

Transport for Norwich — Strategy —

Executive summary
and vision

December 2021



Executive summary

Introduction

This is the Transport for Norwich (TfN) strategy adopted in December 2021. It will replace the existing Norwich Area Transportation Strategy adopted in 2004, which set out a transportation strategy for the Norwich area until the year 2021.

The Transport for Norwich strategy forms part of a suite of documents setting out transport policy in Norfolk. The Norfolk Local Transport Plan (LTP) covers transport policy across the whole of the county. This strategy aligns with, and nest within, this and provide the detail for the area. Other more detailed plans and policies will themselves support it, for example the Local Cycling and Walking Infrastructure Plan would be incorporated as part of the Transport for Norwich Strategy.

This is an ambitious strategy, putting carbon reduction and better air quality at the heart of the aim to support a growing economy, strengthen communities and reduce our impact on the environment.

The strategy recognises that Norwich and the strategic growth areas around it is important for people and businesses across a large area: what is done within Norwich affects many more people and businesses than simply those who live within the urban area.

The transport issues and problems within the city are quite different from those faced in its rural hinterland so interventions appropriate within the city might not always be appropriate for elsewhere.

How trips to Norwich are begun will be influenced by local factors such as the purpose of the trip, the distance to Norwich and the availability of different transport modes.



Vision

Norwich and the strategic growth areas around it will become a place to thrive because affordable, shared, clean, active and accessible travel are the first choice for journeys, and people within at least the urban area can access a range of services without a car.

The Vision will be delivered through nine themes. The following provides a short summary of key aspects of the TfN strategy for each one:

Norwich and Norfolk

Norwich and the strategic growth area around it is the centre for a large part of the county and the wider eastern region. Good, strategic connections by clean transport modes including rail, low carbon vehicles and sustainable modes within and to places outside of the area are vital for continued prosperity.

A zero-carbon future

Achieving net zero carbon emissions will require significant and far-reaching interventions including reductions in travel demand, mode shift through an increased emphasis on active travel and supported by an accelerated switch to zero emission vehicles.

Improving the quality of our air

Clean air is important. Significant and far-reaching interventions will be needed. Likely measures will need significant further study and engagement work to consider before being able to commit to delivery of a preferred option, but the following interventions will be further considered: Clean air zone; Workplace parking place levy; Road charging / congestion charge; Vehicle bans (eg prohibiting petrol and diesel engine vehicles from the city centre).



Changing attitudes and behaviours

Local people, businesses and others who use all of our transport networks need to be engaged so that they understand and support the changes and feel confident in being able to make changes to their own travel behaviour.

Supporting growth areas

The area has plans for significant growth. This needs to be in the right places, with transport networks provided, so that people can easily access facilities. Priority should be given to walking, cycling and public/shared transport links.

Meeting local needs

The transport system needs to support the needs of everyone, being designed to take account the different needs of different people.

Reducing the dominance of traffic

In local neighbourhoods, traffic impacts will be reduced. This will be achieved through a series of interventions including low traffic neighbourhoods, school streets and reductions in speed limits, based around the principle of Healthy Streets.

Making the transport system work as one

The transport system needs to ensure efficient movement of large numbers of people. We will identify roads where general traffic is prioritised; where public transport is prioritised; and where active travel is prioritised. This reflects that streets cannot accommodate every demand at the same time, and we must prioritise. Elsewhere, streets will primarily support communities who live there, businesses or for leisure uses like meeting friends or entertainment. Parking will be reviewed to consider current parking capacity, arrangements, cost, availability and type.



Making it Happen (governance)

Good governance arrangements are vital for effective actions and delivery, supported by active engagement across a range of people and partners. Special interest sectors need to be drawn in to advise and assist with direction and delivery. Without this, we will not achieve our ambitions.



Transport for Norwich — Strategy —

Background and context



Chapter One - background

Spatial Portrait

- 1.1 Norwich is Norfolk's largest urban area and one of the largest centres of employment in greater south-east England, making the city an important focus in the region for a range of services, as well as the administrative and operational headquarters for a number of organisations. It is also a city of considerable historic importance and the city centre in particular retains many historic features such as narrow streets within the city walls lined by many medieval and Georgian buildings and churches, as well as two cathedrals and a Norman Castle. Norwich's landscape varies from the urban and historic core to open, green spaces and parks, facilitating recreation and leisure activities, as well as the River Wensum which traverses through the city.
- 1.2 Norwich, including its surrounding area (Broadland and South Norfolk Districts), has an estimated population of around 409,000 as of 2018. Of this, 55% of the population live in the Norwich urban area, around 10% live in surrounding market towns such as Wymondham and Wroxham, and 35% live in smaller towns and villages on Norwich's periphery. Both the city's urban centre and surrounding areas are undergoing, and are planned to undergo further, large scale growth and change. This growth will be through large housing and employment land allocations in adopted and emerging local plans.
- 1.3 Norwich is one of the fastest growing cities in the UK and contributes more than £3 billion per annum to the national economy. The Norwich area strongly features most of the sectors identified as having high growth potential regionally which include: manufacturing and engineering at Hethel; agri-tech, health and life sciences at the Norwich Research Park and Food



Enterprise Park; and IT and communications and digital creative industries in the city centre. The area also benefits from a strong and growing tertiary education sector provided by UEA, NUA, City College Norwich and Easton College which contribute research expertise and a skilled workforce. Norwich is a key employment hub resulting in people from across the county of Norfolk, and some outside, commuting into the city.

- 1.4 The Norwich-Cambridge corridor is of key strategic importance to the planned growth including Attleborough and Thetford, with rail and road routes providing key strategic access to London, Cambridgeshire and much of the rest of the UK. The Cambridge to Norwich Tech Corridor, which includes Norwich, the North East Growth Triangle, the remainder of the Norwich Fringe, Hethersett and Wymondham, is the major focus for growth and change in Greater Norwich, accommodating approximately 74% of the planned growth. The A47 is an important road and bus route connecting Norwich to Great Yarmouth and Lowestoft to the east (which are also served by rail services) and providing access to King's Lynn, the Midlands and the north of the country to the west. There are also several key arterial routes, the Broadland Northway and an inner and outer ring-road, providing access in and out of the city from surrounding settlements for all types of vehicle, including by bus and forms of active travel.
- 1.5 Norwich also boasts an extensive leisure and cultural offer with a booming tourism industry supporting 54,000 skilled workers. Norwich and surrounding areas are experiencing growing numbers of day visitors, estimated at 40 million per year, and 12 million overnight visitors to historic buildings, parks and museums, cultural festivals and other regular events, along with access to the Broads and the coast.



- 1.6 The health of people in Norwich is markedly worse than the national average. However, the surrounding districts such as Broadland and South Norfolk are generally better. The city also has a higher level of deprivation than the Norfolk average. Also, there are pockets of deprivation in the rural areas that rely on the Norwich urban area for services and employment. This takes into account the domains of income, employment, education, skills and training, health and disability, crime, barriers to housing services, and living environment. Transport has a key role to play in alleviating poverty by providing affordable access to jobs, education and services.
- 1.7 Travel patterns and behaviours can be very different across the area. People living away from the centre tend to travel more by private car, possibly due to trips being longer – meaning that active travel isn't always suitable – and public transport links scarcer.

About the Transport Strategy

- 1.8 The Norwich Area Transportation Strategy (NATS) was adopted in 2004. It set out a transportation strategy for the Norwich area until the year 2021. This version of the strategy reviewed and amended the previous one in the light of the then current transport policy, essentially updating it and rolling it forward. A small number of minor policy changes were subsequently agreed in April 2010 as part of the development of the Greater Norwich Joint Core Strategy.

The most significant of these was to seek a step-change in the provision of public transport largely through the creation of bus rapid transit routes connecting major growth areas to the city centre and employment sites.



- 1.9 In 2010 a NATS Implementation Plan was adopted setting out how the strategy would be implemented on the ground.
- 1.10 The Transport for Norwich strategy is the successor to NATS. It is a high-level strategy setting out a vision, objectives and longer-term aspiration alongside an Action Plan setting out commitment to the major actions that will be undertaken to achieve the policy aspiration: like investigation of how to reach zero carbon target and meet air quality requirements; and subsequent implementation.

The TfN strategy forms part of a suite of documents setting out transport policy in Norfolk. The LTP covers transport policy across the whole of Norfolk. The TfN strategy nests within this and provides the detail for the area. Other more detailed plans and policies will themselves support TfN. The Local Cycling and Walking Infrastructure Plan will be incorporated as part of the TfN strategy.

Geographical coverage of the strategy

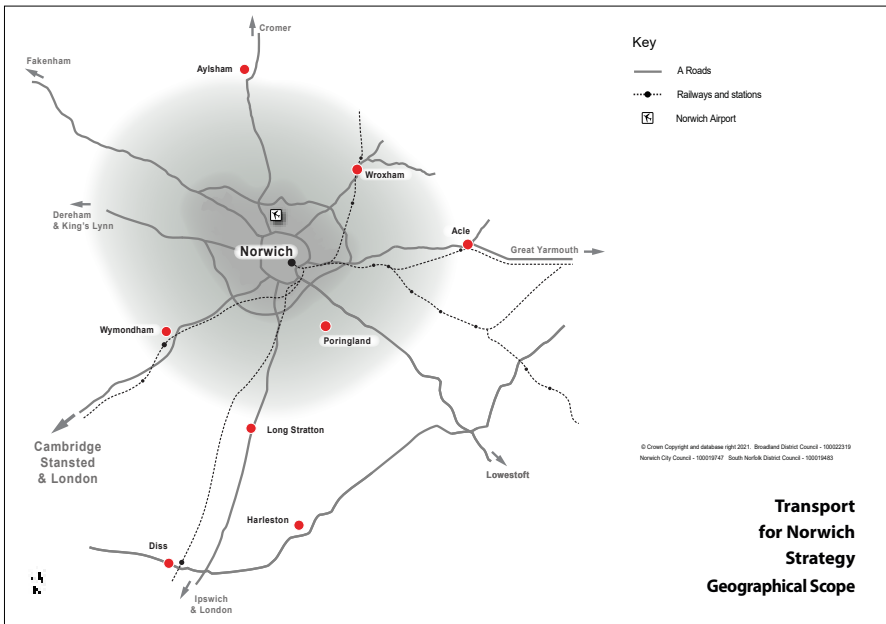
- 1.11 The Norwich Area Transportation Strategy (NATS) had a defined area and covered the city of Norwich, its suburbs and the first ring of surrounding villages, an area approximately 22km by 18km including the Norwich City Council administrative area and parts of the districts of South Norfolk and Broadland.
- 1.12 The NATS area was broadly the same as the Norwich Policy Area that is defined in the Joint Core Strategy (JCS). Through the process of developing the TfN Strategy, consideration has been given to its geography.



