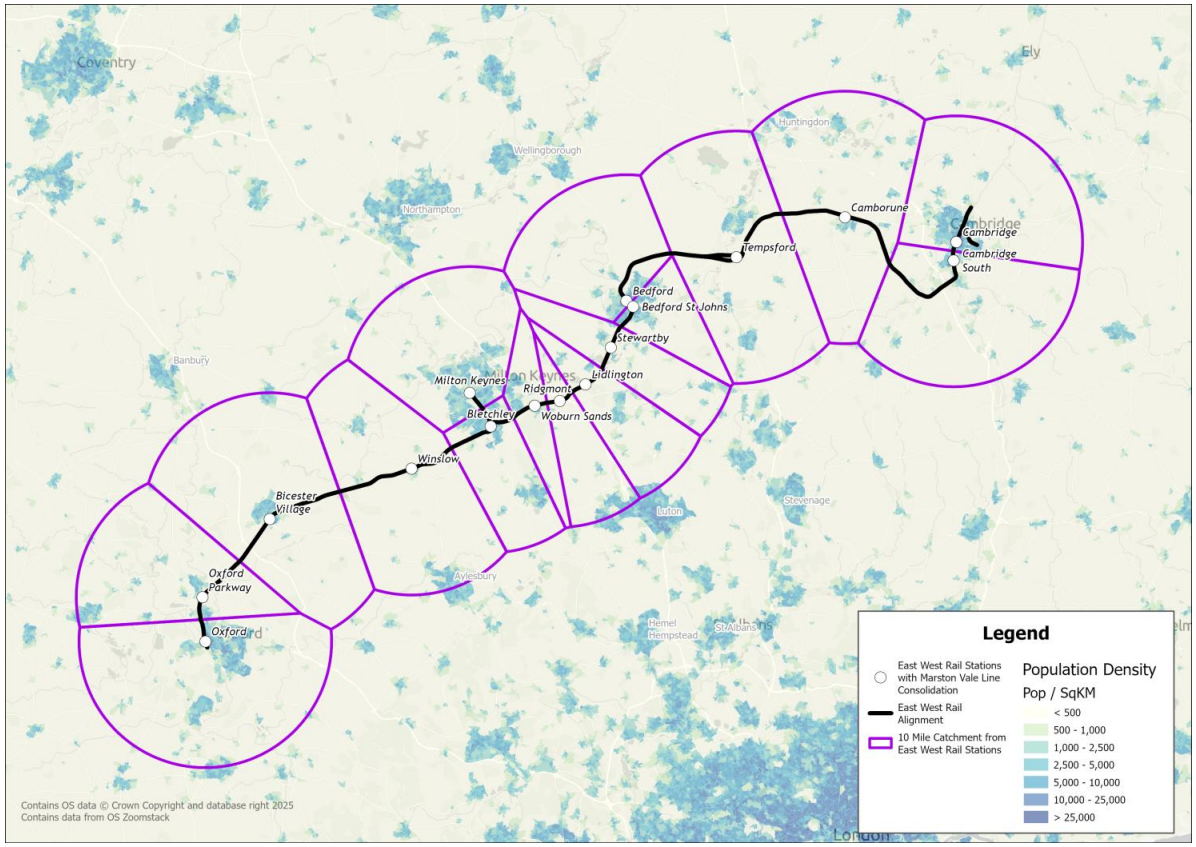


Image for illustrative purposes only: not to scale

Opportunity Statements - summary

Opportunity statements have been developed, drawing on the outputs of the analysis to articulate a need for intervention. They [are being] discussed with stakeholders for [further] refinement and to ensure balance between ambition and feasibility.

1 Strategic connectivity

Seamless integration with the region's strategic transport network can maximise the potential of East West Rail.

2 Rural connectivity

Better integrating rural communities with the railway can significantly improve access, increase choice, and shift more journeys towards sustainable modes.

3 Positive behaviour change

Improving multi-modal integration will allow people to access EWR using a range of transport modes.

4 Active travel

Direct connectivity with active travel networks can make local journeys to EWR stations healthier, easier and more accessible

5 Connecting growing settlements

Providing high quality bus and active travel networks will bring new planned development within convenient reach of East West Rail, supporting sustainable growth.

6 Supporting economic growth opportunities

Improving integration now will help unlock the long-term connectivity benefits of transformational economic growth projects taking place along East West Rail.

7 Enhancing bus connectivity

Enhancing existing bus connectivity will bring more communities within reach of the railway, broadening access to key destinations and expanding catchments for customers and talent.

8 Stations fit for bus integration

Improvements to facilities at and around stations can enhance accessible bus – rail integration.

9 Station facilities for integration

Improvements to facilities at and around stations can enhance accessibility and place-making.

Place types and station typologies

Overview

To support targeted decision making, this chapter outlines how the scale of ambition for each Opportunity Statement would be applied differently across place and station typologies.

This report presents a framework for integration by place and station typology, intended to help guide the consideration of interventions in Phase 2. This would ensure that proposals being developed are both aligned with local needs and embedded within a strategic approach.

Place typology

A spatial typology helps to identify how communities across the corridor are likely to reach their nearest or most accessible EWR station based on where they live. Three place types have been identified as most relevant to the EWR corridor and study area.

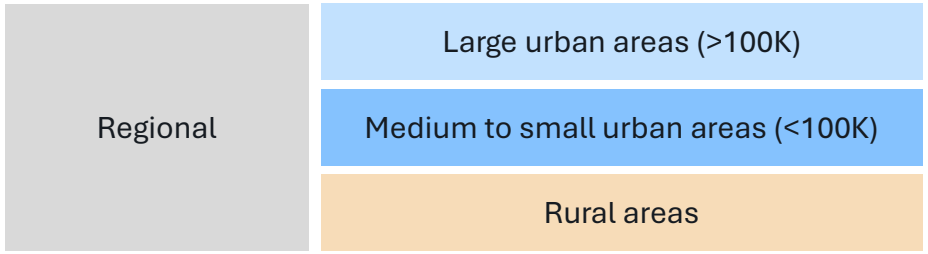
A set of connectivity, spatial and behaviour change assumptions can be made about each place type. This helps to guide how the scale of ambition and proposed interventions should be tailored in each instance to yield the most effective outcomes.

Station typology

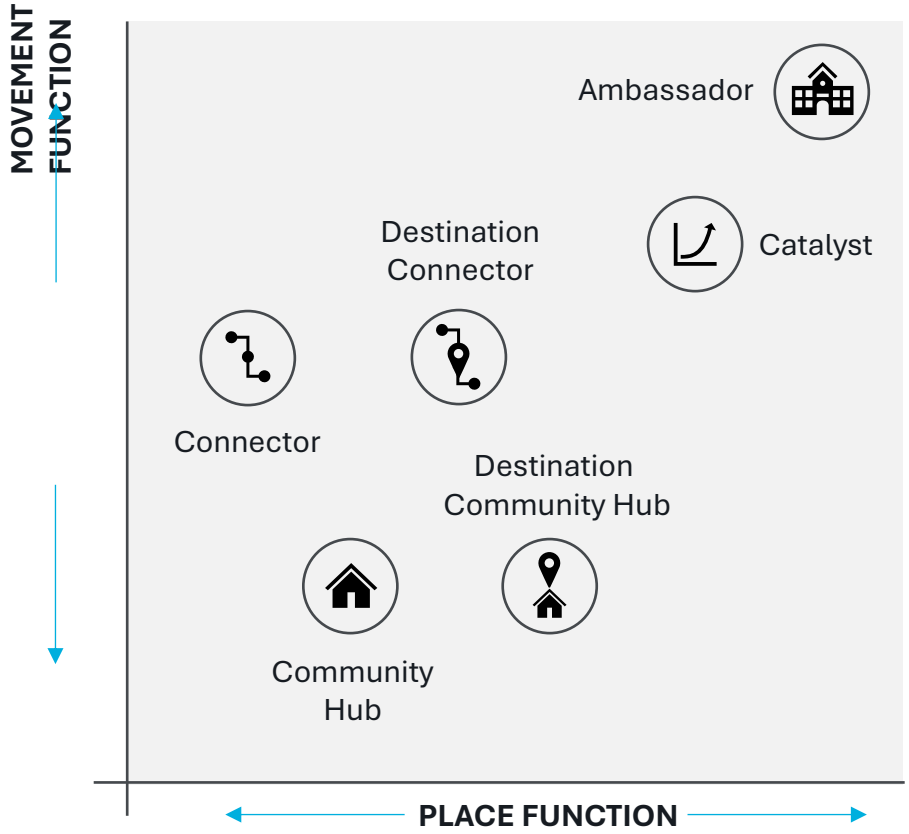
Station typologies help to identify and classify stations with similar characteristics. These can help define what facilities would be required to support the appropriate level of first and last mile connectivity within each category.

Six station types have been developed, each representing a unique combination of place and movement significance. Each type is likely to require an optimal combination of facilities supporting onward travel, both within and in proximity to the station site.

Place typology diagram



Station typology diagram



Taking this forward

Overview

Phase 1 of the Integration Programme, highlights both the need for intervention and the scales of ambition proposed across different place and station types.

Looking forward, subsequent Phase 2 and beyond will focus on identifying the specific interventions required to achieve the intended scale of ambition across different place types and the three core focus areas. This will involve working with local partners to consider investment priorities alongside an options assessment, ultimately informing the development of a set of regional integration interventions.

Ways of working

Appropriate governance and management mechanisms will be established to ensure effective delivery of Phase 2 through and with local and combined authority partners.

Engaging with stakeholders will be a key pillar of all phases, aligned to the main stages of work. Place-based groups, an expert Steering Group and the EEH Strategic Transport Leadership board, as well as various national and regional stakeholders will be engaged in each instance to gather views and inputs.

A collaborative and innovative funding approach will be explored to support the delivery plan. This will be done with a view to maximising private sector and philanthropic funding alongside making the case for government funding.

Scope of work

The next phase of work will look to identify specific, high-impact activity areas that would address the need for intervention with respect to place-making, bus-rail integration and behaviour change, through three key phases:

- **Options Assessment:** The work will seek, with partners, to develop a prioritised programme of interventions to take forward, covering the three focus areas.
- **Delivery Plan:** Priority interventions will be brought together to establish a delivery plan that is backed by estimated project costs and timescales, resource implications, and outcome-driven rationale for delivery.

Introduction and Approach

Introduction to Integration

The Integration Programme ambition is to ensure that the new rail line is accessible to as many residents and businesses in the region as possible. Maximising the benefits and opportunities that the new rail line provides to residents and business, that will in turn support the success of EWR.

The Programme builds on East West Rail's (EWR) Door to Door Strategy to ensure a positive and long-term legacy for the EWR scheme. It aims to identify how EWR can be a catalyst for establishing a regional integrated transport network that goes beyond first mile connectivity around station locations..

In this way, the England's Economic Heartland (EEH) region, enabled by EWR has the potential to be a thought leader in what is possible for DfT's Integrated National Transport Strategy. There is a significant strategic opportunity for integration to support substantial growth and development plans in the EEH region, including nationally significant projects such as London Luton Airport expansion and the construction of Universal Studios Bedford.

EEH has a regional strategic priority for integrated transport and is therefore leading development of a programme of interventions that broaden connectivity to East West Rail.

The programme excludes investment being made by East West Rail which will fund: direct station access infrastructure nor required to mitigate the impact of the EWR scheme. The integration programme supports EWR activity but is be focused on connectivity to and from EWR stations including through to the wider region.

Phase 1 of the Integration workstream, as set out in this report, establishes a framework for defining Regional Integration Interventions. It puts forward a case for the 'need for intervention' and considers the regional scale of ambition for taking action. An Integration Plan framework is put forward to help set appropriate interventions. This is based on a place and station typology.

The potential benefits of delivering an integrated EWR are becoming increasingly quantified and recognised. This project considers the issues and opportunities for three focus areas:

- **Bus-rail integration** – working towards a seamlessly integrated public transport network for the region.
- **Behaviour change** – working towards a place-based approach to bringing about and monitoring change in travel habits.
- **Place making** – working towards better alignment of land use and transport planning to achieve goals around sustainability, connectivity and behaviour change.

This report considers 'where we are' and 'where we want to be' with respect to the three focus areas. It sets out a case for intervention through data-backed opportunity statements and poses questions to help set a collective, regional scale of ambition and supporting conditions for success.

This project builds on evidence completed by both EEH and EWR Co with respect to baseline data and scale of ambition. The ambition set out in this report further expands on the vision developed in previous work.

Integration - Context

Regional Integration Programme			
Regional governance	**Regional integration steering group led by EEH** Local Authorities, Ox-Cam Team, Oxford Growth Commission, Cambridge Growth Company, EWR, DfT, Transport operators (rail, bus, DRT, community, micro-mobility)		
Regional ambition	**Shared ambitions** for regional integration to unlock economic growth including modal shift levels, place making priorities, service integration and community connectivity **Regional conditions of success** **Data**, modelling, information and business case development **Measuring success,** key performance indicators to monitor success of the delivery plan		
Funding mechanism	**East West Rail scheme**		**Innovation Fund** Private sector inc. developers Place-based philanthropy Central and local government
Integration Interventions	*EWR D2D Access* EWR provide facilities and access to its railway stations, ensuring these are integrated with the wider travel context.	*EWR D2D Impact Mitigation* EWR mitigate the impact of its scheme, providing solutions where there are severance issues or a loss of connectivity	**Regional integration interventions** Wider interventions to enable integration, behaviour change to modal shift, and place making.
Delivery	**EWR Company**		**Local authorities** **Developers** **Transport operators** **Communities** **DfT and EEH**

ENGLAND'S ECONOMIC HEARTLAND

steer

Objectives and Approach

This report establishes a regional baseline for connectivity and integration along the EWR corridor. Key issues and opportunities have been extracted from this baseline review to set out the need for intervention. Stakeholders have been engaged on the need for intervention to help set a scale of ambition for future action and change. Going from 'where we are' to 'where we want to be' is key for setting regional conditions of success, key indicators showing progress towards meeting the scale of ambition.

Need for intervention

A regional evidence base has been put together to illustrate baseline integration and connectivity along the EWR corridor. The assessment comprises of the following key elements:

- Regional population, employment and development.
- Bus, active travel and private vehicle connectivity from existing and future EWR stations.
- Quantification of the benefits of potential integration improvements.
- Station facilities review.

Key issues and opportunities highlighted in the evidence base have been combined to create a 'need for intervention' case made up of opportunity statements.

Stakeholder engagement

Key stakeholders were consulted on the 'need for intervention' opportunity statements to gauge the scale of ambition they hold for addressing these issues. The statements were progressively refined throughout the engagement process to incorporate stakeholder perspectives.

The following stakeholders were engaged in July 2025:

- Local and combined authority partners
- Bus operators

The next phase of work will broaden stakeholder engagement beyond those above to include:

- Delivery bodies
- Network Rail/TOCs/GBR
- Funders

Scale of ambition

Each opportunity statement has been assigned a scale of ambition, developed with stakeholders [*and agreed by the EEH Strategic Transport Leadership Board in December 2025*]. These statements help establish a clear direction for change and illustrate potential approaches to achieving it. In many cases, the factors considered when setting the ambition can also serve as indicators for measuring future success.

Translating these ambitions into specific, actionable interventions falls under the scope of Phase 2 and has not been considered within this report.

Stakeholder engagement

Phase 1 of the Integration programme establishes a regional baseline for connectivity and integration along the EWR corridor. Key issues and opportunities have been extracted from this baseline review to set out a need for intervention case. Stakeholders have been engaged on the need for intervention to help set a scale of ambition for future action and change. Going from 'where we are' to 'where we want to be' is key for setting regional conditions of success, key indicators showing progress towards meeting the scale of ambition.

Method overview

- Eight sessions with local and combined authority officers in the corridor.
- Two sessions with local bus operators.
- Engagement with Department for Transport, Ministry of Housing, Communities and Local Government, and Homes England.
- Engagement with EWR Co.

Baseline

Introduction

This chapter presents the key evidence available to support baseline assessment of the three focus areas: bus-rail integration, behaviour change, and placemaking across the region. The findings are underpinned by a spreadsheet-based databook, which provides additional quantitative detail to complement the narrative presented here.

