

# ADEPT President's Awards 2023

Entry form

<b>Main contact name</b>	Helen Marshall
<b>Email</b>	helen.marshall@norfolk.gov.uk
<b>Award category</b>	Delivering Clean Growth
<b>Project Title</b>	Decarbonising Norwich through micromobility
<b>Local authority entrant</b>	Norfolk County Council
<b>Partner/s if applicable</b>	Beryl

## Headline summary (150 characters max.)

In March 2020, Norfolk County Council and Beryl launched a ground-breaking micromobility scheme in Norwich, with 2.5+ million km travelled to date.

## Delivering clean growth: How is this project delivering clean growth, not just now but into the future – demonstrating ambition and vision, anticipating future challenges and future proofing growth including developing the workforce for the future? (150 words max)

In March 2020, Norfolk County Council and Beryl launched a ground-breaking micromobility scheme in Norwich. As the first in the country to offer pedal bikes, e-bikes and e-scooters through a single operator, it has gone from strength to strength. Over 2.8 million kilometres have now been ridden, and around 30 percent of these journeys have replaced road transport journeys, resulting in less congestion, improved air quality, more active travel and over 145 tonnes of CO2 savings.

Funded by grants from the Department for Transport, Norfolk County Council and Beryl have worked in close partnership to overcome obstacles and ensure the smooth roll out of the scheme. Overall, the vision for the scheme is to continue to deliver against strategic objectives regarding the environment and local community, whilst harnessing technological innovation and providing new locations and vehicle types (such as e-cargo bikes) for the benefit of Norfolk's citizens, businesses and visitors.

## Delivering clean growth: How is this project working across boundaries and with different partners to achieve long lasting clean growth? (150 words max)

From planning to day-to-day operation, the management of the scheme is overseen through regular meetings between key decision makers from NCC and Beryl. This ensures there is excellent communication, problem solving and future-planning, allowing partners to make evidence- and data-driven strategic decisions.

A recent example of the advantages of this close partnership followed the implementation of a scheme to improve the public realm on Norwich's St Stephen's Street. City architects had requested that any Beryl infrastructure in the upgraded public realm area should not interfere with the aesthetics of the new pavement layout in the area. To overcome this, the idea for a virtual bay was conceived and Beryl Bike users, instead of having to use a physically defined bay, simply used the dedicated app to pinpoint a virtual bay. The bay proved to be incredibly popular with over 700 rides and 500 different users in the first six weeks!

## Delivering clean growth: How is this project proactively engaging with business to tackle

**problems and find solutions, stimulating the clean growth sector at the same time? (150 words max.)**

The scheme launched in 2020 with 300 pedal bikes and 115 e-bikes. Once DfT allowed the trialling of e-scooters, NCC and Beryl wanted to support this and an initial fleet of 100 e-scooters was added. Close partnership working between NCC, Beryl and key stakeholders, such as Norwich City Council, has helped to ensure a smooth roll out of the scheme and effective management of any issues arising (e.g., other vehicles parking in bays etc).

Beryl works closely with businesses to encourage scheme use, which has expanded significantly; and there are now over 100 bays where users can pick up a Beryl vehicle. Bay locations were decided following discussions between Beryl/NCC and consultation with members of the public, businesses, and other stakeholders. The locations are also aligned to NCC's network of 'pedalways' (a set of routes designed to support cycling and wheeling to businesses and destinations across the City and beyond).

**Delivering clean growth: How is this project going beyond the 3-5 year budget cycle to prepare for future challenges including the use or consideration of innovative funding solutions? (150 words max.)**

NCC has a strong history of success in attracting funding to deliver its strategic transport vision, and was awarded £700,000 of Transforming Cities funding from the Department for Transport in order to kick start work on micromobility, resulting in the successful partnership with Beryl. An additional c. £113,000 was awarded from the Department for Transport's e-bike extension fund in 2022 in order to extend the scheme to areas beyond the Norwich boundary, including Wymondham, Hethersett and Drayton.

Further additional funding was sourced through a European partnership project: 'MOBI-MIX', which supported the provision of incentivised training for users. Beryl data also shows an increase (from 10% in 2021 to 20% in 2022) in riders signing up because the service is cheaper than other forms of transport. This suggests that riders are turning to shared transport to help save money amidst the current cost of living crisis.

**All categories: please add anything else that supports your award entry**

NCC and Beryl are very much working to continually improve the network, so that additional users and locations can benefit from the transport, health, and environmental benefits of the scheme.

Technological innovation is key to this as usage information and user insights from Beryl's technology allow partners to respond to both short term user needs (such as more bikes being required in a particular location) and longer-term aspirations (54% of users are open to using shared e-cargo bikes). NCC is also using an innovative approach to planning future provision by using demographic data (from Experian mosaic) to understand citizens' potential propensity to use micromobility options.