

# Norfolk Local Access Forum

Date: **Wednesday, 19 April 2017**

Time: **10:30**

Venue: **Burgh Castle Village Hall, Church Road, Burgh Castle,  
Great Yarmouth, NR31 9QG,**

**Persons attending the meeting are requested to turn off mobile phones.**

## **Membership**

Stephen Agnew	Seamus Elliot
Chris Allhusen (Vice-Chairman)	Ken Hawkins
David Ansell	David Hissey
Tim Bennett	Pat Holtom
Julie Brociek-Coulton	Kate Mackenzie
Rebecca Champion	Ann Melhuish
Helen Chester	Ian Monson
Victor Cocker	Paul Rudkin
Geoff Doggett	George Saunders
Mike Edwards	Jean Stratford
	Martin Sullivan (Chairman)

## **Co-Opted, Non-Voting Member:**

Hilary Cox: Norfolk County Council Cycling and Walking Member Champion

**For further details and general enquiries about this Agenda  
please contact the Committee Officer:**

Hollie Adams on 01603 223029  
or email [committees@norfolk.gov.uk](mailto:committees@norfolk.gov.uk)

**Under the Council's protocol on the use of media equipment at meetings held in public, this meeting may be filmed, recorded or photographed. Anyone who wishes to do so must inform the Chairman and ensure that it is done in a manner clearly visible to anyone present. The wishes of any individual not to be recorded or filmed must be appropriately respected.**

# A g e n d a

## 1. Welcome and introductions

## 2. Apologies

## 3. Minutes

Page 5

To confirm the minutes of the meeting held on the 1 March 2017.

## 4. Declarations of Interest

If you have a **Disclosable Pecuniary Interest** in a matter to be considered at the meeting and that interest is on your Register of Interests you must not speak or vote on the matter.

If you have a **Disclosable Pecuniary Interest** in a matter to be considered at the meeting and that interest is not on your Register of Interests you must declare that interest at the meeting and not speak or vote on the matter

In either case you may remain in the room where the meeting is taking place. If you consider that it would be inappropriate in the circumstances to remain in the room, you may leave the room while the matter is dealt with.

If you do not have a Disclosable Pecuniary Interest you may nevertheless have an **Other Interest** in a matter to be discussed if it affects

- your well being or financial position
- that of your family or close friends
- that of a club or society in which you have a management role
- that of another public body of which you are a member to a greater extent than others in your ward.

If that is the case then you must declare such an interest but can speak and vote on the matter.

## 5. To receive any items of business the Chairman decides should be considered as a matter of urgency

## 6. Public QuestionTime

Fifteen minutes for questions from members of the public of which due notice has been given.

Please note that all questions must be received by the Committee Team ([committees@norfolk.gov.uk](mailto:committees@norfolk.gov.uk)) by **5pm Wednesday 12 April 2017**. For guidance on submitting public question, please view the

Consitution at [www.norfolk.gov.uk](http://www.norfolk.gov.uk)  
or visit: [www.norfolk.gov.uk/what-we-do-and-how-we-work/councillors-meetings-decisions-and-elections/committees-agendas-and-recent-decisions/ask-a-question-to-a-committee](http://www.norfolk.gov.uk/what-we-do-and-how-we-work/councillors-meetings-decisions-and-elections/committees-agendas-and-recent-decisions/ask-a-question-to-a-committee)

- |  |                 |
|--|-----------------|
| <b>7. Norfolk Access Improvement Plan 2017-2027 priorities</b>   | <b>Page 22</b>  |
| <p>A report by the Senior Projects Officer, Community and Environmental Services</p>                   |                 |
| <b>8. Study on recreational impact on internationally-designated wildlife sites in Norfolk 2015-16</b> | <b>Page 25</b>  |
| <p>A report by the Senior Green Infrastructure Officer</p>   |                 |
| <b>9. Norfolk Cycling and Walking action plan</b>  | <b>Page 27</b>  |
| <p>A report by the Countryside Manager (Trails and Projects)</p>                                       |                 |
| <b>10. Pathmakers – Burgh Castle project</b>   | <b>Page 144</b> |
| <p>A report by the Project Officer, Environment Team</p>   |                 |
| <b>11. PROW Sub-group March report</b>   | <b>Page 146</b> |
| <p>A report by Ken Hawkins, Chair of PROW Sub-Group</p>  |                 |
| <b>12. Local Access Forum National Conference</b>  | <b>Page 152</b> |
| <p>A report by the Senior Projects Officer, Community and Environmental Services</p>                   |                 |

### **Date of Future Meetings**

<b>Date</b>	<b>Time</b>	<b>Venue</b>
05 July 2017	10:30	Cranworth Room, County Hall
11 October 2017	10:30	Cranworth Room, County Hall

**Chris Walton**  
**Head of Democratic Services**  
County Hall

Martineau Lane  
Norwich  
NR1 2DH

Date Agenda Published: 07 April 2017



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## **NORFOLK LOCAL ACCESS FORUM**

### **Minutes of the Meeting Held on 01 March 2017 at 10.30am in the Edwards Room, County Hall**

**Member:**

Martin Sullivan - Chairman  
Chris Allhusen - Vice Chairman  
Victor Cocker  
Geoff Doggett  
Mike Edwards  
Ken Hawkins  
Pat Holtom  
Ann Melhuish  
Ian Monson  
Paul Rudkin  
George Saunders  
Jean Stratford

**Representing:**

Motorised vehicle access / cycling  
Land ownership / management / farming  
Walking  
Conservation / voluntary sector  
GI and planning / conservation / sustainability  
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

**Co-Opted, Non-Voting Member:**

Hilary Cox  
Norfolk County Council Member Champion - Cycling and Walking.

**Officers Present:**

Sarah Abercrombie	Senior Projects Officer
Grahame Bygrave	Area Manager (South), Community and Environmental Services
Su Waldron	Project Officer, Environment Team
Russell Wilson	Senior Trails Officer (Infrastructure)
Matt Worden	Maintenance Projects Manager

#### **1. Welcome and Introductions**

1.1 The Chairman welcomed members and officers to the meeting.

#### **2. Apologies for Absence**

2.1 Apologies were received from Stephen Agnew, David Ansell, Tim Bennett, Julie Brociek-Coulton, Rebecca Champion, Helen Chester, David Hissey, Seamus Elliott, and Kate MacKenzie.

2.2 Hilary Cox was due to arrive late to the meeting.

#### **3. Minutes of last meeting**

3.1 The minutes of the meeting held on the 12 October 2016 were agreed as an accurate record and signed by the Chairman.

### 3.2.1 **Matters arising from the minutes:**

- 3.2.2 Mr Hawkins queried the brevity of the minutes and the Chairman explained the reason for this. Members raised points associated with the discussion at the last meeting:
- Mr Hawkins recalled that, in relation to the resolution at 7.2, the Forum agreed to add in 3 additional items;
  - Mr Rudkin recalled an item was discussed about widening paths which the Forum resolved to support, followed by a motion by Mr Monson which was also agreed. The Chairman confirmed this would be discussed under agenda item 13;
  - Mr Hawkins recalled that it had been agreed to add into the forward plan consideration of issues around the 2026 cut off, network rail and closure of level crossings, and consideration of the review of the Norfolk Local Access Forum.

## 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.

## 6. **Public Question Time**

- 6.1 None were received.

## 7. **Public Rights of Way Maintenance**

- 7.1.1 The Maintenance Projects Manager (Community and Environmental Services) introduced the report discussing management of the Public Rights of Way (PRoW) service, work done since 2012 and work to improve public satisfaction.
- 7.1.2 The Maintenance Projects Manager reported that this would be the last meeting of the LAF (Norfolk Local Access Forum) he would attend due to PRoW staff restructure.
- 7.2.1 The Maintenance Projects Manager had received an email query from Mr Hawkins which he would respond to in due course; Mr Hawkins **suggested** that the Maintenance Projects Manager and colleagues attend a PRoW sub-group meeting to discuss this, and the outcome be brought back to LAF. The LAF **AGREED** with this suggestion.
- 7.2.2 A concern was raised that the restructure may leave too few people managing the geographical area and cutting budget. The Maintenance Projects Manager explained that PRoW officers would be based as "countryside access staff" in 3 localities to deal with local issues reporting to one of 3 area managers. PRoW would come under the remit of "Highways", and highways' staff would see their remit expanded to include PRoW maintenance. Officers felt more staff would be focussed on rights of way and the locality model would support issues to be dealt with locally.
- 7.3.2 It was confirmed that out of the highways maintenance budget, a proportion was designated for grass cutting and rights of way maintenance. The inspection schedule

had been formalised; rural rights of way were now inspected on a 5 year basis, and urban rights of way annually.

7.4 Hilary Cox arrived at 10:52am

7.5.1 It was felt that more could be done with parishes, i.e. dialogues maintained to support rights of way maintenance. Some members of the Forum felt the policy in the report did not sit well with the requirement to assert and protect PRow.

7.5.2 In response to a query, it was reported that a meeting had been held with the Country Land and Business Association (CLA) and National Farmers' Union (NFU); the leaflet referred to in the report had been shared to circulate to landowners. Discussions would also be held with parish councils regarding their role in distributing leaflets.

7.5.3 Mr Monson declared an "other interest" as a member of CLA and NFU; he reported that he had seen the leaflet published in their journals.

7.6 The Norfolk Local Access Forum (LAF) **NOTED** the changes made to the delivery of the Public Rights of Way Service.

## **8. Countryside Access - Restructure**

8.1.1 The Senior Trails Officer (infrastructure) introduced the report discussing changes to the staffing structure of Countryside Access Management and the effect on Countryside Management in Norfolk.

8.2.1 Clarification was requested on the implementation date of changes and whether a reduction in staff working on roads and PRow would be seen:

- Countryside Access Officers had been appointed;
- The new structure would come into effect from 1 April 2017;
- A map of Norfolk was shown; members of the Forum requested a clearer map, indicating the boundaries of the 3 localities to be covered by Countryside Access Officers, see Appendix A;
- The Area Manager (South) for Community and Environmental Services felt the restructure would support more focus on the PRow network due to Countryside Access Officers' work prioritising PRow issues, supplemented by the work of Highways Officers.

8.2.2 The highways team were also being restructured which would facilitate closer working with the PRow team.

8.2.3 The Senior Trails Officer clarified the Norfolk County Council bridges team had a work programme in place to deal with repairs and maintenance of bridges; bridges below a 900mm span would be dealt with by area PRow teams. If the issue was structural it would be referred to the specialist bridges team.

8.2.4 A briefing would be sent to Parish Councils; conversations were already underway regarding the restructure.

8.3 The Norfolk Local Access Forum (LAF) **NOTED** the changes in the structure for managing countryside access and the changing roles of officers within the structure.

## 9. Norfolk Access Improvement Plan – Review of the Norfolk Rights of way Improvement Plan 2007-2017

- 9.1 The LAF viewed a presentation outlining plans to review the Norfolk Rights of Way Improvement Plan (ROWIP), which the LAF had recommended be renamed the Norfolk Access Improvement Plan (NAIP). See presentation attached at appendix B:
- The Senior Projects Officer had been working with the ROWIP sub-group looking at how to take forward the NAIP;
  - It had been recommended that the Welsh Government guidance 2016 was viewed as a useful tool;
  - Work to involve user groups in planning had started;
  - At the last sub-group meeting a template was drafted for the NAIP shown on slide 10; ideas on improving this were welcomed.
- 9.2.1 Mr Doggett offered to rewrite the part of the plan related to access to water bodies and to re-join the sub-group.
- 9.2.2 The date of the next ROWIP sub-group meeting was confirmed as 12 April 2017.
- 9.2.3 Concern was raised over the loss of strategic resource for permissive paths and damage of interconnectivity of some walks. Mr Cocker asked whether Permissive Paths could be included in section 6. The Senior Projects Officer confirmed that it would be included, however, as it was not a Council plan she was unsure where.
- 9.2.4 The Senior Projects Officer clarified that while the Welsh Guidance referred to local Welsh landscape and conditions, the processes involved and structure of the plan were being used for guidance, therefore it was suitable for use by Norfolk.
- 9.2.5 The asset management plan was queried; the Senior Projects Officer confirmed the statement of action would account for reduction in resources at Norfolk County Council and across the board and seeking of resources and new ways of working to improve and maintain the network. The annual plan would go into more detail, identifying the priorities which could be sought through external funding.
- 9.2.6 Mr Doggett highlighted a successful model of funding and visitor giving scheme used by “Love the Broads”. ([www.lovethebroads.org.uk](http://www.lovethebroads.org.uk))
- 9.3 The Norfolk Local Access Forum (LAF) **RECOMMENDED** that the revised timetable and structure for the NAIP be adopted by Norfolk County Council.

## 10. Pathmakers – Burgh Castle Project

- 10.1.1 The LAF received the report providing an update on plans and progress towards construction of a boardwalk at Burgh Castle to improve accessibility of the site.
- 10.1.2 The Chairman gave a presentation on progress of construction (appendix C):
- 6 consents were required to construct the boardwalk;
  - Work was being carried out by Norfolk County Council and college students;
  - A progress plan was shown, see slide 5;
- 10.1.3 The Senior Trails Officer (Infrastructure) gave a second presentation; see appendix D:
- The boardwalk now allowed disabled access to the beach;

- He spoke about the work with college students to install the boardwalk which supported them with team-working, communication and practical skills.

- 10.2 The Senior Trails Officer assured the Forum that arrangements for managing the boardwalk were in place.
- 10.3.1 Pathmakers' future plans were queried. The Chairman reported that they planned to install a boardwalk at the "Horse seals" dunes to enable disabled access.
- 10.3.2 The Senior Trails Officer discussed audits carried out by disabled users to identify improvements which could be made to the countryside access network, for example Holm boardwalk which had inaccessible steps at the end.
- 10.3.4 Mr Saunders spoke about discussions held with members of the public which identified a need to improve disabled access to the dunes at "Horse seals". The Senior Trails Officer confirmed the audit would inform provision of a boardwalk for this area.
- 10.4.1 There were plans for a number-counter to be put on Burgh Castle boardwalk and for the college students to visit during the summer season to see it in use.
- 10.4.2 Mr Doggett suggested Gun Hill for work by Pathmakers; he spoke of a 2 mile walk on the flood bank and a boardwalk on the dunes. Part of this walk was inaccessible to disabled users. The Senior Trails Officer queried whether a long boardwalk would be needed. Mr Doggett and the Senior Trails Officer **agreed** to discuss after the meeting.
- 10.5.1 The Project Officer for the Environment Team confirmed that the 14<sup>th</sup> and 20<sup>th</sup> June 2017 had been suggested for the launch of Burgh Castle boardwalk but had not been confirmed.
- 10.5.2 The Project Officer **AGREED** to circulate the dates of the soft launch and formal launch of the Burgh Castle Boardwalk when confirmed.
- 10.6 The Norfolk Local Access Forum **SUPPORTED**:
- The progress to date;
  - The recommendation for a launch in June.

## 11. Report from Working Groups

### 11a. Public Rights of Way Sub-group

- 11a.1.1 Ken Hawkins introduced a report updating the Forum on discussions held at the previous meeting of the Public Rights Of Way (PRoW) sub-group.
- 11a.1.2 There were still concerns about the use of the PRoW online reporting system, maintenance issues and enforcement, and issues at Cley.
- 11a.1.3 The sub-group were seeking endorsement and input on:
- What actions might be taken to improve public satisfaction with rights of way;
  - What further could be done to support Footpath Wardens in parishes;
  - And what LAF could do to respond to the approaching deadline to support work to research and where appropriate submit claims to have routes recognised as rights of way before the 1 January 2026 deadline.

- 11a.2.1 The Senior Trails Officer (Infrastructure) reported that during the restructure changes would be made which could support with some of the issues raised by the sub-group. Therefore he **suggested** a report be brought back to the LAF in June 2017 detailing changes brought about by the restructure.
- 11a.2.2 Work was underway to ensure a single reporting system for parishes and Norfolk County Council.
- 11a.2.3 Mr Hawkins confirmed there were some Footpath wardens. The Senior Trails Officer discussed that wardens' reports came to the Trails Team; development of the single reporting system would prevent doubling up of reporting.
- 11a.2.4 Some members of the public were not confident using the online reporting system; it was felt public satisfaction would improve if the public were confident to use it without support, and improvements would be made more effective alongside supporting people to understand it.
- 11a.2.5 The Senior Trails Officer confirmed that during the restructure, information would be cascaded to Parishes about reporting of trails issues. It was suggested that speaking to non-expert users to inform improvements to the online system would be useful.
- 11a.2.6 The Senior Trails Officer and the Area Manager (South) for Community and Environmental Services were invited to attend the next PRoW sub-group meeting on the 27 March at 2pm.
- 11a.3.1 The Norfolk Local Access Forum **CONSIDERED**:
  - 1. What actions might be taken to improve public satisfaction with rights of way in the County;
  - 2. Support for Footpath Wardens in parishes;
  - 3. Support for work to research and where appropriate submit claims to had routes recognised as rights of way before the 1 January 2026 deadline.
- 11a.3.2 The Norfolk Local Access Forum **NOTED** the report of the PRoW sub-group.

## **11b. Permissive Paths Sub-group**

- 11b.1.1 The Vice-Chairman introduced a report providing an update on meetings held by the Permissive Paths Sub-group since 12 October 2016.
- 11b.1.2 Norfolk County Council had confirmed that Section 106 funding couldn't be used to fund permissive paths. The Senior Projects Officer clarified that it could be used for designated paths. It was queried whether it could be sought in relation to the NAIP; it was confirmed this would be used in the planning section.
- 11b.2 When paths became unavailable due to schemes ending, it was recommended that it should be reported to Parish Councils first.
- 11b.3 The Norfolk Local Access Forum **NOTED** that letters had been circulated to landowners with the leaflet attached at appendix A of the report.

## **12. Local Access Forum – National Conference 2017**

- 12.1.1 The LAF received a report discussing the upcoming Natural England Local Access

Forum national conference in Birmingham.

12.1.2 After publication of the agenda and report, this conference had been postponed; the new date was not yet known.

12.2 The Norfolk Local Access Forum (LAF) **AGREED** to **CONFIRM** the additional representative for the upcoming Natural England Local Access Forum national conference in Birmingham upon confirmation of the rearranged date.

### 13. Widening Access to Public Paths

13.1.1 At the meeting of the LAF on 12 October 2016, Appendix A of the report was circulated outside of the agenda order and agreed informally. The Chairman requested this to be confirmed formally by the Forum at the meeting.

13.1.2 Discussion was held:

- Mr Cocker recalled that following a vote on the recommendations it was agreed that recommendation 1 would be deleted, as shown in the appendix;
- Mr Hawkins **suggested** adding a recommendation for the item to be referred to the Rights of Way sub-group for discussion;
- Mrs Stratford mentioned the comparison to Scotland; she reminded members that Scotland did not have the same regulations governing rights of way as England.

13.2 After discussion on the recommendations at Appendix A to the report, the LAF:

- **RESOLVED** that recommendation 1 was **NOT AGREED**, as shown;
- **RESOLVED** to **AGREE** recommendation 2, "The Forum should encourage a dialogue with British Cycling and Cycling UK to explore whether Norfolk might pilot a location for trials and to research properly the likely effects of enhanced off-road cycle access", as shown;
- **AGREED** to refer the item to the Rights of Way sub-group for discussion.

13.3.1 A short discussion was held over the report, providing an update on widening access of public paths since the last meeting of the LAF on 12 October 2016.

13.3.2 It was noted that the Government's Walking and Cycling Strategy was not yet published; Norfolk County Council had decided to go ahead with its own walking and cycling strategy.

13.4 The LAF **NOTED** the update of British Cycling campaign.

### 14. Dates of future meetings:

The next meeting was due to be held on Wednesday 19 April 2017

The Meeting Closed at 12:20 PM

CHAIRMAN





WEST

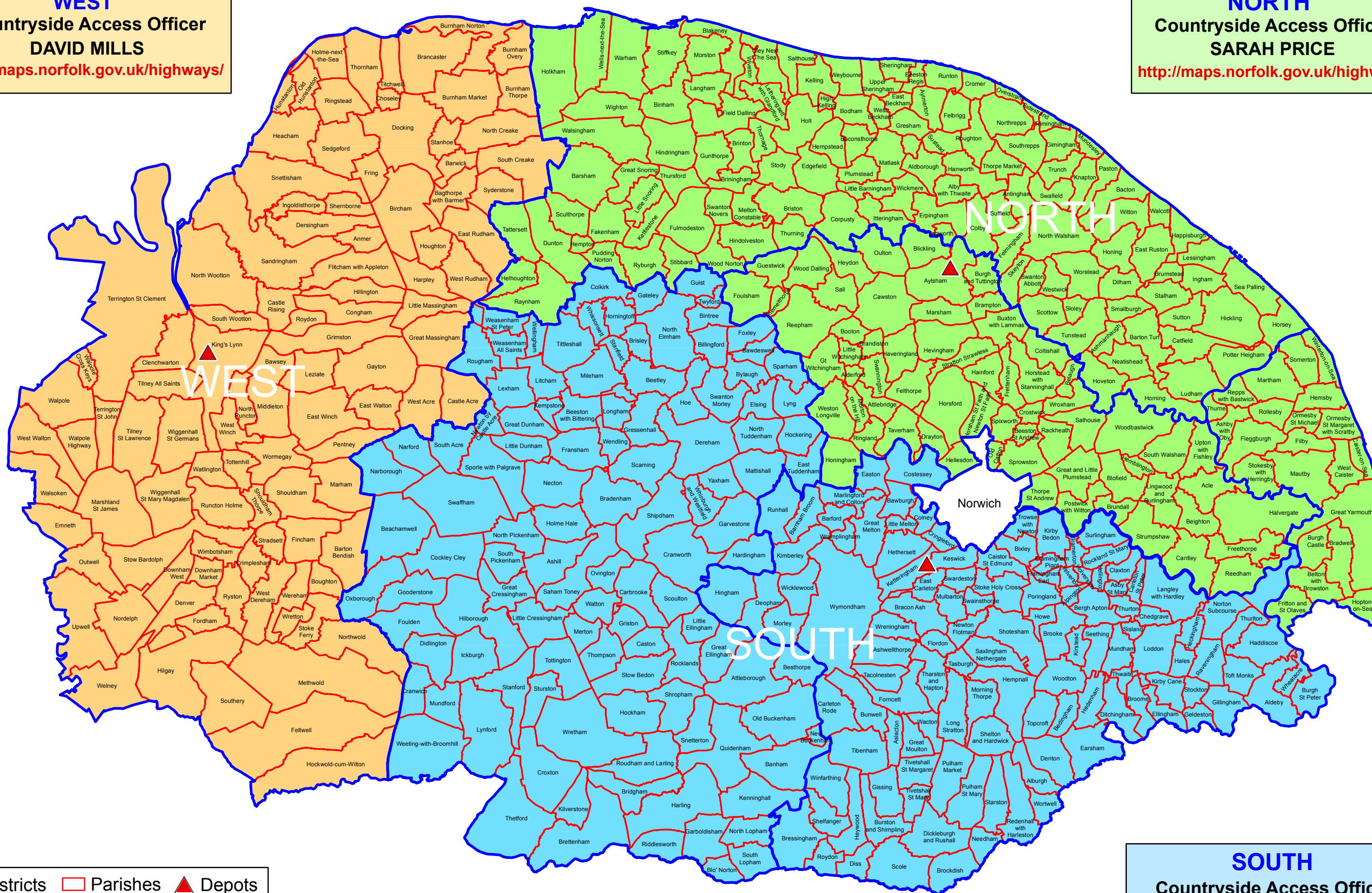
Countryside Access Officer  
DAVID MILLS

<http://maps.norfolk.gov.uk/highways/>

NORTH

Countryside Access Officer  
SARAH PRICE

<http://maps.norfolk.gov.uk/highways/>



□ Districts □ Parishes ▲ Depots

© Crown copyright and database rights  
2011 Ordnance Survey 100019340 09 March 2017  
Produced by Highway Network Management in 2017.