This report defines a study area as a subset of the wider EEH region, where the vast majority of first mile and last mile journeys to EWR stations are expected to take place.

The evidence presented has been analysed in relation to key issues and opportunities, which have informed the development of opportunity statements and the broader case for intervention outlined later in the report.

Source: East West Rail, Consultation 2024.

Study area

This study considers first and last mile access along the entirety of the East West Rail (EWR) corridor from Oxford to Cambridge, including to Milton Keynes Central.

Defining the geographic scope

- Study boundaries are defined by a 16 km or 10-mile from each station, broadly comparable to 20-minute drive times.
- The study area is home to more than 1.7 million people, each a potential commuter or leisure traveller who could benefit from the new EWR service.
- However, levels of connectivity and transport integration vary considerably along the route.

Significant opportunities exist to bring the people and the railway closer together by improving first and last mile access to stations. Doing so will transform accessibility, improve development potential and drive economic growth.

Figure 1: Population density in the study area

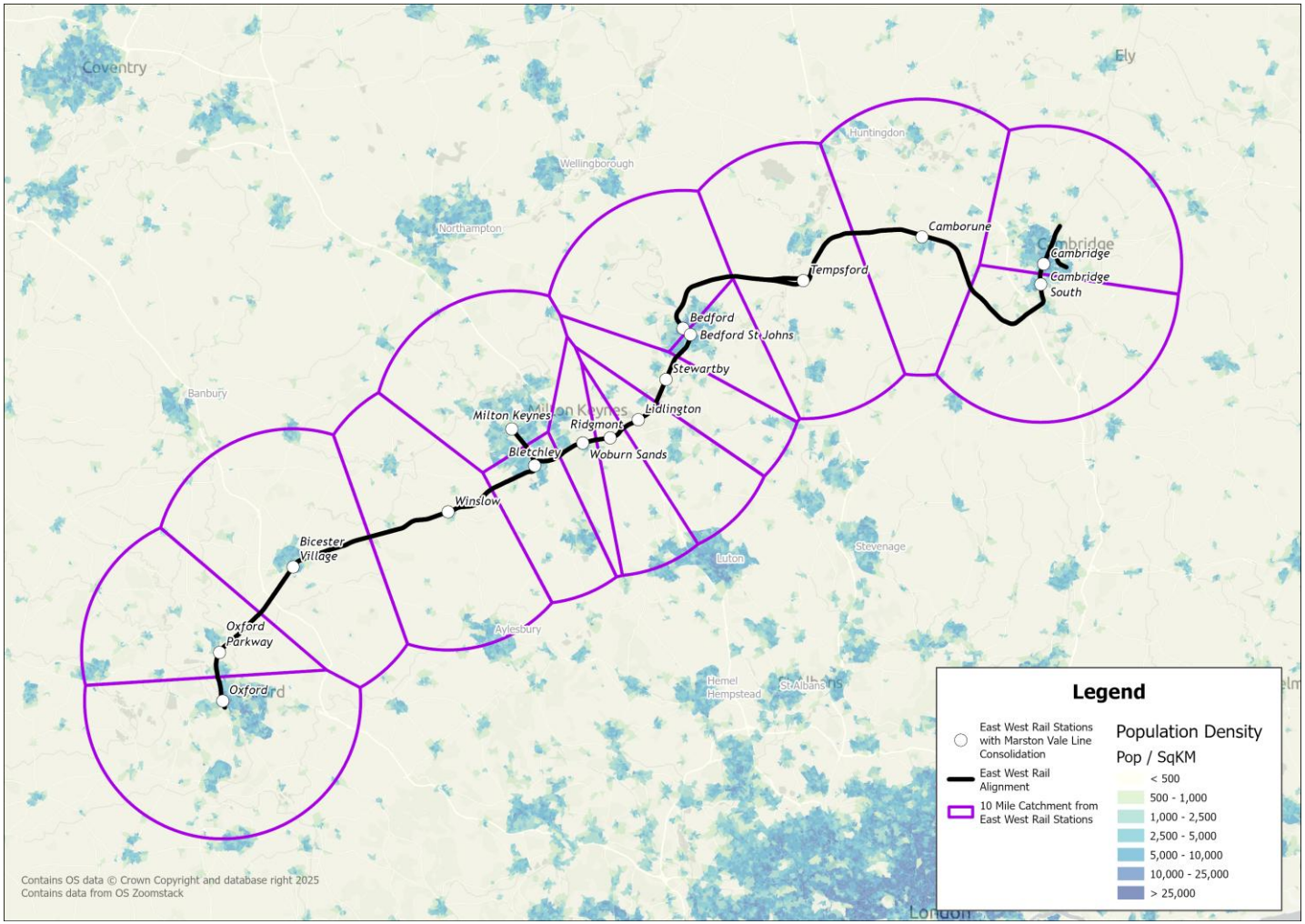


Image for illustrative purposes only: not to scale

Study area

Fast tracking new opportunities

- The study area is home to almost 900,000 jobs with many among science and innovation hubs along the EWR route.
- Oxford and Cambridge, both global academic centres and magnets for research and innovation, host 200,000 and 180,000 jobs respectively in their station catchments.
- Milton Keynes, a leading smart city and host to a growing tech sector sits at the centre of the corridor and hosts over 100,000 jobs. This reaches 160,000 once the Bletchley catchment is included.
- The route hosts multiple other major employment attractors, including locations with major development proposals, commercial, retail hubs such as Bicester village and proximity to London Luton Airport and Stanstead.

East West Rail connects key national and regional work, education and leisure destinations. Improving first and last mile connections to the railway will allow more people to access these opportunities in convenient and sustainable ways.

Figure 2: Employment density in the study area

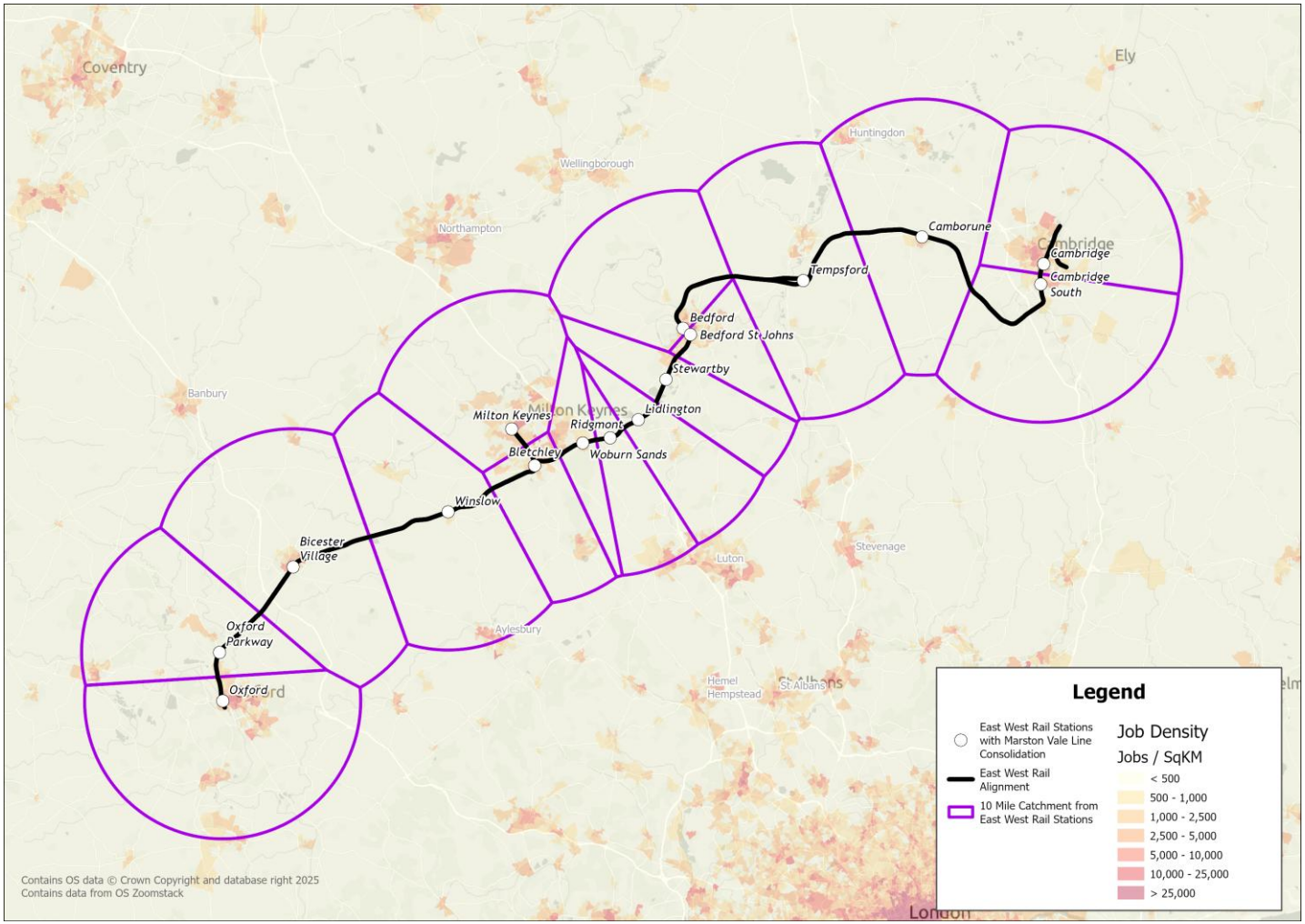
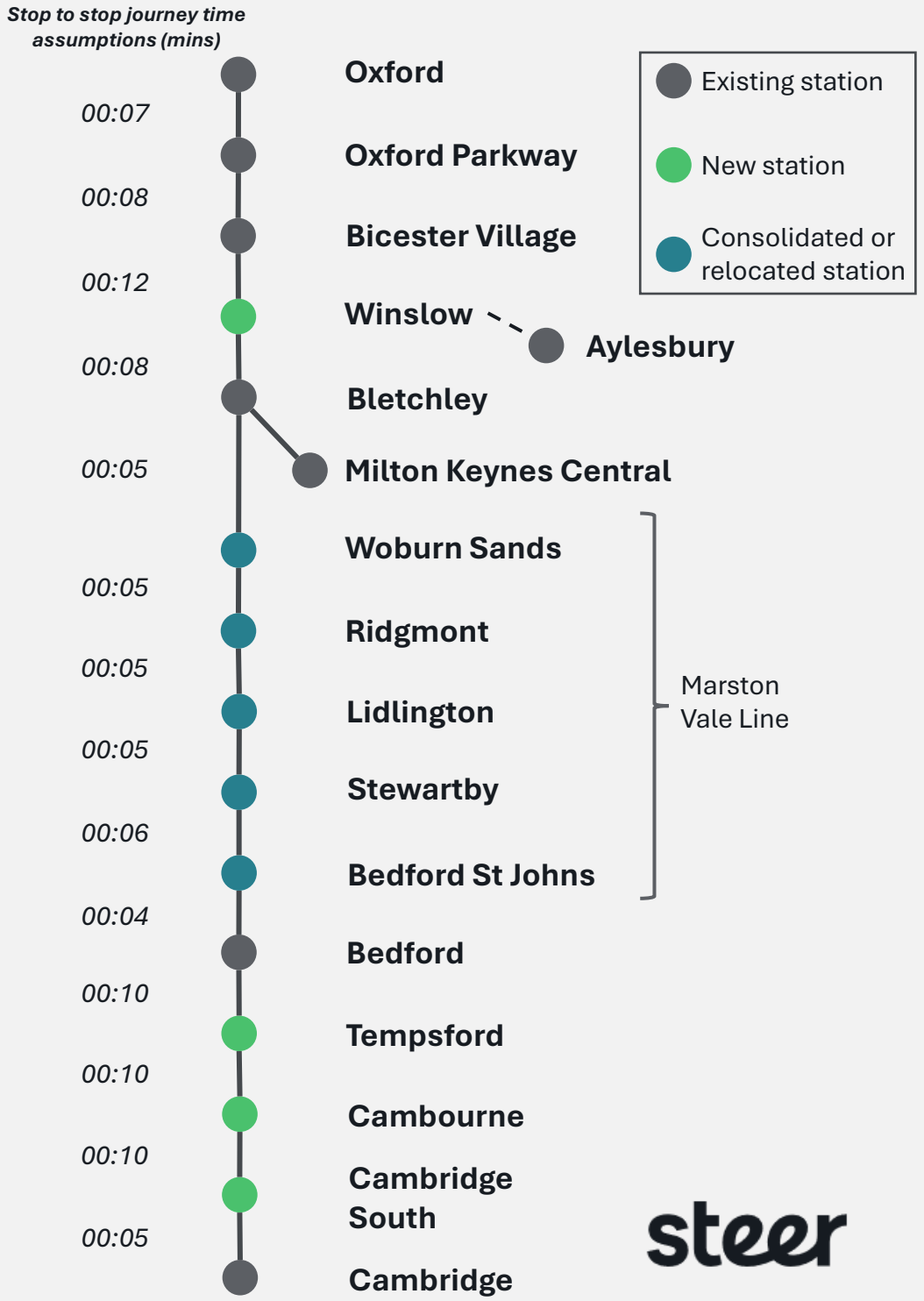


Image for illustrative purposes only: not to scale

Route assumptions

Travel along East West Rail

- Analysis of potential connectivity enhancements resulting from first and last mile improvements is based on the assumption that the full route between Oxford and Cambridge will take **100 minutes** to complete[1].
- It is recognised that not all EWR services will cover the route end-to-end, resulting in variations to train-per-hour service along the line. Up to five trains per hour are expected to call at Bletchley.
- In November 2025, East West Rail Company announced the revised **Marston Vale Line (MVL)** option, with new four new stations as shown in the opposing diagram. These will be served by up to five trains per hour between Bletchley and Bedford



[1] East West Rail Non-Statutory Consultation Technical Report (2024).

Station facilities review

Assessment rating

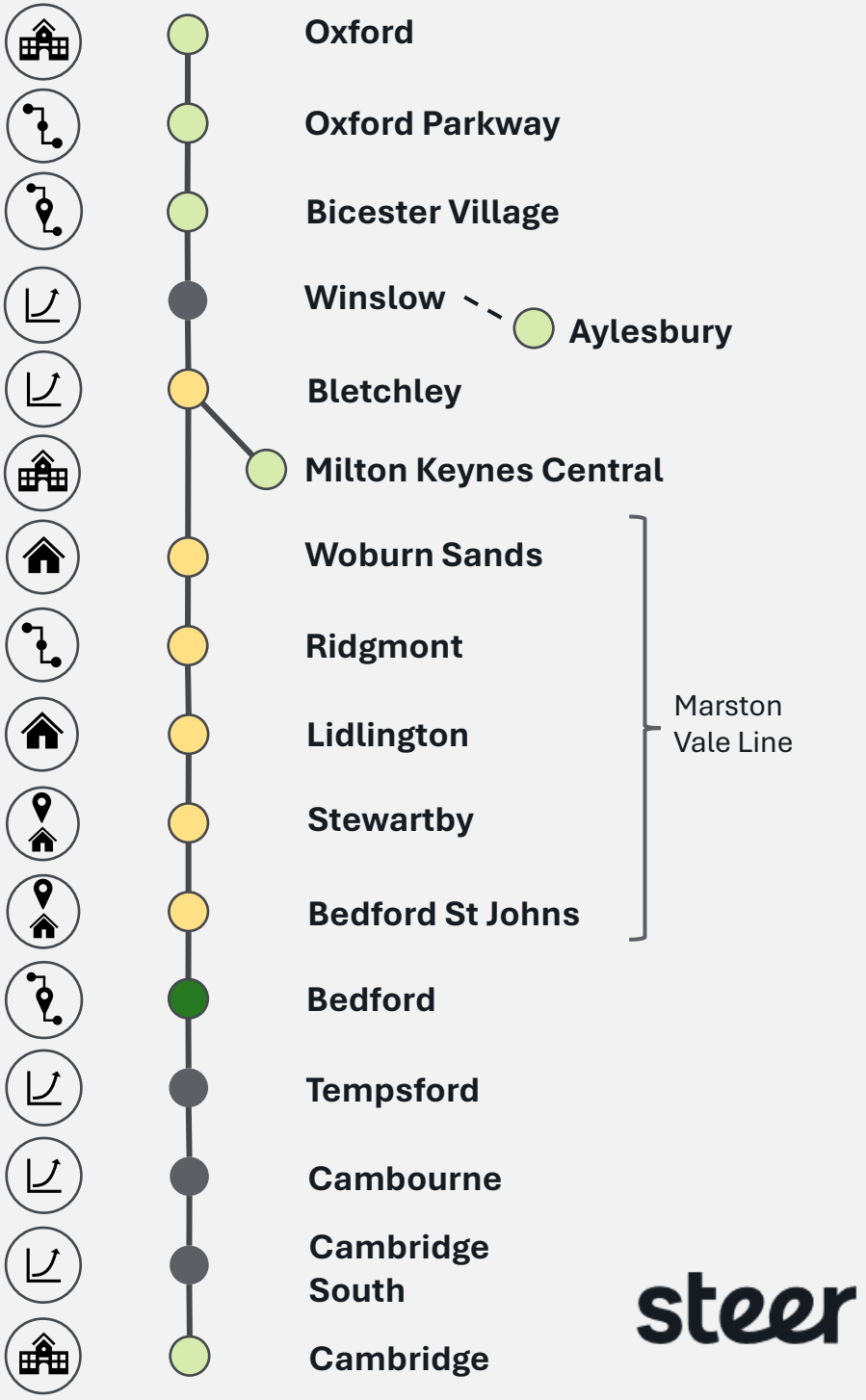
- Exceeds provision for typology
- Fulfils all or most of the criteria for typology
- Does not meet many of the criteria for typology
- Data not available

Overview

Facilities at existing stations along the EWR corridor have been assessed to understand the level of accessibility, multi-modal integration, safety and convenience that is currently on offer; all key factors that can affect station usage. Recognising that not all stations require the same level of provision; each has been assessed against a set of baseline and good practice criteria tailored to its typology. This approach ensures that the evaluation reflects the intended role and function of each station on the EWR route.

