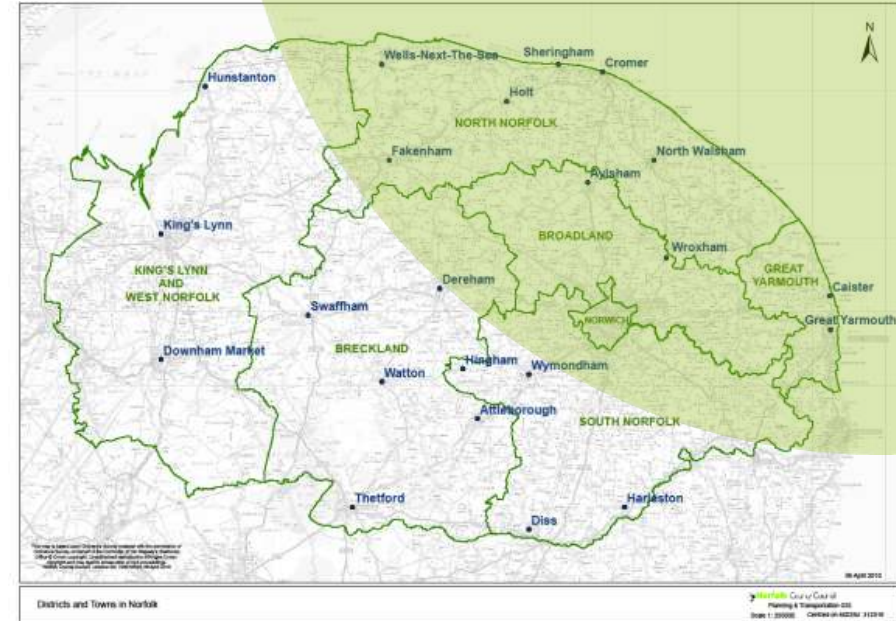


# Background and context

- Norfolk – fifth largest county in England, with a population of around 940,000 as of 2024.
- Norfolk County Council’s [Local Transport Plan](#) sets out commitments to enhancing the quality of life for Norfolk’s residents, improving connectivity and accessibility, as well as to using data and technology to deliver an efficient and effective network.
- Transport and mobility are hugely important to the Norfolk and wider economy, directly impacting how people get from A to B, whether for work, education, healthcare, visiting family or friends or for logistics.
- As a large rural county, Norfolk faces some particular challenges around access to employment, training, healthcare.
- Challenges of decarbonisation and congestion, which impacts directly on the economy, as well as having broader health and social impacts.
- Opportunity to work with Mobilityways on the DfT Rural Transport Accelerator project (the ‘Ivora’ project) to explore some innovative ways to look at addressing some of these challenges.
- Findings of this work transferable to other rural authorities.



Source: Norfolk County Council.



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# IVORA Trial Summary

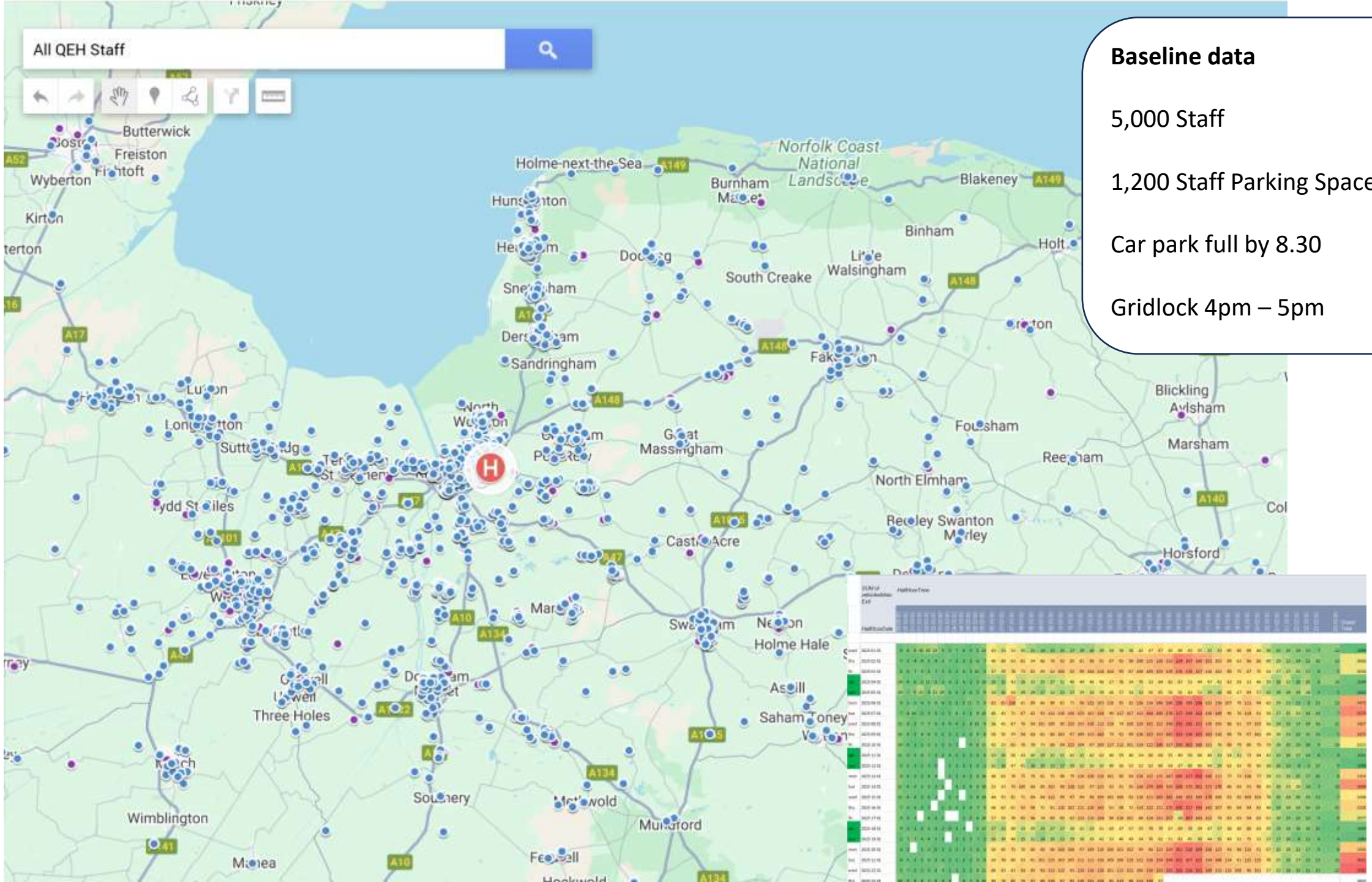
Increasing Vehicle Occupancy in Rural Areas

