



**Access Fund for Sustainable Travel Revenue Competition:
Application Form**

September 2016

Access Fund for Sustainable Travel Revenue Competition - Application Form



Department
for Transport

Applicant Information

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Norfolk County Council

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When authorities submit a bid for funding to the Department, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within two working days of submitting the final bid to the Department. The Department reserves the right to deem the business case as non-compliant if this is not adhered to.

SECTION A - Project description and funding profile

A1. Project name: **Pushing Ahead, Your Journey Your Way**

A2. Headline description:

The **Pushing Ahead, Your Journey Your Way** programme focuses on increasing cycling and walking in key growth areas. The programme will build on the successful and innovative AtoBetter travel planning programme and all the initiatives being delivered using the Sustainable Transport Transition Year (STTY) funding to expand their impact in to other locations, to focus on functional barriers to cycling and walking, not local authority borders. The programme will improve access to employment, education and training, increase active travel and create a legacy where all forms of sustainable travel become the norm.

Pushing Ahead, Your Journey Your Way locks in the value of committed funding through Cycle City Ambition, Local Growth Deal and STTY by building on existing delivery partnerships and our community enabling model.

A3. Type of bid

a) This bid is:

☒ **Revenue only**, and I confirm we have made provisions for a minimum additional 10% matched contribution

This bid is for Revenue funding only, however, Local Growth Deal funding is committed and will deliver capital improvement schemes in Greater Norwich and Great Yarmouth. The programme will support, and benefit from the planned capital investment but this bid is not reliant on existing or future capital scheme funding.

A4. Total package cost (£m):

The total cost of the **Pushing Ahead , Your Journey Your Way** programme is £1.666m

A5. Total DfT revenue funding contribution sought (£m):

The total revenue funding contribution sought for the **Pushing Ahead, Your Journey Your Way** programme is £1.488m

A6. Local contribution (£m):

A local contribution to the value of £0.178m (10.7%) is committed to the programme:

- £112,500 from NCC Transport, Environment and Public Health
- £37,500 from Active Norfolk
- £28,000 from University of East Anglia

In addition to these local contributions, as part of the ongoing AtoBetter travel planning programme, a total of £1.6m is allocated for sites within the study area over the next six years and will help to ensure the benefits of investment are self-supporting.

A7. Equality Analysis

Has any Equality Analysis been undertaken in line with the Equality Duty?

☒ Yes ☐ No

A8. Partnership bodies:

There is a strong emerging cycling and walking partnership between Norfolk County Council (NCC), Norwich City Council, Greater Norwich Development Board (including Broadland and South Norfolk District Councils) and Great Yarmouth Borough Council, facilitated through working together on the existing “Pushing Ahead” project funded through the STTY. Internally within NCC, Public Health has recently moved into the same directorate as transport, environment and highways, with effective joint-working taking place including with the County Sports Partnership.

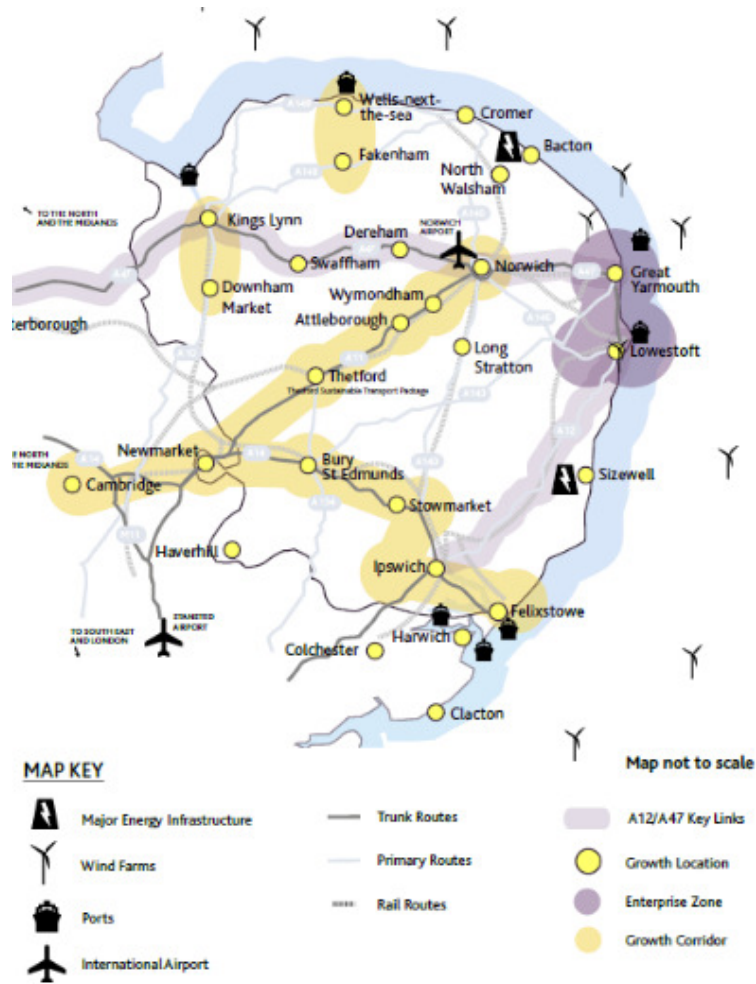
Partnership working is central to the programme and builds on existing projects and initiatives across Norfolk and across Anglia, cooperative working between different teams and partners will be a critical element of the programme’s success. A number of organisations have committed to work in partnership with NCC to deliver and evaluate the programme. The table below summarises their roles and responsibilities, and letters of support are attached in Appendix E.

Partners	Role & Responsibility
New Anglia LEP	Sponsor for capital investment via Local Growth Fund
Suffolk County Council	Delivery Partner
Norwich City Council	Lead for Pedalways delivery Pushing Ahead Steering Group AtoBetter Stakeholder Group Member of Norfolk Cycling & Walking Action Plan (NCWAP) Steering Group Delivery Partner
Great Yarmouth Borough Council	Delivery Partner AtoBetter Stakeholder Group Member of NCWAP Steering Group
Broads Authority	Delivery Partner AtoBetter Stakeholder Group Member of NCWAP Steering Group
South Norfolk Council	Delivery Partner Member of NCWAP Steering Group
Broadland District Council	Member of NCWAP Steering Group
Mouchel	Highway Services Partner to NCC Lead for AtoBetter delivery Pushing Ahead Management & Delivery
Active Norfolk	Lead on the evaluation of programme effectiveness
Public Health	Delivery Partner
Liftshare	Delivery Partner
Community Rail Norfolk	Delivery Partner
Abellio Greater Anglia	Delivery Partner
First Bus	Delivery Partner
Greater Thetford Development Partnership	Delivery Partner
Norfolk and Norwich University Hospital	Delivery Partner
University of East Anglia	Delivery partner
Norwich Junior Cycling Club	Delivery Partner
Pedal Park CIC	Delivery Partner
Bicycle Links CIC	Delivery Partner

SECTION B – The Business Case

B1. Project Summary

The **Pushing Ahead , Your Journey Your Way** programme builds on the previously secured STTY funding and other committed funding by focussing on the economic hubs of Greater Norwich, and the Enterprise Zone of Great Yarmouth and Lowestoft.



The study area is facing a number of challenges and without intervention these issues will be exacerbated and strategic priorities for growth, access and physical activity will not be achieved.

A package of measures have been developed based on an investment equivalent to £50 per person per year.

The packages are detailed below and overleaf.

- Cycle and Walking Initiatives
- Personalised Journey Planning (PJP) and Promotional Activity
- Multi-Modal Activities
- Overall Marketing and Brand Promotion
- Independent evaluation

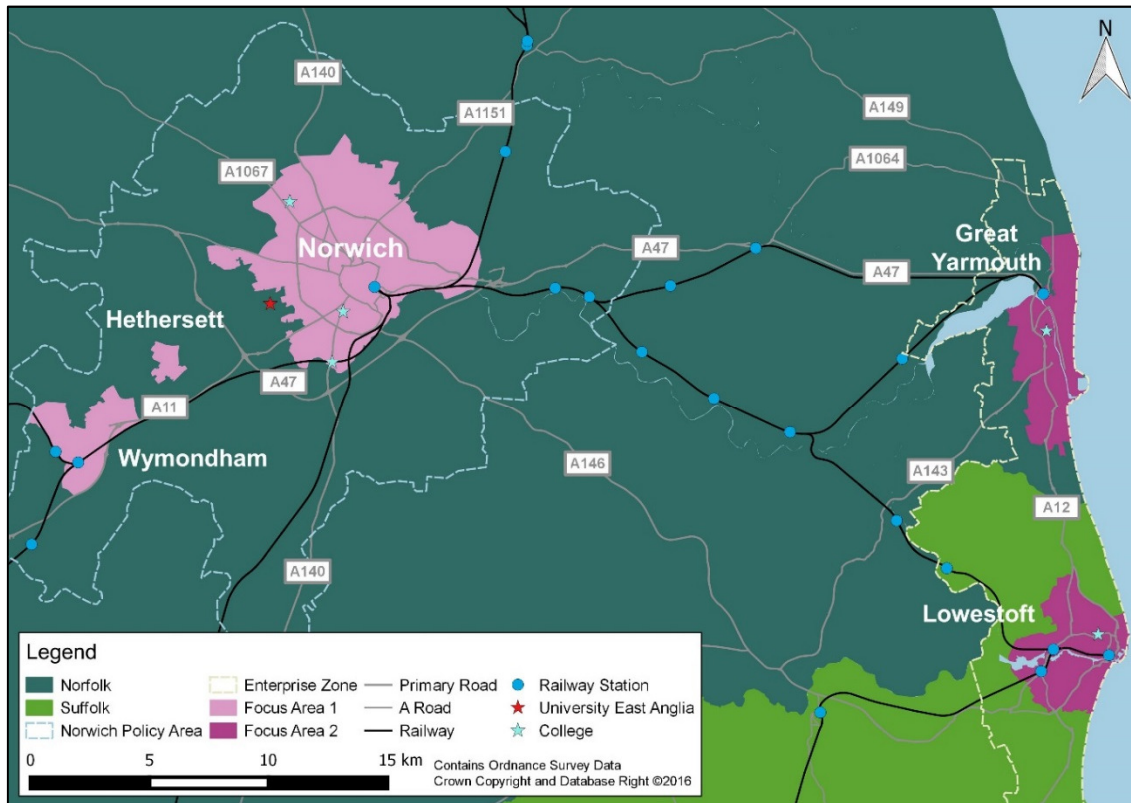
Project Element	Description	Output	Outcome
1. Cycle and Walking Initiatives	<u>Commuting cycle rides</u> Led rides with the community to encourage long-term ownership by locals	• Monthly rides	• Culture of cycling
	<u>Walking and cycling festivals</u> Promoted around specific themes that will appeal to a wide audience and supplemented through the use of apps and the principle of gamification	• Two events per year	• Increased walking and cycling
	<u>Social Network Walking Model</u> Delivery of walk leader training	• 160 walk leads	• Community led ethos
	<u>Cycle and walking 'Champions'</u> Establish a network of local champions	• 50 champions	• Increased levels of active travel
	<u>Cycle loan scheme</u> Expand Norfolk Cycle Loan	• 200 bikes	• Increased cycling
	<u>Try before you buy cycles</u> Provide electric and folding bikes for trial periods	• 300 bike trials	• Increased cycling
	<u>Parkride events</u> Fun and sociable cycle events	• 1,200 attendees	• Increased physical activity
	<u>Cycle maintenance and training</u> Delivery of skills training to increase confidence and ability	• 3,000 sessions	• More confident • Increased levels of cycling
	<u>Awareness campaigns</u> To raise awareness of cycle users and pedestrians	• ongoing	• Increased active travel
	<u>Social media</u> Campaigns and active social media presence	• ongoing	• Increased awareness of programme
	<u>myPTP Community Transport</u> Develop bespoke myPTP for 'non-standard' modes	• myPTP tool	• increased access to travel options
2. Personalised Journey Planning (PJP) and Promotional Activity	<u>Residential PJP</u> Programme of engagement with local residents to provide travel advice	• 6,000 residents engaged	• Reduced car use • Increased active travel
	<u>PJP for job seekers</u> Tailored advice to help people find travel solutions and access work and education	• 3,000 job seekers	• Increased access to jobs and education

	<u>Digital PJP for medical appointments</u> Journey Plans for medical appointments to remove travel barriers	<ul style="list-style-type: none"> • 20,000 digital travel plans 	<ul style="list-style-type: none"> • Improved access • Reduced cost of missed appointments
	<u>Workplace Challenge</u> Active travel challenge to increase activity	<ul style="list-style-type: none"> • 4,500 new participants 	<ul style="list-style-type: none"> • Increased active travel
	<u>Fun & Fit for All</u> Working with disability charities and community groups to deliver local events	<ul style="list-style-type: none"> • 2,000 participants 	<ul style="list-style-type: none"> • Increased active travel
	<u>Parental awareness campaign</u> Campaign to encourage parents, via schools, to support active travel choices	<ul style="list-style-type: none"> • Target over 18,000 parents 	<ul style="list-style-type: none"> • Increased awareness
3. Multi-Modal Activities	<u>Norfolk Car Club</u> Expand and promote Car Club initiatives	<ul style="list-style-type: none"> • 600 additional car club members 	<ul style="list-style-type: none"> • :Less drive alone trips • More walking and cycling
	<u>Station travel plans</u> Produce plans that seek to encourage more active and sustainable travel to and from stations	<ul style="list-style-type: none"> • Two station travel plans 	<ul style="list-style-type: none"> • Increase multi-modal journeys
	<u>Holdall smartcard</u> Promotion of the integrated ticketing solution	<ul style="list-style-type: none"> • 4,500 individuals benefitting 	<ul style="list-style-type: none"> • Increased multi-modal travel
4. Overall Marketing and Brand Promotion	<u>Marketing, Communications and Branding</u> Establish clear brand and produce ongoing marketing and publicity	<ul style="list-style-type: none"> • ongoing 	<ul style="list-style-type: none"> • Promotion of programme and benefits of active travel
5. Independent Evaluation	<u>Independent Evaluation</u> Work with the University of East Anglia to undertake a robust programme of monitoring and evaluation	<ul style="list-style-type: none"> • Ongoing programme of independent evaluation 	<ul style="list-style-type: none"> • Demonstrate value of investment and capture success for future investment planning

B2. The Strategic Case

Geographical overview

The programme builds on the previously secured STTY funding and other committed funding by focussing on the economic hubs of Greater Norwich (to include Hethersett and Wymondham on the A11 Growth Corridor), and the Enterprise Zone of Great Yarmouth and Lowestoft. Together these economic hubs have a population in excess of 500,000.



