



**Peninsula  
Transport**

Transforming the economic performance of the south west

# STRATEGIC ECONOMIC CORRIDOR STUDY

## Executive Summary



# STRATEGIC ECONOMIC CORRIDOR STUDY

Building on the work undertaken in our Economic Connectivity Study, this is a more detailed examination of the function and operation of the most important transport corridors in the region. The full study report can be found on the Peninsula Transport website, [www.peninsulatransport.org.uk](http://www.peninsulatransport.org.uk)

Enhanced connectivity will create a well connected peninsula region, which provides people with options about how to travel, is resilient and has the ability to fully unlock growth opportunities in the South West. At the same time, it will support the central government priorities of decarbonisation, levelling up and sustainable growth.

The study forms part of a package of work in supporting the development of a full detailed transport strategy

**Our Vision**

**Transforming transport across the peninsula to enable our society and economy to thrive and our unique and outstanding environment to flourish**

**Our Goals**

- A** We will improve connections between people, businesses, and places
- B** We will enhance the resilience of the transport network
- C** We will deliver affordable, zero-emissions transport for everyone
- D** We will help to improve the health and wellbeing of communities in the peninsula
- E** We will help the peninsula to be a great place to live and work

# PENINSULA - KEY FACTS

**High-tech manufacturing**  
**Defence**  
**Clean energy**

**Medical research**  
**Tourism**  
**Marine**

**Agriculture**

**Growth Sectors**

**Network Resilience**

**£1.2bn**  
Costs of 2014 rail disruption

**2.3m**  
Population in 2019

**£46bn**  
Economic Output in 2017

**Exeter Tech & Innovation Hub**

10th fastest private sector employment growth in 2018  
19th Tech City in the UK

**Plymouth Freeport**  
Creating up to 9,000 new jobs over next 10 years  
£100m investment

**The Economy is Diverse**

**14%**

No single sector accounts for more than 14% of output

**Maritime Industry**  
£3bn GVA  
15,000 FTE employed

**200k Homes (+24%) forecast by 2040**

**~90%** of all journeys to work are by car. A high car dependency

**21m** domestic visitors in 2017

**72%** of visitors originate from outside of the region. Post-Covid numbers are even higher

**Poor Digital Connectivity**

**90+%** UK 4G coverage

**10%** Peninsula 4G coverage

**Older than average population**

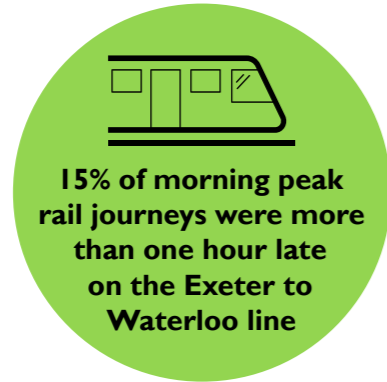
**31%** of population over 65 by 2041

# ENHANCING ECONOMIC CONNECTIVITY

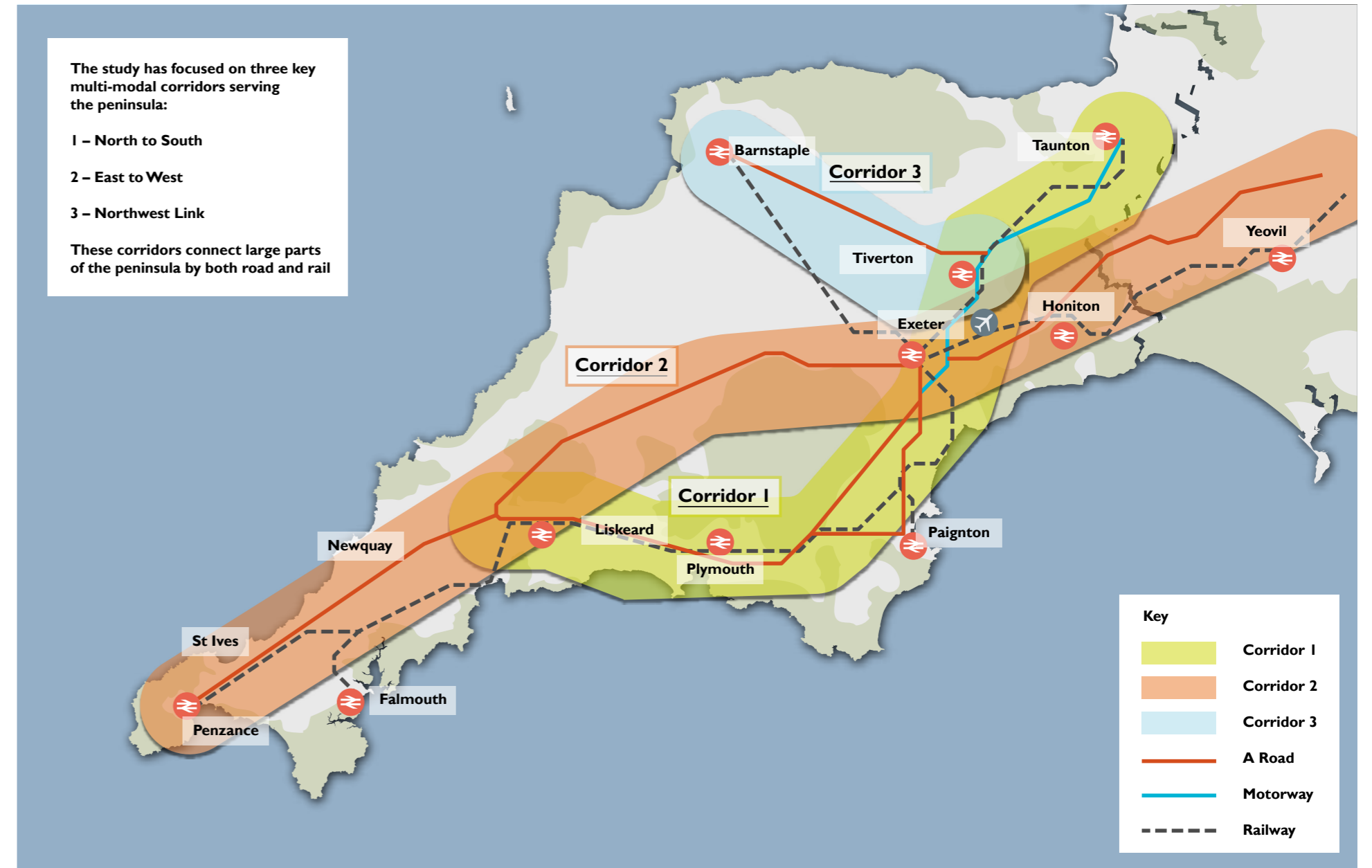
Improved connectivity boosts the economy directly through journey time savings. It also boosts the economy indirectly through enhanced productivity, labour supply, land value gains through unlocking new housing sites, additional gross value added (GVA) and jobs through new employment sites being unlocked.

## Why does this matter for the peninsula?

Key facts about the region's connectivity include:



