

A new form of transport that will make travelling across Hertfordshire from east to west easier for all.



AI generated concept

## It aims to create:

- Frequent services — just turn up and go
- Bigger vehicles with multi-door access and more space
- A high-quality public transport experience

HERT will work alongside existing buses and help make travelling across the county quicker and easier for everyone.

# Why we need HERT

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Hertfordshire has great north–south transport, especially into London, but travelling east–west is slow and difficult

## Severe congestion leads to:

- Long, delayed bus journeys
- Rat-running on residential and rural roads
- Unreliable journey times
- Poor air quality
- Safety issues for drivers, cyclists and pedestrians

## By 2040s...



Hertfordshire population will have increased by **300,000**



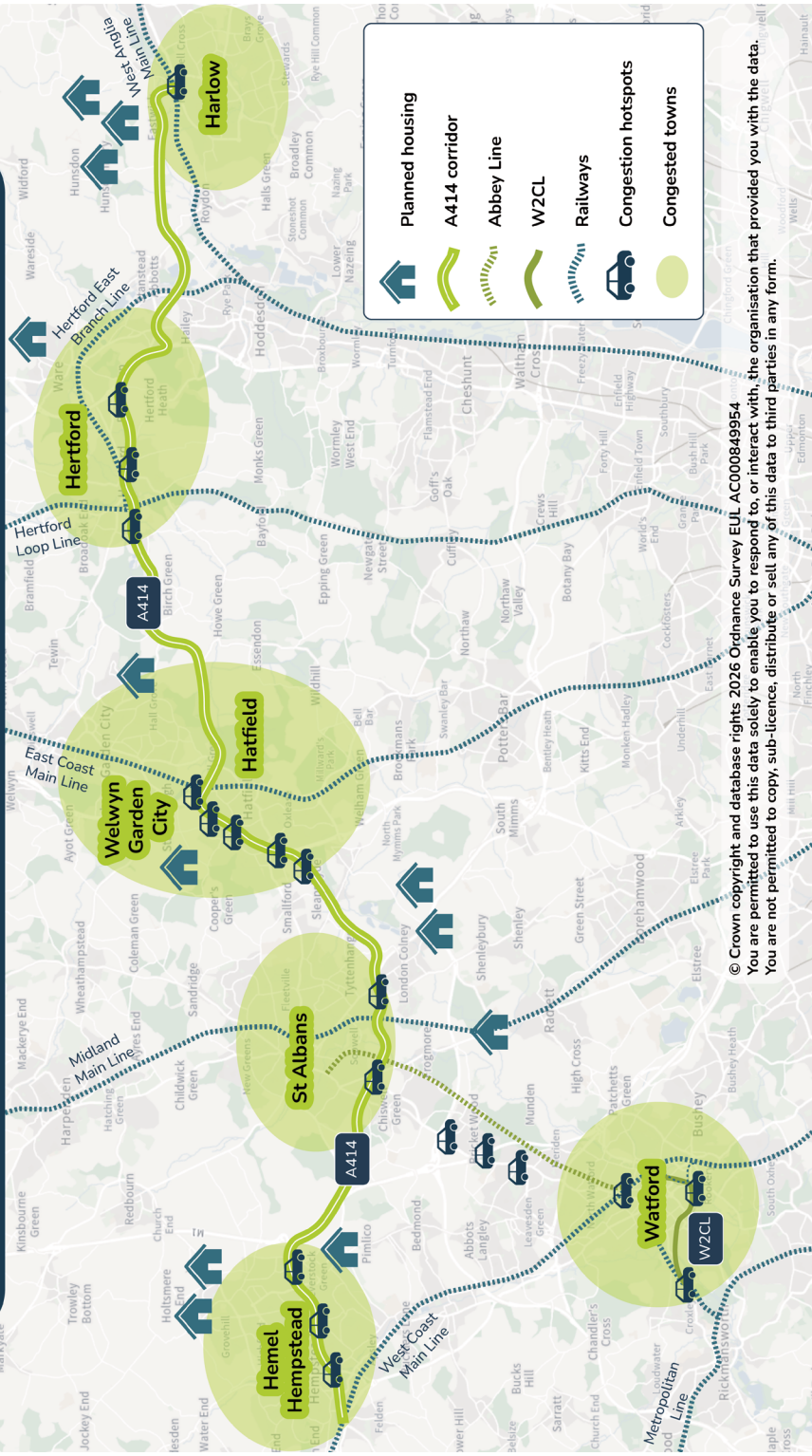
**Over 50,000** new homes will have been built on A414 corridor