Although Lowestoft is in Suffolk the programme is focussing on areas of growth, travel behaviours and the barriers to change, not local authority borders. The corridor between Thetford and Bury St Edmunds is being considered within the Suffolk County Council Access Fund submission and we will be working together on this aspect of delivery. Norfolk and Suffolk, which form the New Anglia LEP region, will work together to ensure success.

Greater Norwich and the A11 Growth Corridor

The Greater Norwich policy area includes the economic centre of Norwich and the northern section of the A11 Growth Corridor which encompasses the key growth areas of Hethersett and Wymondham.

Norwich is one of the fastest growing urban centres in the UK. The Greater Norwich area has the largest economy in the New Anglia area and will see the largest concentration of growth. It is a world leader in life and environmental science, technology and manufacturing. It is becoming a centre for innovation as well as a digital creative cluster. The Greater Norwich area has a population of around 380,000, over 200,000 jobs, and two universities. Norwich is among the ten fastest growing urban centres in the country enabling Wave 2 City Deal; Norwich Research Park (NRP) is Europe's largest single site concentration of

research, training and education institutions in health, food and environmental sciences; and the city attracts over 5 million visitors per year. The Greater Norwich Growth Board has set ambitious targets to help deliver 37,000 new homes and 27,000 new jobs by 2026.

The Greater Norwich area includes the areas of Wymondham, with a population near 14,000 and Hethersett, with a population of nearly 6,000. Together, these areas represent **major commuter hubs** for the University of East Anglia (UEA), Norfolk and Norwich University, Norwich Research Park and Greater Norwich. Over 2,000 new homes are planned in Wymondham and 1,200 in Hethersett and there is currently a swift rate of build out of homes across various sites in these areas. Both areas rely heavily on the private car despite being close to Norwich and being served by good public transport links. Furthermore, the planned Blue Pedalway scheme is due to open within the next 18 months and will provide a 21.2km **high-quality cycle route** linking both the Rackheath Growth Triangle on the northeast of the City and down to Wymondham, Hethersett to the southwest of Norwich. Rackheath Growth Triangle is also served by the Pink Pedalway. Local enterprise areas such as Norwich Airport and the Aviation Academy are further served by the new Yellow Pedalway which links residential areas to employment areas in the north and south of Norwich respectively.

Norwich, Hethersett and Wymondham form the northern end of the A11 Growth Corridor as identified by the New Anglia LEP. This corridor has a long established network of businesses, includes large towns of Attleborough and Thetford; and connects Norwich to Cambridge and London. It is also paralleled by the Norwich-Cambridge rail line that also connects to the Midlands and beyond at Ely. Whilst not the primary focus of this funding bid, Thetford which is at the southern end of corridor on the border of Norfolk and Suffolk, is a key area for growth (around 5,000 homes) and working with Suffolk County Council through this programme will support the delivery of sustainable transport measures in the town and on the corridor to Bury St Edmunds.

New Anglia Enterprise Zone

The area has been designated one of six Centres for Offshore Renewable Engineering (CORE), and will receive a comprehensive package of business support. The Enterprise Zone is one of the **best performing in the country**. Great Yarmouth and Lowestoft have a combined population of over 135,000 and the towns are part of a larger economic sub-region in the northeast of the LEP area. Lowestoft and Great Yarmouth have a strong base in manufacturing and food and drink processing. Manufacturing has seen job losses over the last decade but there is **potential to attract new investment** in the sector. The two towns also have strong tourism and leisure industries which have potential for growth. However, the main opportunity for growth is the energy sector.

Great Yarmouth and Lowestoft are both seaside towns with a port, they are both the second largest town in their County, and both suffer similar challenges including congestion as a result of limited river crossings which has resulted in third river crossing schemes being progressed in both towns. Great Yarmouth is the recipient of ongoing and planned **Local Growth Funding allocated to sustainable transport improvements** and is an area of focus as part of the programme being delivered through STTY, including the Great Yarmouth Pedalways Map and significant personal travel plan initiatives in the town. Lowestoft has previously benefitted from investment through the **LSTF funded Local Links project**.

Access Funding will enable the current delivery of the “Pushing Ahead” STTY funded programme to be extended in Norwich and expanded to Wymondham and Hethersett; and

will build on previous success of Lowestoft Local Links and deliver an expanded programme across the Enterprise Zone.

Strategic fit

The Pushing Ahead – Your Journey Your Way programme is **fully aligned to national and sub-national priorities**.

The *Transport White Paper: Growth, Cutting Carbon – Making Sustainable Local Transport Happen (2011)* sets a vision for a transport system that is an engine for economic growth, but one that is also greener, safer and improves quality of life. The Paper sets government commitment to active travel, making public transport more attractive, and managing traffic to reduce carbon emissions and tackle congestion. The DfT *Door to Door: A Strategy for Improving Sustainable Transport Integration (2013)* seeks to maximise the potential of integrated travel. The Pushing Ahead – Your Journey Your Way programme is responding to this vision by **focussing on areas of ongoing and planned economic growth**; and supporting the economy by **encouraging more travel by active and sustainable modes**.

The draft *Cycling and Walking Investment Strategy (2016)* has ambitions to: make cycling and walking the natural choices for shorter journeys; double cycling levels; reverse the decline in walking levels; reduce cycle accident rates; and, increase the percentage of children walking to school. The Pushing Ahead – Your Journey Your Way programme actively supports these ambitions by **getting more people walking and cycling**.

The *New Anglia LEP Strategic Economic Plan (2014)* aims to establish Norfolk and Suffolk as a centre for global talent and business excellence. By 2026 the LEP aims to deliver 95,000 more jobs, 10,000 new businesses, 117,000 new homes and, increase overall productivity. All of which will present significant challenges to the transport network in New Anglia, whilst also creating significant opportunities for positive change. The Plan identifies Norwich, Wymondham, Great Yarmouth and Lowestoft as growth locations. **Through the Government's Local Growth Fund the New Anglia LEP secured £173.3m to support growth including funding allocated for sustainable transport improvements.**

The *Norfolk County Council Local Transport Plan 3 (2011)* sets out the strategy and policy framework for transport up to 2026. Norfolk's transport vision is for a transport system that allows residents and visitors a range of low carbon options to meet their transport needs and attracts and retains business investment. The aims that support this vision include:

- Deliver sustainable growth
- Improve road safety
- Improve accessibility

The *Suffolk County Council Local Transport Plan 3 (2011)* sets out the Council's long-term transport strategy. The key focus of the plan is to support Suffolk's economy and support future sustainable economic growth. The LTP acknowledges that transport will play a role in supporting and facilitating future sustainable economic growth by:

- Tackling congestion
- Improving access to jobs and markets
- Encouraging a shift to more sustainable travel patterns

The Pushing Ahead – Your Journey Your Way programme **supports the aims and objectives of the LTP for both Norfolk and Suffolk** by improving accessibility and encouraging more sustainable travel.

The **Norfolk Cycling and Walking Action Plan** reflects NCC and partners commitment to encouraging people to walk and cycle more. The document sets out the Vision including getting more people to walk and cycle to get to employment and education; and addressing the barriers to walking and cycling – with targets including doubling levels of cycling by 2025, and for walking and cycling to represent a 10% mode share of all journeys by 2025.

The **Greater Norwich Local Plan** is currently being updated in partnership between Norwich City Council, Broadland District Council, South Norfolk Council and NCC and will build upon the Joint Core Strategy to ensure the work done to cater for the area's needs up to 2026 is carried on to 2036. It will include strategic planning policies in order to guide future development whilst protecting the local natural environment, ensuring that future growth is delivered sustainably and effectively.

The **Great Yarmouth Local Plan** was adopted by Great Yarmouth Borough Council in December 2015. Its vision is to ensure that by 2030, the Borough of Great Yarmouth will be a more attractive and aspirational place to be through promoting sustainable growth and development, including 7,140 new homes, delivered in accordance with a range of strategic objectives including minimising impact on the environment; addressing social exclusion and reducing deprivation; accommodating the growing population; strengthening the local economy; capitalising on the visitor economy; protecting and enhancing the local environment; and, securing the delivery of key infrastructure.

New Waveney Local Plan consultation – The existing Local Plan and the Lowestoft Transport and Infrastructure Prospectus include a number of infrastructure projects in and around Lowestoft that the Council and its partners wish to see delivered. Projects range from small-scale projects like addressing local pinch points in the road network to large-scale measures such as a pedestrian and cycle bridge over Lake Lothing at the Brooke Peninsula.

Great Yarmouth Transport Strategy (GYTS) – Delivered in 2009, the GYTS promotes infrastructure projects such as the Great Yarmouth Third River Crossing and the A47 Acle Straight Improvements, which would help to reduce congestion in the town centre, providing opportunities to increase sustainable transport use, particularly walking and cycling and increase the economic health of the area.

The **Great Yarmouth Masterplan** is currently being developed and once completed, will provide a 15 year vision for the town centre, with recommendations based on the 2011 Retail Study, the Core Strategy Local Plan and the Waterfront SPD. It will also provide a clear statement of strategy to help unlock private sector investment for specific sites/projects, and public sector investment generally.

The **Area Action Plan for Central Lowestoft** sets the long-term vision and strategy for the Lake Lothing and Outer Harbour Area and the objectives required to meet that vision by 2028. Included are a range of policies and proposals to guide the sustainable development of the Lowestoft area such as building up the local economy and providing 1,000 more jobs; integration of existing businesses with new developments; delivering a safe and healthy local environment, with ample green space; providing good public transport and other transport infrastructure; and, delivery of 1,500 new homes and good quality public services.

“Pushing Ahead – Your Journey Your Way” Objectives

Based on these strategic priorities, and the challenges and opportunities described later, the following objectives have been set to align with the ambitions of the DfT Access Fund:

High level objectives for Pushing Ahead – Your Journey Your Way

- Support economic growth across New Anglia
- Improve public health across New Anglia

Specific objectives for Pushing Ahead – Your Journey Your Way

- Increase modal shift away from the private car
- Maximise the benefits of infrastructure investment
- Build on past successes to boost the economy
- Address safety concerns
- Reduce transport-related emissions, by supporting a shift to walking and cycling
- Address employment issues and improve access to employment, education, skills and training to boost economic growth
- Support future investment and delivery of the Norfolk Cycling and Walking Action Plan

Identifying the need for intervention

The study area is facing a number of challenges and without intervention these issues will be exacerbated and the strategic aims and objectives for East Anglia will not be achieved. Most of the challenges, summarised below, are common across the study area:

- Dealing with the impact of major growth in housing and employment
- High demand for longer distance journeys
- High reliance on private car causing congestion and delay, and high emissions
- Low levels of public transport use
- Low levels of walking and cycling
- Health inequality
- Inequality in access to employment, education and training
- High casualty rates for vulnerable road users

NCC and partners will tackle these challenges through the Pushing Ahead – Your Journey Your Way programme and will be able to capitalise on a number of significant opportunities:

- Maximise capital investment in transport schemes
- Influence future strategies
- Build on existing programmes encouraging more sustainable transport
- Working in partnership

