People
Places
Opportunities
Services
in England's Economic Heartland
– Vision 2050

Emily Seabrook

Urbanisation
Future proofing
Optimising of the existing

Standardised methods
Productivity improvements
Intelligent freight management

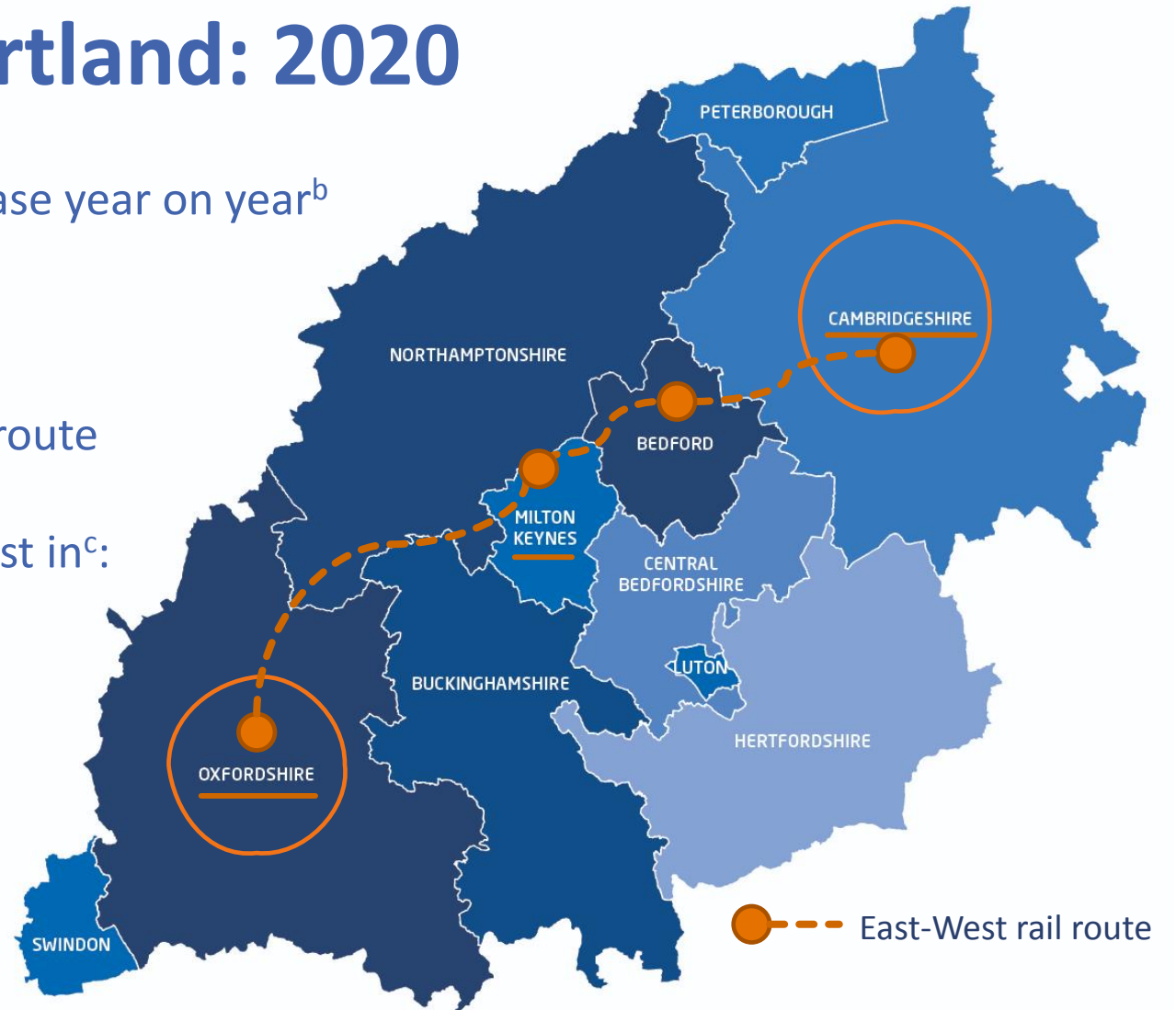**Current position** | **A realistic vision: Part 1** | **A realistic vision: Part 2** | **The vision in practice**