- 1.13 The existing strategy is focussed on Norwich, including the contiguous major growth area, and includes a small rural hinterland. However, Norwich is important for people and businesses across a large area. The travel to work area extends roughly across Norwich, all of Broadland and South Norfolk plus parts North Norfolk, Breckland and Mid-Suffolk so what is done within Norwich therefore affects many more people and businesses than simply those who live within the urban area.
- 1.14 The transport issues, problems and opportunities within the city are very different from those faced in its rural hinterland so interventions appropriate within the city are often not appropriate elsewhere. How trips to Norwich are begun will be influenced by local factors such as the purpose of the trip, the distance to Norwich and the availability of different transport modes.
- 1.15 The LTP provides important policy context for transport across the county. The fourth LTP is nearing completion and it is planned to be adopted by August 2021. In addition, a series of more local studies and strategies exist for places including the market towns of Wymondham, Aylsham, Diss and Wroxham and Hoveton.
- 1.16 This TfN strategy has a number of policy layers that will each have their own area of influence so the extent of the strategy cannot be easily represented by a line on a plan. However, there will be areas of focus for different policies as they are developed.
- 1.17 Examples of policy areas where geographic scope differs include:
- The need to consider longer distance trips to Norwich that originate elsewhere in the county or beyond
 - Consideration of how implementation of measures within the city affects journeys originating from, or going to, areas outside the city.



1.18 The TfN strategy covers, broadly, the full extent of the Strategic Growth Area as expressed through the Greater Norwich Local Plan (GNLP) together with consideration of the longer distance trips from the county and beyond. This will be where the strategy and its action plan have their focus although TfN strategy has not identified a precise boundary. Wider area policies and actions will be taken forward through the LTP.



Current Progress and Achievements

1.19 The strategy develops implementation of projects and initiatives over a number of years including:

- Successful bids for Transforming Cities Fund and rapid implementation including the Prince of Wales Road contra-flow cycle scheme, connecting the rail station to the city centre
- Successful Active Travel Fund scheme bids (covid recovery) implemented on St Benedicts and Exchange Street; both allowing outside seating for eating and drinking, as well as reductions in traffic
- Two rounds of Cycle City Ambition Grant funding for three cross-city cycle routes including extensive 20mph zones and cycle parking and further development of the Local Cycling and Walking Infrastructure Plan
- High quality public realm schemes delivered in partnership with Norwich City Council eg Westlegate, Tombland
- Bus priority schemes in the city centre, eg: Rampant Horse Street and Red Lion Street
- Operation of six Park and Ride sites offering cross city bus travel and a direct link to the Norfolk and Norwich University Hospital (NNUH) and UEA
- Commercial bus network patronage increases and network stability
- Improving air quality in Norwich Air Quality Management Area (AQMA): The Castle Meadow Low Emission Zone was fully completed as long ago as 2009



- Growing levels of cycling (40% increase where new cycle infrastructure has been provided)
- Effective use of camera enforcement for bus gates for traffic management
- Decreasing levels of traffic through the city centre, whilst maintaining the vitality of the retail
- Effective management of coaches travelling to the city; supporting continued growth in tourism
- Effective parking enforcement and operation of Controlled Parking Zones, eg residents parking, to support transport policy
- Effective maintenance of the highway
- Effective traffic signal control management using bus prioritisation
- Effective city centre car parking information system for motorists through variable message signs showing numbers of available spaces in car parks
- Targeted local safety scheme implementation
- Site allocation and highway development management role for major and minor developments ensure that development is aligned to the TfN strategy as best as possible and mitigation measures sought where necessary such as Travel Plans, junction improvements, new footways and crossing facilities.
- Successful partnerships with districts, eg provision of bus shelters, stakeholders, eg Norwich Business Improvement District and operators, eg Norwich Car Club



- Partnership with Norfolk Constabulary and the Safety Camera Partnership
- Effective coordination of road works and event disruption
- Provision of new waiting and loading restrictions to respond to a changing city
- New road infrastructure to reduce congestion and delays for all road users including buses on certain routes. The Broadland Northway has taken traffic out of the centre, allowed measures such as Westlegate pedestrianisation.
- Capacity improvements have been provided along Dereham Road and at the Dereham Road / Outer Ring Road roundabout.
- Efficient handling of new highway adoptions and securing commuted maintenance sums from developers where required
- Facilitation of highway stopping up for new development
- Effective traffic management to regenerate historic areas eg closure of through traffic at St Georges Street and public realm improvements have boosted footfall, local businesses and amenity of the city centre conservation area.



Chapter Two - Policy Context

Policy Context Summary

2.1 A wide range of local, regional, national and international policies have been taken into account in the strategy's development. A comprehensive review of all the relevant policies, plans, projects and strategies for the TfN Strategy will be published separately alongside the final strategy. The key policies providing context to the TfN Strategy include:

- The United Nations Paris Agreement 2015
- Climate Change Act 2019 revision
- Clean Air Strategy 2019
- Build Back Better: our plan for growth 2021
- Bus Back Better: A long term strategy for buses in England 2021
- Gear Change: a bold vision for cycling and walking 2020
- Future of Mobility Strategy 2019
- East of England Route Strategy 2017
- Healthy Streets Approach
- Inclusive Transport Strategy (2020)
- Norfolk County Council Environmental Policy 2019
- Local Transport Plan (LTP4 due to be adopted 2021)
- Greater Norwich Local Plan (due to be adopted September 2022)



- Norfolk Greenways to Green Space Strategy.
- Decarbonising Transport: a better, greener Britain (July 2021)

2.2 The TfN strategy sits within the Norfolk Local Transport Plan (LTP) which sets out seven strategic objectives to guide future investment in Norfolk's transport network. These are: embracing the future, delivering a sustainable Norfolk, enhancing connectivity, enhancing Norfolk's quality of life, increasing accessibility, improving transport safety and providing a well-managed and maintained transport network.

2.3 Core policy messages informing the new TfN strategy include the following themes:

The environment

- Reducing carbon emissions, particularly from transport by facilitating zero emission vehicles, active travel, public transport and reducing the demand for travel
- Protecting and improving the environment
- Improving air quality particularly in built up urban areas

The economy

- Supporting economic growth and recovery including from the impacts of the Covid-19 pandemic
- Providing and enhancing connectivity between key hubs and locations, such as key employment sites, rail stations, ports and airports, and key cities and places both within the county as well as nationally and internationally



Society, health and equality

- Improving access to education, training and employment opportunities and tackling deprivation
- Encouraging equality and equal access to travel for all
- Improving the health of communities and increasing levels of physical activity
- Improving air quality for the health of communities
- Providing access to green space
- Encouraging and enabling active travel by providing safe, continuous, direct, comfortable routes
- Providing a safe, healthy and attractive environment for people to live and work in

Technology

- Adapting to and embracing of new technologies in transport. For example, micromobility and autonomous vehicles.

2.4 The TfN strategy brings these themes, from international to local policies and priorities together, in order to shape and set out a forward-thinking transport strategy for Norwich.



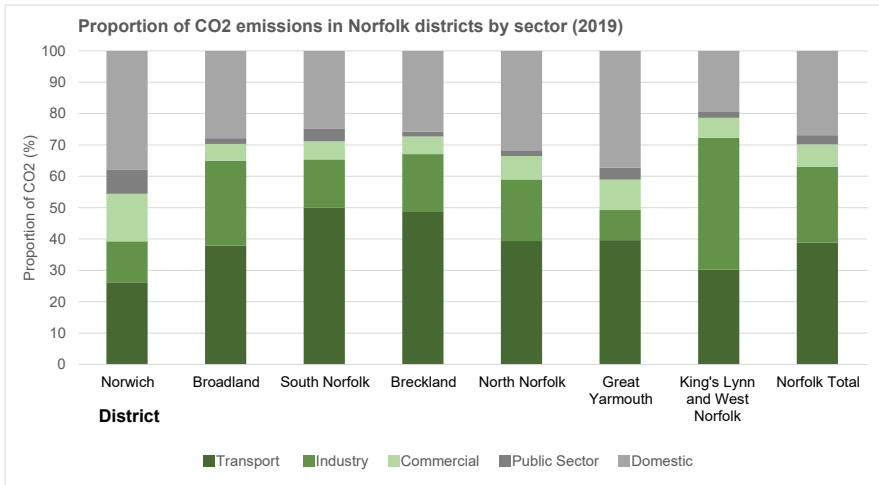
Chapter three - Problems Issues and Opportunities

Problems, Issues and Opportunities Summary

- 3.1 A number of key challenges need to be taken into account and overcome as part of the TfN Strategy. The following is a summary. These have been identified through a range of different sources including previous consultation, the councils' network management observations and monitoring, feedback from bus operators, surveys and computer-modelling analysis.
- 3.2 The main challenge is climate change and the achievement of net zero carbon targets. Norfolk County Council's Environment Policy, adopted in 2019, aims to achieve net zero carbon emissions from the council's operations by 2030 and a move towards carbon neutrality across all sectors by the same date. Alongside this, central government also amended the Climate Change Act in 2019 with a target to achieve net zero carbon by 2050. The UK's sixth Carbon Budget, due to become enshrined in law, will set a target to reduce emissions by 78% by 2035 compared to 1990 levels. The transport sector is one of the highest emitters of carbon dioxide and it is therefore expected that large carbon savings are made within the sector to contribute towards the achievement of the goals. The TfN strategy needs to contribute to this key ambition.
- 3.3 Within the built-up area of Norwich there are already high levels of active travel underpinned by recent investments. There is a well-developed commercial public transport network with a history of good working relationships between local authorities, businesses and transport operators. Encouragement of electric vehicles (EVs), public transport, active travel and reducing demands for travel are some transport interventions which could help Norwich and



the surrounding area contribute to carbon savings, as well as adequate planning and monitoring of carbon emissions such as the use of carbon budgeting.



3.4 Air pollution is a significant issue for Norwich. The city centre is an Air Quality Management Area (AQMA) due to the annual average nitrogen dioxide levels exceeding recognised thresholds. High levels of nitrogen dioxide and particulate matter have also been identified along the primary routes into the city as well as in the wider urban area of Norwich. This has a detrimental effect on human health causing a reduction in life expectancy and increasing the risks of heart disease and lung cancer. It is a key issue the strategy needs to overcome for the health of both the people and environment of Norwich. Monitoring shows other locations where nitrogen dioxide levels are high, but not in excess of thresholds, and people often express concern about areas including outside schools.



