

This document provides background information to be taken into account when considering the committee reports on this agenda.

Transport for Norwich (TfN) - Strategic Objectives

1. Norwich and its surrounding area is becoming an increasingly popular area to live, work and visit. It is the number one shopping destination in the eastern region and becoming one of the nation's premier cultural centres. To ensure the Greater Norwich Area continues to be popular and grow, the transport systems need to be able to cope with the increased demand.
2. The Norwich Area Transportation Strategy (NATS), now more widely known as Transport for Norwich (TfN), is the adopted strategy which will deliver the transport improvements needed over the next 15 plus years. The strategy seeks to give people viable options on how they choose to travel and actively promotes sustainable transport.
3. The strategy details the plan for future delivery of improvements in order to develop sustainable transport, reduce congestion and improve air quality within the Greater Norwich area. The strategy has already delivered key improvements such as the award winning Norwich Bus Station, St Augustine's Gyrotory, a network of Park and Ride facilities, St Stephens and Chapel Field North and various Bus Rapid Transit (BRT) improvements. It also includes the recently completed Postwick hub and the Northern Distributor Road which is due for completion late 2017.
4. The implementation plan for the Norwich Area Transportation Strategy (NATSIP) was agreed by Norfolk County Council in April 2010 and updated in November 2013: <https://www.norfolk.gov.uk/-/media/norfolk/downloads/roads-and-transport/tfn/nats-ip-update.pdf?la=en>. The plan sets out the range of transport measures, together with their general intended phasing, for delivery over the short to medium term.
5. The plan has now been updated to take account of what has been delivered since 2010 and to reflect the latest position on future scheme delivery, given progress with implementation, and now that the growth plans for the area are more clear ([see joint core strategy document: http://www.greaternorwichgrowth.org.uk/dmsdocument/1953](http://www.greaternorwichgrowth.org.uk/dmsdocument/1953)).
6. Cycling is on the increase for both recreation and commuting nationally and the area has a thriving cycling community. The implementation of a city wide cycling network (see link to cycle map - https://www.norwich.gov.uk/downloads/file/3488/norwich_cycle_map) is a key part of the Transport for Norwich Strategy as by delivering a comprehensive city network this reduces a number of short distance car journeys removing pressure on the network, as well as offering improved quality of life with well documented health benefits.

7. The Greater Norwich area is one of 8 urban areas across the country that has been successful in bidding for Cycle Ambition funding from the Department for Transport to comprehensively improve the quality of cycling infrastructure across the Norwich cycle network. A copy of the application documents can be found here:

https://www.norwich.gov.uk/downloads/download/2096/cycle_city_ambition_-_phase_two