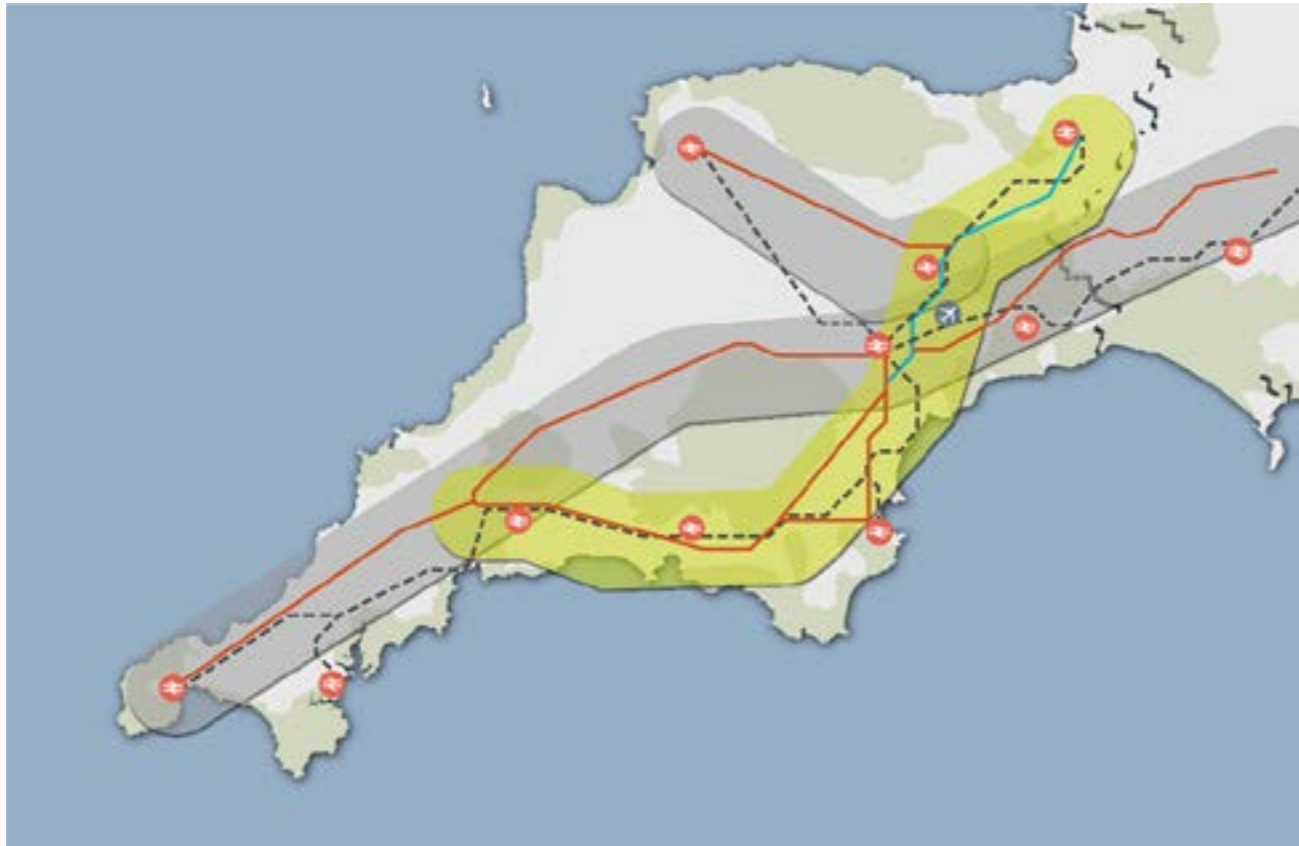
# PRIORITY CORRIDORS



# CORRIDOR 1 - NORTH TO SOUTH

## Potential corridor improvements

- Increase rail services and reduce rail journey times between Exeter and Bristol
- Improve the highway network to the west of Plymouth through A38 upgrades
- Increase rail service frequencies and reduce journey times west of Plymouth
- Improve the M5 network around Exeter (the 'Exeter Gateway')