Currently, stations on the Marston Vale Line see the poorest levels of provision on the route. Stations such as Lidlington and Ridgmont lack basic facilities including ticket machines, CCTV and real-time arrival displays. In contrast, major existing stations along the corridor generally meet the expected standards for their typology, with Bedford standing out as the only station that exceeds these expectations.

Four stations on the route are currently planned or under construction and have not been included in this review. As these stations are newly built, it is anticipated that they would meet the criteria for their respective typologies.

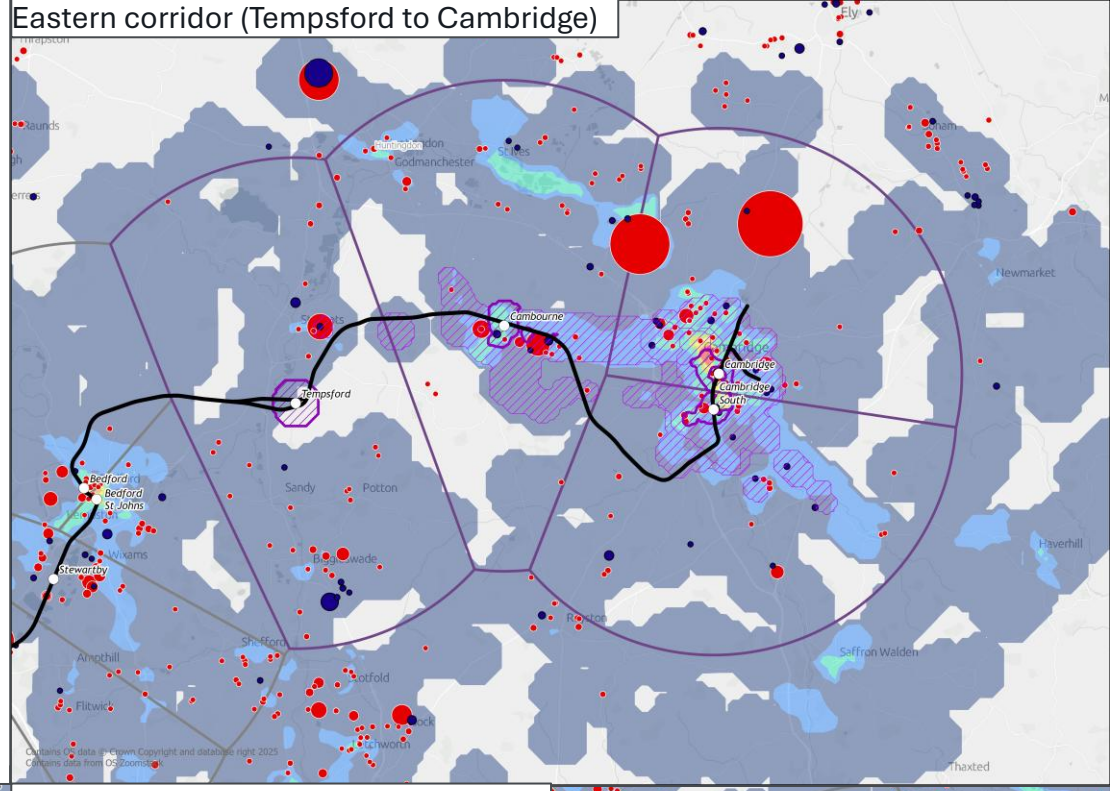


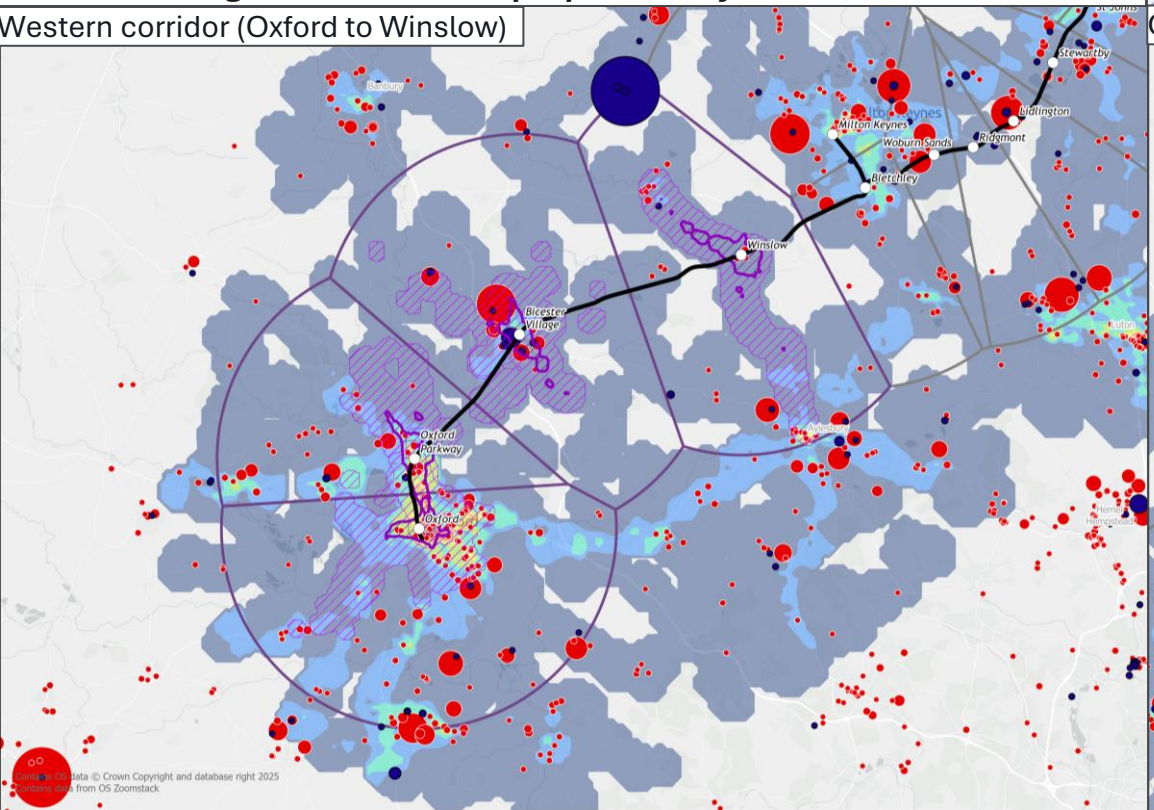
Existing bus connectivity

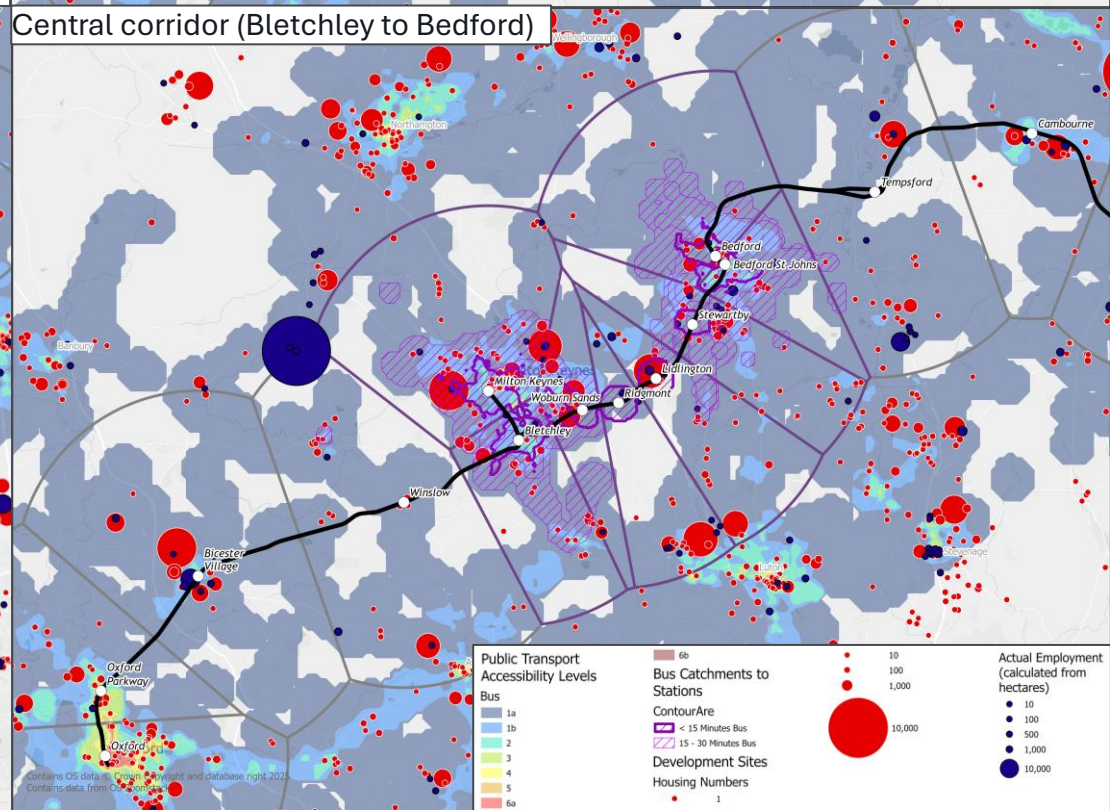
Overview

The maps on this page present PTAL levels alongside existing 15-minute and 30-minute bus catchments to EWR stations. This is overlayed with local plan allocations for residential and commercial developments. This analysis highlights significant areas within the study corridor with very poor public transport accessibility (PTAL 1a or less), as well areas that are not accessible from any EWR station within 30-minutes by bus yet lie within 10-miles or less of a station. In many instances, this overlaps with clusters of allocated developments. Where poor PTAL and significant development allocations overlap, it is unlikely that new residents and workers will be able to use public transport to access EWR unless interventions are put in place.

Images for illustrative purposes only: not to scale







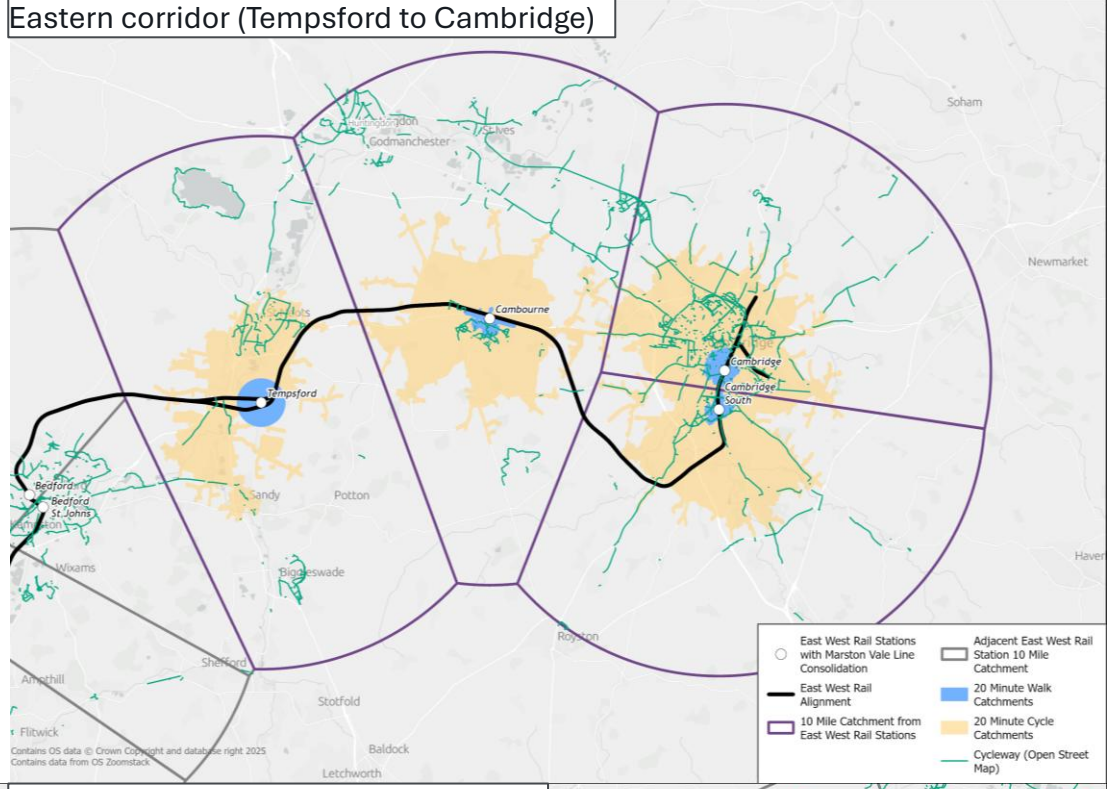
Existing active travel connectivity

Overview

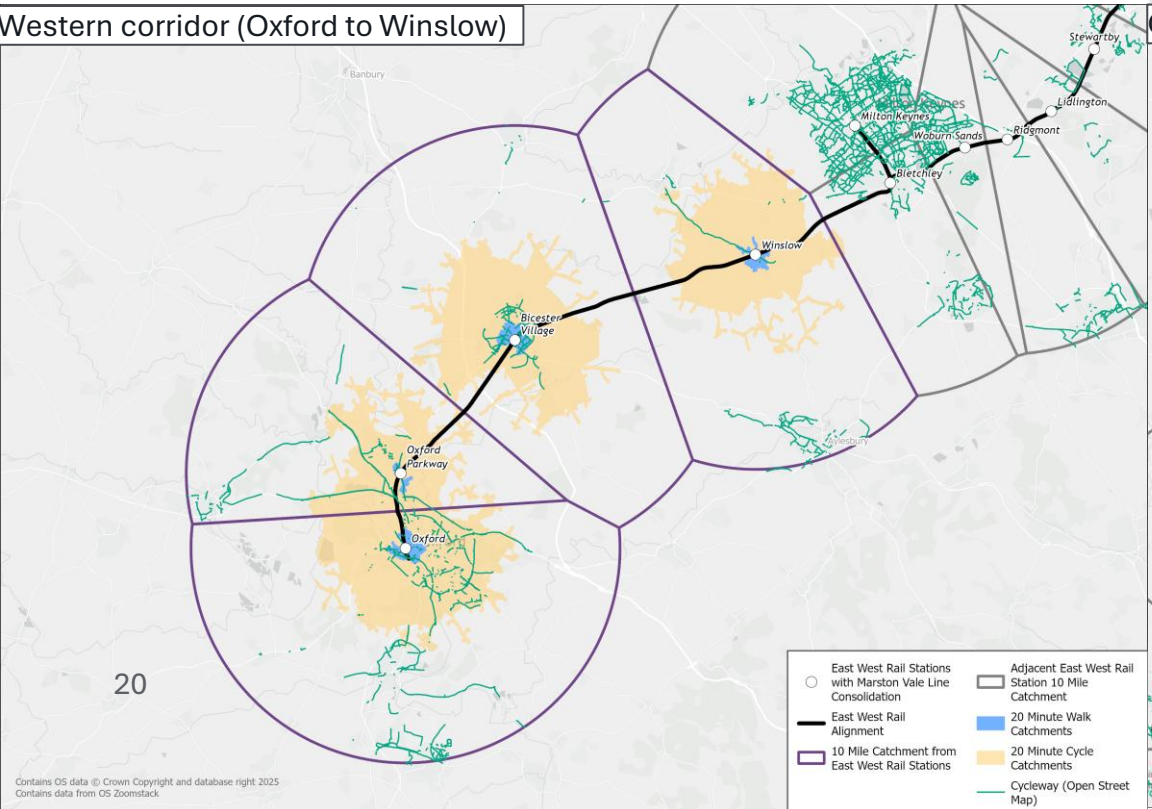
The maps on this page present 20-minute walking and cycling catchments from EWR stations, overlayed with the existing cycle route network. The analysis reveals that, in many cases, the current network does not support the full potential of first-mile cycling journeys. Residents living near stations, where cycling could be a practical and sustainable first mile option, are likely to be discouraged by the lack of designated and protected infrastructure. This presents a clear opportunity to develop a more comprehensive and connected cycle network to EWR stations, helping to encourage modal shift along the corridor.