Ali Clabburn

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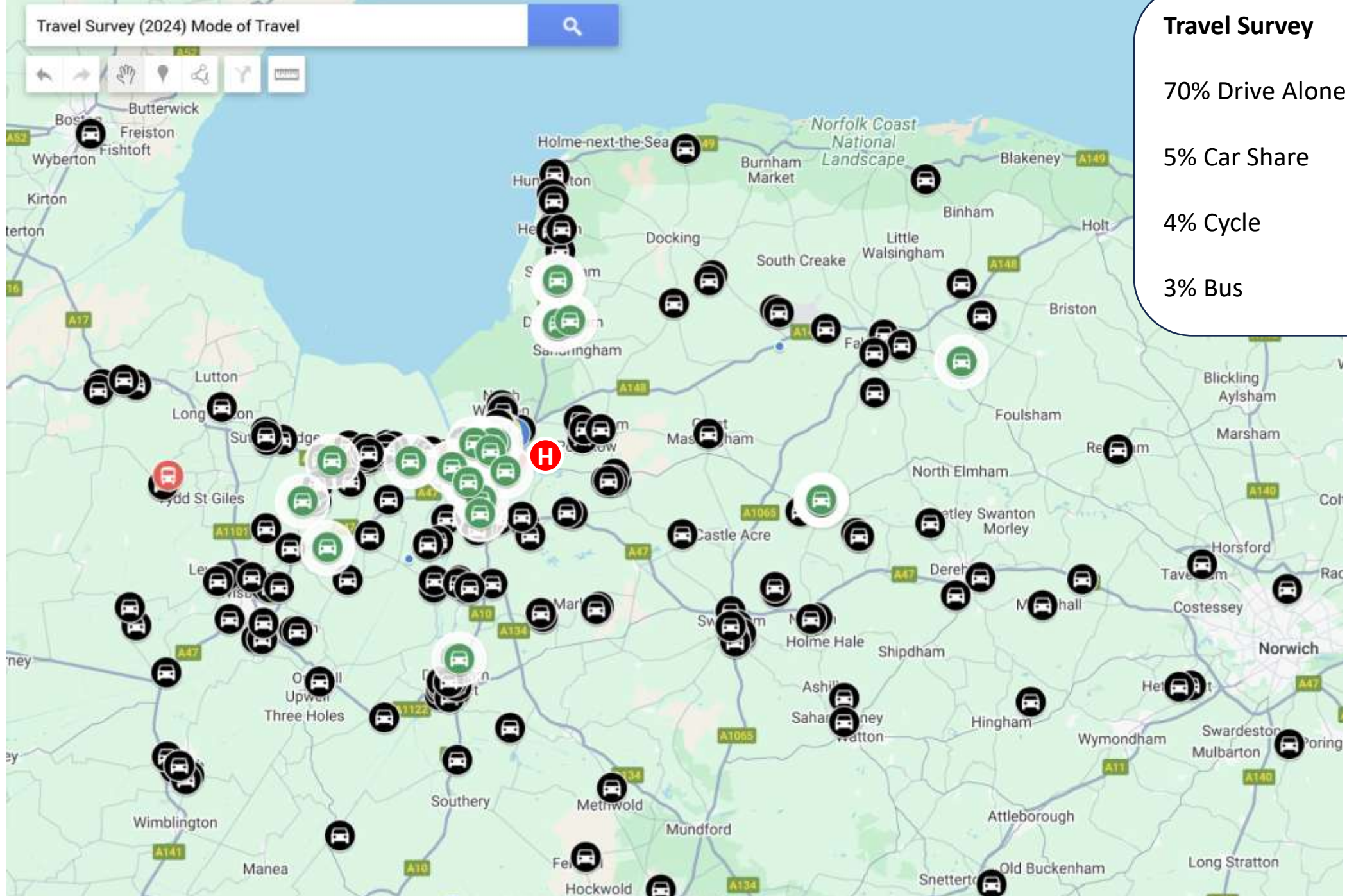