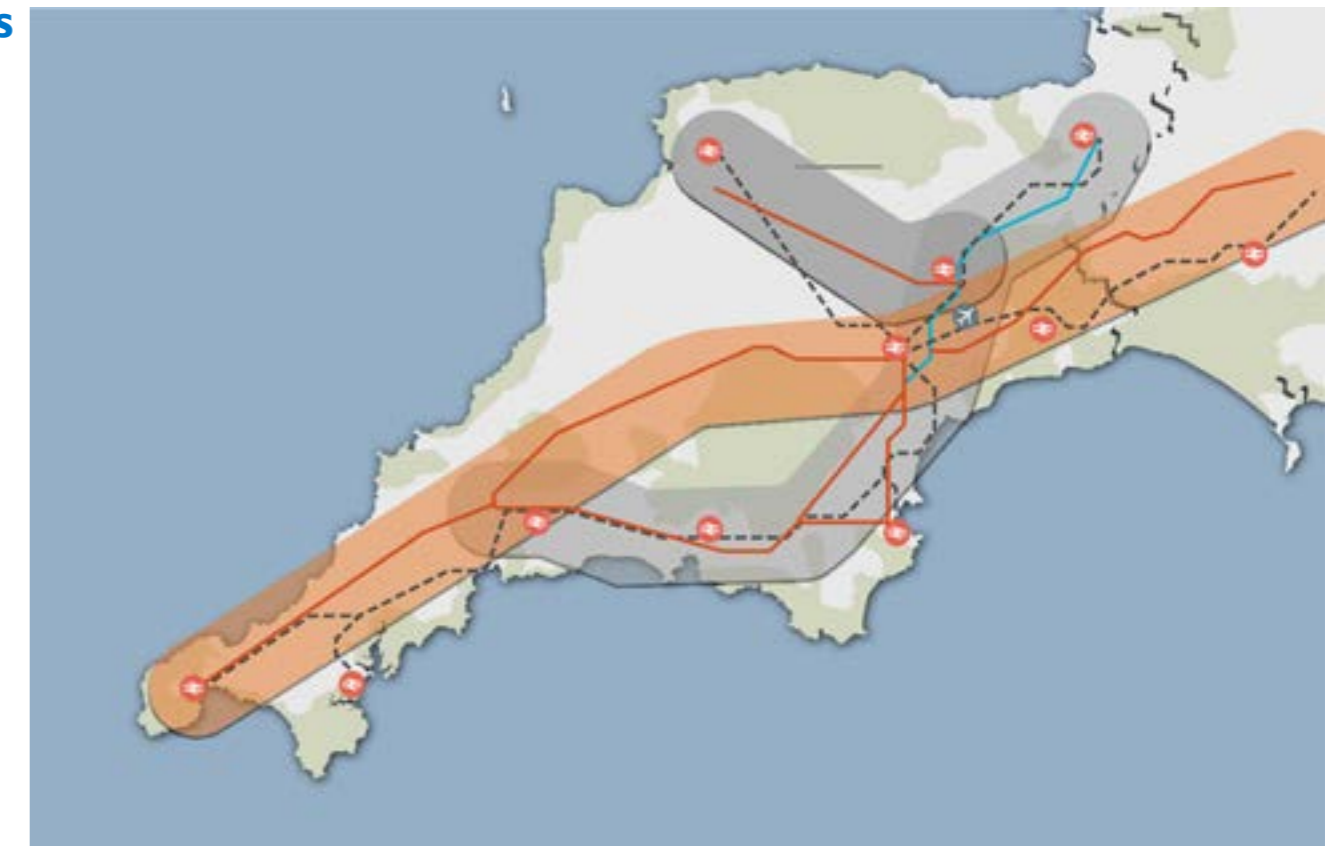
## Economic impacts:

- Reduction of journey times by 10-15 minutes along this corridor, in both northbound and southbound directions
- £500m of savings due to journey time benefits
- Nearly £500m of agglomeration benefits
- Cornwall and Plymouth will see the most improvements as they are at the end of the corridor and experience the full benefits
- 15,000 new jobs created (7,500 direct and 7,500 indirect)
- Creation of £4bn of additional GVA
- Land value uplift of £550m

# CORRIDOR 2 - EAST TO WEST

## Potential corridor improvements

- Improve the M5 network around Exeter (the 'Exeter Gateway')
- Upgrade the A30 between Exeter and Penzance to a consistent standard
- Increase rail service frequencies and journey times west of Plymouth
- Improve the highway network to the east of Exeter on A30/A303 corridor