SOUTH

Countryside Access Officer  
JODY THURSTON

<http://maps.norfolk.gov.uk/highways/>



# Norfolk Access Improvement Plan 2017 - 2027

The Rights of Way Improvement Plan for Norfolk



## Rights of Way Improvement Plans

Under the Countryside and Rights of Way Act 2000: Sections 60 - 62 local authorities must review plan every 10 years.

The plan must explain how improvements made by the local authority to the public rights of way network in their area will provide a better experience for these users:

- walkers
- cyclists
- horse riders
- horse and carriage drivers
- people with mobility problems
- people using motorised vehicles, eg motorbikes



## Two statutory elements:

- An Assessment of local rights of way; and
- A Statement of Action for the management and improvement of local rights of way
- Local Access Forums are one of the bodies prescribed in section 61(1) of the CROW Act 2000 who must be consulted prior to the review of a ROWIP and there is an expectation that they will be involved throughout the process and kept informed of progress with the development and subsequent implementation of the plans



## Guidance – Welsh Government 2016

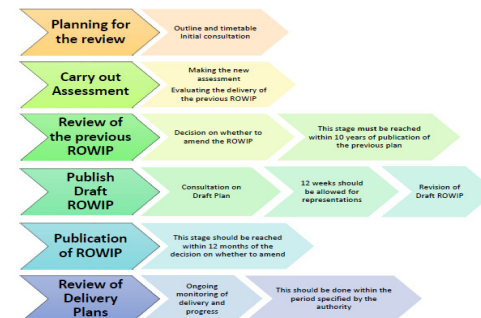


Diagram 1: Summary of the ROWIP process and timetable



## Contents

1. Introduction
2. Overview of Achievements of the ROWIP 2007 – 2017
3. Assessment of Available Evidence relating to current and likely future public need - User Groups and Other Sections Community
4. Assessment of extent to which local rights of way meet present or likely future needs/ provide opportunities for doing so

## Contents

5. Evaluation of the condition of the network (Definitive Map and Statement, applications for changes to PROW and promotion of outdoor recreation)
6. Overview of potential crossover between ROWIP and other Plans, Priorities and Partnerships
7. Statement of Actions and Delivery Plans

## Section 6 - crossover between ROWIP and other Plans, Priorities and Partnerships

- NCC – Local Transport Plan, Green Infrastructure, Active Travel Plans, Walking and Cycling Strategy
- Health and Well-Being
- Visit East Anglia/ Norfolk – Tourism
- Active Norfolk – Sports Partnership
- District Council Local Development Plans
- Education – Outdoor Education
- Broads Authority Plan
- AONB – Norfolk Coast Partnership Management Plan
- Environment – Natural and Historic Management Plans
- Natural England - Coastal Access, National Trails and England Coast Path
- Rural Development Plan

## User Groups

- Walkers, Walking
- Cyclists, Cycling
- Equestrians, Horse Riding and Carriage Driving
- Drivers of Motorised Vehicles, Mechanically Propelled Vehicles (MPV)
- People with Mobility or Visual Impairments Access for All

## Other Sections of the Community/ Other Interests

- Landholders Landownership and Management
- Young People - education Children and Young People
- Health, Mental Illness Health and Wellbeing
- Businesses Economic Partnership and Business
- Parish Councils
- Growth Infrastructure and Planning
- Environment, Biodiversity and Conservation
- Community Engagement and Volunteering
- Historic Environment
- Coastal and Open Access
- Access to water bodies

## NAIP Template

Title
*Current situation/Background
XXX
*Opportunities for development
XXX
*Recommendations for action
XXX
*Who might we work with?
XXX
*Priority actions
Bullet list
"Quote"
Suggestions/recommendations for Section 7
"Statement of Actions"
Xxx
xxx

## Statement of Action – 2017 - 2027

New Statements of Action - long-term and strategic actions Short and medium term actions - Delivery Plan, or in rights of way policies.

Key aims and priorities arising from the Assessment over 10 years;

- Long term strategic commitments;
- Details of what deferred to Delivery Plans, how, and when renewed and published, how implementation evaluated and reported
- Details of process followed to make changes to key policies relating to local rights of way

## Annual Delivery Plans

Delivery Plans can be renewed periodically without the need to review the entire ROWIP but will still form part of the plan from the perspective of the public; meaning they only have to consider a single document to understand how the authority manages its network and why.

Delivery Plans should consist of:

- An evaluation of the degree to which the previous Delivery Plan was achieved
- A review of key policies for Rights of Way work
- SMART Action plans and detailed work plans

## Timetable NAIP

1 <sup>st</sup> March 2017	Present initial content and timetable to LAF
LAF meeting on 19 <sup>th</sup> April	Update and Priorities for Action Plan LAF
end of May 2017	First draft
end of June 2017	Consult wider Stakeholder Group by
LAF meeting on 5 <sup>th</sup> July 2017	Review revised draft
August 2017	Develop consultation plans and design
September to November 2017	Hold consultation
LAF meeting 11th October 2017	Agree Delivery Plan for 2017/18
LAF in January 2018	Present feedback from consultation
Spring 2018	Publication NAIP



Connecting Norfolk countryside and communities

## Pathmakers – charitable purposes



### Charitable purpose 1

For the public benefit, the advancement of health of residents of and visitors to Norfolk by promoting, raising awareness of, improving and creating countryside access for outdoor recreation in the area of Norfolk

### Charitable purpose 2

For the public benefit, the advancement of improvement to the environment in the Norfolk countryside for the benefit of residents of and visitors to Norfolk by the promotion of, assisting and organizing projects to conserve and improve the areas of countryside the public can access

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## Burgh Castle boardwalk

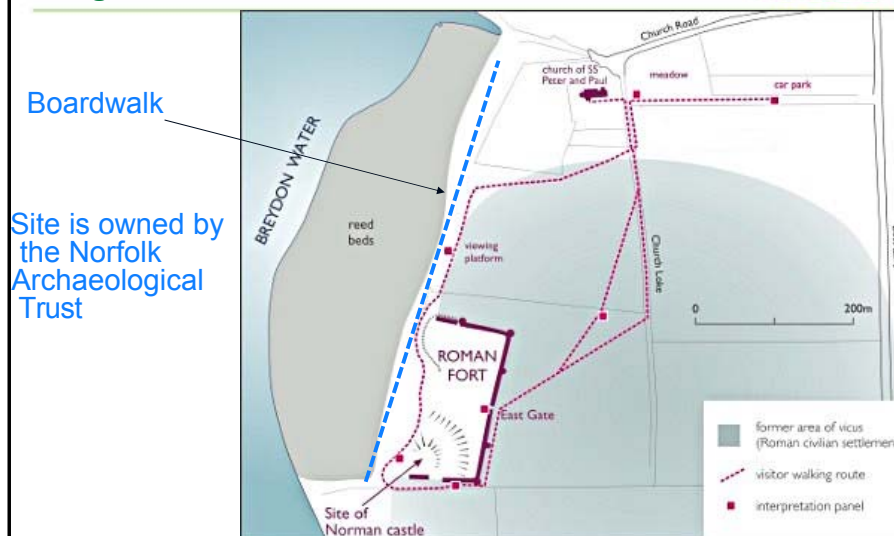


- ❑ NCC applies to WREN for funding for a 600 metre boardwalk at Burgh Castle to improve access for all. Application welcomed by the Norfolk Archaeological Trust which owns the site. Funding application is successful
- ❑ Pathmakers chosen as contractor to deliver the construction
- ❑ Lengthy process required to obtain all the statutory permissions before work can commence.
- ❑ Experienced staff from Norfolk Trails are seconded to Pathmakers to make the boardwalk. Construction Design Method followed.

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## Burgh Castle – location of boardwalk



Boardwalk

Site is owned by the Norfolk Archaeological Trust

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## Construction



### Progress

- ❑ Scrub removed to 'clear the line'
- ❑ Post driver being used to install posts
- ❑ Ongoing work to install timber rails
- ❑ Ongoing work to install timber deck
- ❑ Volunteer help brought in – Norwich City College apprentices
- ❑ Soft launch expected early April
- ❑ Formal launch expected June





## Burgh Castle Boardwalk

### Norfolk County Council Objectives - Our Priorities

- Excellence in education
- Real Jobs
- Good Infrastructure
- Supporting vulnerable people



### Working with Education groups

Norwich City College  
Vocational pathways  
co-ordinator



### College students

Not high academic achievers  
Starting at North Denes and  
then scaling up to Burgh  
Castle





### Excellence in education

Providing opportunity for young people to get involved in practical work on the ground

- Working with others
- Communication
- Teamwork
- Sense of pride



### Real Jobs

Improving young peoples CV to better equip them to apply for other jobs

Allowing young people to develop and grow to better equip them for the world of work



### Good Infrastructure

New 600m boardwalk at the end of the project

Allowing improved access for all visitors to the area

Improving access opportunity for Great Yarmouth residents and visitors





### Supporting vulnerable people

Working with vulnerable young people

Building better infrastructure to allow range of vulnerable people to access the countryside in new ways



# Norfolk Local Access Forum

Item No.

<b>Report title:</b>	<b>Norfolk Access Improvement Plan 2017 – 2027 Priorities</b>
<b>Date of meeting:</b>	<b>19 April 2017</b>
<b>Responsible Officer:</b>	<b>Tracy Jessop, Assistant Director Highways and Transport</b>
<b>Strategic impact</b> The Norfolk Access Improvement Plan is a strategic document and action plan which aims to guide the way we manage and improve our access network, including public rights of way (PROW) and long distance trails, for the benefit of the communities who use it and the habitats impacted by it.	

## Executive summary

The Statement of Actions for the Norfolk Access Improvement Plan 2017-2027 (the Rights of Way Improvement Plan for Norfolk) will be a statement of the action Norfolk County Council proposes to take for the management of Public Rights of Way and for securing an improved network of public rights of way.

### Recommendations:

**These are changed to reflect the findings of the assessment and current Council resources as in the proposal below.**

## 1. Proposal (or options)

1.1. Currently our draft aims and objectives are:

### Our Aims

- Health and Wellbeing
- Business
- Community
- Collaborative working with partner organisations

### Objectives

- Encourage sustainable management of the countryside access network so that it is better able to meet the varying demands placed upon it.
- Improve public health and well-being, economic and environmental benefit.
- Actively seek involvement of communities.
- Take a collaborative and pragmatic approach to responsibilities and resources.
- Actively seek opportunities to increase investment in the countryside access network.
- Develop an integrated network that provides opportunities for all users.

- Improve the interpretation and understanding of Norfolk's landscape and natural and built heritage through improvements to the countryside access network.
- Maximise the economic benefits to Norfolk that are generated through the countryside access network.
- Mitigate impacts of new infrastructure on landscape and environment
- Evolve the access network in response to meet the needs of new and future development

We propose that the priorities for the Statement of Actions should be:

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. Protecting the environment from recreational impact through improved planning
8. Sustainable transport and a network well linked to public transport

## **2. Evidence**

- 2.1. As Highways Authority NCC has a duty under the CROW Act 2000 to produce a Rights of Way Improvement Plan

## **3. Financial Implications**

- 3.1. None because the plan aligns with existing commitments

## **4. Issues, risks and innovation**

- 4.1. We will align the plan with Public Health outcome. Risks are minimal, but we will require some external funding to complete the plan (which poses a small risk to completion of the plan)

## **5. Background**

- 5.1. It is recommended that the new Statement of Actions should include only those actions that are sufficiently long term and strategic to be unlikely to become obsolete during the 10 year term of the NAIP. Short and medium term actions and those arising from other specific plans or legislation should be incorporated into an annexed Delivery Plan updated annually. Contents should include
  1. Key Aims and Priorities arising from the Assessment

2. Long term strategic commitments
3. Details of what will be deferred to Delivery Plans, how and when renewed and published
4. Details of the process that will be followed to make any changes to key policies relating to local rights of way should be identified

The key objectives in the 2007-2017 statement of actions are:

1. Develop a well signed maintained and easily accessible network
2. Develop and maintain an integrated network that provides for the requirements of all users
3. Improve promotion, understanding and use of the network
4. Encourage community involvement in improving and maintaining local rights of way
5. Develop a safe network of local rights of way
6. Prepare and publish an up to date and publicly available digitised Definitive Map
7. Protect and Enhance biodiversity associated with the network of public rights of way

## **Officer Contact**

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# Norfolk Local Access Forum

Item No.

<b>Report title:</b>	<b>Study on recreational impact on internationally-designated wildlife sites in Norfolk 2015-16</b>
<b>Date of meeting:</b>	<b>19 April 2017</b>
<b>Responsible Officer:</b>	<b>Tracy Jessop, Assistant Director Highways and Transport</b>
<b>Strategic impact</b> The report will help inform the emerging NAIP in terms of addressing the balance between recreation and nature conservation thereby helping Norfolk County Council to deliver good infrastructure.	

## **Executive summary**

A presentation will be given to the LAF on the study commissioned by the Norfolk Duty to Cooperate (DtC) group to gather baseline data on recreational use of internationally-designated sites in Norfolk, and explain how the study can be used to inform the emerging NAIP.

### **Recommendations**

**The LAF notes the study and its role informing the NAIP**

## **1. Proposal (or options)**

- 1.1. A presentation will be given to the LAF on the study commissioned by the Norfolk Duty to Cooperate (DtC) group to gather baseline data on recreational use of internationally-designated sites in Norfolk, and explain how the study can be used to inform the emerging NAIP.

## **2. Evidence**

- 2.1. Details of the study will be provided in the form of a presentation.

## **3. Financial Implications**

- 3.1. No direct financial implications for Norfolk County Council from the study.

## **4. Issues, risks and innovation**

- 4.1. Norfolk is blessed with a large number of wildlife sites that have formal designations recognising their importance for their biodiversity at an international scale. However many of these locations such as the North Norfolk Coast, the Broads and the Brecks are also the locations where Norfolk residents and tourists undertake their recreation. Inevitably, there are frequent tensions between the twin interests of public access and nature conservation.  
The presentation that will be given to the LAF on the study commissioned by the Norfolk Duty to Cooperate (DtC) group to gather baseline data on recreational use of internationally-designated sites in Norfolk, and explain how the results of this study can be used to inform the emerging NAIP.

## 5. Background

- 5.1. Through the Duty to Cooperate (DtC) group, Norfolk County Council and the 7 district authorities in Norfolk, together with the Broads Authority, commissioned a survey of visitor use of internationally-designated wildlife sites throughout the county. The purpose of the study was to help address county-wide issues relating to delivering the emerging local plans for housing and development. The study was coordinated by the Natural Environment Team at Norfolk County Council and delivered by consultants Footprint Ecology.

Data was collected in 2015-2016 at 50 locations within internationally designated sites (Special Areas of Conservation, Special Protection Areas and Ramsar sites) throughout Norfolk. Survey points were located on the North Norfolk Coast, the east coast, the Brecks, the Broads and the Norfolk Valley Fens internationally-designated sites. Surveys involved counting visitors over weekdays and weekends and face-to-face interviews with a proportion of visitors.

The final report on the study was published in January 2017: *Visitor Surveys at European Protected Sites across Norfolk during 2015 and 2016* (Norfolk County Council/Footprint Ecology).

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# Norfolk Local Access Forum

Item No.

<b>Report title:</b>	<b>Norfolk Cycling and Walking Action Plan</b>
<b>Date of meeting:</b>	<b>19 April 2017</b>
<b>Responsible Officer:</b>	<b>Tracy Jessop, Assistant Director, Highways and Transport</b>
<b>Strategic impact</b> The Norfolk Cycling and Walking Action Plan will further the Council's ambition to promote health and well-being through good infrastructure. It will ensure that people have access to sustainable transport choices with a recognition that cycling and walking play a key role in meeting the Council's overall transport objectives.	

## Executive summary

The Department of Transport is encouraging local authority Highway Teams to develop Local Cycling and Walking Infrastructure Plans as part of the government's ambition to create a walking and cycling nation. There are significant amounts of funding available to support Cycling and Walking and to maximise their opportunity to benefit from these initiatives, Norfolk County Council has taken the following steps:

1. Adopted a Norfolk Cycling and Walking Action Plan focussing on modal shift and sustainable transport to reduce the carbon footprint of travellers
2. Appointed a Cycling and Walking Champion – Cllr Hilary Cox
3. Set up a 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.
4. 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. This project is managed by a partnership lead by the Environment Team with Transport and Highways as well as Active Norfolk and Public Health.

The next step is to join up these initiatives with local plans, particularly the Norfolk Access Improvement Plan or Rights of Way Improvement Plan for Norfolk.

### Recommendations:

**That the Norfolk LAF supports the above steps and agrees to work with NCC to integrate the Local Walking and Cycling Action Plan with the NAIP.**

## 1. Proposal (or options)

- 1.1. Norfolk County Council is working with the Department of Transport on Sustainable Transport and Cycling and Walking initiatives. They would like to invite the Norfolk Local Access Forum to work with the NCC Cycling and Walking Working Group to achieve the best outcomes for Norfolk from integration of the Norfolk Access Improvement Plan (or Norfolk Rights of Way Improvement Plan) and the Local Walking and Cycling Action Plan. This includes establishing the distinctive features of each plan as well as cross over; advising on content of the plans and their relationship to local plans; assisting with delivery and monitoring of the plans as appropriate.

## **2. Evidence**

- 2.1. Appendix A Environment, Development and Transport Committee Report of 17 March 2017  
Appendix B Norfolk Cycling and Walking Action Plan  
Appendix C Pushing Ahead funding application

## **3. Financial Implications**

- 3.1. Financial implications were outlined in Appendix A of the Environment, Development and Transport Committee Report of 17<sup>th</sup> March 2017 when the Norfolk Cycling and Walking Action Plan was adopted. This notes that there is significant potential to bid for funding resource from the Department of Transport which has so far has only required member and officer time and £12,000 for consultancy to secure £1.9m. The Cycling and Walking Action Plan enables the strongest possible case to be made for further funding bids, for example through the provision of sustainable transport associated with new housing developments. No additional costs were identified although officer and member time will be required to develop the plan and monitor its implementation.

## **4. Issues, risks and innovation**

- 4.1. NA

## **5. Background**

- 5.1. The current government's ambition is to create a walking and cycling nation. Their long term goal up to 2040 is that walking and cycling should be a normal part of everyday life, and the natural choice for shorter journeys such as the commute to school, college, work or leisure trips. They want to create a nation where cycling and walking are the norm for all people whatever their background or characteristics. To make their goal a reality, they want everyone in the country to have access to safe, attractive routes for cycling and walking and they are calling that goal our cycling and walking ambition. Their ambition for England is:  
*"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 shortly to be published will be the first step of a long-term transformative change process. It will set out their objectives that they are working towards to meet their ambition, the financial resources available to meet their objectives, their action plan for delivering their objectives and the governance arrangements that will review this delivery. The objectives and target they have set to measure progress towards their 2040 ambition are to:

- ☐ 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.



DEFRA – the Department for the Environment, Food and Rural Affairs – is responsible for ensuring that Highway Authorities undertake their statutory duties to record and keep public rights of way open including the publication of a 10 year Rights of Way Improvement Plan.

## **Officer Contact**

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# Environment, Development and Transport Committee

Item No.

**Report title: Norfolk Cycling & Walking Action Plan**

**Date of meeting: 17 March 2017**

**Responsible Chief**

**Officer: Tom McCabe – Executive Director, Community and Environmental Services**

## **Strategic impact**

This report asks members to approve the Norfolk Cycling and Walking Action Plan (Appendix A). This will further the Council's ambition to promote health and wellbeing through good infrastructure. This Council aims to ensure people have access to sustainable transport choices and recognises that walking and cycling plays a key role in meeting these overall transport objectives. Possessing a strategic vision and an action plan for increasing the number of people cycling and walking regularly has contributed to the Council's recent success in gaining sustainable transport funding totalling £1.9m from the Department for Transport. Notably this was the first time that the County has been successful in attaining this type of funding; this Council was also one of the few in the East of England to be granted this funding.