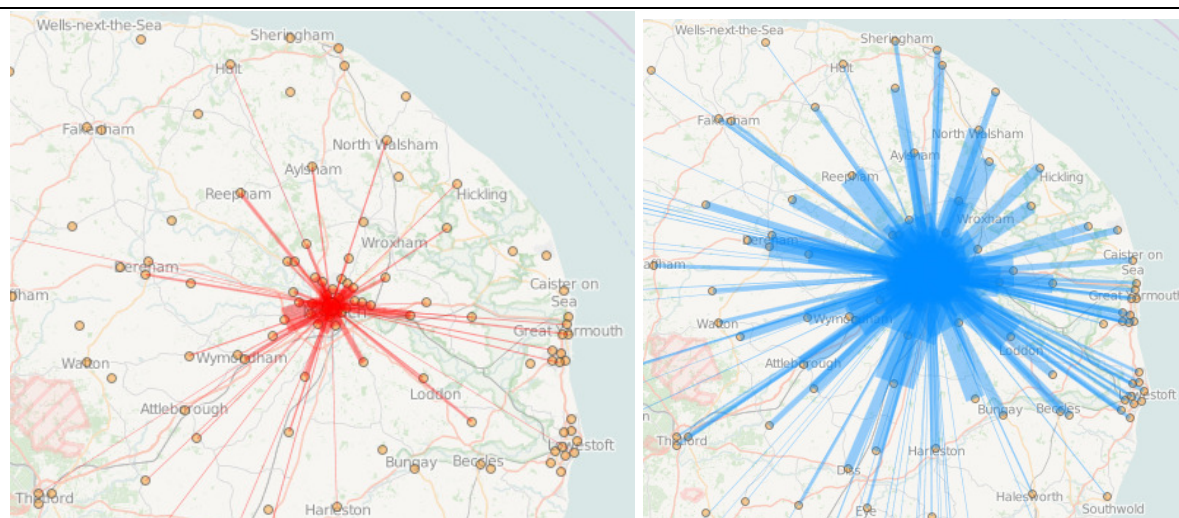
Key challenges

The two growth hubs of Greater Norwich, and the Enterprise Zone, which are the focus of this bid, are facing a number of challenges:

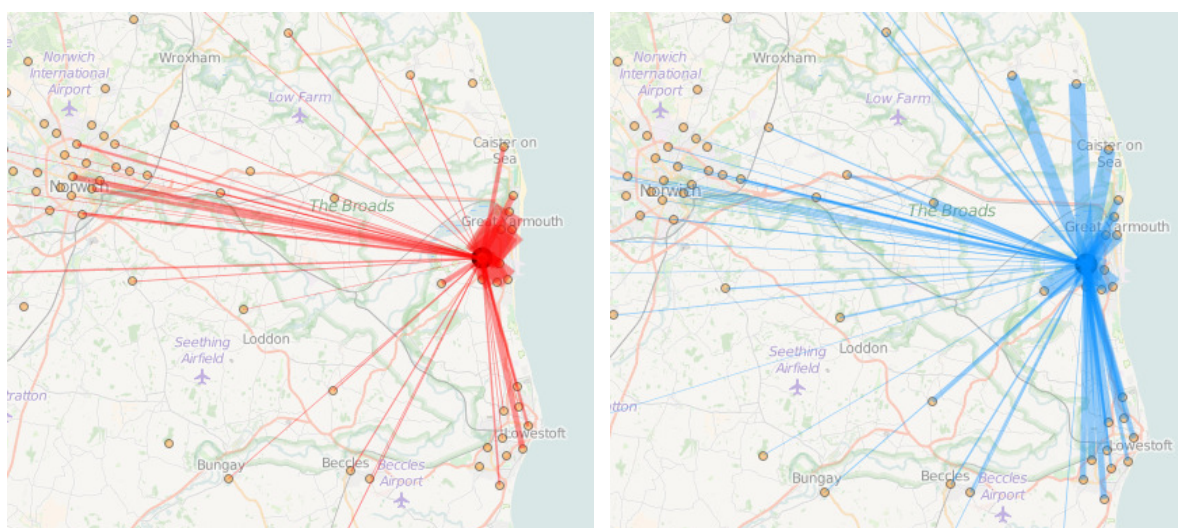
Key challenge: Dealing with the impact of major growth in housing and employment

Greater Norwich including the areas of Rackheath Groth Triangle and Wymondham and Hethersett which are expected to experience significant levels of growth over the next 10 years. The plan overleaf shows these areas of growth for more than 13,000 new homes.

In the Great Yarmouth and Lowestoft Enterprise Zone, nearly 3,000 new homes, and employment growth of 9,000 jobs is expected over the next 10 years. Furthermore, a new school, Trafalgar College in Great Yarmouth, which opened in September 2016, will serve up to 900 pupils when at full capacity.



Norwich journey to work destinations, source: datashine.org.uk



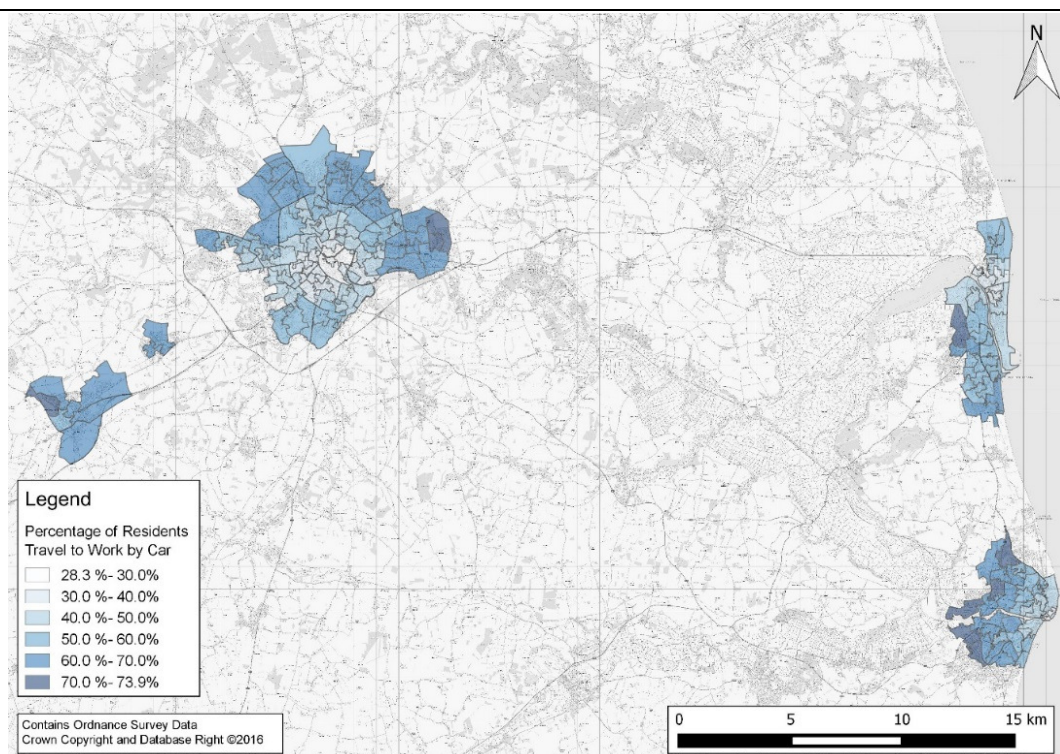
Great Yarmouth journey to work destinations, source: datashine.org.uk

The levels of inbound and outbound commuting puts significant pressure on the transport network and the programme will operate in and work across these economic areas, to encourage active travel for local journeys and reduce the number of single occupancy car trips for longer distance commute journeys.

Key challenge: High reliance on private car causing congestion and delay, and high emissions

The car remains the dominant mode of travel across Norfolk. The table below shows the average number of residents who travel to work by car and the average distance travelled. The map overleaf highlights there are clear pockets of high car use and further analysis of the Census data highlights a high proportion of journeys to work are shorter distances of less than 5km.

	Percentage of Residents use car for Travel to Work	Typical Distance to Work
Norwich and Hethersett	57%	12km
Wymondham	73%	16km
Great Yarmouth and Lowestoft	64%	16km



The Census data aligns with findings from the Lowestoft Local Links business engagement surveys which demonstrated drive alone car trips represented a 61% mode share for journeys to work at the start of the project.

This reliance on the car in the study area for journeys to work, in addition to the levels of car use associated with journeys to and from places of education including the universities, colleges and over 150 schools, and journeys to the two hospitals results in congestion, travel delay and high emissions. The Greater Norwich area suffers congestion at hot spots across the network during peak times and central Norwich is declared as an Air Quality Management Area, whilst Great Yarmouth and Lowestoft suffer from congestion arising from bottlenecks at key locations associated with the bridge crossings.

The programme will **focus on communities and businesses with a high level of car use** to help reduce the impacts of congestion, delay and emissions by encouraging a shift to non-car modes of travel.

Key challenge: Low levels of public transport use

Greater Norwich is well served by public transport and has an extensive network of bus services including Bus Rapid Transit corridors, six Park & Ride sites and a frequent rail service connecting to other major residential and employment centres. Similarly, Great Yarmouth and Lowestoft are well served by buses and rail and therefore the levels of public transport use for journeys to work is much less than would be expected.

A high-level of journey times between key destinations highlights that travelling by public transport is faster than travelling by private car for some destinations, particularly for shorter journeys. Travelling by private car is faster than travelling by public transport across longer distances, however, this is only marginal.

Route	Journey Times	
	Car	Public Transport
Norwich - Hethersett	20-25 mins	10-25 mins
Norwich - Wymondham	20-30 mins	10-20 mins
Norwich – Great Yarmouth	30-40 mins	30-40 mins
Norwich - Lowestoft	45-55 mins	45-1h 5 mins
Great Yarmouth - Lowestoft	20 -25 mins	45-50 mins

Despite this, only 6% of residents in Great Yarmouth and Lowestoft use public transport to travel to work, and 9% in Norwich and Wymondham.

Rail usage in Norwich is in line with other cities of similar size. However, Wymondham has a relatively low number of total entries and exits when compared to other market towns. Usage at Great Yarmouth and Lowestoft is also considerably lower than at stations in other towns of similar size.

Evidence from residential and employee travels surveys suggests the low levels of public transport use are largely a result of limited awareness and inadequate information, and public transport options not being seen as convenient, quick or affordable as the private car.

With partners the programme will **promote the wide range of transport options available**, identify opportunities and **provide a range of targeted information** to increase the use of the existing public transport network in conjunction with cycling and walking as a component of journeys.

Key challenge: Low levels of walking and cycling

The study area is flat and the centres are relatively compact making active modes a genuine option for the high number of shorter journeys currently taking place by car. At present, cycling to work represents an 8% mode share in Norwich, 4% in Wymondham, 5% in Great Yarmouth and 7% in Lowestoft; and walking to work represents 19% in Norwich, 8% in Wymondham, 18% in Great Yarmouth and 14% in Lowestoft. However, given the nature of the study area and distances to employment, these values could / should be significantly higher, and the Propensity to Cycle Tool highlights that each area has significant propensity to increase cycling.

The County Council and partners are delivering improved cycling facilities through the **Pedalways programme** and **Local Growth Fund** and have also developed a **Countywide Cycling and Walking Action Plan** to guide future investment. A recent survey associated with the Action Plan has highlighted a number of main reasons discouraging walking and cycling, including:

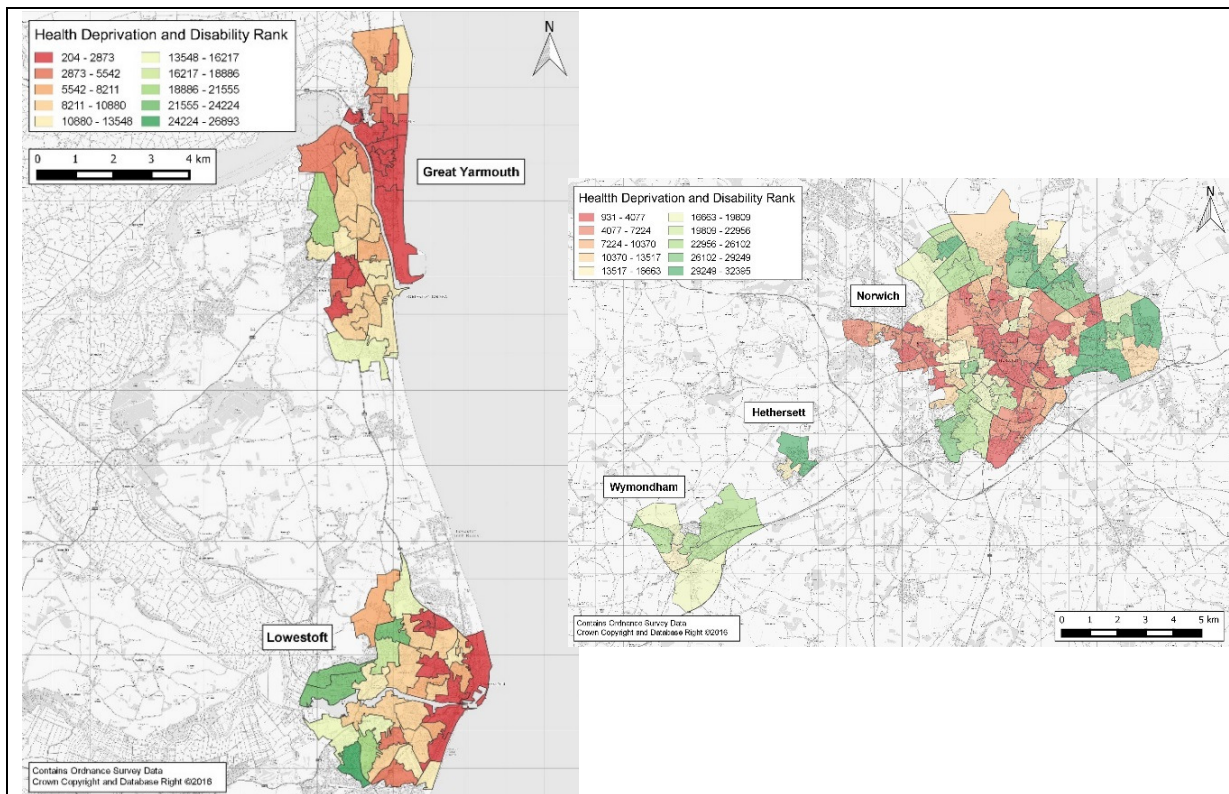
- 52% stating that walking takes too long
- 19% stating that safety, especially crossing roads is a concern
- 58% felt cycling on existing roads would be a bad experience
- 65% were concerned about negotiating difficult road junction

The survey also highlighted that 74% of respondents believed cycle lanes would make cycling feel safer; 68% wanted to see better paths and cycle ways; 57% wanted more off-road routes and 48% stated that maps which include safe cycle routes would encourage cycling.

