



Strategic Transport Leadership Board

9 December 2021

Evidence base

Recommendation:

It is recommended that the Board:

- a) Notes the update on work to make the evidence base more accessible to Board members**
- b) Receives the presentation on the evidence base and the brochures showcasing it for individual areas**

1. Purpose of report

- 1.1. This report provides an update on work to make EEH's evidence base more accessible to Board members and wider partners.

2. Key points to note

- 2.1. Board members (and MPs) have been set up with logins for Project View, our 'geographic information system' (GIS) based databank and the first mile, last mile toolkit.
- 2.2. A guide has been produced outlining the types of information available in the evidence base.
- 2.3. For ease, EEH's website now contains an evidence base page with links to the evidence base tools

3. Context

- 3.1. Since it was established in 2016, EEH has developed a comprehensive evidence base on behalf of the region, which will continue to inform our work as we identify and prioritise the investment required to support sustainable growth while decarbonising the transport system.
- 3.2. The evidence base includes:
 - Project View: Our 'geographic information system' (GIS)-based databank contains up to date information on known plans for economic and housing growth, alongside environmental, demographic and transport data.
 - First mile, last mile toolkit: EEH's pioneering first mile, last mile toolkit uses information held in commercially available datasets, making it possible to develop a detailed picture of the personas of the Heartland's population and to better understand the specific propensity for sustainable and public transport choices in different places.
 - Technical studies and publications: England's Economic Heartland has produced a range of technical studies which form part of its wider evidence base. All these reports, which sit alongside our regional transport strategy, are rich in detailed data. They are available on our website.

- 3.3. The evidence base is always freely 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 the Heartland.
- 3.4. EEH has made it a key requirement that the database and models comprising the regional evidence base can be used without the need for specialist knowledge or skills, further enhancing their added value.
- 3.5. The evidence base is frequently used by local authority colleagues in scheme planning and the preparation of funding bids. We are also happy to share to wider partners, to ensure a consistent approach and cut duplication.
- 3.6. This is the final year of the current contract for the regional evidence base. EEH business unit will work with its partners to review options for the next version of the regional evidence base, which is likely to include options to further strengthen the quality and breadth of the data, particularly making use of improved technologies and data available, such as mobile phone data.

4. Consideration

- 4.1. Following feedback from Board members, the EEH business unit has worked to make the evidence base more accessible to political leaders and their officers.
- 4.2. Members have been set up with logins/ passwords, while the EEH website now contains links to the tools.
- 4.3. A brochure has been produced for leaders which showcases the evidence base's datasets for their areas.
- 4.4. The meeting will receive a live demonstration of the tools they can access.

5. Stakeholder implications

- 5.1. The business unit is also planning to send the evidence base brochures to all MPs in the Heartland, together with logins for the tools, to assist their understanding of the region's transport issues and to raise the profile of our work.
- 5.2. Doing so contributes towards one of EEH's key communications aims for the next year: improving engagement with the region's MPs.

6. Programme implications

- 6.1. Producing the content for the brochures was done in-house. A design company was used to design the brochures and print them.
- 6.2. The cost of this has been paid out of the EEH comms budget.

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30 November 2021

