

Norfolk Local Access Forum

Martin Sullivan - Chairman
Chris Allhusen - Vice Chairman
Helen Chester
Victor Cocker
Seamus Elliott
Ken Hawkins
Pat Holtom
Ann Melhuish
Ian Monson
Paul Rudkin
George Saunders
Jean Stratford

Motorised vehicle access / cycling
Land ownership / management / farming
Equestrian / voluntary sector
Walking
Sport and outdoor recreation / cycling
Walking / cycling
Economic development / walking
Equestrian / all-ability access
Norfolk County Council
Walking / GI and planning
All-ability access / health and wellbeing / voluntary sector
Youth and education / walking / voluntary sector

Hilary Cox Norfolk County Council Members' Cycling and Walking Champion

Sarah Abercrombie	Senior Projects Officer
Su Waldron	Project Officer, Environment Team
David White	Senior Green Infrastructure Officer
Russell Wilson	Senior Trails Officer (Infrastructure)

1.1 The Chairman welcomed members to the meeting and to Burgh Castle Village Hall.

2.1 Apologies were received from Tim Bennett, Julie Brociek-Coulton, Rebecca Champion, Geoff Doggett, Mike Edwards and Kate McKenzie. Also absent were Stephen Agnew, David Ansell and David Hissey.

3.1 The minutes of the meeting held on the 1 March 2017 were agreed as an accurate record and signed by the chairman.

3.2.1 **Item 7:** Mr Hawkins requested a family tree showing the staffing structure after the departmental restructure.

3.2.2 Mr Hawkins queried the minute at paragraph 8.2.3 discussing responsibility for bridges based on size. The Senior Trails Officer (Infrastructure) reported that this query had been passed to the bridges team; clarification would be shared when received.

3.3 George Saunders arrived at 10:38am.

4. Declarations of Interest

4.1 There were no declarations of interest.

5. Items received as urgent business

5.1 There were no items of urgent business; the Chairman confirmed that Mr Hawkins' request to discuss Higher Level Schemes would be taken under discussion about the National Conference.

6. Public Question Time

6.1 No public questions were received.

7. Norfolk Access Improvement Plan (NAIP) 2017-2027 Priorities

7.1 The LAF (Local Access Forum) received the report and heard a presentation by the Senior Trails Officer (Infrastructure), (see appendix A), giving information on the aims and objectives of the NAIP 2017-2027 and proposed Statement of Actions:

- The Senior Trails Officer (Infrastructure) highlighted the 10 year key priorities as important for consideration;
- The key priorities would feed into the annual delivery plan;
- Funding had been secured for some objectives such as the Pushing Ahead project;
- Leaflets with short and achievable walks were targeted at wards in hard to reach areas / areas of deprivation;
- The SAIL (Staying Active and Independent Longer) project was aimed at the Hunstanton area where the average age of residents was 70-75.

7.2 Helen Chester arrived at 10:48am.

7.3.1 The Senior Projects Officer asked the LAF for their feedback on the key priorities:

- Mr Cocker suggested mapping areas where with issues, areas for improvement and where issues were being tackled to ensure a coordinated approach;
- The Chairman agreed that it would be useful to take this into consideration;
- The Senior Projects Officer reported that maps were available with some of this information for some areas, therefore existing maps could be pulled together.

7.3.2 Discussion was held over the role and responsibility of Norfolk County Council (NCC) in creation and implementation of the NAIP, and work carried out by the Sub-Group towards its development.

7.4 Pat Holtom arrived at 11:00am.

- 7.5.1 Mr Elliott, seconded by Mr Rudkin, **proposed** to amend the recommendation to read: “the Local Access Forum note the report and refer it back to the sub group for further development”. The LAF **AGREED** this proposal.
- 7.5.2 Mr Hawkins requested that Norfolk County Council make staff time available to support development of the plan.
- 7.6 The Local Access Forum **NOTED** the report and referred it back to the sub-group for further development.

8. Study on recreational impact on internationally designated wildlife sites in Norfolk 2015-16

- 8.1.1 The LAF received the report and heard a presentation (see appendix B) on the study commissioned by the Norfolk Duty to Cooperate (DtC) group on recreational use of internationally designated sites in Norfolk and how it could be used to inform the NAIP:
- As a planning authority there was a responsibility for NCC to consider the impact of building new homes on internationally designated sites;
 - Information was given on how disturbance of breeding and wintering birds could impact on feeding time and eventually on the population;
 - A field survey was carried out at 50 points across Norfolk to see how people were using the designated sites;
 - Distance travelled to visit internationally designated areas could help predict the increase in visitors to these areas when building new homes within a specified radius or Norfolk as a whole.
 - Increasing visitor numbers at Horsey Dunes had not been seen to have an impact on the seal population. The impact on wildlife and fauna in the dunes, on impactation and erosion was unknown;
 - Creating circular walks away from the areas was one way to mitigate the impact;
 - Community Infrastructure Levy funding was being considered as a source of funding to support mitigation work.
- 8.1.2 The Senior Green Infrastructure Officer discussed examples of SANGS (suitable alternative natural green space) in Norfolk such as Whitlingham Natural Park and creation of new greenspace in the growth triangle which could provide the daily recreational need of residents if created in the right way.
- 8.1.3 The Green Infrastructure plan covered parts of Norfolk; the Green Infrastructure Priority was funded by most districts. It was noted that this could be used to inform the NAIP.
- 8.1.4 It was noted that mitigation would be more difficult for sites where visitors were attracted by wildlife; work would be needed with these sites to accept management across wider areas in order to look at mitigation measures.
- 8.1.6 It was noted that paths and boardwalks mitigated the impact of people on internationally designated sites. It was queried whether further education measures on appropriate behaviour for walkers and dog walkers could be considered.
- 8.1.7 The study was not due to be replicated at other sites, such as Norfolk Wildlife Trust Sites, at that time.
- 8.2 The LAF **NOTED** the study and its role informing the NAIP.

