

Shared Transport in Norfolk

Transport East webinar,
4th June 2026



Shared Micromobility

- Contract awarded to Beryl in 2019 following a competitive tender process.
- Scheme went live in March 2020, covering Norwich City and some additional areas (Wymondham, Hethersett, Drayton).
- Contract was for 5 years (extended by 2 years with an option for a further 2 year extension).
- Capital funding of £700k (from the Department for Transport) was used to set up the project – no revenue cost to NCC.
- First micromobility scheme to offer all three asset types within one scheme/location.

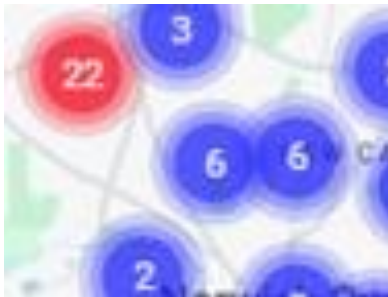


#1 Strong partnership approach

- Designated County Council Project Officer in almost daily contact with Beryl operational team – joint planning around new bay placement.
- Regular operational and strategic meetings with Cabinet Member attendance.
- Processes in place (refine and improve) for example relating to new bay locations/bays being unavailable due to roadworks.
- Facilitating wider partnerships for example with the local University, bus and rail operators.
- Close liaison with Police