## If nothing changes now...



- Constant traffic, with delays to all journeys
- Poor health, environmental and sustainability outcomes
- Lack of investment, with business choosing to invest in other parts of the country
- Reduced economic growth, with less access to jobs, education and training

# Existing Congestion and Future Growth



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# Benefits of HERT

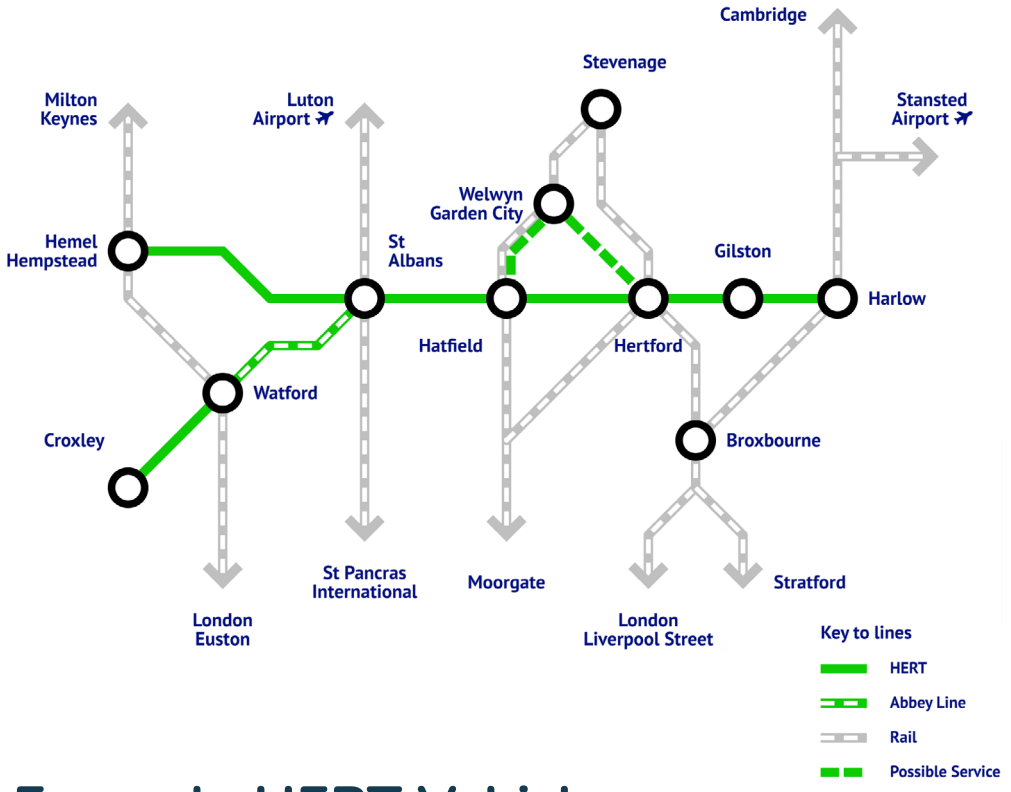
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- **Improving** east-west connections
- **Connecting** communities, town centres and businesses
- **Ease** congestion
- **Improved** air quality
- **Connecting** rail stations
- **Sustainable development**, with better public transport connections
- **Faster** journey time between towns
- **Increased** economic growth with improved access to jobs, education and training



# Proposed HERT Route



## Example HERT Vehicle

USB charging ports

Comfortable seats

100% electric

Wide aisles

Step-free access



Floor to ceiling windows

Real-time information

Full digital connectivity

Multi-door entry and exit

# Making Hertfordshire Sustainable

## What's Next?

Following the event, we will publish a prospectus where you can explore HERT in more detail and learn more about our vision for the future.



For further information please visit  
[www.hertfordshire.gov.uk/HERT](http://www.hertfordshire.gov.uk/HERT)