## **Executive summary**

NCC, working with partner district councils, has been successful in bidding for funding to deliver both capital for cycling and walking infrastructure and more recently revenue funding, to promote both the use of new infrastructure and the benefits of cycling and walking for health and wellbeing. More bids are likely in the future and it is important that the Council moves forward with its plans.

This Committee appointed a member and officer working group back in March 2015 to oversee this important area of work. The Cycling and Walking Working Group has been successful in delivering the Norfolk Cycling and Walking Action Plan and latterly in securing sustainable transport revenue funding both via the Department for Transport's Sustainable Transport Transition Year Fund (£396,000) and latterly the Access Fund (£1.5m). An extensive network of walking and cycling links are incorporated into the design and build of the Norwich Northern Distributor Road and full consideration will be given to walking and cycling opportunities in market towns and development of future schemes such as a Great Yarmouth Third river crossing.

## **Recommendations:**

**1. To approve the Norfolk Cycling and Walking Action Plan (Appendix A).**

### **1. Proposal**

1.1. NCC has had significant recent success in bidding for funding for cycling and walking improvements and promotion. Most recently the Council has bid for and secured sustainable transport revenue funding through the Department for

Transport's Access Fund. Further funding opportunities require that we take our cycling and walking plans forward, further develop these and monitor their implementation. To continue with this success it is recommended that we consolidate our plans through formally adopting the Norfolk Cycling and Walking Action Plan as an essential element of our future planning and development.

1.2. This Council's success in securing sustainable transport funding has been underpinned by pulling resources together from a wide variety of services and overseeing the process through the appointment of a member and officer working group chaired by the Cycling and Walking Champion. Again, to continue and further this success it is recommended that the EDT Committee consider maintaining the working group and reappointing both the working group and the Cycling and Walking Champion after the council elections in May. This will enable us to ensure people have access to sustainable transport choices and live healthier lifestyles.

## **2. Evidence**

2.1. Significant Department for Transport resources have been secured through pursuing a strategy for increasing the number of people cycling and walking. These resources facilitate both the delivery of infrastructure and promotional activities, and in addition the ability to evaluate the success of these measures in meeting the key aims as outlined in the action plan. This evaluation is key to taking an evidence based approach to the implementation of cycling and walking measures. We are working with UEA's Norwich Medical School to develop and refine our approach to cycling and walking evidence.

2.2. A strong and well academically supported approach to evaluation is also key to the success of future funding bids, not only potentially to the Department for Transport but to other streams such as Public Health England, the New Anglia LEP, our local clinical commissioning groups and Sport England.

## **3. Financial Implications**

3.1. As shown there is significant potential resource to be bid for from the Department of Transport; the recommendations itemised in this report will help secure the County Council's successful position in the longer-term. To date the only resource that has been drawn on to secure the £1.9m from the Department for Transport has been member and officer time and £12,000 for consultancy.

3.2. There are no additional costs identified. The recommended work identified in this report will again require officer and member time to further develop the Norfolk Cycling and Walking Action Plan and monitor its implementation.

3.3. The Council is actively engaged in the delivery of residential travel plans through the 'AtoBetter' programme, which is externally funded by housing developers, and this is enabling residents on new development sites to have access to sustainable transport choices. We will closely monitor what funding opportunities are available and the Cycling and Walking Action Plan enables the strongest possible case for funding to be presented.

## **4. Issues, risks and innovation**

4.1. A lesson that we can draw on through comparing our recent experience with that of other regional highway authorities is that we must keep a baseline of expertise in this area up to date at both officer and member level. A strong evidence base and using that foundation to apply for central government funding is key to future funding success.

## **5. Background**

5.1. Relevant background to this report has been provided with the Norfolk Cycling and Walking Action Plan (Appendix A), the Pushing Ahead bid document (Appendix B) and the terms of reference for the Norfolk Cycling and Walking Working Group.

## **6. Terms of Reference for Norfolk Cycling and Walking Working Group**

### **6.1 Introduction**

6.1.1 Cycling and walking are embedded in a number of the Council's adopted policies; this helps to ensure that people have access to sustainable transport choices and live healthier lifestyles. Central government is making significant investment in capital infrastructure and revenue related to cycling and walking. With a number of different departments involved in the development and implementation of cycling and walking, there is a role for this group to oversee the development and adoption of an implementation plan.

### **6.2 Group structure and key roles**

#### **6.2.1 Cycling and Walking Champion:**

The role of the Champion is to provide political leadership, focus and a point of contact for cycling and walking measures within Norfolk County Council.

The focus of this appointment internally is to lead on the development and subsequent delivery of Norfolk's Cycling and Walking Implementation Plan – giving a high-level member focus to cycling and walking initiatives. Externally the Champion will be the political respondent to organisations interested in NCC's cycling and walking plans.

The Champion will encourage a range of people to play a fuller role in developing and encouraging more cycling and walking.

In addition, the Cycling and Walking Champion will:

- a. Work with officers and others in raising the profile of cycling and walking.
- b. Work collaboratively with the relevant Committees and Members.
- c. Work with other Members and Member Champions, as appropriate.
- d. Attend relevant training, learning and development opportunities.
- e. Keep apprised of developments and issues relevant to cycling and walking.
- f. Promote good practice.
- g. Keep a watching brief on the Council's levels of performance regarding cycling and walking.
- h. Keep members informed of relevant issues and raise awareness of cycling and walking.

- i. Agree funding bids with the Chair and Vice Chair of EDT.
- It is envisaged that the group will be supported by a range of officers.

#### **6.2.2 Members representing key council committees:**

The focus of these appointments internally are to assist with development and subsequent delivery of Norfolk's Cycling and Walking Delivery and Implementation Plan – giving a cross-committee member focus to cycling and walking initiatives. Externally the Working Group members will be the political respondents to organisations interested in NCC's cycling and walking plans. Group members will encourage a range of people to play a fuller role in developing and encouraging more cycling and walking.

In addition, the group members will:

- a. Work with officers and others in raising the profile of cycling and walking.
- b. Work collaboratively with a range of other committees on cycling and walking improvement measures and initiatives.
- c. Work with other members as appropriate.
- d. Attend relevant training, learning and development opportunities.
- e. Keep apprised of developments and issues relevant to cycling and walking.
- f. Promote good practice.
- g. Keep a watching brief on the Council's levels of performance with regard to cycling and walking.
- h. Keep other members informed of relevant issues and raise awareness with regard to cycling and walking
- i. Assist with funding bids.

#### **6.2.3 Public health officer representative:**

Will provide relevant input from their area of expertise and represent current and emerging policies from public health relevant to cycling and walking.

#### **6.2.4 Economic Development and Strategy representative:**

Will provide the planning, regulatory and development context for cycling and walking related matters and additionally advise on the relevant governance of agreed actions and activities through the planning system.

#### **6.2.5 Environmental Department representative:**

Will provide relevant environmental legal, planning and regulatory expertise and provide advice on Green Infrastructure and environment related planning governance measures relevant to cycling and walking.

#### **6.2.6 Highways and major project representative:**

Will provide advice on the highways related aspects of cycling and walking, including the local transport strategies, infrastructure design advice, safety and monitoring advice and will coordinate infrastructure design for cycling and walking infrastructure projects.

#### **6.2.7 Representatives from other departments/groups:**

Officers from other sections of the County Council, and partner District and City Councils may be co-opted onto the Cycling and Walking Working Group as need arises for their relevant expertise and advice. In particular, officers from Active

Norfolk and Children's Services will be asked to provide advice and participate in the development of the Cycling and Walking Implementation Plan.

### **6.3 Norfolk Cycling and Walking Group Arrangements**

#### **6.3.1 Role of the Group**

The role of the group is to:

- Set a clear and specific vision for Norfolk which outlines how cycling and walking will be increased and supported;
- Develop a local walking and cycling delivery plan, supported by local partners – such as the third sector;
- Develop the approach to working with partners;
- Demonstrate a commitment to door-to-door journeys, and to creating safe cycling and walking provision through cycle proofing and pedestrian proofing new transport infrastructure and, where relevant, a planned and funded cycling and walking investment programme;
- Demonstrate that our walking and cycling plans include steps to meet the needs of people from hard to reach groups – including disabled people, older people, and others – where those needs are different from the needs of other people;
- Agree the group terms of reference;
- Receive/report progress updates on bids, projects and development;
- Identify further funding opportunities.

#### **6.3.2 Membership and Chairperson**

- The Norfolk Cycling and Walking Group will be made up of members and officers as defined. The Group may also invite others to attend specific meetings, including specialists, for specific agenda items.
- The Chairperson is to be the Political Cycling and Walking Champion.

#### **6.3.3 Meetings and papers**

- Group meetings will be held as necessary as directed by the Chair to oversee the development of this work.
- An agenda and papers will be distributed approximately one week in advance of each meeting. Agenda items for future meetings will be agreed by the Group at the previous meeting where possible. It may be necessary for the Chair of the group to add items on the agenda, for example when urgent issues arise or to ensure the timetable can be achieved.

### **6.4 Resource**

6.4.1 Resources from across the services will be utilised to ensure the implementation plan can be formulated.

6.4.2 Specific monitoring of resources and reporting will be carried out along with a regular review of progress.

### **Officer Contact**

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# Norfolk Cycling and Walking Action Plan







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## Foreword 1

### Investing in cycling and walking

Norfolk County Council and partners are committed to encouraging people to walk and cycle more.<sup>1</sup>

We recognise the significant range of benefits from this and have been working with partners to improve the county-wide walking and cycling networks in Norfolk and to encourage people to use them. We will continue to pursue this and see partnership working with government as a means to accelerate achieving our vision, which we share with government.

We have a strong record of partnership and extensive experience of developing cycle networks.

- In Norwich, a City Deal has been agreed between government and the partner authorities (Norfolk County Council, Norwich City, South Norfolk and Broadland Councils). We are working together to develop the Norwich cycle network using the funds that were allocated to the City Council as part of the Department for Transport's (DfT) cycle ambition programme. The Greater Norwich Development Area has qualified as a partner of DfT in relation to the area covered by the Norwich cycle network as part of the application process for the second round of cycle ambition funding that was announced on 2 March 2015. The closeness of the working relationship between the councils therefore means

that effectively the county council and neighbouring districts are also working in partnership with DfT in relation to the Greater Norwich area.

- Successfully secured *Cycling Ambition in National Parks* funding with our partners including the Broads Authority to deliver work on the Three Rivers Way route into the Broads National Park from the gateway at Wroxham.
- Successfully worked with Sustrans and the Ramblers to deliver well-focused and high quality cycling and walking outcomes, including delivering a joined up cycling and walking network.
- Our larger towns, like King's Lynn and Great Yarmouth, have good cycle networks and good levels of cycling. Thetford was re-designed as a cycling and walking-friendly town in the 1960s during a major period of housing growth. A key aim is for these facilities to be further updated and developed with residential areas linked to key employment, leisure, and education facilities.

“ Various studies have shown cycling and walking schemes return benefits averaging 13:1, and investing in cycling outweighs risks by 20:1. ”

<sup>1</sup> Aims and objectives expressed in this document may be delivered by Norfolk Council and/or its partners. This is reflected in the use of 'we' throughout.



Norfolk is a very popular tourist destination with a visitor economy worth £2.96bn per annum<sup>2</sup>, 3.5% of the total for England supporting 59,671 jobs. Countryside and outdoor pursuits are the major reason for many visits to the county. It is a great county in which to both walk and cycle.

The walking facilities available in Norfolk include two National Trails: Peddar's Way and the Norfolk Coast Path, and a further nine long-distance paths managed to the same standard (see map).

Parts of this network are also available for off-road leisure cycling. Our coastal path is being extended through the Coastal Access programme sponsored by Natural England over the next 5 years and will, by 2020, encompass the whole of the Norfolk coast. Within the public rights of way network some 200 circular walks are promoted, with a total of 2,400 public rights of way available for walkers and in some cases, cyclists and horse-riders.



Promoted walking routes in Norfolk [www.norfolk.gov.uk/t](http://www.norfolk.gov.uk/t)

<sup>2</sup> Norfolk Economic Impact of Tourism Report Results 2014, Destination Research report 2015







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The health benefits of cycling and walking are well documented<sup>3</sup>. In Norfolk we have already begun to collect data for the Norwich area which will enable us to monitor and evaluate the health and other benefits of increasing active travel – through the publication of the Active Travel Account – and we will be seeking opportunities to expand this work to cover other areas of the county.

Norfolk boasts an array of both walking and cycling initiatives, notably a county-wide programme of volunteer-led health walks funded by Norfolk County Council (NCC) Public Health department and organised by Active Norfolk, called Fit Together. A number of cycling initiatives can be accessed across the county such as British Cycling's 'Sky-ride Local' programme which is being delivered as part of a 3-year partnership between British Cycling and Norwich City Council.

Travel planning is promoted by NCC with an emphasis on incorporating cycling and walking into all journeys. Encouraging cycling and or walking to school and work is a key aim.

*A Cycling and Walking Delivery Partnership* with government will accelerate our work. We will use Norwich as a model for further developing urban cycle networks and will look to extend these networks to the surrounding towns, villages and growth areas. We will further develop networks in market towns, again linking these to surrounding facilities, unlocking a range of

cross cutting economic and social benefits that enable growth. Our extensive rural networks of quiet lanes, trails and other public rights of way can be utilised more effectively, not only to encourage people to use them for leisure activities such as access to the Broads National Park, but to utilise them as networks for day-to-day journeys, joining up infrastructure to connect people to places.

Sustainable and active transport is also a shared aim with New Anglia, the Local Enterprise Partnership and with Suffolk County Council, which recently published its own Cycling Strategy for the county. Norfolk will continue to work with both, as well as with district-level government, to achieve the best combined outcomes. Resources within the Local Enterprise Partnership's growth fund are currently being directed towards sustainable and active transport in areas where this funding is appropriate.

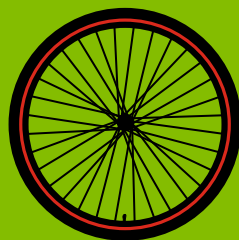
We will also maximise funding opportunities, pooling resources where appropriate, and make cycling and walking key elements of our planning.

<sup>3</sup> Claiming the Health Dividend, Dr Adrian Davies, Department for Transport, November 2014









## 2 Our vision for cycling and walking

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### **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.



## 2.1 Our strategy

To realise our vision we will:

- Engage with businesses and communities throughout Norfolk to share information about what positive actions are happening and what further barriers exist.
- Monitor the levels and patterns of active travel and disseminating this in support of actions and communications.
- Set challenging and realistic targets for changes in travel behaviour based on known trends and planned interventions.
- Co-ordinate programmes of investment and maintenance to support the other elements in the strategy.
- Evaluate the effects of changes in travel behaviour on our health and well-being, economy and businesses, and on the environment.
- Work with user groups to ensure we take account of the physical and social needs of different types of user, including those with physical or mental impairments.

### How will we do this?

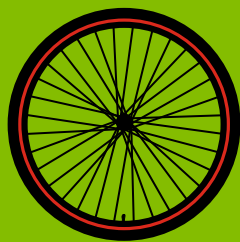
We will do this by delivering projects on the ground that create an attractive environment for cycling and walking, and that encourage children and new cyclists through appropriate training and engagement programmes that boost confidence.

We will inspire a new generation of sports participants by offering entry-level rides on traffic-free routes, mass participation events and elite events and through support for local cycling, walking and running clubs.

In addition, we will ensure that we have the right policies in place to incorporate cycling and walking into new roads and developments including provision for those with physical access needs.







## 2.2 Evidencing success

**Success of the strategy will be evidenced as follows:**

- Walking and cycling will become the natural choices for shorter journeys.
  - Levels of cycling will double by 2025\*. ✓
  - The percentage of children who usually walk or cycle to school will increase to 55% by 2025 in our urban areas in line with the government's target\*. ✓
  - Cycling levels will 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.
  - The mode share of cycling and walking will increase to 10% of all journeys by 2025 and to 25% by 2050\*. In particular we will promote more cycling and walking to work, to school and to college and minimise cycling and walking road accidents.
  - The needs of users with special access requirements will be audited and met wherever possible, for example through the provision of better surfacing, access ramps, signage and interpretation.
  - We will 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.
  - Look to develop our progress and methods for measuring cycling and walking with government assistance.

### **Norfolk's unique attributes for active visitors will be further communicated:**

- By 2025 Norfolk will be a top cycling and walking destination for leisure and tourism.\*

Building on successes like the establishment of Cromer and Aylsham as "Walkers are Welcome" towns.



In line with government targets

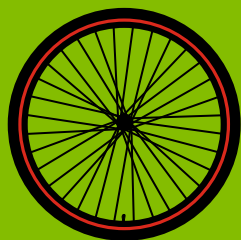


\*Since we do not have a unified baseline dataset across Norfolk, the starting dates vary depending on data availability



### What we could try

‘Cycling and Walking for Fun’ conference to engage with local authorities, Sustrans, Ramblers, outdoor retailers, bike companies, tourist industry etc. to discuss the challenges of increasing leisure (not sport) cycling and walking in rural areas and communities. This could be in conjunction with the opening of the first section of the Three Rivers Way next summer.



### 3 Leadership and partnership

---

**“ There is a need to work across organisational boundaries to promote personal and public health and reduce the costs of physical inactivity, particularly among older people and women. ”**

Department for Transport 2014

The All Party Parliamentary Cycling Group's report "Get Britain Cycling" identified senior political and executive commitment as essential to achieving growth in cycling. This is reiterated in the government's Cycling Delivery Plan which highlights leadership as one of the pre-requisites for entering into a partnership with government.

Each of the Norfolk districts will appoint a senior officer or member as a cycle and walking champion to ensure that the Cycling and Walking Action Plan is properly funded and taken forward. A steering group is established to monitor progress and coordinate activities. This will take full account of other economic, health and outdoor strategies set out earlier in this report.

We will review and update any policies and design standards which relate to cycling and walking, particularly those which can influence the design and location of new housing, employment sites, schools and

hospitals. We will provide appropriate training for relevant design and planning staff and work with our consultancy teams to achieve the highest design standards.

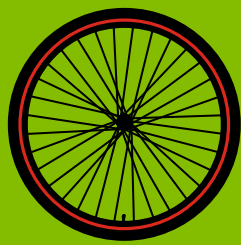
We will ensure that strong local partnerships continue with relevant organisations through a process of consultation, regular communication, and where practicable, joint decision making and project delivery. Once this action plan is approved for publication, all key stakeholders will be consulted, seeking their commitment to a shared vision for cycling. Local Partnerships will provide training and work experience.





Councillor Hilary Cox, NCC Cycling and Walking Champion.





## 4 Benefits

### 4.1 Benefits from active travel

There are many expected benefits arising from creating the conditions for a shift to active travel choices:

- Productivity increases through healthier workers, extended labour markets and reduced traffic congestion.
- Residents will benefit from improved air quality, safer streets, and faster, more reliable journey times.
- The tourism sector will benefit from an attractive, cyclist friendly offer for families and visitors.
- Children and families will benefit from safer routes to school, healthier lifestyles and better opportunities to play and share quality time together.
- Everyone will benefit from safer streets, and in the longer term, active travellers can expect to live longer, healthier lives.

Using data which has been collected over recent months, a number of baseline levels will be established for use in the evaluation and development of our strategy. This information is important to have for making bids for funding as well as to steer our own resources.

Where there are gaps in our data we will involve others to help fill these and we will seek cost-effective ways to provide information about the strategy.

Suitable targets will be set as required for specific aims and objectives, which may be related to local community goals or the requirements of programme and project funding mechanisms.



## 4.2 Benefits for the local economy and tourism

- Employers can save money on car parking provision through providing for and encouraging cycling (e.g. GlaxoSmithKline save £9900 per year per cyclist).
- Retail sales increase with more walking and cycling, particularly in urban places.<sup>4</sup>
- Norfolk possesses good infrastructure for outdoor activity:
  - ◆ Two National Trails (Peddar's Way and the Norfolk / England Coast Path);
  - ◆ a further nine long-distance trails – Norfolk Trails;
  - ◆ 200 promoted circular walks;
  - ◆ 2,400 miles of public rights of way;
  - ◆ Sustrans long distance cycle routes;

- ◆ off-road cycle routes;
- ◆ quiet country roads—Norfolk has more small country lanes than anywhere else in the country besides Cornwall.

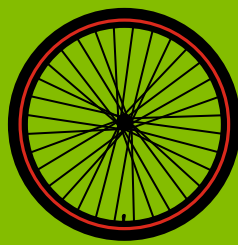
Visitor expectations are growing and the competition from other parts of the country and parts of Europe is intensifying. If we want to grow the tourist economy, good infrastructure is a foundation for attracting visitors and ensuring that they enjoy their time here.

People appreciate the proximity of cycle tracks or bike hire facilities to their homes, and it helps make some areas more attractive to live in (as reflected in rent and property values).

Cyclists and walkers spend money locally rather than going to out of town supermarkets.

<sup>4</sup> Living Streets, *The Pedestrian Pound: the business case for better streets and places*





### 4.3 Benefits for physical and mental health

Physical inactivity is the fourth largest cause of disease and disability in the UK—nationally, over one in four women and one in five men do less than 30 minutes of physical activity a week, so are classified as ‘inactive’ (*Everybody Active, Everyday 2014*). The UK recommended levels of physical activity are 150 minutes of moderate, intensity physical activity per week (*Start Active, Stay Active, 2011*).

