

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: OVERVIEW						
Theme	Problem/ Issue	Challenge	Targets (by 2028)	Monitoring	Timescale	Lead/Partner
<p>(i) A well-managed Access Network</p> <p><i>We will manage a well-signed and maintained network of multiuse routes efficiently and economically - both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.</i></p>	<p>As a consequence of reduced public funding, there is less resource to manage the access network in Norfolk, with poor user satisfaction rates in comparison with other highway authorities</p>	<p>The challenge is to find innovative and new ways to help deliver network management, working with partners and communities</p>	<p>Aim to improve the Highways and Transport Network Survey Key Indicators for Public Rights of Way and Public Rights of Way (aspects) from 52 to 57 for KBI 15 and from 49 to 52 for KBI 16</p>	<p>Highways and Transport Network Survey:</p> <p>norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/performance/roads-and-transport-performance/nht-network-survey</p>	<p>2028</p>	
<p>(ii) A well-connected Access Network</p> <p><i>We will develop an integrated green infrastructure network of routes and paths that provide opportunities for all users, improve accessibility of the network and develop opportunities to connect with places of natural and cultural heritage for visitors or for work/education/recreation for residents</i></p>	<p>The Public Rights of Way network was established in a time when road and rail networks did not exist and they are now fragmented and poorly connected in places.</p> <p>The Industrial Revolution generated the movement of populations from rural to urban areas to live and work taking over much of the green space for housing and industrial uses.</p> <p>Planning regulations are geared to very local areas and do not always connect up paths or green spaces with populations wanting to use them.</p>	<p>The challenge is to ensure that people have access to green space near to where they live and routes that connect places they want to go to.</p>	<p>Increase access by 10% on 2010 figures:</p> <ul style="list-style-type: none"> • 18.1% of households have access to an accessible natural greenspace of at least 2 hectares within 300 metres; • 48.9% of households have access to an accessible natural greenspace of at least 20 hectares within 2 kilometres; • 36.2% of households have access to an accessible natural greenspace of at least 100 hectares within 5 kilometres; • 16.1% of households have access to an accessible natural greenspace of at least 500 hectares within 10 kilometres; • 3.2% of households have access to all the areas of accessible natural greenspace within the standard; • 29.7% do not have access to any of the accessible natural greenspace within the standard 	<p>TBC</p>	<p>2028</p>	
<p>(iii) A well-protected Environment</p> <p><i>We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.</i></p>	<p>Population growth and increased visitor numbers creates a threat to special sites, species, historic buildings and archaeological sites. Norfolk's population is growing - by 2039, it could be 1,015,500 (Norfolk Insight data) - an increase of 13%.</p>	<p>The challenge is to ensure well managed access helps to minimise the recreational impact, controlling access to the most sensitive sites, mitigating and promoting it where and when it will have least impact</p>	<p>TBC</p>			