- 3.5 The variety of landscapes, neighbourhoods, levels of wealth and lifestyles within Norwich and surrounding areas need to be respected and enhanced where possible when implementing transport interventions.
- 3.6 In areas of higher deprivation, travel particularly by private cars and buses can become inaccessible due to high costs. This can limit access to opportunities for employment, education and training and ultimately result in social exclusion. The challenge is to overcome this and provide a transport network accessible for all. Good progress has been made with the Beryl bike hire scheme and the roll-out of a comprehensive, high quality cycle (pedalway) network. Within the city centre in particular, improvements to the streetscape and removal of general traffic has added to the vibrancy of areas, supporting the city's and county's economy, preserving and enhancing the city as a major retail and employment centre for a large surrounding area.
- 3.7 Car ownership also varies considerably across the Norwich area with more central areas of the city having lower ownership and using a variety of travel modes, and the suburbs having the highest ownership rate. Many people have a perception that there is no suitable alternative to car travel; which can be the case for some trips. However, this can make public acceptance of schemes difficult to achieve due to the differing travel behaviours and needs across the Norwich area. Car culture and single occupancy vehicles are particularly difficult behaviours to address and it is made more challenging by the rurality of the areas surrounding Norwich where often there is no alternative but to use a car, at least for part of a journey. Bus fares do not compete with parking tariffs within the city, hence making the car a more attractive option and encouraging their use. In addition, in the same amount of time, you can travel further by car than by bus. This adds to the attractiveness of using a car.



- 3.8 Perceived concerns and lack of confidence in the safety of active travel options can reduce how often people travel by bike or on foot. This must be overcome to achieve net zero targets and to improve air quality and congestion. For many trips in and around Norwich there are viable alternatives to car use, especially single-occupancy car use, and these opportunities are increasing with the roll-out of a high quality cycle network, the trialling of e-scooters, hire schemes for standard and electric bikes and a comprehensive public transport network.
- 3.9 A number of large housing developments are currently being built and/or have been allocated in the Norwich area as well as the wider surrounding area. As Norwich is the primary jobs hub and the destination for many commuters across the county, the city centre becomes congested, particularly at peak times. Growth in Norwich and the strategic growth areas surrounding it will place increased demand on the city's transport networks. New developments in the Norwich area provide an excellent opportunity to design neighbourhoods and communities that will facilitate and encourage sustainable travel and build well-designed, well-connected neighbourhoods.
- 3.10 The rapidly changing use of the transport network also presents a challenge when planning transport interventions. The Covid-19 pandemic resulted in a large shift in travel behaviour as many people stayed at home. Whilst the national lockdowns were only temporary, some impacts of the pandemic on the transport network are likely to remain due to the adoption of home working practices. In addition, the impact of rapidly advancing technology is changing the way the transport network is used. For example, increases in online shopping and food delivery, and new modes of transport, such as micromobility and E-scooters, all pose a challenge towards the existing network. The identity of the high-street is also evolving and as a result will change the way people use, move around and access the central business district of Norwich.



- 3.11 Administration and funding of transport in Norwich adds complexity to the management of the transport network. For example, bus provision, car parking and enforcement of parking and moving traffic offences are currently carried out by different organisations making join-up possible only through working in partnerships.
- 3.12 Alongside the opportunity to refresh the TfN strategy, there are also opportunities being taken to progress, for example, the Norwich Local Cycling and Walking Infrastructure Plan, which is progressing ahead of the strategy, and finalising the Bus Service Improvement Plan by mid-2022. Funding bids provide an opportunity to secure funding for implementing measures, with current opportunities including Towns Fund, Levelling Up Fund and Active Travel Fund. Preparation of the TfN strategy will provide the context for a range of opportunities, even though inevitably some of their timescales do not align exactly.



Chapter four - Vision and Themes

Vision

Norwich and the strategic growth areas around it will become a place to thrive because affordable, shared, clean, active and accessible travel are the first choice for journeys, and people within at least the urban area can access a range of services without a car.

Themes

Norwich and Norfolk

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Transport for Norwich — Strategy —

Norwich and Norfolk



Chapter Five - Norwich and Norfolk

Highlights of this Chapter

This section sets out what the main difference the policies set out in this chapter will make, and some of the key commitments and interventions that the strategy will bring about:

- This section sets out the relationship of the Transport for Norwich strategy with the Norfolk Local Transport Plan
- It reinforces the position of Norwich and its strategic growth area as the centre for a large part of the county
- It emphasises the need to maintain good key connections for longer-distance trips.

Context Introduction

5.1 Norwich is Norfolk's largest urban area and comprises the city itself and the built-up fringe parishes in Broadland and South Norfolk districts. It is one of the largest centres of employment in south-east England, making the city and its hinterland an important focus in the region for a range of services, as well as the administrative and operational headquarters for a number of organisations. It has an attractive, historic environment including parts of the transport system, intrinsic to making it a place that people want to visit and live, and for businesses (see chapter 11 for our strategy about this). Due to its prominence in the county, the city attracts a large amount of inward and outward movements, particularly during peak commuting hours. Though most commuters live within around five miles of the city centre, some travel into the area from much further.



- 5.2 The city is served by rail, road and bus links from surrounding areas. These links are focussed on main corridors, however, and do not cater for all people and goods needing to get to the city. There is also a large range of different types of movement – both within and outside of the urban area – that need to be accommodate and people have different expectations (and requirements) about how they want to travel and their expectations of the transport system. An efficient, connected transport network linking people to and from key locations within and around the city which improves access to employment, education and leisure facilities in a sustainable manner is important to serve existing businesses and populations, as well as planned largescale growth.
- 5.3 The TfN strategy looks to meet the wide range of travel needs around, to and from Norwich, and to deliver a transport network which provides access and connectivity between key locations and reinforces Norwich as the central service centre for much of the county. The strategy also delivers against the county council's fourth Local Transport Plan policies: see below. Enhancing the connectivity of Norfolk and Norwich is also a key ambition of the emerging Transport East and New Anglia Local Enterprise Partnership strategies which want to see improved connections between ports, airports and priority places both within the region and nationally.

Norfolk Local Transport Plan policies and their relationship to this strategy

- 5.4 The TfN strategy sets out the transport strategy for the Norwich area. It complements a range of other strategies and sits within the Norfolk Local Transport Plan (LTP). This sets out seven strategic objectives to guide future evolution of Norfolk's transport network across the county: embracing the future, delivering a sustainable Norfolk, enhancing connectivity, enhancing Norfolk's quality of life, increasing accessibility, improving transport safety and providing a



well-managed and maintained transport network. Alignment of the TfN Strategy to these strategic objectives will be important for its success.

- 5.5 The Local Transport Plan sets out a strategy for the county of Norfolk. This recognises, amongst other things, the importance of connections into the county from elsewhere, and the importance of connections into places like Norwich.
- 5.6 Alongside the LTP, there are a many other relevant policies and priorities which have guided and shaped development of this TfN strategy.
- 5.7 The TfN strategy brings these themes, from international to local policies and priorities together, in order to shape and set out a forward-thinking transport strategy for Norwich.

Strategy and Policy

Strategic Connections

- 5.8 High quality connections between Norwich, its strategic growth areas, the wider area and markets beyond Norfolk are vital to the role of the wider Norwich area as a key driver of economic growth. The city centre has good rail links to London, Cambridge and Stansted. There is ambition for further improvements. These include faster journeys and higher frequencies to link further afield to the Midlands and north of England. East-west road connections can be slow and unreliable. The Cambridge-Norwich tech corridor promotes growth and connectivity to maximise the benefits that can be achieved along the corridor arising from the influences of Norwich and Cambridge. As well as better connections to places further afield, it is important to improve connectivity to major employment areas like the University of East Anglia/Norwich Research Park/hospital area, Broadland Business Park and the city centre.



Statement of Policy

STRATEGIC CONNECTIONS

Strategic connections and hinterland access will be promoted to enhance the role of Norwich as the regional capital.

Key Actions

- 5.9 We will ensure that new strategic connections are optimised to benefit the economy, this includes rail enhancements to Cambridge, Stansted, London and other destinations, main bus and coach links, the Norwich Western Link, A47 improvements, and Long Stratton Bypass. Sustainable transport measures will be promoted to capture the benefits of these connections within the Norwich urban area and the strategic growth area around it. Individual schemes will need to mitigate their environmental impacts through the detailed work on these projects.
- 5.10 We will ensure that Norwich's role as a regional economic centre and transport hub is supported through excellent transport connectivity to the Norwich travel to work area and longer distance connections are improved to markets outside the county. Rail and the park and ride system play important roles in maintaining good access into Norwich for trips from outside the urban area.

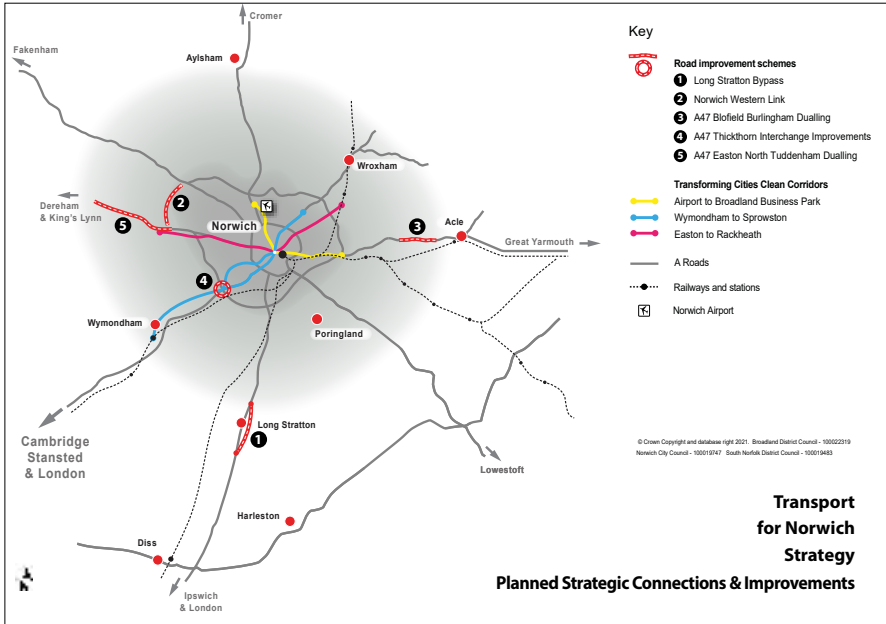
Supporting Actions

- 5.11 We will also:
- Ensure that accessibility to transport gateways is improved. These include Norwich Airport, Norwich rail station, Norwich bus station and Wymondham rail station



- Ensure that transport connections to identified strategic employment sites are enhanced by public transport, walking and cycling
- Carry out strategic assessments of the traffic impacts as a consequence of completing the committed strategic schemes (including improvements to the A47, the committed transforming cities programme and the Norwich Western Link) to identify the opportunities to deliver enhanced sustainable transport measures to support public transport and active travel
- We will review the measures that weren't funded through the Transforming Cities package and incorporate them into the action plan where they remain consistent with achieving the intended outcomes of the TfN Strategy.
- As the TfN Strategy moves into delivery through the Action Plan, NCC will monitor progress both on the delivery of transport policies and interventions as well as the potential for significant effects. The purpose of the monitoring is to provide an important measure of the sustainability outcome of the Strategy and to measure the performance of the Strategy against sustainability objectives and targets. The TfN Action Plan will therefore ensure that the mitigation and monitoring measures identified within the SA and HRA reports are carried forward and applied where necessary.
- Any new transport or improvement scheme that would be likely to have a significant effect on a protected nature conservation site(s), either alone or in combination with other plans or projects, will be subject to assessment at project application stage, including under part 6 of the Habitats Regulations.