**Baseline data**

- 5,000 Staff
- 1,200 Staff Parking Spaces
- Car park full by 8.30
- Gridlock 4pm – 5pm



**Travel Survey**

70% Drive Alone

5% Car Share

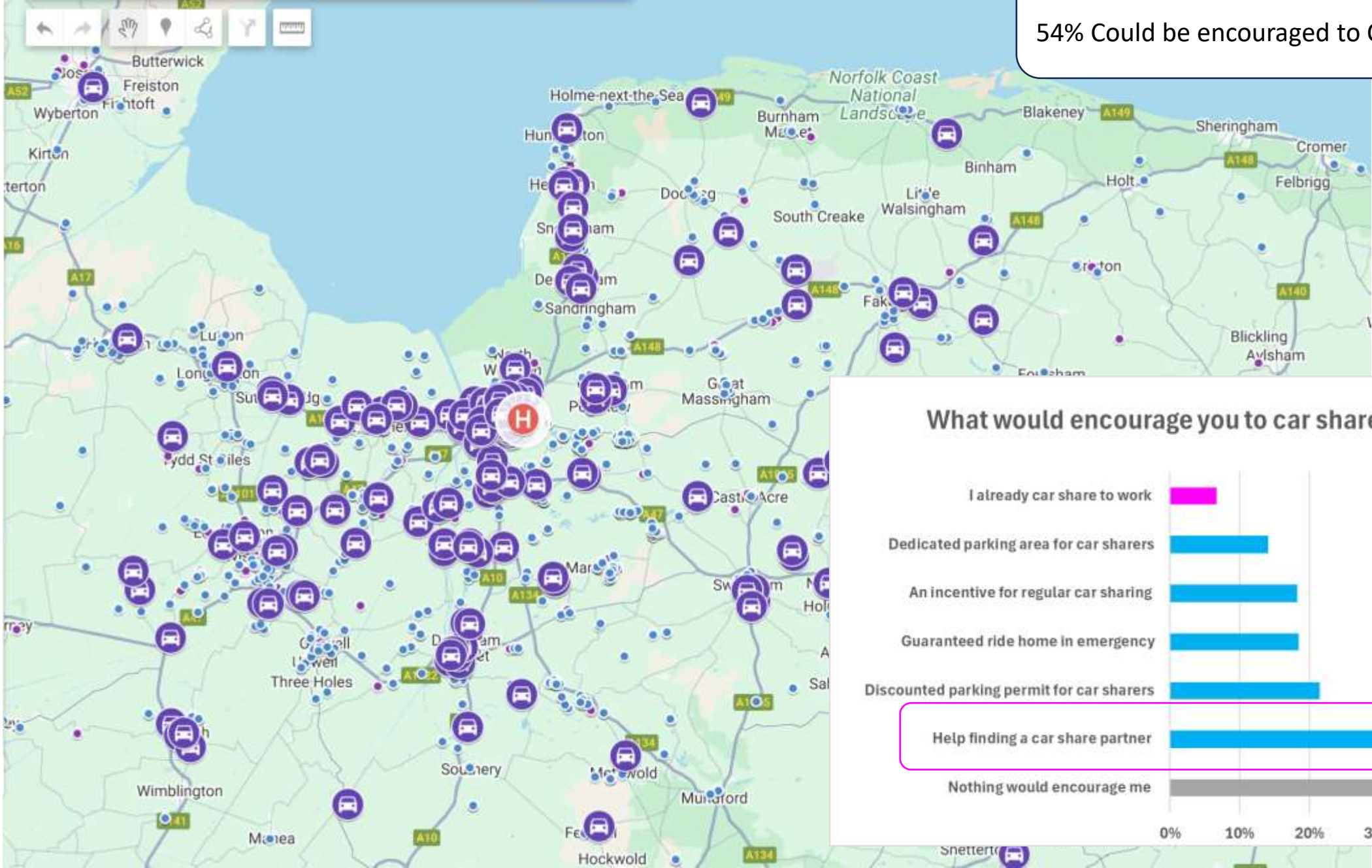
4% Cycle