9. Norfolk Cycling and Walking Action Plan

- 9.1.1 The LAF received the report on the Norfolk Cycling and Walking Action Plan, adopted at the meeting of the Environment Development and Transport Committee on the 17 March 2017, and steps taken by Norfolk related to cycling and walking infrastructure.
- 9.1.2 Cllr Hilary Cox gave a presentation to the LAF (see appendix C):
- There was a vision for cycling to be seen more widely as a normal method of travel;
 - Work with railways, buses and transport services would be carried out to make travelling with a bike easier;
 - Work was needed for cyclists and drivers to consider each other on the road;
 - After May 2017, there would be a cycling champion for each district;
 - Active Norfolk had held activities in Lowestoft to engage the public in the Pushing Ahead campaign and would carry out further activities in Norfolk.
- 9.2.1 The Senior Trails Officer (Infrastructure) reported that a counter installed on the Marriott's way had shown a significant increase in cyclists commuting via this route.
- 9.2.2 Ms Chester requested increased awareness between equestrians and cyclists. She was concerned that increased cyclist numbers on rights of way would increase incidents between cyclists and horses. It was noted that the Marriott's way leaflet included a code of conduct covering equestrians, however, that the issue was wider than this route. The increasing number of annual incidents on roads between horses and cars were noted.
- 9.2.3 A concern was raised that the plan appeared to focus mainly on cycling and could be considered an active travel plan. Changes in information shown before and after the consultation in relation to the 2400 miles of footpath/720 miles of bridleways were noted. Cllr Cox **agreed** to feed back to the Countryside Manager (Trails and Projects).
- 9.2.4 Cllr Cox confirmed there were walking and cycling representatives on the Sub-Group, representatives from the Broads Authority and other interested organisations. Speakers and visitors were invited to meetings when appropriate.
- 9.2.5 A point was raised that the schematic map was unclear and did not represent the number of footpaths and cycle paths in Norfolk.
- 9.2.6 It was confirmed that Norfolk County Council was the body responsible for integrating the NAIP and Walking and Cycling plan.
- 9.3.1 Mr Hawkins, seconded by the Chairman, **proposed** an amendment to the recommendation to read: "LAF notes the above steps and agrees to work with Norfolk County Council to incorporate relevant elements..." The LAF **AGREED** the proposal.
- 9.3.2 Norfolk Local Access Forum **NOTED** the steps outlined in the report and **AGREED** to work with Norfolk County Council to incorporate relevant elements of the the Local Walking and Cycling Action Plan with the NAIP.

10. Agenda Order

- 10.1 The LAF decided to take item 10, "Pathmakers – Burgh Castle Project", after item 12, "Local Access Forum National Conference".

11. PRow (Public Rights of Way) Sub-Group March Report

- 11.1 The LAF received the report giving feedback from the last meeting of the Public Rights of Way (PRow) Sub-Group meeting on the 27 March 2017.
- 11.2.1 Concerns were raised and a discussion held about supporting recommendation 1 without a dialogue having first been held regarding the review.
- 11.2.2 A concern was raised that widening access should include all non-motorised access, for example horses, in order to remove all vulnerable road users from risk, with reference to the increasing number of incidents between horses and cars on roads.
- 11.2.3 After discussion about recommendation 1, the Chairman, seconded by Mr Elliott, **proposed** an amendment to change the word “problems” to “issues”. The Local Access Forum **AGREED** this amendment.
- 11.3.1 1. Widening Access to Public Paths:
The LAF **AGREED** to respond to Cycling UK saying they were “Happy in principle that there should be a review of rights of way and access provision providing better access for cyclists to public paths as long as “responsible access” was encouraged. However they could foresee significant issues in the detail particularly:
- Defining which routes would be suitable;
 - Agreeing and meeting adequate standards;
 - Raising resources to meet the costs of mapping and management;
 - Enforcing “responsible access”.
- 11.3.2 2. Support for Footpath Wardens in Parishes:
The LAF **AGREED** to organise a second Parish Council Seminar.
- 11.3.3 3. 2026; Claims for Lost Paths:
The LAF **AGREED** to support the establishment of a first point of contact for coordination of claims.

12. Local Access Forum National Conference

- 12.1 The LAF received the report giving information on the Local Access Forum National Forum, due to be held in Birmingham in June 2017.
- 12.2.1 Mr Hawkins discussed targeted support for permissive access under Stewardship / HLS (Higher Level Schemes). Discussion was held about this and regarding Norfolk LAF writing to the respective Minister.
- 12.2.2 The Local Access Forum **AGREED** to write to the respective Minister as discussed.
- 12.3.1 The Chairman and Mr Hawkins expressed an interest to attend the National Forum.
- 12.3.2 The LAF **AGREED** that Martin Sullivan and Ken Hawkins would attend the Local Access Forum National Forum as representatives of Norfolk LAF.