Transport for Norwich — Strategy —

A zero-carbon future



Chapter Six - A zero-carbon future

Highlights of this Chapter

This section sets out what the main difference the policies set out in this chapter will make, and some of the key commitments and interventions that the strategy will bring about:

- This chapter includes commitment to achieve net zero carbon in line with Norfolk County Council's environmental policy
- To achieve this will require significant and far-reaching interventions including reductions in travel demand, mode shift through an increased emphasis on active travel and accelerating the switch to electric vehicles
- This is likely to result in imposing measures that will limit or restrict use of the private car within the city, particularly vehicles powered by internal combustion engines. Such restrictions are also required to achieve the ambitions for clean air, as set out in the subsequent chapter.

Context

Introduction

6.1 Reduction of carbon dioxide emissions is an internationally recognised priority in order to slow and mitigate the damaging effects of climate change. The transport sector is one of the largest emitters of carbon dioxide in the UK accounting for 34% of UK carbon dioxide emissions in 2019 (Department for Business, Energy and Industrial Strategy, 2020). More locally, emissions from transport in Norwich City made up around 25% of the city's carbon dioxide emissions in 2018 (National Atmospheric Emissions Inventory, 2018). In Broadland and South Norfolk districts it was 36% and 53% respectively.



6.2 The United Nations Paris Agreement (2015) internationally ignited the increased drive to slow global warming with its ambition to keep the global temperature rise well below 2 degrees Celsius compared to pre-industrial levels, and preferably 1.5 degrees Celsius. Nationally, the Climate Change Act (2019 revision) has prompted a drive towards net zero with the UK government committing to the achievement of net zero by 2050. This has been progressed by the recent publication of the Department for Transport's Decarbonising Transport Plan, in July 2021, which sets out how government aims to reduce carbon emissions across the transport sector to achieve the UK's legally binding 2050 net zero target. Aligning to this, Norfolk County Council has its own targets, outlined in the Environmental Policy (2019), to achieve net zero in the council's operations by 2030 and to work towards carbon neutrality within the council's wider areas, also by 2030. Norwich City Council has declared a Climate Emergency adding to the decarbonisation drive and the need for action to mitigate climate change. The TfN strategy has an important role to play in contributing towards net zero targets due to transport's large contribution both locally and nationally towards carbon dioxide emissions.

Strategy and Policy

Zero Carbon

6.3 Carbon reduction is at the heart of our strategy. Ambitious targets to work towards carbon neutrality across all sectors in the county have been adopted by the county council; Norwich City Council has declared a carbon emergency. We need to reduce the carbon emissions from transport to achieve these local objectives and the national targets of cutting emissions by 78% by 2035 compared to 1990 levels. The Norwich area already starts from a good position, with many trips in the urban area already undertaken by clean, sustainable modes.



Statement of Policy

NET ZERO CARBON

We will reduce carbon emissions from transport in Norwich to make the necessary contribution to the national target of reducing emissions from all sources by 78% by 2035 compared to 1990 and achieving net zero emissions by 2050. A carbon budget will be developed for the transport programme to demonstrate how it will ensure emissions are contained within the budget.

Key Actions

- 6.4 We will devise a carbon budget for surface transport across Norwich and its strategic growth area. A baseline will be set. We will use this to assess potential interventions to guide delivery. We will monitor the efficacy of interventions using the carbon budget to guide further delivery.
- 6.5 We will gather evidence to provide the basis for significant and far-reaching interventions including reductions in travel demand, mode shift through an increased emphasis on active travel and accelerating the switch to electric vehicles. These are covered in Chapter 7 Improving the Quality of our Air.

Supporting Actions

- 6.6 We will also:
- Continue to develop and deliver a range of measures to help people to get about using clean, sustainable modes of transport. These include:
 - Work to deliver the electric vehicle strategy that has been developed and which will be used to assist in the transition to clean fuels



- Active travel networks including the pedalway network have been developed, hire bikes are available and an e-scooter trial is underway
- Work with bus companies, freight operators and others on transitioning to zero emission fleets
- Implement planned sustainable transport projects to serve planned areas of growth such as delivery of the Transforming Cities and LCWIP programmes, which will see sustainable connections to support planned growth.
- Achieve net zero for Norfolk County Council assets and services by 2030 in line with the county council's Environmental Policy Target.



Transport for Norwich — Strategy —

Improving the quality of our air



Chapter Seven - Improving the quality of our air

Highlights of this Chapter

This section sets out what the main difference the policies set out in this chapter will make, and some of the key commitments and interventions that the strategy will bring about:

- This chapter includes commitment to achieve clean air
- To achieve this will require, as for reducing carbon, significant and far-reaching interventions including reductions in travel demand, mode shift through an increased emphasis on active travel and accelerating the switch to electric vehicles
- This is likely to result in imposing measures that will limit or restrict use of the private car within the city, particularly internal combustion engine vehicles. Such restrictions are also required to achieve the ambitions for clean air
- These measures will need significant further study and engagement work to consider before being able to commit to delivery of a preferred option, but the following interventions should be further considered:
 - Clean Air Zone
 - Workplace parking place levy
 - Road charging / congestion charge
 - Vehicle bans (eg prohibiting petrol and diesel engine vehicles from the city centre)
 - Support and promote a transition to zero emissions public transport.



Context

Introduction

- 7.1 Poor air quality is considered by the UK government as being the “largest environmental risk to public health in the UK” (House of Commons Library, 2019). Government has legally binding targets in place in order to reduce emissions of five damaging air pollutants, including nitrogen oxides and particulate matter.
- 7.2 Transport has a key role to play in improving air quality and meeting the targets. The Clean Air Strategy 2019 reports that road transport, domestic shipping, aviation and rail are responsible for a significant proportion of air pollutant emissions: 50% of nitrogen oxides, 16% particulate matter and 5% of non-methane volatile organic compounds, all of which are bad for health. Government’s Clean Air Strategy 2019 and the Road to Zero Strategy 2018 pave the way to improving air quality in transport and achieving legally binding targets, such as plans to ban the sale of new conventional petrol and diesel cars and vans in 2030.
- 7.3 Air pollution is also a significant issue more locally in Norwich. The city centre is an Air Quality Management Area (AQMA) due to the annual average nitrogen dioxide levels exceeding the recognised thresholds. High levels of nitrogen dioxide and particulate matter have also been identified along the primary routes into the city as well as in the wider urban area of Norwich. This has a detrimental effect on human health causing a reduction in life expectancy and increasing the risks of heart disease and lung cancer.
- 7.4 Various interventions to improve air quality in Norwich have been undertaken, alongside Norwich City Council’s Air Quality Management Action Plan which sets out a five- year plan for improving air quality.



Strategy and Policy

Air quality

7.5 Air quality is an issue within the Norwich area. In some places, air quality falls below recognised standards, meaning that an Air Quality Management Area (AQMA) has been declared across much of the city centre. An Air Quality Management Action Plan has been agreed. In some locations elsewhere, for example Wroxham Road/ Ring Road, Sprowston and Reepham Road, Hellesdon, nitrogen dioxide levels are near to the levels where an AQMA would have to be considered. Because poor air quality has detrimental effects on human health, we want to ensure that air quality is tackled, that we no longer have to have an AQMA, and that our range of future interventions means that this doesn't become a problem again in the future.

Statement of Policy

AIR QUALITY

Air quality across Norwich and its strategic growth areas will improve so that we will:

- i) Remove the need to have AQMAs**
- ii) Improve air quality across Norwich and its strategic growth areas in the long term.**

Key Actions

7.6 Significant and far-reaching interventions will be considered including measures limiting or restricting use of the private car



within the city, particularly vehicles powered by internal combustion engines, and promotion of low/zero emission public transport.

- 7.7 We need significant further study work to understand the impacts that such measures will have, and which might be appropriate for further consideration. This will be done through a mix of technical study work alongside extensive engagement with a range of partners and the public to understand what it means for business, and the effects such measures might have on how easy people find it to get about.
- 7.8 Considerable further work is required before being able to commit to delivery, but we envisage that the following interventions should be further considered, with a view to taking forward the preferred option:
- Clean Air Zone (Charging vehicles with higher emissions to enter a certain area)
 - Workplace parking place levy (A charge on business premises for each parking space)
 - Road charging / congestion charge (Charging for all vehicles, or particular types of vehicle, in a certain area)
 - Vehicle bans on certain roads or areas (Preventing all vehicles, or particular types of vehicle from certain areas)
 - Enforcing engine switch off (Enforcement officers can issue a fixed penalty – similar to a parking ticket – where drivers do not switch off their engine when in queues or waiting at the side of the road).



Supporting Actions

7.9 We will also:

- Adopt an electric vehicle strategy, setting out how we will work on the provision of electric vehicle charging infrastructure for fleet vehicles (buses, vans etc) and for private motorists. This will accelerate the switch to electric vehicles
- Implement traffic management schemes to improve vehicle flow and reduce idling
- Work on behaviour change campaigns to discourage unnecessary journeys and encourage active travel and clean travel modes (see Chapter 8 Changing Attitudes and Behaviours)
- Work with partners including Public Health and local communities to understand and investigate concerns about air quality in local areas, such as outside schools. We will look to whether innovative technology will help monitor air quality and will look to work with local communities on innovative measures such as school streets
- Assess whether any routes across Norwich and its strategic growth areas are at risk of falling into AQMA status, or lie close to the AQMA threshold, and identify appropriate mitigation strategies
- Work with public transport and taxi operators and freight companies to introduce cleaner vehicles
- Assess the air quality impacts of any transport scheme promoted under the Transport for Norwich strategy.





Transport for Norwich — Strategy —

Changing attitudes and behaviours



Chapter Eight - Changing Attitudes and Behaviours

Highlights of this Chapter

This section sets out what the main difference the policies set out in this chapter will make, and some of the key commitments and interventions that the strategy will bring about:

- This chapter recognises that there needs to be significant commitment to engagement with a range of partners including businesses as well as those who use the networks. Without engagement, it will continue to be difficult to achieve the strategic vision because there will be a lack of support when schemes are taken forward to delivery
- People need to understand, be persuaded about, and support measures that are being developed

Context

Introduction

8.1 Changing the attitudes and behaviours of those who use the transport network can help to make the network more sustainable, safer and work more efficiently. Behaviours are influenced by a variety of factors including where people live and their socio-economic status. Understanding people's behaviours and effecting necessary changes will play a pivotal role in achieving the TfN strategy objectives and in the delivery and uptake of new schemes.



