

THREE YEAR BUSINESS PLAN

2026 - 2029

1. FOREWORD

To be added following approval by the Board to the draft business plan.

2. INTRODUCTION

England's Economic Heartland (EEH) is the partnership of local and Combined Authorities across the Oxford to Cambridge Growth Corridor. Established initially as a Sub-national Transport Body, EEH recognises the central role that transport and connectivity play in realising the immense opportunity that exists within the Growth Corridor.

Having stood the test of time, EEH has built on this foundation. It has evolved into a strategic partnership that is recognised and jointly funded by both Government and local partners to work across sectors in order to identify, prioritise, and realise opportunities for transport-enabled economic growth, as well as delivering wider benefits across the Growth Corridor.

This three-year plan positions EEH as a focused, high-impact regional organisation delivering integration, investment, and growth outcomes across the Oxford to Cambridge corridor between now and 2029. It reflects a realistic assessment of financial constraints, while maintaining ambition in the areas where EEH adds the greatest value. It builds on a strong foundation of trust, collaboration and evidence, and positions EEH to play a central role in delivering one of the UK's most important economic opportunities.

The plan reflects a consensus between Government, the EEH Board and regional partners that the need for EEH remains strong. Without its coordinating role, the pace and coherence of progress across the Growth Corridor would be significantly diminished.

The EEH Connectivity Mission

To plan and support delivery of an integrated transport system that unlocks the full economic potential of the Oxford to Cambridge Growth Corridor, bringing benefits for communities and businesses across the region.

Investing in targeted integration across all modes will enable the transport system to:

- Provide connectivity and better access to jobs, services and opportunities.*
- Support the delivery of ambitious places to live, work and learn – attracting investment and talent.*
- Maximise the transformative benefits of major investments such as East West Rail and other unique opportunities including new towns and Universal United Kingdom Resort.*

EEH's focus and role during the next three years will be to deliver a high-impact programme that can unlock the economic potential of the Growth Corridor. It will focus on the following areas:

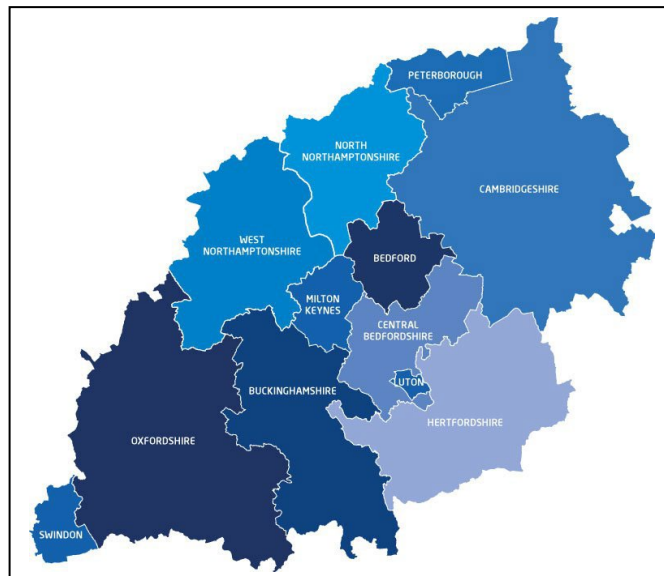
- **ANALYSING THE IMPACT OF GROWTH:** EEH has a developed technical and analytical capability through evidence, data, analytical tools, expert advice and best practice. Available to both local and combined authority partners, as well as Government, the tools are designed to: support policy and decision making; create economies of scale; and allow partners to receive early evidence on which to base decisions and plan next steps, adding value to their work and saving time and money.
- **DEVELOPING SOLUTIONS TO THE MOST WICKED CHALLENGES:** Recognising the unique challenges and opportunities in the Growth Corridor, we help to develop new solutions and ideas. Whether by challenging conventional wisdom, seeking new ways of working, capturing and sharing expertise, or representing our partners' interests and issues to Whitehall, our collaborative approach and extensive network of partnerships enable us to provide a unique level of support and advice.
- **COORDINATING INVESTMENT:** Our regional scale allows us to join up strategic transport planning across borders and modes, with a focus on place-based solutions. We help maximise the return on investment in strategic infrastructure, using it as a catalyst for integrated transport and connecting people with economic opportunity.
- **ADVOCATING FOR NEW INVESTMENT AND FUNDING MODELS -** As a partnership formed of local and Combined Authorities – their priorities are our priorities. EEH has the expertise, capability and networks to work across sectors and try and unlock funding opportunities.
- **CONVENING LEADERS, GOVERNMENT, OFFICIALS AND EXPERTS:** We bring together partnerships and collaborations in a way that will deliver, in the quickest way possible. Playing a crucial convening role which allows elected leaders to work together on regional priorities and ambitions and enabling them to directly engage across Government, senior officials and experts.
- **LONG TERM VISION:** In the longer term, EEH has the potential to become a broader regional infrastructure body – with greater self-funding capabilities and a wider remit – but the Board are clear that pursuit of this should not be at the expense of EEH being focused now on delivering the Government's and the Board's immediate priorities.

