

BID Breakfast | Devolution & Steering Sustainable Transport



Norwich
Business
Improvement
District



Stefan Gurney

Executive Director
Norwich BID



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Norfolk & Suffolk Devolution

Opportunities for Norwich & Norfolk



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What is Devolution?

What is MCCA?



Devolution & Mayoral Combined Counties Authority

- Purpose: Establishing local governance to manage regional affairs more effectively.
- Authority Structure: Led by an elected mayor with executive powers over key regional issues.
- Key Responsibilities: Managing transport, housing, planning, and economic development (tbc).
- Local Input: Involvement of local councils and stakeholders in decision-making.
- Funding: Control over budgets and investments previously managed centrally.
- Accountability: Directly accountable to voters through local elections.
- Benefits: Streamlined decision-making, tailored policies to local needs, and enhanced regional cooperation.

This framework aims to empower regional decision-making while fostering collaboration across local authorities and stakeholders to deliver economic growth and infrastructure development.

What lessons could we take from other English devolution deals and how would we apply these to Norwich & Norfolk?



Devolution lessons

1. **Strong political leadership** required for success (Institute for Government)
2. **Efficiencies** from closer working – employment, health, skills, education, transport – simpler clearer landscape for citizens
3. **Governance** and geography take second place to the aim of improving plans, evaluation and transparency (West Midlands)

Norfolk Applications

1. Opportunity for an **open process**, strong cross party buy in and candidacy
2. Form a **stronger multi-partner format** allowing easy access and **understanding for residents** and users
3. **Greater data-sharing** supporting public service reform, place-based models and ‘business readiness’



Devolution lessons

4. **Public involvement** - provide effective public involvement in decision-making
5. **Business engagement** - effective involvement of local business interests
6. **Accountability** - ensure that decision-makers are held to account (Liverpool Region)

Norfolk applications

4. Invent new ways to engage in public policy, choices for residents to get buy in and support. Focus on **effective marketing & communications**
5. Create stronger links with SMEs and maximise **existing business channels**
6. Establish a local **Public Accounts Committee**, clear value for money of public spending with clear visibility



Devolution lessons

7. **Transport** infrastructure maximised by consolidated transport budgets, franchised bus services & rail stations (Greater Manchester)
8. **Business support** budgets combined, power to reshape Further Education provision and DWP work programmes for education and learning opportunities. (Cornwall)
9. **Leverage** - borrowing powers, greater retention of local tax revenues, 100% of business rates and strategic joint asset boards. (South Yorkshire)

Norfolk applications

7. **Integrated smart ticketing** across all local modes of transport in Norfolk, franchising buses for reliable public networks.
8. **Upskilling** to control Adult Education funding, Apprenticeship Grant for Employers, fund marketing push “Work in Norwich” or a ‘Work in Norfolk’
9. Opportunity for more long-term and strategic investment decisions - publicly owned land and key strategic **sites assigned into a development corporation**

What are the opportunities for a
Combined Authority Mayor as part
of the Norfolk & Suffolk
Devolution?



Devolution Opportunities – Innovative Growth

- **National profile raising** – put Norwich & Norfolk front of mind with Govt
- **Business Representation** – effective engagement frameworks, not Quangos
- **Lobbying** – national infrastructure and investment for long term development
- **Leverage private investment** - in local priorities, while utilising national business investment
- **Local innovation** - capacity to drive growth locally
- **Economic investment** - strengths Agri-tech, financial services, food production, creativity
- **Places for Growth** - Research Park, city centre development
- **Employment** – attracting and retaining employees and businesses
- **Skills** – LSIPs skills partnerships employers/education, AEB adult student choice, boosting skills



Devolution Opportunities - Connection

- **Integrated Ticketing Service** – accessible public/private transport system for all modes
- **Rail Upgrades** – reliable 90 mins London service, dual track from London to remove replacements
- **New Rail Services** – extend the east west train service from Norwich to Bristol
- **Bus Franchising / Services** - transport partnerships or Bus Service Improvement Plans
- **Wireless Infrastructure Strategy** - early adoption of future networks (eg 5/6G)
- **Project Gigabit** – top UK city for >30 mbs connections
- **Culture** - Driving impact Norwich Creative Compact and Norfolk/Suffolk Culture Board Manifesto



