Transport
for Norwich
— Strategy —

Meeting Local Needs

Chapter Ten - Meeting Local Needs

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 reinforces the importance of reducing casualties and that we need to have a transport system that supports the needs of everyone, being designed to take account the different needs of different people.

Context

Introduction

10.1 The transport network must meet the needs of its users in order to run efficiently and successfully. The transport needs of those who live in Norwich and its surrounding areas varies considerably due to the different nature of rural and urban neighbourhoods, age, levels of wealth and lifestyles people lead. This adds complexity when planning and implementing transport interventions.

10.2 Transport is important for social inclusion and well-being which can affect economic and social outcomes, and therefore levels of inequality. The below points, identified in a Department for Transport evidence review, highlight how transport is closely interlinked with inequality and hence why we should strive to provide a transport network accessible to all:

• People with more money have more options in both where to live and how to travel and transport links are a key component of land value and housing costs

- Concentration of jobs and amenities is often facilitated by transport links, meaning access to these transport links is necessary for accessing those opportunities

- Accessibility of the transport system itself in terms of cost, geographic accessibility and scheduling of different options.

10.3 Levels of inequality in Norwich vary considerably which leads to disparities in people's access to transport and therefore access to employment and education opportunities. Car ownership across Norwich and its surrounding areas varies considerably. This can be a lifestyle choice for some, but for others low incomes and protected characteristics may make car ownership inaccessible. Other modes such as buses, rail, walking and cycling can be less convenient, particularly depending on where people live, the cost, scheduling, as well as concerns regarding the perceived safety of roads for walking and cycling. It is highly important that the TfN strategy seeks to provide a transport network accessible to all with the ambition to overcome barriers of transport inequality across the city to meet the needs of the network's users and government ambitions for equal access as set out in the Inclusive Transport Strategy (2020) and Equality Act (2010).

10.4 Users of Norwich's transport network also need to be safe and to feel safe. Trends show that the number of people killed or seriously injured on the transport network have been declining over the past 30 years as vehicle technology, road engineering and driver behaviour has improved. However, injury rates are now stubborn to further improvement. Recorded injuries in Norwich occur widely across the urban area and predominantly on roads and junctions where speeds are 40mph or 30mph, and less so in 20mph areas. The number of cyclist injuries has been increasing alongside the number of people cycling in the last ten years. However, a decline was observed in 2020, likely to be due to the

pandemic lockdown restrictions. An increase in the perception that roads are unsafe has also been observed in recent walking and cycling surveys and is believed to suppress interest in active travel. Overcoming this perception will be key to increasing the uptake of active travel and achieving the TfN Strategy objectives.

10.5   Road safety campaigns can help to address safety concerns. These have sought to target the most vulnerable road users to be more vigilant by using targeted socio-demographic techniques. The Healthy Streets Approach also looks to improve the safety of streets in order to make them places people feel safe to walk, cycle and visit. This approach has been adopted for Norwich and will be a key consideration when developing new schemes. Improving the safety of Norwich's transport network is a key objective of Norfolk's Fourth Local Transport Plan, in which the TfN Strategy delivers against to provide a transport network which meets the needs of its users.

Strategy and Policy

Road Traffic Harm Reduction

10.6   Although the numbers of people killed or seriously injured on the transport network have been declining over the past 30 years as vehicle technology, road engineering and driver behaviour has improved, injury rates are now are stubborn to further improvement. Trends for numbers of cyclists injured have been increasing, reflecting an increase in the number of people cycling in the past 10 years.

10.7   The perception that roads are unsafe is believed to supress interest in active travel, particularly for travel to school and travel to work reasons or simply for leisure. Local Safety Schemes are undertaken periodically when patterns of risk emerge, and value for money improvements are considered to be feasible.