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Theme	Problem/ Issue	Challenge	Targets (by 2028)	Monitoring	Timescale	Lead/Partner
<p>(iv) A well promoted Access Network</p> <p><i>We will communicate Norfolk's outstanding countryside and the benefits of outdoor activity for all users, and develop a communications plan to reach key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users)</i></p>	<p>The access network is well used by dedicated walkers and people in the high season summer months. However there are large sections of the population who do not use the network as well as the network having huge capacity outside the summer season.</p>	<p>The challenge is to increase the use of the network, particularly our of season and by people who do not currently use it.</p>	<p>Increase use of the network by 10% on Trails and promoted routes</p>	<p>Counters on Trails and Circular Walks</p>	<p>2028</p>	
<p>(v) A well-informed Access Network</p> <p><i>We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies</i></p>	<p>Managing spatial information and data is an increasingly challenging task with more and more information available in digital format and increasing demands placed upon it for planning, evaluation and management purposes.</p>	<p>The challenge is to maintain accurate data on systems which are appropriate to their use.</p>	<p>Maintain and update:</p> <ul style="list-style-type: none"> • the Definitive Map of PROW • the PROW Interactive Map • the Trails Interactive Map • Designated Wildlife Sites Map • Norfolk Heritage Explorer 	<p>Numbers of updates client satisfaction reports?</p>		
<p>(vi) A community-based Access Network</p> <p><i>We will increase the involvement of communities in the development of their local access network working with parish councils, volunteers and other community organisations</i></p>	<p>As public funding reduces, the role of communities in helping to manage their local access becomes more important. There are a large number of people willing to help from user groups and community groups but they need support.</p>	<p>The challenge is to engage community groups and ensure they are motivated and embedded into planning and management systems for the network</p>	<p>Support system with training set up</p>	<p>Numbers of communities/ people attending seminars and training Numbers of volunteers</p>		
<p>(vii) A healthy Access Network</p> <p><i>We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network.</i></p> <p><i>We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network.</i></p>	<p>In Norfolk, unhealthy lifestyles and obesity are estimated to contribute to 23,000 hospital admissions per year. We also face the challenges of an ageing population - there will be a 77% increase by 2030 of the proportion of Norfolk's residents aged 85+ (Norfolk Community Foundation Vital Signs 2017). If levels of ill health remain the same in the population, Norfolk will face increasing demands on health and social care services.</p>	<p>To increase the number of people using outdoor spaces and routes for access to school, work or for leisure - particularly target groups (children and young people, elderly people, people with health issues)</p>	<ul style="list-style-type: none"> • x access improvements made for people with physical disabilities, increasing the mileage available by 10% • x access improvements made for people with mild to moderate mental health issues including dementia increasing the mileage available by 10% • x access activities and events held for the elderly, families with young children, schools, young people and Black and Ethnic Minority groups 	<p>HEAT (Health Economic Assessment Tool) UEA (Active Travel diaries; pedometers; health questionnaire (EQ-5DTM); children's health). 1. x number of people from target groups active 2. x number of people say they have improved health</p>		

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: OVERVIEW						
Theme	Problem/ Issue	Challenge	Targets (by 2028)	Monitoring	Timescale	Lead/Partner
<p>(viii) A valuable Access Network</p> <p><i>We will maximise the economic benefits to Norfolk that are generated through the access network.</i></p> <p><i>We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.</i></p>	<p>The Access network is of increasing value to the visitor economy. However, at the moment, most visitors come for a day or less and their spend is limited. The environment and walking are key attractions and reasons for people coming to Norfolk - but businesses do not always know about the access network or appreciate its value.</p>	<p>The challenge is to work with businesses, tourism agencies and DMOs (Destination Management Organisations) and others to maximise the benefits for the visitor economy.</p>	<ul style="list-style-type: none"> • Increase the number of visitors to Norfolk's access network by 20% • Establish 5 support networks for local businesses, each linked to a different Norfolk Trail. • Engage with 200 local businesses and DMOs (Destination Management Organisations) to provide support to enable them to promote opportunities available through Norfolk Trails. 	<p>People Counters Website/ social media counters Insight Track and other reports</p>		

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (i) - A WELL MANAGED NETWORK**

(i) A well-managed access network.

We will manage a well-signed and maintained network of multiuse routes efficiently and economically -both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Aim to improve the Highways and Transport Network Survey Key Indicators for Public Rights of Way and Public Rights of Way (aspects) from 52 to 57 for KBI 15 and from 49 to 52 for KBI 16		56 (national average 56) norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/performance/roads-and-transport-performance/nht-network-survey					
1.1 Manage and improve signage	PROW and Trails maintained/ created; Signs replaced or installed	Signposts 6800 Way-marks 1000s	Numbers of each	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC, NLA/ PROW sub-group	Annual	TAMP (Manage and maintain the transport network to an appropriate standard), Norfolk Trails
1.2 Manage path surfaces and vegetation	PROW and Trails maintained/ created; Cutting contract;	3,200 km Highways 700 kms Trails	Length cut	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC, NLA/ PROW sub-group	Annual	TAMP, Norfolk Trails
1.3 Create accessible routes without barriers	PROW and Trails maintained/ created; Barriers removed and replaced or installed	Stiles 1650 Gates 1750	Numbers of each	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC, NLA/ PROW sub-group	Annual	TAMP, Norfolk Trails
2. Manage the system for managing PROW/ Trails records.	Transfer Trails records from CAMS to YOTTA		• 'Trails' - Exegesis Countryside Access Management System. This is a commercially available system that uses a Microsoft SQL server as				
2.1 Enforcement of regulations by landowners	Letters sent to landowners		Numbers of each	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC	Annual	TAMP, Norfolk Trails