## Economic impacts:

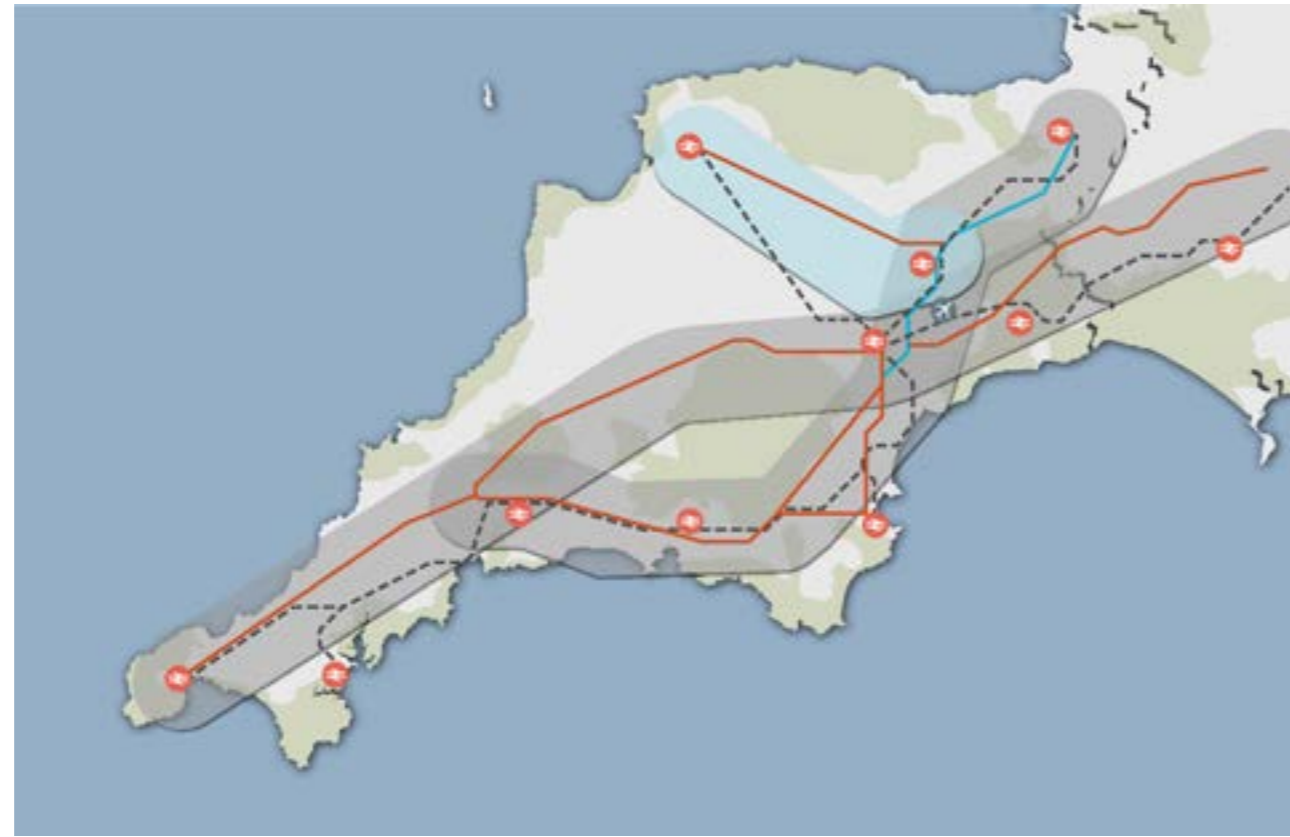
- Reduction of journey times by 11-18 minutes along this corridor in both eastbound and westbound directions
- £620m of savings due to journey time benefits
- Just over £400m of agglomeration benefits
- 10,000 new jobs created (5,142 direct and 5,116 indirect)
- Creation of £2.7bn of additional GVA
- Land value uplift of £500m

# CORRIDOR 3 - NORTHWEST LINK

## Potential corridor improvements

Improve highway between Tiverton and Barnstaple on A361 (North Devon Link Road)

Rail service improvements on Tarka Line



## Economic impacts:

Reduction of journey times by 6-9 minutes along this route in both eastbound and westbound directions

£220m of savings due to journey time benefits

Just under £200m of agglomeration benefits

3,500 new jobs created (1,700 direct and 1,682 indirect)

Creation of £1bn of additional GVA

Land value uplift of £150m

# TRANSPORT INVESTEMENT - ECONOMIC OUTCOMES



Productivity



More Jobs



Digital Connectivity



Better Connected Future Ready Transport



Unlocking Development

**Giving people more choice** - supporting modal shift on key corridors and improving digital connectivity

**Unlocking potential** - more jobs, money, customers, staff, homes and growth

**Rebalancing the peninsula** - economically, deprivation, environmentally



**Up to 28,000** new jobs created

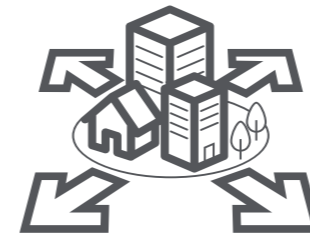
**£7.6bn GVA** created from these new jobs

**£1.2bn** land value uplift through facilitating development

**1 minute** journey time saving on key corridors = £4.1m to the economy of the peninsula per year

**£10.5bn** combined economic growth

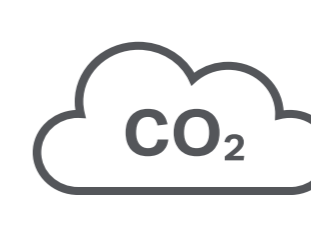
## Our Vision



Improve connections



Enhance the resilience of the transport network



Deliver zero-emissions



Improve the health and wellbeing



Great place to live and work

# WHAT DOES IT MEAN FOR PEOPLE?

Our transport strategy needs to respond to the challenges and opportunities we face - such as those set out below - including the rapidly changing societal, environmental and economic context. For instance, technological change and growing pollution is impacting on peoples' behaviours, and needs and expectations are shifting. It is therefore important our future transport plans are sufficiently flexible to adapt to these aspects.