- 8.2 There is a national drive to change travel behaviours and attitudes in order to promote a modal shift towards more sustainable forms of transport. For example, government's Gear Change Vision for Walking and Cycling (2020) sets the national ambition to increase walking and cycling, particularly for shorter journeys which may have previously been carried out by car. Gear Change also stresses the importance of engagement with stakeholders and public acceptance of schemes. Support from key stakeholders and those using the network is crucial to bringing forward successful schemes.
- 8.3 The Norwich City Council Environmental Strategy 2020-25 also prioritises the need for behavioural change. One of the strategy's priorities is 'to work with partners to promote behavioural change to establish a more sustainable society'. It is important the TfN Strategy aligns to this as behavioural change in transport can be used to encourage uptake of more sustainable travel options, delivering benefits to air quality, health, the environment and relieving congestion.
- 8.4 Behaviour change is also essential to improving safety on the transport network, as people make individual choices that lead to unsafe outcomes. There are opportunities to improve enforcement with proposals being considered to allow local authorities to take on enforcement for some moving traffic offences alongside their existing parking enforcement role. Aligning enforcement and utilising behavioural change methods to campaign for and encourage the safe and legal use of the transport network will help achieve an efficient and safe transport system which in turn can provide people with more confidence to utilise sustainable modes of transport such as walking, cycling and public transport.



8.5 Better management of parking will make bus travel more convenient and reduce obstructions of pavements, cycle routes and the network in general. The Department for Transport launched a consultation on pavement parking in August 2020 which proposed giving local authorities more powers. Better parking management can enable road space to be used more efficiently by, for example, dedicating road space to bus priority, walking and cycling facilities and public realm improvements, supporting the Greater Norwich Local Plan ambition to integrate parking in a manner that does not dominate the streetscape.

Strategy and Policy

Sustainable travel choice through behaviour change

8.6 How people choose to travel will have a significant bearing on how successful we are in meeting our ambitions. We need to make sure that we are providing the information and measures to influence the travel choices people make in order to find it easy, safe and convenient to get to where they need to get to. The strategy sets out examples of some measures that will be investigated including reviewing parking policy and potential restrictions on vehicular use. Our focus will be on active and clean travel. We need to engage to understand what people need, to ensure active and clean travel are suitable and that we are putting in place the right measures. We also need to show people how active and clean travel can become their first choice, to encourage them to switch how they travel. In all cases, it will be necessary to engage with stakeholders to understand views and take these into account in developing measures.



Statement of Policy

SUSTAINABLE TRAVEL CHOICE THROUGH BEHAVIOUR CHANGE

We will develop a sustained and coordinated approach to informing and influencing attitudes and behaviours towards sustainable travel choices.

Key Actions

8.7 We will use a mixture of information, engagement, and incentives and disincentives. A brand is being developed, which will provide a one-stop-shop countywide to deliver information, advice and messages. We will do this through a range of partners.

Supporting Actions

8.8 We will also:

- Work with business and residential developments on travel plans.
- Seek to positively tackle travel behaviours that cause congestion or air pollution eg smoothing rush hour congestion by employers being encouraged to allow for staggered work times, flexi hours and home working, and working with schools and businesses on travel plans.
- Support car free and low car development in the city centre and locations that are highly accessible to a range of alternative travel modes.
- Support initiatives that reduce car dependency, car ownership and private car usage eg car club.



Enforcement

- 8.9 Enforcement is currently carried out by the local authorities and the police. Local authorities currently enforce parking and some traffic matters such as use of bus lanes. It is expected that local authorities will be given additional powers to enforce a further range of matters although the police and other agencies like road safety partnerships will continue to be responsible for matters like speeding or drink driving. Enforcement is supported by campaigns and information to encourage changes in behaviour.

Statement of Policy

ENFORCEMENT

Working with partners, we will use a range of enforcement options such as moving traffic offences and parking to help us successfully deliver journey time improvements, parking policy and promote active travel.

Key Actions

- 8.10 We commit to continuing to use cameras to enforce offences related to inappropriate use of bus lanes and bus gates and make use of new powers to enforce moving traffic offences (banned turns, yellow box junctions etc) to manage the way that journeys operate and make journeys more reliable.
- 8.11 Pavement parking will be reviewed to see if it is appropriate to introduce an area wide ban, allowing parking on pavements only in marked bays where it is required and doesn't obstruct other users.



Supporting Actions

8.12 We will also:

- Continue to support campaigns and information to encourage changes in behaviour. Enforcement will be used for effective management of the transport network. The local authorities will continue to enforce parking and loading restrictions, and use of bus lanes and bus gates.
- Continue to tackle disruption on the road network caused by car park queuing. This is particularly acute before Christmas and when large events are happening in the city. We will continue working in partnership with Norfolk Constabulary on fixed and mobile safety camera enforcement, and with communities who wish to participate in Community Speedwatch.
- Continue to use any financial surpluses generated by enforcement activities to support transport services.



Transport for Norwich — Strategy —

Supporting Growth Areas



Chapter Nine - Supporting Growth Areas

Highlights of this Chapter

This section sets out what the main difference the policies set out in this chapter will make, and some of the key commitments and interventions that the strategy will bring about:

- This chapter sets out how the strategy supports growth areas
- The policies – whilst important – are largely a continuation of existing policy, trying to make sure that growth is located in places where people can easily reach a range of services, and that where needed connections to growth areas are improved, principally through bus and active travel networks.

Context

Introduction

9.1 Norwich and the strategic growth areas are experiencing significant growth in jobs and housing and is planned to continue to grow throughout the TfN strategy period. As Norwich is the primary jobs hub with a travel to work area of over 30 miles, the city centre can become congested, particularly at peak times, causing delays and reducing the efficiency of buses. The planned growth in Norwich will place increased demand on the city's transport network.

9.2 Planning for new development needs to continue to be coordinated with transport in order to ensure that it is sited within places people can easily get to, and that it is served well by transport connections. Poorly planned locations for development can lead to complex transport patterns, making places difficult to serve, especially by



public transport. Well-planned development provides an excellent opportunity to encourage the uptake of sustainable transport from the outset in new growth areas through the provision of well-designed and well-connected neighbourhoods.

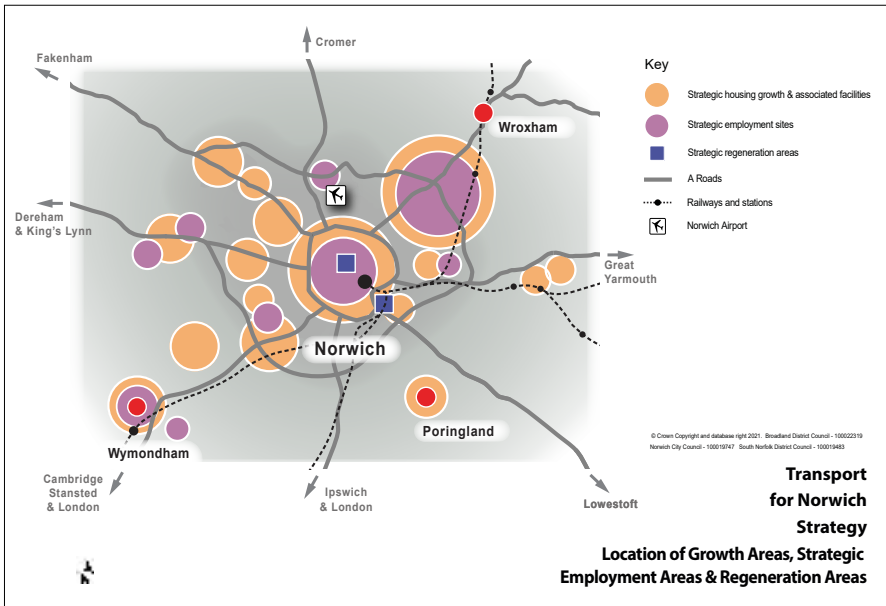
- 9.3 The A to Better initiative provides travel plan advice for residents of new developments in order to encourage sustainable travel behaviours. The initiative also works with developers to help create communities where it is easier to choose to travel sustainably. This initiative changes the travel hierarchy to make modes such as walking, cycling and public transport a priority as these modes are key to achieving good health, improved air quality, a more efficient transport network and a healthy environment, which are key local and national priorities. This is supported by the Greater Norwich Local Plan which acknowledges the need to shift away from the use of the private car in the Norwich's urban areas and the need to create places which are safe, attractive and well-designed for pedestrians, cyclists and public transport.
- 9.4 The Greater Norwich Local Cycling and Walking Infrastructure Plan also supports Norwich's growth areas by providing strategic connections between existing and planned residential areas, areas of employment, education facilities, transport hubs, as well as other key destinations in the Norwich area. This facilitates sustainable travel to and from growth areas, meeting the ambitions of the Greater Norwich Local Plan and National Planning Policy Framework requirements (NPPF, 2019).
- 9.5 The TfN strategy aligns with these policies and seeks to support the growth areas across the city and its surrounding areas, easing the impact of large-scale growth on the transport network and promoting sustainable movements in and around the city.



Strategy and Policy

Supporting Growth Areas, Regeneration Areas and Strategic Employment Areas and Location of New Development

9.6 Norwich has significant planned growth. The draft Greater Norwich local plan identifies 49,500 new homes and 33,000 new jobs to 2038. 74% of this growth is planned to take place within Norwich and its strategic growth area. Our transport strategy recognises that growth of this scale is dependent on developing the transport system to provide sustainable connections to growth areas and employment areas.



Statement of Policy

SUPPORTING GROWTH AREAS, REGENERATION AREAS & STRATEGIC EMPLOYMENT AREAS

We will proactively plan to meet the transport requirements of planned growth areas, regeneration areas and strategic employment areas and their associated transport commitments

Statement of Policy

LOCATION OF NEW DEVELOPMENT

New development will be located and designed to support the objectives of the TfN strategy, and the primary focus will be on achieving connectivity through walking, cycling and public transport and maximising the proportion of trips made by these modes.

Key Actions

- 9.7 We will ensure that existing transport infrastructure commitments associated with planned growth and redevelopment areas are delivered. We commit to continued working in partnership with local planning authorities in devising suitable transport measures to support planned growth as part of the implementation of the Greater Norwich Local Plan. Emphasis will be on promoting connectivity through public transport, walking and cycling. We will ensure that the TfN action plan effectively considers and gives appropriate priority to capital investment in infrastructure that will support planned growth.



Supporting Actions

9.8 We will also:

- Work with district Local Planning Authorities to support masterplans, development briefs and design codes / guides that are aligned with TfN strategy. This could include securing infrastructure for electric vehicle charging as part of new development proposals
- Work with partners to future proof new development to ensure sustainable transport interventions can evolve over time
- Seek to encourage high density development where there is good access to mobility hubs, local services and employment opportunities
- Implement the planned interventions agreed within the Transforming Cities Programme and the Norwich Walking and Cycling Infrastructure Plan.