Devolution Opportunities – Sustainable Place

- **Decarbonise** - Climate Change Partnership decarbonising local authority assets
- **CO2 reductions** - Update area wide local transport plans and integrate transport
- **EV charging** – deliver LEVI scheme
- **Active Travel** – development of walking, cycling and mobility
- **Electricity capacity** – mitigate network demand through innovation (Norwich Solar System)
- **Wind Power** - Offshore transmission network
- **Carbon Capture** - Retrofit buildings to reduce emissions
- **Value nature** – protect existing habitat
- **Reduce Flood Risks** - Norfolk Strategic Flooding Alliance



Devolution Opportunities – Inclusive Collaboration

- **Social Mobility** – increase economic and educational opportunity
- **Resident engagement** – effective communication
- **Pride in place** – National funding projects
- **Land acquisition powers** - supporting new housing and unlocking growth
- **Housing regeneration** - local priorities
- **Low Wage** - Challenge low skills and low wage to above national average
- **Partnerships** – place-based models with NHS, ICB, DWP to localize and reduce duplication
- **Raise Aspirations** – deliver an integrated conference centre, 5* hotel and sports arena for national exhibitions and events

Next Steps: Local Government Reorganisation (LGR)



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Niki Park

Head of Passenger Transport
Norfolk County Council

Devolution and buses

- Transport and buses one of the responsibilities that the Mayor can have 'power over'
- Combined with Suffolk public transport
- Devolved funding will go to the Mayor and the Combined Authority
- Separate from Local Government Review



Current position

- Enhanced Partnerships
- Bus Service Improvement Plans
- Funding direct to Norfolk for Norfolk
- Norfolk's current success
- Operator investments
- Concessionary travel scheme



Current success

- Passenger numbers up 26%
- Satisfaction up 5%
- 73 electric buses in Norwich
- 48 bus service improvements
- Better waiting facilities
- More real-time information
- Quicker journey times



Potential position

- Franchised services
- Joint EP and Bus Service Improvement Plan
- Stakeholder and operator relationships
- Funding given to Norfolk and Suffolk together
- School transport links to consider
- Joint concessionary travel scheme





Jonathan Denby

Head of Corporate Affairs

Greater Anglia

Greater Anglia

Transport devolution presentation - a rail perspective

Tuesday 3rd June 2025



Agenda

- Where we are now
- Next steps
- Devolution - a major opportunity



Greater Anglia in 2025

- High quality new trains on every service
- Best performing operator in the UK for over 2 years
- Annual punctuality over 94%, with Norwich to London intercity at highest ever levels of over 94% and routes to Sheringham, Great Yarmouth and Lowestoft between 96% and 98% !!
- GA has won three national “Train Operator of the Year” awards over the last 12 months
- Passenger numbers rising and mostly at or above pre-pandemic levels
- Local routes seen strong growth with new trains
- Well placed and keen to keep pushing forward



Greater Anglia – next steps

- Maintain and build on excellent performance
- Keep on attracting more customers
- Continue to raise service standards
- Enhance integrated transport arrangements
- Further increase sustainability and social value role
- Further strengthen community links
- Play our full role in regional success
- Develop and deliver short, medium, and long-term strategy
- Transfer into public ownership on 12 October
- Remain fully focused on aforementioned key priorities – those are not changed by nationalisation



Devolution – grasp the opportunity !!

- Devolution elsewhere has led to transport improvements
- Scotland, Wales, London, Manchester, Cambridgeshire
- All have led to additional investment and enhancements
- Can range from integrated ticketing to station upgrades, new stations, additional services, route upgrades, easier modal interchange, more public transport promotion, etc.
- If grasped, could lead to major improvements here
- See it as an opportunity and see it as a priority
- Take a collective joint approach with rail as an integral part of our future solutions
- All major East Anglia rail upgrades in last 30 years have driven real growth in passenger numbers
- Decide priorities and act immediately



Thank you

Any Questions ?





Ben Lee
Partnerships Lead
Beryl

Norwich Connected



Norwich

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Who we are

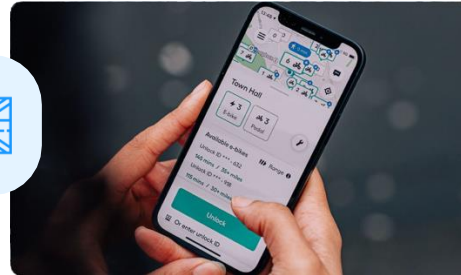




UK's **leading shared sustainable transport operator**. We design, build and operate sustainable services with industry leading products and technology. We partner with leading transport authorities to deliver the world's best micro mobility services.