This regular, moderate-intensity physical activity, such as brisk walking, cycling, or participating in sports, has significant benefits for health. In particular, for adults, doing 150 minutes of activity a week helps to prevent and manage over 20 chronic conditions, including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health problems and musculoskeletal conditions. There are also numerous social, individual and emotional benefits to increased activity as well as increasing evidence that demonstrates positive correlations with educational attainment and workplace productivity.

Cycling and walking are two of the most accessible and cost-effective ways of incorporating physical activity into everyday lives, for example for the journey to work, local shopping trips, visiting family and friends, or the school run.

Cycling and walking have enormous potential to improve physical and mental

health and reduce health inequalities interlinked with the wider benefits as detailed in this strategy. This promotion of walking and cycling delivers a great return on investment. Studies on the economic benefits of walking and cycling interventions revealed an average return of £13 on every £1 invested (*Active Cities Report, Active Living Research, 2015*)

**A “whole system” approach is needed to promote and sustain increased cycle and walking activity to benefit health. This will be done by ensuring that the joint strategic needs assessment, the joint health and wellbeing strategy and other local needs assessments and strategies take into account opportunities to increase walking and cycling.**

Cycling and walking will also be considered alongside other interventions, when working to achieve specific health outcomes in relation to Norfolk’s population (such as a reduction in the risk of cardiovascular disease, cancer, obesity and diabetes, or the promotion of mental health and wellbeing).



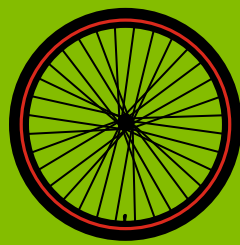
## 4.4 Access for all

Appropriate upgrades to facilities for walking and cycling in Norfolk will bring benefits for user groups which include: disabled, visually impaired, young families and those with mental disabilities or illnesses such as dementia, depression and learning difficulties. The Cycling and Walking Action Plan will integrate with recommendations made in the Norfolk Rights of Way Improvement Plan (ROWIP), helping to turn pledges to identify and develop accessible routes, into action, wherever appropriate. Recommendations made in the ROWIP Include:

- Auditing of routes for easy access and identification where improvements can be made;
- Installation of easy access gates and ramps;
- Consultation with user groups and health and community professionals;
- Signs and information tailored to need.

We will also ensure that provision for any new cycling and walking routes take account of the needs of restricted mobility user groups.





## 4.5 Safety and casualty reduction

Norfolk will advocate itself as a safer place to cycle and walk. Safeguarding our vulnerable road users whilst promoting increased physical activity will be considered as a main priority for this action plan.

The important thing to consider is that walking and cycling is a relatively safe activity: according to the National Transport survey, one cyclist is killed on Britain's roads for every 27 million miles travelled by cycle—the equivalent to over 1,000 times around the world. However, any injury or death to any road user is preventable and this action plan and the work of the Casualty Reduction Partnership will look to challenge behaviour of all road users to make the roads as safe as possible.

In Norfolk, between January 2006 and December 2015, 16 pedal cycle riders were killed and 336 were seriously injured on Norfolk's roads. Last year (2015), one rider was killed and 47 were seriously injured, whereas in 2006, 5 riders were killed and 28 were seriously injured. During the same 10 year period, 75 pedestrians were killed and 506 were seriously injured as a result of road traffic collisions in Norfolk. In 2015, 8 pedestrians were killed and 54 were seriously injured, whereas in 2006, 16 were killed and 65 were seriously injured.

The Norfolk Road Casualty Reduction Partnership continues to maintain a target of

a 33% reduction in the number of vulnerable road user KSI (Killed or Seriously Injured) casualties by 2020, with a target combined total of 63 annual vulnerable road user casualties.

All actions as a part of this plan will be cross referenced and in collaboration with the Road Casualty Reduction Partnership board and its subsequent sub-group on reducing the risk to vulnerable road users. There are a number of campaigns and other innovative intentions and ideas that will contribute to the promotion of activity whilst increasing safety and perception of risk. This includes challenging behaviours and promoting a 'respect' for all road users campaign.

Plans for walking and cycling will take into account safety of users which includes: education, attitudes towards other users, infrastructure and enforcement.

**“ In order to improve uptake, we need to improve safety. The relative risks associated with journeys by active travel methods are unacceptably high and must be reduced. ”**



## 4.6 Benefits for the environment

Each person switching from driving to cycling for a 4 mile each-way commute, saves half a tonne of CO<sup>2</sup> per year – or 6% of their personal carbon footprint.

Pleasant environments strengthen local economies (urban and rural), property values, workforce health and productivity and social community.

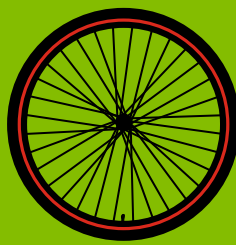
The average costs to society of every km cycled is 6.5 times lower than for every km driven.

**THIS ONE  
RUNS ON FAT  
AND SAVES YOU MONEY**



**THIS ONE  
RUNS ON MONEY  
AND MAKES YOU FAT**





# 5 Norfolk's cycling and walking network

**Norfolk's cycling network is comprised of:**

- Formal, built schemes which can be off-road, on-road or shared use. These have developed mainly in market towns, and more extensively in Norwich through the *Push the Pedalways* programme.
- Informal routes along existing, quieter roads.

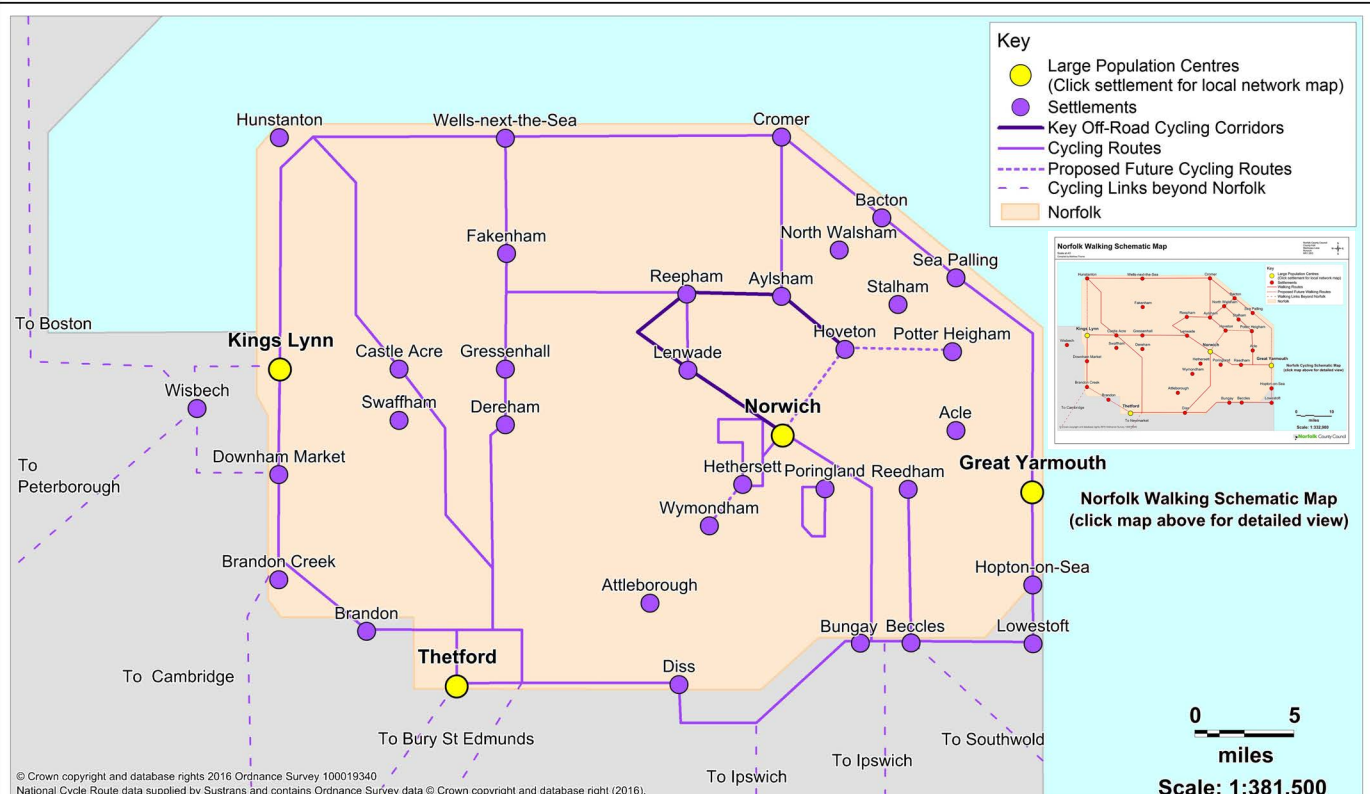
Their main purpose has been to link residential and commercial areas, schools, and provide (to a lesser extent) leisure routes connected with tourism. Their existence has been promoted through various maps made available through websites, council offices and tourist centres, and school travel plans.

A countywide network will enable schemes to be prioritised and matched to relevant funding streams. It will demonstrate our

## Norfolk Cycling Schematic Map

Scale at A3  
Compiled by Matthew Thorne

Norfolk County Council  
County Hall  
Martineau Lane  
Norwich  
NR1 2SG



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National Cycle Route data supplied by Sustrans and contains Ordnance Survey data © Crown copyright and database right (2016).

ambition to develop and promote cycling and walking.

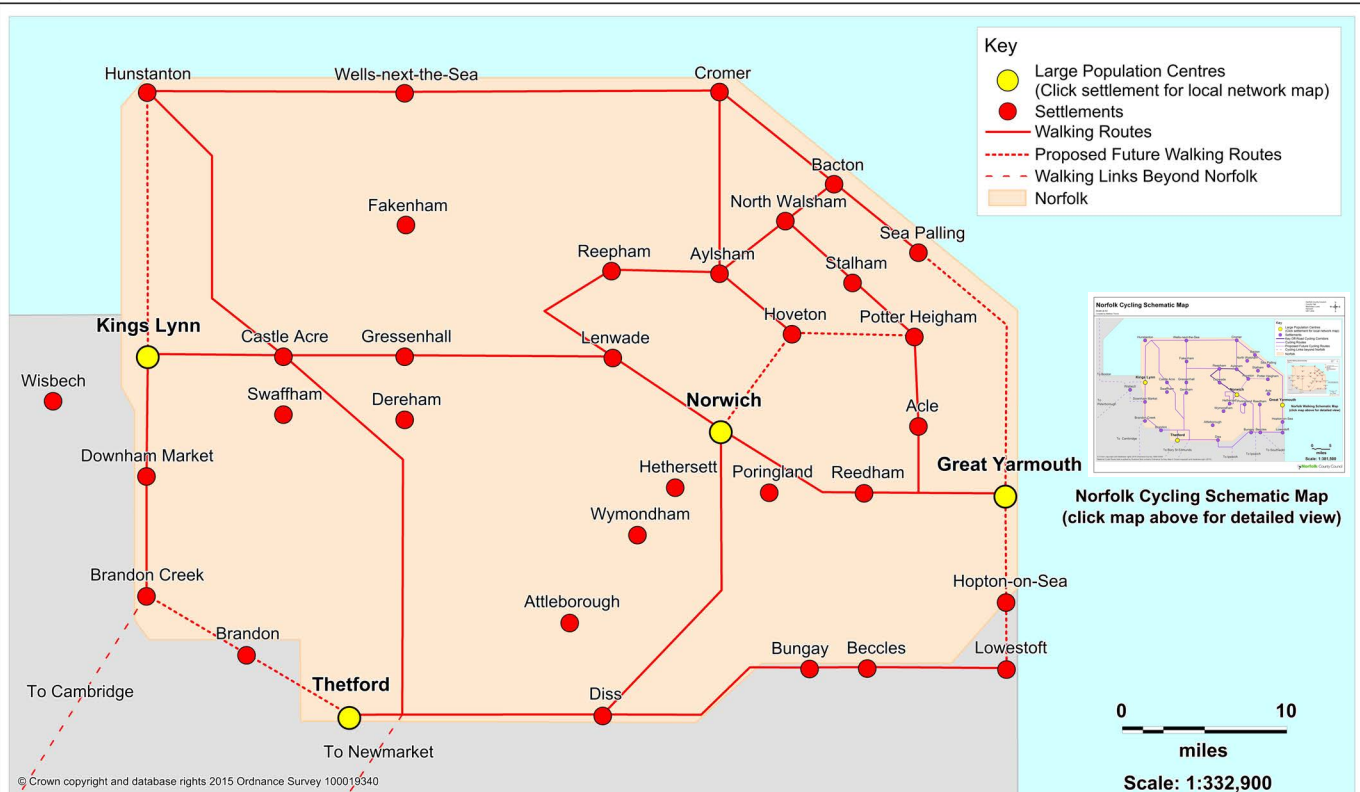
The schematic network maps for cycling and walking (below) show the arterial routes which are likely to maximise usage, by linking residential, employment and service centres, schools, public transport interchanges and popular cycling destinations. Links are also required with neighbouring urban centres and long distance cycle routes. More detailed local

network maps are available for Norwich, King's Lynn, Great Yarmouth and Thetford. These are accessible through clicking on their location on the schematic maps (also available in Section 11).

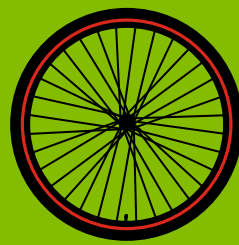
## Norfolk Walking Schematic Map

Scale at A3  
Compiled by Matthew Thorne

Norfolk County Council  
County Hall  
Martineau Lane  
Norwich  
NR1 2SG







## 6 Improvements to infrastructure

### 6.1 Improvements to cycle routes

In urban areas, we aim to use the experience we are gaining in the roll-out of *Push the Pedalways* in Norwich. Here, we have identified a cycle network connecting the main locations such as the city centre, employment locations and education establishments. This network features strategic routes called pedalways. We are systematically upgrading the quality of the pedalways so that they can be used confidently by people of all ages and abilities.

We aim to use this model in our other main urban areas and market towns. We will identify a cycle network and use full segregation on the main cycle routes on busy traffic routes in urban areas, and where this is not possible we will introduce wider cycle lanes clearly separated from traffic. More priority for cyclists will be introduced at major junctions where practicable.

We will create 20mph zones in residential areas where appropriate to create a network of neighbourhood routes including safe routes to schools. The impact of changes on all road users will be considered as schemes are developed.

We will also identify a cycle network in rural areas. There is a huge opportunity to enhance the existing networks to make them better for cycling. This includes learning lessons from our earlier roll-out of

Quiet Lanes, and examining the use of existing facilities. These existing facilities include the extensive network of rural public rights of way, Norfolk Trails, bridleways or other links, whether having a statutory or permissive right across them. Old railway paths provide an opportunity to develop longer distance, traffic-free routes. Lower speed limits will be reviewed along rural roads which are popular leisure routes or which form important links in the network.

### 6.2 Review of cycle parking

We will review cycle parking needs in the main urban centres and work closely with our partners to improve facilities at important trip destinations such as rail stations, universities/colleges, schools and employment, on estates and in other areas of high housing density where secure communal storage or other customised solutions may be needed.



Photo © Cambridge bicycle racks by Christian Mercat  
licensed under GFDL via Commons CC-BY-SA

[https://commons.wikimedia.org/wiki/File:Cambridge\\_CMS\\_Bicycle\\_Racks.jpg#/media/File:Cambridge\\_CMS\\_Bicycle\\_Racks.jpg](https://commons.wikimedia.org/wiki/File:Cambridge_CMS_Bicycle_Racks.jpg#/media/File:Cambridge_CMS_Bicycle_Racks.jpg)

## 6.3 Public Spaces

City and town centres, vehicle-restricted areas and new developments will need to accommodate through cycle journeys where possible. High standards of urban design, cycle parking and signage will ensure that public spaces are attractive and offer a welcome to responsible cyclists whilst protecting pedestrian amenity.

## 6.4 Signage

Main cycleways will be clearly signed showing clear information about journey distance. Cycling and walking counters, visible to cyclists and drivers, can provide a strong marketing message along busy corridors and cycle routes.

## 6.5 Integration with public transport

The cycle network will aim to provide safe and direct access to all key rail and bus interchanges. We will aim to provide adequate, secure, covered cycle parking, prioritising the busiest, most well-used interchanges. We will work with partners and public transport operators to investigate opportunities for bike carriage as new vehicle fleets are purchased. We will work with the rail industry to improve access to trains and platforms.

## 6.6 Cycle hire

We will investigate opportunities with private sector providers to deliver cycle hire schemes where possible. There is also

scope to work with charities and social interest companies to provide not-for-profit cycle hire. Scope also exists for re-examining the cycle hire models used at public transport hubs to see if mixed retail, maintenance and sales models may be effective in some locations. Funding streams are being explored to research and experiment with different models.

## 6.7 Road design and route maintenance

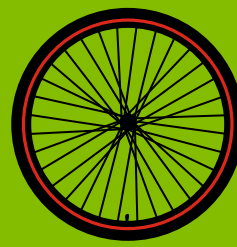
We will liaise with Highways England on the government's proposals to 'cycle-proof' the Strategic Road Network. Highway maintenance programmes will review opportunities to improve facilities for cyclists. Maintenance of the strategic cycle network will be planned into future capital programmes.

## 6.8 Our plans for the walking network

Norfolk possesses good rural walking infrastructure with two National Trails and nine further long-distance paths, as well as 200 promoted circular walks, 2400 miles of public rights of way and 700 miles of bridleways and byways available to horse-riders and cyclists.

Walking routes in towns and cities are a key element of the transport network. Planning these routes needs to be done from a network perspective.





## 6.9 Planning for walking and cycling

New developments, both housing and employment, provide the opportunity to create attractive environments and to build in coherent, convenient and safe links for walking and cycling. We will work with promoters of developments, local communities and local planning authorities through the planning system (including the production of local plans) to ensure that new developments are designed to encourage people to cycle and walk. This will include ensuring that their layouts are well thought out and incorporate cycling and walking infrastructure, and green infrastructure.

We will secure this where appropriate through the planning system including in our discussions with developers, or obligations and conditions on consents. In addition programmes of work will make use of funding through the Community Infrastructure Levy (CIL) where this has been agreed and adopted. Within Greater Norwich the local authorities already pool funds, including CIL, and use this to bring forward cycling, walking and green infrastructure projects. We will work with local communities on neighbourhood plans to encourage a sustainable approach in these documents as well as help deliver appropriate infrastructure potentially through joint funding arrangements such as combining their share of CIL with our own funds. This can build on our already-successful Parish Partnerships work where

pooled funding is used to bring forward otherwise unaffordable community-led projects.



## Engagement 7

Travel behaviour is established early in life and most easily challenged when major life changes occur, for example when moving school, going to college, moving house, changing job or taking retirement.

Activities which promote cycling need to be carefully tailored to different ages and population groups and should adapt to peoples' readiness for change, offering practical cycling opportunities as far as possible.

### 7.1 Schools and Further Education

A package of work will include:

- Cycling engagement projects, supporting local champions to inspire a culture shift within the school community
- Cycle training for children and family members
- Annual school cycling challenge
- Investing in minor safety improvements and cycle parking

We will continue to work in partnership with the University of East Anglia and Further Education colleges, who have had success in implementing their travel plans.

### 7.2 Travel planning

Travel Plans including those from public transport hubs, are an essential tool for enabling development by creating sustainable transport access to, from and around the site. They represent a long-term

travel management strategy, using a package of practical measures designed to reduce single occupancy car use and promote a range of transport options including encouraging walking and cycling, public transport and car sharing.

For residential developments, Norfolk County Council offers a fully inclusive package covering the writing, implementation, on-going management and annual monitoring of a Travel Plan.

We will continue to work with developers, planning authorities, schools, residents and businesses to promote successful travel planning.

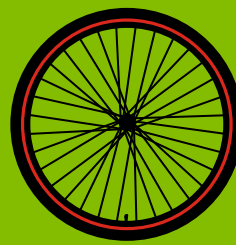
#### Personalised travel planning

Personal Travel Planning (PTP) is a well-established method that encourages people to make more sustainable travel choices. It seeks to overcome the habitual use of the car, enabling more journeys to be made on foot, bike, bus, train or in shared cars. This is achieved through the provision of information, incentives and motivation directly to individuals to help them voluntarily make more informed travel choices.

We will seek to encourage and deliver PTP for residents and businesses across Norfolk.

### 7.3 Workplaces and Jobseekers

Norfolk County Council has made available a Business Travel Pack, which provides all businesses, big and small, access to all the



information they need to encourage their staff to travel more sustainably by means of raising awareness of different travel options. This includes information on cycle training and the *Cycle to Work* bike purchase scheme. We will continue to promote the Business Travel Pack.

## 7.4 Active Norfolk – Promoting Cycling and Walking

Active Norfolk is an established County Sports Partnership which delivers and supports a range of national and local initiatives to engage, educate and inspire Norfolk residents of all ages to choose cycling and walking as an everyday activity, as well as promoting the sport of cycling.

Examples of these initiatives include:

### **School Games**

The Norfolk School Games is the largest school sport event ever held in Norfolk. During 2015 an estimated 18,000 young people from across the county took part in the Games in 45 different events.

### **Satellite Clubs**

Satellite Clubs are extensions, or outposts of community sports' clubs which are established at a new venue, usually a secondary school or college and are specifically aimed at the 11-25 age group.

### **Sportivate**

Sportivate is a lottery-funded London 2012 legacy project that gives young people the chance to discover a sport that they love. Aimed at 14-25 year-olds, the scheme

provides access to six-to-eight weeks of free or subsidised coaching in a range of sports and activities, including cycling. In the first four years over 11,000 young people from across Norfolk attended.

### **Fit Together**

Fit Together delivers 1,700 free health walks per year around the county, varying from walks under 1 mile to 5 miles. More than 9,600 people have signed up to the scheme since 2008.

### **Fit4Work**

This project promotes the benefits of an active and healthy workforce to employers. It is free to be involved and currently engages over 400 workplaces in Norfolk.