3% Bus

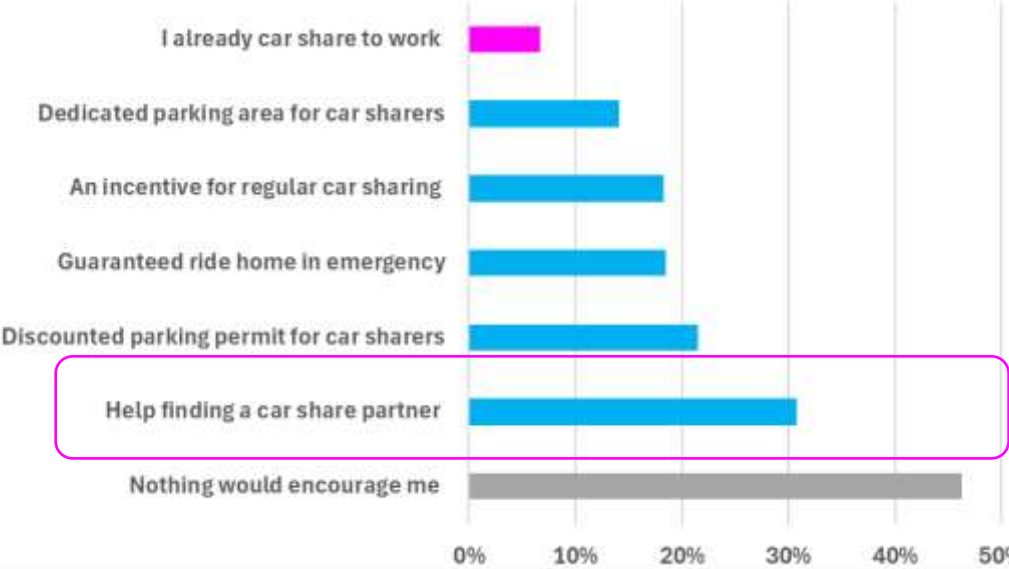
## Travel Survey Insights

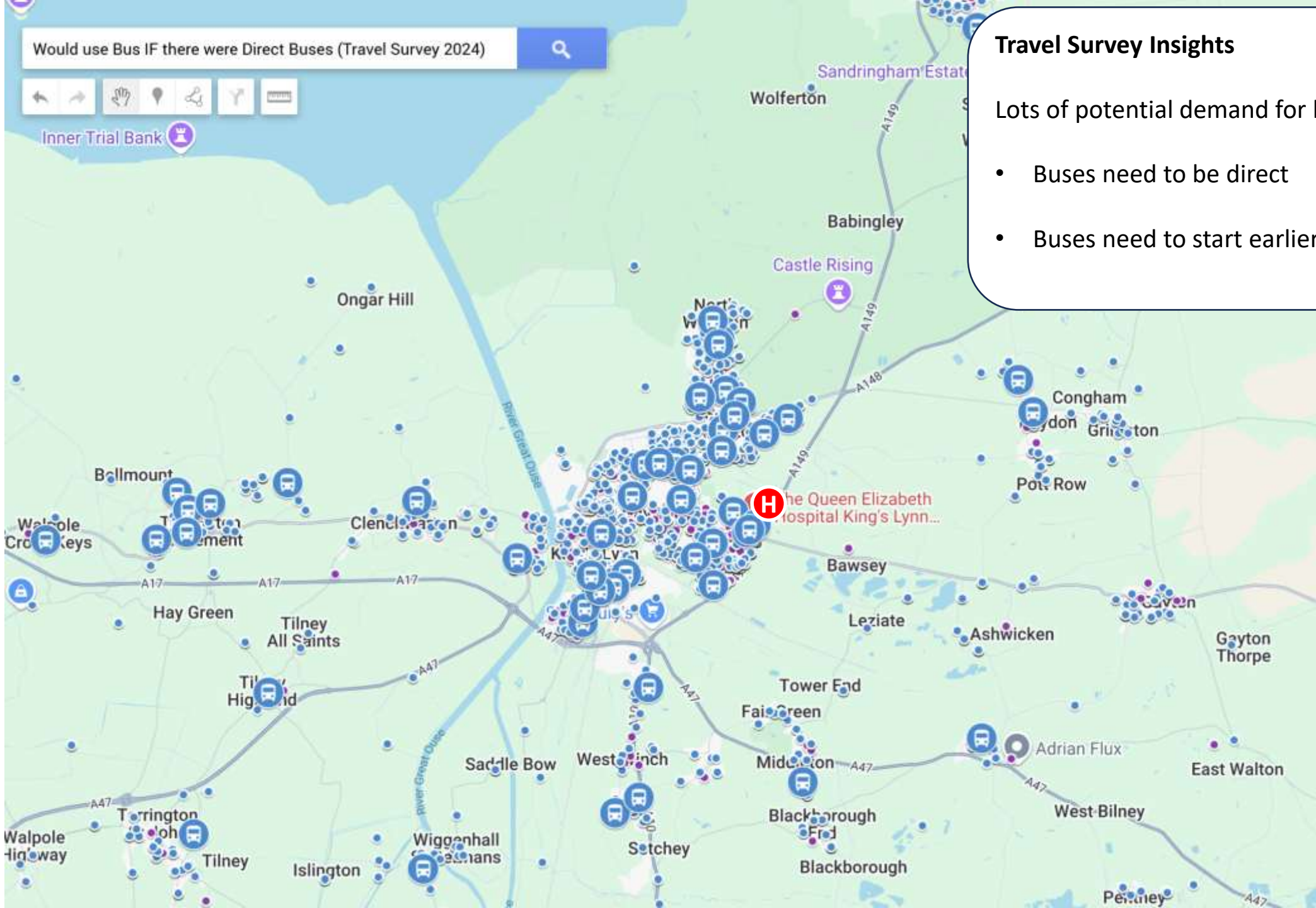
54% Could be encouraged to Car Share

Could be encouraged to Car Share (2024 Travel Survey)