Images for illustrative purposes only: not to scale

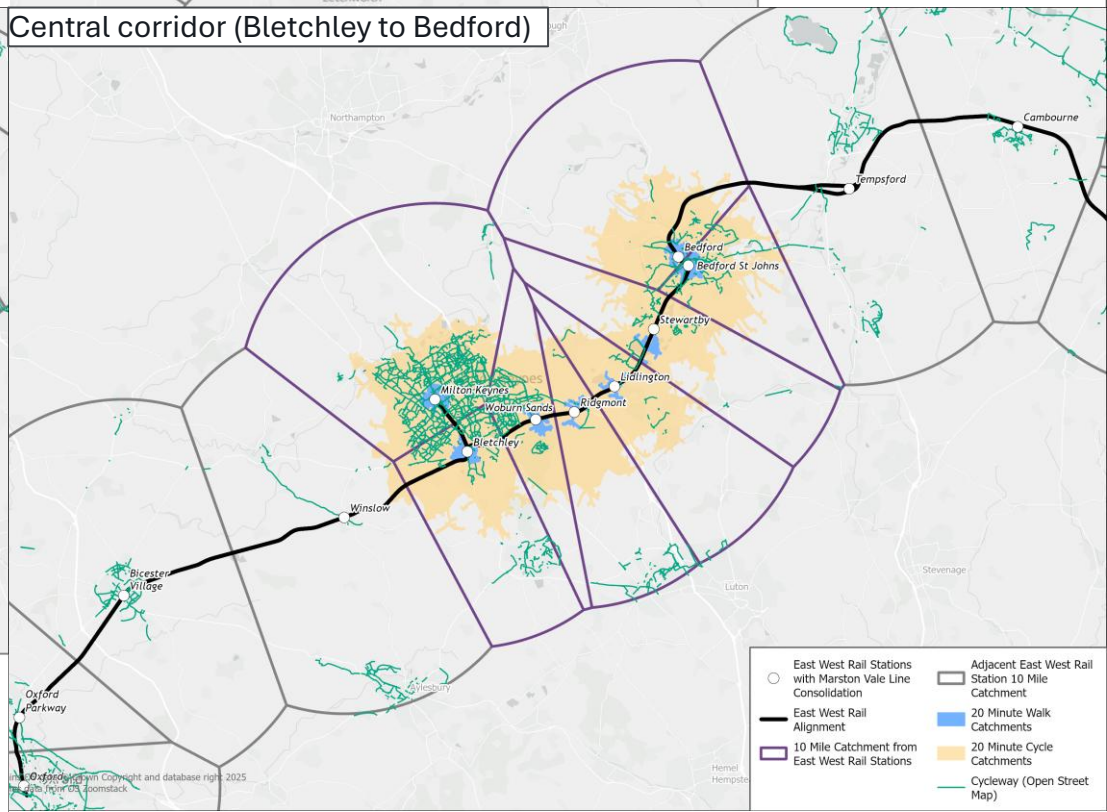
Eastern corridor (Tempsford to Cambridge)



Western corridor (Oxford to Winslow)



Central corridor (Bletchley to Bedford)



Local Plan Delivery

Overview

The maps on this page present existing residential Local Plan allocations and environmental land designations in the study area. This analysis underscores the extent of development in current local plans within 10-miles of EWR stations.

Key

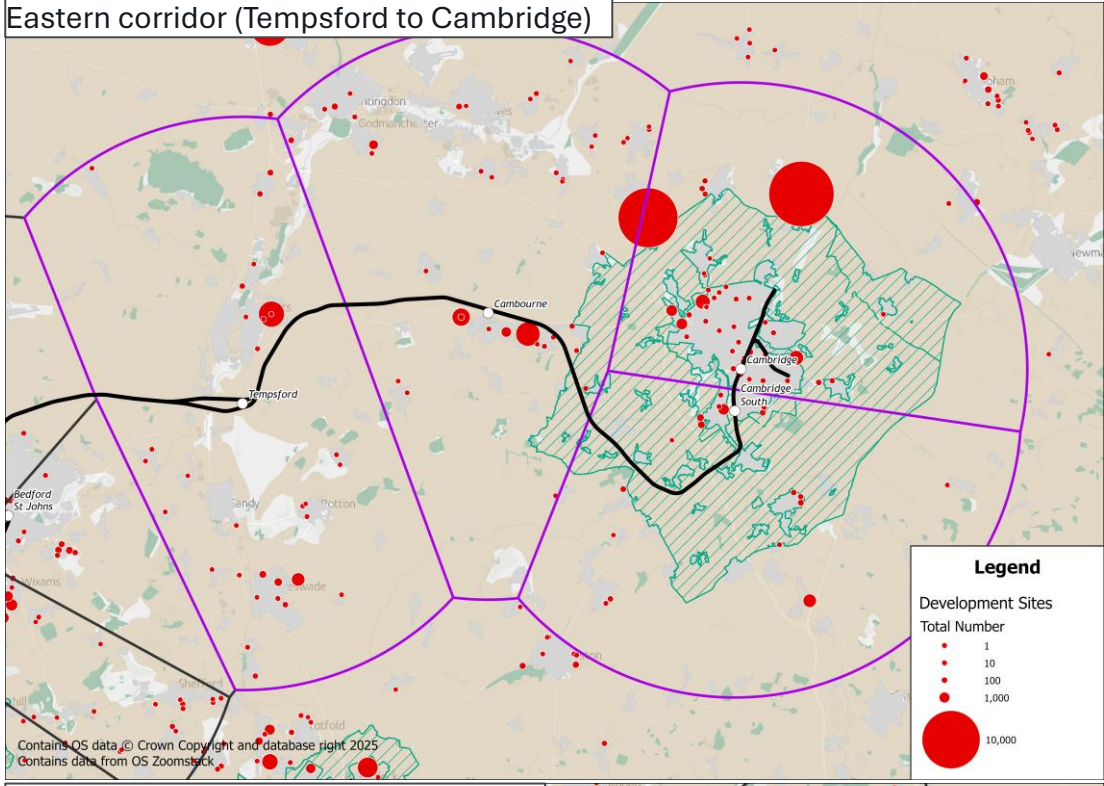
Green Hash – Green belt

Black Lines – EWR Line

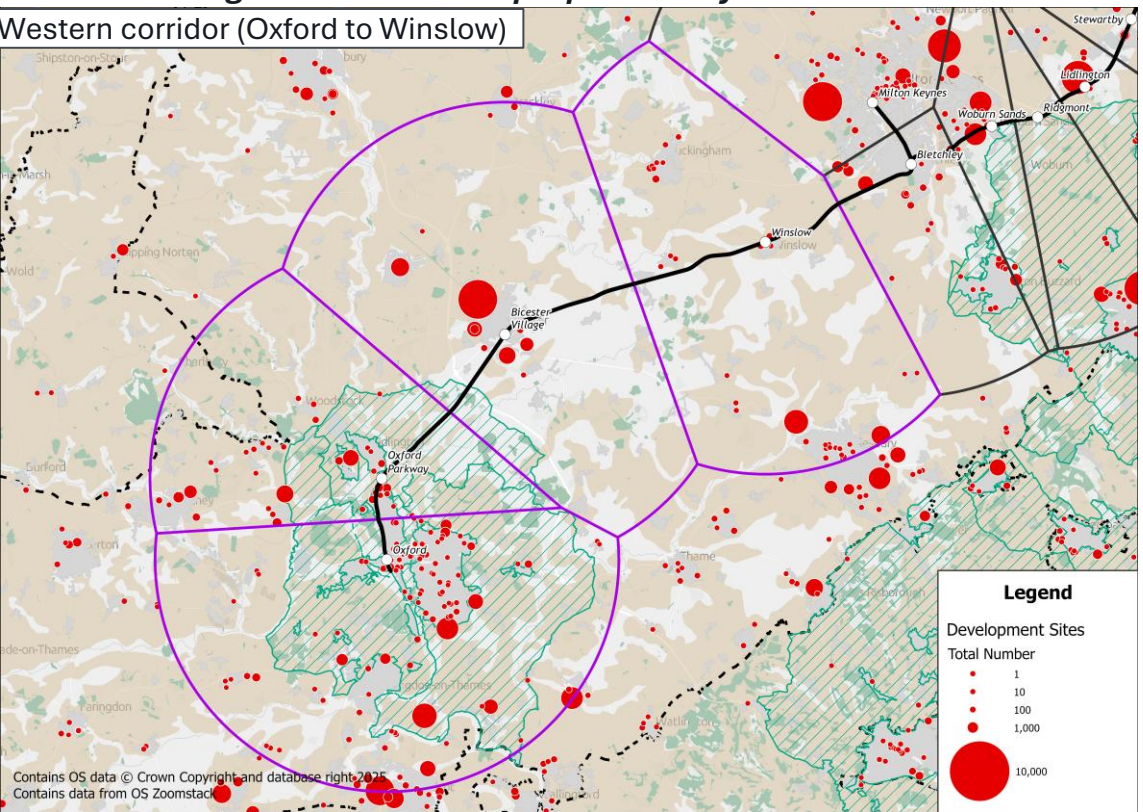
Purple Line – Station catchment areas

Images for illustrative purposes only: not to scale

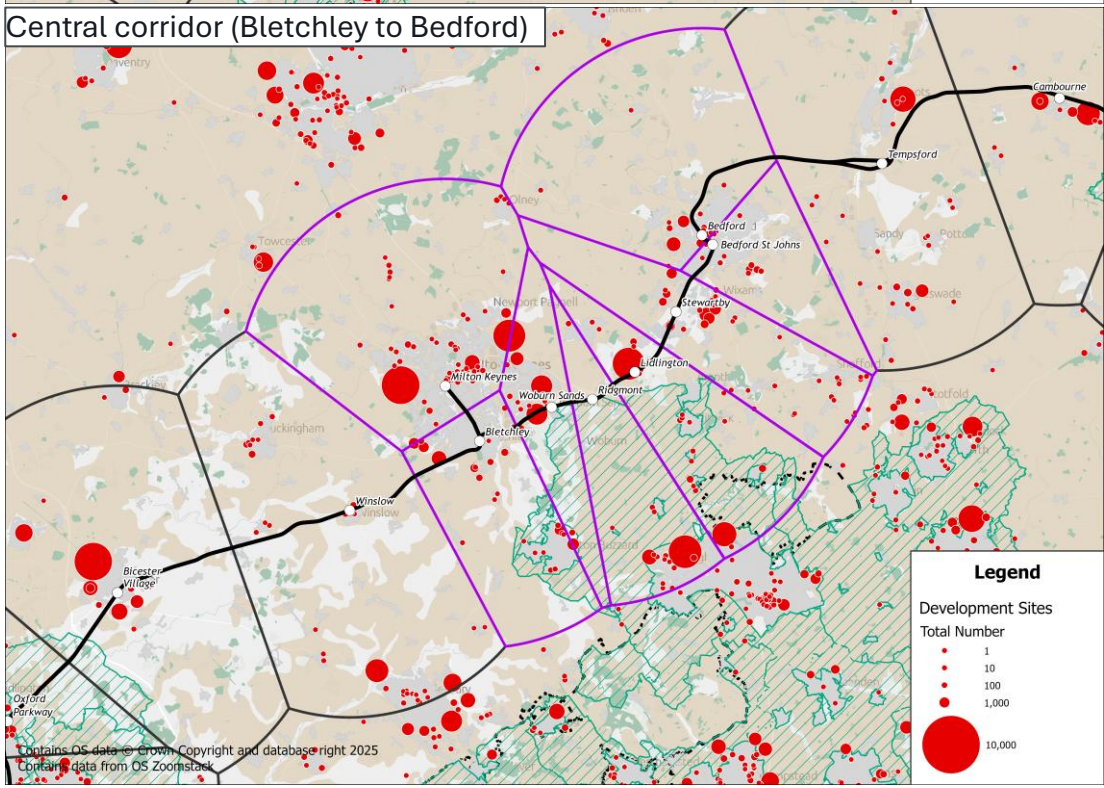
Eastern corridor (Tempsford to Cambridge)



Western corridor (Oxford to Winslow)



Central corridor (Bletchley to Bedford)



Scale of potential integration benefits

Improved integration supports enhanced quality of life for residents of England's Economic Heartland, including better access to employment, skills, education, health and recreation facilities.

A 10-minute enhancement to connectivity to East West Rail stations has the potential to bring tens of thousands more residents within 60 minutes of these facilities.

Examples:

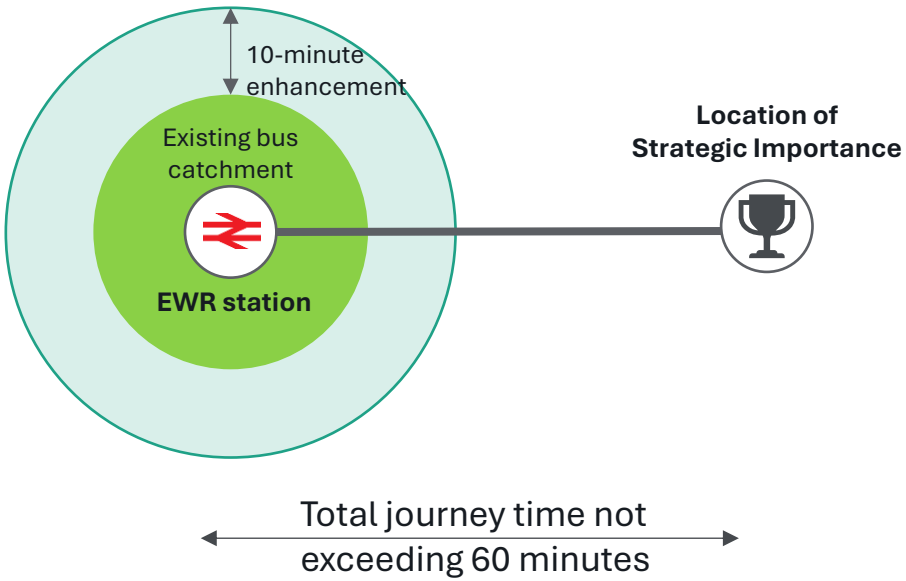
64,000 additional residents closer to Oxford University and **52,000** additional residents closer to Cambridge University

74,000 additional residents closer to London Luton Airport

80,000 additional residents closer to Bicester Village

210,000 additional residents closer to central Milton Keynes

Estimation of enhanced bus connectivity



The Need for Intervention

Opportunity Statements

Introduction

- Opportunity statements have been developed, drawing on the outputs of the baseline analysis to articulate the need for intervention.
- Opportunity statements present an integration opportunity which could be addressed by a number of different solutions.
- Each opportunity statement is supported by examples of integration enhancements that help to define the potential scale of ambition for each intervention area. The scale of ambition statements presented here have been refined based on stakeholder engagement with local authorities, bus operators and EEH.
- The following section sets out each opportunity area in detail, supported by visual evidence and potential integration enhancements.

