

- **Demography and Economy**

- **Diverse economic fortunes, cultures and environments;**
- **successful and expanding seaports;**
- **close proximity to Chunnel, London and Europe;**

but

- **traditional employment base is in decline;**
- **high unemployment in Inner areas; and**
- **new employment areas close to good transport infrastructure.**

Hence deprivation and a mismatch between employment need and supply

The Rail Network

- primarily caters for local coastal movement and movements to and from London
- discourages longer distance coastal movement through
 - frequent stops
 - discontinuous service patterns

The Road System

- good high quality roads in west
- poorly defined routes in east
- journey times for longer distance coastal movements are high
- M25 is much more attractive alternative route

Travel demand

- demand heavily biased towards local movements
- little long distance travel on east - west axis

Hence, currently little need to design system to cater for longer distance movement

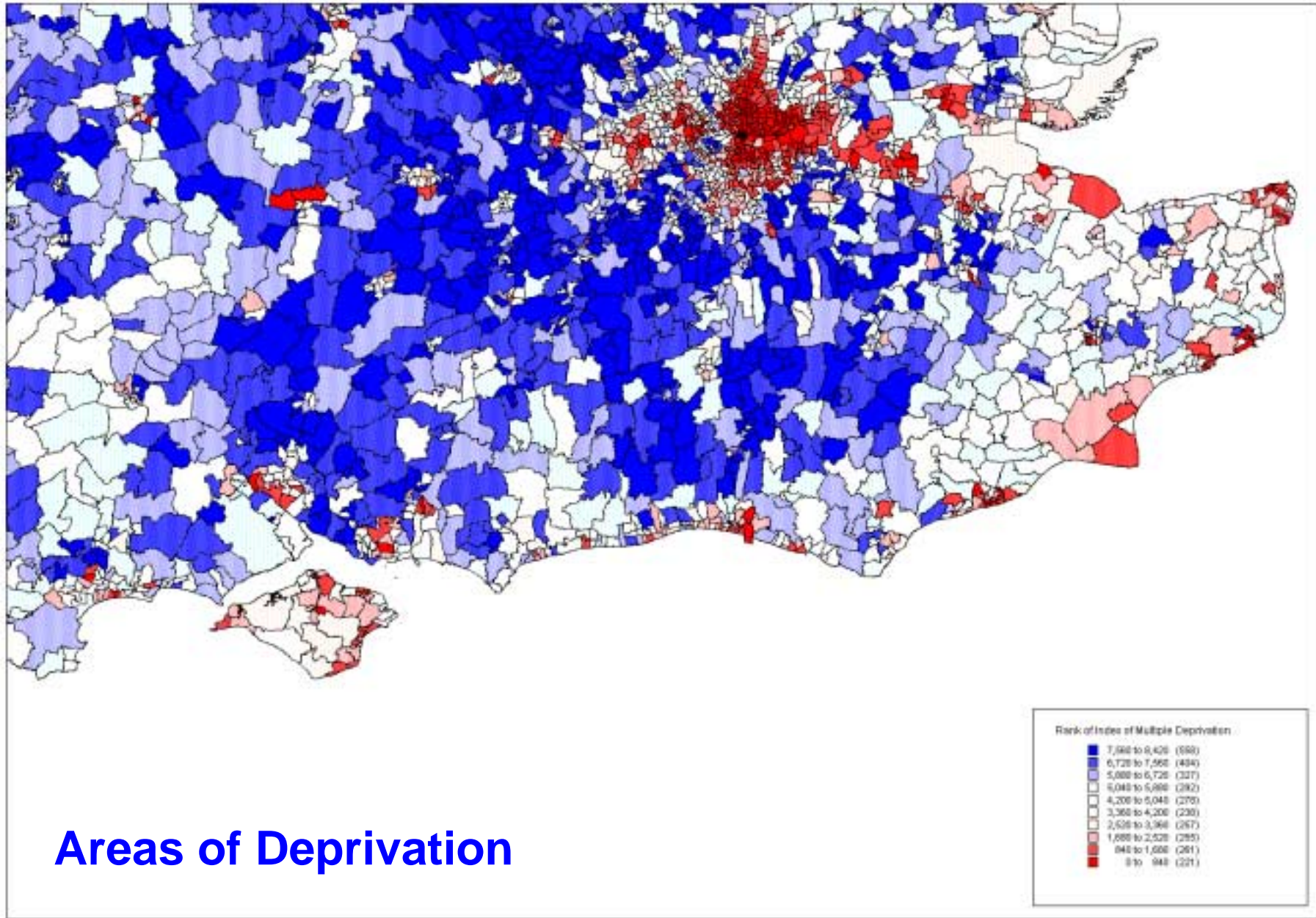
Nonetheless, need to assess extent to which low demand is linked to deprivation

The Future

Regional Perspective

Pressures on transport infrastructure through:

- priority areas for economic regeneration;
- Ashford is potential major growth area with 700 new dwellings per annum for 20 years; and
- there a need for general housing growth in all the coastal counties



Areas of Deprivation