

PENINSULA TRANSPORT UPDATE

Draft Transport Strategy and Strategic Implementation
Plan Update

2 March 2023

Please note that the following recommendation/s is/are subject to consideration and determination by the Board before taking effect.

RECOMMENDATION

It is recommended that:

- (a) The Board note the progress on the Transport Strategy and the Strategic Implementation Plan;
- (b) The Board supports the approach to developing the Strategy and the use of personas to reflect the impacts of the proposals on different user groups within the peninsula;
- (c) The Board approve the milestones proposed in developing an integrated transport system;
- (d) The Board agree the route map to delivery of the strategy which will see a further report brought to the Board in June accompanying a Consultation Draft Strategy;
- (e) The Board note the approach to compiling the schemes within the draft Strategic Implementation Plan based on existing plans and spending programmes.

1. Background

In July 2021 the STB published its vision for the future of transport across the South West - 'to transform transport across the peninsula, enabling our society and economy to thrive and our unique and outstanding environment to flourish.' The Vision is underpinned by the following five transport and mobility goals:



We will improve connections between people, businesses, and places



We will enhance the resilience of the transport network



We will deliver affordable, zero-emissions transport for everyone



We will help to improve the health and wellbeing of communities in the Peninsula



We will help the Peninsula to be a great place to live and work

On the 9th December, the DfT issued Business Plan Guidance to STBs setting out the Department's expectations and conditions of funding. The Guidance explains the ultimate purpose of the STBs is to develop a transport strategy and provide Ministers with advice on prioritising investment.

In developing the transport strategy, the Guidance provides the following requirements:

- The transport strategy should be **agreed by the Department for Transport and the Board**;
- There should be a **"golden thread" of policies, from the national level to the regional level, then the local level**. National policies should be reflected in the regional transport strategy. The regional transport strategy should be reflected in local transport plans – and vice-versa;

- The transport strategy and the evidence base underpinning **it should be regularly updated**, to ensure it stays in-line with national policies and the priorities of the Local Transport Authorities;
- STBs should develop a **Strategic Investment Plan based on the transport strategy**, which sets out the key priority investments which are needed to deliver the transport strategy;
- The transport strategy should demonstrate **how investment could achieve the Government's priorities** (i.e. enabling economic growth, levelling up the region, and achieving Net Zero).

This Board Paper provides an overview structure of the emerging Peninsula STB Transport Strategy, which is currently in development.

2. Strategy Overview

Background

The emerging Transport Strategy is being led by AECOM with steer from the STB team. The Strategy links back to the five transport mobility goals set out in the Vision document, and also builds on the emerging outcomes of the various Work Package studies that have been undertaken. Integral to the strategy is a desire for it to be relevant to those living, working and visiting the region, and to put the customer experience at the forefront.

The 'Golden Thread' of policies set out in the DfT guidance to STBs emphasises the importance in clearly communicating the needs of the region, and demonstrating how these achieve the Government's priorities to enable economic growth, level up the region and achieve net zero. Ultimately the strategy will be used to prioritise strategic investment in the region.

The Strategy remains a work in progress, and this Board discussion presents an opportunity to move forward on the overarching principles of the strategy structure, with a view to issuing a draft strategy ahead of the next Board in June.

The Emerging Strategy

Two 'Peninsula Transport Strategy workshops' were held in November 2022 and January 2023 with the aim to shape the structure and define the content of the emerging Peninsula Transport Strategy. The workshops were attended by the AECOM (commissioned to produce the Strategy) and the STB team. The emerging Strategy structure was also shared with STB local authority officers at a Teams meeting on 9th February 2023. The structure is provided at **Appendix A**.

3. Personas

A key requirement of the strategy is to ensure that it is relatable by the people who it impacts – i.e. the people living, working and visiting the Peninsula Transport region. To convey how the outcomes will impact transport users on a day to day basis, a set of twelve **Personas** has been created.