### What would encourage you to car share to work



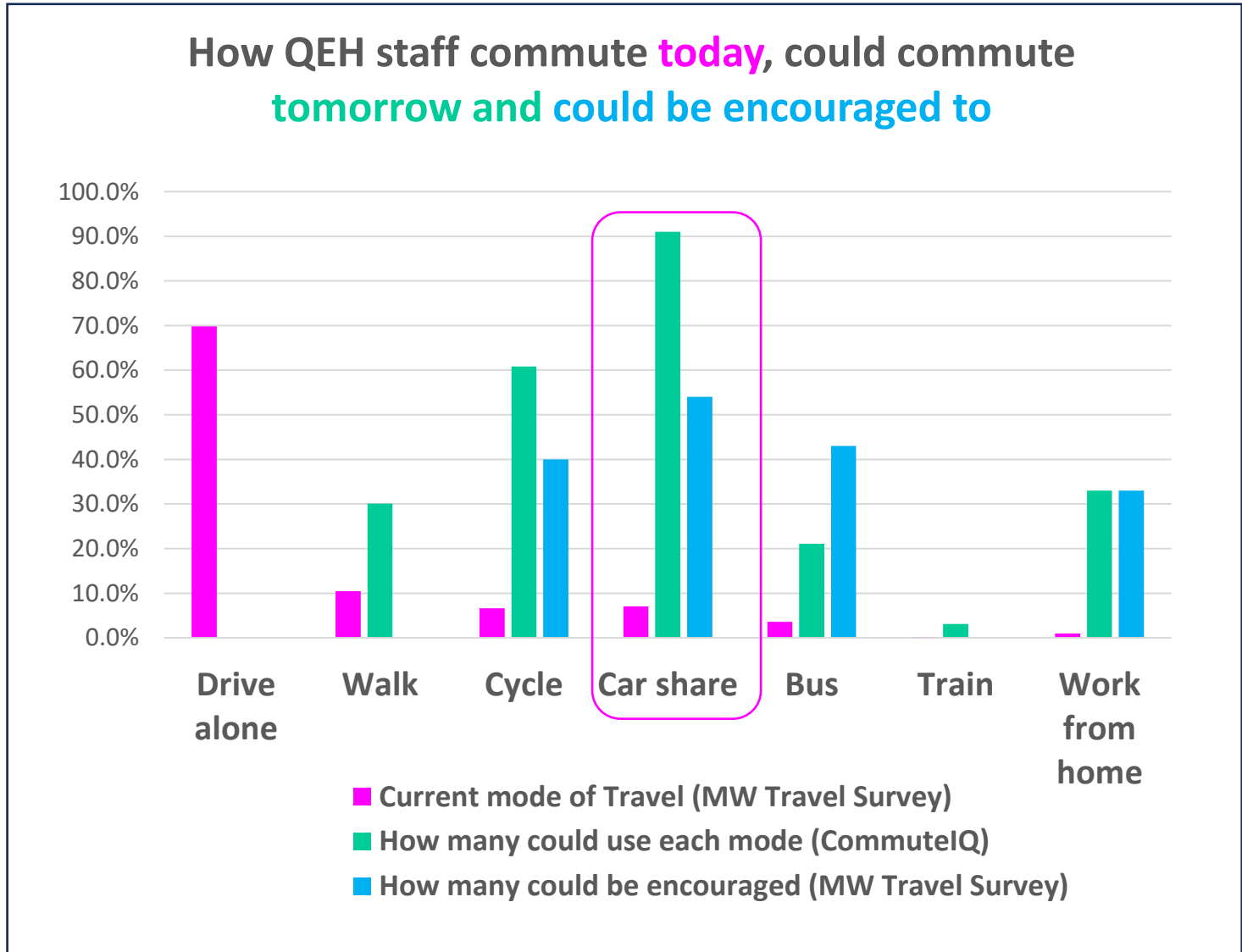
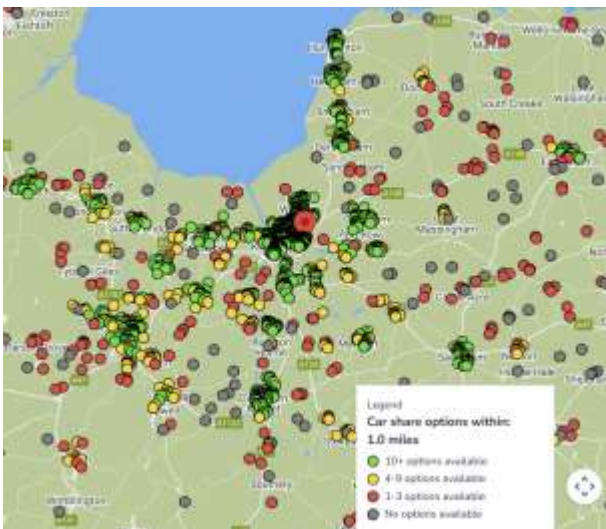
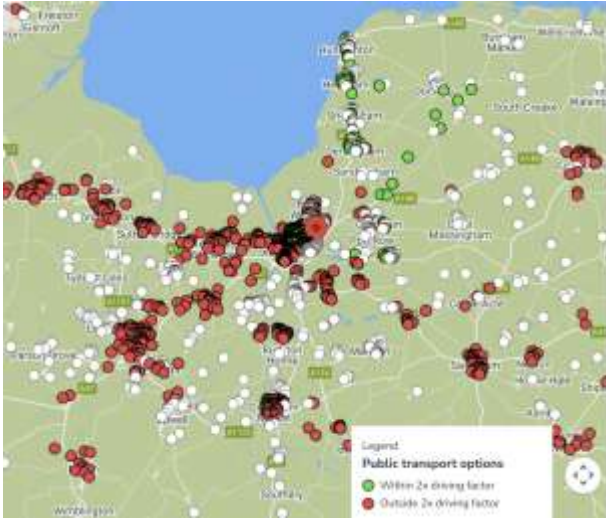


**Travel Survey Insights**

Lots of potential demand for buses, but ..