13. Pathmakers – Burgh Castle Project

- 13.1 The LAF received the report and heard a presentation (see appendix D) giving background on the launch event for Burgh Castle boardwalk.
- 13.2 The LAF **NOTED** the date and **AGREED** to act as advocates for Pathmakers and the new boardwalk facility at Burgh Castle.

14. Dates of future meetings:

- 14.1 The next meeting was 5 July 2017 in the Cranworth Room, County Hall

15. Any Other Business

- 15.1 Mr Elliott raised on behalf of the Forum thanks to Ian Monson and Hilary Cox for their involvement on the LAF.

The Meeting Closed at 12:31 PM

Mr Martin Sullivan, Chairman



If you need this document in large print, audio, Braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.

NAIP UPDATE

Norfolk Local Access Forum

19th April 2017

Strategic context

- ▶ Statutory requirement - led by NCC; developed in partnership
- ▶ Sets out our aims and objectives for improving the public access network
- ▶ Manage and develop the access network to meet needs of residents and visitors
- ▶ Integration with other strategic plans
- ▶ Stakeholder consultation including public consultation
- ▶ Requirement to review
- ▶ 10 Action Plan with Annual Delivery Plans

Supporting documentation

- ▶ Cycling and Walking Action Plan
- ▶ NCC - Local Transport Plan
- ▶ NCC - Green Infrastructure Plans
- ▶ Broads Plan 2017 - 2022
- ▶ Public Health Strategy 2016 - 2020
- ▶ NCC Active Travel Plans
- ▶ Visit East Anglia/ Norfolk - Tourism Strategy for England 2012-2020
- ▶ Active Norfolk - 2016-2021 Strategy
- ▶ District Council Local Development Plans
- ▶ Education - Outdoor Education
- ▶ Norfolk Coast Partnership AONB Management Plan 2014-2019
- ▶ Environment - Natural and Historic Environment Business Plans
- ▶ Natural England Coastal Access, National Trails and England Coast Path
- ▶ Norfolk Rural Development Strategy 2013 - 2020

10 - Year Statement of Actions Priorities

1. A well signed, maintained and easily accessible network
2. An integrated network providing for the requirements of all users
3. A well promoted network, taking full advantage of digital technologies and online facilities
4. Community involvement developing, promoting and maintaining the network
5. Supporting local economies and businesses through links and enhancements to the network
6. Encouraging use of the network from those not currently taking advantage of it, particularly those with health issues
7. Sustainable tourism and protecting the environment from recreational impact
8. Sustainable transport and a network well linked to public transport

Annual Delivery Plan

Examples of how the delivery plan could be developed and delivered in partnership, taking into account other supporting documents and projects supported by funding bids

1. A Well Signed, Maintained and Easily Accessible Network

Signage

- ▶ Number finger posts replaced
- ▶ Number new finger posts installed

Cutting Contract

- ▶ Value and length of path

Surface improvements

Other Infrastructure

2. An Integrated Network Providing for Requirements of All Users

Burgh Castle

- ▶ Pathmakers project - accessible boardwalk

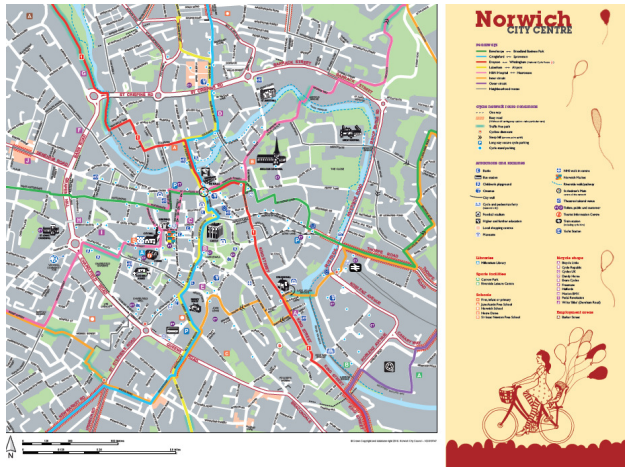
Other Infrastructure

- ▶ Holme Dunes - accessible boardwalk

3. A well promoted network



- ▶ Sustainable transport
- ▶ Create a cycling map for Norwich
- ▶ Create a cycling map for Great Yarmouth
- ▶ Cycle guide for Peddars way created
- ▶ Commuter guide for using the Marriott's way



Cycle map available on Pushing Ahead website

3. A Well Promoted Network

- ▶ Work to improve walking opportunities in Norfolk
- ▶ Walking festivals autumn and winter 2016
- ▶ New coastal access between Sea Palling and Hopton on Sea
- ▶ New walks leaflets created for hard to reach groups targeting Great Yarmouth and Norwich

Heartsease Recreation Walk

Walk Directions:

- With St. Francis Church behind you, cross the road, walk up Delaney Rd and turn right onto Clancy Rd
- Continue along Clancy Rd take a right and enter a small park following the path, keeping to the left (no dogs in this park so if with dogs, carry on up Clancy Rd and take a right on Churchman Rd until you reach the park exit)
- With the park behind you, take a right onto Churchman Rd and then take a left on Walling Rd
- Continue along Walling Rd passing Munnings Rd and turn right onto Sale Rd
- Follow Sale Rd around the perimeter of the recreation ground
- Opposite Latham Rd, take a right through the middle of the recreation ground. Follow the paved path
- When this path splits, follow to the left onto Munnings Rd
- Cross over the road and turn left. Follow Munnings Rd round the corner and continue to the roundabout
- At the roundabout, turn right onto Warratt Rd and follow until you reach the Frere Road Community Centre
- Cross opposite the Frere Rd Community Centre and walk down just to the right of the Centre. Follow the path down, with the bowling green on your right, back to St

Every Step Counts

Small increases in physical activity, such as walking to the bus stop, can have a big impact on your long term health and wellbeing. Just ten minutes a day can be enough to make the difference.

Start point	St Francis Church, 100 Rider Haggard Rd, NR7 9UQ
Getting there	Parking outside church Regular bus service
Distance	1.2 miles, up to 50 minutes
Details	No gradient, concrete pavement and paths

Begin on Rider Haggard Rd

Aimed at hard to reach groups
Short achievable walks
Targeted at people who do not walk currently
Language used is different from other leaflets created

4. Community involvement developing, promoting and maintaining the network

Trail Volunteers

- ▶ Number of existing volunteers supported
- ▶ Number of new volunteers recruited and trained

Parish Councils

- ▶ Number of Parishes engaged in activity

5. Supporting local economies and businesses through links and network enhancements

Coastal Treasures 2017 - 2019

- ▶ Promote unique natural and cultural heritage West Norfolk Coastal Corridor - walking and cycling trails
- ▶ Benefit at least 105 local businesses, 4 trainees and help support 25 jobs
- ▶ Projects
 - ▶ **New tourist Pass(port) to the East Coast of England!**
 - ▶ a new initiative for visitors to explore the east coast of England - interactive videos to click and select experiences and build your own itineraries
 - ▶ Website links
 - ▶ Visit Norfolk - Walking in Norfolk

6. Encouraging network use from those not currently taking advantage - eg health issues

- ▶ SAIL project (Staying Active and Independent Longer)
 - ▶ Environment, Public Health and Active Norfolk
 - ▶ to develop new, sustainable and economically viable business models that encourage active ageing eg tourist sites in coastal areas in Norfolk to promote community interaction and physical activity during their 'out of season' periods
 - ▶ "dementia friendly" walks

7. Sustainable tourism and protecting the environment from recreational impact

8. Recreational Impact Study

- ▶ Partnership County Councils and Districts
- ▶ Greater Norwich Infrastructure Plan
 - ▶ Community Infrastructure Levy
 - ▶ Section 106 Developer Funding

8. Sustainable transport and a network well linked to public transport

- ▶ Cycling and Walking Strategy
- ▶ Pushing Ahead
- ▶ Norfolk Active Travel Plans

Impacts from recreation on internationally-designated wildlife sites


Norfolk Local Access Forum


Wednesday, 19 April 2017

Dr David White
Natural Environment
Team Norfolk County
Council



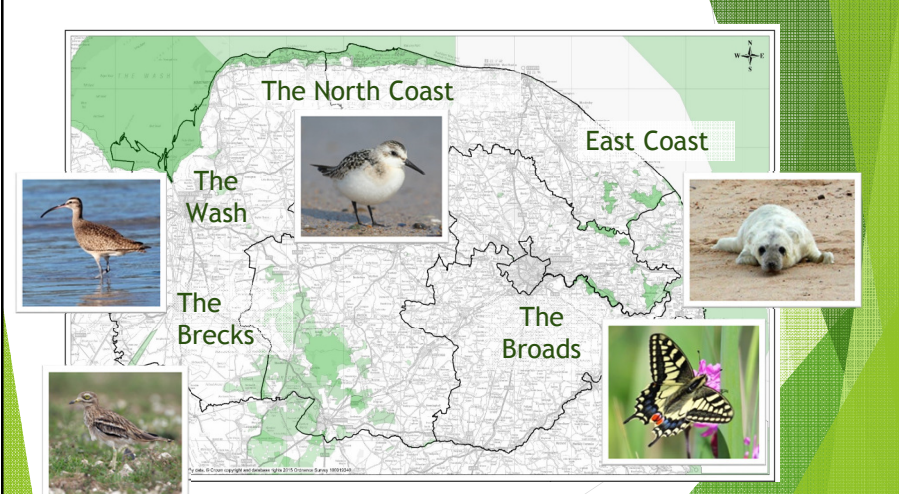
Report: Visitor Surveys at European Protected Sites across Norfolk during 2015 & 2016





What will be the impact on internationally-designated sites from NEW HOUSING?

