



buildingkonections

Sustainable Travel with **Konectbus** & **Norwich Park & Ride**

CASE STUDY



Company/business name: Norfolk County Council - County Hall

When it started

The diversion of **Route 502** to serve **County Hall** began on **Monday 4th October 2021**

Reasons why

Following changes in policy at Norfolk County Council after the recent pandemic and the need to reduce the demand for on site car parking, **Konectbus** were approached to consider including a stop outside County Hall on our existing **502 Park and Ride bus** service between **Harford and Sprowston**.

The new diversion on route 502 now offers employees a stress-free way to commute to the office from the North and South of Norwich using bus lanes to ease congestion.

No. of passengers that have used the service (pre Covid)

Service began on 4th October 2021 with 14 code redemptions in week 1.

Benefits to the company/business

- provide alternative parking arrangements for employees and visitors.
- supports the council's sustainable travel goals.
- reduce traffic congestion across the city and improve commuters journeys to the office.
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Other information

Norfolk County Council have subsidised their employees travel when tickets are purchased on the new **Konectbus** app using a specific code.