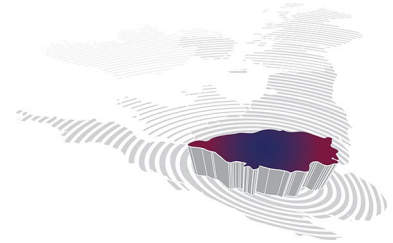




ENGLAND'S
ECONOMIC
HEARTLAND



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Dear Joe,

High Wycombe Demand Responsive Transport (DRT)

As the Sub national Transport Body for the Heartland region, England's Economic Heartland (EEH) is delighted to support Buckinghamshire Council's ambitions for a pilot DRT scheme in the town of High Wycombe.

High Wycombe is an important market town in Buckinghamshire; however it experiences transport challenges due to high levels of congestion, a constrained geography and a hilly topography. Therefore, a flexible transport service which serves multiple destinations presents an opportunity for an attractive alternative for single occupancy car use for the town.

The Heartland region is well known for its advancements in technology and innovation and we are pleased to support the scheme as an innovative approach to a transport solution for a town environment in a county of a polycentric nature.

High Wycombe's high levels of car dependency and proximity to London are common characteristics across some other towns in the Heartland area and any shared learning from the pilot would be beneficial across the whole region.

EEH is currently undertaking a first mile last mile project, seeking to identify appropriate and sustainable first mile last mile solutions to locales across the Heartland region. Outputs from the first mile last mile toolkit for the High Wycombe area show that there is appreciable potential for DRT services.

EEH supports the development of innovative public transport solutions, developed and tailored for the right local conditions and geographies. It is that context that we support Buckinghamshire Council's ambitions to develop a pilot DRT solution for High Wycombe and we look forward to working with you on this initiative.



Yours sincerely



Martin Tugwell
Programme Director