## Commuter

Since the transport connections have improved, my journey to work is much simpler and more reliable. The digital connectivity has also been upgraded so I can do can work from home more often, allowing me a more flexible lifestyle and to better work life balance. There is also a far greater range of jobs now there's been investment into the region, so I've got more career opportunities too.

## Visitor

My journey to the South West is now much more reliable and I get to West Cornwall without sitting in a long queue of traffic. Now the rail service is improved I can choose between the car or train. And when we get there. It's so much easier to get to other places - and there's lots more to do. It's clear that there's been investment in jobs and services, and the visitor attractions are much better as a result. I can keep us all entertained whilst on holiday and means we're more likely to come again and again.

## Teenager

Before now, I would have had to leave the south west to get into any career outside of tourism or the care sector. Now I have so much more scope to work in more exciting industries, such as marine jobs in Plymouth, and the net zero sustainability sector industry in Exeter. Access to the internet is also so much better, so I don't feel cut off from my friends. Investment in the region means there's more houses being built, so I might be able to get onto the housing ladder down here and with better job options, I can actually afford a house. I can live and work in an area that I love.

## Business Owner

With investment into the south west I can finally expand my business. It's also benefiting from more reliable transport and digital connections, so we can take full advantage. With more people staying in the region, our workforce can benefit too - including young people full of ambition. We can reach a wider pool of people with greater skills so not only does my business benefit but the economy too.

## Older Resident

Since more money has been invested into the area, healthcare has improved, and access to important facilities such as shops and transport is much better. I can stay busy, spending my leisure time on a huge variety of things to do. It's also easier to travel to other parts of the country and I can stay in touch with my family with our excellent broadband.

# CONNECTIVITY RECOMMENDATIONS

- Maintain consistent standards along the length of the corridors for both road and rail services to improve resilience, reliability and journey times
- Continue to push for connectivity improvements across all modes resulting in significant economic benefits as outlined within the analysis
- Invest in technology and digital infrastructure, including electric vehicle charging network, to improve productivity and not constrain future commercial growth
- Invest in enhancements which support decarbonisation, including encouragement of modal shift and electric vehicles, to support the UK's Net Zero goals and create economic growth within the peninsula

# NEXT STEPS

- Scenario testing needs to be undertaken for each corridor, to identify in more detail the preferred interventions to support Peninsula Transport's vision and goals
- Further develop this evidence to support the promotion of physical and digital schemes across the peninsula region
- Use this evidence to further engage with key partners and stakeholders, to ensure the right investment decisions are made
- Seek approval from the Department for Transport on the Economic Connectivity report, to ensure detailed transport Strategy development can commence