- Buses need to be direct
- Buses need to start earlier

# Travel Survey + CommuteIQ analysis >> Opportunity



# IVORA Increase Vehicle Occupancy in Rural Areas



A black background with white text and a logo. In the top left corner, there is a logo consisting of a pink and teal zigzag line above the text 'mobilityways'. In the center, there is a quote in white, handwritten-style text: 'If You Can Measure It, You Can Improve It'. Below the quote, there is a statistic in white, bold text: '1% Occupancy = 1 Billion Car Miles Saved'. In the bottom right corner, there is a small logo of the Royal Coat of Arms followed by the text 'Crown Commercial Service Supplier'.

**1% Occupancy = 1 Billion Car Miles Saved**

# Strategy: Measure, Action, Measure ..

**Measure:** OccCam detects if a moving car is shared  
 Lidar detects if parked car was shared  
 Mobilityways App authenticates mode

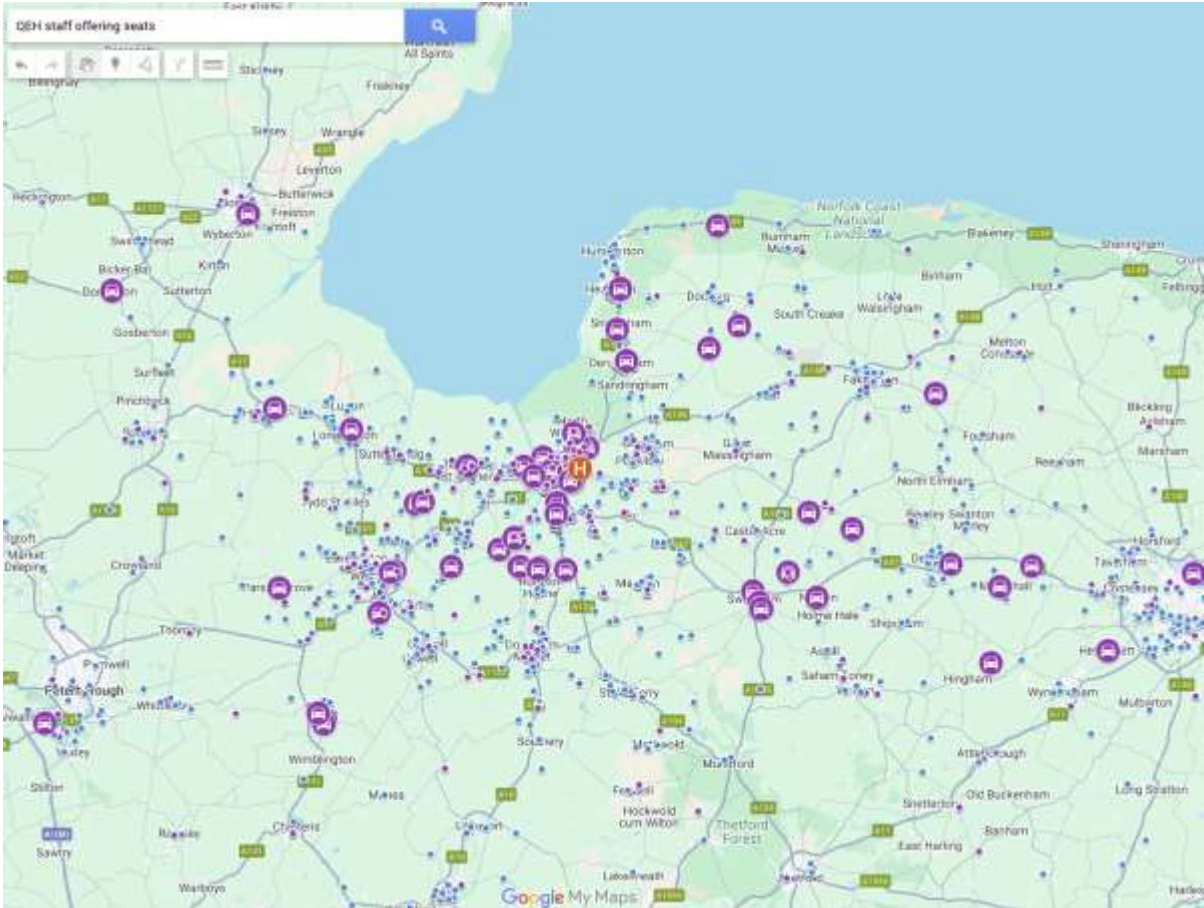
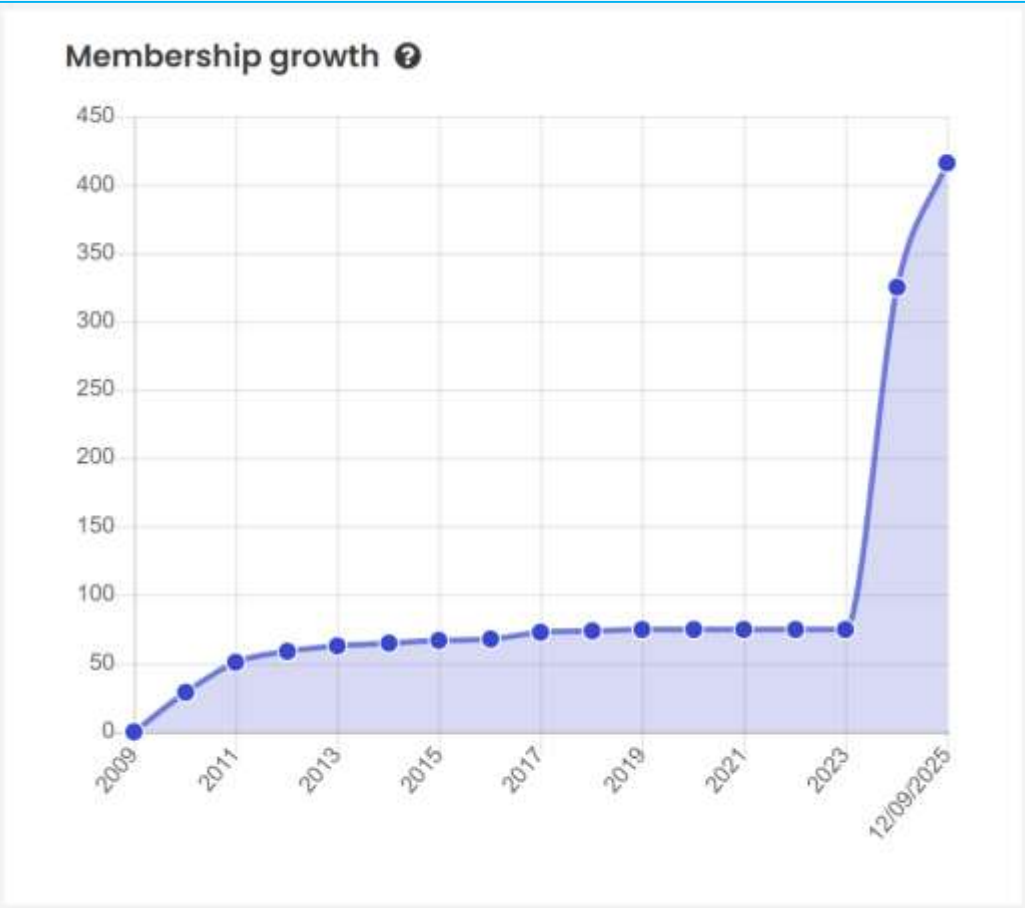
**Incentive:** Liftshare Parking Bays  
 Mobilityways App Incentives / Campaigns

