



EEH Integration Taskforce

Exec Summary and Actions from
Session 1: Turing Vision into Action

15 May 2026

Executive Summary

The first EEH Integration Taskforce meeting (15 May 2026) brought together a group of subject matter experts, to provide strategic insight into integrating transport, growth and placemaking across the Oxford, Cambridge Growth Corridor.

There was consensus that the corridor represents a [globally significant](#) economic opportunity, but that the way in which growth is currently delivered, characterised by low, density, car-dependent development, is not sufficient to realise this potential.

A fundamental shift is required towards a place-led, outcomes, driven approach, where transport systems enable high quality, accessible, and sustainable communities.

Participants highlighted the need to focus on access, rather than connectivity, ensuring that people can easily reach jobs, services, and opportunities. The concept of triple access planning (combining proximity, digital connectivity and mobility) was identified as a key framework for future delivery.



There is a narrow window of opportunity to influence major developments, including East West Rail, Universal United Kingdom Resort and Tempsford, before patterns become fixed.

Key priorities discussed included establishing clear governance and funding models, defining outcome-based metrics, delivering early “quick wins” to build confidence, understanding how housing density impacts ambitions for integration, and aligning stakeholders around a shared vision for the region on which to base aspirations for transport.

Based on the key considerations and discussions arising from the roundtable, a series of key learnings and proposed actions have been developed for further consideration.

Actions

Based upon the discussions several key learnings have been drafted for consideration by EEH and the Taskforce: ***Please Note – the actions as drafted have not yet been agreed by the Taskforce.***

1. Develop and articulate a clear, place, led narrative, ensuring that societal outcomes are defined first and that transport is positioned explicitly as an enabler of those outcomes. This narrative should be positively framed for both leaders and communities, translating complex strategy into clear, tangible benefits.
2. Establish a robust, access, based outcomes framework, working with partners to define metrics that capture access to employment, services and wider opportunities. This should be supported by appropriate analytical tools, longitudinal data and behavioural insights to enable effective monitoring and evaluation.
3. Strengthen its approach to density by promoting the concept of “gentle density” and developing evidence, based case studies to support engagement with local leaders, communities and developers.
4. Explore governance options in detail, including collaboration between development corporations or alternative coordination mechanisms, and set out clear, deliverable options for decision, makers.
5. Explore options for a coordinated infrastructure and development pipeline capable of attracting private investment, including pension funds, and explore mechanisms such as land value capture alongside broader investment approaches.
6. Capture climate considerations within its wider sense to emphasise resilience, cost, effectiveness and practicality, ensuring that climate outcomes are embedded at an early stage and reflected in design, delivery and communication.
7. Identify and deliver a programme of early “quick win” interventions that demonstrate visible improvements, build momentum and strengthen public and stakeholder confidence in the wider programme.
8. Prioritise intervention in key locations, including Universal Studios, Tempsford and the Marston Vale corridor, ensuring that opportunity statements are tested, refined and applied in these areas at pace.
9. Strengthen the use of behavioural insights, data and personas to ensure that transport and place design reflect the needs of users, including considerations of safety, accessibility and inclusivity.
10. Convene cross, sector stakeholders, including developers, utilities providers, health services and education bodies, to align delivery around shared place, based outcomes and support integrated implementation.
11. Explicitly recognise the long, term nature of the programme and support local leaders in communicating and engaging communities around future benefits, as well as managing expectations during periods of disruption.

Taskforce Participants on the 15/May/2026

The session brought together representatives from sub, national transport bodies, national government and agencies, consultancy and planning, academia, urban design, development, transport delivery organisations, and innovation bodies.

- **Stephen Joseph** Visiting Professor at the University of Hertfordshire's Smart Mobility Unit and chief executive of Campaign for Better Transport from 1988 to 2018
- **Naomi Green**, Managing Director for England's Economic Heartland
- **Jessica Matthew**, Director, Local Transport Planning and Housing at the Department for Transport
- **Pete Dyson**, Behavioural Scientist, author, and the Bicycle Mayor of Bath
- **Thomas Ableman**, Founder of Freewheeling and leader of the mini, Switzerland project
- **David Milner**, Managing Director of Create Streets
- **Rachel Skinner CBE**, previous President of the Institution of Civil Engineers
- **Erika Lewis**, CEO at Connected Places Catapult
- **Nicola Kane**, Chair of the Transport Planning Society
- **Ben Plowden**, CEO, Campaign for Better Transport

Also in attendance:

- **Will Gallagher** , Chief Strategy & Development Officer for East West Rail
- **Adam King**, Head of Policy and Partnership for England's Economic Heartland
- **James Golding-Graham**, Head of innovation and Analysis for England's Economic Heartland
- **James West**, Project lead, Integration for England's Economic Heartland
- **Trevor Brennan**, Project Lead for England's Economic Heartland
- **Barnaby Kinch**, Policy Assistant for England's Economic Heartland

Apologies:

- **Danny Williams**, CEO of Active Travel England and Director of the Integrated National Transport Strategy

Slides

Integration Taskforce

Stephen Joseph, Professor, University of Hertfordshire (Chair)

Ben Plowden, CEO, Campaign for Better Transport

Jessica Matthew, Director, Local Transport Planning and Housing at the Department for Transport

Pete Dyson, Behavioural scientist, author, and the Bicycle Mayor of Bath

Thomas Ableman, Founder of Freewheeling and leader of the mini-Switzerland project

David Milner, Managing Director of Create Streets

Rachel Skinner CBE, former President of the Institution of Civil Engineers

Danny Williams, CEO of Active Travel England and Director of the Integrated National Transport Strategy

Erika Lewis, CEO at Connected Places Catapult

Nicola Kane, Chair of the Transport Planning Society with

Will Gallagher, Chief Strategy Officer, East West Rail



Role of the Taskforce

- Be a critical friend
- Review and guide EEH approach – are we being ambitious enough?
- Contribute innovative solutions from areas of expertise
- Suggest best practice (and worst practice!)

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Maximising connectivity as a trailblazer



“EEH can become the model region where integration is not an aspiration, but standard practice.”

Campaign for Better Transport



Through delivery of EWR, we estimate 374,000 homes will be within 10 minutes of an EWR station, connecting homes across the entire region

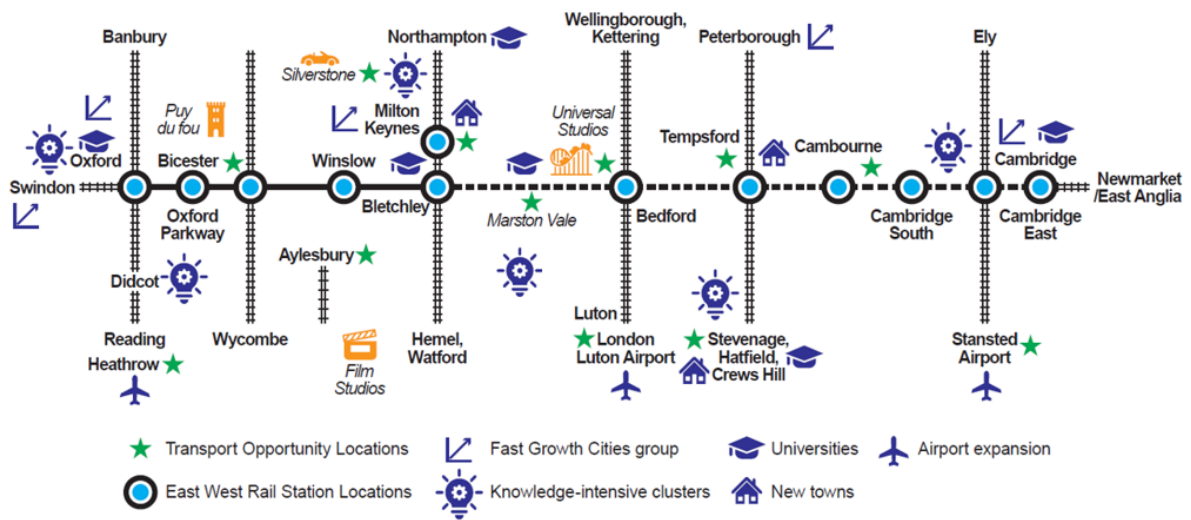


Highlighting the opportunity of excellent first and last mile connectivity, an additional 305,000 homes are within 20 minutes of these stations