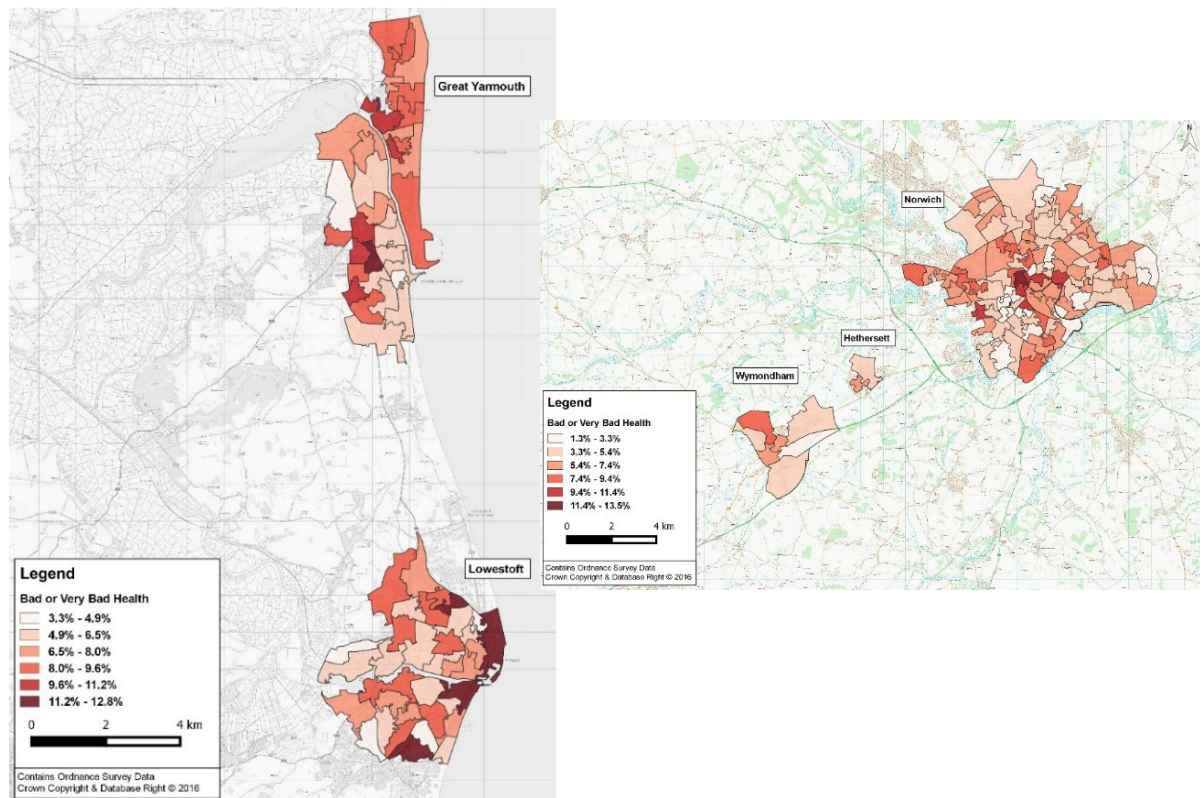
The programme will **actively promote and encourage an increase in levels of walking cycling** through a **package of measures** including led commuting rides, cycle and walking festivals, provision of loan bikes and 'try before you buy' with folded cycles and electric bikes, use of apps and gamification and family orientated active travel events.

Key challenge: Health inequality

The IMD indicator for health shows inequality across the study area with parts of central Norwich and coastal Great Yarmouth and Lowestoft where health is poor. In the most deprived wards, life expectancy at birth is well below the average for England. For example, in the most deprived wards in Great Yarmouth, the life expectancy for a male is 73.2 years and for a female is 78.9, compared to an average in UK of 79.6 years for males and 83.2 years for females.



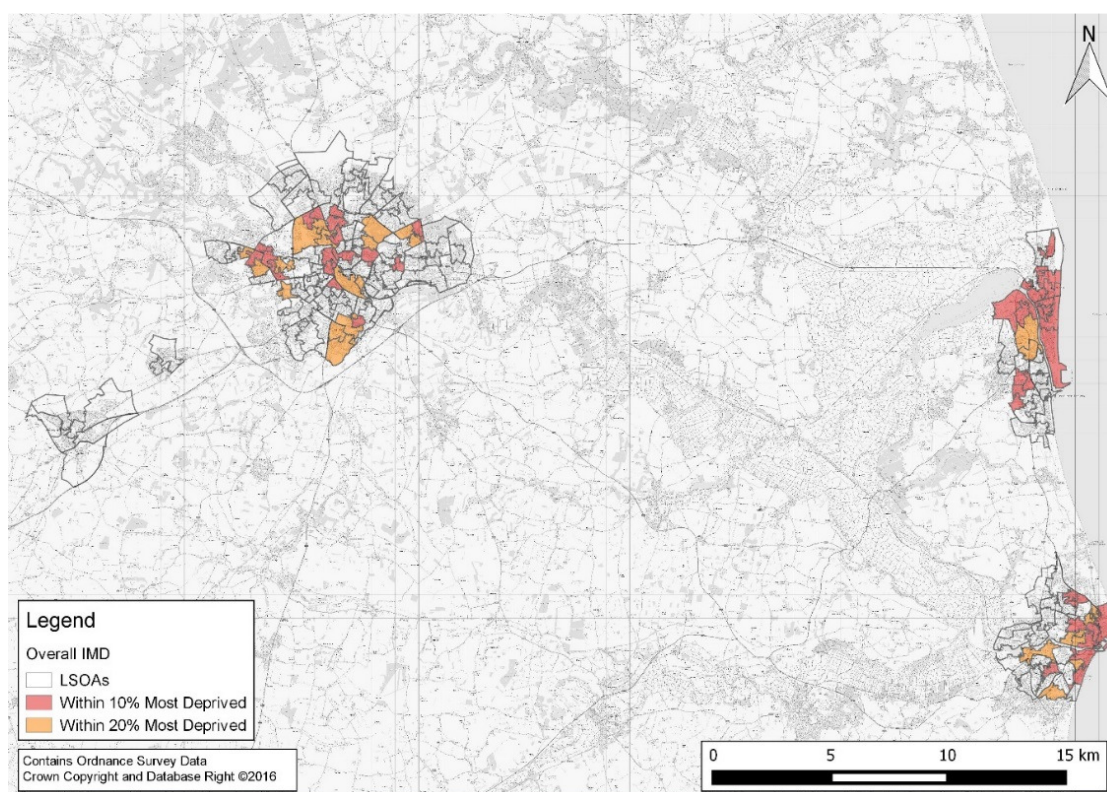
A similar pattern can be seen by analysing self-assessment data for general health from the 2011 census. The plan below shows residents who considered themselves to be in bad or very bad health, highlighting the pockets of poor health.



The programme will work with residents to **encourage more active lifestyles to help improve public health.**

Key challenge: Inequality in access to employment, education and training

In addition to issues of poor health, there is inequality across the study area in terms of access to employment, education and training. The map below highlights LSOAs in the top 10% or 20% most deprived based on the Overall Indices of Multiple Deprivation Indicator (IMD). This highlights clear pockets of inequality in Greater Norwich and widespread areas in Great Yarmouth and Lowestoft. In fact Great Yarmouth is the twentieth most deprived lower tier local authority nationally and Norwich is included in the top 10 lower tier local authorities with the largest percentage point increase in the proportion of neighbourhoods in the relatively most deprived decile for 2015 compared to 2010.



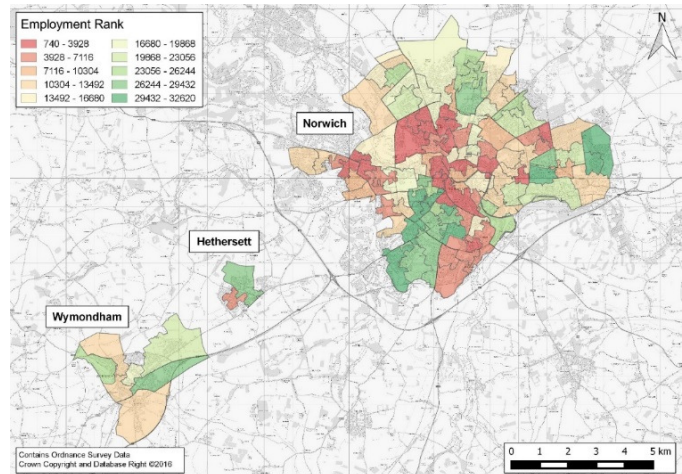
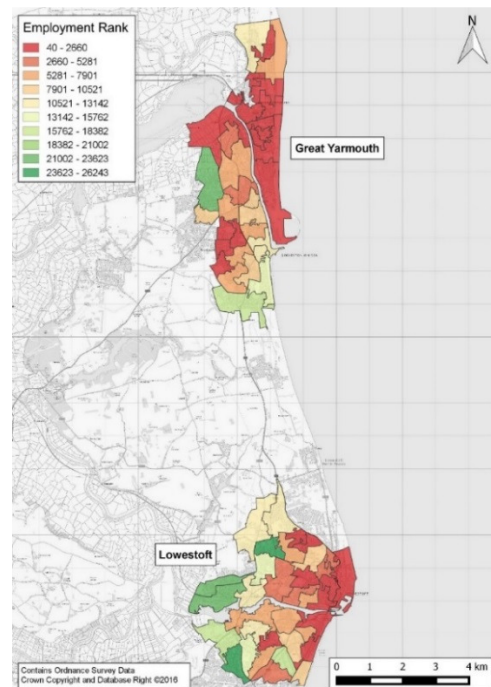
This inequality is apparent when considering access to employment, education, skills and training. Long term unemployment and numbers of young people who are NEET is high, notably in Great Yarmouth, Norwich and Lowestoft. When young people do secure employment, it is often short-term or part-time, low skilled, low paid work and does not lead to a sustainable future for them and their families. Levels of unemployment and NEET are shown in the table below.

Norfolk 16 to 18 year olds NEETs (estimated), Nov 2011 to 2013

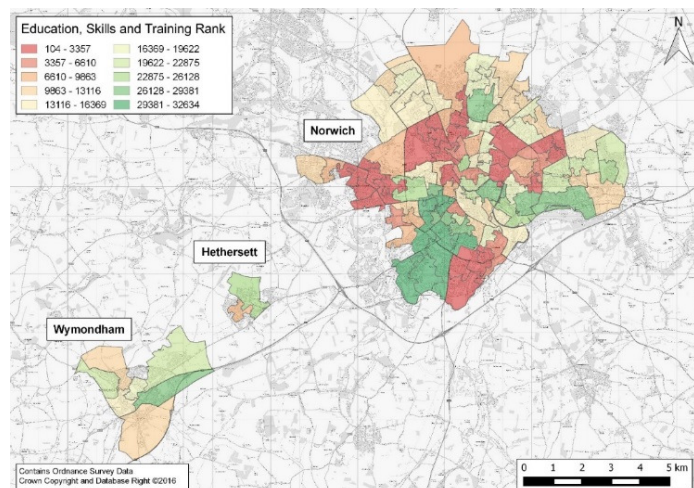
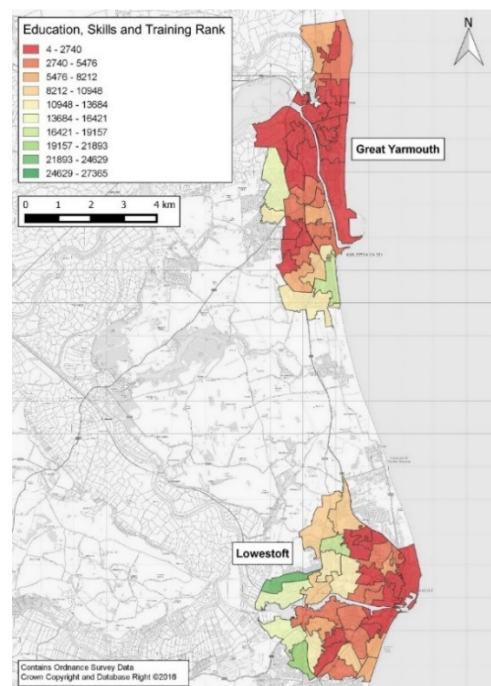
	% Nov 2011	% Nov 2012	% Nov 2013	Number Nov 2013
Breckland	7.4	6.1	5.3	224
Great Yarmouth	9.5	7.5	6	213
King's Lynn & West Norfolk	7.5	6.7	5.4	247
North Norfolk	6	6.7	4.5	130
Norwich	11.6	9.8	9.2	318
South Norfolk	5.4	5.2	3.9	154
Norfolk	7.4	6.5	5.3	1,422

Source: Norfolk County Council Children's Services, 2014

The IMD unemployment rank measures the proportion of the working-age population in an area involuntarily excluded from the labour market. It can be seen that many of the LSOA's in Great Yarmouth fall within the 10% most employment deprived areas of the country. Similarly in Lowestoft, almost all of the coastal areas fall into the same category. In Norwich the city centre clearly suffers from employment deprivation.