### **Parkrun**

Free weekly 5km timed runs in parks

### **Fun and Fit**

Fun and Fit is a research study that is being evaluated by UEA using a £450,000 Sport England 'Get healthy, Get Active' grant that was awarded in April 2013, with further contributions received from Norfolk County Council's Public Health team.

### **Get Into**

Provides adults with the opportunity to try new activities, return to a previously played sport, or support their progression from the Fun and Fit programme into more structured sport and physical activity environments.

### **Tour of Britain**

The Tour of Britain is the UK's biggest professional bicycle race and a centrepiece of the British sporting calendar as the

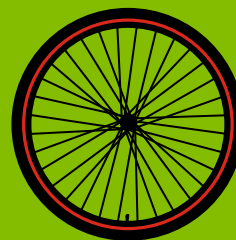


country's largest free-to-watch live sporting event, with many hundreds of thousands more following via television and online.

### **Go-Ride events**

Go-Ride King's Lynn is a self-sufficient cycling group which arranges off-road racing events for local youngsters. The group has an active membership of 50 with around 25 people turning up to weekly sessions.





## 8 Case studies and examples

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"Before completing the cycling course I had zero riding confidence. Although I grew up riding a bike, over the years I became less and less inclined to ride. Being fit and active in other sports, it frustrated me that my bike filled me with dread. I signed up for the cycling course and the evening before I was due to start I was so nervous I nearly cancelled. Luckily, before I could cancel I received an email from Peter, the instructor. It was such a friendly, welcoming note I decided to go along, and I am so pleased I did.

The instruction that Peter gave, and the encouragement to make me believe I could conquer my fears, was amazing. I never thought I would cycle down hills and on busy roads in the middle of Norwich! I am still riding, perhaps not as often as I would like, but I now have the confidence to get my helmet on and ride." *Jill Copeland*



Photos © Ben Webster



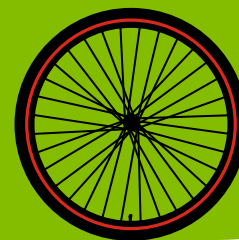
Deepdale Farm in Norfolk is an exemplar of farm diversification. Redundant farm buildings have been developed to create a highly successful hostel accommodation and tourist information business servicing the nearby Norfolk Coast National Trail.

The backpacking, camping and glamping complex has 50,000 bed night bookings each year, and has a turnover in excess of £300,000.

Burnham Deepdale Farm information centre



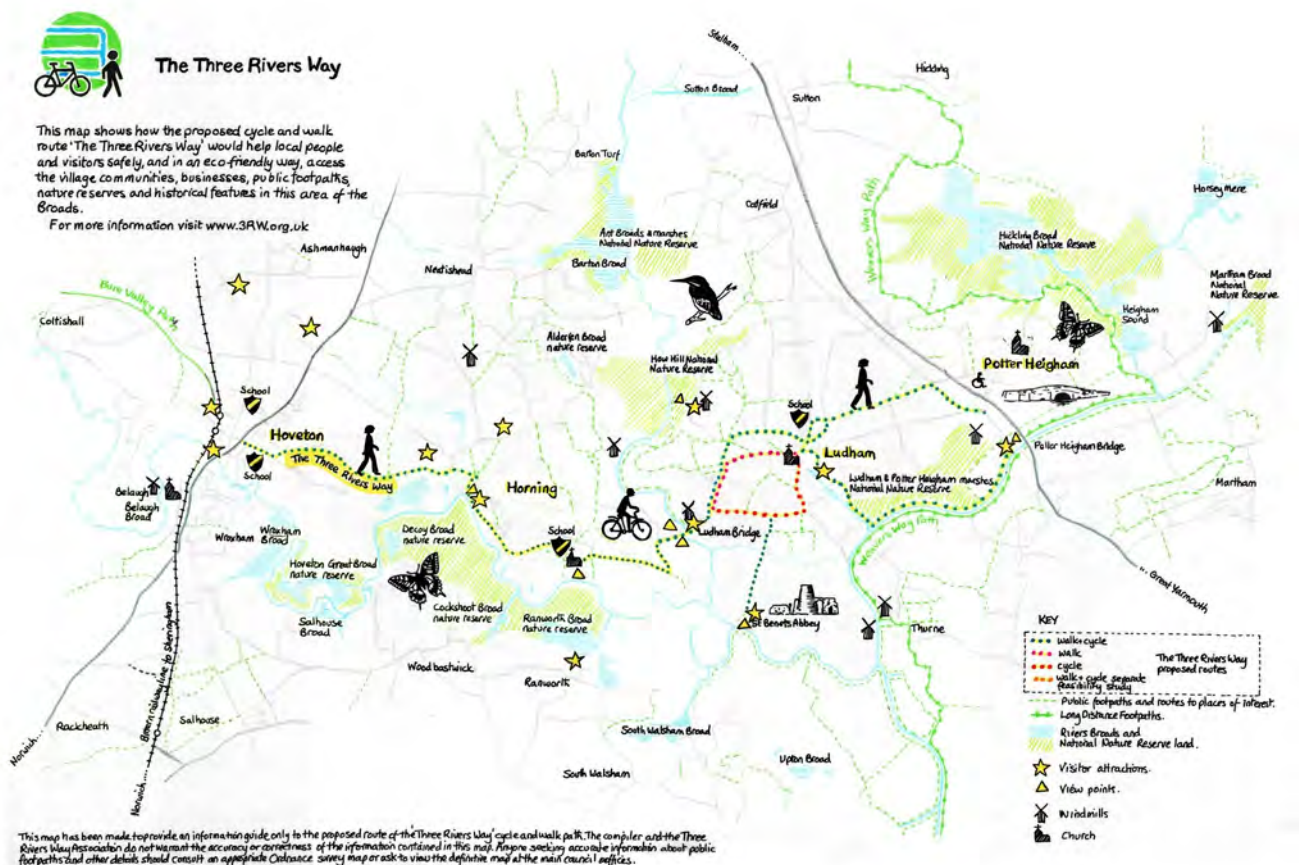
Photos © Jason Borthwick



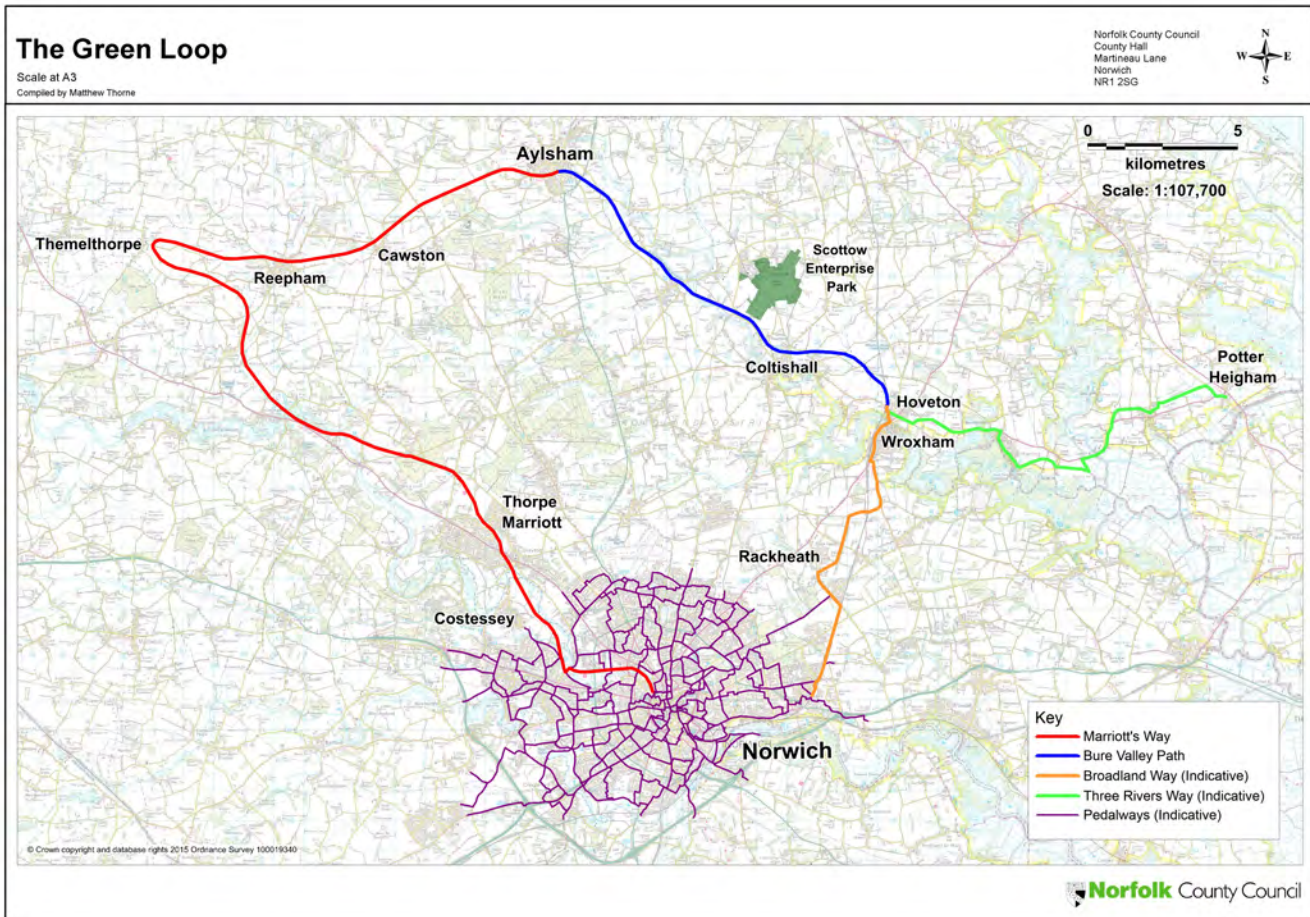
The “Three Rivers Way” will make the Broads more accessible to cyclists and walkers. The route links the communities of Hoveton and Wroxham for local and tourist users and avoids the busy A1062 road. It also links with the off-road Bure Valley Path

and ultimately, the Marriott’s Way.

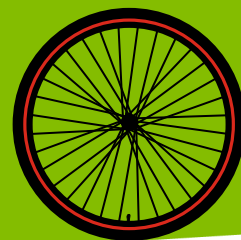
Our Cycling and Walking Action Plan builds on this project, adding value by improving the connectivity of the Norfolk county-wide cycling and walking network.







The Norwich Green Loop is a new trail for walkers and cyclists that is made up of the Marriott's Way, the Bure Valley Path and a new path through the growth area between Wroxham and Norwich that has been provisionally called the "Broadland Way". This will provide a circular route of about 50 miles linking Norwich, Aylsham and Wroxham



## 9

# Targets and outcomes

### 9.1 Targets

- Positive change in levels of cycling and walking.
- Positive change in level of integration with public transport links.
- The effect on users' health.
- Change in levels of accidents.
- The effect on CO<sub>2</sub> emissions.
- The effect on NO<sub>x</sub>/NO<sub>2</sub> emissions.
- The effect on air quality.
- Employment and economic effects.
- The effect on congestion levels.
- Levels of awareness and perceptions of safety.
- Value for money.
- Economic benefits.
- Awareness of local cycling facilities.
- Satisfaction with cycling facilities
- General support for investment in cycling.

Our first action is to compile a set of baseline data for Norfolk. Whilst there is data available for the main urban areas of King's Lynn, Norwich, and Great Yarmouth, there may be less information currently available for market towns in the more rural parts of the county for example.

In addition, Norfolk County Council has adopted the following targets to:

- a. Quadruple the level of cycling and walking to work in Norfolk market towns by 2021 (current level is 1.5% in 2011 census).
- b. 10% of all secondary school pupils cycling to school by 2025 (current estimate is 1-2% based on last school census data 2010)\*.
- c. Double the proportion of primary school pupils achieving Level 2 cycle training before they leave school by 2020 (currently about 5000 pupils are trained every year)\*.
- d. Aim to increase the number of cycling and walking journeys in part or full to 10% of all journeys by 2025 and 25% by 2050, focussing particularly on journeys to work and school\*.
- e. Increase the overall spend on cycling and walking within Norfolk's public sector to £10 per capita per year.

We will also set project-specific targets for our work in schools, workplaces and wider communities.

Monitoring and evaluation will be vital for the effective management of different projects and promotional messages. More investment will be required in automatic cycle counters and wider surveys. Schools and businesses will be encouraged to report progress with their travel plans.

\*Since we do not have a unified baseline dataset across Norfolk, the starting dates vary depending on data availability



## Funding and value for money 10

Government is encouraging a minimum of £10 spend per head of population each year to make a step change in cycling, equating to around £8.5m each year in Norfolk. There are a number of partner organisations supporting an uptake in cycling and walking in the county, ranging from spending on building cycle lanes through to supporting health outcomes by encouraging participation. Working together to deliver the cycling and walking action plan will enable these funds to be better aligned and pooled to be more effective.

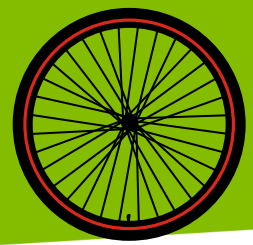
We are working to identify the current level of spend and how we might secure funding to support delivery. Sources of funding may include:

- Department for Transport *Cycling and Walking Investment Strategy*.
- Norfolk's Local Transport budget.
- New Anglia Growth Deal (Local Enterprise Partnership).
- Local authority public health budgets.

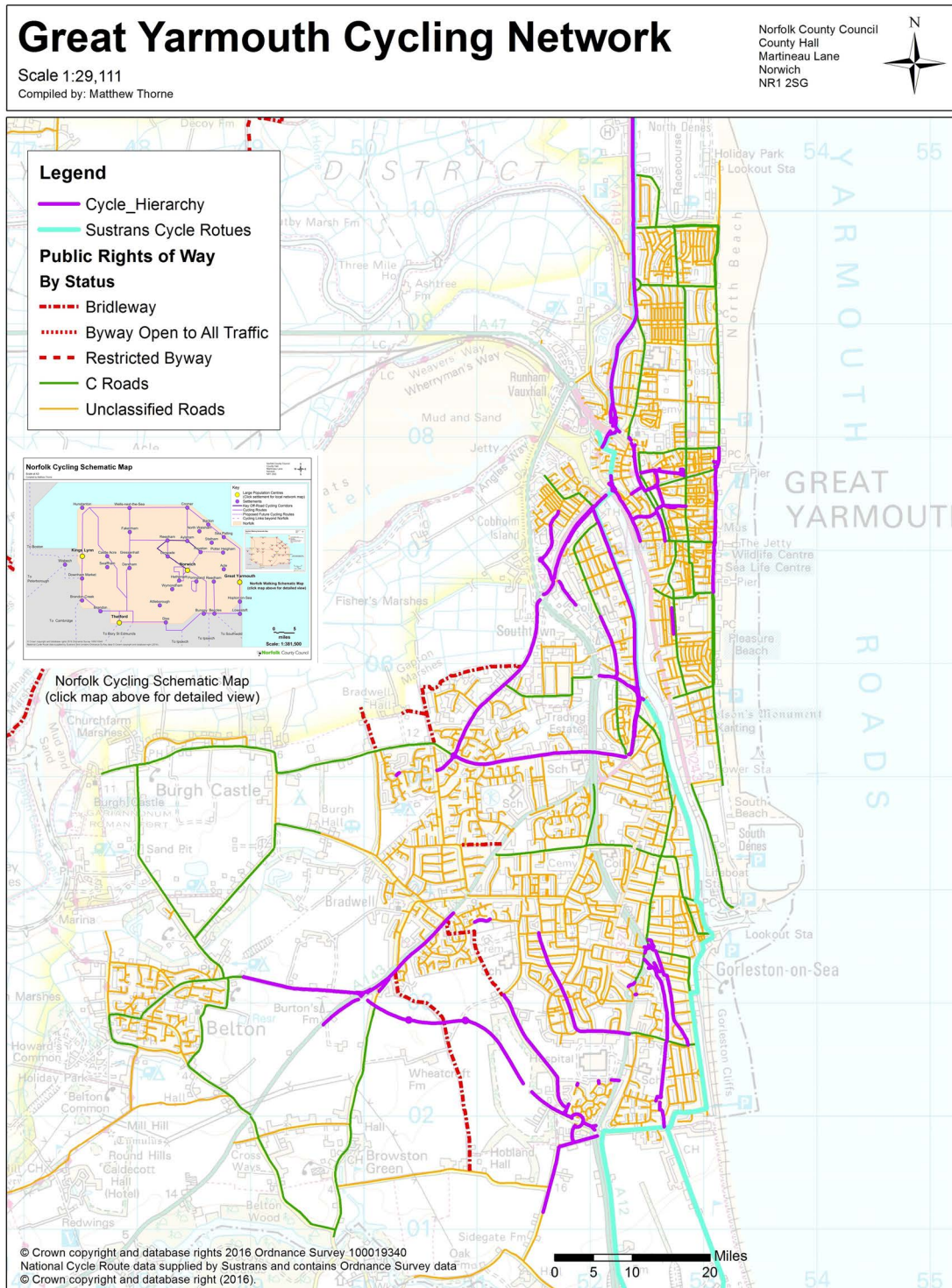
- Highway maintenance budgets.
- Community infrastructure levy.
- European structural funding.
- Contributions from partners, for example universities and rail operators.
- Grants via third sector organisations, for example landfill tax and lottery awards.

Measures to increase cycling walking can contribute to a wide range of social, economic and environmental objectives at a relatively low cost. Economic appraisal has shown high benefit cost ratios (BCRs) for investments in cycling, largely through congestion and health savings. Investment in the Cycling Demonstration Towns led to a 27% increase in cycling in just three years generating health benefits alone of £2.50 for every £1 spent. Area-wide investment in the London Cycle Network led to a return of approximately 4:1.