Transport for Norwich — Strategy —

Meeting Local Needs



Chapter Ten - Meeting Local Needs

Highlights of this Chapter

This section sets out what the main difference the policies set out in this chapter will make, and some of the key commitments and interventions that the strategy will bring about:

- This chapter reinforces the importance of reducing casualties and that we need to have a transport system that supports the needs of everyone, being designed to take account the different needs of different people including those who travel from outside of Norwich and the strategic growth area.

Context

Introduction

10.1 The transport network must meet the needs of its users in order to run efficiently and successfully. The transport needs of those who live in Norwich and its surrounding areas varies considerably due to the different nature of rural and urban neighbourhoods, age, levels of wealth and lifestyles people lead. This adds complexity when planning and implementing transport interventions.

10.2 Transport is important for social inclusion and well-being which can affect economic and social outcomes, and therefore levels of inequality. The below points, identified in a Department for Transport evidence review, highlight how transport is closely interlinked with inequality and hence why we should strive to provide a transport network accessible to all:

- People with more money have more options in both where to live and how to travel and transport links are a key component of land value and housing costs



- Concentration of jobs and amenities is often facilitated by transport links, meaning access to these transport links is necessary for accessing those opportunities
- Accessibility of the transport system itself in terms of cost, geographic accessibility and scheduling of different options.

10.3 Levels of inequality in Norwich and the surrounding area vary considerably which leads to disparities in people's access to transport and therefore access to employment and education opportunities. Car ownership across Norwich and its surrounding areas varies considerably. This can be a lifestyle choice for some, but for others low incomes and protected characteristics may make car ownership inaccessible. Other modes such as buses, rail, walking and cycling can be less convenient, particularly depending on where people live, the cost, scheduling, as well as concerns regarding the perceived safety of roads for walking and cycling. It is highly important that the TfN strategy seeks to provide a transport network accessible to all who use it, whether local or not, with the ambition to overcome barriers of transport inequality across the city and the surrounding area to meet the needs of the network's users and government ambitions for equal access as set out in the Inclusive Transport Strategy (2020) and Equality Act (2010).

10.4 Users of Norwich's transport network also need to be safe and to feel safe. Trends show that the number of people killed or seriously injured on the transport network have been declining over the past 30 years as vehicle technology, road engineering and driver behaviour has improved. However, injury rates are now stubborn to further improvement. Recorded injuries in Norwich occur widely across the urban area and predominantly on roads and junctions where speeds are 40mph or 30mph, and less so in 20mph areas. The number of cyclist injuries has been increasing alongside the number of people cycling in the last ten years.



However, a decline was observed in 2020, likely to be due to the pandemic lockdown restrictions. An increase in the perception that roads are unsafe has also been observed in recent walking and cycling surveys and is believed to suppress interest in active travel. Overcoming this perception will be key to increasing the uptake of active travel and achieving the TfN Strategy objectives.

- 10.5 Road safety campaigns can help to address safety concerns. These have sought to target the most vulnerable road users to be more vigilant by using targeted socio-demographic techniques. The Healthy Streets Approach also looks to improve the safety of streets in order to make them places people feel safe to walk, cycle and visit. This approach has been adopted for Norwich and will be a key consideration when developing new schemes. Improving the safety of Norwich's transport network is a key objective of Norfolk's Fourth Local Transport Plan, in which the TfN Strategy delivers against to provide a transport network which meets the needs of its users.

Strategy and Policy

Road Traffic Harm Reduction

- 10.6 Although the numbers of people killed or seriously injured on the transport network have been declining over the past 30 years as vehicle technology, road engineering and driver behaviour has improved, injury rates are now are stubborn to further improvement. Trends for numbers of cyclists injured have been increasing, reflecting an increase in the number of people cycling in the past 10 years.
- 10.7 The perception that roads are unsafe is believed to suppress interest in active travel, particularly for travel to school and travel to work reasons or simply for leisure. Local Safety Schemes are undertaken periodically when patterns of risk emerge, and value for money improvements are considered to be feasible.



Statement of Policy

ROAD TRAFFIC HARM REDUCTION

We will reduce the harms of road traffic associated with road casualties and tackle the fear of road traffic affecting vulnerable road users.

Key Actions

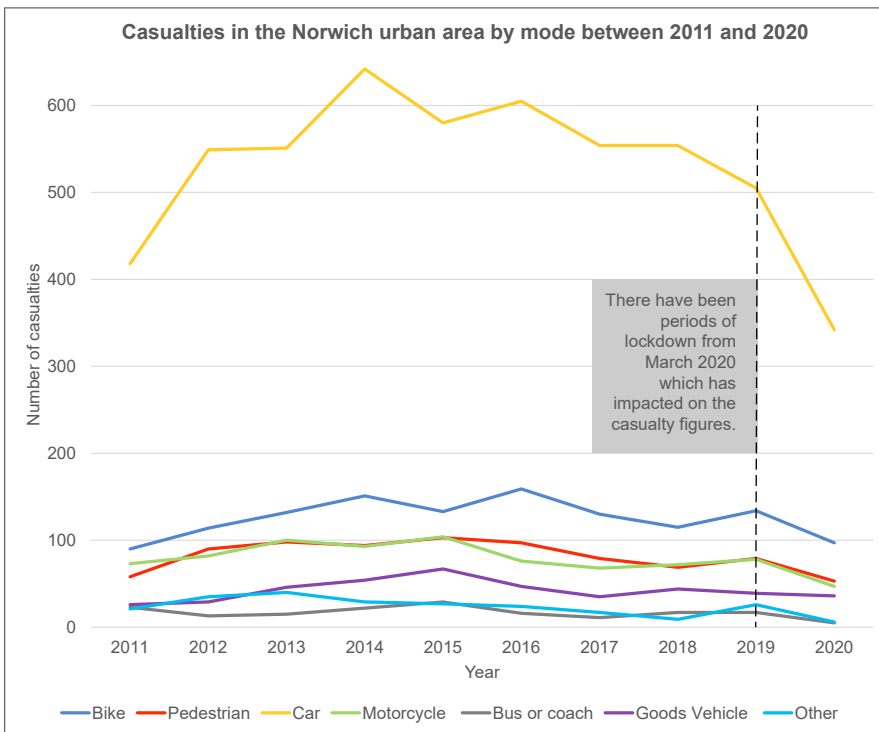
- 10.8 We will use the Healthy Streets approach. This approach puts the focus on people using the streets, using ten indicators, each describing an aspect of the experience of being on a street. These are prioritised and balanced to improve social, economic and environmental sustainability through design and management.
- 10.9 We will continue to tackle road casualties using the safe systems approach and working with road safety partners. The safe systems approach uses the following topics for how to deal with road safety collisions: Safe speeds; Safe roads; Safe road users; Safe vehicles and Post-crash responses.
- 10.10 This ensures that the emphasis is not entirely on the road user, since the approach accepts that people will make mistakes and that this needs to be considered.

Supporting Actions

- 10.11 We will also:
- Continue to work in partnership with Norfolk Constabulary in their roads policing role to tackle casualty reduction
 - Continue to seek to understand casualty factors, locational clusters, victim types, vehicle types and other patterns that merit intervention



- Remove extraneous traffic from neighbourhoods and reduce speed limits to 20mph across the whole urban area with higher limits only on streets that have a strategic traffic function and do not have a strong residential and local service function (see Chapter 11 Reducing the Dominance of Traffic)
- Work with partners to better understand and overcome people’s perception of harm or safety to ensure that everyone can feel comfortable using the transport network.



Overcoming Barriers

- 10.12 A significant proportion of residents do not own or have access to a car. For some people this is a lifestyle choice; others might not be able to afford or able to buy or run a car. Therefore, they rely on alternative means of transport to get to work, education, health or other reasons such as providing care.
- 10.13 This might include using a scheduled bus service, a train, using a motorbike or moped, using a bike, walking, using a taxi or private hire vehicle, or community transport, or rely on volunteer car schemes. Often these alternatives are more difficult or less convenient than car travel, or simply not available. Consequently, people might experience difficulties and consider transport to be a barrier in their lives.

Statement of Policy

OVERCOMING BARRIERS

The barriers to travel will be overcome and there will be a socially inclusive approach to transport matters.

Key Action

- 10.14 The mobility requirements of those who might experience barriers to transport will be considered. This will include people with protected characteristics under the Equality Act 2010, those on low incomes and people without access to a private car. We will recognise the needs of those who need to travel to Norwich from the rural hinterland where access to non-car modes of transport might be limited; see Chapter 12 Making the Transport System Work as One. We will work with partners, and in the provision of information and infrastructure, to overcome barriers.



Supporting Actions

10.15 We will also:

- Introduce changes to make transport services simple to understand and use
- As part of our Bus Service Improvement Plan, and other related initiatives, consider how we can improve existing services and use technology and innovation to plan and provide transport solutions to reduce reliance on car ownership and increase flexibility and reliability at times and in locations where public transport is not easily available. This will include the use of apps to integrate how transport services and journeys can be planned, booked and paid for. This is part of our Behaviour Change work, see Chapter 8, Changing Attitudes and Behaviours.



Transport for Norwich — Strategy —

Reducing the Dominance of Traffic



Chapter Eleven - Reducing the Dominance of Traffic

Highlights of this Chapter

This section sets out what the main difference the policies set out in this chapter will make, and some of the key commitments and interventions that the strategy will bring about:

- Enhancing the public realm through improvements to the transport system
- The major implications of this policy are likely to be that new schemes, or changes to the network, will need to take full account of the place. This could mean the design of schemes is different, or of a different standard, in certain locations. A higher cost might be involved
- It also sets out a policy around neighbourhoods. Here, the significant difference will be that traffic impacts on residential neighbourhoods will be reduced
- This will be achieved through a series of interventions including 20mph speed limits, low traffic neighbourhoods (ie, stopping through traffic using routes through residential estates; they will be restricted to main roads).



Context

- 11.1 Norwich is a city of considerable historic importance and any infrastructure intervention must be sympathetic to its surroundings and the public realm or must provide sufficient mitigation measures. Over 90% of cars entering Norwich in the morning rush hour have single occupancy. Consequently, the road network in Norwich is dominated by car traffic, causing congestion, delays, and air and noise pollution all of which detract from the city's cultural heritage and can deter people from active travel. Road space in Norwich is finite and the space cars are currently taking up is not being used efficiently. Despite the provision of Park and Ride, local bus services and cycle routes, the car remains the preference with affordable parking within the city centre and, for some, free parking at their place of employment, adding to the convenience of cars over active travel and public transport options. The TfN Strategy strives to overcome this and reduce the dominance of traffic on Norwich's network.
- 11.2 The Covid-19 lockdowns did reduce the amount of traffic around the city. However, traffic levels are largely back to where they were pre-Covid-19. The benefits observed during the period of low traffic movements, such as improved air quality and reduced noise pollution, show what difference reduced traffic dominance can make.
- 11.3 The pandemic also altered the form of traffic in the city due to changed behaviours such as shopping, with more people shopping online during the national lockdown than ever before. When the first lockdown began in the UK, internet sales spiked from 19% of total retail sales to 32%, and levels remain higher than pre-Covid-19 over a year later. This results in increased delivery and light goods vehicles, adding to the dominance of traffic and making the streetscape less attractive for walking and



cycling. Whilst some delivery companies now use electric vans which lessen their contribution to air pollution, their presence on the network still exists and is something the transport network needs to adapt to as internet shopping and deliveries are projected to continue growing.

