

Transport for Norwich — Strategy —

Executive summary
and vision



Executive summary

Introduction

This is the draft Transport for Norwich (TfN) strategy for consultation and planned to be adopted at the end of 2021. It will replace the existing Norwich Area Transportation Strategy adopted in 2004 and which set out a transportation strategy for the Norwich area until the year 2021.

The Transport for Norwich strategy will form 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 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 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.





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