The education, skills and training indicator measures the lack of attainment and skills in the local population. The figures below demonstrate the high level of deprivation across the study area and Great Yarmouth in particular, highlighting a key challenge.



The programme will work with local communities and partners in these areas to **help improve access to employment, education and training** by increasing the access to sustainable travel options.

Key challenge: High casualty rates for vulnerable road users

Analysis of collision data for the years 2011 to 2015 (inclusive) shows the numbers of casualties involving pedestrians and cycle users.

There are high casualty rates in Norwich, Great Yarmouth and Lowestoft along key routes in and out of the main employment centres, and there are also clusters of accidents in the centre of Wymondham. Whilst there is no obvious trend or pattern there is a clear issue associated with safety for vulnerable road users.

	2015		2014		2013		2012		2011		Total
	Slight	KSI	Slight	KSI	Slight	KSI	Slight	KSI	Slight	KSI	
Norwich											
Cycles	89	19	107	16	91	11	77	14	69	10	503
Pedestrians	66	16	55	10	60	14	58	19	70	9	377
Hethersett											
Cycles	0	0	1	0	0	0	0	0	0	0	1
Pedestrians	0	0	2	2	0	0	1	0	0	0	5
Wymondham											
Cycles	1	0	3	1	2	1	7	0	5	0	20
Pedestrians	3	1	3	1	8	0	2	0	6	1	25
Great Yarmouth											
Cycles	12	6	12	4	16	5	15	3	19	0	92
Pedestrians	27	12	21	8	23	1	16	8	27	5	148
Lowestoft											
Cycles	12	4	29	2	32	2	23	7	15	8	134
Pedestrians	16	4	12	4	18	4	18	4	13	5	98

In addition to the issues associated with real safety concerns there is a significant issue of perceived safety discouraging walking and cycling as a result of high levels of car traffic. The programme will deliver a safety campaign and a programme of skills training to help address these issues.

Opportunities

The areas of focus are identified by the LEP in their Strategic Economic Plan as Growth Locations and support the LEPs ambition to deliver significant growth in housing and high-value employment sectors. In addition to supporting this growth, there are a number of opportunities to maximise the value of ongoing and planned investment.

Opportunity: Maximise capital investment in transport schemes

The report for DfT *Finding the Optimum: Revenue/ Capital Investment Balance for Sustainable Travel (2014)* highlights the benefits of having both revenue and capital funding together - "Sustainable transport schemes that were 100% capital did not in general, show the highest value". This suggests that there is a strong case for applying revenue funding to complement existing capital investment. The programme will provide a **package of revenue measures to complement recent, ongoing and planned capital improvement schemes to maximise the value of investment.**

Major investment projects of note include:

£14.1m Pedalways programme to enhance cycle facilities along seven key routes across Greater Norwich.

- £5.7m has been invested in the Pink Pedalway which was completed this year and provides a cross city route between the Norfolk & Norwich University Hospital and UEA in the west, through to Heartsease and Broadland in the east
- £8.4m is currently being invested in the next two Pedalways which will provide connections from the city to Rackheath Growth Triangle and Hethersett and Wymondham (Blue Pedalway) and Norwich Airport (Yellow Pedalway). These will both complete during the Access Fund period.

The Pushing Ahead – Your Journey Your Way programme will **focus on residential communities and businesses along these Pedalways** to promote the scheme and engage individuals to try cycling.

£9m Local Growth Deal funding for Great Yarmouth has been secured by NCC from the New Anglia LEP to tackle transport issues in Great Yarmouth. This includes:

- Schemes focussed on relieving congestion at key junctions.
- Improvements to existing transport interchanges and travel information.
- Improving the walking route between the town centre and the station; and
- £2.4m to deliver a package of Sustainable Transport improvements.

All these projects will be completed during the Access Fund period and the Pushing Ahead – Your Journey Your Way programme will **continue working with partners to maximise the value of the sustainable transport improvements package, and use the planned improvements to promote and encourage a shift to non-car modes of travel** through initiatives such as the Great Yarmouth Cycling Map and through personal travel planning.

The **£178.5m Norwich Northern Distributor Road (NDR)** is currently under construction and due to open in early 2018 and will help to reduce traffic flows on key routes through Norwich and through residential communities. As part of delivering the NDR, NCC will be delivering a number of measures to lock-in the benefit of reduced traffic flows on key routes by improving provision for public transport, cycling and walking. A feasibility study is currently underway exploring options to deliver Bus Rapid Transit improvements along two of the main corridors in to Norwich from the North. The Pushing Ahead – Your Journey Your Way programme will **work with the team developing improvements to help promote and integrate their delivery.**

Third River Crossings in both Lowestoft and Great Yarmouth are currently being developed. In March 2016 the government agreed to provide around £73m towards the Lake Lothing Third Crossing, and in August committed around £1.1m to develop a business case for a third river crossing in Great Yarmouth. As part of these schemes engagement with stakeholders and the public will be ongoing and the Pushing Ahead – Your Journey Your Way programme will be able to **utilise these opportunities to promote measures and encourage non-car travel.**

Opportunity: Influence future strategies

The County Council and local district partners are currently working together to review and update the Greater Norwich Local Plan to include the period up to 2036, and in tandem update the Norwich Area Transport Strategy. Furthermore, the New Anglia LEP Transport Board are developing a long-term transport strategy for the region that considers economic scenarios and changing transport needs over the next 15, 25 and 35 years.

The Pushing Ahead – Your Journey Your Way team will **work with partners to influence and maximise the future role of sustainable transport as part of this strategic planning to ensure long term sustainability.**

Opportunity: Build on existing programmes encouraging more sustainable transport

The **AtoBetter** initiative was launched in summer 2015 and is being delivered in partnership by NCC and Mouchel. It is an innovative way of obtaining funding for behaviour change work from housing developers, with benefits to both the developers and the County Council. Initiatives are



delivered in new developments and promote sustainable and active travel through the delivery of a range of site and community specific measures designed to encourage and enable people to walk, cycle, use public transport and car share. The delivery period for each site is at least five years to ensure AtoBetter imbeds behaviour change and leaves a legacy of impact.

To date the AtoBetter programme has:

- Secured 20 residential sites, from 7 developers
- Created a co-located AtoBetter team of four full-time staff
- Created AtoBetter web and social media presence
- Designed and procured a range of marketing materials for consultation and engagement
- Delivered focussed engagement across three sites with over 2,700 dwellings
- Delivered nearly 100 public engagement events
- Developed delivery partnerships with NCC teams, including Developer Services, Public Trails, Active Norfolk, Public Health, and Environment Team

In 2016, NCC were awarded **Sustainable Transport Transition Year** funding. The programme builds on the success of the AtoBetter initiative by focussing on existing residential communities in areas of highest need and major trip attractors in Greater Norwich and in Great Yarmouth to increase active travel. The programme involves 12 key packages including:

- **Residential personalised journey planning** which will be launch in autumn 2016 and targeted at residential communities in Norwich and Great Yarmouth
- **Cycle Loan Scheme** www.norfolkcycleloan.co.uk launched at the end of August offering 30 bikes for a 4 week hire period. The scheme already has over 60 applications.
- **Network Mapping** of walking and cycling routes
- **Walking Festivals** are planned for late-2016
- **Led cycle events** for families and communities
- **Casualty Reduction** campaign ('Look out for each other')
- **Workplace Health engagement**
- **Bikeability training**
- **Cycle Maintenance**
- **Independent Evaluation** being undertaken by University of East Anglia

The Pushing Ahead – Your Journey Your Way programme will **continue to work alongside the AtoBetter programme and continue the delivery of the STTY programmes in Norwich and Great Yarmouth**, and expand them in to Hethersett, Wymondham and Lowestoft to address key challenges and capitalise on other opportunities.

A Business Travel Pack was generated as part of the **Better Bus Area** funding in Norwich. NCC is now looking to make this more widely available across Norfolk and into Suffolk. The aim is to provide a one-stop information resource to assist businesses in their travel. At the back is a Travel Information Plan that businesses can complete, which generates their own bespoke travel plan for their business. Businesses are now completing these on a voluntary basis.

NCC is part of the **Total Transport Pilot**, which seeks to try new and better ways of delivering joined-up local transport in rural and isolated areas. The Pushing Ahead – Your Journey Your Way programme will **work closely with the Total**

Transport team to integrate the delivery of planned schemes and measures.



Between 2012 and 2015, Suffolk Council delivered the **Lowestoft Local Links** programme, this programme secured £5m through the Local Sustainable Transport Fund and delivered a highly successful campaign to promote sustainable travel and reduce car trips. The programme offered very high value for money with a calculated benefit-cost ratio of 6.3:1 and was acclaimed nationally, winning the Chartered Institute of Highways and Transportation's 'Sustainability Award' in 2013, and was highly commended at the 2015 National Transport Awards. The Lowestoft Local Links programme focussed on businesses and their employees, engaging and working with over 150 businesses to develop travel plans and provide a wide range of resources, events, campaigns, awards, and communications. The Pushing Ahead – Your Journey Your Way programme will **apply the lessons learned from the Lowestoft Local Links project and apply them across Great Yarmouth and Lowestoft.**

Opportunity: Working in partnership

There is a strong emerging **Cycling Walking partnership** between NCC, Norwich City Council, Greater Norwich Development Board (including Broadland and South Norfolk District Councils) and Great Yarmouth Borough Council, facilitated through working together on the Pushing Ahead project funded through the STTY. Within NCC, Public Health has recently moved into the same directorate as transport, environment and highways, with much more joint working taking place including with the County Sports Partnership.

The **Norfolk Cycling & Walking Working Group** is a body made up of members of both County and District Councils and supported by officers from a range of cogent disciplines including highways, transport, environment public health and sports partnership. The group has recently publically consulted on the Norfolk Cycling & Walking Action Plan and collected feedback. It plans to upgrade the existing Cycling & Walking Action Plan to a Local Cycling and Walking Infrastructure Plan once the Department for Transport's guidance is published in the finalised Cycling and Walking Investment Strategy.

Norfolk County Council has effective relationships with a wide range of delivery partners and businesses including **Liftshare, Co-Wheels, Active Norfolk, Bicycle Links Norwich, Great Yarmouth Bike Project and Mouchel.**

NCC is currently working in partnership with the **University of East Anglia (UEA)** on the delivery of their travel plan and other transport initiatives. The UEA will be undertaking the evaluation of this Pushing Ahead – Your Journey Your Way programme.

Norfolk County Council and **Suffolk County Council** are working together with **Groundwork** and **NWES** to deliver **Business Energy Efficiency (BEE) Anglia**. BEE Anglia is a three-year programme, part funded through the European Union European Regional Development Fund, which provides free support to at least 1,000 SMEs across Suffolk and Norfolk to become more energy efficient. The support on offer includes sustainable travel advice and grants towards new energy efficiency measures and provides a direct opportunity for the programme team to engage SMEs.



Pushing Ahead – Programme of measures

The programme of measures has been developed to achieve the stated objectives; and respond to the challenges and opportunities identified. In identifying the measures, good practice from successful projects across East Anglia, in particular successes from delivering the AtoBetter and STTY programmes have been considered.

As a result, the Pushing Ahead programme has been based on the principle of investing in measures equivalent to £50 per person per year enabling the programme to target engagement with over 25,000 individuals through the packages outlined below.