- 11.4 However, the pandemic did lead to the introduction of measures on some streets to help people keep their social distance, and to support local businesses when reopening, allowing restaurants and cafes to utilise the street space to seat customers. St Benedict's Street and Exchange Street were both closed to through traffic for these reasons. These interventions showed what could be done to support local businesses but also revealed learning points especially around the importance of delivery and customer collection for some retail outlets.
- 11.5 A Department for Transport public opinion survey on traffic road use, carried out in September 2020, found that three quarters of respondents supported the reduction of road traffic in towns and cities in England and their local area, and two thirds of respondents were supportive of reallocating road space to walking and cycling across towns and cities in England and their local area.
- 11.6 There are several policies that support the need for reduced traffic dominance. Government's Gear Change Vision (2020) looks to increase walking and cycling by segregating pedestrians and cyclists from volume traffic and implementing measures such as closing side roads to through traffic and creating school streets in order to create lower traffic neighbourhoods. This will contribute towards the creation of safe and peaceful environments to walk and cycle in. The Healthy Streets Approach also looks to create places where traffic is less dominant and where people feel safe and comfortable to walk and cycle and use public transport, as well as being sympathetic to the public realm.



Strategy and Policy

Places

11.7 The Norwich area has some highly valued historic and natural landscapes, streets and buildings. It is important that this is considered when transport interventions are being developed. The current Transforming Cities programme and the Cycle City Ambition Grant programme have both implemented schemes in sensitive historic areas of the city centre. The design of these interventions has been shaped by their environment to create public realm improvements and to be sympathetic to their surroundings.

Statement of Policy

PLACES

New schemes, enforcement and maintenance activities on the transport network will seek to enhance the character and quality of places with historic, architectural or natural landscape character and ecological value.

Key Actions

11.8 Transport schemes developed in places of historical, landscape or architectural importance, including conservation areas, will be designed to ensure that they maintain or enhance the area and improve public realm.



Supporting Actions

11.9 We will also:

- Align our work in engaging with the planning system with the TfN Strategy eg ensure site allocations, masterplans, design codes and guidance deliver development in the right locations of the right quality
- Ensure that Conservation Areas will be respected or enhanced through the TfN strategy
- Ensure good quality materials and planting is sustained in maintenance activities.
- Consider the layout of streets and spaces, and the facilities provided, so that the transport network meets the needs of all users

Freight and deliveries

11.10 Freight and deliveries are essential for the functioning the city's economy. Attempts have been made to put in place freight consolidation schemes to minimise the impact of freight and delivery in the city. However, this has had limited success and take up. With the increase in online shopping and the impact of Covid-19 the pattern of freight and deliveries is changing and many localised deliveries to individual properties are being made this presents a challenge managing these movements on the local network. Some changes are starting to be made with the introduction of electric delivery vehicles by some online shopping companies. Norwich has also been trialling an e-bike cargo delivery service.



Statement of Policy

FREIGHT AND DELIVERIES

We will develop a coordinated approach for managing freight and deliveries to support clean modes of deliveries and minimise the impact of the movement of freight within the urban area with regard to emissions and traffic intrusion.

Key Actions

11.11 We will review how deliveries within the city centre are managed in the short term and in the long-term review how deliveries within the entire urban area are managed.

Supporting Actions

11.12 We will also investigate:

- Whether a Clean Air Zone could facilitate the shift to transhipment to a freight consolidation centre
- Provision of EV charge points for delivery vehicles
- Provision of e-cargo delivery services or other innovative systems including drones within the city centre.



Neighbourhoods

11.13 Traffic and transport requirements have a very real impact on neighbourhoods within the Norwich area. We want to ensure that the strategy not only delivers on area wide objectives but also meets the needs of local communities. There has been a programme to introduce 20 mph zones across parts of the city and this strategy needs to take this forward across the whole urban area, with higher limits only on streets that have a strategic traffic function and do not have a strong residential and local service function. This will support low traffic neighbourhoods and active travel.

Statement of Policy

NEIGHBOURHOODS

We will work with local communities, elected members and stakeholders to reduce the impact of unnecessary traffic in neighbourhoods and provide connections that meet local needs and support active travel.

Key Action

11.14 We will undertake a strategic appraisal of traffic and transport issues experienced by local neighbourhoods to prioritise our work.



Supporting Actions

11.15 We will also investigate:

- Lower speed limits
- Low Traffic Neighbourhoods (reduce through traffic, point closures, bus gates)
- School streets (traffic reduction with part time road closures)
- Traffic management measures.



Transport for Norwich — Strategy —

Making the Transport
System Work as One



Chapter Twelve - Making the Transport System Work as One

Highlights of this Chapter

This section sets out what the main difference the policies set out in this chapter will make, and some of the key commitments and interventions that the strategy will bring about:

- We will develop a road hierarchy setting out the key corridors that will be for general traffic, the key corridors where public transport and active travel will be prioritised and areas where streets will primarily support communities who live there, or for leisure uses like meeting friends or entertainment
- On corridors prioritised for movement, we will identify ones where general traffic is prioritised; ones where public transport is prioritised; and ones where active travel is prioritised. This reflects that streets cannot accommodate effectively every demand, and we must prioritise
- We will also introduce a Travel Mode Hierarchy. This means that we will consider the needs of all users, thinking first about people who use sustainable transport modes
- These proposals will put the focus for capacity improvement towards the most number of people, rather than numbers of vehicles. This supports in particular prioritising bus travel rather than car traffic
- Parking will be reviewed to consider current parking capacity, arrangements, cost, availability and type.



Context

Introduction

- 12.1 There are many different moving parts which make up Norwich's transport network. The road network, pedestrian and cycle routes, bike and e-scooter share schemes, bus services, car clubs and rail all must work together to provide an integrated transport network which gets people to where they need to be efficiently, safely and sustainably. To enable this, transport interventions must prioritise the movement of people, active travel and public transport.
- 12.2 Currently, cars are a convenient way of accessing Norwich which contributes to congestion, poor air quality and carbon emissions. One reason for the popularity of accessing the city by car is because of the affordable parking tariffs in the city centre. This is a concern for bus operators and leads to facilities such as the Norwich Park & Ride not being used to their full potential. The Bus Back Better Strategy (2021) aims to improve partnership working between local authorities and bus operators and encourage bus use, helping provide stability to services. Norwich's successful Transforming Cities Fund bid also looks to improve the bus network and to provide an 'ease of access and smooth interchange between transport modes' through the creation of mobility hubs. This will enable the transport network to work as one and make sustainable journeys more feasible, something the TfN strategy supports.
- 12.3 Norwich's Local Cycling and Walking Infrastructure Plan also improves connectivity, a key ambition of the Fourth LTP, and supports seamless transition between transport modes by connecting cycle routes and pedestrian facilities to transport interchanges. The TfN strategy will support the delivery of this cycling and walking plan which will help work towards



achieving 50% of journeys in the city being active by 2030, a key government ambition outlined in Gear Change (2020). The Norfolk Greenways to Greenspace Strategy also looks to provide safe routes for people to travel actively which link to the public transport network and the existing long-distance walking and cycling network. This contributes to an integrated transport network, encouraging active travel and providing improved access to greenspace which is essential for good physical and mental wellbeing.

- 12.4 Technological advancements can also support the transport network in working as one. Mobility as a Service can enable people to quickly and easily plan and pay for journeys which can consist of multiple different sustainable modes. Norwich's Beryl Bike and E-Scooter share scheme also helps provide an integrated transport system due to its flexibility and strategically located sites at the rail station, bus station and elsewhere. The scheme has been highly successful. Since its launch in March 2020 to June 2021, the Norwich Beryl scheme has seen more than 157,000 trips covering over 572,000km. The Norwich rail station bay has been the most popular destination for Beryl Bikes, a potential example of multi-modal travel in Norwich. Norfolk County Council is also involved in the MOBI-MIX project which is aimed at increasing uptake of low-carbon transport by making it cheaper, more sustainable and more accessible to cut the number of cars, ease congestion and cut CO2 emissions.



Strategy and Policy

Road Network and Travel Mode Hierarchy

12.5 For the general public, roads are classified as A or B roads, alongside the more minor roads. However, local authorities use a more sophisticated system for the purposes of managing and maintaining the road network, as well as a classification system for pavements, cycle ways and other transport assets. These are traditionally based on how well-used parts of the network are.

Statement of Policy

ROAD NETWORK AND TRAVEL MODE HIERARCHY

We will adopt a road network and travel mode hierarchy that will support mobility requirements of people and recognises the place function as well as movement function of different parts of the network.

Key Actions

- 12.6 We will introduce a hierarchy that reflects how roads, streets and spaces are used. This will range from identifying roads where essential movement will be the priority through to identifying places where the primary use will be for meeting people, eating out or socialising.
- 12.7 Key movement corridors will prioritise movement of the greatest number of people rather than the greatest number of vehicles. This will ensure that they operate most effectively. The layout and constrained nature of roads in our urban areas means it is very



difficult to make improvements for all types of user, although the needs of everyone – and the function of the city – will need to be taken into account. Therefore, we will prioritise space for certain types of users rather than trying to make provision for all types of user along different corridors. We will identify corridors for general traffic; corridors where public transport measures like bus lanes will be prioritised; and corridors where active travel measures like segregated cycle lanes will be prioritised.

- 12.8 Movement across Norwich and its strategic growth areas will seek to significantly reduce the intrusion of extraneous traffic within the city centre and residential neighbourhoods. Cross city traffic will be required to use orbital and radial primary routes rather than short cuts on neighbourhood roads. As set out elsewhere, our strategy recognises that significant and far-reaching interventions including reductions in travel demand will be needed in order to achieve our objectives.
- 12.9 These are potentially major changes. Although at this stage proposals have not been fully developed, a key diagram showing the longer-term changes to the network will be worked up to show how the network will be developed. This will be done as part of developing the strategy and action plan and will take account of the outcome of the consultation on the strategy and ongoing detailed technical work. These changes will be consistent with, and developed from, work done to date, such as delivery of the pedalway network and our Transforming Cities programme.



12.10 The key diagram will also show the cycle network in the Local Cycling and Walking Infrastructure Plan, currently being consulted on, and the neighbourhood areas (ie those areas where 20mph speed limits and low traffic zones could be introduced).

Supporting Actions

- We will continue to invest in a corridor approach to bus priority as part of the Transforming Cities Fund work and a network approach for the Local Cycling and Walking Infrastructure Plan
- We will review the requirements of motorcyclists and powered two-wheel vehicles in relation to bus lanes and bus gates
- Highway network directional signage will be amended to reflect the role of roads identified in the Road Network Hierarchy
- Investigate the use of micro-mobility transport solutions where they support the aims and objectives of the strategy.

