



Rural Transport Accelerator

The Alchera & Norfolk County Council's
Rural Connectivity Solution

Contact: Tom McKenna

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Pilots Objectives

Alchera partnered with Norfolk County Council to explore how to improve sustainable connectivity between people, businesses and places in rural areas.

We set out to achieve this by:

- A data-driven approach to identifying gaps in connectivity.
- By bringing together various data sources.
- Cross-referencing with existing bus routes and travel times.

The goal:

- Help Norfolk encourage greater use of sustainable transport in rural communities.



About our Partner

85% of the population in Norfolk is rural and **25% are over 65.**

This community faces significant challenges accessing employment, health, and education services due to a lack of access to private cars and viable public transport.

Norfolk County Council wants to better understand travel behaviour in its rural population and make smarter strategic decisions that serve their needs.



Achievements & Key Outcomes

4

Strategic Routes

7%

Potential reduction in car journeys

142%

SROI

8.6m new trips

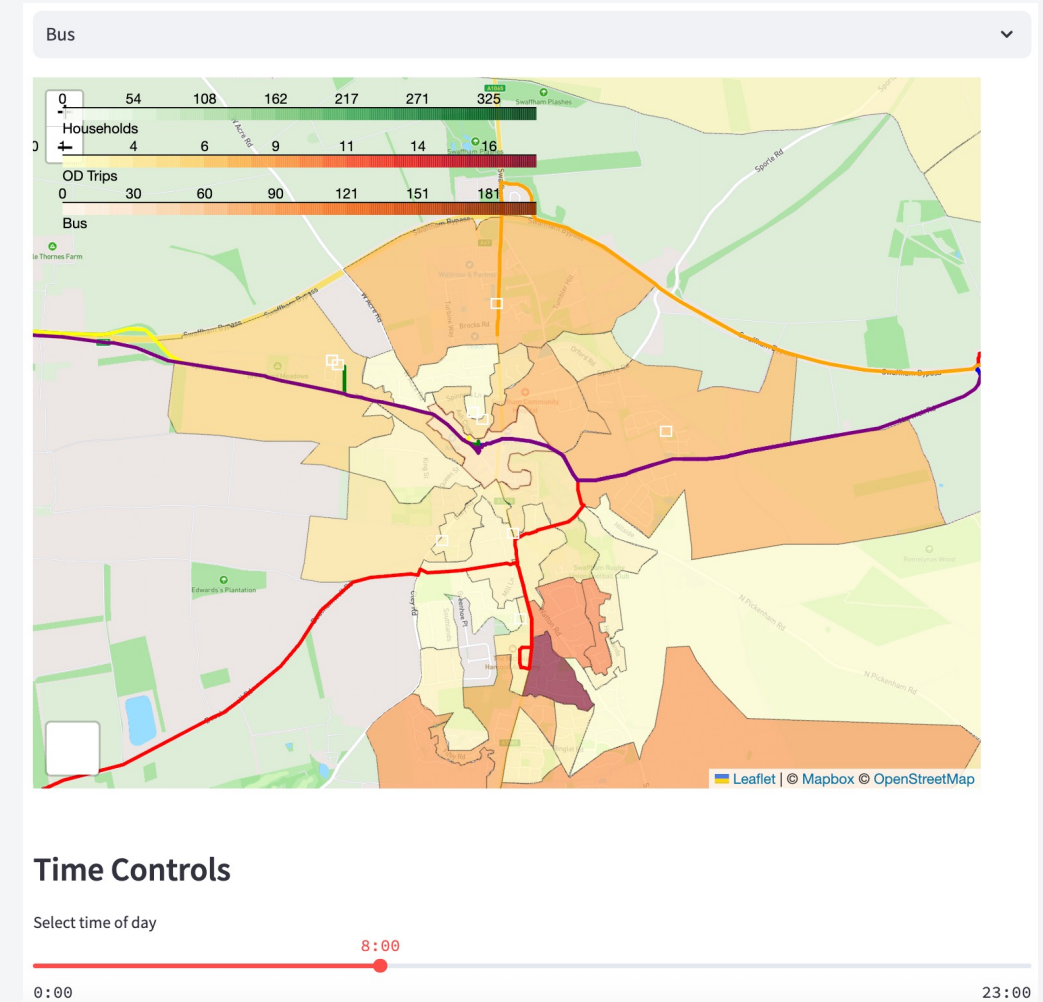
Potential increase in public transport usage

30k tCO2e

Estimated emission reduction

Reduction in social risk

Beneficial impacts for elderly and lower socio-economic groups



Key Takeaways

“There is a lot of data and it’s very easy to get lost in it. What we’re doing with Alchera is looking to see how all those datasets can come together to form a very clear picture for us of what’s happening in Norfolk in terms of people’s movements and then present it in a way that helps provide a very clear narrative for what sort of decisions we need to take going forward.”