3. OXFORD TO CAMBRIDGE GROWTH CORRIDOR: AN OPPORTUNITY FOR THE WHOLE OF THE UK

Stretching from Swindon across to Cambridgeshire, and Northamptonshire down to Hertfordshire, the England's Economic Heartland region is of critical importance to UK prosperity. Our success contributes to the UK's success, while our geographic position makes the performance of our transport system of critical importance to the rest of the country.

It is well recognised that improved connectivity, particularly enabled by schemes such as East West Rail, is one of the most important factors in realising the economic opportunity of our region. However, building a railway alone won't realise these benefits: it is the added opportunity that the railway network enables – to economic growth, to new housing, opening up skills and talent pipelines, creating great environments for people and global businesses to locate to, supporting a thriving visitor economy and so much more. Through its work, these are all programmes that EEH is working to unlock.

Formed locally, EEH reflects an economic geography shaped by the way the region's sectors and clusters operate, alongside the needs and travel patterns of both current and future communities. It aligns with the geography of the Science Supercluster and the Arc Universities Group, demonstrating a clear and consistent definition of the Oxford to Cambridge Growth Corridor. This approach is supported by Government.



In June 2026, the Science Supercluster launched its economic vision for the Oxford to Cambridge Growth Corridor. The vision, backed by industry, academia, national Government and local partners is the basis of a plan for the Corridor to become a top ten global innovation cluster. It sets out a long-term framework to develop a supercluster, capable of accelerating economic growth, strengthening UK productivity, and improving quality of life for communities across the region and nationwide.

However, as part of the economic vision, there is a responsibility to local communities, particularly recognising the potential for adverse impacts. Local leaders clearly set out their expectation that the vision would come alongside a commitment to mitigating these effects and maximising shared value, ensuring that the benefits of growth are realised early, distributed fairly, and accessible to local people and businesses.

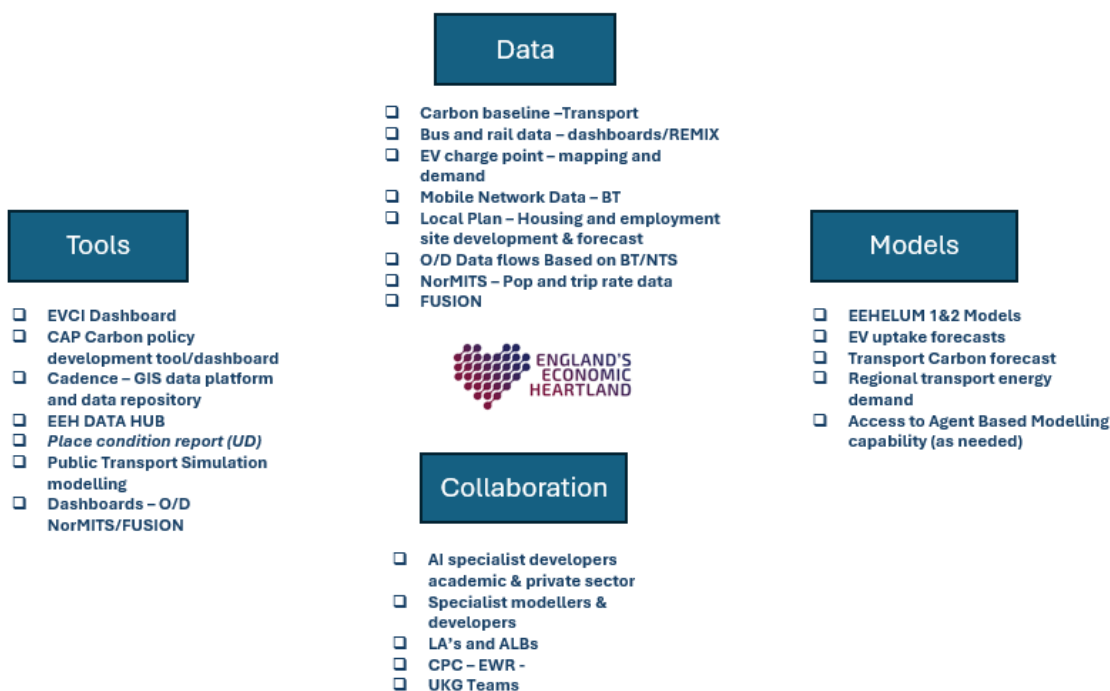
To enable this, there is a need for a stronger narrative and evidence base of what the Growth Corridor should look like through the lens of quality of life. This must be shaped in partnership with organisations like the Wildlife Trust and Historic England. As the partnership of local and Combined Authorities, England’s Economic Heartland has been asked to lead this work on behalf of Government, the Science Supercluster, the Universities and key infrastructure providers, including East West Rail.