Package 1 – Cycle and Walking Initiatives

A comprehensive package of walking and cycling initiatives will be delivered within the study area, which can be summarised as:

- **Led commuting cycle rides** with the aim of these ultimately becoming managed and 'owned' by local communities, through volunteers. This would be supported through the generation and distribution of mapping (paper and electronic) specific to these activities. Previous experience of events such as this has demonstrated that significant numbers of people, many of whom are first time cycle commuters, can be encouraged to attend. This initiative aims to run every month in Norwich and Great Yarmouth, attracting around 25-30 cyclists per event
- **Walking and cycling festivals** in Norwich and Great Yarmouth promoted around specific themes that will appeal to a wide audience. This will be supplemented through the use of apps and the principle of gamification to encourage active and long lasting participation. There is an increasing opportunity to encourage walking through gamification given increased awareness driven by games such as Pokemon Go and incentives systems such as Better Points. It is hoped that two festivals will be held each year (one in Norwich and one in Great Yarmouth), attracting around 500 people per event
- Delivery of a **Social Network Walking Model**, which involves the delivery of walk leader training into existing social networks, including third sector organisations and community groups. By working with existing community development officers across the study area, the aim is to develop a model to engage existing partners and incorporate health walks into existing service provision. It is anticipated that this scheme can train up to 160 walk leaders
- Training and support for the appointment of **cycle and walking 'Champions'** within businesses and communities. The aim is to recruit 50 champions during the life of the project, who would then engage with upwards of 5000 colleagues
- Provision of **loan cycles for job seekers** and those trying to access training and skill development courses. As part of this a comprehensive support package of cycle training and maintenance would be provided. This will be an expansion of the current bike loan delivered through STTY, which has already been shown to be successful in terms of having a waiting list of people wanting to benefit from the scheme. It is hoped that over 200 bikes can be loaned out
- **'Try before you buy'** initiatives aimed at folding bikes and electric bikes. Due to the higher cost of investment in these types of bikes, this initiative will provide a convenient and cost-effective way for people to try these bikes. We aim to successfully encourage 300 folding and electric bikes to be used by people on a regular basis
- **Parkride events** will be delivered in the study area. We aim to attract around 1,200 to actively participate in Parkride events over the study period
- **Cycle maintenance and training** will be offered as an integral element of many of the activities. We are aiming to engage with around 3,000 people over the study period

- **Pedestrian and cycle user awareness campaigns** will be delivered throughout the period of funding and will focus on key themes
- Use of **social media** to attract and retain interest in active travel promotions will be used throughout

Package 2 – Personalised Journey Planning (PJP) and Promotional Activity

A programme of PJP will be delivered in the study area focussed on residential communities in areas of highest need and close to planned improvements. To supplement PJP, specific promotional activities will take place that are focussed around encouraging sustainable and active travel in general.

NCC works closely with Liftshare on the use and development of the **myPTP** software used in Norfolk. This has seen incorporation of Park and Ride as a genuine journey option as well as the consideration of walking and cycling to and from rail stations. However, we recognise there remains limitations in terms of how community / hospital car schemes, community transport and flexi-bus services are incorporated in PJP results. We will use the Access Fund to work with Liftshare and Traveline to undertake feasibility and delivery of a solution(s) that incorporate these options into PJP.

The PJP will build on existing engagement activities being undertaken as part of the STTY programme and engagement activities will continue in the existing wards to nudge behaviour, as well as behaviour delivered in other wards. In addition, to working in **residential areas**, a programme of PJP will also be delivered working in partnership with Department for Work & Pensions to deliver personalised travel plans providing tailored information and advice for **job seekers**. This will deliver up to 10,000 PJPs.

An additional PJP activity will involve working with the **Norfolk & Norwich Hospital and James Paget Hospital in Great Yarmouth** to deliver personalised travel plans providing tailored information and advice regarding travel options to medical appointments. Initial discussions with the Norfolk & Norwich Hospital as part of the STTY initiative have identified that there are potentially significant benefits in terms of avoiding missed appointments and maximising clinical time. We aim to provide over 20,000 digital travel plans using the software.

In terms of overall promotional activity, we will focus on the following:

- Delivery of the **‘Workplace Challenge’** initiative through our partners ‘Active Norfolk’. This involves working with workplaces to identify bespoke packages of support, such as walking/cycling champions, walk leader, cycle leader training, cycle maintenance, bike loan promotion, workplace challenges with links to Better Points incentives platform etc. This initiative aims to attract an additional 4,500 people to sign up to the ‘Workplace Challenge’.
- Delivery of **‘Fun & Fit for All’** programme through our partners ‘Active Norfolk’, who have numerous existing links with disability charities and community groups through disability physical activity network. There is an opportunity to develop cycling activity, through these third sector partners. This initiative aims to work with around 2,000 people throughout the life of this project.
- Delivery of a **parental awareness campaign**. The National Institute of Clinical Excellence (NICE) recommends that a culture is fostered amongst staff, parents and children that supports physically active travel for journeys to schools. There is an opportunity to combine the work of various NCC departments to develop a campaign to encourage parents, via schools, to support active travel choices. Overall, we have the aim of engaging with around 18,000 parents.

Package 3 – Multi-Modal Activities

Active travel is an element of many multi-modal journeys and there are a number of initiatives that we will be working on to maximise the use and benefits of walking and cycling. These can be summarised as:

- Working with **Norfolk Car Club** on initiatives that support the continued expansion of the car club. Car clubs have shown that they can consistently and predictably reduce private car ownership, and are therefore the key to unlocking a substantial increase in walking and cycling. Car club schemes are recognised to work well in conjunction with other initiatives aimed at achieving behaviour change and supporting in-work trips. These initiatives aim to bring about 600 additional car club members, 200 cycle users making journeys by bike rather than by car and 350 pedestrians making journeys on foot rather than by car
- Work with **Abellio Greater Anglia** on the delivery of station travel plans at two stations within the study area. These will build on previous and successful experience of delivering station travel plans in partnership with Abellio at Norwich and Diss and aim to improve facilities and integration of bus, rail, pedestrian and cycle
- Maximise the use of the **Holdall smartcard** that is being delivered in Norfolk as a managed service trial supported by DfT promotion. This initiative is aimed at supporting those accessing jobs, training and interviews by providing Holdall smartcards that are preloaded with tickets or cash. This aims to assist with 4,500 journeys.

Package 4 – Overall Marketing and Brand Promotion

The presence of a strong and clearly identifiable brand for the delivery of this project will be a key element to its success. We have already established branding and marketing associated with the AtoBetter residential travel planning programme and work undertaken for STTY and we will look to build on this through all available media and communications channels. This could involve the use of pop-up shops, which we have already been offered.

Package 5 – Independent evaluation

Crucial to the delivery of the project will be the integrated evaluation undertaken by the University of East Anglia. Evaluation of initiatives is essential to ensure that goals are achieved. The University are collaborating with NCC on the development of methods to evidence the impact of the current STTY AtoBetter initiative, and the evaluation protocol developed will be used to guide delivery and ensure the stated aims of this work will be delivered.

B3. The Economic Case – Value for Money

The economic benefit of reducing car trips and increasing activity

In August 2014 the DfT published a report 'Value for Money Assessment for the Local Sustainable Transport Fund' which summarises the findings of the assessment of the VfM for the large projects. It concluded that the 12 large projects that received funding represented a combined return on investment of at least 5:1. This conclusion demonstrates that investment in local sustainable transport projects represents very high value for money. The report also notes that the VfM assessment of the smaller bids suggested that, as a package, they also represented high value for money.

Research published in 2011 by the Sustainable Development Commission in their Fairness in a Car Dependent Society report summarised typical Benefit to Cost Ratios (BCRs) for sustainable transport interventions. Some of these are shown opposite and support the DfT research.

Intervention	Typical BCR
Cycle training	7:1
Personalised travel planning	7.6:1
Travel Planning	15:1
Car share schemes	68:1

The costs to society of transport-induced poor air quality, ill-health and road accidents exceed £40 billion per year. Getting one more child to walk or cycle to school could pay back as much as £768 or £539 respectively in health benefits, NHS costs, productivity gains and reductions in air pollution and congestion. From recent Kings Fund paper.

Replacing car journeys with walking or cycling, and making roads and neighbourhood environments safer and more pleasant, could therefore deliver considerable savings. For instance, for every £1 spent on cycling provision, the NHS recoups £4 in reduced health costs, while the economy 'makes' 35p profit for every mile travelled by bike instead of car. If England were to match spending levels on cycling infrastructure in the Netherlands, the NHS could save £1.6 billion a year (Burgess 2013).

Breaking this down, getting just one more person to walk to school could pay back £768 (Department of Health et al 2011) (with savings of between £539 and £641 a year for every person who cycles instead of using their car (Davis 2012)) in terms of the health benefits to individuals, savings in NHS costs, productivity gains, and reductions in air pollution and congestion (Cabinet Office 2009; Sinnott et al 2011).

Economic analysis of Pushing Ahead

The analysis undertaken to assess the economic benefits for the package demonstrates that it will deliver **very high Value for Money**.

A spreadsheet based economic assessment has been conducted, drawing on a range of available data sources in order to develop estimates of both the anticipated reduction in car trips and the associated increase in walking, cycling, public transport use and car sharing.

WebTAG values for the marginal external costs (MEC) of congestion are then applied to the forecast reduction in car kilometres whilst the estimated increase in walking and cycling is used to generate likely benefits associated with reductions in mortality and absenteeism.

An appraisal period of 20 years has been assumed. This is in line with the DfT's Investing in Cycling and Walking - The Economic Case for Action'.

The appraisal period reflects the fact that the benefits are derived from revenue measures rather than infrastructure measures and that their impacts will be realised in the short term. A decay rate of 10% per annum has also been adopted beyond the funding period.

The Economic Appraisal Report which includes the scheme impacts pro forma, attached in Appendix B, outlines the assumptions and methodology for the calculation of the economic impacts of the package in more detail. The table below summarises the benefits of the package, demonstrating that the package offers **Very High Value for money, with a BCR of 6.7**.

Item	Present Values (all in 2010 prices)
Congestion	£3,023,031
Infrastructure	£24,984
Accident	£827,794
Local Air Quality	£16,656
Noise	£49,967
Greenhouse Gases	£216,526
Indirect Taxation	-£1,021,002
Absenteeism	£269,087
Physical Activity (mortality)	£4,961,886
Total – Present Value Benefit (PVB)	£8,368,929
Total – Present Value Cost (PVC)	£1,252,775
Net Present Value (NPV)	£7,116,154
Benefit Cost Ratio (BCR)	6.7

B4. The Financial Case – Project Costs

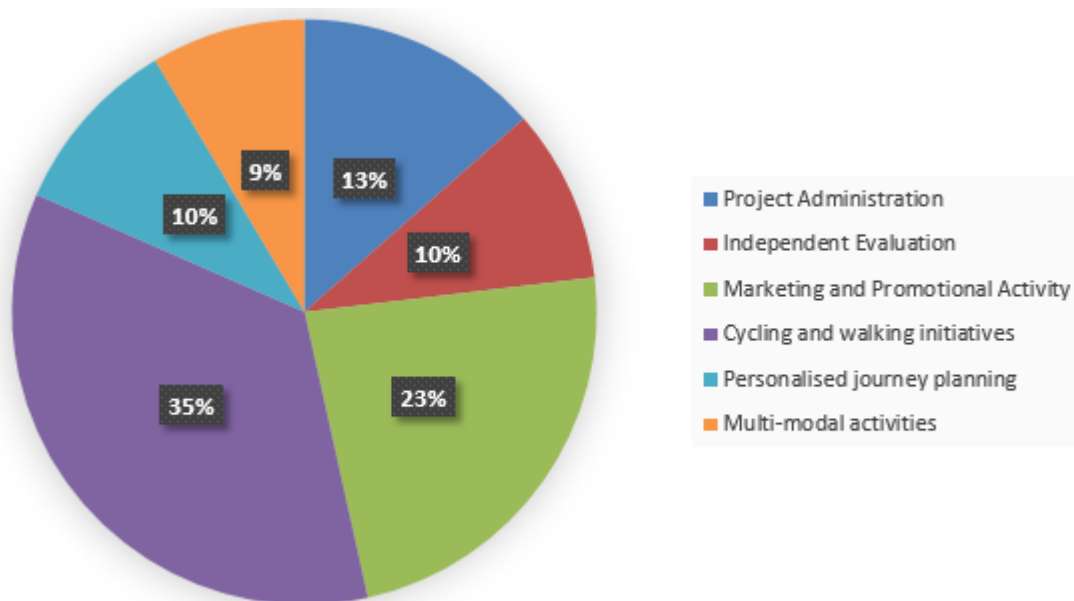
The total cost of the programme is £1,666,000. Table A below confirms that NCC will contribute £150,000 (9% of total) with a third party contribution of £28,000 (1.7% of total) with the remainder sought from the DfT. The Council's contribution is new funding, which has been agreed as match funding for this programme. Table B details the costs of the different package elements.

Table A: Funding profile

Source	2017/18 (£000s)	2018/19 (£000s)	2019/20 (£000s)	TOTAL (£000s)
DfT funding sought	496	495	497	1,488
Local Authority contribution	55	55	40	150
Third Party contribution	5	8	15	28
TOTAL	556	558	552	1,666

Table B: Cost breakdown by package element

Package element	2017/18 (£000s)	2018/19 (£000s)	2019/20 (£000s)	TOTAL (£000s)
Package 1 – Cycle and Walking Initiatives	206.5	190	187.5	584
Package 2 – Personalised Journey Planning (PJP) and Promotional Activity	52.5	50	62.5	165
Package 3 – Multi-Modal Activities	65	55	22	142
Package 4 – Overall Marketing and Brand Promotion	120	135	135	390
Package 5 – Independent evaluation	40	55	65	160
Delivery team	75	75	75	225
TOTAL	559	560	547	1,666



B4. Management Case - Delivery

The programme will be able to 'hit the ground running' following the award of funding as the council will continue work with existing partners and build on the existing STTY funded Pushing Ahead and AtoBetter programmes. Existing team members will be able to follow through into the new project.

All of the external partners are well known to the County Council and in most cases existing contracts are already in place for existing scheme delivery and can be readily utilised without delay.