Eight resident household personas have been developed using the following location variables for Peninsula resident users to guide their development:

- Central Urban (56% of Peninsula Population) - i.e. households living in a city, town or suburb with relatively good public transport access and local/nearby services – total three personas.
- Rural (31% of Peninsula Population) - i.e. households living in a village or conurbation with public transport access and some services – total three personas.
- Deep Rural (13% of Peninsula Population) - i.e. households living in a village or isolated dwelling or hamlet with no public transport access or local services - total two personas.

Other variables have also been taken into account when developing resident household personas such as economic activity and the availability of a car.

Four additional personas have been developed to represent local business owners (total three personas) and visitors (total one household persona) to the region.

The twelve personas represent 'typical' profiles of people or households who may be living within, working within, or visiting the Peninsula Transport region, and are summarised in **Appendix B**.

4. Strategy Overview Diagram

A Strategy Overview diagram is provided at Appendix A. The structure is described below.

The diagram **moves from 'where are we now' (on the left hand side of the strategy diagram overleaf, in green) to 'where we want to be' (on the right hand side of the diagram, in pink)**. These boxes within the diagram can be summarised as follows:

- 'Where are we now' – describing the issues and opportunities within the region that we are looking to address within the strategy.
- 'Where we want to be' – A set of customer focussed outcomes which describe where we want the transport network and its users it to be in 2035 onward. These outcomes are intrinsically linked to the five transport mobility goals set out within the STB Vision document.

To assist in the investment prioritisation process, and to divide the strategy into manageable (and deliverable) timescales, it is **divided into four time periods** – each with an overarching description for the key drivers within this period as follows:

- To 2024 – 'Getting the most out of what we have';
- 2025-2030 – 'Better transport choices/opportunities';
- 2030-2035 – 'An integrated low carbon network'
- 2035 onward – 'A net zero carbon network'.

The time periods above represent where the strategy is aiming to be by the end of that period. However, to achieve the key driver by that particular time period (e.g. to achieve 'an integrated low carbon network' by 2035), supporting interventions will need to begin much earlier – with this example they have already begun, and the aim is that this will incorporate within the strategy.

The strategy moves from left to right on the strategy diagram, and is **divided by mode**. One of the key issues identified within the evidence base for the strategy is the current disjointed nature of the transport network between modes, and impact this has on the end user. To achieve the STB Vision and the Government targets of growth, levelling up and net zero, the transport network needs to become seamlessly integrated and focussed on the user. To that end, the strategy begins in the shorter term as separate modes split as follows:

- Active Travel;
- Rail;
- Bus and Coach;
- Electric Vehicles;
- Strategic Roads; and
- Airports and Ports.

As the strategy moves along in the medium to longer term, these modes join together at key milestones, and towards the end of the strategy they are seen as a single 'integrated network' that focusses on the customer. These milestones are discussed further below.

The strategy acknowledges the vital role that digital and other (e.g. land use planning) elements will play in facilitating its delivery through a designated category which sits alongside the modes (as it will work across all modes) with the same importance.

5. Milestones

A series of milestones have been identified as the strategy periods progress. These milestones, denoting where modes become integrated are identified as:

- A – Active Travel, Rail & Bus - Integrate active travel with the bus and rail network to make journeys seamless;
- B – Bus & Electric Vehicle Infrastructure - Deliver a reliable electric charging network for public and private fleets;
- C – Strategic Roads and Airports & Ports - Enable fast and reliable international movements from Peninsula ports and airports;
- D – Active Travel, Public Transport and Strategic Roads - Strategic road connections and improvements to meet future customer needs.

6. Customer-focused outcomes

The strategy and associated milestones are anticipated to result in a series of key outcomes, aligned to the Vision goals. These outcomes are set out below and their relation to the Vision Goals show in the overall strategy diagram:

Customer focussed transport outcomes

A network that meets the needs of the user, is simple to access, and offers the best possible value for money

- *Complete Network [1]*
 - *Good connections between people, businesses and places*
- *Constant Connectivity [2]*
 - *Consistent and reliable connections on our transport and digital networks*
- *Cutting Carbon [3]*
 - *Affordable, zero-emission transport for everyone including a reliable electric vehicle charging network*
 - *Low-carbon infrastructure*

Customer focussed people outcomes

- *Healthier, happier communities in the peninsula [4]*
- *The peninsula is an even better place to live and work [5]*

7. Strategic Implementation Plan (SIP) progress

The Strategic Implementation Plan (SIP) is being developed to bring together all investments, schemes and interventions planned for the STB area. This provides the STB with a unique opportunity to take a holistic view of all the schemes with the region from a strategic perspective. The SIP will be used as an evidence base of schemes independently prioritised and evaluated investment against the Peninsula Transport Strategy objectives.