Rural-city links
People centred connections
Infrastructure for investment

Culture supported active travel
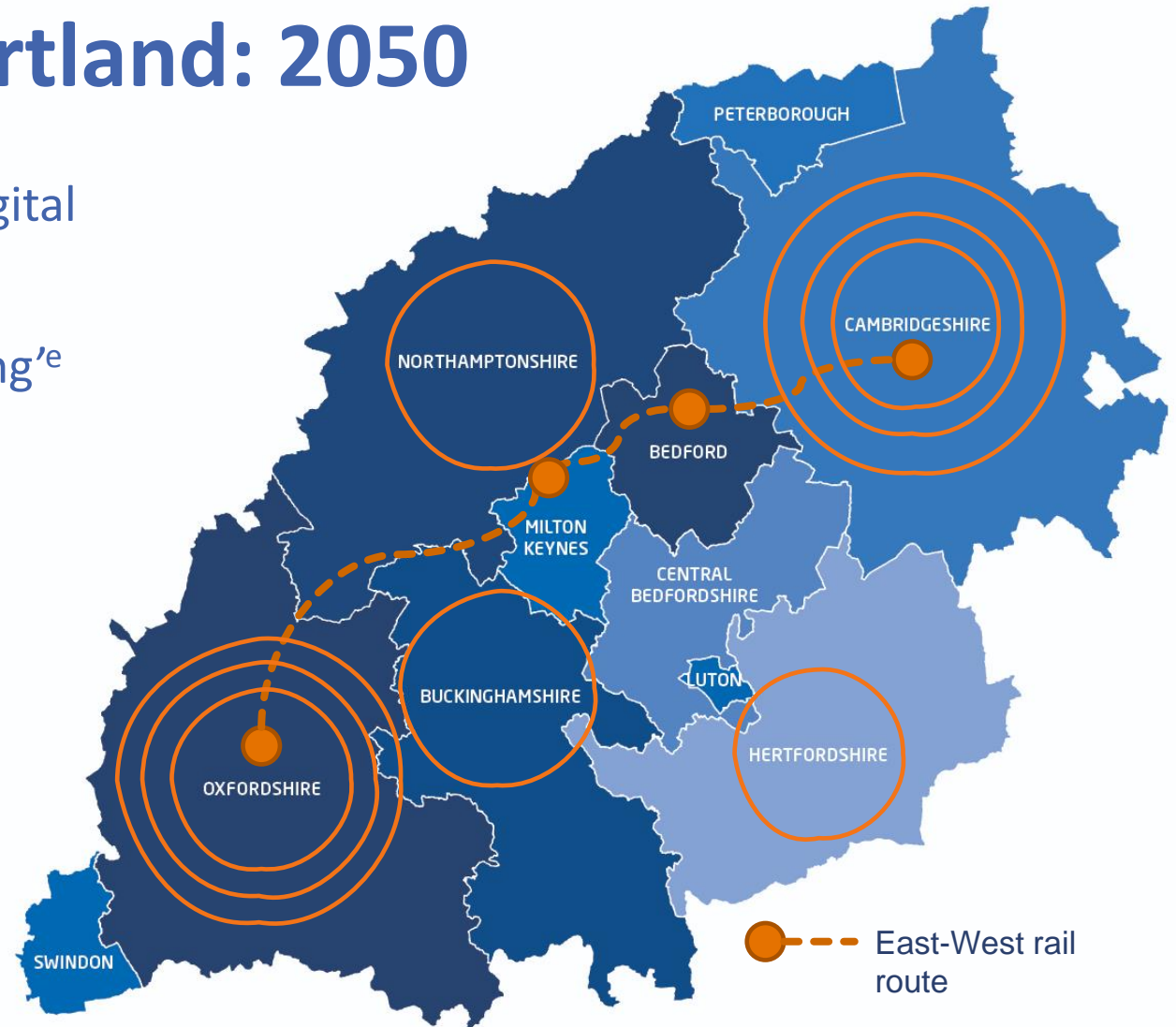Data driven design
Design for all