The County Council will utilise their contract with Mouchel and build on the AtoBetter initiative being delivered in partnership with Mouchel to expand the existing AtoBetter and Pushing Ahead delivery team to capitalise on lessons learned to date and mobilise as quickly as possible.

- a) The attached Gantt chart at Appendix B details the tasks that will be undertaken, their outline timescales, and the key milestones.
- b) This proposal does not require any land acquisition.

For this bid there are no construction projects within the package. Construction milestones are all part of other projects.

B5. Management Case – Statutory Powers and Consents

The programme does not require any statutory powers or consents.

B6. Management Case – Governance

Norfolk County Council has an excellent reputation for project delivery. Strong governance will be put in place to administer, deliver and monitor the programme. Plans for the delivery of Pushing Ahead and the timetabling of the main themes is given in Appendix C.

The Governance structure attached in Appendix D shows that the delivery of the project will continue to be overseen by the existing AtoBetter-Pushing Ahead Project Board, however, the current Pushing Ahead delivery group will be reviewed and extended to take account of the additional partners and reconstituted as the Steering Group.

In addition, the Cycling and Walking Working Group, consisting of members and officers from NCC and the Norfolk districts will receive reports on the progress of the Pushing Ahead programme.

Suffolk County Council will be asked to send a representative to each of the governance groups.

A team consisting of a project manager and officer, with additional administrative support, will be put in place using existing team members to ensure continuity of approach between the STTY funded element and the Access funded three year Pushing Ahead Programme.

B7. Management Case - Risk Management

A structured method for identifying, assessing and mitigating risk for the package has been developed and is currently being used in the STTY funded Pushing Ahead Project to ensure that a robust assessment of risk is undertaken. A risk log has been created to identify and record risks that have the potential to impact the programme or cost. The risk register, included as Appendix E, is a live document and will be updated at key stages via a risk workshop attended by all appropriate parties.

Overall there are no significant risks to delivery.

B8. Management Case - Stakeholder Management

a) Can the scheme be considered as controversial in any way?

☐ Yes ☒ No

b) Have there been any external campaigns either supporting or opposing the scheme?

☐ Yes ☒ No

B9. The Commercial Case

NCC has an excellent reputation for scheme delivery and already has an existing team and partnership arrangements in place supporting sustainable travel delivery. These partnerships bring expertise and knowledge from different sectors and enable NCC to work closely with businesses and voluntary sectors. These bring added value in terms of scheme impact and legacy going forwards. Examples include work on pop-up shops in key shopping areas, which has been offered, and our close working relationship with Bicycle Links and Pedal Park CIC has already seen a successful bike loan scheme established in Norwich and Great Yarmouth.

Throughout the delivery of the programme the team will regularly engage with a new and existing stakeholders. Most stakeholders are already known to the council from previous and ongoing projects in Norwich and Great Yarmouth and we will seek support to help raise the profile of the programme.

Where procurement is required, project deliverables and specifications will be identified at the earliest possible stage and there will be early engagement with the Procurement Team.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

The University of East Anglia have developed an evaluation protocol for the initiative. This builds on the evaluation strategy that is currently being delivered during the STTY AtoBetter initiative, 2016-17. This involves specific evaluation for key activities (e.g. PTPs and Bikeability) as well as the production of an overall evaluation framework where key performance indicators for the programme will be collected.

The framework also involves a process evaluation; process evaluation is central to determining how interventions work and whether their mechanisms perform as intended. It will therefore provide understanding of how the context within which interventions are developed and implemented impacts their effectiveness. All staff engaged in the AtoBetter

initiative are engaged with the evaluation protocol, and will continue to work with UEA to collect the necessary data at all stages of programme delivery.

Funding from the Access Fund will allow continuity and enable robust evaluation of the interventions over a longer time frame than is typically possible. So as to ensure project delivery is closely linked to intelligence from the evaluation, the University will chair the Programme Evaluation Group which will meet on a monthly basis and comprise the heads of the various delivery programmes and will also sit on the Project Delivery Board.

By submitting this bid, I agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and, where appropriate, evaluation of outcomes.

☒ Yes ☐ No

SECTION D - Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for Pushing Ahead – Your Journey Your Way I hereby submit this request for approval to DfT on behalf of Norfolk County Council and confirm that I have the necessary authority to do so.

I confirm that Norfolk County Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name:

Tracy Jessop

Signed:



Position:

Assistant Director, Highways and Transport

D2. Section 151 Officer Declaration

As Section 151 Officer for Norfolk County Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Norfolk County Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2019/20;
- Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name:

Simon George

Signed:



Appendices

- Appendix A) Letters of Support
- Appendix B) Economic Appraisal Report and Scheme Impact Pro-forma
- Appendix C) Delivery programme
- Appendix D) Governance structure
- Appendix E) Risk Register

Appendix A. Risk Register

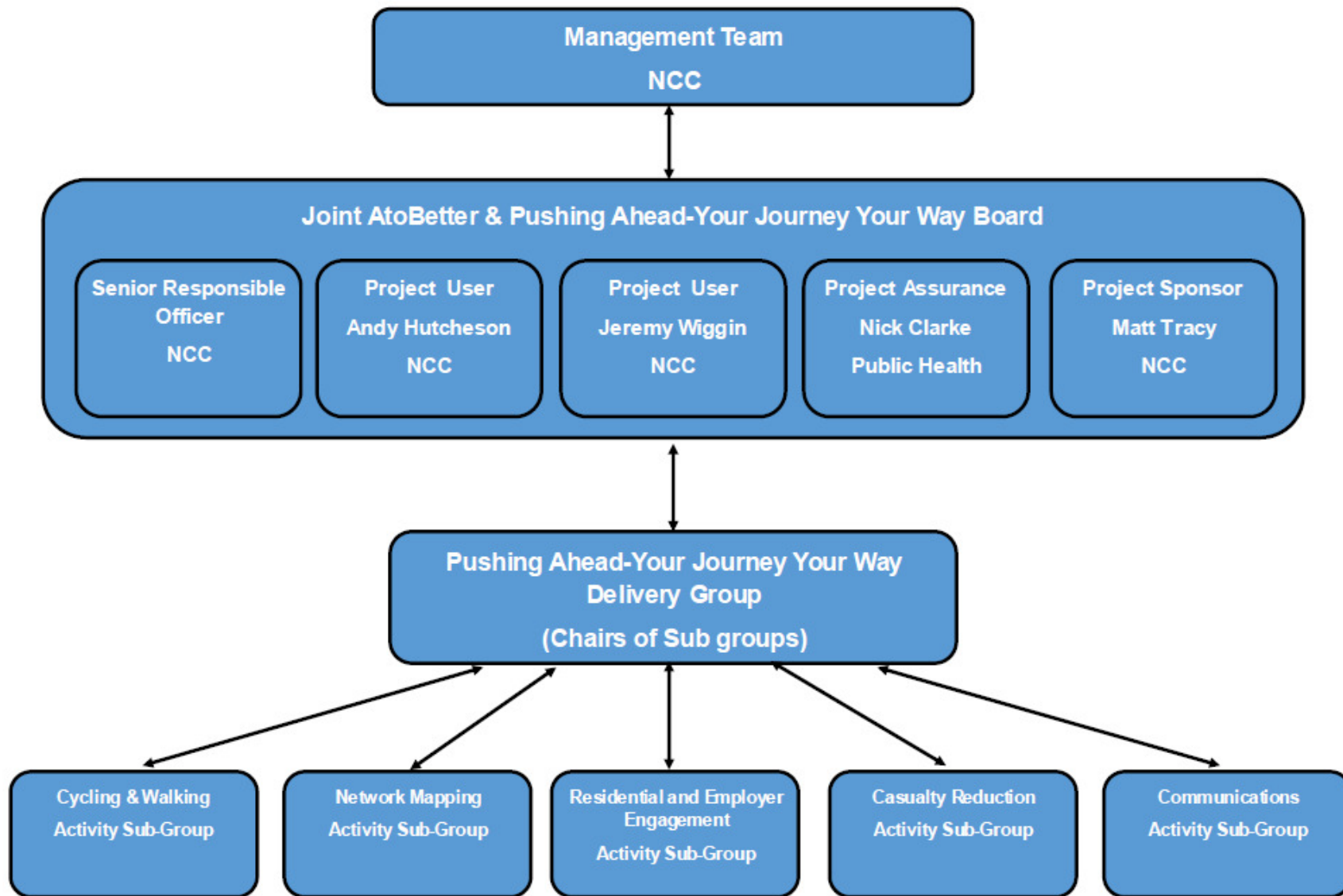
Risk Register and Activity Log		Sep-16			Updated on:	
Project name	Pushing Ahead Your Journey Your Way					

Risk name	Description	Mitigating actions	Impact	Probability	Overall score	Owner
Funding	Failure to draw down grant funding.	Examination of other funding streams and review of committed actions.	5	1	5	
Match-funding	Securing the match-funding from Invest to Save	Work with finance/funding teams	5	1	5	
Loss of key members of staff	Staff leaving / long term sick impacting on the continuity of project activities	Scheme programme developed and key staff identified. Projects delivered across teams so there is cover for staff. Robust Programme and Project Management to identify issues early	4	1	4	
Issues arising relating to the cost and delivery factors	overcommitment/overspend on budget resulting in project not being delivered successfully	Experienced project manager appointed. Regular review and monitoring.	4	1	4	
Project partners cannot secure appropriate technical expertise to deliver identified schemes	Failure to deliver project	Early appointment HR assistance	4	1	4	
Project partners unable to deliver set activities to time/budget	Failure to deliver project	Regular project delivery meetings with key personnel from each organisations to review risks and instigate actions to mitigate risk	4	2	8	
Lack of/ or negative public support/ or engagement at organised events	Failure to deliver project outcomes to deliver mode shift	Early/ Ongoing public engagement initiated.	2	2	4	
Negative media coverage	Failure to deliver project outcomes and damage to reputations	Comms Plan will be created. Regular articles/ briefing sessions with local newspapers / radio and regular updates on social media / NCC & partner websites	2	2	4	
Schemes do not have expected impact	Schemes do not have expected impact	Effective project management and monitoring/evaluation. Scheme review built into programme, to enable schemes to be adjusted if required	3	2	6	

Appendix B. Delivery Timetable

[illegible]

Appendix C. Governance Structure



Appendix D. Scheme Impact Proforma

See attachment.

Appendix E. Letters of Support



Date: 6th September 2018
Enquiries to: Andrea Cahillane
Tel: 01473 284210
Email: local.links@suffolk.gov.uk

Tracy Jessop
Assistant Director, Highways and Transport
Norfolk County Council
County Hall
Martineau Lane
Norwich
Norfolk
NR1 2DH

Dear Tracy

DfT Access Fund for Sustainable Travel

I am writing as Assistant Director, Strategic Development, Suffolk County Council to provide my support on behalf of the Norfolk County Council bid for the Access Fund for Sustainable Travel

We are very happy to support projects which actively promote increased levels of physical activity and support the East Anglian economy, whilst also improving access to new and existing employment, education and training opportunities

The success of the Norfolk County Council bid will mean that we, at Suffolk County Council, can look forward to working with Norfolk to deliver a comprehensive package of sustainable transport measures within East Anglia.

Yours sincerely

A handwritten signature in black ink, appearing to read "Sue Roper".

Sue Roper
Assistant Director, Strategic Development
Resource Management



Andrew Hutcheson
Environment Team
Communities and Environmental Services
Norfolk County Council
County Hall
Martineau Lane
Norwich
NR1 2SG

South Norfolk Council
Cygnet Court
Long Stratton
Norwich
NR15 2XE

mpursehouse@s-norfolk.gov.uk
01508 533718

12th August 2016

Dear Andy

Letter of support for the Access Fund Bid

Delivering a sustainable transport system supports economic growth at the same time as it reduces carbon emissions, promotes equality of opportunity, improves quality of life and contributes towards better safety, security and health. These are all important priorities for South Norfolk Council.

Norfolk County Council's Access Fund bid focuses on supporting businesses and workforces in Greater Norwich and Great Yarmouth, both key growth locations identified in the New Anglia LEP's Strategic Economic Plan. The bid will further develop and support the use of infrastructure in these two key economic growth areas bolstering the investment being made through the Growth Deal, the Cycling City Ambition funding and the Norwich Distributor Road.

Public health outcomes from this work will also be significant and the focus on areas with relatively poor health outcomes and higher traffic casualty rates will provide key benefits.

South Norfolk Council sits within the Greater Norwich area and has been a keen partner with the Environment team at Norfolk County Council and fully supports this bid and the continuation of delivery of a sustainable transport system.

Yours sincerely

Mike Pursehouse
Early Help and Prevention Manager
Early Help and Communities Team

Hours of opening: Monday to Friday 8.15am to 5pm
Text phone: 01508 533622
Out of hours service: 01508 533633
Freephone: 0800 168 2000

www.south-norfolk.gov.uk





Director of Public Health
Norfolk County Council
County Hall
Martineau Lane
Norwich NR1 2DH

Countryside Manager
Communities and Environmental Services
Norfolk County Council
County Hall
Martineau Lane
Norwich NR1 2DH

19th August 2016

Dear Dr. Hutcheson

DfT Access Fund bid – Norfolk County Council Public Health endorsement and contribution

I am writing to confirm that Public Health supports the proposed bid and is in a position to offer £37,500 in match funding if the bid is successful.