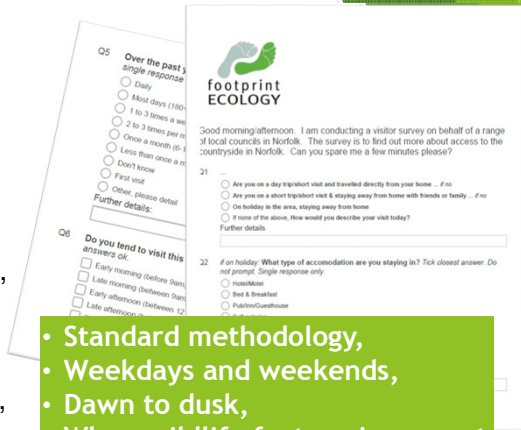




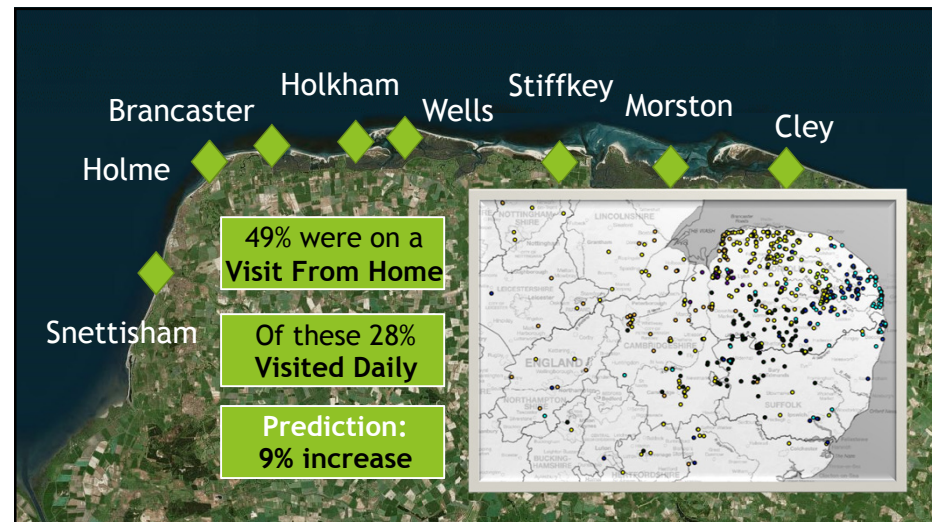
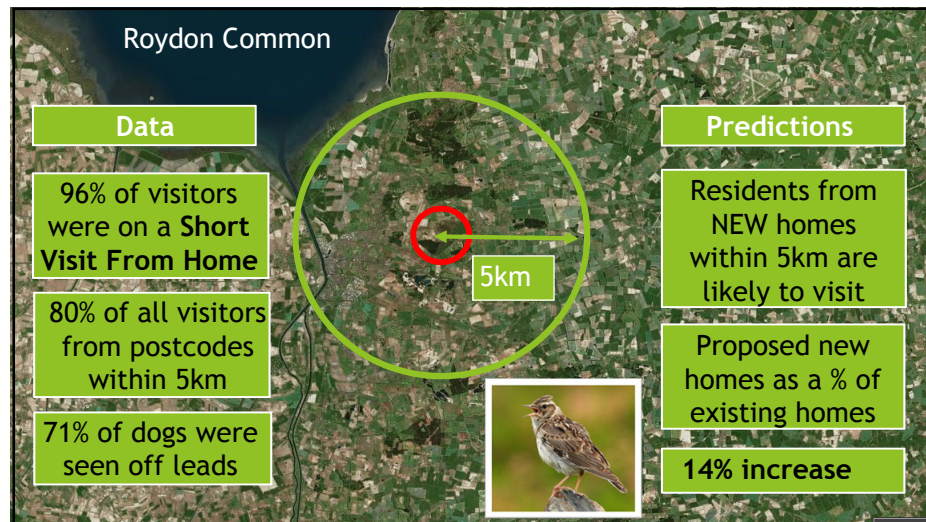
Recreation v Biodiversity	
Benefits	Potential impacts
Economy	Disturbance to Breeding Birds
Local communities	Disturbance to Wintering Birds
Physical Health	Trampling/erosion
Spiritual and mental well-being	Contamination
Engendering support for wildlife	Eutrophication

The Field Survey

- 50 survey points** throughout Norfolk international sites
- Observations** (no. of people, no. of dogs, no. of dogs off-lead etc)
- Questionnaires** (local/holiday?, postcode?, how often do you visit?)



Standard methodology, Weekdays and weekends, Dawn to dusk, When wildlife feature is present





Predictions

- Continuing increase in numbers?
- Infrastructure improvements?
- Sustainable?

Data

- 128 people/hr
- 81% Visit From Home
- Median distance postcode to survey point 43km

Horsey Dunes SAC



Report available from the
Norfolk Biodiversity Information Service
(NBIS)
<http://www.nbis.org.uk/>



Norfolk Cycling and Walking Action Plan

Norfolk
Cycling
and Walking
Action Plan



Hilary Cox
Norfolk Cycling and Walking Champion



Context

Government Aim – Department of Transport

"We want to make cycling and walking the natural choice for shorter journeys, or as part of a longer journey"

The Department of Transport Cycling and Walking Investment Action plan - objectives

- Double cycling, where cycling activity is measured as the estimated total number of bicycle stages made each year, from 0.8 billion stages in 2013 to 1.6 billion stages in 2025
- Reverse the decline in walking activity, measured as the total number of walking stages per person per year
- Reduce the rate of cyclists killed or seriously injured on England's roads, measured as the number of fatalities and serious injuries per billion miles cycled, each year
- Increase the percentage of children aged 5 to 10 that usually walk to school