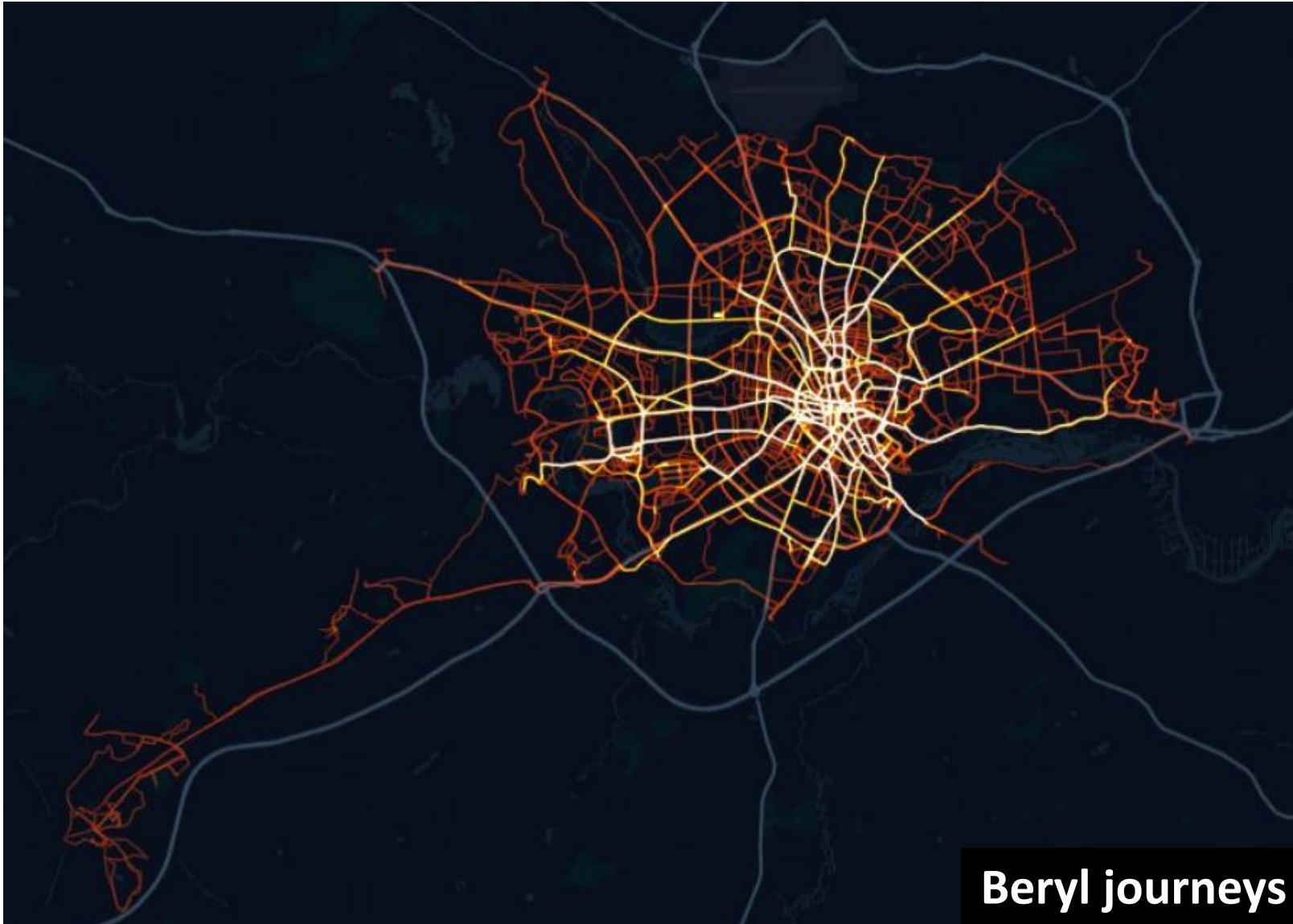
#1 Strong partnership approach

- Problem solving together.....
 - Spotlight on vandalism
 - Numbers are relatively low compared to other areas of the country, however there are significant impacts:
 - Commercial impacts
 - User impacts
 - However, a proactive approach can help tackle this:
 - Use of data helps to identify patterns (hotspots/particular times/damage types)



- Joint working with other key stakeholders (e.g. Police) can bring real benefits

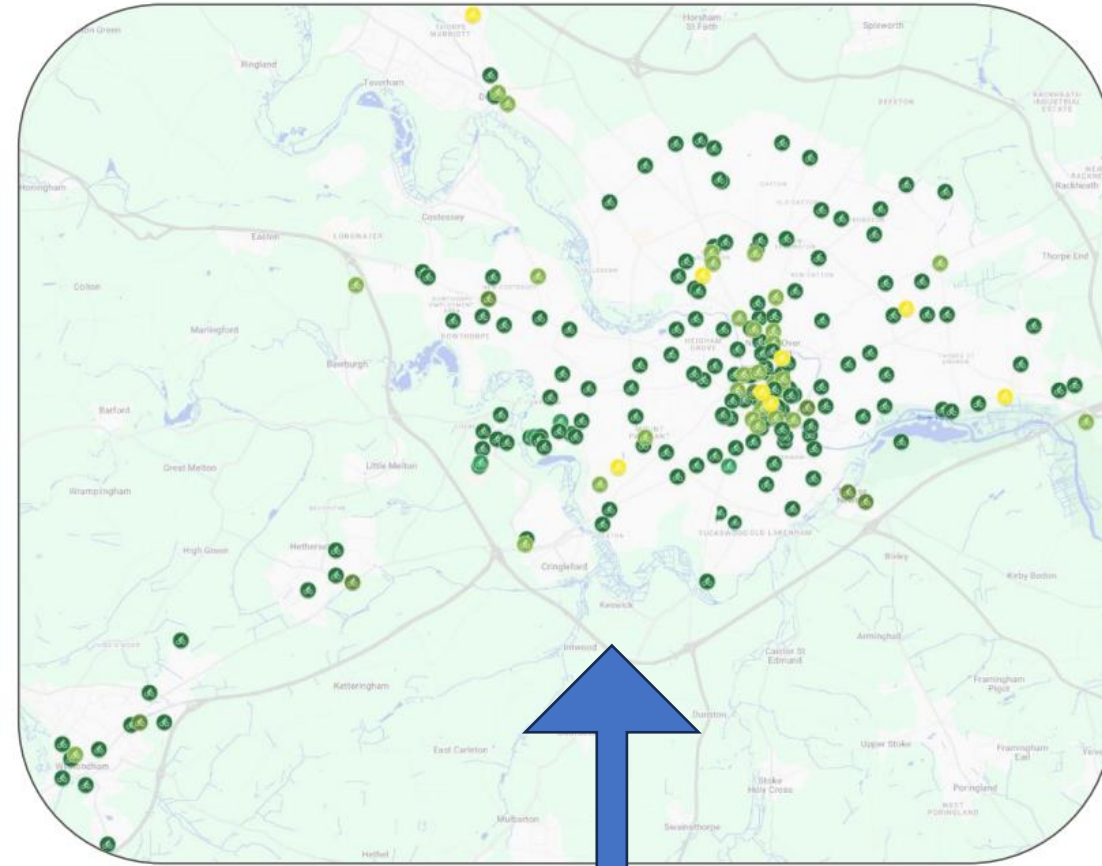
#2 Maximise use of data - insights



#2 Maximise use of data - planning

New bays installed using
Digital Twin technology

New bays installed using a
more **traditional approach** of
looking for gaps on a map



Tip: You will always need more micromobility bays than you think - we started with 100 and now have nearly 200!