The potential public health outcomes from this work are significant and the focus on areas with relatively poor health outcomes and higher traffic casualty rates will provide key benefits.

Delivering a sustainable transport system supports the aims of Public Health at the same time as it contributes to economic growth, reduces carbon emissions, promotes equality of opportunity, improves quality of life and encourages better safety, security and health. These are all important priorities.

Yours sincerely,

A handwritten signature in black ink, appearing to read "S Louise Smith".

Dr. S.J. Louise Smith
Director of Public Health

06 September 2016



Norwich Junior Cycle Club

Dear Jeremy

Norwich Junior Cycling club are delighted to see Norfolk County Council working to improve cycling access and activity, and we fully support your application for the Department for Transport Access Fund.

The club has been formally set up after some trial sessions this summer, and our aims are to encourage, and make accessible, cycling opportunities for children and young people, with a mix of activity from British Cycling Go Ride coaching from qualified coaches, learn to ride FUNdamentals programme, and family trail rides. We have already had feedback from members that they have gained confidence to use their new cycling skills to use their bikes on leisure rides and journeys, with the spin off benefit of encouraging parents to cycle with them.

We currently have 2 British Cycling & National Standard qualified coaches, and are also seeking to engage parents and young leaders as volunteers, providing training & development opportunities to both these groups to become qualified coaches.

We are the only such activity provider in the greater Norwich and surrounding area, but would support the development of more such clubs, both school and community based, to enable development of competitions, social riding and coaches.

We wish you success with your bid.

Kind Regards

A handwritten signature in black ink, appearing to read 'Peter Cornwell', written in a cursive style.

Peter Cornwell
Interim Chair & Coach Development Officer



NORWICH
City Council

Director of Regeneration & Development
Norwich City Council
City Hall
Norwich
NR2 1NH

17 August 2016

Mr Tom McCabe
Executive director of community &
environmental services
Norfolk County Council
County Hall
Martineau Lane
Norwich NR1 2SG

Dear Tom

Norfolk's Access Fund bid 2016

I am delighted to confirm that Norwich City Council welcomes the opportunity to become a partner in Norfolk's Access fund bid this year, which we fully support.

Norfolk County Council's Access Fund bid focuses on supporting businesses and workforces in Greater Norwich and Great Yarmouth, both key growth locations identified in the New Anglia LEP's Strategic Economic Plan. The bid will further develop and support the use of infrastructure in these two key economic growth areas, bolstering the investment being made through the Growth Deal, the Cycling City Ambition funding and the Norwich Distributor Road.

Promoting sustainable transport is critical to the effective delivery of our growth strategy, and without it, the full benefits of the expected growth in the Norwich area will not be realised. There has already been considerable success in engaging the community in sustainable transport projects, and the growth in the education sector across the area is meaning that delivery and access to appropriate transport is increasingly critical. Accessing work is key to the areas success, but with limited road space, and congestion issues we need to ensure that maximum use is made of the most sustainable transport modes.

This bid builds on our already successful initiatives, and infrastructure improvements, including the Growth Deal, the Cycling City Ambition funding and the Norwich Northern Distributor Road. It will not only have significant economic benefit, but result in significant environmental and social benefits

Yours sincerely

Dave Moorcroft
Director of regeneration & development
Tel: 01603 212225 Email: dave.moorcroft@norwich.gov.uk

Tracy Jessop
Assistant Director Communities & Environmental Service
Communities and Environmental Services
Norfolk County Council
County Hall
Martineau Lane
NORWICH NR1 2SG

31 August 2016

Dear Tracy

As Managing Director of New Anglia LEP I am writing to show our support for your bid to the Department for Transport Access Fund for Sustainable Travel.

Norfolk County Council's 'A to Better – Pushing Ahead across Anglia' project would help to deliver a sustainable transport system in our area which supports the LEP's key priority of economic growth, as well as reducing carbon emissions, promoting equality of opportunity, improving quality of life and contributing towards better safety, security and health.

Furthermore New Anglia LEP is supportive of the bid's focus on supporting businesses and workforces in Greater Norwich and Great Yarmouth. Both of these areas are important growth locations identified in our Strategic Economic Plan. The bid would further develop and support the use of infrastructure in these two key economic growth areas bolstering the investment being made through the Growth Deal, the Cycling City Ambition funding and the Norwich Distributor Road.



Chris Starkie
Managing Director



Liftshare.com Ltd
4 Duke Street
Norwich
NR3 3AJ
01953 451166
info@liftshare.com
www.liftshare.com

1 September, 2016

Dear Jeremy,

Norfolk County Council DFT Access Fund bid 2016

Liftshare fully supports the application by Norfolk County Council for Access Funding for three years from 2016 with a clear focus on Norwich, Great Yarmouth, A11 Corridor and Thetford.

We are already working with Norfolk County Council on a range of personalised travel planning and liftsharing initiatives, some as part of the implementation of the transition fund and some in support of the Total Transport project.

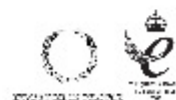
Our award winning services have a proven track record and we would see this funding as an ideal opportunity to build upon this early work to encourage increasing levels of walking, cycling and sustainable travel for health related journeys to the hospital, as well as training, education and employment related journeys in Norfolk.

Kind regards,

Mark Hand
Business Development Director
Liftshare.com

BUSINESS CONFIDENTIAL

Queen's Award for Innovation | Ashden Award for Sustainable Travel | Catalyst Award for Social Technology | BITC National Award for Environmental Excellence
VLS001/ALT/11/2012



Tracy Jessop
Assistant Director, Highways and Transport
Norfolk County Council
Martineau Lane
NORWICH
NR1 2SG

Dear Tracy

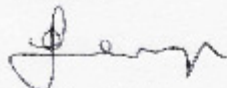
Access Fund Bid

The Greater Thetford Development Partnership is delighted to support the application by Norfolk County Council for the Access Fund, which focusses on supporting economic growth and access to employment, education and training.

Thetford is identified in the New Anglia Strategic Economic Plan as a growth location and there is an adopted Area Action Plan that promotes growth of 5,000 houses, 5,000 jobs and allocates 40ha of land for employment uses. The Area Action Plan promotes sustainable travel to support the planned growth and the objectives of the Access Fund to deliver increased physical activity through walking and cycling are fully consistent with that. Promoting sustainable transport is critical to the effective delivery of our growth. If the bid is successful, the Communities Sub-group of the Partnership will be involved in identifying specific issues in the Greater Thetford area that could benefit from funding.

I understand that Norfolk and Suffolk County Councils will be working together on the joint delivery and promotion of sustainable transport initiatives on the Thetford to Bury St Edmunds corridor, which will fully support and complement those schemes delivered within Thetford itself. I wish you all the luck with your application.

Regards



Graham Jemyn

Chair, Greater Thetford Development Partnership



GREAT YARMOUTH
BOROUGH COUNCIL

**Director of Housing
and Neighbourhoods**

Town Hall
Hall Plain
Great Yarmouth
Norfolk
NR30 2QF

Environment Team
Communities and Environmental Services
Norfolk County Council
County Hall
Martineau Lane
Norwich
NR1 2SG

Please ask for: Robert Read
Direct Line: (01493) 846278

DX:41121 – Great Yarmouth 1

Web: www.great-yarmouth.gov.uk
Email: robert.read@great-yarmouth.gov.uk

Our Ref: RR/RD

For the attention of:
Dr Andrew Hutcheson
Countryside Manager (Trails and Projects)

17 August 2016

Dear Sir / Madam

Letter in Support of Norfolk County Council Access Fund

Great Yarmouth Borough Council is pleased to support Norfolk County Council's bid to the Access Fund

We believe that delivering a sustainable transport system is vital to economic growth, whilst reducing carbon emissions and protecting the environment.

Norfolk County Council's Access Fund bid focuses on supporting businesses and workforces in Greater Norwich and Great Yarmouth, both key growth locations identified in the New Anglia LEP's Strategic Economic Plan. The bid will further develop and support the use of infrastructure in these two key economic growth areas bolstering the investment being made through the Growth Deal, the Cycling City Ambition funding and the Norwich Distributor Road.

We believe strongly that our communities should be at the heart of our proposals and will work with Norfolk County Council to drive public health outcomes from this work.

We very much hope the bid is a success.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Robert Read', written over a horizontal line.

Robert Read
Director for Housing and Neighbourhoods



First Eastern Counties Buses
Dovey House
7B Castle Meadow
Norwich
NR1 3DE
Tel: +44 (0)1603 620 121

Norfolk County Council
County Hall
Martineau Lane
Norwich
NR1 2DH

FAO: Jeremy Wiggin

2nd September 2016

Dear Mr Wiggin

Department of Transport Access Fund

First fully supports the application by Norfolk County Council towards the Transport Access Fund which supports growth and job/training through increasing walking and cycling.

We are currently working in partnership with Norfolk County Council on a range of initiatives that have the collective aim of increasing sustainable travel in Norfolk.

Yours sincerely,

Steve Wickers
Managing Director
First Eastern Counties Buses Limited



ADVANCING
PUBLIC
TRANSPORT



First Eastern Counties Buses Limited
Registered in England and Wales number 00257612
Bus Depot, Welwyn, Chesham Road, Essex, CM1 3NF



COMMUNITY RAIL NORFOLK



Mr J Wiggin
County Hall, Martineau Lane
Norwich NR1 2DH

Dear Mr Wiggin,

27 August 2016

Department for Transport Access Fund

Community Rail Norfolk and the Wherry Lines Community Rail Partnership fully supports the funding application by Norfolk County Council to develop key growth areas of Norwich, Great Yarmouth, A11 Corridor (Attleborough/Wymondham) and Thetford. We would like to see an the option for delivering station travel plans at some/all of these stations and work with Norfolk County Council to jointly encourage increased levels of walking and cycling through greater use of sustainable transport at all Community Rail stations within the County.

We will be happy to help promote these improvements through our publicity, on line social media and our websites.

Yours sincerely,

Ian Dinmore
Chairman Community Rail Norfolk
Chairman Wherry Lines Community Rail Partnership
www.wherrylines.org.uk
info@wherrylines.org.uk
07538 461913

Please address any reply to:

Ian Dinmore, Chair, Community Rail Norfolk, c/o Broadland District Council Offices,
Yarmouth Road, Norwich NR1 2DU

Community Rail Norfolk is a company limited by guarantee, no. 07712720



Yare House, 62-64 Thorpe Road
Norwich, Norfolk, NR1 1TY

tel: 01603 610734
broads@broads-authority.gov.uk
www.broads-authority.gov.uk

Dr Andrew Hutcheson
Countryside Manager (Trails and Projects)
Environment Team
Communities and Environmental Services
Norfolk County Council
County Hall
Martineau Lane
Norwich
NR1 2SG

Date: 5th September 2016

Our ref:

Your ref:

Dear Dr Hutcheson

Norfolk County Council Application to Department for Transport Access Fund

Further to our recent discussions regarding partnership working on the County Council's Cycling and Walking Action Plan and the opportunities presented by the Department for Transport's Access Fund, I am writing to confirm that the Broads Authority fully supports your proposed bid to the Access Fund.

If successful your bid has the potential to add value to the Pushing Ahead scheme which was funded through the Sustainable Travel Transition Year Fun and allow the good work that the County Council is already doing with the Broads Authority and other partners to continue.

The Broads Authority remains committed to working with the County Council to improve opportunities for cyclists and walkers to access and travel around the Broads National Park.

Please contact me if you would like to discuss this opportunity further.

Good luck with your bid.

Yours sincerely

A handwritten signature in blue ink, appearing to read "Andrea Long".

Andrea Long
Director of Planning and Resources



Chairman: Professor Jacqui Burgess
Chief Executive: Dr John Tackman

Abellio Greater Anglia

11th Floor
One Stratford Place
Montfitchet Road
London E20 1EJ

t 0845 600 7245

f 01803 675243

5 September 2016

Dear Sir or Madam,

ACCESS FUND SUBMISSION – NORFOLK COUNTY COUNCIL

I am writing to confirm Abellio Greater Anglia's full support for the application to the above fund from Norfolk County Council.

Over the last two years we have been working in partnership with the County Council and other stakeholders to develop and deliver Station Travel Plans for our stations at Norwich and Diss. One of the prime objectives of these projects is to increase the use of sustainable modes of transport to access stations. Our research work has demonstrated that this is achievable at both locations, with increases predicted in walking, cycling and bus use, subject to a comprehensive action plan being delivered. In turn, the measures to be adopted will support the growth in rail travel from these two important centres.

Given the success of this approach, we would be very supportive of a wider programme in the corridors served by our Norwich to Great Yarmouth and Norwich to Cambridge services, which could be taken forward during the next East Anglia franchise that commences in October.

The County Council has a key role to play in delivery of significant elements of the Action Plans. On the basis of previous achievements, we have every confidence in the success of the project and have no hesitation in supporting this challenging and worthwhile bid.

Yours sincerely,



Geraint Hughes
Partnerships Manager

telephone 07798 858367

email geraint.hughes@abelliogreateranglia.co.uk

Registered office: Abellio Greater Anglia Ltd
5 Fleet Place, London EC4M 7RD
Registered in England No: 06428389

An Abellio company