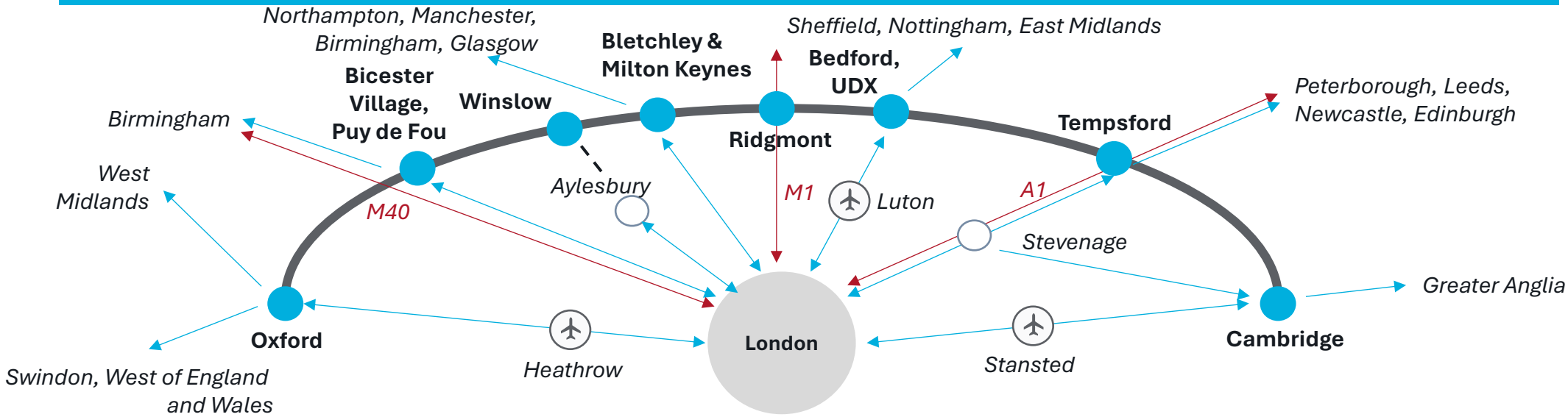
Statements

1. **Strategic connectivity**
2. **Rural connectivity**
3. **Positive behaviour change**
4. **Active Travel**
5. **Connecting growing settlements**
6. **Preparing for long-term growth**
7. **Enhancing bus connectivity**
8. **Stations fit for bus integration**
9. **Station facilities for integration**

ENGLAND'S ECONOMIC HEARTLAND steer

Need for Intervention – Strategic connectivity

Opportunity statement 1 – Seamless integration with the region's strategic transport network can maximise the impact of East West Rail.



Images for illustrative purposes only: not to scale

East West Rail connects people and places far beyond its route by providing vital connections to many nationally significant road and rail routes, bringing together the North and Midlands with Greater Anglia and the West of England. Ensuring effective integration between EWR and other multi-modal services at key interchanges on route will maximise the regional and national benefits of the project. This will allow for convenient new connections and enable development of future rail services that utilise all or part of the EWR alignment to connect directly to destinations further afield. Ensuring seamless integration will bring people, places and opportunities closer together both within EEH and beyond.

The scale of ambition for strategic transport integration

- Hourly through services onto intersecting radial rail routes
- At the intersection of all mainlines station, infrastructure should allow for easy interchange between lines
- Facilities at interchange rail stations to accommodate regional and national bus and coach routes
- All interchange rail stations to be integrated with a strategic active travel network
- Co-development on interventions with local authorities and operators

ENGLAND'S ECONOMIC HEARTLAND steer

Need for Intervention – Rural connectivity

Opportunity statement 2 – Better integrating rural communities with the railway can significantly improve access and shift more journeys towards sustainable modes.

Demand Responsive Transport

Case study - HertsLynx

- Since 2021 in North and East Herts
- Monthly passenger journeys up from 1,500 to >5,000 in 2 years
- Integrated phone app

Applicability

- ✓ Small town
- ✓ Village
- ✓ Remote rural

Range

<10 miles

Local Mobility Hubs

Case study – CoMoUK at North Carrick

- Small town hub provides e-bike, e-car club and minibus hire as well as charging points.
- Food discount and tourist incentives.

Applicability

- ✓ Small town
- ✓ Village

Range

<10 miles

Community Active Travel

Case study – Essex Pedal Power

- Free bikes and training to improve employability, health and connectivity
- 4,000 bikes given to local people since 2021

Applicability

- ✓ Small town
- ✓ Village

Range

<5 miles

The scale of ambition for integrating rural communities with the railway

- Establish new or support existing Demand Responsive Transport systems focused around East West Rail interchange stations
- Focus on demand responsive services in rural areas within 15-minute drive catchments of EWR stations
- Target bus and cycle connectivity improvements in villages with > 1,000 residents
- Enhanced passenger experience and information at rural bus stops
- Delivering a bus network that fits the needs of rural settlements to provide meaningful connections

ENGLAND'S ECONOMIC HEARTLAND steer

Need for Intervention – Positive behaviour change

Opportunity statement 3 – Improving multi-modal integration will allow people to access EWR using a range of transport modes.

Catalysing behaviour change will be crucial to increasing bus and active travel patronage for journeys to EWR stations. The impact of interventions on behavioural change can be complicated and is dependent on many variables such as place type and community make-up (often represented by persona types). The figure above shows the anticipated behaviour change impact of different types of interventions. Results from the CAP tool show that measures such as travel plans are likely to be most effective for inducing modal shift. It is important to acknowledge that disincentives can be equally or more effective than incentives, but a balanced mix of measures is likely to bring about the greatest change. All measures are likely to be more effective in denser areas, where more travel options are already available. CAP tool data shows that the effectiveness of interventions in medium/small urban areas and rural areas is unlikely to be much different, posing a challenge for substantial behaviour change many areas of EEH.

The scale of ambition for positive behaviour change

- Establish an integrated bus and rail ticketing system and journey planning system for the England's Economic Heartland region to provide seamless multi-modal journeys
- Organise offers and discounts for bus journeys to railway stations to incentivise people to try the bus as an alternative to the private car
- Region-wide marketing campaign for public transport and multi-modal journeys

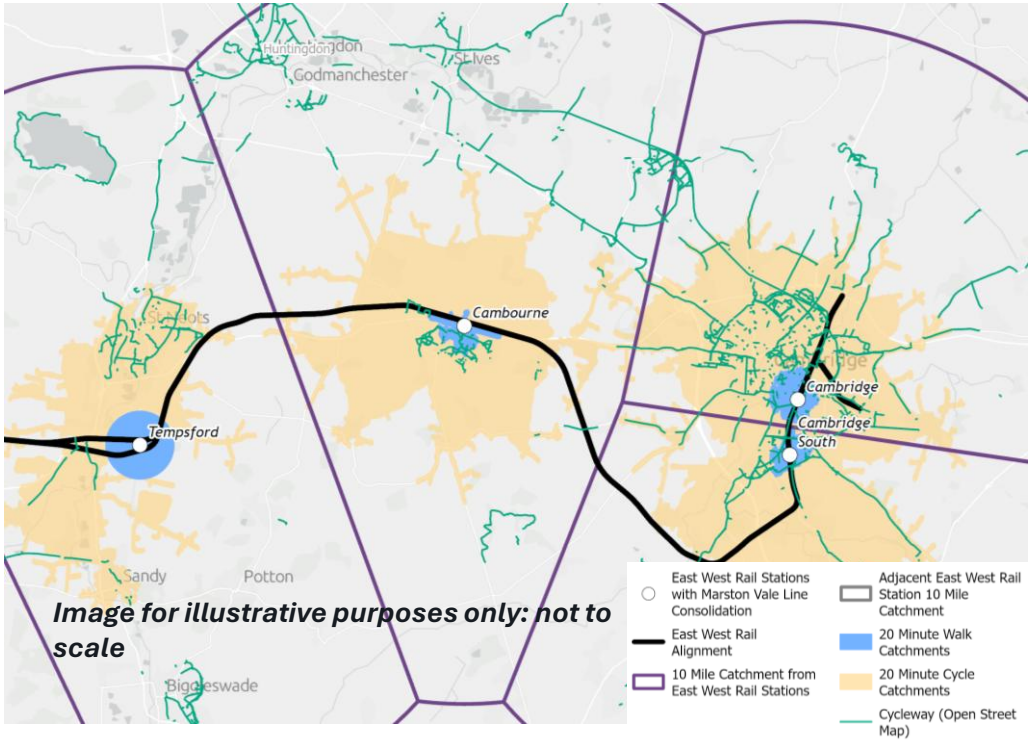
Need for Intervention – Active Travel

Opportunity statement 4 – Enhancing integration with active travel networks can make local journeys to EWR stations healthier, easier and more accessible.

Active Travel England states that walking and cycling makes people happier and healthier. They are some of the most inclusive and affordable travel options for all demographics, while contributing very little to transport carbon emissions. Encouraging both existing and new residents and workers to walk or cycle to EWR stations where possible would reduce pressure on road-based transport while improving climate, public health and social equity outcomes in the region.

Cycling catchment analysis shows that most areas within a 20-minute cycle of an EWR station lack dedicate cycle provision. In these conditions, people are more likely to opt for driving or taking the bus (if available), instead of cycling in mixed traffic. To encourage a shift toward active travel, it is essential to establish high-quality, protected cycling and walking routes. This is especially critical around new developments, where travel habits are still forming. Providing safe and attractive infrastructure from the outset increases the likelihood that new residents and workers will choose walking or cycling as their default modes of first-mile transport.

Figure: Active travel catchments and cycle routes in the eastern corridor.



The scale of ambition for enhancing active travel connections along EWR

- Delivering Varsity Way
- Strategic and integrated network of Active Travel routes to better connect settlements with each other and with East West Rail
- Residential and commercial development sites within 2 miles of EWR stations should have high-quality active travel routes to the station
- Establish segregated cycle lane approaches to stations
- Ensure all pedestrian approaches to stations are well-lit, equipped with CCTV and sign-posted to indicate settlements and places of interest

Need for Intervention – Connecting growing settlements

Opportunity statement 5 – Improving bus and active travel networks will bring new planned development within convenient reach of East West Rail, supporting sustainable growth.

New developments present a unique opportunity to shape travel behaviour from the outset. When people move into a new area, whether as residents, workers, or visitors, they are naturally prompted to reassess their travel options. This moment of transition makes them more open to adopting new modes of transport. By ensuring comprehensive bus and active travel connections are in place from day one, we can influence these choices in favour of sustainable travel.

Early investment in active travel and public transport connections to new developments will help to embed these modes of travel as default options for everyday journeys, including to and from EWR stations.

Many of the site allocations within Local Plans along the EWR corridor are located in areas with poor PTAL (1b or lower), presenting the risk that people using these sites in the future would be forced to rely on private vehicles for access.

Figure: PTAL, bus catchments and committed development in eastern corridor

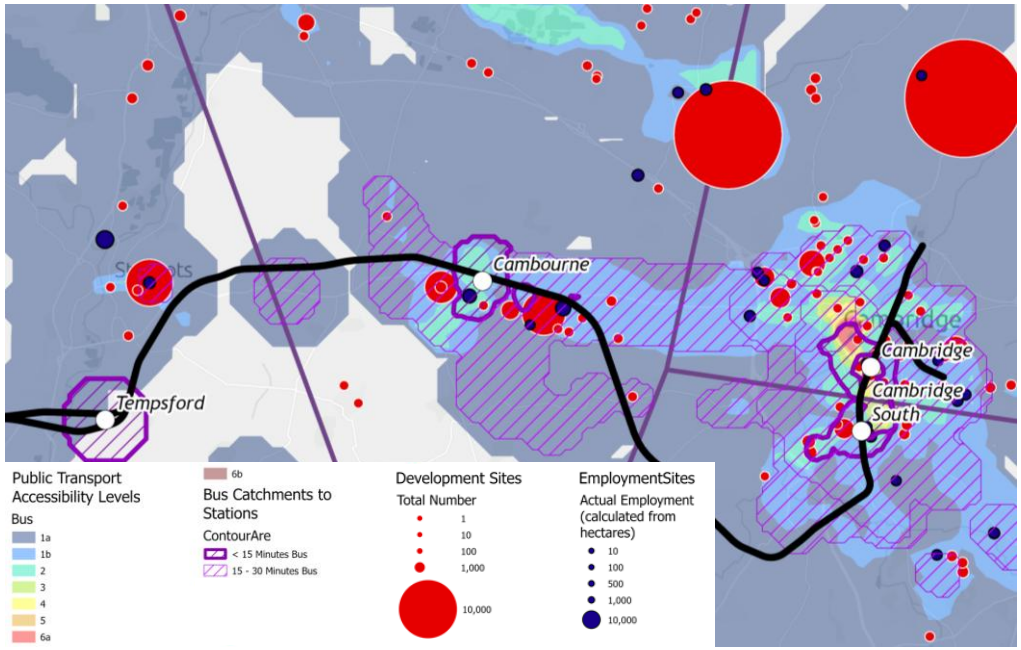


Image for illustrative purposes only: not to scale

The scale of ambition for improving connections to areas with planned development

- Where urban extension increases the population of a conurbation to >10,000 a 4 bph direct bus connection to an EWR station should be provided
- Local Plans to incentivise developments served by public transport on new sites with good connectivity to East West Rail
- Where new development sites of >200 homes are located in areas of poor transport accessibility (PTAL 2 or below), active travel infrastructure and local mobility hubs should be introduced
- Major employment sites to receive 4bph direct bus connection to an EWR station

ENGLAND'S ECONOMIC HEARTLAND steer

Need for Intervention – Preparing for long-term growth

Opportunity statement 6 – Improving integration now will help unlock the long-term connectivity benefits of transformational growth projects taking place along East West Rail.

Over **500,000*** new residents along the corridor based on Local Plan committed developments alone.

*assuming 2.5 people per dwelling on average

A growing community at **Tempsford** based around the new EWR station.

Universal Studios Bedford could host up to **55,000 visitors** on peak days.

An expanded London Luton Airport will see **32 million** passengers per year by 2043, with many coming from the EWR corridor.

Places along the EWR corridor are expected to undergo significant investment and growth in the coming years, which will likely increase passenger demand to destinations on or near the route. Notably, the expansion of Luton Airport and the development of Universal Studios are anticipated to generate substantial national and international travel. EWR will play a key role in supporting onward connections via interchange with the Midland Mainline at Bedford.

Ensuring that the railway is well integrated with existing and future transport connections will help maximise uptake of EWR services by current and future residents, workers and visitors along the corridor, thereby helping to secure future patronage growth.

The scale of ambition for capitalizing on long-term growth

- Future-proof station facilities and integration facilities to align with 10-year passenger growth forecasts
- Plan bus routes and infrastructure to allow easy extension to new urban areas and new sites of strategic importance
- Embed public transport first and vision led planning principles to support best practice implementation from the outset

ENGLAND'S ECONOMIC HEARTLAND steer

Need for Intervention – Enhancing bus connectivity

Opportunity statement 7 – Enhancing existing bus connectivity will bring more communities within reach of the railway, broadening access to key destinations and expanding access to employment and amenities

Enhancing existing bus services by considering a range of soft and physical measures, such as service and stop patterns, timetabling and bus priority could speed up first-mile bus connections to EWR station and bring people closer to key opportunities.

For small to medium population centres outside of current 30-minute bus catchments within the study area, there the potential for this to include over 740,000 residents corridor-wide. Improving connectivity for these communities could unlock new social and economic benefits.

Key employment centres such as Cranfield University lie in close proximity to the railway but see no connecting bus services in under 30 minutes. Moreover, there are no direct services from Cranfield to the nearest EWR stations, Ridgmont and Lidlington.