4. Vision-Led, Evidence-Based

Since it was established in 2016, EEH has developed a comprehensive evidence base and analytical approach on behalf of the region. The data and tools we have available inform our work as we identify and prioritise the investment required to support sustainable growth.

The evidence base is always available to our partners (both within the region and nationally) ensuring that EEH, its partners and indeed Government are working from a consistent evidence base line for decision making and advocacy in the region.

The evidence base includes a suite of data and tools, shown on the image below along with extensive technical studies and thought leadership pieces.



Our technical framework includes:

The regional transport strategy: Published in 2021, Connecting People, Transforming Journeys was the culmination of extensive consultation and engagement. The transport strategy was backed up by a thorough Integrated Sustainability Appraisal.

The Oxford to Cambridge Road Study: EEH co-sponsored the development of the Oxford to Cambridge Road Study working with DfT and National Highways. The study sought to define an appropriate level of service, based on evidence, for the strategically important road network in the region and identify how investment should best be prioritised to deliver that level of service.

Connectivity studies: A series of studies along selected corridors in the region. The outputs have helped identify measures that deliver the transport strategy's ambitions through a balanced programme of multimodal interventions. The packages of measures identified in the studies have informed EEH's investment pipeline.

Connecting Economies Brochures: completed in 2024, the connecting economies brochures created a compendium of economic evidence and potential interventions to support the case for improved connectivity and infrastructure investment.

Regional Investment Pipeline: a live, agile toolkit hosts information about transport infrastructure priorities across the Growth Corridor.

Regional Bus Support: The regional bus strategy (July 2022) provided a baseline assessment of cross-boundary bus services. Since its publication, and following completion of three annual bus symposia, EEH's bus work has expanded to include: Bus Market Reform Options (December 2024); Enhanced Partnerships Advice (December 2024); Bus Network Delivery Models (December 2024); the Heartbeat Network (December 2024); DRT Schemes in the Region Report (February 2026); The Economic Impact of Bus Services (November 2025); Total Transport Initial Report (December 2024); and Bus Survey Analysis (March 2023).

Rail Support – Phases One and Two (2024): Provided a baseline assessment and review of the existing rail network and levels of service in the region. Phase Two identified aspirational service level outcomes for priority passenger journey pairings. Since then, EEH has published extensive evidence to support investment in specific rail corridors, including Oxford to Swindon (January 2025); Northampton–Old Oak Common (January 2025); North Cotswold Line (January 2025); the New Stations Toolkit; The Growth Intersection: The Case for Ely Area Capacity Improvements (May 2026); and the East West Rail Strategic Narrative (December 2022).

The regional Freight study (July 2019): Provided an assessment of the region's freight needs and the implications of future demands and trends up to 2050. This was supported by the publication of Keeping Trade on Track – The Case for Ely Area Capacity Improvements (October 2024).

Working From Home Propensity and Capacity Release (July 2021):

Shows how the legacy of COVID-19 could transform capacity on the region's roads.

The Integration Toolkit: Builds on the Integration Phase 1 Report (December 2025), international and national best practice, and evidence from the Government's work to develop the integrated national transport strategy. It incorporates the Mobility Hubs White Paper (July 2025), Business Case Guidance (March 2023), Maximising East West Rail (March 2025), Regional Benefits of Smart Junctions (March 2025), and the First Mile, Last Mile International Best Practice Review (July 2020).