B-Corp **certified**



100% **UK based**
supply chain

9.8M
journeys

Since 2019

More than

27M
kms



Nearly a quarter of these have
replaced road transport journeys

1,208
tonnes



CO₂
saved

7,000 

Equivalent **7,000 plane journeys**
between London and Edinburgh

**Our Impact in
numbers**



Launched **March 2020**

248
tonnes



CO₂
saved

P
154
Bays


900+
E-bikes, bikes,
e-scooters



Here in Norwich

1.9M
journeys



5.4M kms
travelled



34%

of all journeys have
replaced a car,
van, taxi or
motorbike journey



Commuting is key

Commuting is the primary purpose for using Beryl vehicles and accounted for 34% of rides, a 3% increase on last year.



E-bikes are the go-to mode

E-bikes are riders' preferred mode, with 75% riding them in the last 6 months, showing the attraction of convenience and reduced physical effort.



62%

of riders replaced a car, van, taxi or motorbike trip with a Beryl trip

representing a 6% increase from 2023 that shows Beryl's growing impact on reducing congestion, cutting carbon emissions and getting people more active.

More important to riders than in 2023:

↗ 9% Convenience ↘ 16% Novelty
↗ 3% Speed

Novelty is down 16% this year as a reason for riders signing up to Beryl, suggesting that Beryl is transitioning from an innovative concept to an established and reliable transport option.



Norwich Impact

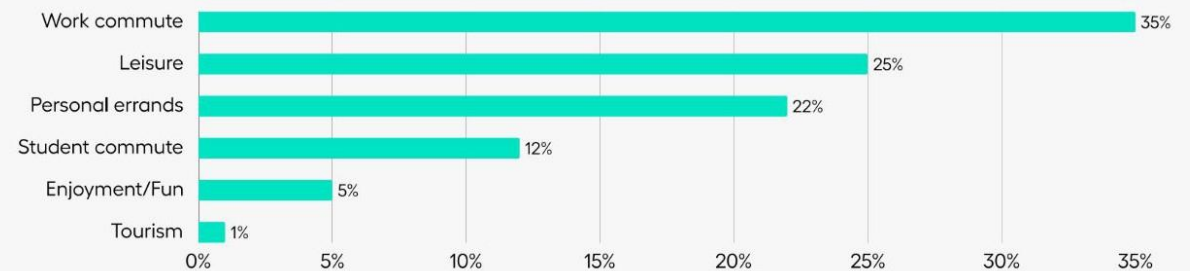
Top reasons for signing up to Beryl:

-  **60%** Convenience
-  **39%** Speed
-  **30%** Cost-effectiveness

Aligns with core appeal of micromobility:
sustainable, easy to use and cost-effective

Commuting levels shows suitability of Beryl, benefits of
electric vehicles and good integration with existing
transport infrastructure

Primary purpose for using Beryl vehicles



Devolution



Partnerial Approach - Norfolk County Council

Images

Heartsease Roundabout Comparison - Saturdays 23/24



17/06/2023 (Sat)





15/06/2024 (Sat)

Norfolk
County Council




Partnerships





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Get a FREE 400 minute travel bundle to get to your interviews...

Receive your code by asking for the 'free commute scheme'!

Ask your Job Coach...



What can local organisations do?



Increase **modal shift** among workforce



Green Travel Plan to embed positive travel behaviours



Report on the local impact of **lowering emissions**



Corporate Membership Package

Provide **access to staff** and reduce your carbon footprint while helping staff to get fitter and save money on fuel



Subsidised Minute Bundles



Whitelist staff



Cycle to Work – monthly salary sacrifice

Case Study



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11,000

Journeys



21,000

Total distance
travelled (km)



1,800

Total journey
time (hrs)