England's Economic Heartland: 2020

- Population of 5.1 million[a] with ~+10% increase year on year[b]

- Home to the 'The Growth Corridor'

- Planned development of the East-West rail route

- 'Investing in Britain' report top cities to invest in[c]:
    1. Edinburgh
    2. Oxford
    3. Cambridge

- Investment in smart data driven design is needed to futureproof the success of the Economic Heartland

East-West rail route

England's Economic Heartland: 2050

- Development in transport systems and digital communication essential for success[d]

- Increases in flexi-working and 'trip chaining'[e]

- Seamless rural-city connections
  73% of rural city travel is done by car[f]

- Arcadis report 'Investing in Britain'[c]:
  key development areas:
  - Reducing congestion
  - Create more green spaces
  - Increase public transport use
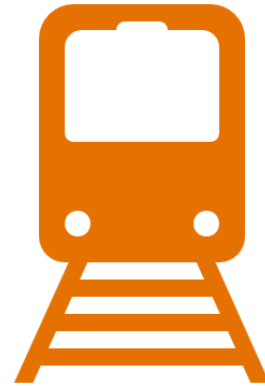
- Decarbonising agenda met as priority

East-West rail route

Emily Seabrook - People, Places, Opportunities, Services – A realistic vision

References: d – LSE Report, e – DfT Report, f – RAC Foundation, c - Investing in Britain (Arcadis), image source, a - englandseconomicheartland.com