Active Travel Strategy: Sets the overall ambition for active travel in the region. Phase Two (July 2023) outlines how the vision will be achieved, and the Varsity Way Report (November 2022) launched EEH's ambition for a green active travel spine across the corridor.

Decarbonisation roadmap baseline report (July 2020 and November 2021): Key findings about the nature of surface transport emissions in the region. As part of this work, a tool identifying the emissions, emission sources and pathways of individual authorities was developed.

Electric Vehicle Uptake in the EEH Region (August 2023 and December 2025): Research on the status of electric vehicle adoption and electric vehicle infrastructure (EVI) installation across the region.

5. Making it Happen

England's Economic Heartland is a genuinely local partnership, fuelled by the ambitions of our member authorities.

The EEH Board comprises the Leaders (or their nominated representatives) and Mayors of all our member authorities. The Board, chaired by Cllr Adam Zerny, meets in public and its reports and minutes are available on our website.

The EEH Board has an important and recognised role in supporting connectivity and economic growth outcomes for the benefit of Government, our sectors and clusters, local places, and most importantly - local communities. Going forward the Board will remain a locally-led democratically-accountable partnership. Through this structure, the Board has closer links to local decision making around land use, economic growth, the environment and local community needs. These are all critical factors in making the local commitment to the Oxford to Cambridge Growth Corridor a success.

The EEH Board is complemented by regular Leaders' Summits. Arranged in partnership with Government, the Summits provide the framework for Ministers and elected Leaders and Mayors to streamline decision making across pan-corridor issues and ensure the needs of all our communities, including our residents, businesses and academic communities are well considered.

The EEH unit is responsible for implementing the work programme set by the Board. Led by Managing Director Naomi Green, it is a small, agile team. The work programme being delivered by the unit has been designed as a minimum viable product, but with sufficient capacity in place for EEH to be effective in realising the benefits from transport and better collaboration that is required for this region to thrive.

EEH's activities are jointly funded by our local partners and the Department for Transport: DfT's allocation of funding for 2026/27 is £1,350,000. This is met by annual contributions provided by local partners. In 2026/27, this is expected to be £463,755.

Local partner contributions have remained an important part of the EEH approach since its inception. Reflecting the pressure on local Government finances, these have remained static for past three years. However, for EEH to continue, the Board have agreed that local contributions should remain an important part of our funding model and should be aligned to projected inflation (RPI). This is assumed to be c3% in 26/27 and 2% from 27/28 onwards.

In addition, the East West Main Line Partnership contributes a small amount towards the secretariat and project management functions performed by EEH on its behalf.

DfT has also indicated its projected allocations for the financial years 2027/28 and 2028/29. These are subject to change but provide a useful guide as to the potential scope of our work over the next three years. The allocations are expected to be lower than received in previous years but it is recognised that the total funding allocation granted will depend on immediate priority projects, as was the case for 2026/27.

Our values as an organisation, EEH has continued to evolve based on three core values which were established upon its inception in 2016.

These are:

- **COLLABORATIVE AND TRANSPARENT:** Working with partners across local and combined authorities, Government, and private sector to shape and plan the transport infrastructure required to respond to the Growth Corridor's connectivity and economic growth ambitions.
- **AMBITIOUS AND EVIDENCE-LED:** Making the compelling case for investment in the region and supporting early-stage development of interventions which fit strategically with the needs and ambitions of our places.
- **OPERATING AT SCALE FOR THE REGION'S BENEFIT:** Improving the region's effectiveness through building economies of scale; setting joint ambitions; maximising the opportunity for shared expertise and resources; and creating shared learning and advice platforms.

Work Programme

The proposed work programme for the next three years is set out below.

To deliver the maximum impact of the investment, the longer-term commitment to fund our work has given us greater certainty. Greater certainty is an important lever in developing deeper partnerships and collaborations with funders, be that: private sector investors; the innovation sector; businesses; universities; or philanthropists. Taking this approach will allow us to achieve more from the Government's investment over the next three years, testing new innovative approaches to collaboration and leveraging the greatest economic outputs from our important region of the UK.

Organisational Approach

Over the past few years, there has been a shift towards delivery of projects in house, reducing the need for spending on external consultants unless there is specific technical and specialist advice required or to speed up the pace of delivery.

We have created an operating model supported by local partners and DfT, with limited external support and a focus on growing our own expertise. This approach will continue going forward, recognising the importance of EEH as a customer centric body, overseen by a democratically-accountable Board and an agile operating framework.