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Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
2.2 Reporting issues for volunteers and users	CSC enquiries/ reports		Numbers of each	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC	Annual	NCC Customer Services Strategy
2.3 Maintain the definitive map for Norfolk	Definitive Map		Number of searches	Definitive Map Team	Highways Legal Orders	Annual	TAMP, Norfolk Trails
2.4 Record and manage changes to the definitive map	Public Path Orders, Modification Orders, deposits and declarations	1) 20 applications received in respect of '2026' routes (user group representatives and parish councils) 2) 'live' applications being dealt with 43 3) average number of applications annually 27	Numbers of applications	Definitive Map Team	Highways Legal Orders	Annual	TAMP, Norfolk Trails
3. Manage the National Trails (Peddars Way, Norfolk Coast Path, England Coast Path)	Peddars Way/ Norfolk Coast Path route up to National Trail standard publications.naturalengland.org.uk/publication/6238141?category=211280		User Surveys, Annual Report to NE	Norfolk Trails	Norfolk National Trail Partnership	Annual	National Trail

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Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
3.1 Monitor and evaluate the effectiveness of the above	Follow up system - targets/ achievements The National Highways and Transport Network (NHT) survey		Outcomes	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC	Annual	Highways/ Env Team Service Plans

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (ii) - A WELL CONNECTED ACCESS NETWORK**

(ii) A well connected access network.

We will develop an integrated green infrastructure network of routes and paths that provide opportunities for all users, improve accessibility of the network and develop opportunities to connect with places of natural and cultural heritage for visitors or for work/education/recreation for residents.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Provide more opportunities to walk, cycle and ride	<ul style="list-style-type: none"> • funding applications for route improvements • funding applications for route creation 	700 kms trails x PROW - walking x kms cycle routes x kms bridle ways		DoT Sustainable Transport Fund			Norfolk Cycling and Walking Strategy
1.1 . Increase the number of multiuse routes + 10							
1.2 Increase the length of the network + 100 miles							
2. Connect up rural paths to provide "green corridors" increasing the resilience of wildlife populations	x green corridors 100 x circular and link routes x schools, x work places, x market towns, x businesses, x attractions			Community Infrastructure Levy Section 106			The Norfolk Trails Plan the AONB Plan - Access and Recreation Strategy the Broads Authority Plan - Integrated Access Strategy Greater Norwich Infrastructure Plan - Green Infrastructure Priority Corridors
2.1 Improve the connectivity between routes							
2.2 . Improve the connectivity with schools, work places, market towns, businesses, key attractions							
3. Establish priorities for claiming/ recording historic routes	• applications to record historical routes (by 2026)		Annual review	voluntary organisations and other applicants	NLAF/ Ramblers/ NCC	2018 - 2026	
4. Establish a structure and procedure for Permissive Access to private land in Norfolk	Plan for gaps in network where Permissive Access needed		Annual review		NNC/ NLAF		

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (iii) - A WELL PROTECTED ENVIRONMENT**

(iii) A well protected environment.