A realistic vision: Part 1

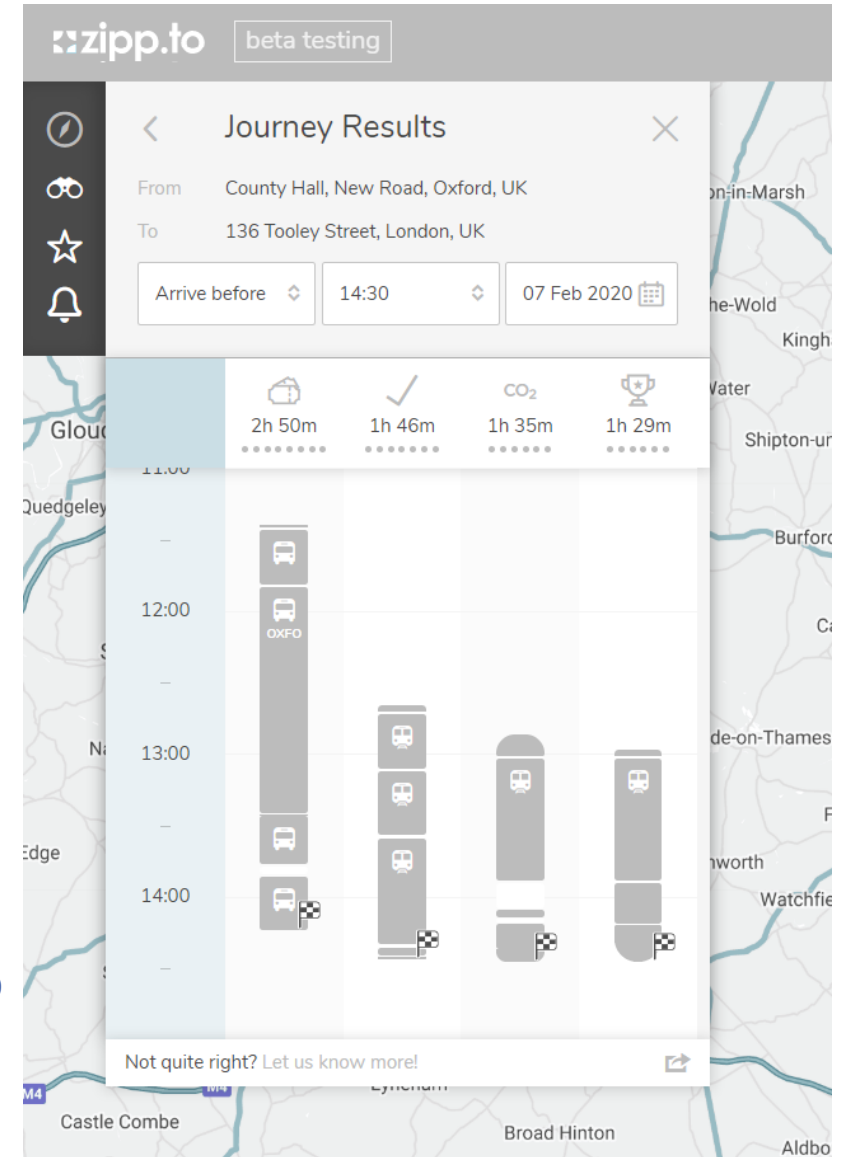**Leaving the private car behind**

Improved rural connections

Culture change to commuting
- Reduced need to travel
Transport nodes outside city hubs

Transport system developments

A healthy heartland

Zone managed transport system
- Utilising available data
Integrated active travel – 'zipp.to' app

zipp.to beta testing

Journey Results

From County Hall, New Road, Oxford, UK
To 136 Tooley Street, London, UK

Arrive before | 14:30 | 07 Feb 2020

CO₂

2h 50m | 1h 46m | 1h 35m | 1h 29m

11:00
12:00
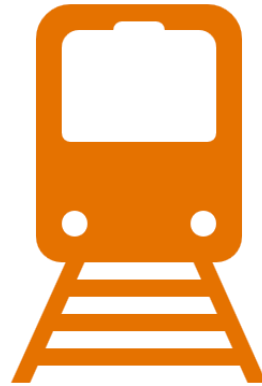OXFO
13:00
14:00

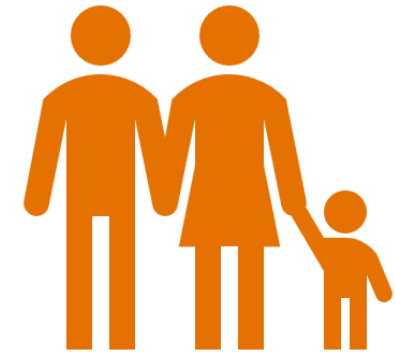Not quite right? Let us know more!

A realistic vision: Part 1

Leaving the private car behind

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An intelligent road layout

Reliable journey times

One-way road network
- Data supported design
(See.Sense, Strava & Vivacity)

A realistic vision: Part 2

'The last mile'

A realistic vision: Part 2

'The last mile'

- Carries up to 50% of the good's total carbon footprint[h]
- Where journey fragmentation occurs and efficiency decreases