To respond to our partners' expectations, we must continue to ensure the competence that we offer is continually reviewed and strengthened in line with the services required of us.

To ensure this is achieved in the most effective way, a key initiative for the next three years will be annual priorities setting meetings. Agreed between individual Board members and the EEH team, the priorities setting meetings will ensure individual partners are able to set out the issues and opportunities that they need to see progressed within the financial year and allow a mechanism for reporting against them.

Three Year Programme

In December 2025, following a detailed programme of work undertaken by both EEH and a complementary sub-group, the EEH Board approved the three-year programme. This was subsequently endorsed by DfT Ministers, and it is based on these proposals that EEH's three-year settlement was secured.

The programme of work falls into six main categories:

- Data, Analysis and Knowledge
- Driving the regional agenda
- Improving strategic connectivity
- An integrated transport network
- Advocacy and Investment
- Convening

Work Area 1 – Data, Analysis and Knowledge

EEH's modelling and analytical capability is designed to match the most ambitious of Combined Authorities, ensuring that both now – and as devolution continues within the EEH region – our data and tools can be of benefit to everyone.

The tools and data that EEH holds, or has access to, are a powerful set of assets and the impact that they can offer EEH, its partners and the Government are significant. The tools provide a credible evidence base for every work strand in the EEH programme. While technical by nature, EEH Officers work to make the tools and data we hold as easy to navigate and interpret as possible.

EEH's tools and data will evolve over the next three years from merely producing evidence – to offering trusted, integrated, explainable insight that helps partners navigate complexity, trade-offs and long-term outcomes with confidence. During the next three years, EEH will work towards turning data into dialogue, models into living systems, and evidence into action. This is already underway and, as the tools and models mature, will become the basis on which the following five work areas of work are built.

To achieve this, the EEH tools and data suite, set out on page six above, must be trusted and well used, partners must understand how they are built with clear explanations and honesty about their limitations.

The insight produced will enable and support outcomes and delivery. When Government or partners need to understand places across the Growth Corridor, EEH will be recognised as the team that can provide insights and a strong, credible evidence base to support decision making.

During the period of this business plan, England's Economic Heartland will:

- Continue to collect and process housing and employment site data as well as infrastructure scheme data, working closely with the Oxford to Cambridge Growth Corridor team (HMT) and NISTA.
- Provide targeted support and analytical capability for site-specific and local authority wide transport and land use decision making, enhancing the functionality of our land use and transport modelling capability to enable that.
- Work with existing and emerging MCAs to provide data and evidence to fast-track delivery of regional spatial strategies.
- Explore the need for an integrated regional data hub, with CPCA, EWR Co and the OxCam Team in HMT, ensuring ongoing alignment with Government data standards not just in transport but across the Board.

- Ensure regional data and analytical capability is available to support third party and National Wealth Fund investment decision making – speeding up the process for securing funding for priority investments.
- Explore the use and application of AI to improve local authority analytical capacity and capability.
- Service local authority partners’ data and analysis requests, including monitoring the effectiveness of our approach (via Centre of Excellence and Knowledge Hub).
- Explore UTC /UTMC regional integration offer to local partners and Government, acting as a precursor to a possible digital twin.
- Use existing data platforms to support wider pan-regional infrastructure issues, such as power.

Work Area 2 - Driving the Regional Agenda

Now is the time for delivering major change in the way the region realises its economic opportunity and doing so in a way that responds to policy requirements and ambitions set by Government, including reforms to the local plan process and the integrated national transport strategy, Better Connected.

Through our partnership, EEH plays a key role in ensuring infrastructure investment translates into real economic outcomes, supporting the development of plans and interventions that both maximise the region’s contribution to national economic prosperity while seeking to preserve those matters of greatest importance to our residents and businesses: quality of life and opportunity for them, their employees and families.

Realising the full potential of the region requires:

- Integrated transport systems
- Alignment between housing, infrastructure, and economic growth
- Coordinated action across multiple authorities and agencies
- Strong, shared evidence to inform decisions

Our role sits directly at this intersection. Our unique position—bridging partner authorities, Government, infrastructure providers and the private sector—allows it to operate as a neutral, trusted platform for collaboration and delivery.

During the period of this business plan, England’s Economic Heartland will:

- Work collaboratively to address “wicked” challenges that operate as barriers now, or as risks in the future, to delivery. This will include: the cumulative impacts of growth near the M40 (junctions 9 and 10), the cumulative impacts of growth on the A1 (south of Huntingdon).