Access Fund for Sustainable Travel

- 2015 Autumn Statement - £80 million for sustainable travel
- £20 million of the revenue funding supported the [Sustainable Travel Transition Year competition](#) in 2016/17
- Remaining £60 million - the Access Fund from 2017/18 through 2019/20
- The Access Fund will support local authorities to deliver sustainable transport projects that seek to grow the economy by boosting levels of cycling and walking, and by improving access to jobs, skills, training and education



Norfolk

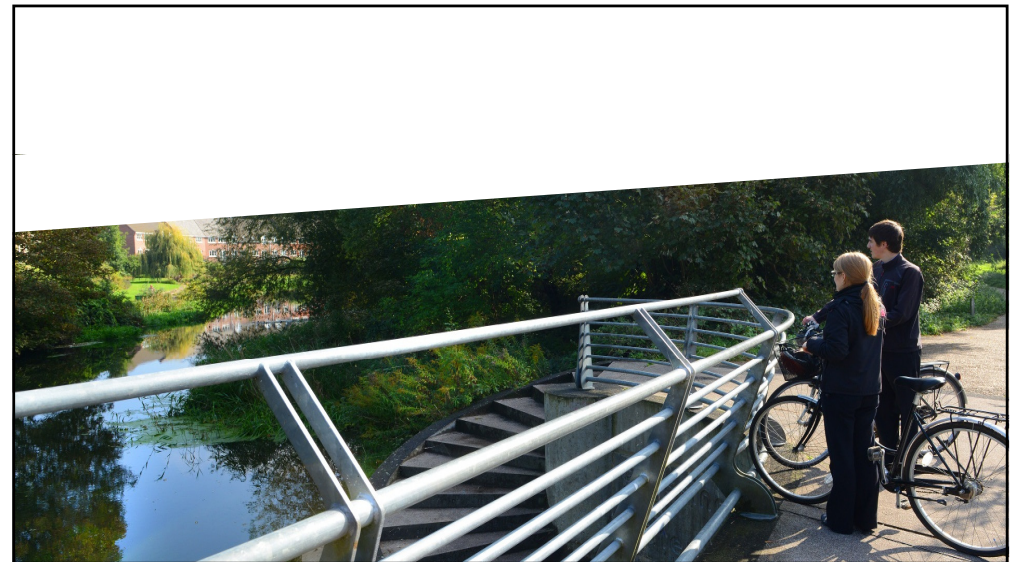


- Norfolk Cycling and Walking Action Plan focussing on modal shift and sustainable transport to reduce carbon footprint
- Appointed a Cycling and Walking Champion – Cllr Hilary Cox
- Cycling and Walking Working Group with representation from Public Health, Economic Development, Environment, Highways and others such as Active Norfolk and Children's Services as needed.
- Successfully applied for funding from the DFT Sustainable Development Fund for the Pushing Ahead project amounting to £1,488,000 for the next three years - managed by a partnership lead by the Environment Team with Transport and Highways as well as Active Norfolk and Public Health



Norfolk: Our vision is that by 2020

- More people walk and cycle to get to places of work and education, and for leisure;
- Walking and cycling are normal activities for most people, most of the time, and routes are direct, convenient and pleasant.
- Norfolk provides high quality facilities for active travellers, who will be welcomed as valuable customers for business, and as positive contributors to the community;
- Barriers to walking and cycling (such as concerns about safety and security) will have been addressed to ensure that residents and visitors are not put off from active travel;
- Norfolk delivers safe and attractive opportunities for cycling and walking for all types of user, including the elderly, those with chronic health conditions including physical and mental disabilities, people with visual impairment and young families;
- People can transfer between active travel modes to other public transport services easily due to well-designed interchanges and facilities.



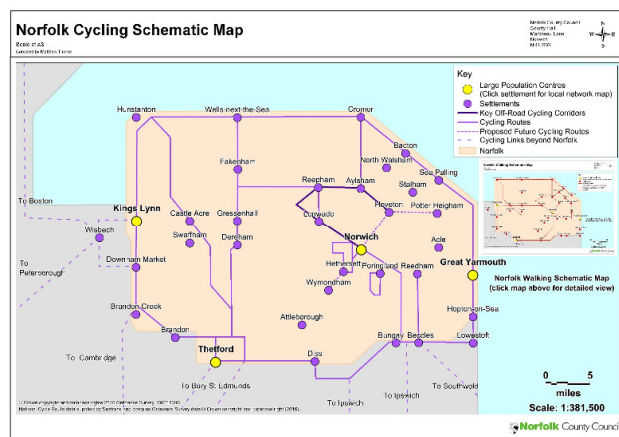
Evidence Success

- Walking and cycling natural choices for shorter journeys
- Levels of cycling will double by 2025
- Percentage of children who usually walk or cycle to school will increase to 55% by 2025 in urban areas
- Cycling levels double by 2025 in Great Yarmouth and King's Lynn
- Cycling levels will double in Norwich between 2013 and 2023 as pledged in the cycle ambition applications