#2 Maximise use of data - evidence



Beryl data shows that ridership in the area around Heartsease roundabout increased by over 80% between 2023 and 2025 (before and after significant infrastructure improvements were made - changes were designed to cater for all users and to help it feel less dominated by vehicular traffic)

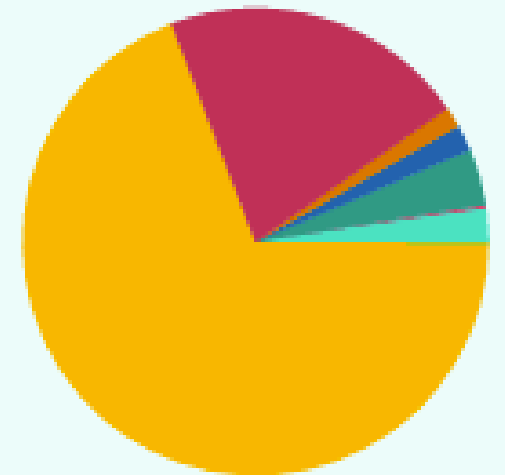
Demand for Beryl bays in the area has also increased!

#3 Innovate together

- Social prescribing
 - Working with our existing Social Prescribing team and GP practices, pilot to provide free voucher codes for access to Beryl assets to those who would benefit (together with additional optional support from Walk Wheel Cycle Trust).
- Gender
 - Imbalance in user numbers.
 - Working together to unpick this, starting with the data...

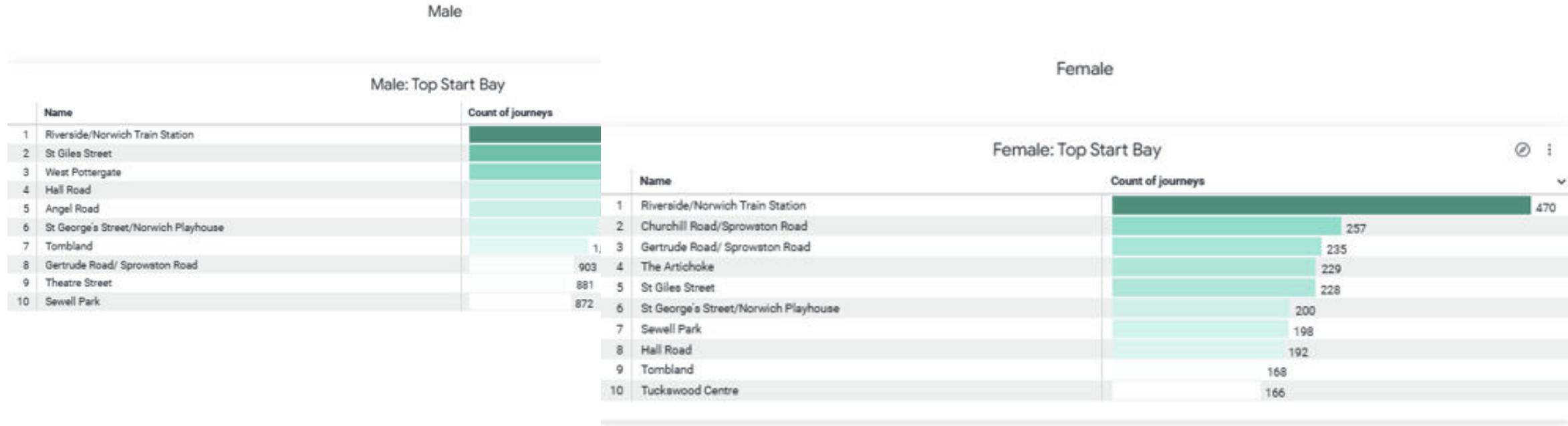
Which Gender Do You Most Identify With?

Woman	21%
Man	69%
Gender Variant / Non-Conforming	2%
Not Listed	0.3%
Prefer Not to Say	4%
Trans-Man	2%
Trans-Woman	1%