- Ensure a fair and consistent level of access to good quality public transport provision across the central area of the corridor, planning a network that crosses local and combined authority boundaries. Core to this will be a proposal for a coherent bus offer across the Bedfordshire/Marston Vale area, extending to Milton Keynes.
- Support New Towns - working with Homes England, MHCLG, EWR Co and local partners to ensure the region's proposed two new towns are planned in a way that creates sustainable and accessible settlements, that results in residents' high quality of life, through maximising transport integration that minimises their impact on Strategic and Major Road Network.
- Support the delivery of a new tourism corridor - using public transport (including East West Rail) as a core part of the offer - the investment in Universal United Kingdom Resort, alongside other initiatives such as Puy Du Fou and Silverstone 2035 are creating the most exciting new visitor economy opportunity in the UK at the moment.
- Make the most of expertise across the region - translating lessons learnt from work completed via the Oxford Growth Commission and the Greater Cambridge Development Corporation to support wider regional transport planning including: mass transit options, planning for metro type rail services, funding and financing options and station-led growth.

Work Area 3 – Strategic Connectivity

Planning and advocating for investment and making the most of strategic infrastructure across the Growth Corridor is at the heart of the EEH approach.

At present, the region's principal transport arteries run north to south, providing linkages to London, the Midlands and the north of England. Being located at the heart of England, these corridors perform a nationally significant role in enabling flows of people and goods to reach centres of population within and beyond our geography.

Improving east-west connectivity across EEH provides transformational opportunities for the region, while further unlocking opportunities to improve north-south connectivity.

Taken together and recognising the immense opportunity that airports both within the Growth Corridor and on our borders present for enhancing global connectivity, these connections will transform what is currently a series of discrete functional economic areas and housing markets into a corridor of global economic significance.

During the period of this business plan, England's Economic Heartland will:

- Ensure the region's rail connectivity is as effective as possible, supporting economic growth, housing growth and UK-wide connectivity. Ensuring EEH priorities are captured in Network Rail long-term Strategic Advice as part of informing GBR priorities. Current studies include:
 - Chiltern Line Strategic Advice

- East Coast Main Line Route Study
 - Midland Main Line & East Midlands Route Study
 - North West & Central Long-Term Study
 - West Anglia Main Line Strategic Advice
- Establish a plan with Network Rail and Great British Railways to support the delivery of:
 - The Northampton-Old Oak Common corridor (including the Aylesbury link)
 - The Bletchley chord
 - Ely Area Capacity Enhancement
 - Released capacity priorities, as a result of HS2 and East West Rail
 - OxRail ambitions, including Cowley Branch Line
 - Support delivery of key stations and station upgrades as prioritised by local partners, for example Luton Station, Upper Heyford, Peterborough, Alconbury Weald and Cambridge East
 - Ensure strategic connections beyond the borders of EEH, into the east, the south west (via Oxford and Swindon), London (particularly considering connections via Hertfordshire) and the Midlands
 - Consider how to maximise surface connectivity to, and between, airports most notably Luton, Stansted and Heathrow
 - Supporting and advocating for strategic roads investment; working with national highways to inform and shape future Roads Investment Strategy (RIS) periods. We will also seek to update the Oxford to Cambridge Road Study.

Work Area 4 – Integration

The Oxford to Cambridge Growth Corridor should be a place where the integrated national transport strategy, “Better Connected” is embedded as a matter of course. It makes economic sense to do so.

Ensuring that local communities and businesses can access the services and facilities they need as seamlessly as possible is an important factor in managing future travel demand. It can both help reduce the length of journeys and encourage greater use of active travel and public transport modes.

Over the next three years EEH will facilitate an integrated regional transport system which provides a seamless journey from doorstep to destination. This will factor in ticketing and information provision; the first mile, last mile including active travel and connectivity to transport hubs; cost of travel; safety and perceptions of safety; reliability; and convenience.

Ticketing and information, as well as better alignment between land use and transport planning will be critical success factors for this work strand.

Inter-urban and local bus travel is an essential part of the transport system, providing many with their primary means of access, as well as an alternative to the private car. Unlike rail, and unless segregated, the reliability of bus and coach services is dependent on a well-performing road network.

High quality public transport connections, such as the rapid transit systems being developed in Milton Keynes, Hertfordshire and Essex and within Oxford and Cambridge all form the backbone of an integrated transport network that enable seamless and reliable end to end journeys for communities across the region.