**Promote:** Liftshare website and via App  
 New sustainable travel intranet and web  
 VMS and onsite events

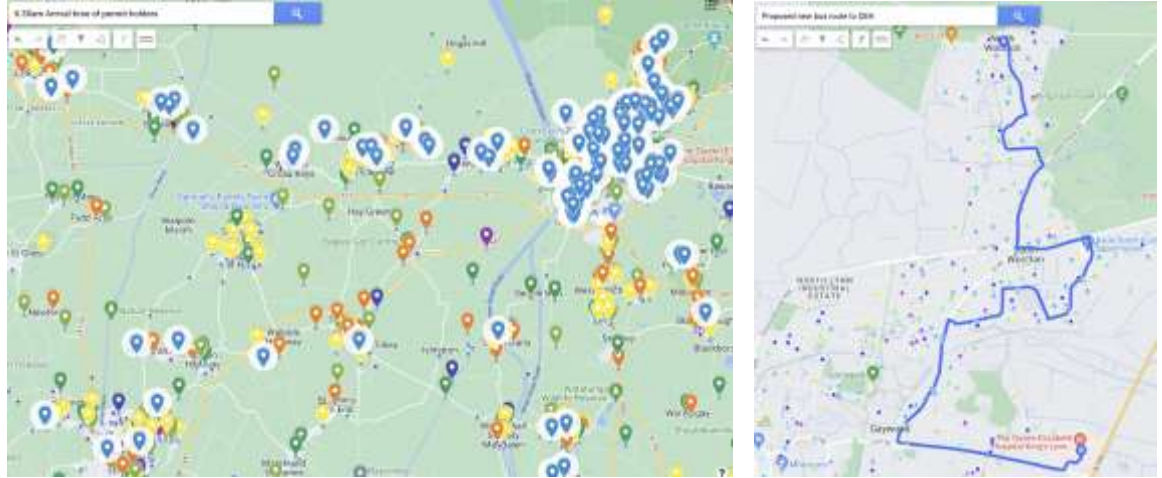
**Partner:** Data > SMT engagement + Bus companies