- Intelligent infrastructure for freight vehicles

- Smart route planning informed by data

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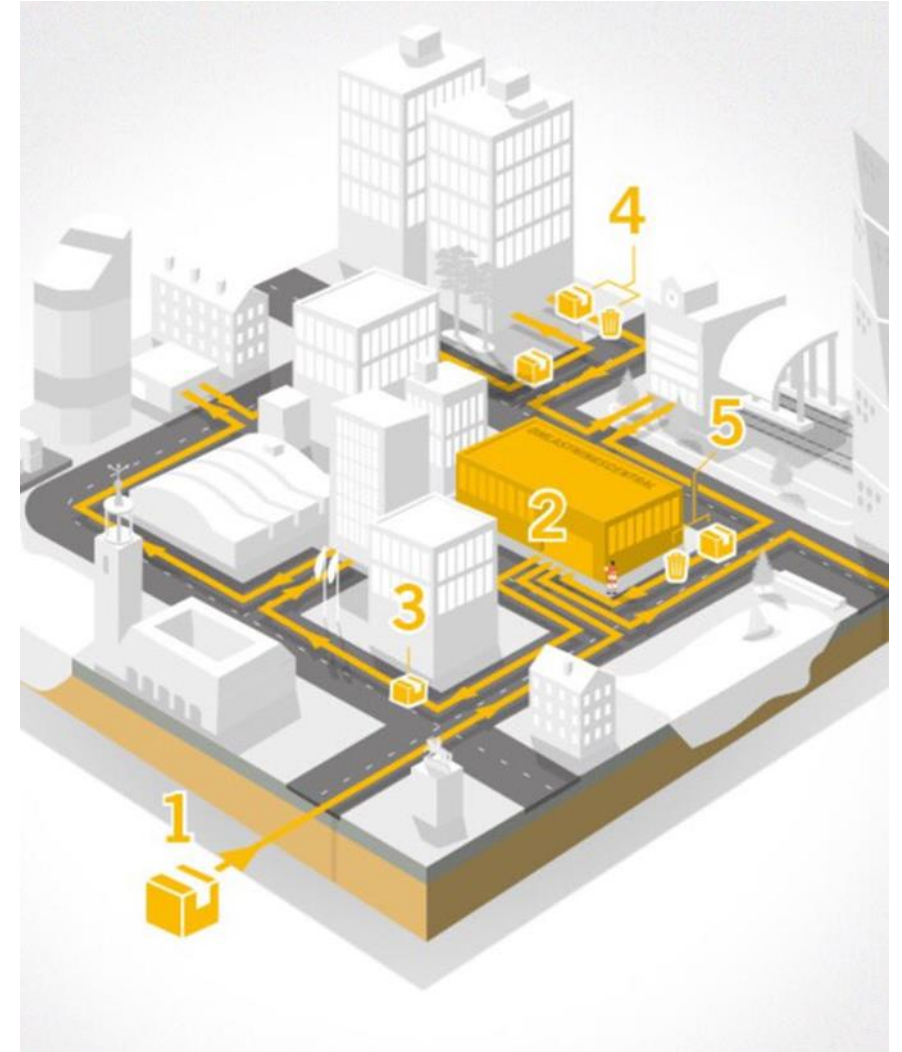
Guidance