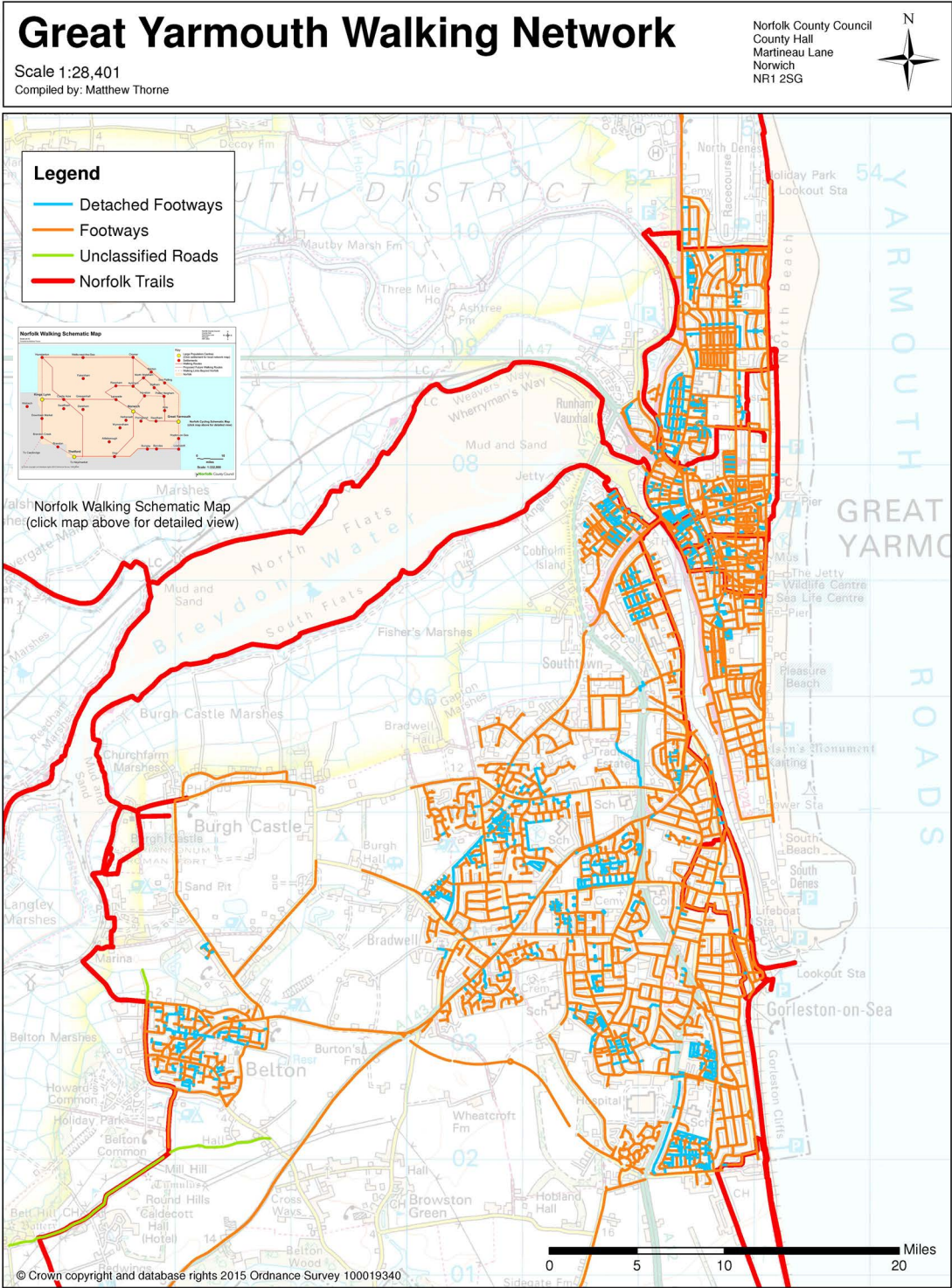


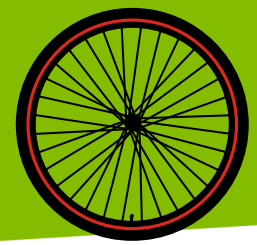


# Local walking and cycling network maps

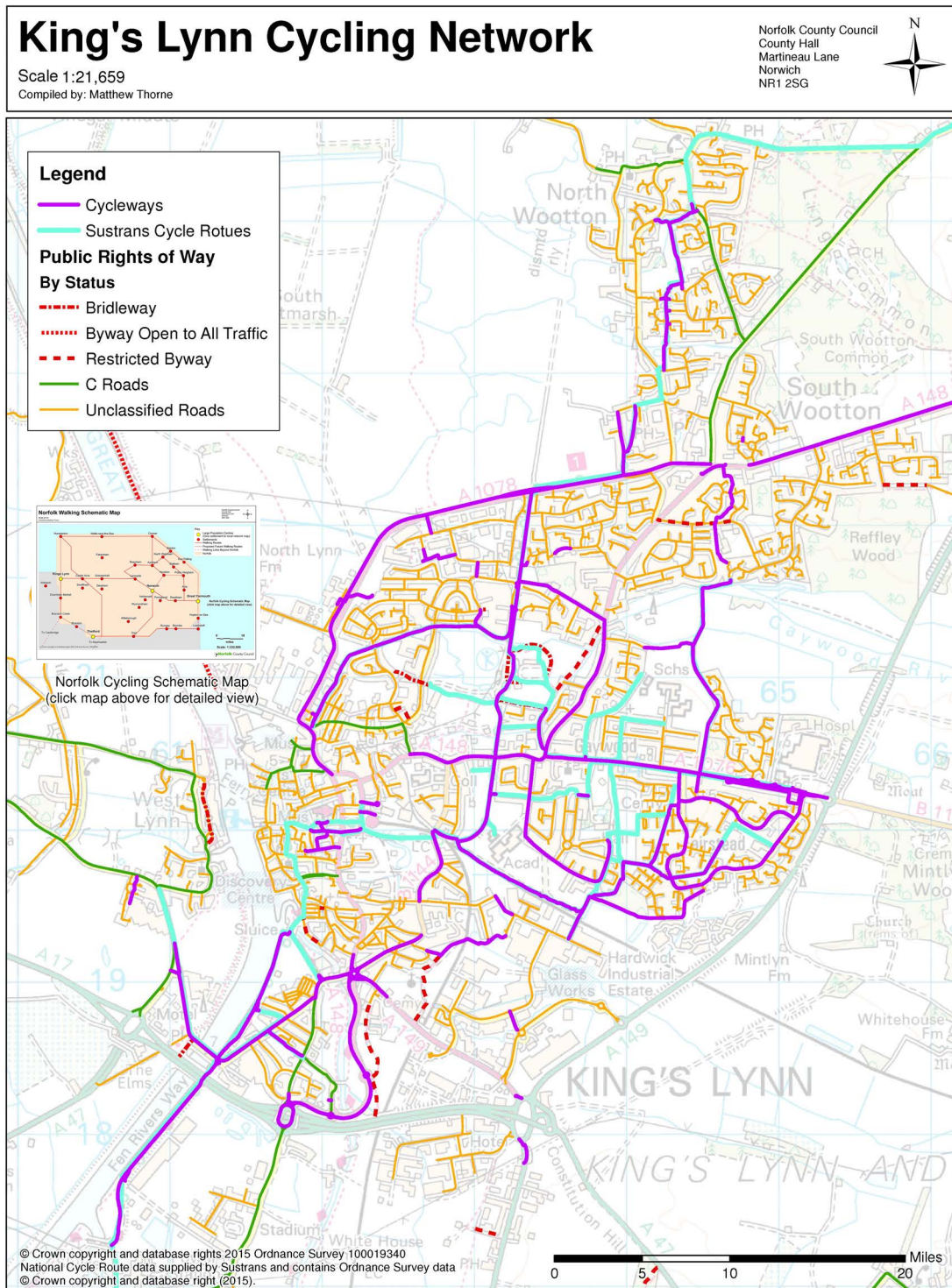




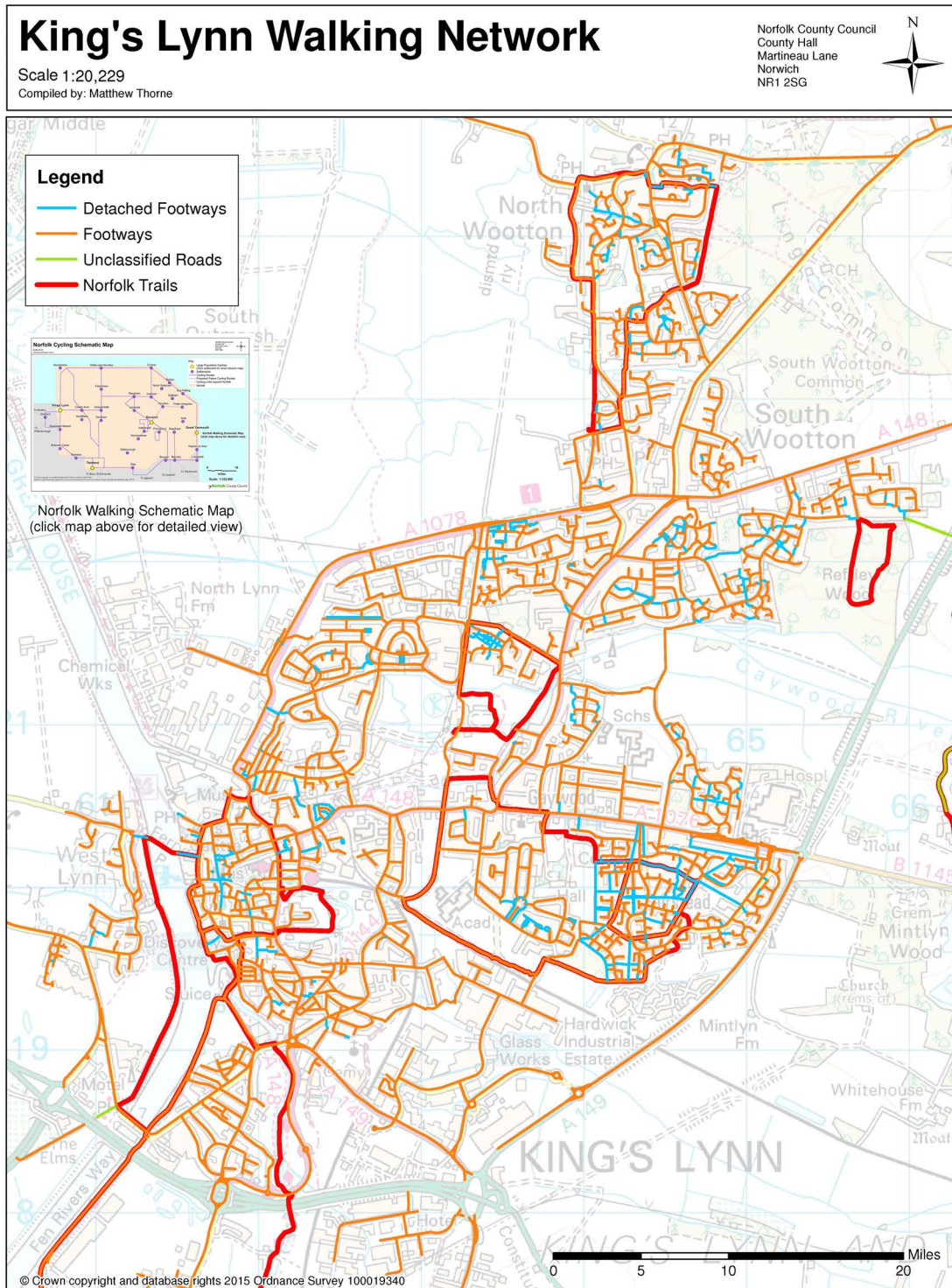


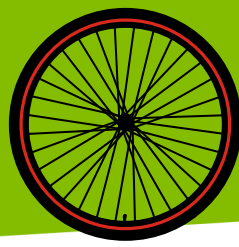


# Local walking and cycling network maps

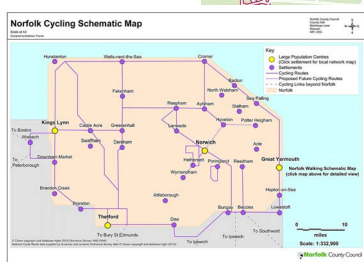
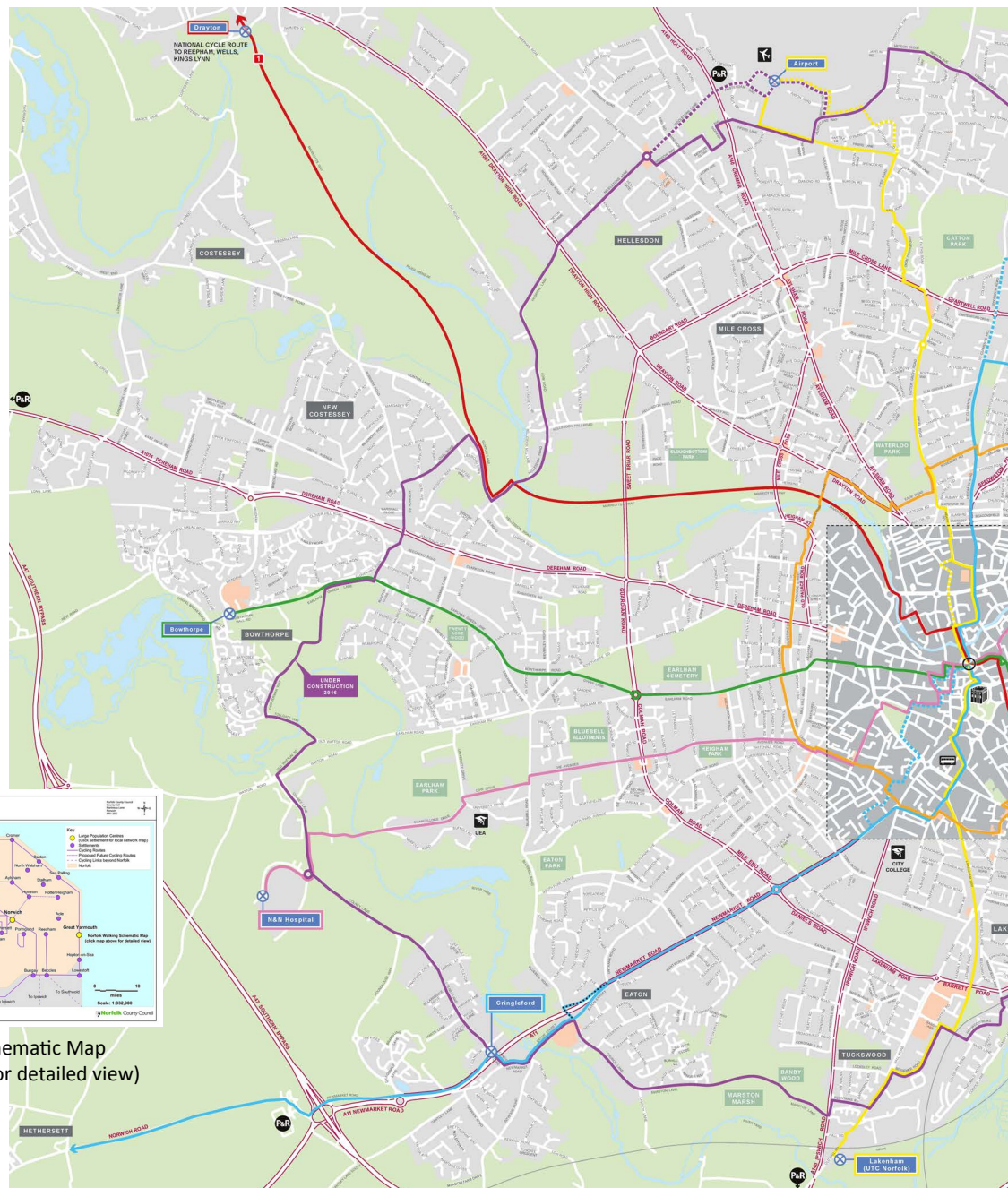








# Local walking and cycling network maps



Norfolk Cycling Schematic Map  
(click map above for detailed view)



## Norwich Pedalways Norfolk cycling and walking action plan

DRAFT 16 Feb 2016

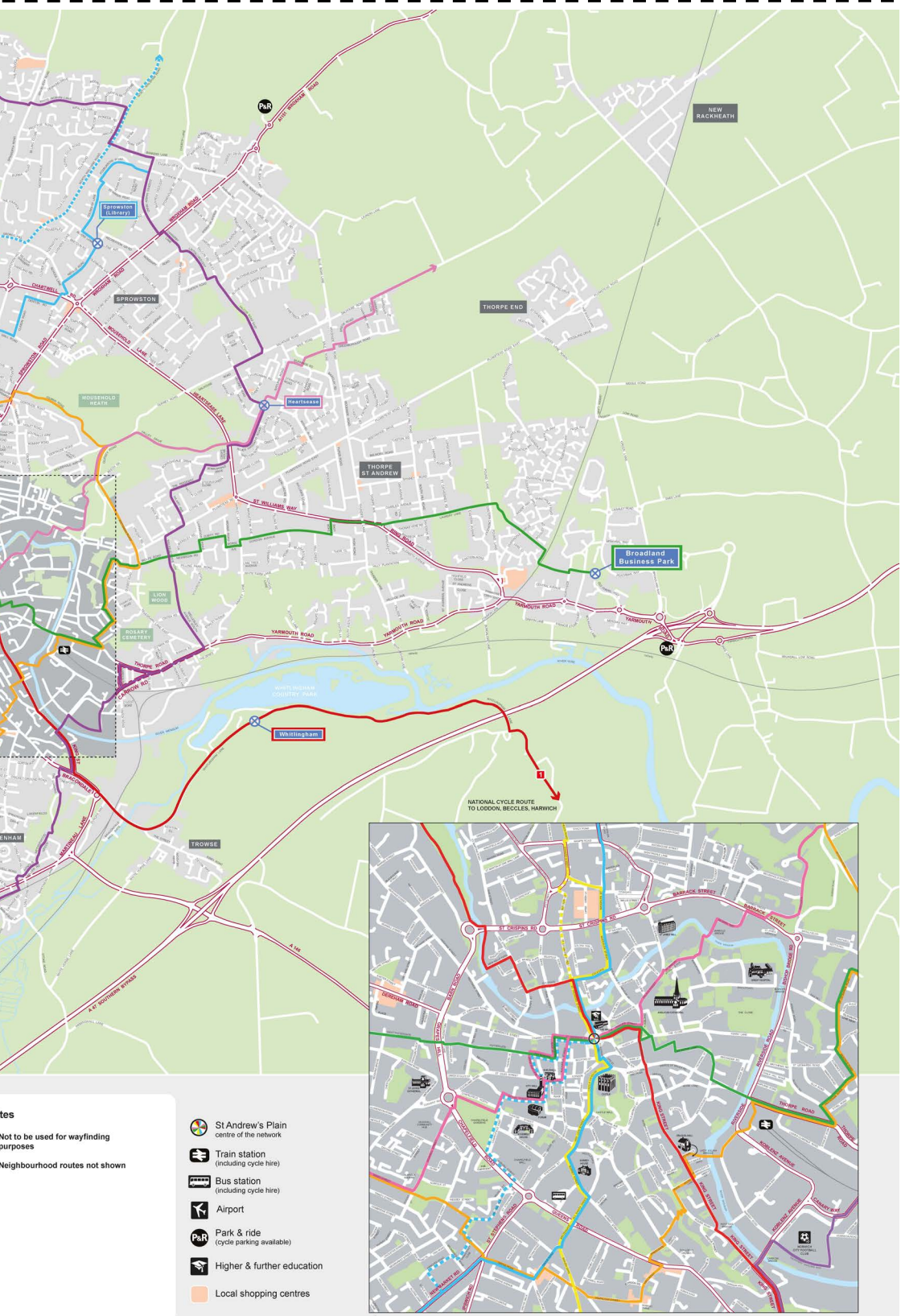
### Pedalways - 2016

- Drayton ↔ Whittingham (National Cycle Route 1)
- Bowthorpe ↔ Broadland Business Park
- N&N Hospital ↔ Heartsease
- Cringleford ↔ Sprowston
- Lakenham ↔ Airport
- Outer circuit
- Inner circuit

### Pedalways - proposed route changes

- Proposed route alteration 2019  
Cringleford ↔ Sprowston
- Route section deletion 2019  
Cringleford ↔ Sprowston
- New route alteration 2019  
Lakenham ↔ Airport