We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Develop opportunities to manage the impact of visitors on protected sites			• NCC and District Council recreational impact project	Reports from Recreational Impacts Project	NCC and District Councils	?	Growth Plans Greater Norwich, Kings Lynn and Thetford
1.1 Develop opportunities to provide access whilst protecting the built environment			• historic environment plans	Plans for . NCC owned buildings and routes	NCC and District Councils	?	
1.2 Develop opportunities to help protect special places and sites			• AONB management plan	AONB Management Plan norfolkcoastaonb.org.uk/partnership/aonb-management-plan/377	Norfolk Coast Partnership	2014-2019	Growth Plans Greater Norwich, Kings Lynn and Thetford
1.3 Improve all abilities access to sensitive sites	x number of natural/historic sites with improved access						Growth Plans Greater Norwich, Kings Lynn and Thetford
1.4 Increase the use of public transport to access routes	Pushing Ahead pushingaheadnorfolk.co.uk/plan-a-journey		• Promotion of sustainable transport options	DOT sustainable transport fund EU Interreg V ?	Norfolk Trails, Highways Passenger Transport	2017-2019	Growth Plans Greater Norwich, Kings Lynn and Thetford
1.5 Develop opportunities to protect and enhance biodiversity			• biodiversity plans	Plans for NCC owned sites and routes	NCC and District Councils Norfolk Biodiversity Information Service	?	

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We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1.6 Develop shared goals for access improvement with Broads Local Access Forum (BLAF)			• Broads Authority Plans	Broads Water, Mills and Marshes Project (broads-authority.gov.uk/looking-after/projects/water,-mills-and-marshes) Broads Integrated Access Strategy (broads-authority.gov.uk/looking-after/managing-land-and-water/recreation-and-tourism/access) Broads Plan (broads-authority.gov.uk/broads-authority/how-we-work/strategy)	Broads Authority Broads Local Access Forum	2017-2022	
2. Improve understanding about the local environment through information, education and advice	x number of people with improved understanding about the natural and historic environment						
2.1 Engage schools, promote the protection of the countryside and provide opportunities for those who find difficulty in learning in a classroom environment	Marriott's Way Heritage Project delivery		• Educational projects	Marriotts Way HLF	Norfolk Trails, stakeholders	2017-2020	
2.2 Increase the understanding of visitors and residents about sites							
3. Reduce the impact of climate change, flooding and other weather incidents on sites and access to sites	Plans		• NCC, Environment Agency, Broads Authority and District Council Flood Plans	Broads Flood Alleviation Project bfap.org/			Climate Change

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (iv) - A WELL PROMOTED ACCESS NETWORK**

(iv) A well promoted access network

We will communicate Norfolk's outstanding countryside and the benefits of outdoor activity for all users, and develop a communications plan to reach key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users).

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Promote the network to key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users)	Increased use of the network by 20%				NCC/ Trails/ Visit Norfolk/ Norfolk LAF	2018-2028	
1.2 Develop a Communications Plan to identify appropriate materials and communication channels for audiences	Comms Plan		Annual review	Users/ partners	NCC/ NLAF	2018-2023	
1.3 Promote the network to visitors from outside Norfolk in the UK and overseas							
2. Raise awareness about the network to stakeholders and a wider public							
2.1 Develop themes for promotion including: • Heritage top 50 sites • Pilgrim routes • Ancient Ways • Ancient landscapes • Industrial Norfolk	5 x projects						
3. Promote the access network in a style appropriate to the audience, particularly taking advantage of modern technology for communication with children and young people							
3.1 Develop websites	Websites	NCC Trails Website NLAF Website Pathmakers Website Visit Norfolk/ DMO websites	Usage/ annual review	Projects	NCC/ NLAF	2018-2023	
3.2 Develop printed material	Print	Leaflets	Feedback/ annual review	Projects	NCC/ NLAF	2018-2023	
3.3 Develop press releases and media relationships	Press/ media		Response/ publications	Projects	NCC/ NLAF	2018-2023	

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Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
3.4 Develop social media presence	Social media	Trails Twitter and Facebook accounts	Followers/ Twitter/ Facebook reports	Projects	NCC/ NLAf	2018-2023	
3.5 Develop a photo and video library	Photo/ video library	Photos/ videos	Usage/ Review	Projects	NCC/ NLAf	2018-2023	
3.6 Develop apps, audio visual products and augmented reality	Apps using new technology	Apps, audio visual products, augmented reality	Usage/ Review	Projects	NCC/ NLAf	2018-2023	
3.7 Develop events	Events	Annual Walking and Cycling Festival	Attendance/ feedback	Projects	NCC/ NLAf	2018-2023	
3.8 Develop accessible print and online versions of appropriate publications	Accessible versions	Appropriate print/ online versions	Usage/ Annual review	Projects	NCC/ NLAf	2018-2023	