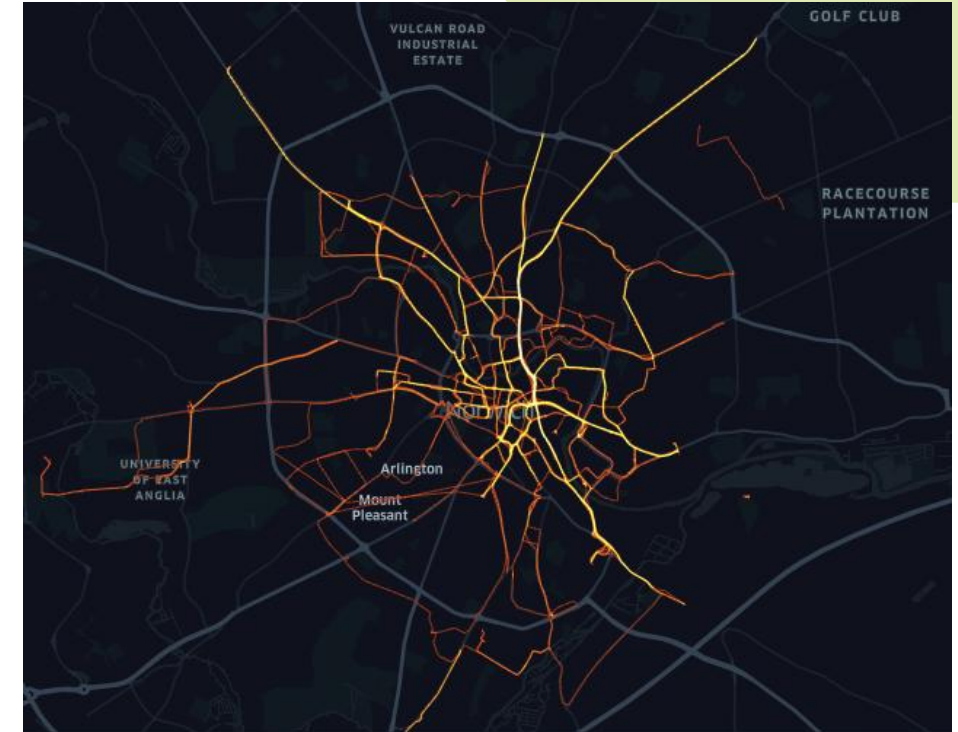
#3 Innovate together – gender

- Men and women use the network differently...e.g. different starting bays



#3 Innovate together – gender

- And different usage patterns....
- We are currently working with Beryl to look at how times of day/days of the week affects this (e.g. daylight vs darkness) and will use this data to develop our next steps.



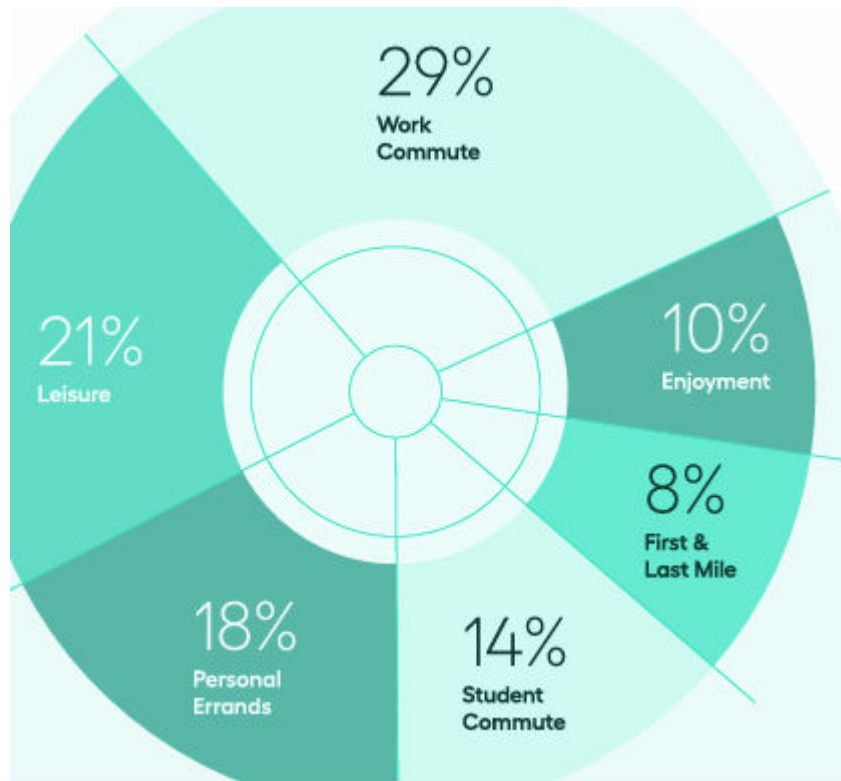
Proven approach...