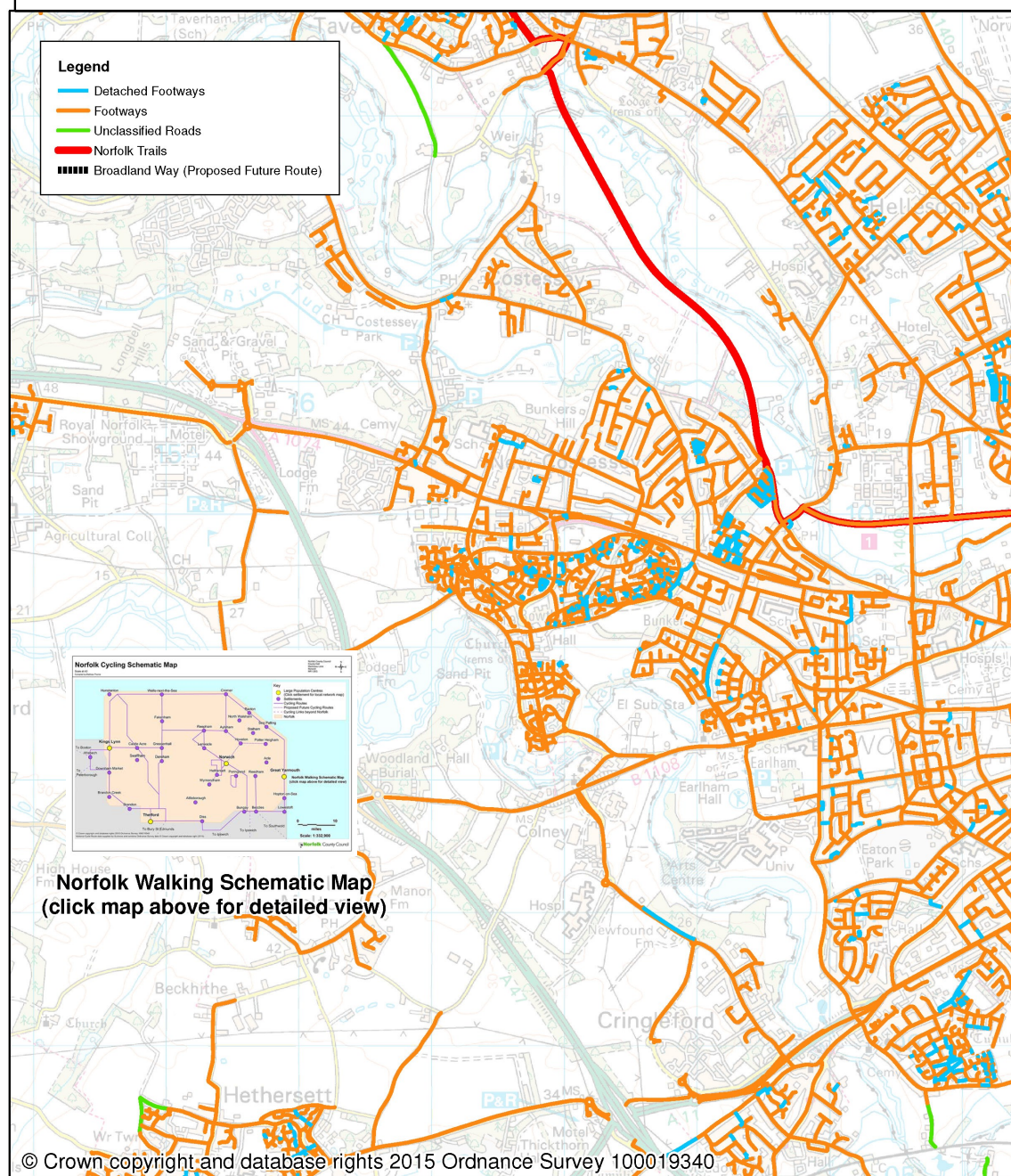


# Local walking and cycling network maps

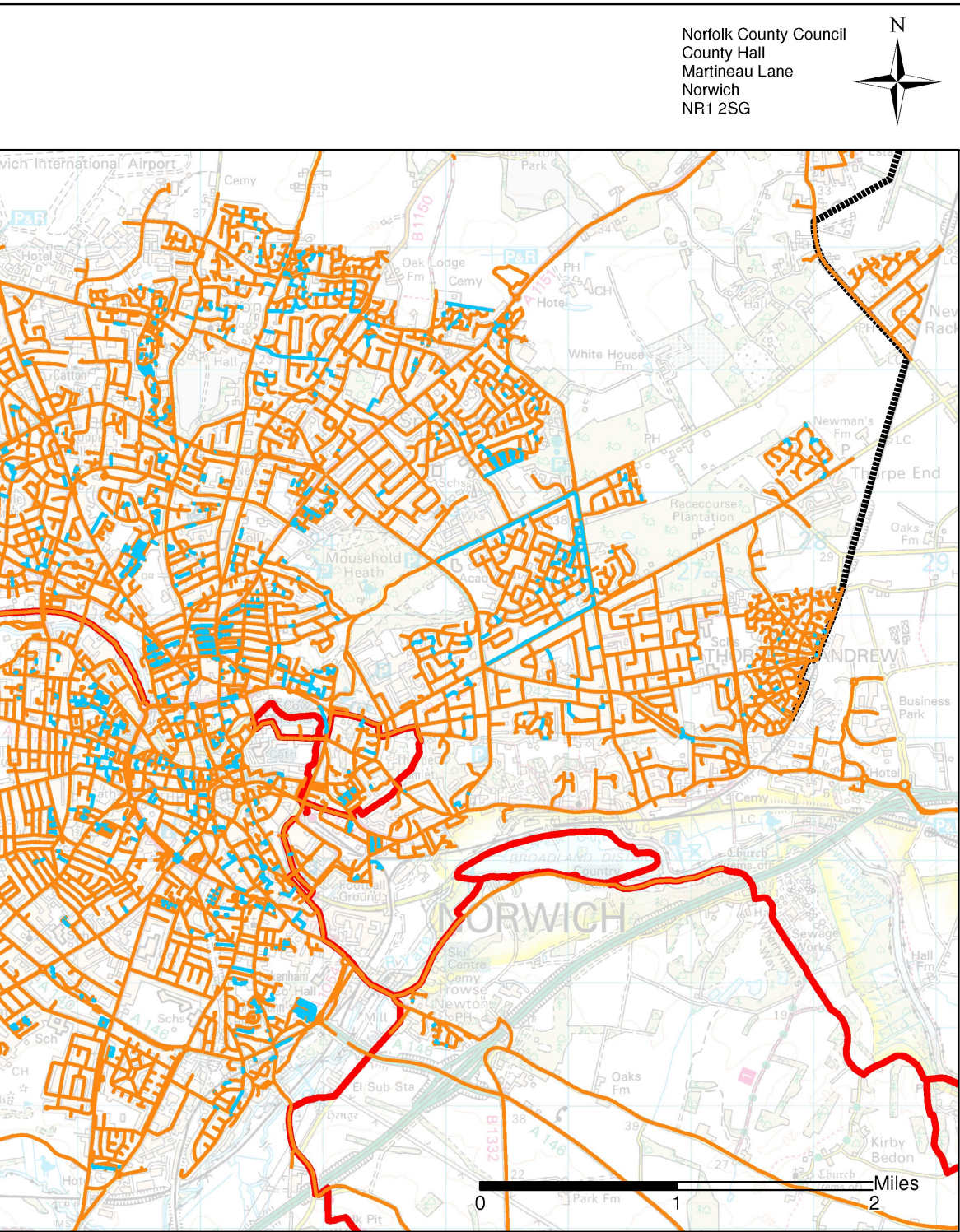
## Norwich Walking Network

Scale 1:37,278

Compiled by: Matthew Thorne

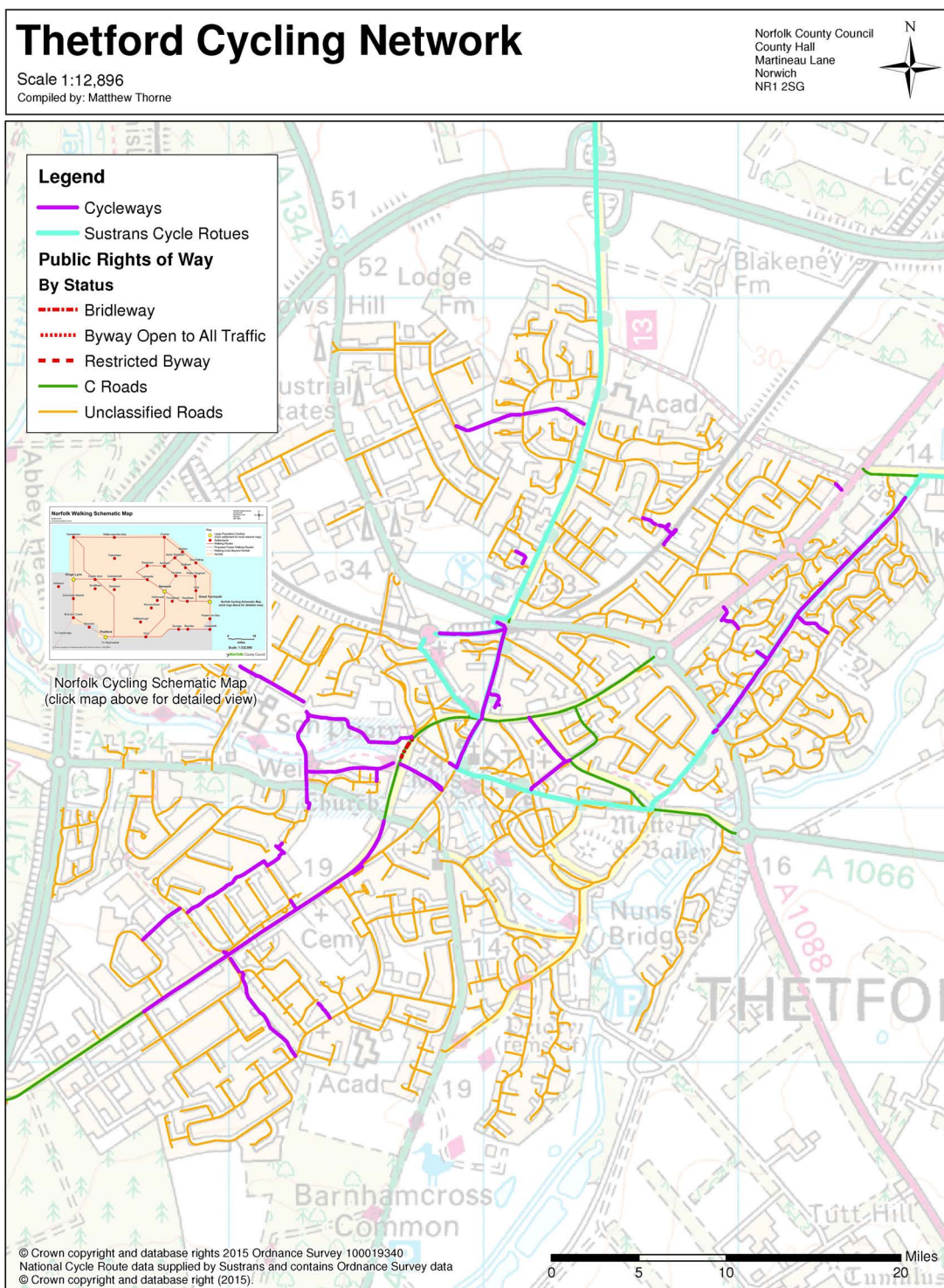




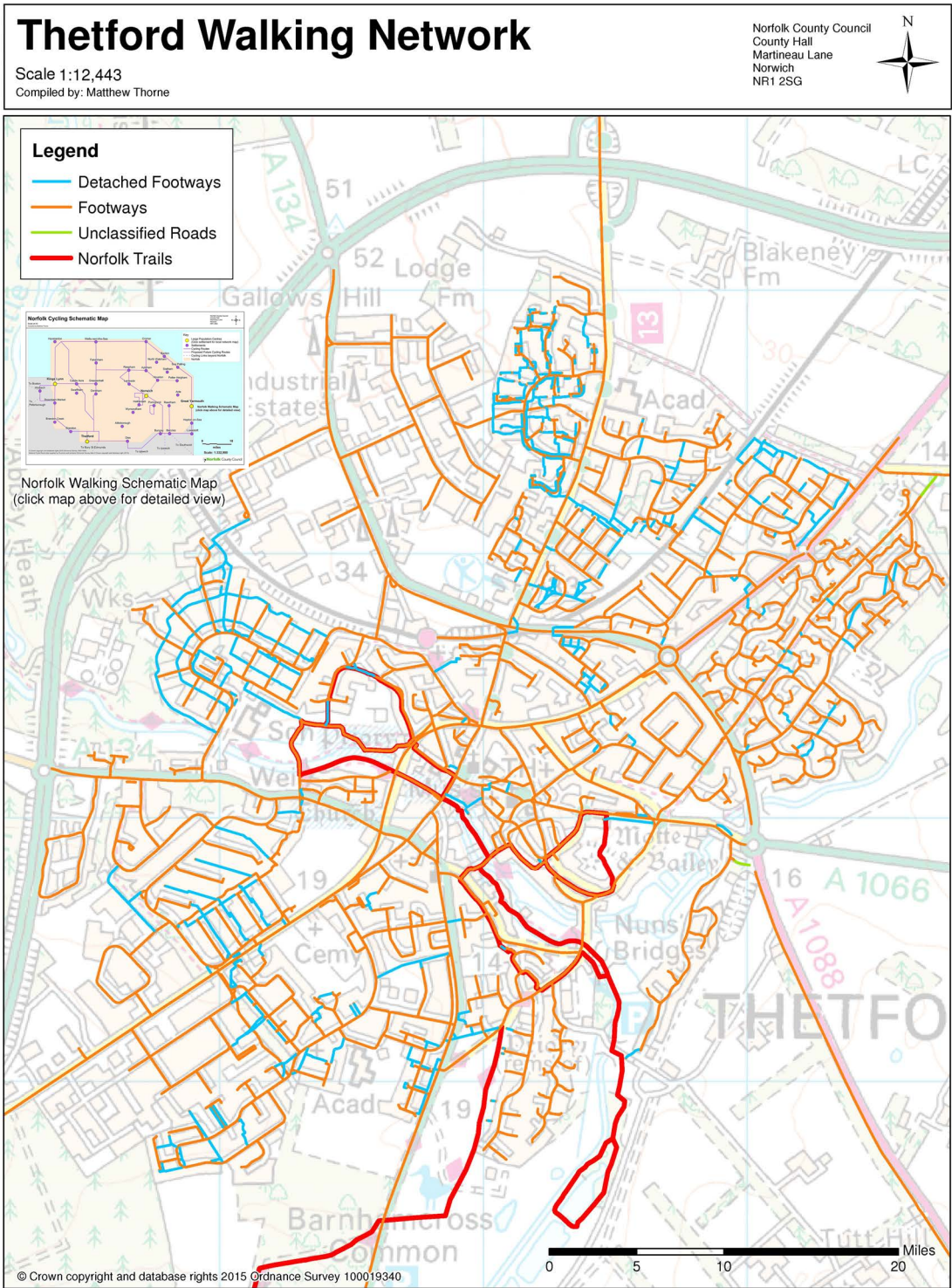




# Local walking and cycling network maps







## 12 Public consultation feedback

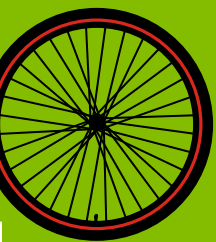
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### Public consultation of the first draft of this action plan

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





## 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.



### Public consultation feedback 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 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.*

*It looks like a good plan, but South Norfolk and Broadland are very lacking in cycle and walking trails.*

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

*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.*

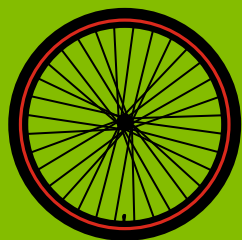
*This vision suits those living in urban/suburban areas but is not realistic for 365 day rural living.*

*The more we get people cycling and walking to go about their everyday business the better the environment and the healthier people are.*

*Only the provision of high quality infrastructure will allow these objectives to be reached. There is no need to try and reinvent the wheel, the examples of Holland and Denmark can be replicated and fast tracked for effective result.*

*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.*



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*Only the provision of high quality infrastructure will allow us to reach these objectives. There is no need to try and reinvent the wheel, the examples of Holland and Denmark can be replicated and fast tracked for effective result*

*For residents of our rural villages there are often few safe walking routes. I am thinking particularly of my own village of East Harling. Apart from walking around the streets there are few public footpaths and the lanes can sometimes be dangerous due to speeding traffic. This is an issue which needs to be addressed.*

*The elements relating to walking do not take sufficient note of the value of the public rights of way (PRoW) network*

*The vision is good - if all Councils agree and follow through.*

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

*I agree with your vision but I don't believe it's ever going to be achievable in that time scale or even in 50 years unless you put pedestrians and cyclists as a priority when you look at roads.*

*Agree, we need more active ways of transport and for this to be seen as the norm.*

*Your vision looks very impressive, as long as ALL the points are adhered to. There is a need for safe, direct routes to enable people to cycle to work.*

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

*Let's be a leader in transport infrastructure for the 21st century and not just a follower. Have other cities look to us as an example and make Norfolk the best, most forward thinking county.*

# 13 Cycling and walking projects

## Cycling and walking projects

This section concerns projects where funding has already been secured for cycling and walking improvements or where specific needs have been identified. Rather than incorporating copies of this dynamic data within this document we are including links to the definitive information here.

- **5 Year Capital Improvement projects**

For a list of the current 2 year programme of cycle projects, please follow this link to download the “Agenda Document Pack” from the January 2017 Environment, Development and Transport Committee, and navigate to page 99:

<http://norfolkcc.cmis.uk.com/norfolkcc/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/653/Committee/18/Default.aspx>

- **Section 106 Developer Contributions to cycling and walking projects**

For a list of current projects, please consult Table 4 (“How Highways Contributions have been spent”) of the Planning Obligations Statement here:

<https://www.norfolk.gov.uk/rubbish-recycling-and-planning/planning-applications/planning-obligations>

- **Norfolk Access Improvement Plan (NAIP)**

For a list of current priorities, please follow this link to the Rights of Way Improvement Plan and Review:

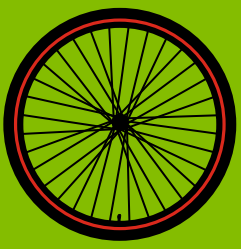
<https://www.norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/about-public-rights-of-way>

- **Greater Norwich Growth Board—Greater Norwich Growth Programme**

The Growth Programme identifies schemes, including walking and cycling, to be prioritised for delivery and to be funded either wholly or in part from the Infrastructure Investment Fund. These projects are important to support the growth agenda and the full infrastructure delivery plan can be found in the Greater Norwich Infrastructure Plan (GNIP) which is kept under review:

<http://www.greaternorwichgrowth.org.uk/delivery/growth-programme/>

















It has long been recognised that there are many health benefits to be derived from cycling and walking, and that by drawing on the myriad of quiet roads, trails and other public rights of way across Norfolk, these healthier modes of transport can connect people to places.

In 2015 Norfolk County Council and Partners began working on a Cycling and Walking Strategy for Norfolk. Walking and cycling offer solutions to the problems of traffic congestion in our towns and poor health in our society, contribute to an improved quality of life, a stronger economy and an enhanced environment. Our strategy sets out the key elements of a long term plan to lead to a significant and sustained increase in cycling and walking in Norfolk, establishing both in the public's mind as 'normal' transport – especially for short distances.

For further information please contact Norfolk Trails:  
[norfolktrails@norfolk.gov.uk](mailto:norfolktrails@norfolk.gov.uk) | 01603 222767







**Access Fund for Sustainable Travel Revenue Competition:  
Application Form**

**September 2016**



## Access Fund for Sustainable Travel Revenue Competition - Application Form



Department  
for Transport

### **Applicant Information**

**Local transport authority name:**

Norfolk County Council

**Bid Manager Name and position:**

Tracy Jessop, Assistant Director Communities & Environmental Service

**Contact telephone number:**

01603 223831

**Email address:**

[tracy.jessop@norfolk.gov.uk](mailto:tracy.jessop@norfolk.gov.uk)

**Postal address:**

Communities and Environmental Services  
Norfolk County Council  
County Hall  
Martineau Lane  
Norwich  
NR1 2SG

**Website address for published bid:**

[www.norfolk.gov.uk/Travel\\_and\\_transport/Public\\_transport/Sustainable\\_transport](http://www.norfolk.gov.uk/Travel_and_transport/Public_transport/Sustainable_transport)

*When authorities submit a bid for funding to the Department, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within two working days of submitting the final bid to the Department. The Department reserves the right to deem the business case as non-compliant if this is not adhered to.*



## **SECTION A - Project description and funding profile**

**A1. Project name:** **Pushing Ahead, Your Journey Your Way**

**A2. Headline description:**

The **Pushing Ahead, Your Journey Your Way** programme focuses on increasing cycling and walking in key growth areas. The programme will build on the successful and innovative AtoBetter travel planning programme and all the initiatives being delivered using the Sustainable Transport Transition Year (STTY) funding to expand their impact in to other locations, to focus on functional barriers to cycling and walking, not local authority borders. The programme will improve access to employment, education and training, increase active travel and create a legacy where all forms of sustainable travel become the norm.

**Pushing Ahead, Your Journey Your Way** locks in the value of committed funding through Cycle City Ambition, Local Growth Deal and STTY by building on existing delivery partnerships and our community enabling model.

**A3. Type of bid**

a) This bid is:

☒ **Revenue only**, and I confirm we have made provisions for a minimum additional 10% matched contribution

This bid is for Revenue funding only, however, Local Growth Deal funding is committed and will deliver capital improvement schemes in Greater Norwich and Great Yarmouth. The programme will support, and benefit from the planned capital investment but this bid is not reliant on existing or future capital scheme funding.

**A4. Total package cost (£m):**

The total cost of the **Pushing Ahead , Your Journey Your Way** programme is £1.666m

**A5. Total DfT revenue funding contribution sought (£m):**

The total revenue funding contribution sought for the **Pushing Ahead, Your Journey Your Way** programme is £1.488m

**A6. Local contribution (£m):**

A local contribution to the value of £0.178m (10.7%) is committed to the programme:

- £112,500 from NCC Transport, Environment and Public Health
- £37,500 from Active Norfolk
- £28,000 from University of East Anglia

In addition to these local contributions, as part of the ongoing AtoBetter travel planning programme, a total of £1.6m is allocated for sites within the study area over the next six years and will help to ensure the benefits of investment are self-supporting.

**A7. Equality Analysis**

Has any Equality Analysis been undertaken in line with the Equality Duty?

☒ Yes ☐ No

#### A8. Partnership bodies:

There is a strong emerging cycling and walking partnership between Norfolk County Council (NCC), Norwich City Council, Greater Norwich Development Board (including Broadland and South Norfolk District Councils) and Great Yarmouth Borough Council, facilitated through working together on the existing "Pushing Ahead" project funded through the STTY. Internally within NCC, Public Health has recently moved into the same directorate as transport, environment and highways, with effective joint-working taking place including with the County Sports Partnership.

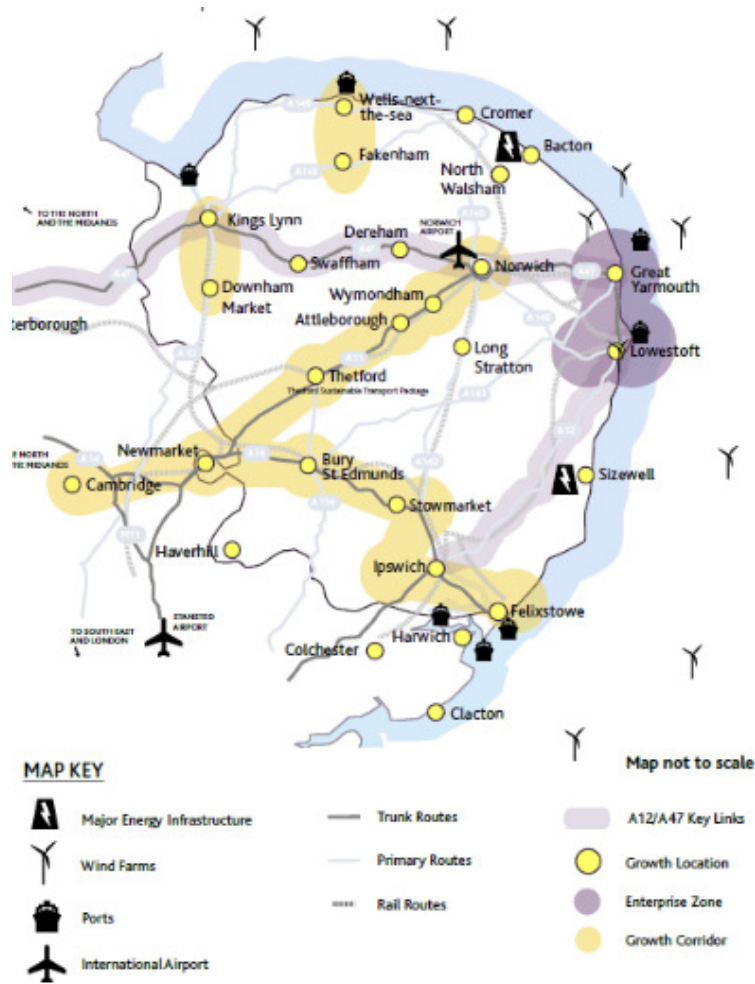
Partnership working is central to the programme and builds on existing projects and initiatives across Norfolk and across Anglia, cooperative working between different teams and partners will be a critical element of the programme's success. A number of organisations have committed to work in partnership with NCC to deliver and evaluate the programme. The table below summarises their roles and responsibilities, and letters of support are attached in Appendix E.

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 Health	Delivery Partner
Liftshare	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

## SECTION B – The Business Case

### B1. Project Summary

The **Pushing Ahead , Your Journey Your Way** programme builds on the previously secured STTY funding and other committed funding by focussing on the economic hubs of Greater Norwich, and the Enterprise Zone of Great Yarmouth and Lowestoft.



The study area is facing a number of challenges and without intervention these issues will be exacerbated and strategic priorities for growth, access and physical activity will not be achieved.

A package of measures have been developed based on an investment equivalent to £50 per person per year.

The packages are detailed below and overleaf.

