



Association of Directors of  
Environment, Economy, Planning & Transport

## ADEPT President's Awards 2022

### Entry form

<b>Award category:</b>	Category 1: Delivering Clean Growth
<b>Title:</b>	Transforming Travel and Delivering Clean Growth in Norwich
<b>Entrant:</b>	Norfolk County Council
<b>Main contact name:</b>	Grahame Bygrave Director of Highways, Transport and Waste
<b>Email address:</b>	<a href="mailto:grahame.bygrave@norfolk.gov.uk">grahame.bygrave@norfolk.gov.uk</a>
<b>Partner/s (if applicable):</b>	
<b>Headline summary (<u>150 characters</u>, c. 20-25 words)</b>  How proactive partnership working, a clear strategic direction, micromobility and technical innovation is delivering clean growth in Norwich.	

Please note we need **at least one supporting image** per award submission.  
Supporting images should be attached separately as jpg or png files.

Please paste links to any supporting video evidence here

Link 1	
Link 2	



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**500-word project outline** (please ensure you do not exceed the word count and address all the judges' criteria – for more info see [here](#))

Our Transport for Norwich programme has taken bold, decisive and proactive steps over the last few months towards delivering our longer-term transport strategy based around clean growth. We have adopted a new Local Transport Plan setting out how we will deliver against our Environmental Policy of working towards carbon neutrality by 2030, and we have developed a new transport strategy for Norwich that acknowledges that far-reaching interventions are needed, which include reductions in travel demand, mode shift through an increased emphasis on active travel and support for an accelerated switch to zero emission vehicles.

Our clean growth programme is being delivered through strong and effective partnerships that include District Councils, transport operators (all modes), businesses (including the Norwich Business Improvement District and Chamber of Commerce), New Anglia Local Enterprise Partnership, Transport East, Public Health, Active Norfolk, Sustrans and the University of East Anglia. This is all supported through our professional services contract with WSP and our long-term contact with Tarmac. This joining up of services across the public and private sector is aimed at achieving local outcomes that are responsive to citizen needs.

Our new Bus Service Improvement Plan, provisionally awarded £50m of government funding, sets out a clear, deliverable and ambitious vision where the bus plays a crucial role in our communities' journey to a Carbon Net Zero future during and beyond the next 3-5 years. Based on an understanding of current and future challenges, as well as zero emission and cleaner buses, more services and better value fares, we will be introducing innovative environmental monitoring at bus stops, interactive and personalised travel information and solar powered displays. Learning from our experiences of COVID, we will also deliver non-touch technologies, such as when requesting audible bus information.

Our partnership with Beryl has revolutionised the way people use micromobility around Norwich. Over 1.3m km has been travelled on shared bikes, e-bikes and e-scooters since the 2020 launch and there are nearly 50,000 registered users in Norwich (more than 1 in 5 residents). Nearly 70% of the population in Norwich now lives within a 5 minute walk of a Beryl bay and around 30% of micro-mobility journeys have replaced a vehicular trip. We have also delivered the UK's first bikeability approved on-road e-scooter training.

Norfolk was selected as one of three cities in the UK to work with government on being a Zero Emission Transport City. This aims to demonstrate practical ways to decarbonise transport systems in city centres, anticipating future challenges to achieving clean growth. We will work with businesses to stimulate innovation in the clean growth sector and examine the large unrealised potential for e-cargo bikes and micro-consolidation centres.

To future proof clean growth, we have been successful in working in partnership with First Bus to bring 15 zero emission electric buses to Norwich for the first time. In addition, First Bus is investing an additional £16m in new buses, vehicle refurbishment, enhancements to service frequency and next stop audio / visual announcements for all vehicles.