

Improving bus services in Norfolk

Since August 2022, Norfolk County Council has been awarded £64.3m of funding from the Department for Transport (DfT) to improve bus services across the county. Here is an overview of what has been achieved so far (up to and including May 2026).

**Travel
Norfolk**



Norfolk
County Council



netzero
Norfolk

45



new and enhanced
bus services
across Norfolk

Approx 600,000

people (65% of Norfolk's population) live
in parishes with more regular bus services

Service enhancements cover **165** parishes

**Travel
Norfolk**

21 parishes

have an increased
evening bus services

49 parishes

have an increased or new
Saturday bus service

26 parishes

have an increased
or new Sunday service

14

bus stops
enhanced to
GOLD standard
in market towns
like Swaffham
and Acle



5

new Travel Norfolk
Travel Hubs opened
in North Walsham,
Cromer and
King's Lynn



5 fares promotions offering better
value for money to passengers:

★ **15% off**
group, weekly
and monthly tickets

★ **£1.50** flat fares
for King's Lynn, Thetford
and Great Yarmouth

★ Simplified and reduced
ticket pricing for Norwich
park & ride



Fare-paying passenger figures for March 2026

124% compared to pre pandemic (Oct 2019)

94% concessionary pass passengers



35% increase in overall passenger figure
March 2022 – March 2026



New 7-ticket multi-operator range



Brand new website and
journey planner launched
www.travelnorfolk.co.uk



Delivered an award-winning
marketing campaign - Choose the bus

262

accessible bus
stop boarding
points delivered
countywide.