Figure: 15- and 30-minute bus catchments, and population density

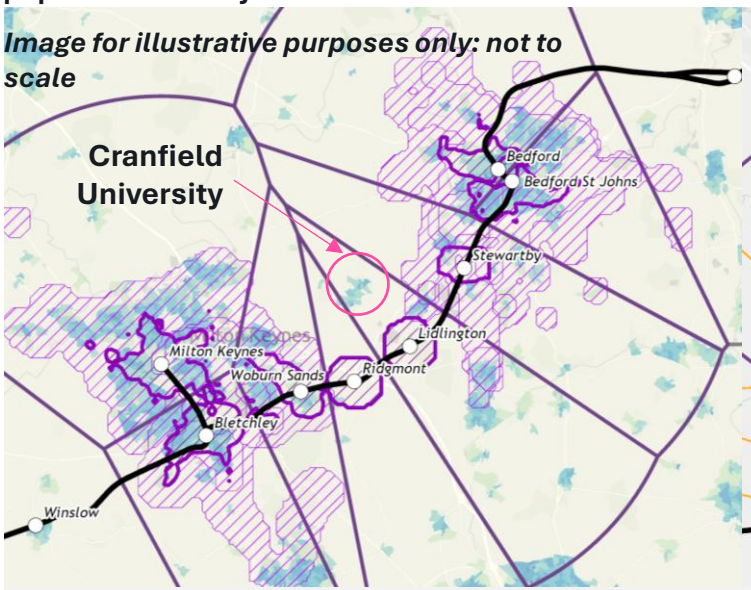
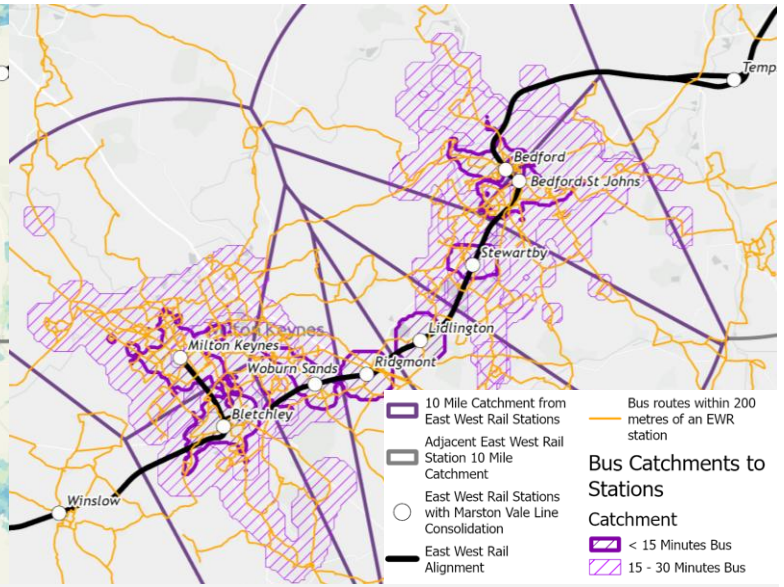


Figure: 15- and 30-minute bus catchments, overlaid with bus routes



The scale of ambition for enhancing bus connectivity along EWR

- All conurbations with population >10,000 or other major trips attractors within the catchment, along existing routes should have a bus service with at least 4 buses per hour to an EWR station
- Buses serving EWR stations should operate early morning, late night and Sunday - from first service to last service
- Bus segregation and priority infrastructure should be introduced on the bus routes with the highest potential patronage to improve journey times and reliability
- Existing bus routes should be extended to cover additional conurbations, where this results in 10 minutes or less overall increase to route journey times
- Prioritise bus frequency improvements in catchments where propensity to travel by bus is highest
- Use a Total Transport approach including incorporating home-to-school services to address connectivity gaps

Need for Intervention – Stations fit for bus integration

Opportunity statement 8 – Improvements to facilities at and around stations can enhance accessibility bus – rail integration.

Oxford station

Reading station

Ensuring seamless integration between EWR rail services and local bus services is likely to incentivise more multi-modal journeys and pave the way for a connected and convenient regional public transport network.

Where bus services stop in close proximity to stations and both stations and stops are equipped with real-time information about rail and bus departures, passengers may feel more confident to transfer from one mode of public transport to the next. Where possible, timing bus and rail arrivals and departures to quick interchange would yield additional journey time benefits. The station facilities review has identified a number of key gaps in bus service integration, particularly for stations along the Marston Vale Line, and it is suggested that improvements for the placement of bus services and facilities at stations are reviewed as part of Phase 2 to enable quick wins for accessibility and connectivity.

The scale of ambition for making stations fit for bus integration

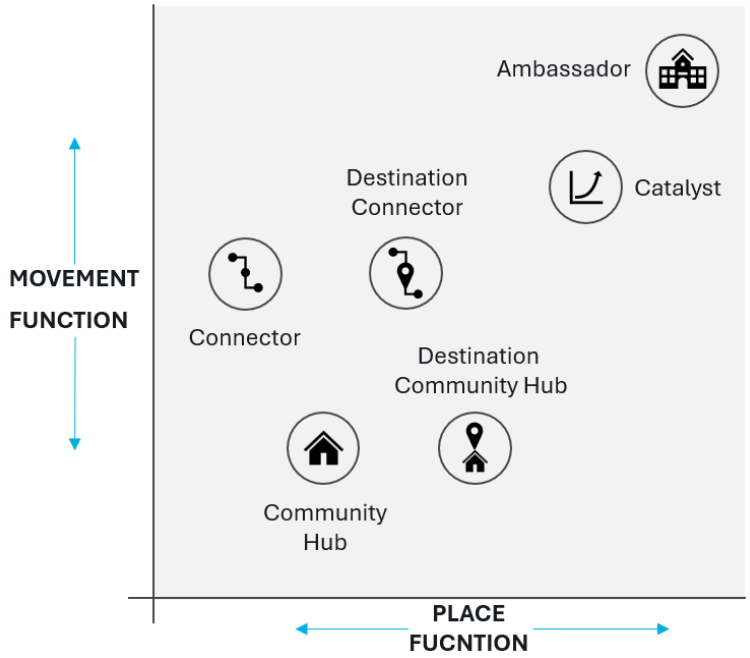
- All stations to have bus stops equipped with RTPI, service and fare information, seating, shelter and lighting
- All station bus stops to be located adjacent to the station entrance and to offer step-free access bus stop to platform
- Bus lane or bus priority on approach roads to stations
- Bus driver welfare facilities at stations
- Bus charging facilities at stations
- Bus arrival and departure information to be displayed within railway station

ENGLAND'S ECONOMIC HEARTLAND steer

Need for Intervention – Station facilities for integration

Opportunity statement 9 – Improvements to facilities at and around stations can enhance accessibility and place-making.

Station Typologies



A review of existing station facilities has been conducted as part of Phase 1, which identifies a number of short-comings in current provision. Comprehensive facilities at and around stations can substantially boost accessibility, convenience and integration, making use of the railway more appealing for customers of all types. Stations would need to achieve different levels of baseline provision depending on their typology and role; this is explored further in the Integration Plan.

Example 'Ambassador' station existing facilities: Oxford

- ✓ Ticket office
- ✓ Full step-free access
- ✓ Toilets and waiting rooms
- ✓ Car parking (530 spaces)
- ✓ Bicycle storage (758 cycles)
- ✓ CPZ in place
- ✓ 13 bus services
- × Not all bus stops are sheltered

Example 'Community Hub' station existing facilities: Lidlington

- ✓ Customer help point
- ✓ 2 bus services (infrequent)
- × No ticket facilities
- × No car parking
- × Partial step-free access
- × No cycle parking
- × Bus stops not sheltered

The scale of ambition for improvements around stations

- All stations offer step-free access
- Stations to have mobility hub facilities proportionate to the population they serve and their rail service provision (e.g. EV charging facilities, bike share, car club, click and collect)
- Ambitious design and service specifications to be developed for new stations
- All stations to be staffed from first to last train
- Station facilities specified to meet the needs of the people who live in the area to enhance travel experience
- Minimum safety and security provision

Integration Plan by Place Type and Station Type

Introduction

The opportunity statements presented in the previous section highlight key areas for intervention in the EWR corridor. However, their relevance varies depending on the specific characteristics of different locations and station types. Some opportunities may be more relevant to denser urban areas and major hub stations, while others are better suited for rural areas and local stations.

To support targeted decision making, this chapter outlines how the discussed scale of ambition would be applied differently across place and station typologies. This Integration Plan framework by place and station typology will help guide the sifting of interventions in Phase 2. This would ensure that proposals are aligned with both local needs and strategic priorities.

Source: East West Rail, Consultation 2024.

Place Typology

Developing a place typology

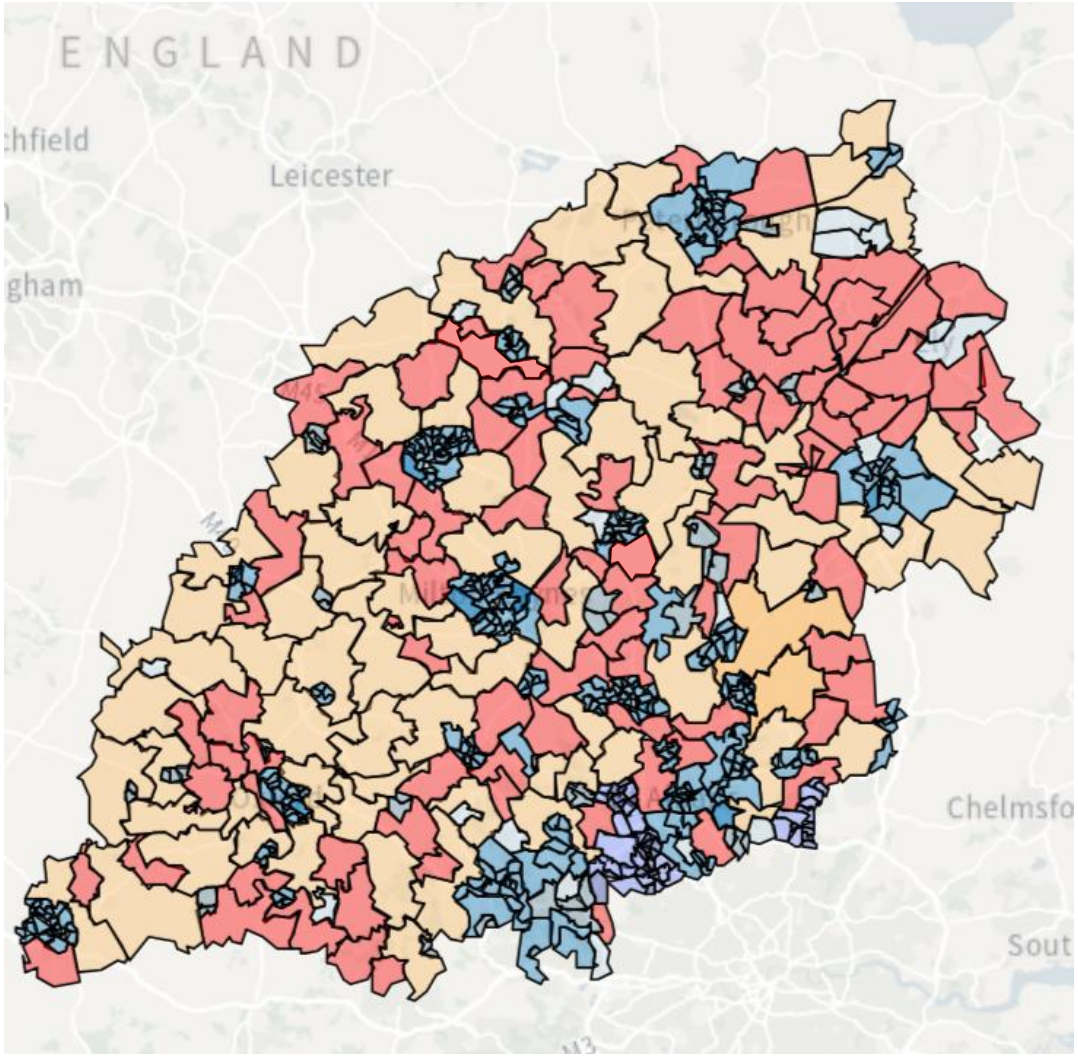
A spatial typology helps to identify how communities across the corridor are likely to reach their nearest or most accessible EWR station based on where they live. The EEH Analysis tool provides a place designation for the entire EEH region (see Figure on the right) based on population density and level or urbanisation, ranging from inner city to rural areas. A set of connectivity, development and behaviour change assumptions can be made about each place type. This helps to guide how the scale of ambition and proposed interventions should be tailored in each instance to yield the most effective outcomes. This is set out in the Integration Plan by Place Type later in this document.

Place typology

Three place types have been identified as most relevant to the EWR corridor and study area; large urbans areas, medium – small urban areas and rural areas (combining villages and rural fringe). A 'regional' place types accounts for those interventions that would be applicable everywhere and are best implemented EEH-wide.

<table>
<tr><td rowspan="3">Regional</td><td colspan="2">Large urban areas (>100K)</td></tr>
<tr><td colspan="2">Medium to small urban areas (<100K)</td></tr>
<tr><td>Rural urban fringe</td><td>Rural villages</td></tr>
</table>

Figure: Carbon Assessment Playbook Place Types



Place type: Regional

The ‘Regional’ place type covers ambitions and interventions that are likely to be applicable everywhere regardless of factors like development density, existing levels of public transport service and local propensity for behaviour change. Such interventions are likely to go beyond the EWR corridor and first mile / last mile journeys to its stations, instead being deployed EEH-wide where possible.

SCALE OF AMBITION

Bus and rail integration

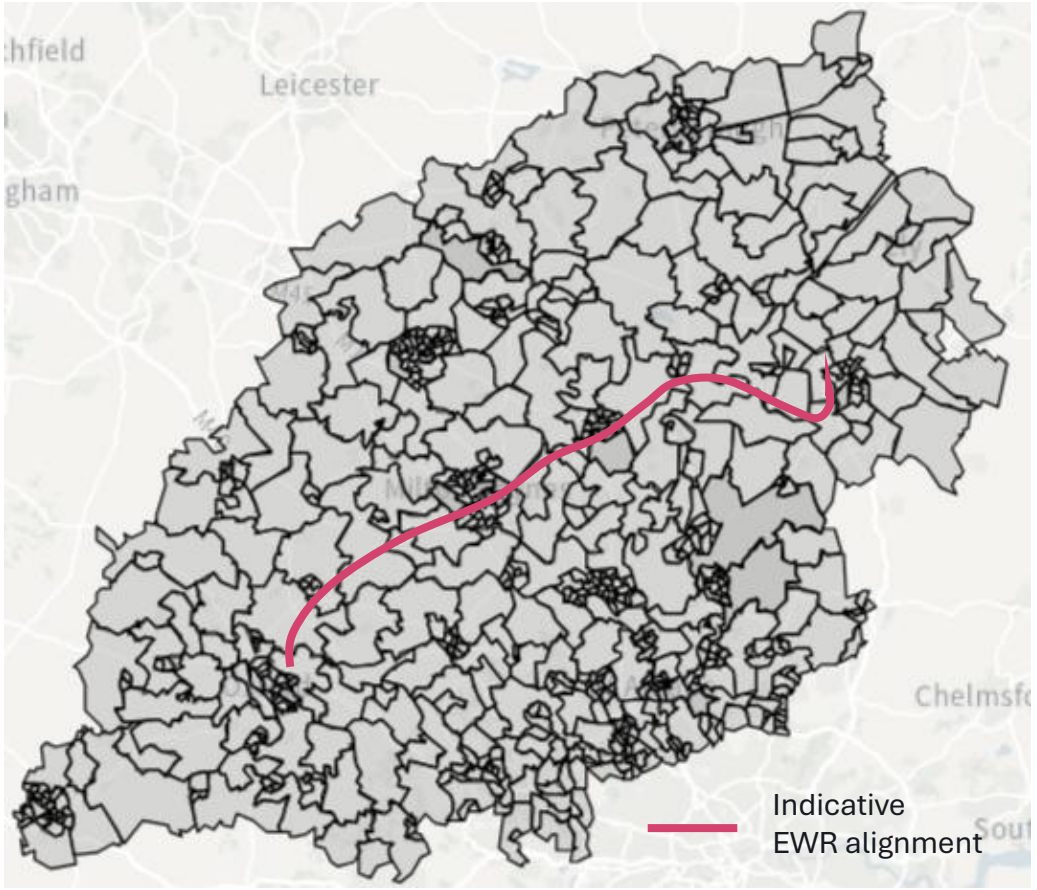
- Establish an integrated bus and rail ticketing system and journey planning system for the England's Economic Heartland region to provide seamless multi-modal journeys?