# PENINSULA TRANSPORT

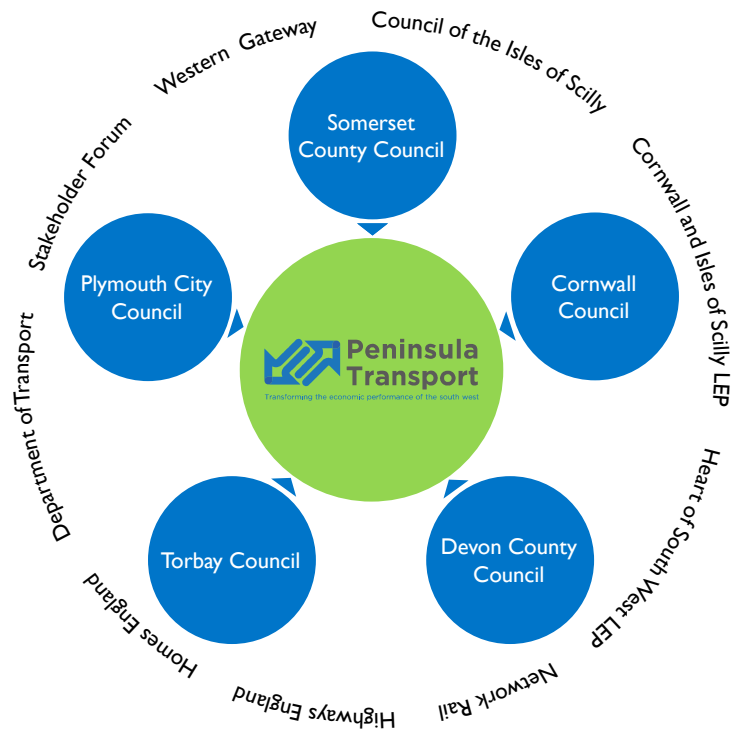
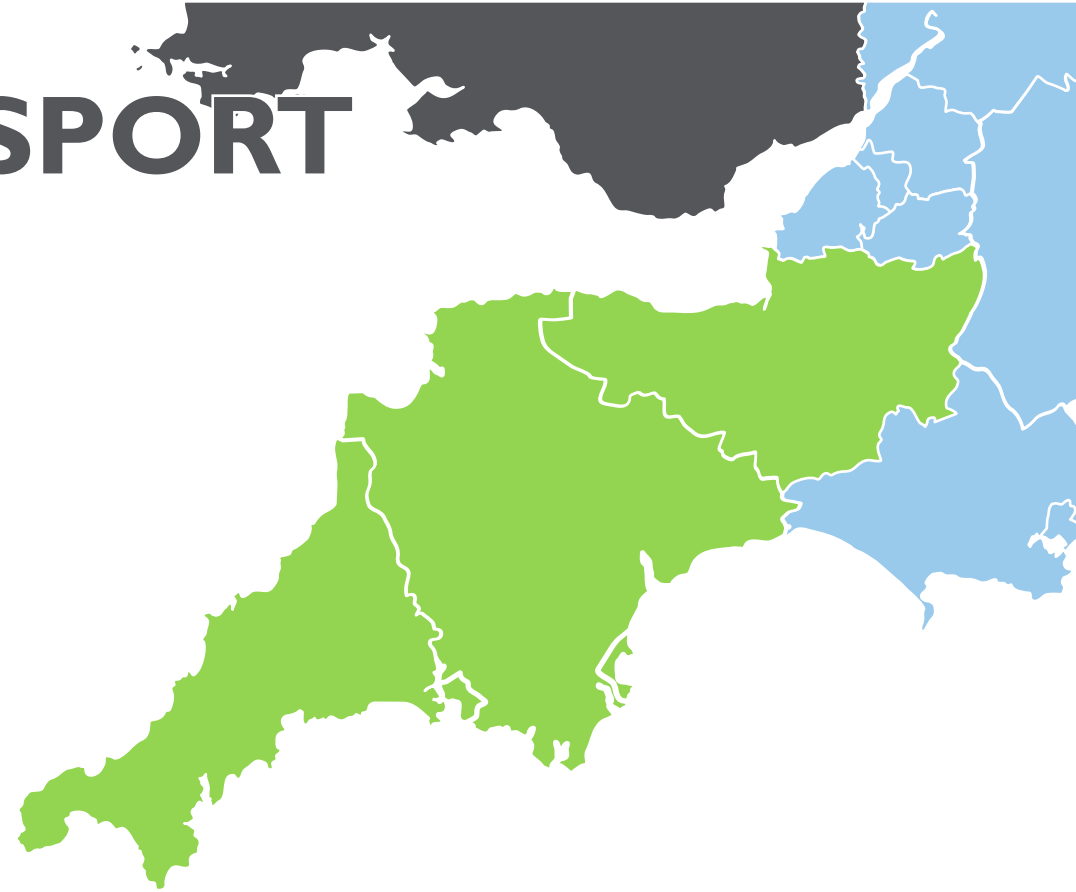
Peninsula Transport is the Sub-National Transport Body (STB) for the South West peninsula, established to transform the economic potential of the South West. Central to this mission is enhancing connectivity for all.

We represent five local authorities and two Local Enterprise Partnership areas and work closely with co-opted members and key stakeholders from the private and public sector.

Along with our neighbouring STB, Western Gateway, we are responsible for defining and delivering the strategic transport priorities for most of South West England.

Working together with co-opted partners we are developing a Peninsula Transport Strategy that enables transport to play its vital role in delivering clean growth, connects people and is adaptable to the changes of the future.

For further information, please visit: [www.peninsulatransport.org.uk](http://www.peninsulatransport.org.uk)



- Peninsula Transport Region
- Western Gateway Region