

Appendix 2:

# Mayoral Ambition Statement

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## Mayoral Ambition: **To have a healthier and more prosperous Combined Authority region**

Mayor Dr Nik Johnson aims to leave a lasting legacy that continues for years to come that enables improved life expectancy and those additional years lived to be in good health and wealth. Reduced inequality, sustainable growth, more active communities and a region that celebrates and further enhances its uniqueness on the local and global stage, will be the enduring impact.

Delivering on this ambition through strong partnerships and complementing the focus and delivery of the Combined Authority, the Mayor aims to build upon the delegated powers and Combined Authority achievements to continue enabling the region to grow and thrive. With more connectivity, spreading of prosperity, developing skills and improving the region's environment and resilience, the Mayor's ambition can be achieved.

### Mayoral Pledges:

#### 1) **A Locally determined, innovative, and public transport system that is fit for the future**

*A first choice, sustainable, inclusive public transport system for everyone, locally determined that wraps around the best of sustainable innovation to deliver affordable, low cost integrated travel.*

##### Key deliverables

- A bus franchising system that is sustainable and fit for the future
- Reducing rural isolation by improving connectivity between our rural areas, towns and cities
- Supporting the provision of low-cost travel
- Advocating for and working towards the development of a green travel network
- Integrated and multi modal options
- Promoting and delivering the health and environmental benefits of a culture of Active Travel
- Work with partners to promote safe road usage and support the local Vision Zero ambition of reducing road deaths and serious injuries by 50% by 2030.

#### 2) **Promote, protect and grow our unique Fens**

*Building a resilient Fens, able to mitigate the impact of the climate crisis, build flooding and water stress resilience, increase biodiversity and enable sustainable farming to drive growth in the Fens area. Enhance recognition of the Fens through potential formal designation to further drive sustainable growth.*

##### Key Deliverables

- Tackle pressing water related challenges and opportunities
- Accelerate delivery of key water infrastructure programs including interim measures
- Delivery of the Future Fens integrated Adaptation initiative
- Work with geographical neighbours to consider national/international designation

#### 3) **Creating a strong sense of place and cultural identity for our region**

*The Combined Authority is uniquely placed to further foster a strong identity for our entire region and increase cultural opportunity and access to diverse activities across the region. Growing creative industries will drive the local cultural offer, making Cambridgeshire and Peterborough an attractive place to live and work.*

#### Key Deliverables

- Working towards growth that is inclusive for the whole region
- Nurturing the growth potential of creative industries and skills
- Connecting communities with a place based cultural offer
- Clear culture of partnership working with public, private and voluntary sector organisations
- Enabling communities to be resilient and adaptable

#### **4) Working with ICS to support the delivery of better health outcomes and address health inequalities in our region**

*Through working with our ICS and health system partners we can help our communities live healthier for longer. Increasing skills and employment, reducing congestion and use of pollutants, and encouraging more active travel and lives are just some of the activities that can help achieve better health outcomes, including reducing obesity and improving mental health.*

#### Key Deliverables

- Active Travel
- Enabling well-paid employment and career progression
- Reducing congestion and fossil fuel vehicle usage through our region
- Access to natural environment

#### **How this aligns with the Combined Authority**

These Mayoral ambitions sit together alongside the Combined Authority's strategic deliverables:

- Achieving good growth
- Increasing connection through digital and integrated transportation
- Delivering inclusive skills systems and employment opportunities
- Attracting businesses to locate in Cambridgeshire and Peterborough
- Providing infrastructure and support to aid communities to be resilient

Pursuing this Mayoral ambition will rely on delivering a programme of successful, unified schemes to achieve measurable outcomes. Working in strong partnership with constituent authorities, businesses, communities, NHS, ICS, Central Government and key partners across the region will create the conditions for some considerable success.