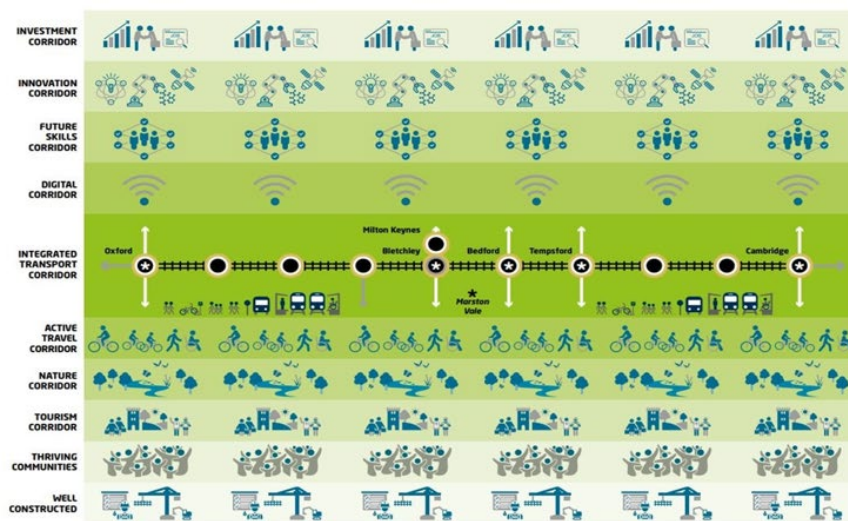
An opportunity to be the regional trailblazer

- National commitment to Growth Corridor
- East West Rail and other significant infrastructure investments
- Multiple economically significant and innovation-rich urban centres and rural hubs
- Transformational new visitor attractions such as Universal Studios and Puy du Fou
- Major housing ambitions, including new towns
- London Luton Airport expansion, alongside growth in nearby Heathrow and Stansted

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Oxford to Cambridge 'Corridor of Corridors'





The Vision

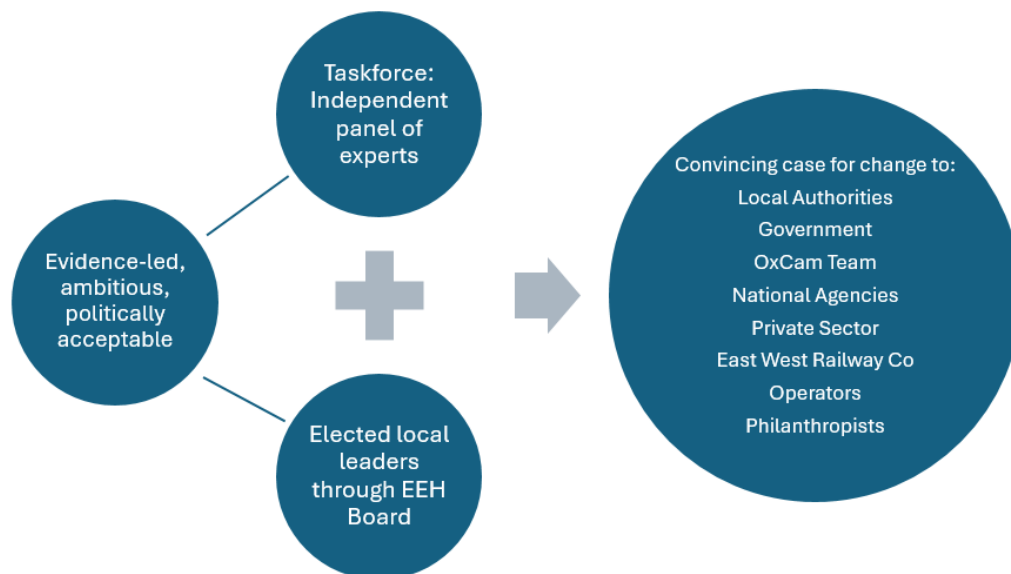
“To plan and deliver an integrated transport system that unlocks the full economic potential of the Oxford-Cambridge Growth Corridor, bringing benefits for communities and businesses across the region.”

Investing in targeted interventions and smarter 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 Studios.

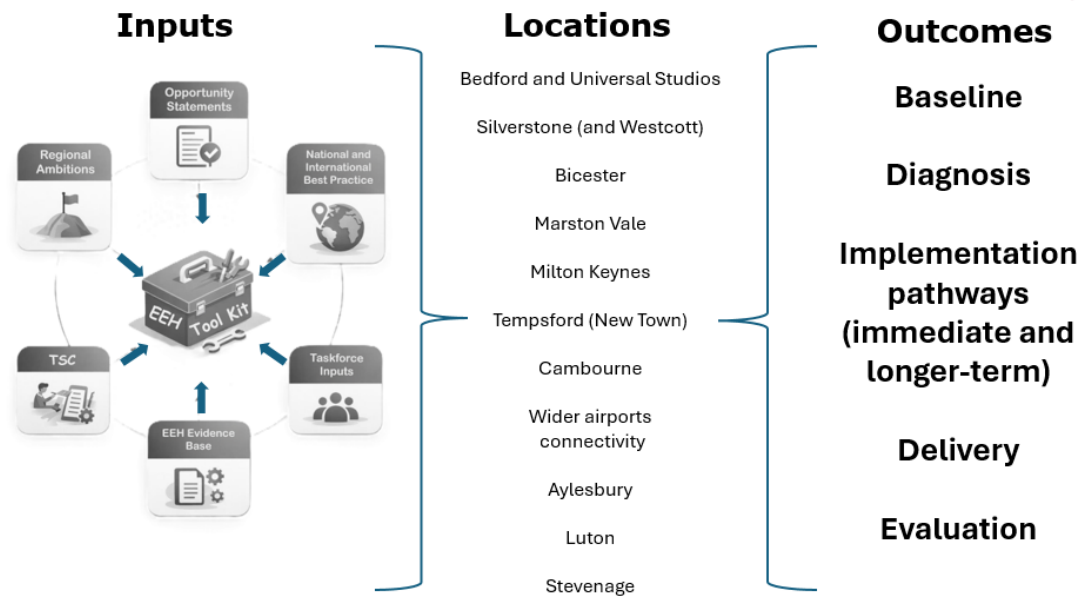
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Influencing change



