

The background of the entire image is a solid dark blue. In the lower half, there are faint, dark silhouettes of two people, a woman on the left and a man on the right, holding hands and walking towards the right. The text is overlaid on the upper half of the image.

Norwich 2040 City Vision

#norwich2040

Transport for Norwich: transforming cities

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Transport
for Norwich

Transport in Norwich

- Norwich is a medieval city with a narrow road system and historic buildings - incorporating a 21st century transport system is challenging!
- Norwich draws people to it from a wide area outside of its boundaries - over **50,000** people travel into Norwich to work every day. Adds to a workday population of **380k** in the Greater Norwich area
- Norwich attracts **5 million** visits per year
- **9.5%** travel to work in Norwich by **bike**; 3.1% national average. Since 2013, cycling has increased by 40% due to investment in cycle infrastructure



- **23.8%** travel to work in Norwich by **walking (3rd highest LA)**; 10.9% national average
- **Bus patronage** bucking the trend of a national decline
- **4m pax** use **Norwich rail station** each year
- **Norwich International Airport** – over half a million pax per annum



Transport for Norwich Strategy

- Public consultation took place earlier in this year - ran alongside Greater Norwich Local Plan consultation
- “What matters most to people when it comes to the future of transport”
- Very good response rate (1,540 full responses)



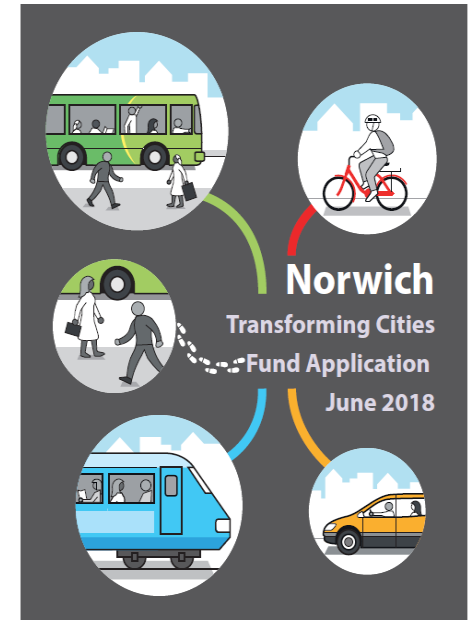
- Key priorities that were identified:
 - Investment in public transport
 - Measures to tackle congestion
 - Maintaining existing infrastructure
 - Reducing the impact transport has on air quality
- There will be another opportunity to consult when a new draft strategy and implementation plan is published during 2019



