

# How Immense is helping England's Economic Heartland to predict the future

England's Economic Heartland is tasked with developing a 30-year transport strategy, that maximises the economic potential of the Oxford-Cambridge corridor. But for that, they require an innovative way to plan for what the future may hold.



## At a glance

### KEY BENEFITS:

- Regional coordination of infrastructure and mobility system development
- Data-driven insights and decisions about future mobility
- In-house insights, reducing external spend

### KEY SYSTEM FEATURES:

- Digital replication of the region's transportation system
- Models planned housing development and job creation until 2040
- Simulates the impacts on transportation, economy, energy and environment
- Assesses novel Mobility-as-a-Service schemes with shareability analysis

## The background

England's Economic Heartland stretches from Swindon to Cambridgeshire and Northampton to Hertfordshire.

The region already boasts a 5.1 million population and 280,000 business community and is predicted to triple in size. However, these figures come at a cost. Increased pressure on transport and infrastructure networks means that many services are already operating at close to capacity - affecting business productivity, making travel challenging and threatening the region's future growth.

To help, a collaborative partnership of councils and local enterprises has been created and tasked with developing a Transport Strategy, that guides investment and priorities up to 2050.

## The mission

With the draft Transport Strategy due in Summer 2020, England's Economic Heartland required a data-driven insight into the future mobility of the region, something that Immense is perfectly placed to help with.

Specifically, England's Economic Heartland wanted to understand:

- The impact of housing development on transport and infrastructure
- The impact of job development on transport and infrastructure
- How future transport decisions could affect the environment
- How they could best build a sustainable, connected community



## The solution

**The Immense team worked with England's Economic Heartland to create a digital replication of the regional mobility system.**

This was created using different data sources to create a digital representation of traveller activities and real-world movement patterns.

England's Economic Heartland can use this digital replication to run simulations that tested different scenarios of housing development, job creation and shared mobility initiatives.



## The results

**With region wide access to the decision support system, England's Economic Heartland can collaboratively design, test and analyse the impact of future transportation schemes on the community, economy and environment.**

In the words of Martin Tugwell, director of England's Economic Heartland and President of the Chartered Institute of Highways and Transportation, Immense has transformed:

### Strategic planning

"Immense helps us to explore the implications of different scenarios and develop route maps that will deliver our strategic outcomes."

### User experience

"The platform's capability consistently impresses our partners, while its ease of use encourages them to use it to support their own activity."

### Evidence gathering

"With the emphasis on focusing on user-centred transport services, this agent-based model is a core component of the evidence base underpinning our regional transport strategy."

### Innovation

"The Immense platform is just the sort of innovation we require to do things differently."

## The future

**England's Economic Heartland will be using Immense to produce the draft Transport Strategy for consultation in Summer 2020, and then to realise the economic potential of the Oxford-Cambridge Arc and surrounding areas to 2050 and beyond.**

 **Immense**



## Discover what we can create together

If you want the data, predictions and insights to build better connected and sustainable communities, [get in touch with the Immense team today.](#)

[immense.ai](https://immense.ai)

[collaborate@immense.ai](mailto:collaborate@immense.ai)