Bus Services

12.11 The availability and cost of bus services was a key issue identified in the consultation responses to the principles for a TfN strategy that was carried out in 2018. There are a number of bus operators that serve Norwich and although there has been no formal partnership there is a good track record of working together. This is evidenced by the commitment of First Bus to invest in their fleet to support the Transforming Cities programme.



12.12 Historically Norwich has seen high bus patronage, although not all of its surrounding hinterland has good, affordable services, and Covid-19 at least temporarily reduced patronage because of the need to run socially distanced services. The county council has committed to develop an Enhanced Partnership and Bus Service Improvement Plan with local bus operators that will influence the development of the bus network. This includes an objective to increase the mode share of buses and develop location specific targets on a corridor-by-corridor basis.

Statement of Policy

BUS SERVICES

Bus services will continue to be a vitally important transport solution. We will work in partnership with operators to deliver services that meet people's travel needs.

Key Action

12.13 Through the Bus Service Improvement Plan we will continue to work in partnership with operators to develop bus services meet the requirements of people within the travel to work area to access the city centre, strategic employment areas and other key destinations such as health, education and retail facilities, whilst recognising that the majority of bus services in the Norwich area are run on a commercial basis by the operators.



Supporting Actions

12.14 We will also:

- Work with bus operators to develop a joint approach to bus and highway infrastructure investment priorities
- Investigate appropriate bus priority measures on important bus corridors beyond committed Transforming Cities Fund work
- Appraise enforcement of bus lanes and bus gates
- Consider social needs in relation to bus services.

Parking Policy

12.15 The availability, ease and cost of parking is a major factor in how people choose to travel. If parking is easily available and inexpensive, people will see driving as the most convenient option, even though this could lead to unintended consequences like congestion.

12.16 Parking is provided by a mix of bodies including: private and local authority-run public parking in car parks; private car parks for businesses; and on-street parking controlled by the local authority. Local authorities therefore have some direct control over the numbers of car parking spaces and the cost of these. They can also influence the amount of parking within new developments. In the future, the local authorities will use their influence to make sure that the ease, availability and cost of parking is in line with the other objectives of the strategy. For example, this could mean limiting the numbers of publicly



available spaces in city centre local authority car parks to ensure that sustainable travel by Park and Ride, local bus services, cycling or walking is the first choice for people over the use of the private car. Any controls will need to be balanced against the need to ensure the city remains an attractive place for people to visit and do business in.

12.17 In Chapter 7 Improving the Quality of our Air, we outline how Workplace Parking Levies could be considered as one option to reduce carbon and improve air quality.

Statement of Policy

PARKING

Car parking will be minimised for the city while continuing to support its economic vitality and meeting essential needs. Parking policy and practice for on-street and off-street public parking will be developed to complement park and ride and support promotion of active travel.

Key Action

12.18 As part taking forward the action plan, we will undertake a review to look at the cost, availability and type of parking. This to make sure that the parking policy supports the objectives of the strategy including to reduce travel by car and ensure a switch to active travel and public transport, whilst still ensuring the economic attractiveness of Norwich.

12.19 Previous strategies introduced a cap on the amount of public parking provision in the city centre (10,000 spaces). This will be reviewed.



Supporting Actions

- We will ensure that that on-street parking policy and practice, including the provision of waiting restrictions, controlled parking zones, parking permit policies and on-street charging tariffs are kept under periodic review
- We will seek to align parking management with delivery requirements for loading in the city centre (use of pedestrian zone waiting restrictions that control access and loading). Parking and loading needs for other modes of transport will be addressed, such as for deliveries, buses, cycles, motorcycles, car club etc
- Council car park tariffs and on-street charges to discourage long stay commuter parking; and make Park and Ride more competitive will be reviewed
- Parking in residential neighbourhoods will continue to be monitored and managed through Controlled Parking Zones (permits).

Norwich Park and Ride

12.20 Park and Ride services run from several sites around Norwich. They are located on the edge of the built-up area and provide convenient facilities, aimed principally at people who visit the city centre and are looking for a long-stay parking option. These services now operate on a purely commercial basis.

12.21 Whilst the services continue to be successful, some sites now operate differently. For example, services from Costessey run to the hospital and university only and not the city centre. Some sites are better used than others.



12.22 A review of the operation of Park and Ride, and how it might best serve the travel needs of the city for those from outside, is a key need.

Statement of Policy

NORWICH PARK AND RIDE

The role and form of Park and Ride will be developed and reviewed to support longer distance connectivity.

Key Action

12.23 We will review the operation of Park and Ride to establish its long-term development and sustainability. This review will include consideration of:

- The location and size of sites
- Potential for serving sites by other modes including possible roles as bus and coach interchanges including tourist coaches; accommodating Cycle and Ride; interchange with scheduled bus services
- Potential for ancillary operations at the sites including electric vehicle infrastructure, decking sites to support solar panel installation, services for customers at sites and freight consolidation
- Routes, frequencies and periods of operation
- Funding.



Supporting Actions

- Park and Ride will continue to meet the needs of people who require a car to travel to Norwich and the Norwich Research Park/ University of East Anglia/ Norfolk and Norwich Hospital cluster
- The review of parking across the Norwich area, see above Parking Policy, will take account of Norwich Park and Ride
- We will explore the potential role of Norwich Park and Ride in providing intra urban travel.



Journey Times and Reliability

12.24 Journey times and journey time reliability are an important factor in how we choose to travel and perceive the performance of the transport system. Norwich has historically suffered from low average traffic speeds and the network is prone to congestion. This impacts on other users including bus passengers. Congestion can contribute to reductions in air quality and have a significant impact on journey time and unreliability. For public transport this makes consistent timetabling difficult throughout the day.

12.25 To mitigate the impact on public transport, bus priority measures have been introduced on key bus corridors. These have helped to improve the speed and reliability of services but there is more that can be done.

Statement of Policy

JOURNEY TIMES AND RELIABILITY

Journey times and reliability will be improved on the local highway network with particular emphasis to support fast and frequent bus services.

Key Action

12.26 We will ensure that journeys by bus are consistent and journey times are reduced where possible and consider the feasibility of demand management approaches such as congestion charging and workplace parking levies to facilitate traffic reduction to free up road space for essential travel.



Supporting Actions

12.27 We will also:

- Commit to managing congestion on the local highway network so that journey times are reliable, and congestion is not severe
- Commit to ensure that the ITS system (traffic signals) and policies improve bus journey times prioritise cyclists and pedestrians at key crossing points and improve journey times for all traffic on main distribution routes
- Consider removal of traffic signals at junctions to facilitate free flow, taking into account the needs of people on foot or cycles
- Align enforcement to achieve journey time reliability (for example through targeting enforcement of parking bans on main roads).

Active Travel

12.28 Active travel is transport through non-motorised means. The best-known forms are walking and cycling, though other modes include running and non-motorised scooters. Government has set out that it wants to achieve 50% of journeys by active travel and we feel that this is a more than realistic ambition for Norwich and its strategic growth areas. We have already made a great start: good progress has been made on delivery of our pedalways cycle network; e-scooter trials are underway; and the bike hire scheme is operating successfully. The Local Cycling and Walking Infrastructure Plan was the subject of consultation in early summer 2021.



Statement of Policy

ACTIVE TRAVEL

We will promote and prioritise active travel by walking and cycling to ensure that half of all journeys in Norwich are cycled or walked by 2030.

Key Action

12.29 Active travel networks will be prioritised. Active travel will be prioritised over other forms of transport on dedicated movement corridors, within the city centre and within local neighbourhoods to meet current guidance best practice.

Supporting Actions

- A strategic walking and cycling infrastructure network including new and improved links with appropriate pedestrian and cycle crossing facilities will be delivered
- In accordance with our new Local Transport Plan policy, we will prioritise maintenance of those parts of the network used by people walking and cycling. This will mean that the condition of cycle lanes and pavements on the most well-used routes is at the highest standard possible
- Lower speed limits will be introduced in neighbourhoods and traffic will be reduced (see Chapter 11 Reducing the Dominance of Traffic)
- Additional cycle parking will be provided in key locations including at local and district centres



- Post pandemic transport recovery measures, such as those on Exchange Street, will be implemented on a permanent basis and other similar measures elsewhere actively considered. We will prioritise measures that support economic growth such as space for pavement licenses for restaurants and cafes
- Develop a programme of behaviour change.



Transport for Norwich — Strategy —

Making it Happen



Chapter Thirteen - Making it Happen

Highlights of this Chapter

This section sets out what the main difference the policies set out in this chapter will make, and some of the key commitments and interventions that the strategy will bring about:

- This has a potentially major implication on governance
- There is a need to review long term governance arrangements and propose a suitable model to deliver the TfN Strategy
- Special interest sectors need to be drawn in to advise and assist with direction and delivery. These include transport operators (rail, bus and community transport), business community eg FSB, Chamber of Commerce, Norwich BID, the Norwich Airport operator, Norwich Rail Station operator, the taxi and private hire trade, Norfolk car club, motorcycles, Broads Authority navigation issues and the tourist sector.

Context

Introduction

13.1 Collaboration with stakeholders is key in order to deliver a successful TfN strategy. The strategy will affect many sectors of Norwich, such as local authorities, transport operators, tourism, businesses and education providers. Having the knowledge and expertise from these sectors involved in the development and delivery of the TfN strategy will be crucial to overcome the challenges and uncertainties such as climate change and recovery from the pandemic and to provide a safe, sustainable and efficient transport network.



Strategy and Policy

Governance and Partners

- 13.2 Transport for Norwich has a successful track record of delivering interventions across the area. This has primarily been taken forward through established governance arrangements with a joint committee that includes Norwich City Council, Broadland District Council, South Norfolk Council, Norfolk County Council and New Anglia Local Enterprise Partnership.
- 13.3 For our strategy to be successful it will need to tackle big challenges and uncertainties including carbon reduction and economic recovery from Covid 19. We will not be able to do this alone and it will require a strong and robust governance to bring forward interventions that will change the way people travel in Norwich and its strategic growth area.

Statement of Policy

GOVERNANCE AND PARTNERS

We will ensure the governance of transport activity in Norwich is improved to take forward the challenges and ambition of the Transport of Norwich strategy in partnership with the delivery agencies.



Key Actions

13.4 We will undertake to review the existing governance arrangements to determine an approach to working in partnership with the public and private sector to develop governance that is inclusive and appropriate for taking forward the strategy in the long term. We will take opportunities to have future reviews of the strategy to reflect on progress and changing circumstance and legislation.

Supporting Actions

- Identification of partners who are key to successful delivery of the strategy
- the governance arrangements will need to consider further evidence to be gathered
- Decisions on which interventions to pursue based on evidence
- Identifying and securing funding for the successful delivery of the strategy.





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