Developing a travel network management system for new mobility: SBRI competition

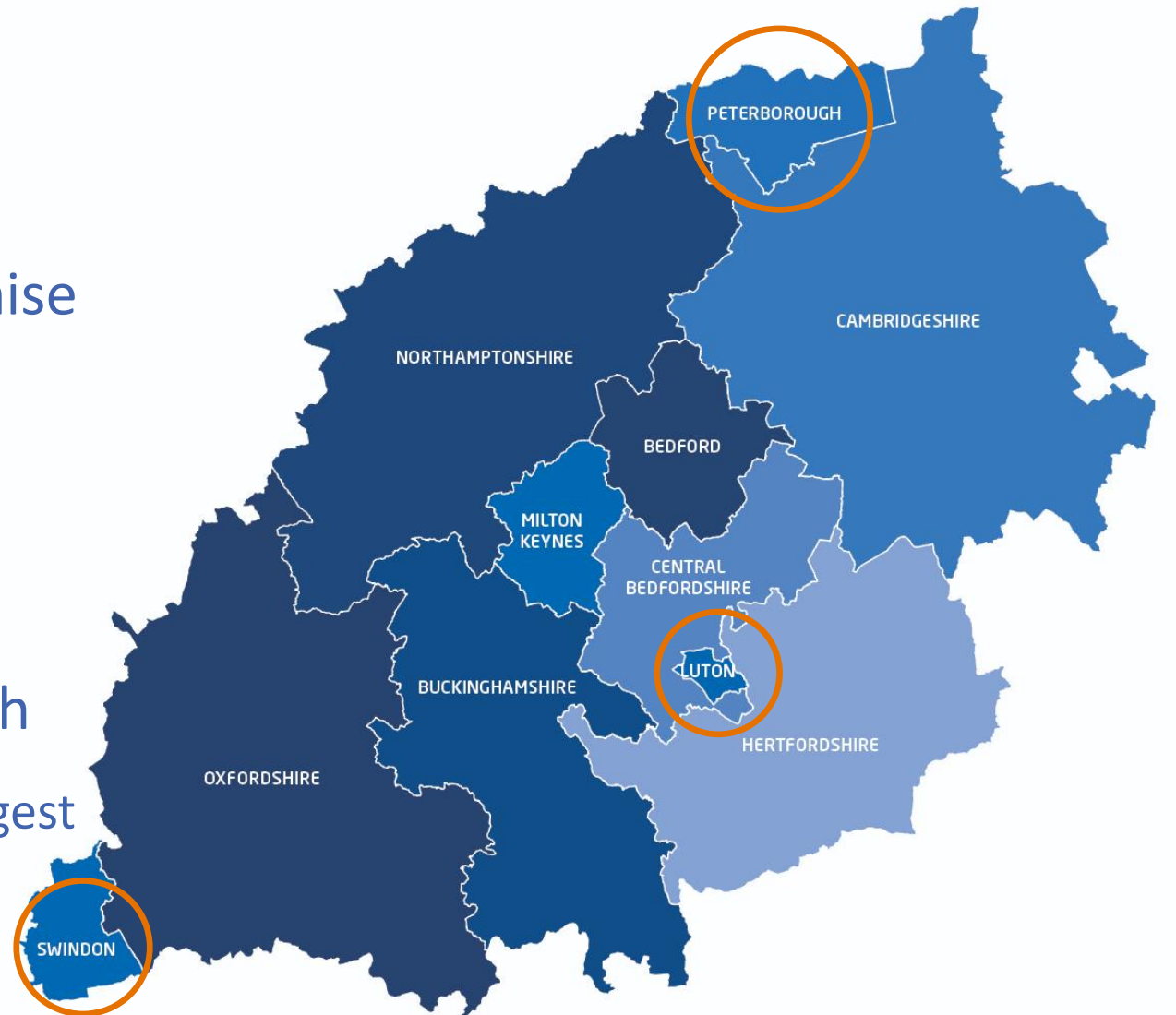# A realistic vision: Part 2

'The last mile'

- Consolidation centres with standardised systems

- Small vehicles with dual purpose: deliver and collect
  - Out: Deliver online orders
  - Return: Collect household recycling

- Restrictions on minimum capacity of delivery vehicles

The vision in practice

- Intuitive design without compromise

  - Suitable for one-off or everyday use

- Logic based, data led design

  - Considered with targets in mind

- Inclusive, person centred approach

  - Inaccessible infrastructure is the 'biggest issue' faced by disabled people[k]

Thank you for listening

Table of references

Reference	Type	Link
a	Image and information	http://www.englandseconomicheartland.com/Pages/strategic-leadership.aspx
b	UN Report	https://www.un.org/development/desa/en/news/population/2018-world-urbanization-prospects.html
c	Arcadis Report	https://www.arcadis.com/en/united-kingdom/our-perspectives/investing-in-britain/
d	LSE: Infrastructure and growth	http://www.lse.ac.uk/researchAndExpertise/units/growthCommission/documents/pdf/SecretariatPapers/Infrastructure.pdf
e	DfT: Commuting in England	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/657839/commuting-in-england-1988-2015.pdf
f	RAC Foundation	https://www.racfoundation.org/motoring-faqs/mobility#a10
g	Zipp.to website	https://www.zipp.to/#!/login
h	Free University Brussels	https://cris.vub.be/files/47590095/2019_Buldeo_Rai_PhD.pdf
i	Government publications	https://www.gov.uk/government/publications/developing-a-travel-network-management-system-for-new-mobility-sbri-competition
J	Beloved City	https://www.alskadestad.se
k	Wheels for Wellbeing	https://wheelsforwellbeing.org.uk/campaigning/infrastructure-for-all/