- NCC, in partnership with Beryl, won “The Micromobility Award” at the 2025 CITTI awards.
- NCC were highly commended for our work with Beryl in the ADEPT Awards 2023 - see [ADEPT Awards website](#)



Multi-modal journeys

- Beryl users connect to other modes



Multi-modal journeys - rail

Norwich Rail Station is
Beryl's busiest hub



*Exclusive discount
on Beryl e-Bikes and
e-Scooters in Norwich.*

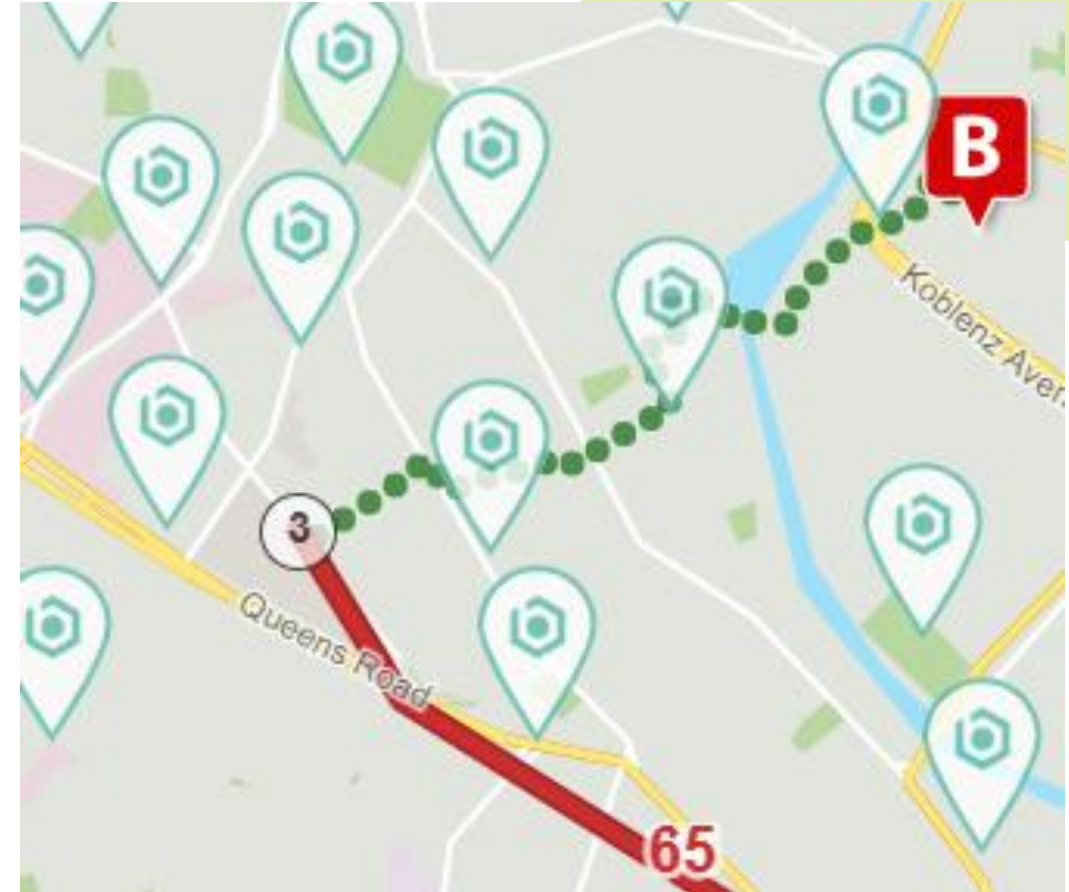
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A 3D rendering of a red rabbit riding a teal Beryl e-bike. The rabbit is stylized with a geometric, low-poly design. The e-bike is also teal and has 'beryl' written on the frame. The background is a dark grey silhouette of a city skyline.

Multi-modal journeys- bus

- Travel Norfolk journey planner includes Beryl and shows Beryl bay locations, allowing users to plan multi-modal trips.
- We have **QR Boards at all bus stops** so any Beryl users arriving at a bus stop can easily check live travel times.



Some thoughts going forwards....

- ❖ Combination of **strong partnership working, evidence-based approach and collaborative approach to innovation** have been key to our shared transport approach in Norfolk.
- ❖ **NCC commissioned study** indicates there is potential for additional shared micromobility schemes within Norfolk.
- ❖ There is **interest from neighbouring authorities in** shared micromobility and **Norfolk and Suffolk are currently due to come together** under a Combined County Authority and mayor so there may be further opportunities to collaborate in this area.
- ❖ **Consolidated, multi-year funding** provides an opportunity to develop shared mobility schemes further but....
 - ❖ ...impact on the new DfT **outcomes framework** needs to be understood
 - ❖ ...roll out of **Local Government Reorganisation (LGR)** in the delivery of transport is unknown
 - ❖ ...**devolution** also raises questions about how transport decisions will be made and where funding will be allocated
- ❖ As officers, consultants and supporting organisations, we need to **stick together** during this period of change and support each other the best way we can – sharing best practice and not ‘reinventing the wheel’ is even more pressing.

Thank you!

Any questions?....