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (v) - A WELL INFORMED ACCESS NETWORK**

(v) A well informed access network

We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Maintain good standards of GIS data on the access network	Good management of spatial information and data						
1.1 Maintain the Norfolk Interactive Map of Public Rights of Way in Norfolk	PROW Interactive Map norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/map-and-statement-of-public-rights-of-way-in-norfolk		Annual report usage		NCC Highways	Annual	
1.2 .Maintain the Norfolk Trails interactive map showing promoted routes – long distance trails and circular routes	Trails Interactive Map maps.norfolk.gov.uk/trails/		Annual report usage		NCC Norfolk Trails	Annual	
1.3 Maintain the Definitive Map of PROW – showing the legal map base systems	Definitive Map norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/map-and-statement-of-public-rights-of-way-in-norfolk/definitive-statements		Annual report usage		NCC Highways	Annual	
2. Link access data with other relevant spatial data on natural and cultural heritage	Integration of access information with other mapping/datasets (measure how many)						
2.1 NBIS Designated Wildlife Sites	Designated Wildlife Sites nbis.org.uk/designated-sites						

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (v) - A WELL INFORMED ACCESS NETWORK**

(v) A well informed access network

We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
2.2 Norfolk Historic Environment Database	Norfolk Heritage Explorer heritage.norfolk.gov.uk/map-search						
2.3 Googlemaps	360° views of Norfolk Trails using Googletrekker technology theverge.com/2013/6/27/4471740/google-invites-you-to-borrow-its-trekker-street-view-backpacks-and0				Norfolk Trails/ Googlemaps	tbc	GOOGLEMAPS google.co.uk/maps/@52.7773626,1.1661729,9.92z
3. Link access data to individual businesses, attractions and accommodation	Integration of access information with other mapping/datasets (measure how many)						
3.1 PDF downloads of short and circular walks	Trails Short and Circular Walks norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails/short-and-circular-walks		Annual report usage		NCC Trails	Annual	
4. Link access data to other relevant economic, health and planning data	Integration of access information with other mapping/datasets (measure how many)						

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (v) - A WELL INFORMED ACCESS NETWORK**

(v) A well informed access network

We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
4.1 Active Norfolk map of health outcomes in Norfolk, with a layer for Norfolk Trails	Norfolk Insight/ Active Norfolk Active Map norfolkinsight.org.uk/dynamicreports/activemap/atlas.html		Annual report usage		Active Norfolk	Annual	
5. Input to the Natural England survey with information about the ways that people engage with the natural environment such as visiting the countryside, enjoying green spaces in towns and cities, watching wildlife and volunteering to help protect the natural environment.	Natural England MENE gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-survey-purpose-and-results		Annual report usage		Natural England	Annual	MAGIC natureonthemap.naturalengland.org.uk/MagicMap.aspx

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (vi) - A COMMUNITY-BASED ACCESS NETWORK**

(vi) A community-based access network

We will increase the involvement of communities in the development of their local access network working with parish councils, volunteers and other community organisations.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Engage user groups and communities in the management of the network							
1.1 Support community network management	Number of events for Parishes/ Parish schemes		Annual report - feedback		Norfolk Trails, Highways, NLAf, Pathmakers		
1.2 Support volunteer networks	Highways Rangers, Norfolk Trails Volunteers		Annual report - feedback		Norfolk Trails, Highways, NLAf, Pathmakers		
1.3 Develop other volunteer opportunities	Friends Schemes		Annual report - feedback		Norfolk Trails, NLAf Pathmakers		
1.4 Include users, volunteers and communities in the governance of the Access Network through the Norfolk Local Access Forum	Norfolk Local Access Forum meetings		Attendance and minutes of meetings		Democratic Services, NLAf and Norfolk Trails		
2. Engage community groups in project development and delivery							
2.1 Develop ideas for projects benefitting the local area	Number of project ideas		Annual report - feedback		NCC, Districts and Parishes, NLAf, Pathmakers		
2.2 Support an independent Charitable Organisation (Pathmakers) in developing and funding community projects	Pathmakers Business Plan Meetings		Review of plan Meeting minutes		Norfolk Local Access Forum, Pathmakers		

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (vii) - A HEALTHY ACCESS NETWORK**

(vii) A healthy access network

We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network.