Behaviour change

- Organise offers and discounts for bus journeys to railway stations to incentivise people to try the bus as an alternative to the private car?
- Region-wide marketing campaign for public transport and multi-modal journeys?

- **Place-making**
- Incentivise developments to prioritise good connectivity to EWR by public transport and active travel modes

Figure: EEH region and EWR alignment



Intervention types likely to be particularly effective...

- Integrated bus and rail ticketing system
- Regional marketing campaigns
- Coordinated public transport incentives

ENGLAND'S ECONOMIC HEARTLAND

steer

Place type: Large urban areas (>100k)

These are higher density urban areas with strong fundamentals for multi-modal and sustainable transport. New development is often concentrated around stations, supporting transport-oriented growth. These areas typically benefit from both rail and bus services though physical integration, information and wayfinding may be lacking. Many drivers for behaviour change such as public transport provision and congestion are already in place and so provide a good basis for stimulating modal shift.

SCALE OF AMBITION

Bus and rail integration

- Buses serving EWR stations should operate early morning, late night and Sundays and priority bus stops outside stations?
- Prioritise frequency improvements where propensity to travel by bus is highest?

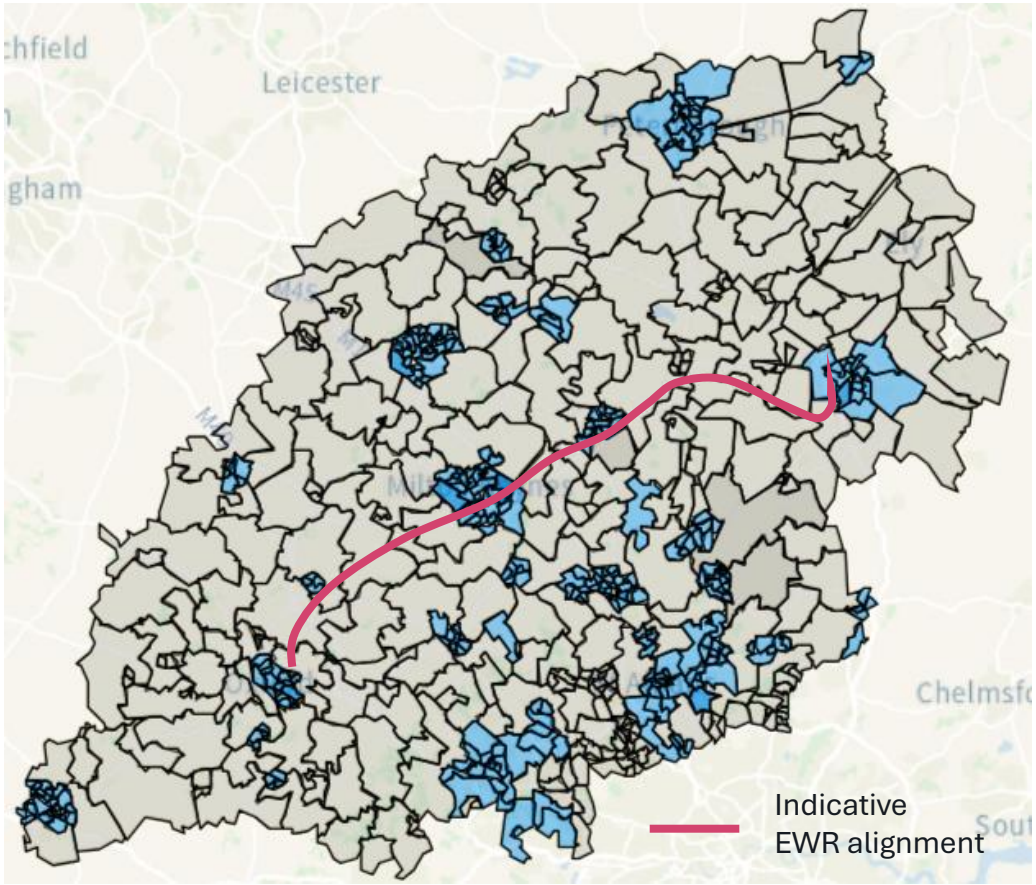
Behaviour change

- Establish an integrated bus and rail ticketing system for the England's Economic Heartland region to provide seamless multi-modal journeys?

Place-making

- Implement measures to make sustainable travel modes more attractive in higher density, large urban areas, with a view to expand to other areas.

Figure: Large urban areas in EEH



Intervention types likely to be particularly effective...

- Business travel plans
- Parking Strategies
- Sustainable Development
- Bus priority corridors

ENGLAND'S ECONOMIC HEARTLAND

steer

Place type: Medium and small urban areas (<100K)

These smaller and lower density urban areas are likely to have core networks of essential public transport services; however, frequency, coverage, operating hours and levels of integration may vary. Development is often focused in denser town centres or suburban extensions. These areas may lack the infrastructure and service levels needed to naturally encourage modal shift. The strongest opportunities for encourage sustainable transport are likely to be limited to key corridors and town centres.

SCALE OF AMBITION

Bus and rail integration

- Bus segregation and priority infrastructure should be introduced on bus routes with highest potential patronage to improve journey times and reliability.
- Existing bus routes should be extended to cover additional conurbations, where this results in 10 minutes or less overall increase to route journey time.

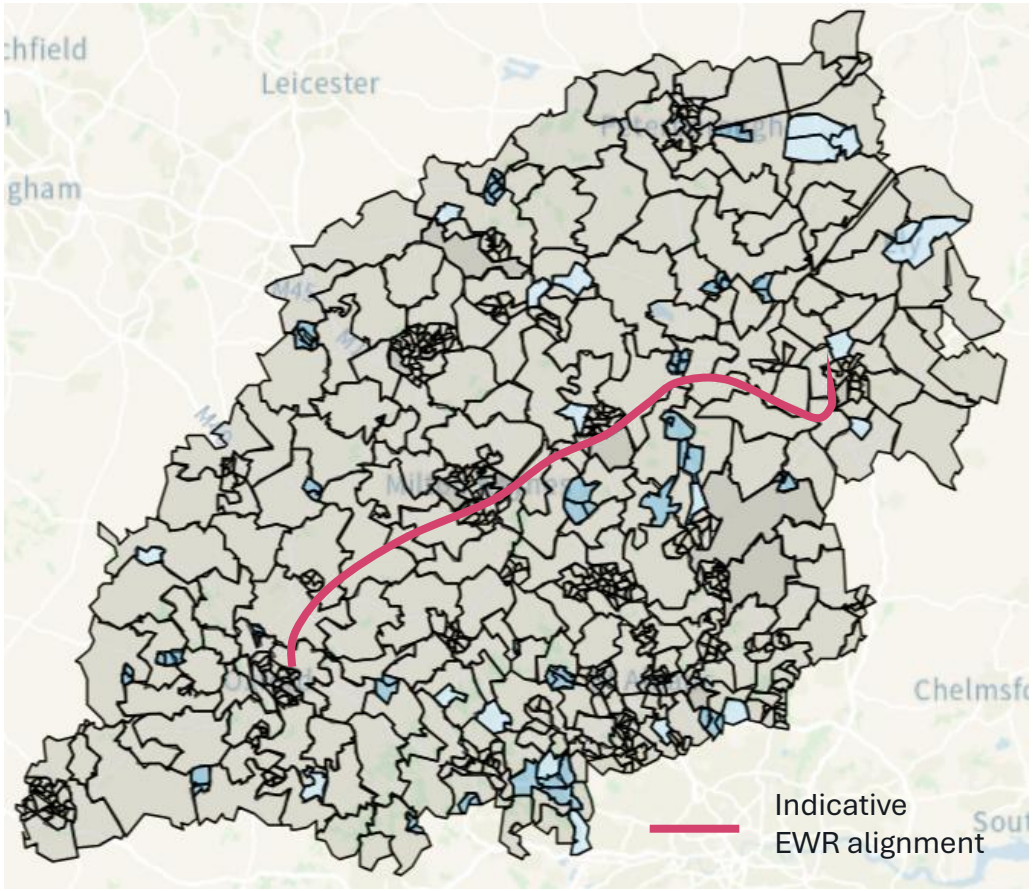
Behaviour change

- Consider behaviour change initiatives that incentivise public transport and active travel and disincentivise car use.

Place-making

- Where urban extension increases the population of a conurbation to >10,000 a 4 bus per hour direct connection to an EWR station should be provided.
- Major employment sites to receive a 4 bus per hour direct bus connection to an EWR station.

Figure: Medium and small urban areas in EEH



Intervention types likely to be particularly effective...

- Business travel plans
- Development near sustainable transport
- Improved bus frequency
- On-street parking controls

ENGLAND'S ECONOMIC HEARTLAND steer

Place type: Rural

Rural areas encompass small towns and villages as well as dispersed housing. As the places of lowest density, public transport provision is often limited and can be infrequent and focussed on essential links to key services and nearby centres. Infrastructure for walking and cycling may be limited, and private vehicles are commonly relied upon for daily travel. Development tends to be limited and is likely to occur where rural areas border larger urban centres. While opportunities for modal shift are more limited, targeted solutions and digital connectivity can help reduce reliance on private vehicles.

SCALE OF AMBITION

Bus and rail integration

- Establish new or support existing Demand Responsive Transport systems focused around EWR interchange stations.
- Focus on-demand responsive services in rural areas within 15-minte drive catchments of EWR stations.
- Total Transport approach to address connectivity gaps.

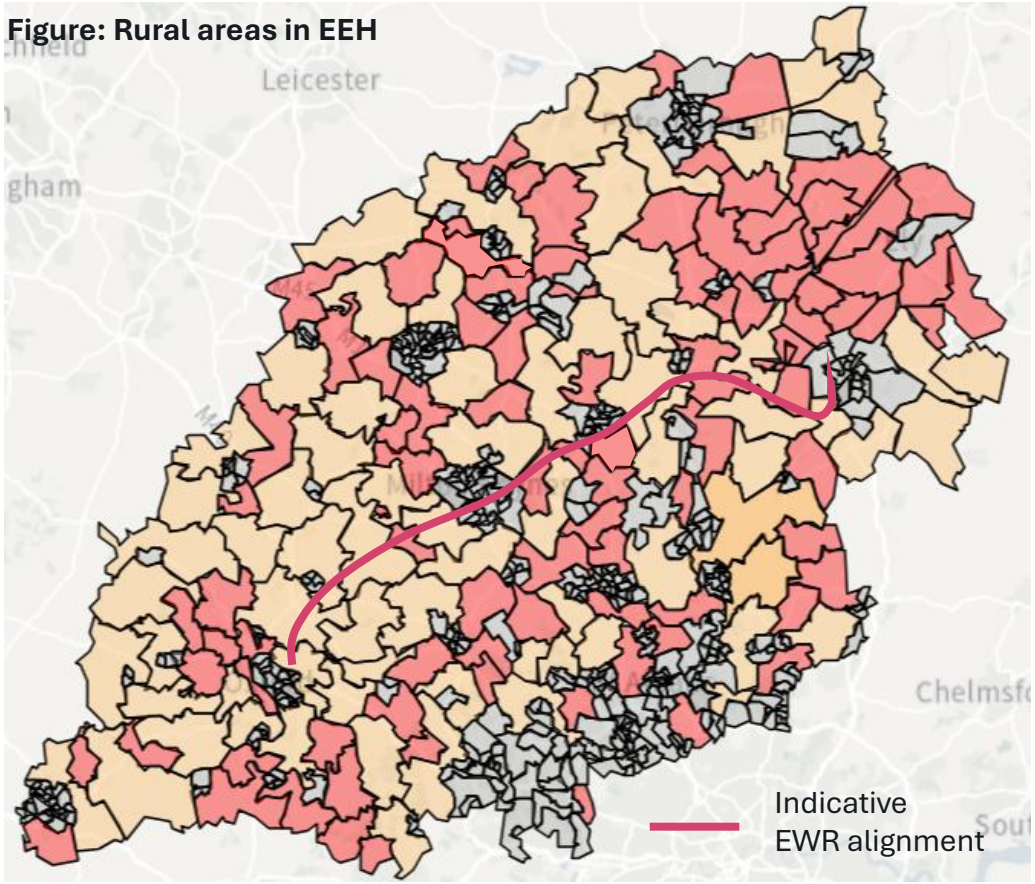
Behaviour change

- Target bus and cycle connectivity improvements in villages with >1,000 residents.
- Stations to have mobility hub facilities proportionate to population they serve and rail service provision.

Place-making

- Where new developments of >200 homes are located in areas of poor transport accessibility, active travel infrastructure and local mobility hubs should be introduced.

Figure: Rural areas in EEH



Intervention types likely to be particularly effective...

- Mobility hubs
- Promotion of car sharing / clubs
- Demand-responsive transport
- Extended bus network (where applicable)

Station typology

Developing a typology

Station typologies help to identify and classify stations with similar characteristics. These can help define what facilities would be required to support the appropriate level of first and last mile connectivity within each category.

Typologies have been applied with reference to the East West Rail Stations Purpose Development Report (2020) and Marston Vale Line First Mile/Last Mile Study (2021).

To better understand the need and potential for first and last mile connectivity, stations have been categorised with respect to **place** (scale and importance of destinations they serve) and **movement** (provision and potential for onward travel, including first and last mile).

Six station types have been developed, each representing a unique combination of place and movement significance. Each type is likely to require an optimal combination of facilities supporting onward travel, both within and in proximity to the station site.

Station typology

 Ambassador	Stations that are major gateways to the notable locations in which they reside. These are destinations in their own right with an iconic presence and a range of amenities. Designed for significant passenger numbers, they provide a variety of connections for onward travel locally and nationally.
 Catalyst	Stations that can trigger transformative growth and regeneration in their areas from the improved connectivity the East West Rail will provide. As key gateways to their wider communities, they are both commuter and destination stations. They provide onward connections locally and regionally.
 Destination Connector	Stations that link wider communities to the new East West Rail corridor while serving notable destinations in their proximity. They prioritise onward travel while supporting strong local demand.
 Connector	Stations that link wider communities to the new East West Rail corridor. While not destinations themselves, they prioritise simple, seamless journeys and support convenient onward travel.
 Destination Community Hub	Local stations that are designed to connect communities while serving notable destinations in their proximity. They provide some options for onward travel while supporting strong local demand.
 Community Hub	Local stations that are designed to connect communities in proximity to the railway. While facilitating local commuter journeys and community activities, they provide some options for onward travel.

Station typology – movement and place function framework

Movement and place framework function

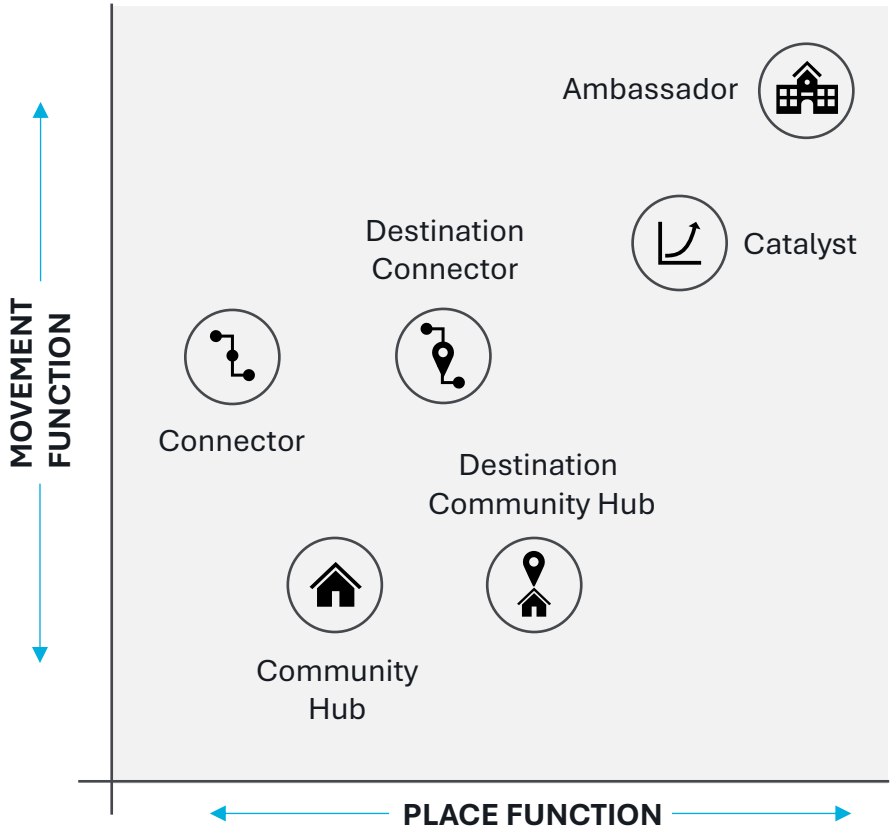
Each station type represents a unique combination of place and movement significance. These are represented in the matrix on this page.