5,000

Car journeys
replaced



7%

of journeys
over 10km

14%

of users are **new to the scheme**

Saving

976 kg

of CO₂eq

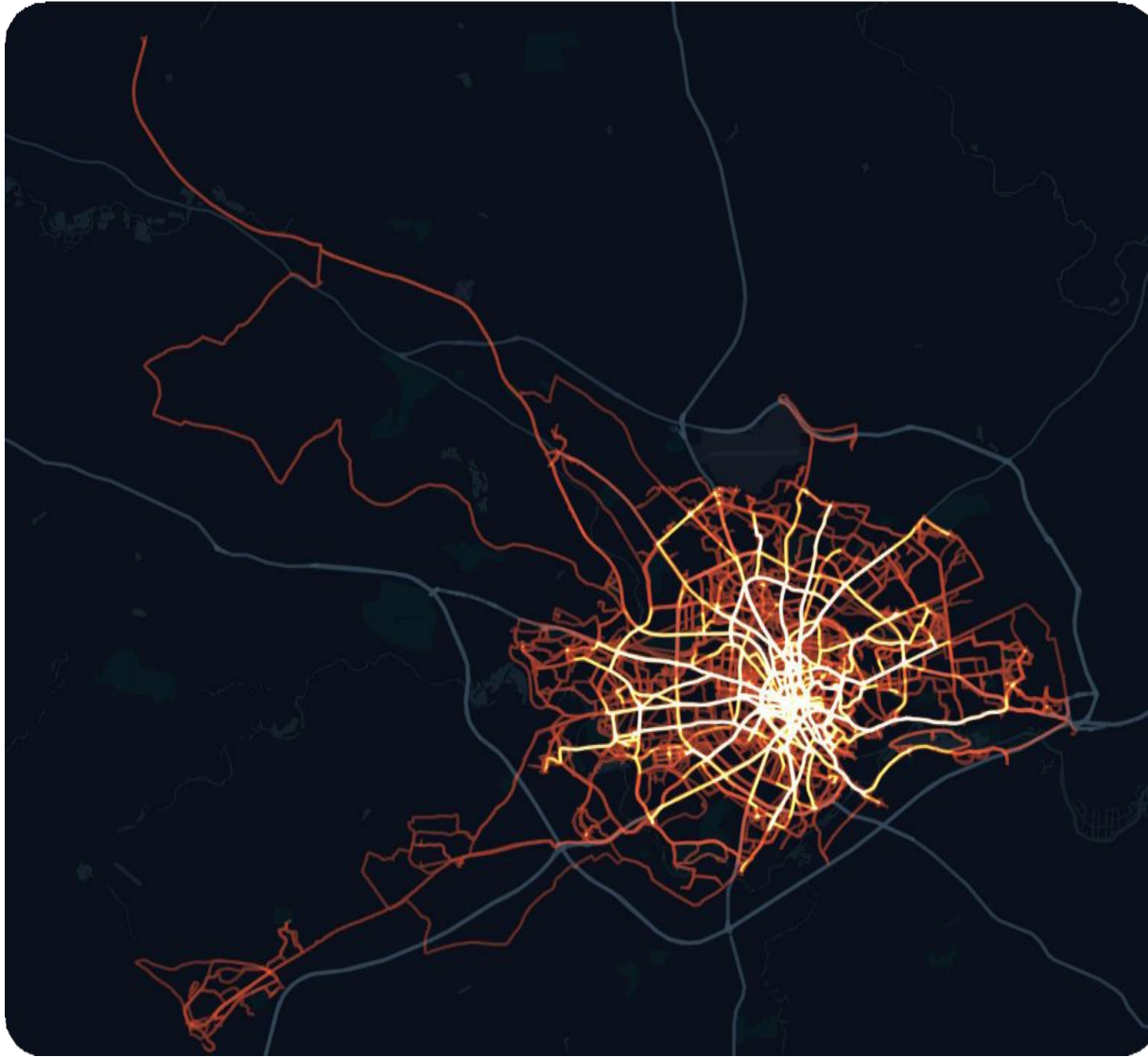
This is the equivalent of:

424

Liters of petrol

6

Flights from
London to
Edinburgh



Heatmap

Our data provides a detailed insight into travel behaviours across Norwich

Ben Lee
Strategic Partnerships Lead



Beryl, Unit 2.05, The Frames,
1 Phipp St, London EC2A 4PS
+44 02031965244





Round One:

Where are we now?

What does "devolution" mean to
you?

How well does the current
system of governance work?



Round 2:

What could we do?

Will it impact your business?

Explore options for a positive
impact



Round 3:

What will we do?

What can we do to prepare?

Review the reality and options
and set out the ONE thing that
would make a difference as
devolution unfolds.