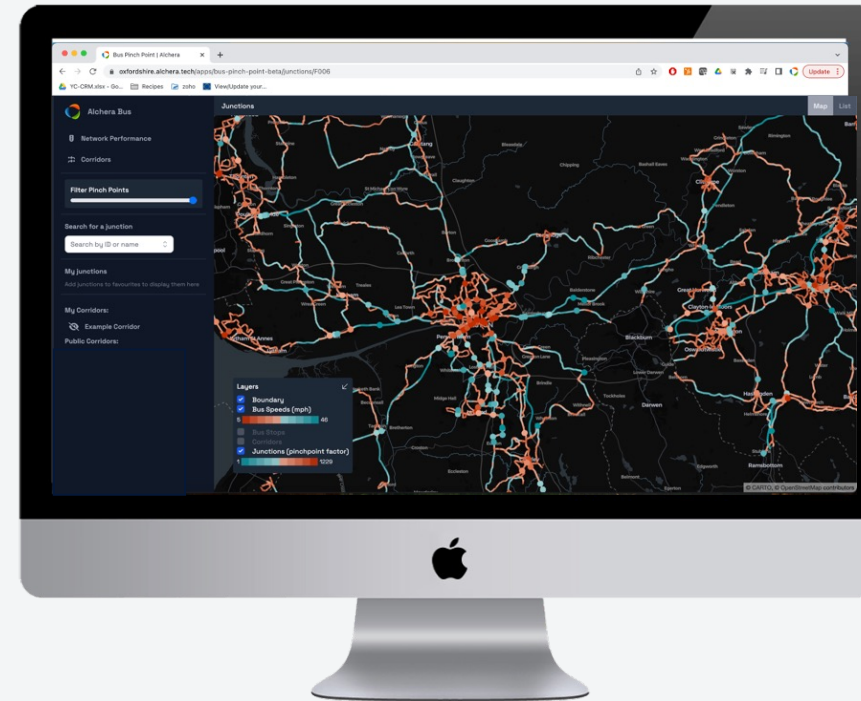
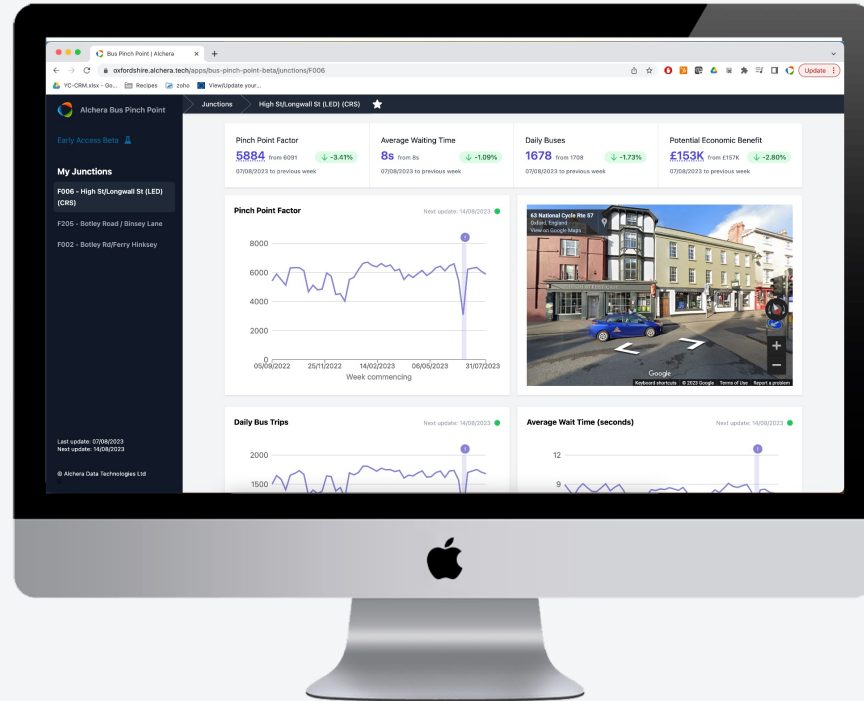
Jeremy Wiggin | Head of Sustainable Transport,
Norfolk County Council

“This project will help us to better understand the movements of people living in rural areas which will allow us to better plan strategic transport decisions for example the locations of transport hubs, and targeted programmes to help increase the take up of public transport.”

Councillor Graham Plant | Norfolk County Council



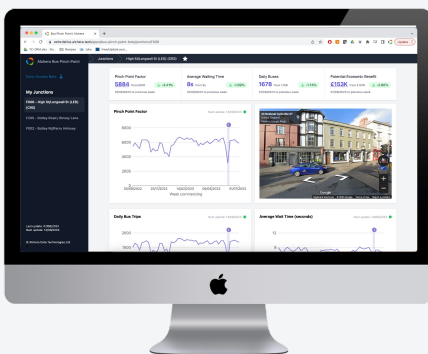
Achievements Since the Project



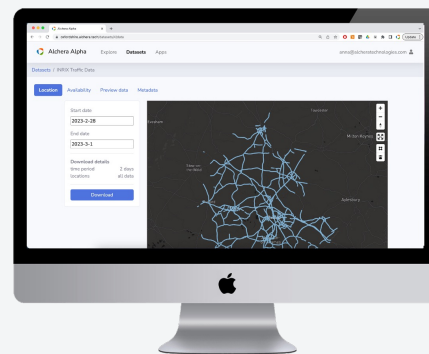
Our Rural Connectivity Solution is ready to help authorities across the country access vital data-driven insights and address gaps in connectivity.

Discover more

- Case study available on request, email tom@alchera.com
- LinkedIn carousel: <https://www.linkedin.com/feed/update/urn:li:activity:7356295434820063232>
- Project video: <https://www.linkedin.com/feed/update/urn:li:activity:7315651007336640512>
- For Alchera's wider work in transport, visit our website: <https://www.alchera.com/>



Alchera Bus



Alchera Data Hub

AI Driven Solutions:

- Machine Learning Predictions
- Anomaly Detection
- Large Language Model



Powering Data-Driven Infrastructure.

Thank you!

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