The SIP which compiles this regionally significant evidence base of all proposed investments, schemes and interventions has been produced by drawing on multiple sources to identify all the ongoing and planned strategic interventions within the STB region. This includes drawing on the prioritised interventions within the individual Peninsula Transport Work Packages, Local Authority policy documents such as BSIPs and LCWIPs, Network Rail corridor studies and LUF, MRN and LLM schemes. Initial input to the SIP evidence base from Officers and Co-opted members has been captured, with further engagement to be carried out to produce a well-informed and robust long list of interventions.

The next step for development of the SIP is to work with co-opted members and Local Authorities to develop an appropriate prioritisation approach using the that will contribute to achieving the objectives and goals within the Transport Strategy. This approach will allow for the consistent and constructive review of investment, schemes and interventions which is informed by existing approaches adopted by stakeholders.

8. Next Steps (Route Map)

This draft strategy is the first step in the process of getting a final strategy in place for Peninsula Transport. The programme for strategy development progresses to a consultation version to be brought to the next Board in June. This will then go through a period of formal consultation over the summer. The feedback received will feed into a final Transport Strategy to be brought to the Board in September 2023 and published in the autumn. This programme is set out in **Appendix C**.

9. Financial Considerations

The cost of producing the Transport Strategy and Strategic Implementation Plan comes from allocated funds from the Department for Transport (DfT) from FY21/22. The work has been undertaken within approved budgets.

10. Environmental Impact Considerations

There are no environmental considerations associated with this paper.

11. Legal Considerations

There are no specific legal considerations associated with this paper.

12. Risk Management Considerations

The Peninsula Transport Programme Management Group reviews risk and assigns the required mitigation actions across the Peninsula Transport work packages on at least a monthly basis. The group reports monthly to the DfT in compliance with the terms of the DfT's funding support letter.

This policy/proposals have been assessed and all necessary safeguards or actions have been taken/included to safeguard the STB position. The financial risk of recruitment of permanent posts will not be borne by an individual member authority.

1. Public Health Impact

There are no public health impacts associated with this paper.