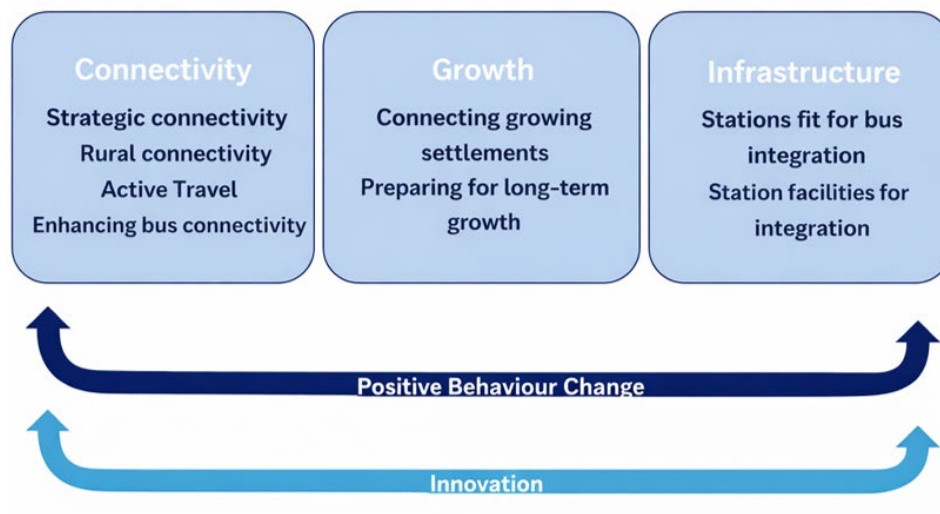
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EEH Integration Programme: Making it happen



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Toolkit: Opportunity Statements



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Are We Being Ambitious Enough – or just Deliverable Enough?



We shape growth, or growth shapes us
“Without explicit commitment to higher-density transit-led development, are we simply risking long term car growth?”



Integration without control is illusory
“Seamless fares, timetables and journeys are unlikely without tougher choices on governance in some cases, franchising. Are we prepared to enable that where it delivers outcomes?”



Net zero demands more than cleaner vehicles
“EVs are necessary but insufficient. Are demand reduction, mode shift, freight logistics and behaviour change being fully considered?”



Are buses really the endgame?
“A predominantly bus-based vision may be pragmatic, but for major growth locations and new settlements, should we be signalling greater ambition (BRT, light rail, metro-scale solutions)?”

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Key integration opportunities and best practice

Facilitated discussion
by
Stephen Joseph,
Chair of the EEH Integration Taskforce

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Connectivity



Rail and in particular East West Rail offers a strategic opportunity to improve regional connectivity by better integrating national, regional and local transport networks. Stronger links to bus services and active travel will extend the railway's reach, support sustainable mode shift, and ensure its benefits are accessible to a wider range of communities.

Connectivity

- Strategic connectivity
- Active Travel
- Enhancing bus connectivity
- Rural connectivity



Opportunity Statements	Best-Practice Focus	Examples
Strategic Connectivity	Single integrated network with coordinated timetables, guaranteed interchanges and real-time information	Switzerland (timetable coordination), Bee Network
Active Travel	Walking, wheeling and cycling as default first/last mile with safe routes and interchange facilities	Dutch station cycle hubs, UK LCWIPs
Enhancing Bus Connectivity	Buses as network glue with simple branding, aligned timetables and multi-operator tickets	Cornwall "Any Ticket, Any Bus"
Rural Connectivity	Guaranteed rural access using DRT hub-and-spoke models linked to rail and key towns	HCC HertsLynx, Swiss minimum service standards

Strategic Connectivity

- Provide hourly through rail services across mainlines.
- Deliver simple, seamless rail interchanges.
- Integrate rail stations with bus and coach networks.

Ambitions

Active Travel

- Connect all stations to strategic active travel routes.
- Deliver Varsity Way and other key active travel corridors.
- Ensure high-quality walking and cycling access within 2 miles of stations.

Rural Connectivity

- Use demand-responsive transport to connect rural areas to rail.
- Improve connectivity for villages over 1,000 population.

Enhancing Bus Connectivity

- Provide frequent, all-day bus services to EWR stations.
- Prioritise buses and use Total Transport to close connectivity gaps.

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Growth



New developments offer a timely chance to influence travel choices while habits are forming. Putting strong bus and active travel links in place from the outset—particularly along the East West Rail corridor where public transport access is currently limited—will help make sustainable travel the default and maximise future use of the railway as growth and demand increase.

Growth

- Connecting growing settlements
- Preparing for long-term growth



Opportunity Statements	Best-Practice Focus	Examples
Connecting growing settlements	New housing and employment growth is rail-anchored from day one, with minimum 4bph bus links connecting growing settlements, major employers and urban extensions to EWR stations. Where access is poor, active travel and mobility hubs are delivered early to enable sustainable trips.	Bee Network rail-bus integration; Switzerland's station-focused growth model; HertsLynx feeding rural areas into rail hubs
Preparing for long-term growth	Stations, interchanges and bus corridors are designed for long-term growth, aligned to 10+ year demand forecasts. Networks are planned to extend easily into new communities, supported by public-transport-first, vision-led Local Plan policies.	Swiss minimum service standards; Dutch station interchange design; TIL growth-led network and station planning

Connecting Growing Settlements

- Provide minimum 4 bph direct bus links to East West Rail stations where settlements exceed 10,000 population.
- Prioritise development on sites with strong public transport connectivity, especially to EWR.
- Require active travel infrastructure and mobility hubs for developments of 200+ homes in PTAL 2 or below areas.
- Ensure major employment sites have 4 bph direct bus connections to EWR stations.

Ambitions

Preparing for Long-Term Growth

- Future-proof stations and interchanges to meet 10-year passenger growth forecasts.
- Design flexible bus networks capable of extension to new growth areas and strategic sites.
- Embed public transport-first, vision-led planning from the outset.



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Infrastructure



A review has identified gaps in station facilities and bus integration that limit seamless interchange, particularly on the Marston Vale Line, highlighting the need for improved infrastructure and targeted behaviour-change measures to increase bus and active travel use.

Infrastructure

- Stations fit for bus integration
- Station facilities for integration
- Positive behaviour change



Opportunity Statements	Best-Practice Focus	Examples
Stations fit for bus integration	Design stations as accessible, multimodal places with real-time information, clear wayfinding and integrated ticketing, built in from the outset to support seamless interchange.	Netherlands station standards; GWR x Transport for Cornwall; French Titre Unique; Cambourne & MVL rural hubs
Station facilities for integration	Prioritise short, safe transfers, aligned timetables, consistent signage and strong first/last-mile access, making stations people-focused places rather than car-dominated spaces.	Swiss guaranteed connections; Dutch interchange design; Ashington Line; Mansfield Interchange; Cornwall rail-bus alignment
Positive behaviour change	Drive modal shift through simplicity, reliability and price certainty, using integrated ticketing, single journey-planning platforms and supportive demand-management measures.	TfL / TfGM / Robin Hood; Germany nationwide ticket; Berlin BVG Jelbi MaaS; MK-MVL pilots

Ambitions

Station Facilities for Integration

- Step-free, safe and well-staffed stations throughout the day.
- Mobility hub provision scaled to local population and service levels.
- High-quality, locally responsive station design for new and upgraded stations.

Stations Fit for Bus Integration

- High-quality, accessible bus stops located directly at station entrances.
- Seamless, step-free interchange between bus and rail, supported by RTPi.
- Bus priority, charging and driver welfare facilities at stations.

Positive Behaviour Change

- Integrated bus and rail ticketing and journey planning across the region.
- Targeted incentives for bus access to stations.
- Region-wide promotion of public transport and multi-modal travel.



The Vision



“To plan and deliver an integrated transport system that unlocks the full economic potential of the Oxford-Cambridge Growth Corridor, bringing benefits for communities and businesses across the region.”

(EEH Transport Opportunity Plan Vision)