The growth in user-focused transport services enabled by digital connectivity, and facilitated by the spread of contactless payment, continues to transform the opportunities for public transport to create new integration, ticketing and timetabling options, all of which enhance the user experience.

The establishment of 'mobility hubs' that serve local communities within a larger urban area offers the opportunity to offer 'frictionless' interchange between modes, primarily bus, rail and active travel.

During the period of this business plan, England's Economic Heartland will:

- Roll out integration delivery plans in key locations within the corridor. Integration delivery plans will need to be delivered in a phased approach, sequenced to align with timing of decisions for East West Rail (Marston Vale Line and Tempsford) as well as other live issues/opportunities (Universal/Bedford and Silverstone)

Pending agreement by the EEH Board, EWR Co and DfT, locations are likely to commence in:

In 2026/27 – linked to EWR: i) Universal/Bedford and ii) Marston Vale and, linked to wider economic opportunities: Silverstone

2027/28 – linked to EWR: i) Cambourne, ii) Tempsford and iii) Milton Keynes; linked to wider economic opportunities: i) Luton and ii) wider airport connectivity (reflecting the expansion plans of Heathrow, Stansted and Luton airports).

2028/29 – wider links to EWR: i) Aylesbury and Westcott ii) Bicester and wider economic opportunities iii) Stevenage.

- Creation of the Integration Taskforce – working with places across the region to embed the strongest principles of integration – and ensure the region is working with thought leaders and UK's most experienced delivery experts on integration.
- The work of the Taskforce will be complemented by the ongoing development of the Integration Toolkit – applicable to places well beyond just the Growth Corridor.

- Work alongside Active Travel England and other infrastructure providers (such as East West Rail) to make the strongest case for investment in active travel routes across the region, ensuring they are well designed, well integrated and safe. Included in this is Varsity Way, operating as a green spine across the Growth Corridor.
- Strengthening the vital role that bus and coach play in creating a network of connectivity across the region, including through enhanced strategic services (via the Heartbeat Network)
- Make the strongest case for investment in mass transit solutions in major economic areas of the Growth Corridor including the: Milton Keynes Mass Transit, the Hertfordshire and Essex Rapid Transit (HERT), Oxford Metro proposals and a mass transit solution to support growth plans in Cambridge, and future new towns.
- Further strengthening partnerships with operators, infrastructure providers, Local Authorities, funding partners, Government departments – to ensure the Growth Corridor is developed with integrated national transport strategy (Better Connected) principles embedded from the outset.
- Develop solutions to address some of the most important barriers to integration:
 - Transport information provision across a wide area, designing a system that can align with current and future devolution geographies and approaches
 - Timetabling – minimising interchange penalties (within the same mode, and across modes)
 - Ticketing and pricing – working with national agencies and DfT
 - Explore how future mobility solutions – even at the smallest scale (such as QR codes on bus stop – region-wide roll-out) – can bring transformation and improve the transport experience for users

Work Area 5 – Advocacy and Investment

Advocacy plays an important role in supporting EEH’s work, ensuring the data and analysis completed is translated into investable propositions. Going forward, the focus on our advocacy will be as much about seeking funding solutions from a wider range of investment sources, rather than traditional business case models into DfT.

EEH’s advocacy work will be locally funded and will include:

- ensuring scheme priorities are coordinated and developed in order to support EEH’s and the region’s objectives.
- exploring future funding models to draw on wider expertise and support test beds for shared funding approaches.

Work Area 6 – Convening

EEH's convening role was particularly cited by Government and local partners as one of our most important and impactful roles.

Through its partnerships, EEH is embedded within the Science Supercluster and is increasingly integrated into the governance of the Oxford to Cambridge Growth Corridor team in HM Treasury. Leaders' Summits, held with increasing regularity, are now the recognised mechanism for joint working between local leaders and Government Ministers on pan-Growth Corridor opportunities. EEH benefits from strong buy-in from local partners and continues to ensure that the region's interests are well represented, with a clear focus on quality of life.

EEH's convening role ensures the Government's investment in this region, particularly in transport, is maximised to the best of our ability - building relationships across Whitehall; being responsive to local, regional and national priorities; and supporting pan-corridor activity such as annual events, Parliamentary activity and increased coordination of our partners' roles at key events such as UKREiiF and the annual Science Supercluster conference.