We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Demonstrate the health value of the network	x number of people from target groups active x number of people say they have improved health		To engage and monitor activities using: • EU Health Economic Assessment Tool (HEAT) with UEA • Active Travel - travel diaries with UEA • Physical activity - pedometers -UEA • Health questions (EQ-5DTM) with UEA	Pushing Ahead	NCC/ Active Norfolk/ UEA	2018-2020	
2. Develop project applications for funding support/ increased access for target groups							
2.1 Develop projects to improve access opportunities for people with physical disabilities	Improvements to routes	Mileage - increase + 10%		Various projects	NCC/ Active Norfolk/ Pathmakers	2018-2020	
2.2 Develop projects to improve access opportunities for people with mild to moderate mental health issues including dementia	Dementia Walks	No and length		SAIL	NCC/ Active Norfolk/ Pathmakers	2018-2020	
2.3 Develop projects to improve access opportunities for the elderly	Outdoor activities for older people	Number of participants		SAIL	NCC/ Active Norfolk/ Pathmakers	2018-2020	
2.4 Develop projects to improve access opportunities for families with young children	Activities and events	Number of participants		Marriotts Way	NCC/ Active Norfolk/ Pathmakers	2018-2020	
2.5 Develop projects to improve access opportunities for young people	Activities and events	Number of participants		Pushing Ahead	NCC/ Active Norfolk/ Pathmakers	2018-2020	
2.6 Develop projects to improve access opportunities for Black, Asian and minority ethnic groups	tbc						
2.7 Develop projects to improve access for schools	Activities and events	Number of participants		Pushing Ahead	NCC/ Active Norfolk/ Pathmakers	2018-2020	

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We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
3. Promote Active Travel initiatives to school, work and for other regular journeys, including Personal Journey Planning (PJP)			<ul style="list-style-type: none"> • Study (impact on children - UEA) 				

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (viii) - A VALUABLE ACCESS NETWORK

(vii) A valuable access network

We will maximise the economic benefits to Norfolk that are generated through the access network.

We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Work with businesses, tourism agencies and DMOs (Destination Management Organisations) and others to maximise the benefits for the visitor economy							
1.1 Develop a supportive network of businesses linked to Norfolk Trails	x business networks established x businesses engaged		Minutes of meetings Annual review	National Trail, Coastal Treasures	NCC/ Norfolk Trails	2017-2019	
1.2 Widen network to co-ordinate with other partners/ agencies	x Consultations, attendance at events		Feedback		Norfolk Local Access Forum		New Anglia Economic Strategy, Rural Development Plan
2. Increase the number of visitors to the network by 20%							
2.1 Analyse data from route counters to measure the number of users	Reports on usage of Trails from route counters		Insight Track Report		NCC/ Norfolk Trails		LEP Economic Strategy
2.2 Develop surveys to analyse the characteristics of users	Reports on feedback from users		Insight Track Report		NCC/ Norfolk Trails		LEP Economic Strategy
3. Establish a methodology demonstrating the economic value of the network							
3.1 Develop systems for measuring the benefit of access to the environment							
4. Engage businesses and provide support packages such as training for promotion using the access network							
4.1 Improve website content to show links between walks and businesses and other facilities	Website with links to businesses set up		Annual review website stats	National Trail, Coastal Treasures	NCC/ Norfolk Trails	2017-2019	
4.2 Promote the network with partners as part of the Visit Norfolk offer	Visit Norfolk Walking/ Cycling offers visitnorfolk.co.uk/		Annual review website stats		Visit Norfolk		LEP Economic Strategy

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (viii) - A VALUABLE ACCESS NETWORK

(vii) A valuable access network

We will maximise the economic benefits to Norfolk that are generated through the access network.

We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
5. Provide services linking the network with local businesses including signage, mapping, social media, sponsorship and themed promotions							