Statement of Policy

ROAD TRAFFIC HARM REDUCTION

We will reduce the harms of road traffic associated with road casualties and tackle the fear of road traffic affecting vulnerable road users.
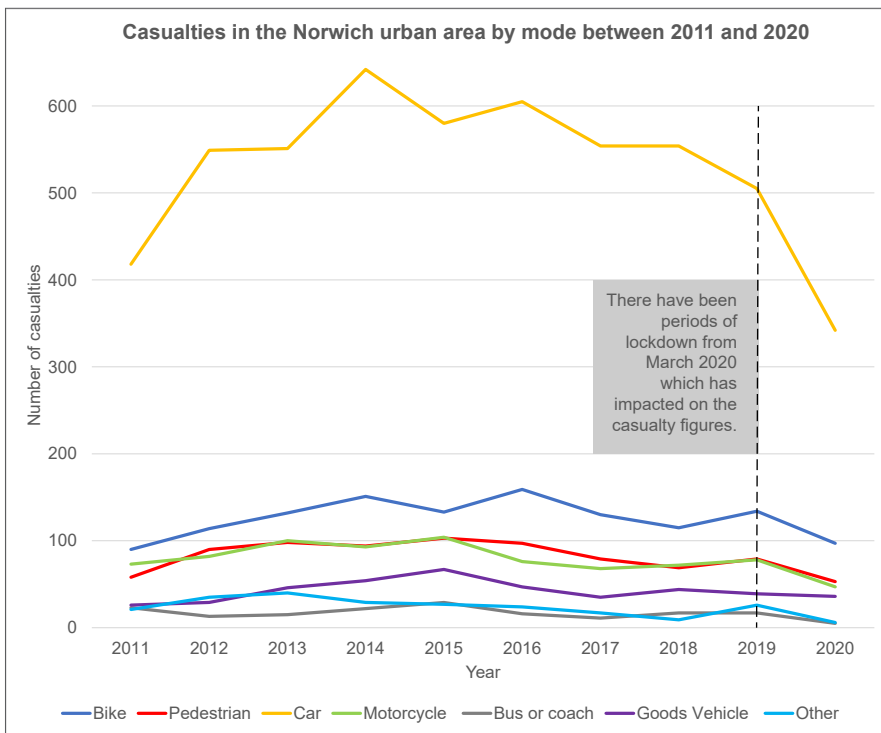
Key Actions

10.8   We will use the Healthy Streets approach. This approach puts the focus on people using the streets, using ten indicators, each describing an aspect of the experience of being on a street. These are prioritised and balanced to improve social, economic and environmental sustainability through design and management.

10.9   We will continue to tackle road casualties using the safe systems approach and working with road safety partners. The safe systems approach uses the following topics for how to deal with road safety collisions: Safe speeds; Safe roads; Safe road users; Safe vehicles and Post-crash responses.

10.10 This ensures that the emphasis is not entirely on the road user, since the approach accepts that people will make mistakes and that this needs to be considered.

Supporting Actions

10.11 We will also:

•   Continue to work in partnership with Norfolk Constabulary in their roads policing role to tackle casualty reduction

•   Continue to seek to understand casualty factors, locational clusters, victim types, vehicle types and other patterns that merit intervention

- Remove extraneous traffic from neighbourhoods and reduce speed limits to 20mph (see Chapter 11 Reducing the Dominance of Traffic)

- Work with partners to better understand and overcome people's perception of harm or safety to ensure that everyone can feel comfortable using the transport network.

Casualties in the Norwich urban area by mode between 2011 and 2020

There have been periods of lockdown from March 2020 which has impacted on the casualty figures.

Number of casualties

Year

Bike — Pedestrian — Car — Motorcycle — Bus or coach — Goods Vehicle — Other

Overcoming Barriers

10.12 A significant proportion of residents do not own or have access to a car. For some people this is a lifestyle choice; others might not be able to afford or able to buy or run a car. Therefore, they rely on alternative means of transport to get to work, education, health or other reasons such as providing care.

10.13 This might include using a scheduled bus service, a train, using a motorbike or moped, using a bike, walking, using a taxi or private hire vehicle, or community transport, or rely on volunteer car schemes. Often these alternatives are more difficult or less convenient than car travel, or simply not available. Consequently, people might experience difficulties and consider transport to be a barrier in their lives.

Statement of Policy

OVERCOMING BARRIERS

The barriers to travel will be overcome and there will be a socially inclusive approach to transport matters.

Key Action

10.14 The mobility requirements of those who might experience barriers to transport will be considered. This will include people with protected characteristics under the Equality Act 2010, those on low incomes and people without access to a private car. We will recognise the needs of those who need to travel to Norwich from the rural hinterland where access to non-car modes of transport might be limited; see Chapter 12 Making the Transport System Work as One. We will work with partners, and in the provision of information and infrastructure, to overcome barriers.

Supporting Actions

10.15 We will also:

•   Introduce changes to make transport services simple to understand and use

•   As part of our Bus Service Improvement Plan, and other related initiatives, consider how we can improve existing services and use technology and innovation to plan and provide transport solutions. This will include the use of apps to integrate how transport services and journeys can be planned, booked and paid for. This is part of our Behaviour Change work, see Chapter 8, Changing Attitudes and Behaviours.

Transport for Norwich

Norfolk County Council

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