# Outcomes: 50,000 miles shared in first year



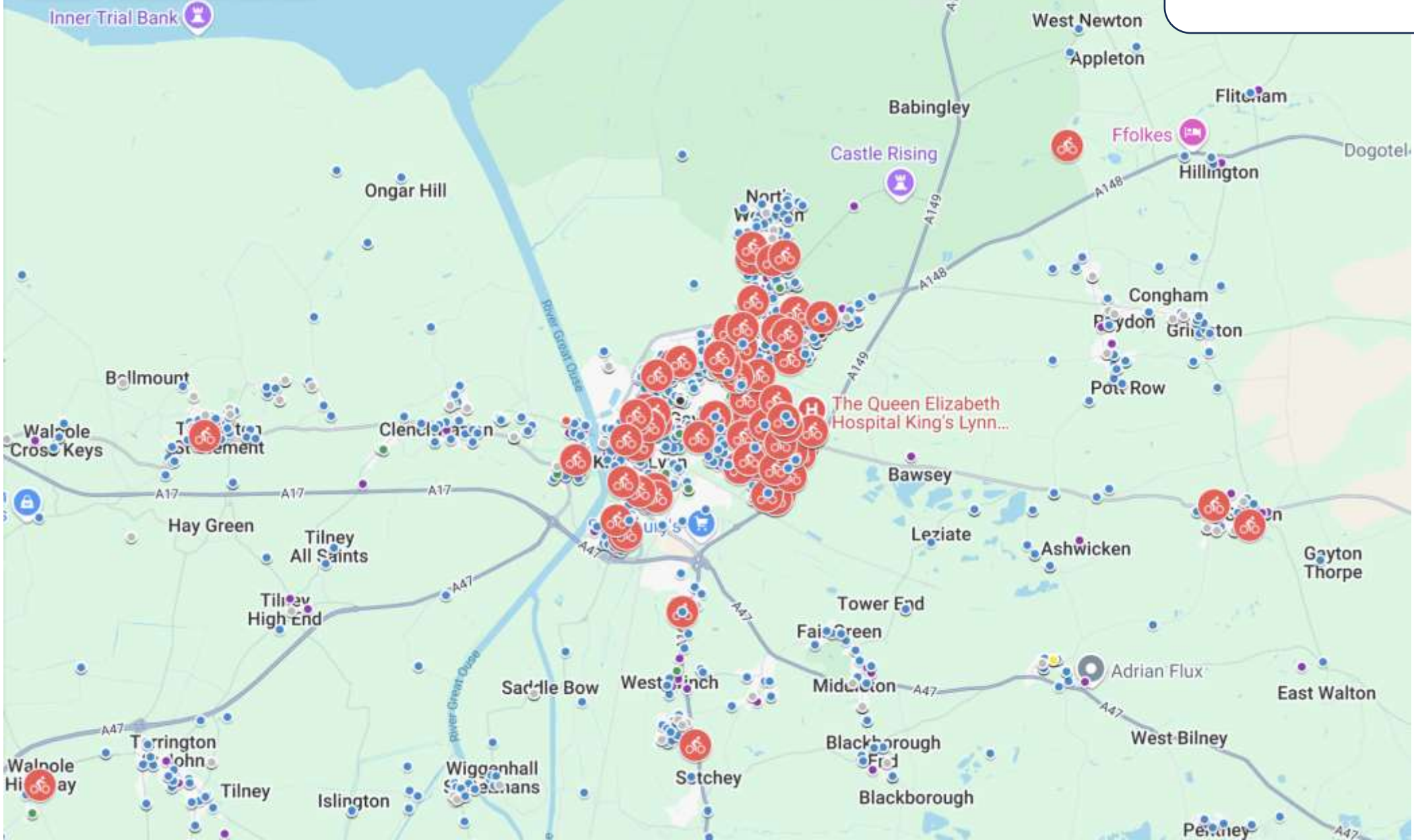
# Bonus Outcome: New Buses and more cycling



*“The data insights provided by Mobilityways have been incredibly insightful and really helped us to plan new commercial bus routes and times to better suit QEH staff”.*

*Lynx Bus Director*

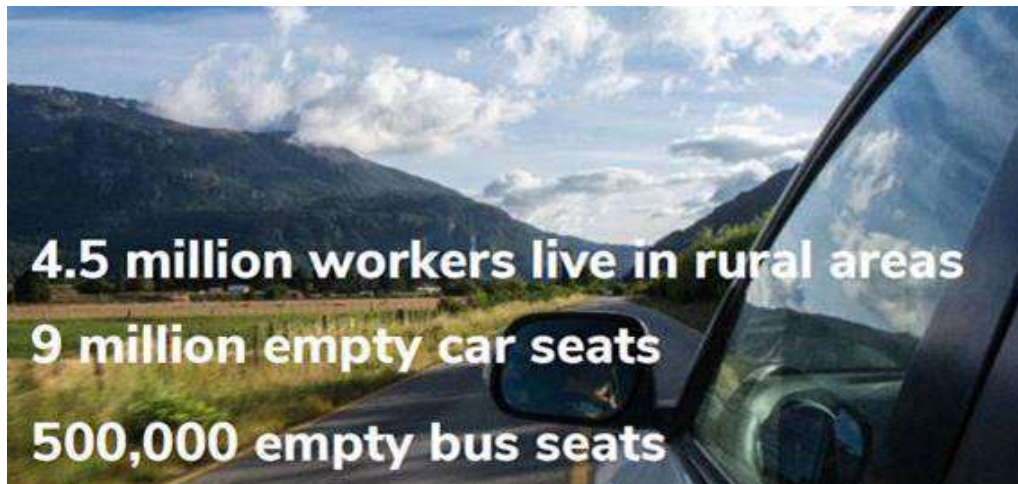
Dash Bike Sign Ups



**Cycling**  
>50 staff to trial Dash E Bikes

## In summary:

- The status quo was not working for rural communities
- Be curious. Be brave. Collaborate.
- Discover the opportunity : Travel surveys + Travel option analysis
- Around 50% in your community could be encouraged to share journeys.
- Can you help make it easy for them.



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