

ADEPT President's Awards 2026

Entry form

Award category

Shaping Places for People

Project Title

Transforming Heartsease Roundabout

Local authority

Norfolk County Council

Headline summary (150 characters max.)

Heartsease Roundabout has delivered major safety upgrades and faster, more reliable travel for those using one of Norwich's busiest junctions.

Shaping Places for People: How was this project an innovative response to a significant local challenge? (150 words max.)

Heartsease Roundabout was a hotspot for accidents and delays, with more than 30 recorded safety incidents over a ten year period, including injuries to 15 cyclists and eight pedestrians. Other significant issues were identified; including junction complexity and network function (it is a five arm roundabout at a key site within the wider network), delays, lack of crossing facilities on most arms of the roundabout and the wide circulatory carriageway which didn't constrain vehicle speeds as vehicles negotiated and exited the roundabout, leaving the junction feeling dominated by vehicular modes.

An innovative approach to design was taken, with the carriageway being reduced and all approaches to the junction changed from two lanes to one, with crossing facilities on all junction arms. Shared use pavements were added around the roundabout, with grade separation where possible. A collaborative approach with Active Travel England and stakeholders ensured crossings were on desire lines.

Shaping Places for People: Please give evidence of the quality of outcomes obtained from the project (for example improved/more efficient services, increased inclusivity for residents, futureproofing the service). (150 words max.)

Outcomes have been significant; including substantial increases in the number of people walking (23% increase – average daily pedestrian numbers rose from 2,733 in 2023 to 3,347 in 2025) and cycling (275% increase- average daily cycle crossings rose from 106 in 2023 to 398 in 2025), clearly indicating that the public feels safer and more confident using the space. Traffic flow has improved; journey times across the roundabout have improved in all directions and bus journey data shows that journeys are up to 13% faster.

Initial accident data is encouraging (whilst active travel users have increased, only one minor accident involving a cyclist has been recorded since the junction reopened) and Beryl, the Norwich provider of shared e-bikes, e-scooters and pedal bikes has reported increased demand for new 'bays' close to the roundabout, as well as higher ridership in the area (this increased by over 80% between 2023 and 2025).

Shaping Places for People: Please give evidence of the level of collaboration between place and people services (both within the council and with external partners/providers). (150 words max.)

Collaboration with stakeholders was an essential element of the project, which was planned to allow sufficient time for engagement with specialists in highway and public realm design, network management and safety, as well as consultation with the public, local businesses and Councillors. We were therefore able to incorporate many of the design changes that were suggested, which enabled a greater focus on

ensuring the needs of different users of the junction could be met.

To manage risks and issues effectively, the project team worked with external partners, for example Anglia Water, who they worked with in order to enable the diversion of a water pipe running beneath the roundabout which hadn't previously been identified as a requirement.

Overall, whilst delivered by a place service, the project impacts will have positive impacts on people services, through delivering safety, physical activity, health and wellbeing benefits to the local community and beyond.

Shaping Places for People: Please give evidence of the level of buy-in to the project or its goals from members of the local community, health and social care, and external organisations. (150 words max.)

At a strategic level, the project aligns well with Norfolk County Council's Local Transport Plan and Walking, Wheeling and Cycling Strategy, both of which aim to enable safer, healthier and greener travel by providing infrastructure to support more people to walk, wheel or cycle. Both of these strategic documents have been developed in consultation with local communities, local Councillors, key stakeholders and local interest groups. We were grateful for the advice and close engagement we had with Active Travel England, which enabled desire lines being delivered close to the junction and maximising the positive impact on vulnerable users.

We recognised the strong desire of the local community for those walking, wheeling and cycling to be segregated as far as possible, which was achieved by engaging with local landowners and businesses and obtaining third party land where budget and timescales allowed.

Shaping Places for People: Please give evidence of the use or consideration of new sources of investment to fund projects. (150 words max.)

Funding for the project was secured from DfT's Transforming Cities Fund (TCF), which meant the scale of improvements was more extensive than would normally be affordable using Local Transport Grant funding. This was supplemented with local contributions. Delivery of this project has maximised investment made by Beryl and government (TCF) in our award-winning micromobility scheme, as well as private-sector investment from First Bus and government (Zero Emission Bus Regional Area) in over 70 new zero emission buses, both of which use this transformed junction. For example, bus patronage is up more than 25% in the last 2 years.

Our approach to funding is to always combine maintenance and network improvement funding to minimise disruption and maximise value for money. Working closely with local businesses and residents, we were also able to secure third party land and maximise space for the safe and convenient movement of all users.