

ADEPT President's Awards 2025

Entry form

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Award category Delivering Sustainable Growth

Project Title Partnerships lead the way in delivering sustainable growth in Norfolk

Local authority entrant Norfolk County Council

Headline summary (150 characters max.)

Partnerships are at the heart of driving up bus patronage, reducing costs and emissions and delivering clean and sustainable growth in Norfolk.

Please note we need at least one supporting image per award submission. Upload your image/s below.



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

Norfolk's Bus Service Improvement Plan (BSIP) is supporting sustainable growth across the whole of Norfolk, not just in urban areas, with millions of extra journeys being made by bus at a crucial time of tackling congestion, carbon emissions and poor air quality. Our consistent growth in bus passenger journeys of 5% to 16% is leading the way in England, rebuilding passenger confidence and satisfaction and providing a green and sustainable transport offer. Our transition to electric, zero emission electric buses and micromobility services in Norfolk is upskilling existing and new workforces in new technologies and vehicles at an accelerated rate, with partners from across a wide range of sectors working together to deliver multi-modal journeys and investigating shared access to charging infrastructure for all vehicles. Our investment in crucial infrastructure future-proofs our commitment to working collectively across our region towards carbon neutrality within our wider areas by 2030.

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

Norfolk benefits from a sustainable transport network that has been developed thanks to close, regular and overwhelmingly positive collaboration and partnership working between the County Council and transport and infrastructure providers. Our Enhanced Partnership brings together representatives from bus operators, passenger transport teams, highways and academia from across Norfolk and the wider region who then engage with transport user groups, businesses, all levels of councils, the general public and those representing individuals with protected characteristics to ensure our transport offer is accessible, inclusive and a genuine first choice for many journeys. Benefits span across administrative boundaries, with essential infrastructure schemes that provide priority to public transport, enable access to clean power and improve the overall efficiency of the transport network, fully complementing behaviour-change programmes and initiatives such as cheaper fares and improved travel information aimed at encouraging greater use of public transport and active modes, supporting long-lasting clean growth.

Delivering sustainable 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 full electrification of the First Bus depot in Norwich provides opportunities for local businesses to make full use of the extensive and convenient charging infrastructure during the daytime when buses are out on the network, minimising the costs and potentially lengthy timescales of electrical upgrade works. The successful transition to clean, zero emission buses in Norfolk provides an opportunity for other bus operators, supply chains and workforces to learn best practice and accelerate deployment in other areas. In Norwich, we are working with partners to offer all businesses the opportunity to trial the use of different e-cargo bikes free of charge instead of running traditional petrol / diesel vans. Businesses to date have travelled over 2,500 miles on the bikes, removing 750kg of carbon. Our partners at Beryl support charities, social enterprises and job seekers through the provision of free credits for use of shared bikes, e-bikes and e-scooters.

Delivering sustainable 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.)

By working closely together in successful partnerships we are able to understand each other's issues and priorities, resolve issues together, be fair and transparent and plan ahead. The transition to clean power for buses brings financial benefits now and in the future through lower operating and maintenance costs for buses, as well as reducing electrical power costs at the depot and creating the opportunity for local businesses to charge their vehicles in a way that works financially for all parties. Investment in new infrastructure such as bus priority lanes, traffic light priority and upgraded bus stops and transport interchanges, as well as new vehicles (buses, e-bikes and e-scooters), behaviour change programmes and new transport services is leading to sustained increases in bus patronage and modal shift from car, providing assets and a lasting legacy that extends well beyond a typical 3-5 year budget cycle.

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

Our Bus Service Improvement Plan (BSIP) has attracted £65m funding from government and driven bus patronage increases above pre-pandemic levels, with consistent growth of 5-16% year on year – that's 2.6m extra bus journeys. Nearly 500,000 residents in Norfolk have had an improvement in their bus service, with satisfaction in bus services increasing from 78% to 87%. 84% of bus stops in Norfolk are now fully accessible and 7 new transport hubs are being developed.

The 70 new electric buses were delivered on time and budget and are forecast to save 80,000 tonnes of CO2. This represents around half of all buses now operating in Norwich City Centre, where there has been a significant improvement in the air quality since the buses were introduced.

Our Beryl micromobility scheme has been hugely successful and there are now 93,000 users since launch. There have been 1.8million zero emission journeys made, travelling 3.1million miles. 61% of users have used Beryl to replace a car, van or taxi journey and 35% of users have reduced their use of cars. Over 200 tonnes of carbon has been saved. There are significant accessibility benefits, with 81% of riders who said they had a disability say Beryl has enabled them to make journeys they wouldn't have otherwise made.