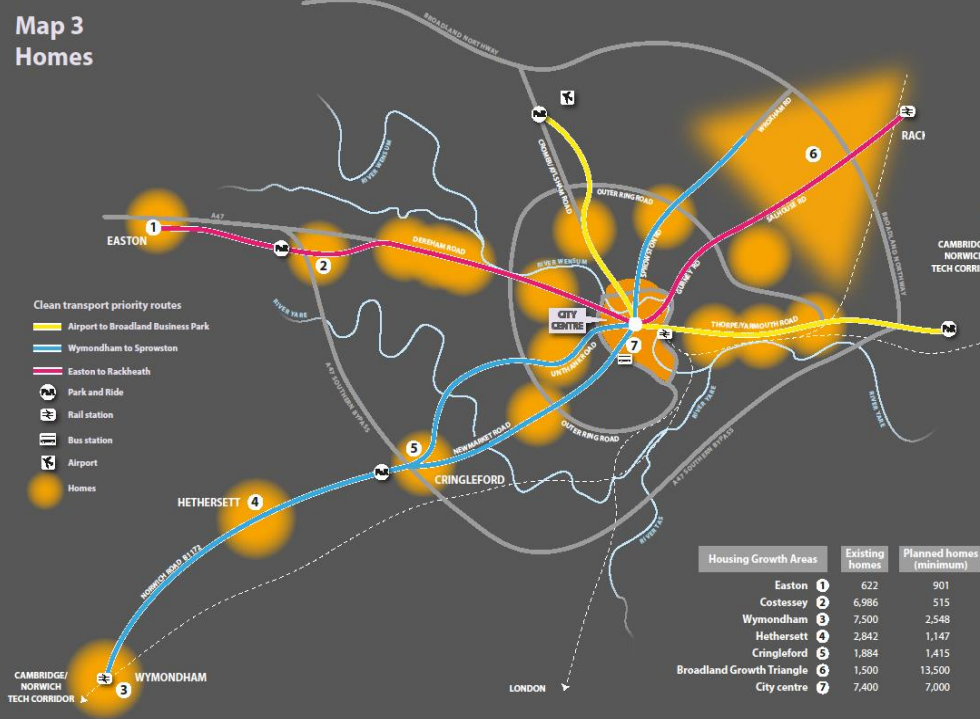
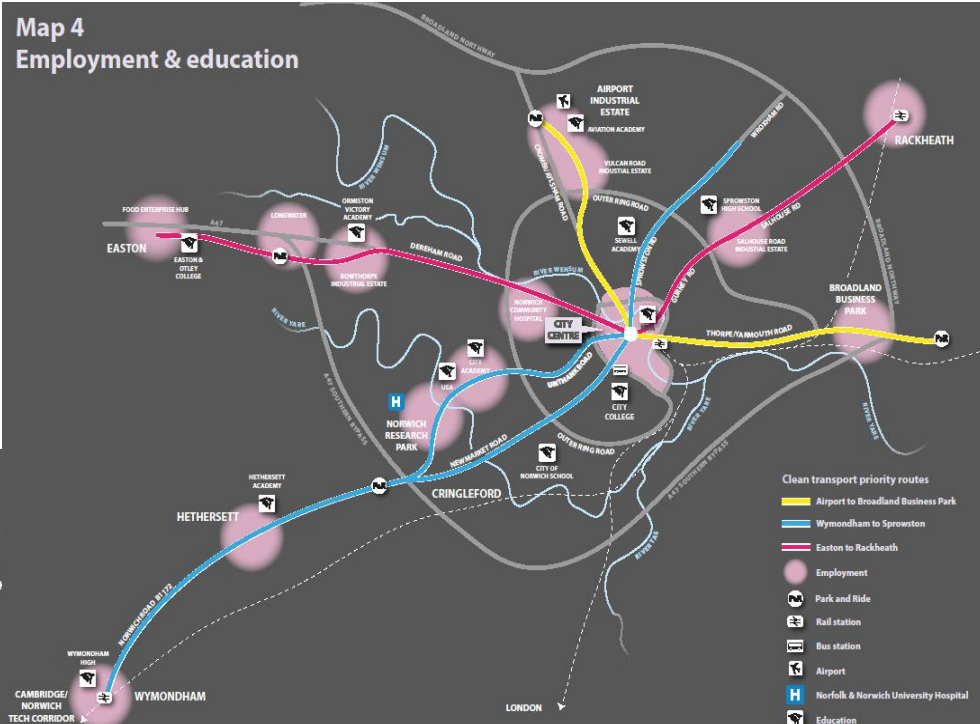
Transport
for Norwich

Transforming Cities Fund

- **Vision:** invest in clean transport creating a healthy environment, increasing social mobility and boosting productivity through enhanced access to employment and learning.
- **Aim:** create a consistent, affordable, smart-ticketed, integrated public transport network with high quality multi-modal interchanges, real-time, predictive and personalised information and more frequent services.
- Focuses on 3 key corridors across Norwich linking homes and jobs.



All corridors focus on the city centre, which serves the entire region as the **top retail centre in the East of England**, a major centre of financial and creative / media businesses, home of Norwich University of the Arts NUA and City College, the largest further education institution in Norfolk.



Transforming Cities



Transport for Norwich

Transforming Cities - Impacts

Air quality

- Cleaner vehicles / reduced congestion

Network

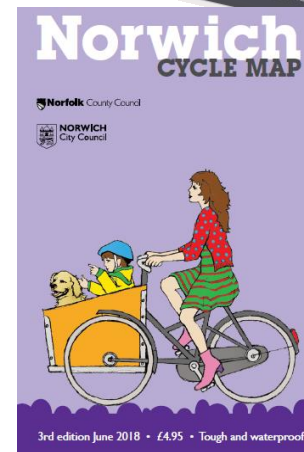
- More frequent bus services / coordinated timetables / more evening services

Payment

- Mobile ticketing, contactless ticketing, multi-operator, multi-modal ticketing

Public realm

- Opportunity to significantly enhance



Transport
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Next steps

- Work in partnership with stakeholders
- Make best use of local expertise
- Listening to what people say
- Use data to inform decision making