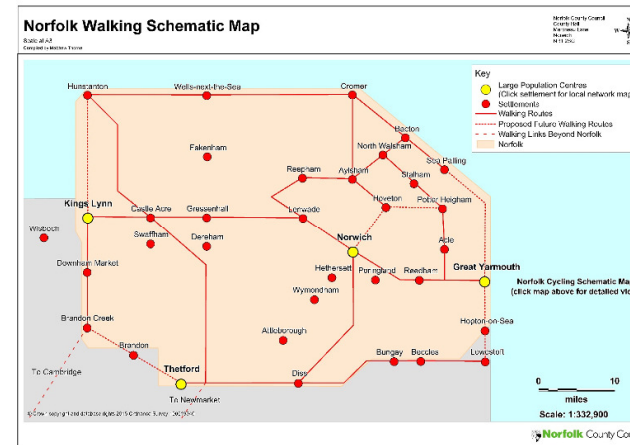
Evidence Success

- Mode share of cycling and walking will increase to 10% of all journeys by 2025 and to 25% by 2050
- Needs of users with special access requirements audited and met where possible, eg better surfacing, access ramps, signage and interpretation
- Pool and co-ordinate cycle and walking spend to make best use of funding
- Over £10 per capita per year will be spent on the Norwich cycle network until 2019 and we aim to sustain this into the following decade
- Develop our progress and methods for measuring cycling and walking with government assistance

Map



Map



consultation

Public consultation of the first draft of this action plan

Norfolk County Council ran a public consultation between March and April 2016 to gauge public reaction to the plan.

- 90% of respondents agreed with the plan's vision
- 80% agreed with suggestions to improve cycle routes
- 85% agreed with our recommendations to improve cycle parking facilities
- 83% agreed with our suggestion for improved design of public spaces to better accommodate cyclists
- 77% agreed with calls for improved signage
- 77% agreed that cycle routes should integrate better with public transport
- 70% agreed that cycle hire schemes would be beneficial
- 83% agreed that it is important to "cycle proof" the strategic road network
- 78% agreed that improvements to Norfolk's walking network should be done at a strategic, 'whole network' level
- 85% agreed that new developments should be designed to encourage people to cycle and walk more

consultation

Conclusions:

- The public consultation on the Cycling and Walking Action Plan showed that there is a desire to see plan implemented.
- People are positive about walking and see it as a good way to stay fit, maintain good mental health, see people and get to places. However several areas of Norfolk were highlighted as being short on footpaths and provision must be made to maintain any new cycling and walking infrastructure into the future
- The survey showed that there is recognition of the role cycling plays in keeping people healthy and support for the need to encourage uptake in the number journeys undertaken by bike to reduce local pollution levels and congestion in town centres. Those who took part in the survey would like a better, more joined-up cycling network plus education on safer cycling and improvements to infrastructure across Norfolk to keep cyclists safe
- Strong leadership will be needed to take the strategy forward and make a real impact. This must include a drive to embed cycling and walking into new development strategies ; financial commitment to cycling and walking; a culture change whereby people view cycling and walking as viable alternatives to getting into the car.

comments

Wherever resources are developed for cycling a huge take up follows; The Camel Trail, The Monsal Trail, The Tissington Trail and the High Peak Trail provide overwhelming evidence.

The target to increase levels of cycling and to target a spend of £10 per capita per annum in Norfolk. This is excellent, and follows the recommendation of the APPG Get Britain Cycling report.

The benefits are well researched and evidenced - what we need now is stronger leadership to push these benefits to the top of the various agendas that look at how the County develops in terms of health, economic, housing and transport strategies.

All new housing developments MUST have a travel plan which makes cycling and walking an easy choice.

The benefits of cycling and walking are obvious... Better quality of life. Less traffic. Safer roads. Better health. Less pollution. More fun.

Physical and environmentally-friendly activity for people of all ages is of increasing importance in an era that has become too car-dominated.

Cycling and walking are the best and cheapest route to solving several of our urban and social problems, ie congestion, pollution, obesity and access to transport. Cycling as a mode of transportation needs to be promoted actively to be brought from a small tribal group to normal mass usage for everyone.



Pushing Ahead – Access Fund success

- 2016-17 £ 440,000
- 2017-20 £1.66m

B4. The Financial Case – Project Costs

The total cost of the programme is £1,666,000. Table A below confirms that NCC will contribute £150,000 (9% of total) with a third party contribution of £28,000 (1.7% of total) with the remainder sought from the DfT. The Council's contribution is new funding, which has been agreed as match funding for this programme. Table B details the costs of the different package elements.

Table A: Funding profile

Source	2017/18 (£000s)	2018/19 (£000s)	2019/20 (£000s)	TOTAL (£000s)
DfT funding sought	496	495	497	1,488
Local Authority contribution	55	55	40	150
Third Party contribution	5	8	15	28
TOTAL	556	558	552	1,666

Table B: Cost breakdown by package element

Package element	2017/18 (£000s)	2018/19 (£000s)	2019/20 (£000s)	TOTAL (£000s)
Package 1 – Cycle and Walking Initiatives	206.5	190	187.5	584
Package 2 – Personalised Journey Planning (PJP) and Promotional Activity	52.5	50	62.5	165
Package 3 – Multi-Modal Activities	65	55	22	142
Package 4 – Overall Marketing and Brand Promotion	120	135	135	390
Package 5 – Independent evaluation	40	55	65	160
Delivery team	75	75	75	225
TOTAL	559	560	547	1,666