Stations that are high in movement function are most likely to serve interchange and connectivity purposes to onward destinations. These include 'park and ride' stations as well as regional interchange hubs. Meanwhile, stations that are high in place function are more likely to be the origins or destinations for journeys, serving key trip attractors within their close proximity. This is best exemplified by city centre stations, providing easy access to employment, education and commercial opportunities.

The facilities prioritised at or around each station are likely to differ depending on where it sits with regard to its movement and place function.

Strong onward connections both locally and further afield. These stations will see high volumes of first and last mile journeys, with trips to/from stations being longer on average.

Some onward connections primarily serving local communities. These stations are likely to see lower volumes of first and last mile journeys, with trips to/from stations being shorter on average.



Stations with few local destinations, primarily designed to facilitate onward journeys.

Stations directly serving places of strategic importance with high passenger demand.

Station type - Ambassador

“Stations that are major gateways to the notable locations in which they reside. These are destinations in their own right with an iconic presence and a range of amenities. Designed for significant passenger numbers, they provide a variety of connections for onward travel locally and nationally.”

Key findings from the station facilities review

All three stations that fall under the Ambassador category in the EWR corridor exhibit a comprehensive range of facilities, offering a high level of accessibility, good integration with other modes and convenient facilities for passengers.

Despite this, none of the stations offer the same list of facilities which limits use and convenience to varying degrees. For example, Cambridge does not offer an accessible ticket office window, and Milton Keynes does not offer lost property facilities. Car parking tariffs at Oxford station are significant lower at £7.00 per day compared to £15.80 at Cambridge and likely impact modal share to the station.

While all stations offer step-free access to the platforms, none offer step-free access from platform to train, although this is in part a consequence of multiple different train types already calling at these stations. On the other hand, car and cycle parking capacity is high at all stations and all integrate well with local bus services. However, live bus service information is not provided inside the station.

All three stations offer shops however most of these are located before the ticket barriers. Only Cambridge station does not offer ATM facilities.

Key good practice facilities for Ambassador stations

Accessibility

- ✓ Step-free access to all platforms.
- ✓ Ticket barriers including accessible gates.
- ✓ Ticket machines and ticket offices including accessible provision.
- ✓ Accessible toilets and baby changing facilities.

Integration

- ✓ Train departure and arrival screens and auditory announcements.
- ✓ Information for onward travel including live departures for bus stops serving the station.
- ✓ Substantial cycle parking capacity, which is both secure and sheltered.
- ✓ Blue badge parking and electric vehicle parking.
- ✓ Accessible taxi / PHV bays and signage.
- ✓ Car parking that is not priced more competitively than bus fares.

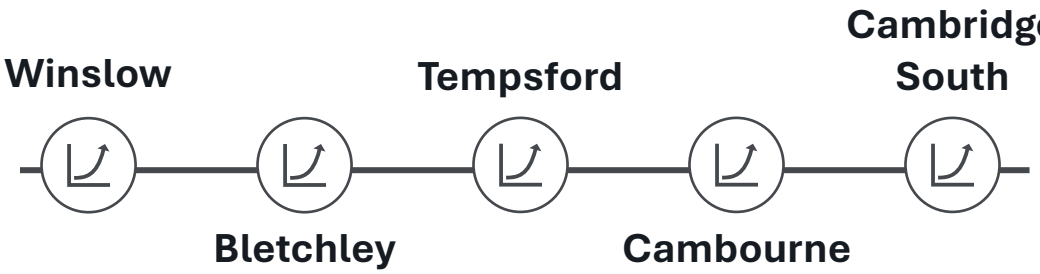
Convenience

- ✓ Shops and refreshment facilities both sides of the ticket barriers.
- ✓ Public station Wi-Fi and telephone access.
- ✓ Lost property facilities.

ENGLAND'S ECONOMIC HEARTLAND steer

Station type: Catalyst

"Stations that can trigger economic growth and regeneration in their areas from the improved connectivity that East West Rail will provide. As key gateways to their wider communities, they are both commuter and destination stations. They provide onward connections locally and regionally."



Key findings from the station facilities review

Catalyst stations are likely to see substantial growth in patronage in the future as development around them takes shape. As such, these stations should be well equipped to attract new passengers, to help embed sustainable travel habits. Facilities are expected to be similar in scope to Ambassador stations to ensure high convenience, although the scale of these may be smaller.

All Catalyst stations apart from Bletchley are currently under construction or construction is planned, therefore the existing list of facilities cannot be fully assessed. Bletchley offers a comprehensive list of facilities, such as car and cycle parking, accessible ticket machines, induction loops and accessible taxi integration. Toilets are likewise provided although operating hours are limited. However, the station currently lacks public Wi-Fi and telephone access, lost property facilities and sheltered cycle parking. Moreover, the station is staffed part-time, limiting the support that can be provided to passengers. Targeted improvements can improve the attractiveness of journeys to and through the station, and similarly high standards of provision should be targeted for new Catalyst stations to ensure that first impressions are positive and encourage repeat usage.

Key good practice facilities for Catalyst stations

✓ Step-free access to all platforms.	*Accessibility*
✓ Ticket barriers including accessible gates.	
✓ Ticket machines and ticket offices.	
✓ Accessible toilets and baby changing facilities.	
✓ Train departure and arrival screens and auditory announcements.	*Integration*
✓ Information for onward travel including live departures for bus stops serving the station.	
✓ Cycle parking provision, which is both secure and sheltered.	
✓ Blue badge parking and electric vehicle parking.	
✓ Accessible taxi / PHV bays and signage.	
✓ Shops and refreshment facilities.	*Convenience*
✓ Public station Wi-Fi and telephone access.	
✓ Lost property facilities.	

ENGLAND'S ECONOMIC HEARTLAND steer

Station type: Destination Connector

“Stations that link wider communities to the new East West Rail corridor while serving notable destinations in their proximity. They prioritise onward travel while supporting strong local demand.”

Key findings from the station facilities review

Bedford and Bicester Village host a comprehensive range of station facilities and broadly align with the good practice criteria for Destination Connector stations.

Both stations see some shortcomings around accessible provision, with Bicester Village lacking accessible toilets and Bedford lacking integration with accessible taxis. Public Wi-Fi is likewise not available at Bedford.

Bedford is well integrated with local buses, although the bus stops are a short walk away from the station entrance. The entrance to Bicester Village stations provides immediate access to bus and taxi stopping facilities, as well as a 4 bus per hour shuttle service connecting to Bicester North station, for Chiltern Railway services towards Birmingham.

Both stations would benefit from targeted interventions to improve accessible provision, particularly as they see more footfall with the opening of EWR. These stations act as important interchanges to other rail services, while serving key destinations and should be attractive and accessible gateways to their wider communities.

Key good practice facilities for Destination Connector stations

✓ Step-free access to all platforms.	*Accessibility*
✓ Ticket barriers including accessible gates.	
✓ Ticket machines and ticket offices.	
✓ Accessible toilets and baby changing facilities.	
✓ Train departure and arrival screens and auditory announcements.	*Integration*
✓ Information for onward travel including live departures for bus stops serving the station.	
✓ Cycle parking provision, which is both secure and sheltered.	
✓ Blue badge parking and electric vehicle parking.	
✓ Taxi / PHV bays and signage.	
✓ Refreshment facilities.	*Convenience*
✓ Public station Wi-Fi and telephone access.	
✓ Lost property facilities.	

Station type: Connector

“Stations that link wider communities to the new East West Rail corridor. While not always destinations in their own right, they prioritise simple, seamless journeys and support convenient onward travel.”

Key findings from the station facilities review

Oxford Parkway and Ridgmont serve important interchange roles with a focus on Park and Ride capabilities. Oxford Parkway captures private vehicle traffic north of Oxford and on the A40, while Ridgmont is expected to become an interchange with the M1.

While Oxford Parkway features comprehensive facilities for the Connector station type, Ridgmont lacks a number of key accessibility and integration features including accessible ticket machines and public telephones, limited step-free access, no accessible toilets, and no departure screens. Lack of station staff and no CCTV provision at Ridgmont limits personal safety and security at the station.

It is suggested that a number of targeted improvements are made to facilities at Ridgmont station when it is rebuilt as part of the EWR programme to ensure it can effectively play the role of a regional Park and Ride interchange.

Key good practice facilities for Connector stations

✓ Step-free access to all platforms. ✓ Ticket machines and ticket offices. ✓ Accessible toilets.	*Accessibility*
✓ Train departure and arrival screens and auditory announcements. ✓ Information for onward travel including live departures for bus stops serving the station. ✓ Cycle parking provision, which is both secure and sheltered. ✓ Blue badge parking and electric vehicle parking. ✓ Taxi / PHV bays and signage.	*Integration*
✓ Public station Wi-Fi and telephone access. ✓ Lost property facilities.	*Convenience*

Station type: Destination Community Hub

"Local stations that are designed to connect communities while serving notable destinations in their proximity. They provide some options for onward travel while supporting strong local demand."

Key findings from the station facilities review

Stewartby and Bedford St. Johns both serve notable local communities and connect to key employment in existing or planned developments. Stewartby is likely to further rise in prominence given the opening of Universal Studios Beford, due to the station's proximity to the theme park.

Both stations currently offer limited facilities, with no station staff or CCTV provision, no accessible toilets or ticket machines, and limited step-free access. Bedford St John's does not integrate with existing bus services which pass over a bridge above the station but do not stop. Stewartby has no bus stop facilities although it is served by a bus between Wootton and Cranfield.

As both stations are rebuilt as part of the EWR programme and see more passenger demand, additional station facilities would be required to make travel from these stations safe, convenient and accessible.

Key good practice facilities for Destination Community Hub stations

Accessibility

- ✓ Step-free access to all platforms.
- ✓ Ticket machines.
- ✓ Accessible toilets.

Integration

- ✓ Train departure and arrival screens and auditory announcements.
- ✓ Information for onward travel including live departures for bus stops serving the station.
- ✓ Cycle parking provision, which is both secure and sheltered.
- ✓ Blue badge parking and electric vehicle parking.
- ✓ Taxi/ PHV signage.

Convenience

- ✓ Refreshment facilities.
- ✓ Public station Wi-Fi and telephone access.
- ✓ Lost property facilities.

Station type: Community hub

“Local stations that are designed to connect communities in proximity to the railway. While facilitating local commuter journeys and community activities, they provide some options for onward travel.”

Key findings from the station facilities review

Woburn Sands and Lidlington serve local communities on the Marston Vale Line. Both stations have limited facilities with respect to accessibility, integration and convenience. Stations are not staffed and offer limited step-free access provision, no digital displays for train services and no refreshment amenities.

At Woburn Sands, cycle parking and CCTV are available, whereas Lidlington does not provide either facility.

As both stations are rebuilt as part of the EWR programme and see more passenger demand, additional station facilities would be required to make travel from these stations safe, convenient and accessible.

Key good practice facilities for Community Hub stations

✓ Step-free access to all platforms. ✓ Ticket machines. ✓ Accessible toilets.	*Accessibility*
✓ Train departure and arrival screens and auditory announcements. ✓ Information for onward travel. ✓ Cycle parking provision, which is both secure and sheltered. ✓ Blue badge parking and electric vehicle parking (where applicable). ✓ Taxi/ PHV signage.	*Integration*
✓ Refreshment facilities. ✓ Public station Wi-Fi and telephone access. ✓ Lost property facilities.	*Convenience*

Taking this forward

Introduction

This report sets out the outcomes of Phase 1 of the Integration Programme, highlighting both the need for intervention and the varying scales of ambition proposed across different place and station types.

This chapter focuses on the next steps – putting the frameworks and outcomes of Phase 1 into practice. Phase 2 and beyond will focus on identifying the specific interventions required to achieve the intended scale of ambition across different place types and the three core focus areas. This will involve prioritisation of interventions, alongside options assessment work to inform the development of the Regional Integration Delivery Plan for the EWR corridor.

The Delivery Plan will only be possible if all our delivery partners come together including the region's local authorities, Department for Transport, Ministry for Homes, Communities and Local Government, Homes England, EWR Co, EEH bus & rail operators and developers.

The following pages detail the proposed ways of working, along with the approach and methodology that will guide Phase 2 and beyond.

Governance, Delivery, Funding and Stakeholder Engagement

The high-level approach to governance and engagement for the Regional Integration Delivery Plan 2 is set out below, as well as initial considerations for identifying funding opportunities. It is expected that all strands are finalised in further detail once work on Phase 2 begins.

Governance and Delivery

Appropriate governance and management mechanisms will be established to ensure effective delivery, using a combination of bottom-up planning and delivery alongside regional coordination.

It is expected that an expert Steering Group will be closely engaged on project progress and development, supported by outputs from individual place-based groups and operator groups and ultimately overseen by the EEH Board.

The Regional Integration Delivery Plan requires a collaborative approach to delivery from the region's local authorities, EEH and EWR, alongside core stakeholders which include bus and rail operators and developers.

All local authorities at all tiers will be part of the planning and delivery, given the requirement for considering transport, highways and planning implications.

Final signoff will be from the EEH Strategic Transport Leadership Board

Stakeholder engagement

Engaging with stakeholders has been, and will continue to be, a key pillar of all activity. It is proposed that engagement will be carried out at the following key stages:

- Longlisting
- Shortlisting
- Options assessment report

In addition to the delivery partners of local authorities, EWR, EEH, bus and rail operators and developers, it is expected that multiple national and other regional stakeholders will also be engaged at key stages, however the scope of this engagement will vary.

Local communities and residents are a core stakeholder group to engage with, focusing on how people travel and how the Integration Delivery Plan can work for them.

Funding

A collaborative and innovative funding approach will be explored to support the Delivery Plan. This will be done with a view to maximising private sector and philanthropic funding, where possible, at both local and regional levels.

An Investment Proposition and Funding Model will be established, with consideration given to key national and regional factors, including economic growth plans for the region.

Monitoring Success

It is anticipated that monitoring of the investment plan will be guided by a series of key performance indicators. While it is not within the scope of this document to suggest targets for specific indicators, potential metrics are provided below. These cover the three key focus areas for the Integration workstream – place making, bus-rail integration, and behaviour change. (EEH will ensure these are aligned to the Outcomes Framework)

Place Making Indicators

- Increase in share of the population in the corridor within a 20-minute bus journey of an EWR station *(from TRACC analysis)*
- Increase in km of cycle routes and segregate cycle infrastructure in the corridor connecting to an EWR station *(from LA datasets)*
- Decrease in share of the population living in PTAL Level 2 or lower in the corridor. *(from PTAL and GIS analysis)*
- Increase in residents and commercial Local Plan allocations supported by public transport and / or active travel links to an EWR station *(from LA Local Plan data and TRACC analysis)*

Integration Indicators

- Improved bus journey time reliability to EWR stations. *(from bus operator data)*
- Improved bus service frequency to EWR stations. *(from bus operator data)*
- Increase in number of cross-modal interchanges. *(from EEH and LA data)*
- Number of passengers using smart / integrated tickets where available. *(from transport operator data)*

Behaviour Change Indicators

- Reduction in private car mode share for first / last mile trips to EWR stations *(from mobile network data)*
- Increase in uptake of cycle parking facilities at EWR stations *(from cycle parking occupancy surveys)*
- Increase in mobility hub usage at EWR stations *(from mobility hub usage and occupancy surveys)*
- Increase in recorded passenger satisfaction with railway services along the corridor. *(from satisfaction and user experience surveys)*