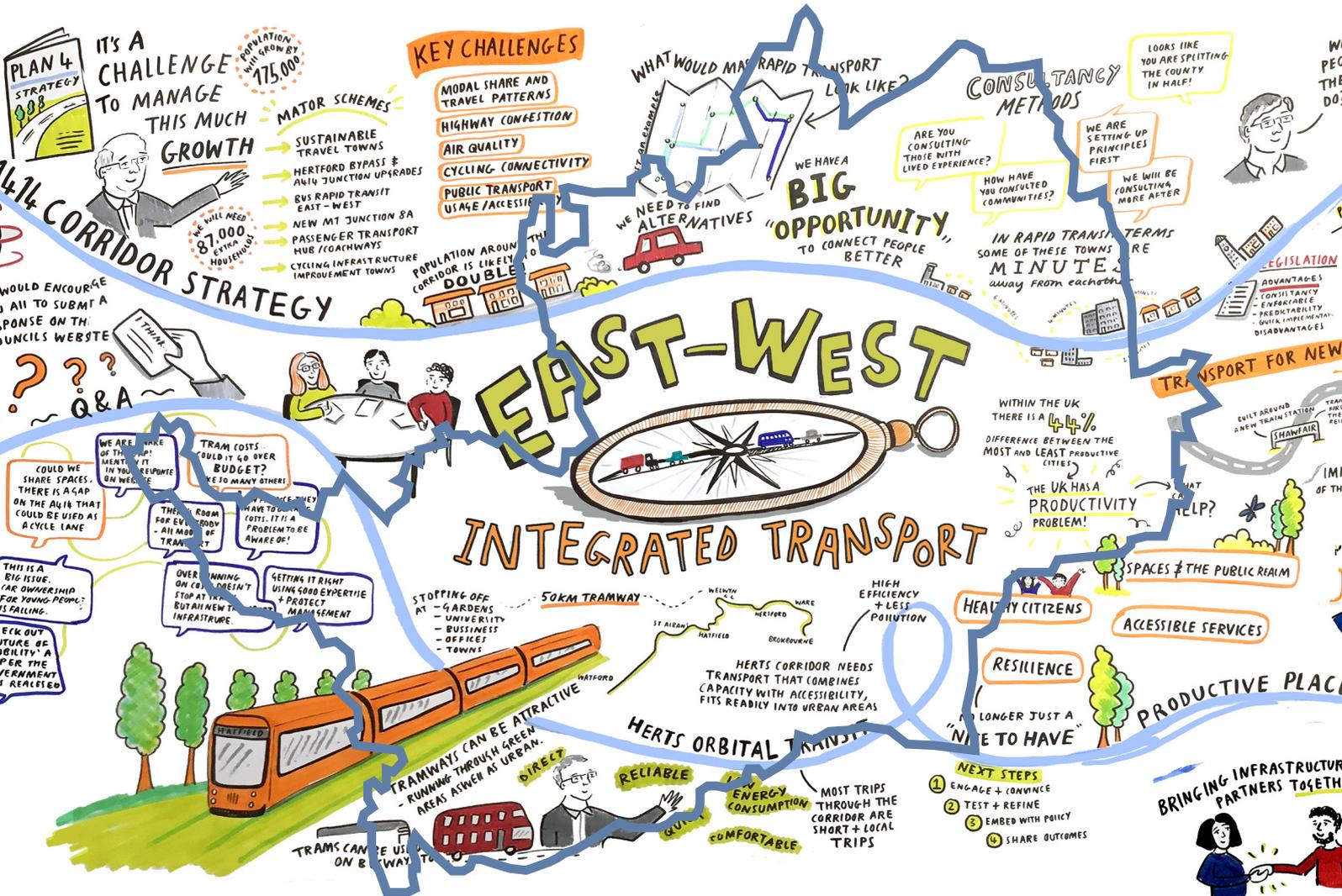




GASCOYNE CECIL
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Hertfordshire
Chamber of
Commerce



EAST-WEST: INTEGRATED TRANSPORT

February 2019

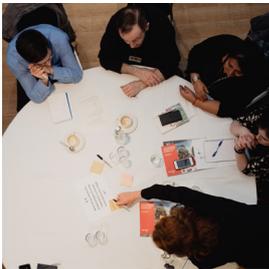
A BOLD AND AMBITIOUS APPROACH



The sixth workshop in the Hertfordshire Infrastructure Charrette brought together businesses, civic organisations and local authorities from across Hertfordshire on Wednesday afternoon.

Focusing on Integrated Transport East-West across Hertfordshire, the Charrette enabled the County Council **to outline the A414 Strategy and ask people to submit responses to their consultation before the deadline on 25th February**, alongside workshops exploring behaviour change and public perception of different transport options, presentations on case studies and aspiration.

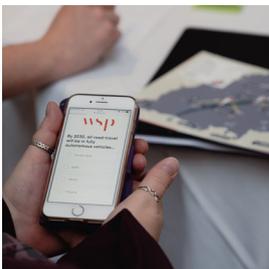
We would, as always, be grateful for your feedback.



There was clear consensus in the room for improved east-west connectivity, as well as an increasingly clear and mindful understanding of the role this can play in our present and future lives. All in the room seemed keen to embrace an ambitious level of aspiration and a high level of quality in what is delivered; whilst noting the realities of how funding will have to be found for whichever interventions are deemed to be of most value, and commissioned.



The difficulties of achieving the kind and level of modal shift we will need to see as a County - to avoid further congested roads, and the social isolation and public health implications of these - were brought to the fore by a greater understanding of our own motivations when choosing to travel by car, by bus, train or tram; of our own behaviours on a day to day basis which may seem fleeting but accumulate to become patterns across society.



And so it seems clear that, whilst there will be a role for a hierarchy of transport modes, it will be necessary to provide something which is attractive, comfortable, and compelling enough to drive our behaviours in the years ahead.

It is similarly clear, that we will all have a role in harnessing the possibilities of an integrated transport network across and throughout the County.

The HCC Consultation closes on 25th February. As ever the Council is relying on you and your community to make your views known.

Please respond to the A414 Strategy, [here](#).