Map



Pushing Ahead – Programme of Measures

- Package 1 – Cycle and Walking initiatives
 - Led commuting cycle rides
 - Walking and cycling festivals
 - Delivery of a Social Network Walking Model
 - Cycle and walking 'Champions' within businesses and communities
 - Local cycles for job seekers
 - Try before you buy (folding bikes and electric bikes)
 - Parkride events
 - Cycle maintenance and training
 - Pedestrian and cycle user awareness campaigns
 - Social media to attract active travel

Key Measures

- Package 2 – Personalised Journey Planning (PJP)
 - Focus on residential communities in areas of highest need
 - Builds on existing engagement activities
 - Works with hospitals to deliver personalised travel plans
 - ‘Workplace challenge’ initiative through Active Norfolk
 - ‘Fun and Fit for all’ with Active Norfolk
 - Parental awareness campaign to engage with 18,000 parents

Key Measures

- Package 3 – Multi modal activities
 - Norfolk Car Club to reduce private car ownership
 - Station Travel Plans with Abellio Greater Anglia
 - Holdall smartcard promotion aimed at those accessing jobs, training and interviews

Partners	Partners	Role & Responsibility
	New Anglia LEP	Sponsor for capital investment via Local Growth Fund
	Suffolk County Council	Delivery Partner
	Norwich City Council	Lead for Pedalways delivery Pushing Ahead Steering Group AtoBetter Stakeholder Group Member of Norfolk Cycling & Walking Action Plan (NCWAP) Steering Group Delivery Partner
	Great Yarmouth Borough Council	Delivery Partner AtoBetter Stakeholder Group Member of NCWAP Steering Group
	Broads Authority	Delivery Partner AtoBetter Stakeholder Group Member of NCWAP Steering Group
	South Norfolk Council	Delivery Partner Member of NCWAP Steering Group
	Broadland District Council	Member of NCWAP Steering Group
	Mouchel	Highway Services Partner to NCC Lead for AtoBetter delivery Pushing Ahead Management & Delivery
	Active Norfolk	Lead on the evaluation of programme effectiveness
	Public Heath	Delivery Partner
	Lifshare	Delivery Partner
	Community Rail Norfolk	Delivery Partner
	Abellio Greater Anglia	Delivery Partner
	First Bus	Delivery Partner
	Greater Thetford Development Partnership	Delivery Partner
	Norfolk and Norwich University Hospital	Delivery Partner
	University of East Anglia	Delivery partner
	Norwich Junior Cycling Club	Delivery Partner
	Pedal Park CIC	Delivery Partner
	Bicycle Links CIC	Delivery Partner



Pathmakers

Connecting Norfolk countryside
and communities

The Burgh Castle boardwalk project



Pathmakers - the NLAF's charitable arm -
can secure resources to make the countryside more accessible
to benefit rural communities.

Connecting Norfolk countryside & communities

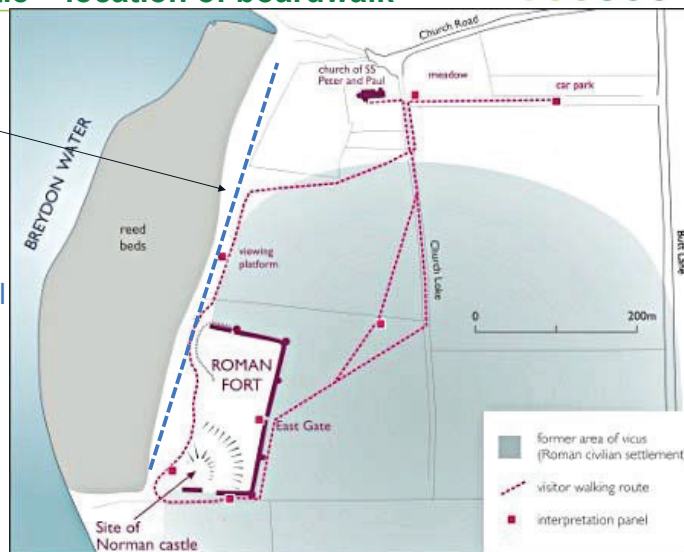


Burgh Castle – location of boardwalk



Boardwalk

Site is owned
by the Norfolk
Archaeological
Trust



Connecting Norfolk countryside & communities



Burgh Castle boardwalk



- ❑ Pathmakers is planning a launch event for an invited audience including disabled access groups and media to celebrate completion of the boardwalk
- ❑ The celebration will take place on 14th June 2017 at 2pm
- ❑ Our celebrity to open the boardwalk is Mark Cocker



Construction



Launch – proposed agenda

- 1400 – Start and welcome from Pathmakers – Martin Sullivan (village hall)
- 1405 – 1415 - Short words from Caroline Davison (Norfolk Archaeological Trust) and WREN
- 1415 – 1445 - Presentation of certificates to Norwich City College Students (village hall or boardwalk)
- 1455 – 1510 - Celebrity – Mark Cocker – opens the boardwalk (boardwalk)
- 1510 – 1540 - Walk around boardwalk
- 1540 – 1600 - Refreshments at the village hall
- 1600 - Optional guided tours of Burgh Castle (NAT volunteers) - TBC

