

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
- eople 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. 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.

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, 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.





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