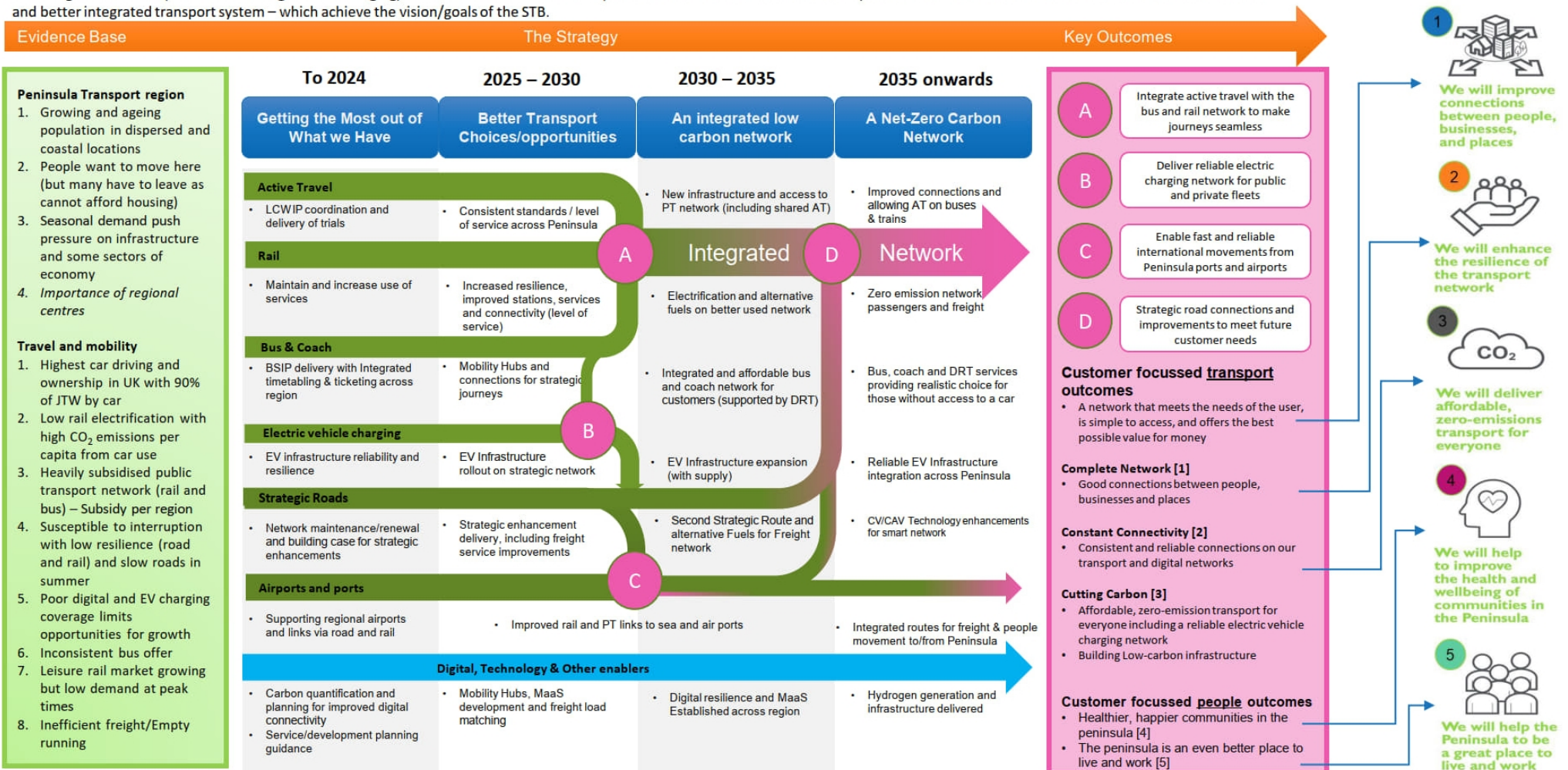
2. Summary/Conclusions/Reasons for Recommendations

This paper has set out the approach taken in developing a Transport Strategy for Peninsula Transport, with an accompanying Strategic Implementation Plan. Subject to approval, this approach will be developed to produce a full draft Strategy for approval at the next Board. This strategy will set the direction for delivery of a user-focused, integrated transport system for the peninsula STB region in the future.









Appendix A

Peninsula Draft Transport Strategy

The integration of transport across the region is challenging, but users do not consider who provides their service – Peninsula Transport can set the direction for others to deliver a user-focussed and better integrated transport system – which achieve the vision/goals of the STB.



Appendix B – Personas

Urban resident personas (56% of population)	Rural resident personas (31% of population)	Deep Rural resident personas (13% of population)
 Jenny - age 80, retired, no car.  Caryl (age 33) and Emma (age 35), both working locally – use one car to drive to work and weekend leisure.  Mahmood - age 20, student, no car.	 Ron (age 71) and Anne (age 68), both retired and own two cars.  Rebecca – age 44, works locally, doesn't drive.  Helen (age 50 – works largely from home – has a car), Shane (age 52 – electrician with van) and Alfie (age 16 – at College, doesn't drive).	 Stuart – age 36, doesn't work, has a health condition that affects his mobility and doesn't drive.  Catryn (age 41 – drives to work at a local college), Tom (age 40 – works freelance from home), Harley (age 5) and Evie (age 2).
Visitor persona	Business personas	
Rob (age 46), Seema (age 44), Alia (age 11) and Ruby (age 9) – driven for a week's coastal holiday.	James (age 43) owns and runs a small hotel pub and microbrewery. Ilana (age 52) is the operations director for a large supermarket delivery fleet in the south west.	
	Ning (age 32) has a growing tech start up business.	

Appendix C – Strategy Route Map

Strategy Route Map:

