

## STRATEGY – NO EXPRESSWAY ALLIANCE – as at 14<sup>th</sup> June 2019

- **Aim: to present an economic case against the Expressway:** The report already done for the NEA by Rogers et al demonstrates the vulnerability of the Expressway to cost inflation: a 20-25% cost increase will cause the road element of this corridor and road project to become neutral or negative in terms of conventional economic assessment.
- **Aim: to promote rail as an alternative.** This includes NEA support for the principle of East West Rail and for a general policy of supporting re-opening disused rail lines to offer motorists good alternative longer-distance travel options.
- **Aim: to support the restoration of bus subsidies:** The NEA supports the restoration of bus subsidies to ensure rural dwellers in particular have improved alternatives to the car for travel needs.
- **Aim: to stress the Climate Emergency and ecological crisis in our collective efforts:** The NEA and its constituent groups recognise that concern about the Climate and environmental issues is at an all time high in the UK. Both the NEA and constituent groups should consider how best to engage with the public by making reference to Climate and environmental issues in their communications of all types.
- **Aim: to get a wider geographical diversity of member groups and individuals.** Actions: direct emailing to Parish Councils offering membership, offering an NEA speaker if they would like one PLUS: specific meetings by NEA activists in cooperation with rural supporters to help this process and related Press Releases-other communications to encourage this transformation in our membership base. Related to this, sending out Speakers to groups, which is in progress.
- **Aim: to become financially self supporting:** Actions: for the Committee to decide how we approach members, groups and the wider public for funding. To give priority to getting a Treasurer and bank account. To conduct some social events as fundraisers, for both funding and engagement reasons.
- **Aim: to conduct more public activities** – e.g. stalls/petitioning – in locations where we think we need greater exposure/support.
- **Aim: to begin a process of assembling evidence suitable for resisting routes in the future consultation.** Rumours of Highways England route preferences clash with Jess Norman's claim of no chosen route yet, to Layla Moran in Parliament, so this is inherently difficult. However: Actions: to discuss the key arguments that we think are the best to do two things, a) defeat arguments for the Expressway and b) ensure that our

very different types of groups and supporters – rural and urban – come with us in this effort.

- **Aim: to create more effective General meetings to improve engagement:** Alliance meetings have attracted a lot of people with varying degrees of engagement with the Expressway, up to this point. Each general meeting should have a dominant theme – led at the beginning by a Speaker.
- **Aim: to conserve and value core active participants in the NEA:** Actions: ensure a larger committee distributes work equitably and consensually – and with a minimum of paperwork as we need clear things to decide upon in our agendas, to process more actions through meetings of the Ctte.
- **Aim: to improve communications within the NEA:** to encourage groups to share their dates to help develop better publicity for these – to provide more NEA speaker opportunities and develop a calendar of Expressway-related events. Action: to publicise this directly to constituent groups & through the newsletter and general meetings.
- **Aim: to create ‘task and finish’ working groups within the NEA to increase work output and involve more people from outside the NEA Ctte in NEA work:** Actions: to ensure suggestions of a Positive options working group & a Housing working group of the NEA are implemented.

To note:

This document is owned by the No Expressway Alliance. It is considered dynamic and will be subject to periodic review at NEA Committee Meetings. It shall be presented to the NEA AGM at least annually for comment and amendment.

This Strategy reflects current and potential human resources available to the No Expressway Alliance, as well as financial resources.