- Cycle and Walking Initiatives
- Personalised Journey Planning (PJP) and Promotional Activity
- Multi-Modal Activities
- Overall Marketing and Brand Promotion
- Independent evaluation



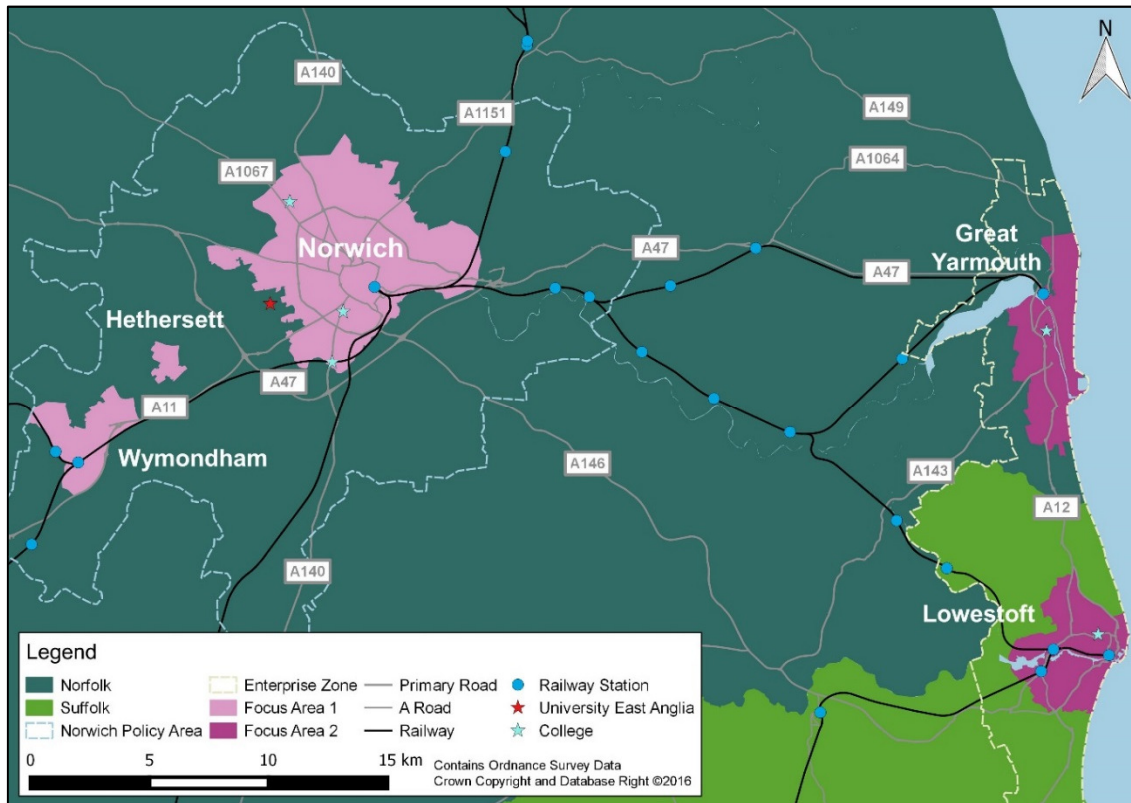
Project Element	Description	Output	Outcome
<b>1. Cycle and Walking Initiatives</b>	<u>Commuting cycle rides</u> Led rides with the community to encourage long-term ownership by locals	• Monthly rides	• Culture of cycling
	<u>Walking and cycling festivals</u> Promoted around specific themes that will appeal to a wide audience and supplemented through the use of apps and the principle of gamification	• Two events per year	• Increased walking and cycling
	<u>Social Network Walking Model</u> Delivery of walk leader training	• 160 walk leads	• Community led ethos
	<u>Cycle and walking 'Champions'</u> Establish a network of local champions	• 50 champions	• Increased levels of active travel
	<u>Cycle loan scheme</u> Expand Norfolk Cycle Loan	• 200 bikes	• Increased cycling
	<u>Try before you buy cycles</u> Provide electric and folding bikes for trial periods	• 300 bike trials	• Increased cycling
	<u>Parkride events</u> Fun and sociable cycle events	• 1,200 attendees	• Increased physical activity
	<u>Cycle maintenance and training</u> Delivery of skills training to increase confidence and ability	• 3,000 sessions	• More confident • Increased levels of cycling
	<u>Awareness campaigns</u> To raise awareness of cycle users and pedestrians	• ongoing	• Increased active travel
	<u>Social media</u> Campaigns and active social media presence	• ongoing	• Increased awareness of programme
	<u>myPTP Community Transport</u> Develop bespoke myPTP for 'non-standard' modes	• myPTP tool	• increased access to travel options
<b>2. Personalised Journey Planning (PJP) and Promotional Activity</b>	<u>Residential PJP</u> Programme of engagement with local residents to provide travel advice	• 6,000 residents engaged	• Reduced car use • Increased active travel
	<u>PJP for job seekers</u> Tailored advice to help people find travel solutions and access work and education	• 3,000 job seekers	• Increased access to jobs and education

	<u>Digital PJP for medical appointments</u> Journey Plans for medical appointments to remove travel barriers	<ul style="list-style-type: none"> <li>• 20,000 digital travel plans</li> </ul>	<ul style="list-style-type: none"> <li>• Improved access</li> <li>• Reduced cost of missed appointments</li> </ul>
	<u>Workplace Challenge</u> Active travel challenge to increase activity	<ul style="list-style-type: none"> <li>• 4,500 new participants</li> </ul>	<ul style="list-style-type: none"> <li>• Increased active travel</li> </ul>
	<u>Fun &amp; Fit for All</u> Working with disability charities and community groups to deliver local events	<ul style="list-style-type: none"> <li>• 2,000 participants</li> </ul>	<ul style="list-style-type: none"> <li>• Increased active travel</li> </ul>
	<u>Parental awareness campaign</u> Campaign to encourage parents, via schools, to support active travel choices	<ul style="list-style-type: none"> <li>• Target over 18,000 parents</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness</li> </ul>
<b>3. Multi-Modal Activities</b>	<u>Norfolk Car Club</u> Expand and promote Car Club initiatives	<ul style="list-style-type: none"> <li>• 600 additional car club members</li> </ul>	<ul style="list-style-type: none"> <li>• :Less drive alone trips</li> <li>• More walking and cycling</li> </ul>
	<u>Station travel plans</u> Produce plans that seek to encourage more active and sustainable travel to and from stations	<ul style="list-style-type: none"> <li>• Two station travel plans</li> </ul>	<ul style="list-style-type: none"> <li>• Increase multi-modal journeys</li> </ul>
	<u>Holdall smartcard</u> Promotion of the integrated ticketing solution	<ul style="list-style-type: none"> <li>• 4,500 individuals benefitting</li> </ul>	<ul style="list-style-type: none"> <li>• Increased multi-modal travel</li> </ul>
<b>4. Overall Marketing and Brand Promotion</b>	<u>Marketing, Communications and Branding</u> Establish clear brand and produce ongoing marketing and publicity	<ul style="list-style-type: none"> <li>• ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion of programme and benefits of active travel</li> </ul>
<b>5. Independent Evaluation</b>	<u>Independent Evaluation</u> Work with the University of East Anglia to undertake a robust programme of monitoring and evaluation	<ul style="list-style-type: none"> <li>• Ongoing programme of independent evaluation</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate value of investment and capture success for future investment planning</li> </ul>

## B2. The Strategic Case

### Geographical overview

The programme builds on the previously secured STTY funding and other committed funding by focussing on the economic hubs of Greater Norwich (to include Hethersett and Wymondham on the A11 Growth Corridor), and the Enterprise Zone of Great Yarmouth and Lowestoft. Together these economic hubs have a population in excess of 500,000.



Although Lowestoft is in Suffolk the programme is focussing on areas of growth, travel behaviours and the barriers to change, not local authority borders. The corridor between Thetford and Bury St Edmunds is being considered within the Suffolk County Council Access Fund submission and we will be working together on this aspect of delivery. Norfolk and Suffolk, which form the New Anglia LEP region, will work together to ensure success.

### Greater Norwich and the A11 Growth Corridor

The Greater Norwich policy area includes the economic centre of Norwich and the northern section of the A11 Growth Corridor which encompasses the key growth areas of Hethersett and Wymondham.

**Norwich** is one of the fastest growing urban centres in the UK. The Greater Norwich area has the largest economy in the New Anglia area and will see the largest concentration of growth. It is a world leader in life and environmental science, technology and manufacturing. It is becoming a centre for innovation as well as a digital creative cluster. The Greater Norwich area has a population of around 380,000, over 200,000 jobs, and two universities. Norwich is among the ten fastest growing urban centres in the country enabling Wave 2 City Deal; Norwich Research Park (NRP) is Europe's largest single site concentration of



research, training and education institutions in health, food and environmental sciences; and the city attracts over 5 million visitors per year. The Greater Norwich Growth Board has set ambitious targets to help deliver 37,000 new homes and 27,000 new jobs by 2026.

The Greater Norwich area includes the areas of Wymondham, with a population near 14,000 and Hethersett, with a population of nearly 6,000. Together, these areas represent **major commuter hubs** for the University of East Anglia (UEA), Norfolk and Norwich University, Norwich Research Park and Greater Norwich. Over 2,000 new homes are planned in Wymondham and 1,200 in Hethersett and there is currently a swift rate of build out of homes across various sites in these areas. Both areas rely heavily on the private car despite being close to Norwich and being served by good public transport links. Furthermore, the planned Blue Pedalway scheme is due to open within the next 18 months and will provide a 21.2km **high-quality cycle route** linking both the Rackheath Growth Triangle on the northeast of the City and down to Wymondham, Hethersett to the southwest of Norwich. Rackheath Growth Triangle is also served by the Pink Pedalway. Local enterprise areas such as Norwich Airport and the Aviation Academy are further served by the new Yellow Pedalway which links residential areas to employment areas in the north and south of Norwich respectively.

Norwich, Hethersett and Wymondham form the northern end of the A11 Growth Corridor as identified by the New Anglia LEP. This corridor has a long established network of businesses, includes large towns of Attleborough and Thetford; and connects Norwich to Cambridge and London. It is also paralleled by the Norwich-Cambridge rail line that also connects to the Midlands and beyond at Ely. Whilst not the primary focus of this funding bid, Thetford which is at the southern end of corridor on the border of Norfolk and Suffolk, is a key area for growth (around 5,000 homes) and working with Suffolk County Council through this programme will support the delivery of sustainable transport measures in the town and on the corridor to Bury St Edmunds.

### **New Anglia Enterprise Zone**

The area has been designated one of six Centres for Offshore Renewable Engineering (CORE), and will receive a comprehensive package of business support. The Enterprise Zone is one of the **best performing in the country**. Great Yarmouth and Lowestoft have a combined population of over 135,000 and the towns are part of a larger economic sub-region in the northeast of the LEP area. Lowestoft and Great Yarmouth have a strong base in manufacturing and food and drink processing. Manufacturing has seen job losses over the last decade but there is **potential to attract new investment** in the sector. The two towns also have strong tourism and leisure industries which have potential for growth. However, the main opportunity for growth is the energy sector.

Great Yarmouth and Lowestoft are both seaside towns with a port, they are both the second largest town in their County, and both suffer similar challenges including congestion as a result of limited river crossings which has resulted in third river crossing schemes being progressed in both towns. Great Yarmouth is the recipient of ongoing and planned **Local Growth Funding allocated to sustainable transport improvements** and is an area of focus as part of the programme being delivered through STTY, including the Great Yarmouth Pedalways Map and significant personal travel plan initiatives in the town. Lowestoft has previously benefitted from investment through the **LSTF funded Local Links project**.

Access Funding will enable the current delivery of the “Pushing Ahead” STTY funded programme to be extended in Norwich and expanded to Wymondham and Hethersett; and

will build on previous success of Lowestoft Local Links and deliver an expanded programme across the Enterprise Zone.

### **Strategic fit**

The Pushing Ahead – Your Journey Your Way programme is **fully aligned to national and sub-national priorities**.

The *Transport White Paper: Growth, Cutting Carbon – Making Sustainable Local Transport Happen (2011)* sets a vision for a transport system that is an engine for economic growth, but one that is also greener, safer and improves quality of life. The Paper sets government commitment to active travel, making public transport more attractive, and managing traffic to reduce carbon emissions and tackle congestion. The DfT *Door to Door: A Strategy for Improving Sustainable Transport Integration (2013)* seeks to maximise the potential of integrated travel. The Pushing Ahead – Your Journey Your Way programme is responding to this vision by **focussing on areas of ongoing and planned economic growth**; and supporting the economy by **encouraging more travel by active and sustainable modes**.

The draft *Cycling and Walking Investment Strategy (2016)* has ambitions to: make cycling and walking the natural choices for shorter journeys; double cycling levels; reverse the decline in walking levels; reduce cycle accident rates; and, increase the percentage of children walking to school. The Pushing Ahead – Your Journey Your Way programme actively supports these ambitions by **getting more people walking and cycling**.

The *New Anglia LEP Strategic Economic Plan (2014)* aims to establish Norfolk and Suffolk as a centre for global talent and business excellence. By 2026 the LEP aims to deliver 95,000 more jobs, 10,000 new businesses, 117,000 new homes and, increase overall productivity. All of which will present significant challenges to the transport network in New Anglia, whilst also creating significant opportunities for positive change. The Plan identifies Norwich, Wymondham, Great Yarmouth and Lowestoft as growth locations. **Through the Government's Local Growth Fund the New Anglia LEP secured £173.3m to support growth including funding allocated for sustainable transport improvements.**

The *Norfolk County Council Local Transport Plan 3 (2011)* sets out the strategy and policy framework for transport up to 2026. Norfolk's transport vision is for a transport system that allows residents and visitors a range of low carbon options to meet their transport needs and attracts and retains business investment. The aims that support this vision include:

- Deliver sustainable growth
- Improve road safety
- Improve accessibility

The *Suffolk County Council Local Transport Plan 3 (2011)* sets out the Council's long-term transport strategy. The key focus of the plan is to support Suffolk's economy and support future sustainable economic growth. The LTP acknowledges that transport will play a role in supporting and facilitating future sustainable economic growth by:

- Tackling congestion
- Improving access to jobs and markets
- Encouraging a shift to more sustainable travel patterns

The Pushing Ahead – Your Journey Your Way programme **supports the aims and objectives of the LTP for both Norfolk and Suffolk** by improving accessibility and encouraging more sustainable travel.

The **Norfolk Cycling and Walking Action Plan** reflects NCC and partners commitment to encouraging people to walk and cycle more. The document sets out the Vision including getting more people to walk and cycle to get to employment and education; and addressing the barriers to walking and cycling – with targets including doubling levels of cycling by 2025, and for walking and cycling to represent a 10% mode share of all journeys by 2025.

The **Greater Norwich Local Plan** is currently being updated in partnership between Norwich City Council, Broadland District Council, South Norfolk Council and NCC and will build upon the Joint Core Strategy to ensure the work done to cater for the area's needs up to 2026 is carried on to 2036. It will include strategic planning policies in order to guide future development whilst protecting the local natural environment, ensuring that future growth is delivered sustainably and effectively.

The **Great Yarmouth Local Plan** was adopted by Great Yarmouth Borough Council in December 2015. Its vision is to ensure that by 2030, the Borough of Great Yarmouth will be a more attractive and aspirational place to be through promoting sustainable growth and development, including 7,140 new homes, delivered in accordance with a range of strategic objectives including minimising impact on the environment; addressing social exclusion and reducing deprivation; accommodating the growing population; strengthening the local economy; capitalising on the visitor economy; protecting and enhancing the local environment; and, securing the delivery of key infrastructure.

**New Waveney Local Plan** consultation – The existing Local Plan and the Lowestoft Transport and Infrastructure Prospectus include a number of infrastructure projects in and around Lowestoft that the Council and its partners wish to see delivered. Projects range from small-scale projects like addressing local pinch points in the road network to large-scale measures such as a pedestrian and cycle bridge over Lake Lothing at the Brooke Peninsula.

**Great Yarmouth Transport Strategy (GYTS)** – Delivered in 2009, the GYTS promotes infrastructure projects such as the Great Yarmouth Third River Crossing and the A47 Acle Straight Improvements, which would help to reduce congestion in the town centre, providing opportunities to increase sustainable transport use, particularly walking and cycling and increase the economic health of the area.

The **Great Yarmouth Masterplan** is currently being developed and once completed, will provide a 15 year vision for the town centre, with recommendations based on the 2011 Retail Study, the Core Strategy Local Plan and the Waterfront SPD. It will also provide a clear statement of strategy to help unlock private sector investment for specific sites/projects, and public sector investment generally.

The **Area Action Plan for Central Lowestoft** sets the long-term vision and strategy for the Lake Lothing and Outer Harbour Area and the objectives required to meet that vision by 2028. Included are a range of policies and proposals to guide the sustainable development of the Lowestoft area such as building up the local economy and providing 1,000 more jobs; integration of existing businesses with new developments; delivering a safe and healthy local environment, with ample green space; providing good public transport and other transport infrastructure; and, delivery of 1,500 new homes and good quality public services.



### **“Pushing Ahead – Your Journey Your Way” Objectives**

Based on these strategic priorities, and the challenges and opportunities described later, the following objectives have been set to align with the ambitions of the DfT Access Fund:

#### **High level objectives for Pushing Ahead – Your Journey Your Way**

- Support economic growth across New Anglia
- Improve public health across New Anglia

#### **Specific objectives for Pushing Ahead – Your Journey Your Way**

- Increase modal shift away from the private car
- Maximise the benefits of infrastructure investment
- Build on past successes to boost the economy
- Address safety concerns
- Reduce transport-related emissions, by supporting a shift to walking and cycling
- Address employment issues and improve access to employment, education, skills and training to boost economic growth
- Support future investment and delivery of the Norfolk Cycling and Walking Action Plan

### **Identifying the need for intervention**

The study area is facing a number of challenges and without intervention these issues will be exacerbated and the strategic aims and objectives for East Anglia will not be achieved. Most of the challenges, summarised below, are common across the study area:

- Dealing with the impact of major growth in housing and employment
- High demand for longer distance journeys
- High reliance on private car causing congestion and delay, and high emissions
- Low levels of public transport use
- Low levels of walking and cycling
- Health inequality
- Inequality in access to employment, education and training
- High casualty rates for vulnerable road users

NCC and partners will tackle these challenges through the Pushing Ahead – Your Journey Your Way programme and will be able to capitalise on a number of significant opportunities:

- Maximise capital investment in transport schemes
- Influence future strategies
- Build on existing programmes encouraging more sustainable transport
- Working in partnership

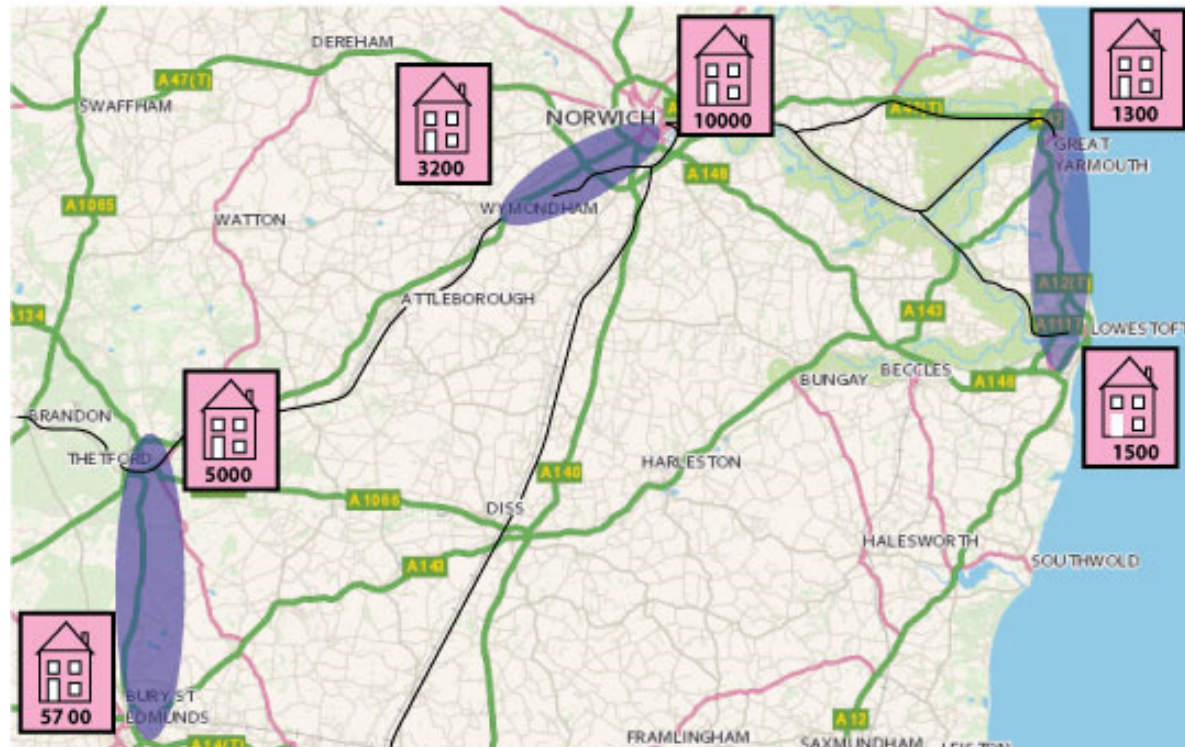
### **Key challenges**

The two growth hubs of Greater Norwich, and the Enterprise Zone, which are the focus of this bid, are facing a number of challenges:

#### **Key challenge: Dealing with the impact of major growth in housing and employment**

Greater Norwich including the areas of Rackheath Groth Triangle and Wymondham and Hethersett which are expected to experience significant levels of growth over the next 10 years. The plan overleaf shows these areas of growth for more than 13,000 new homes.

In the Great Yarmouth and Lowestoft Enterprise Zone, nearly 3,000 new homes, and employment growth of 9,000 jobs is expected over the next 10 years. Furthermore, a new school, Trafalgar College in Great Yarmouth, which opened in September 2016, will serve up to 900 pupils when at full capacity.



This growth will create a significant demand for travel to and from the new developments exacerbating existing problems. During the Access Fund period 2017/18-2019/20, it is expected that at least 2,250 of the planned new homes will come forward across Greater Norwich, and the Enterprise Zone.

The Pushing Ahead – Your Journey Your Way programme, working alongside the existing AtoBetter travel planning initiative, will embed a culture of active and sustainable travel within existing communities and in the new developments.

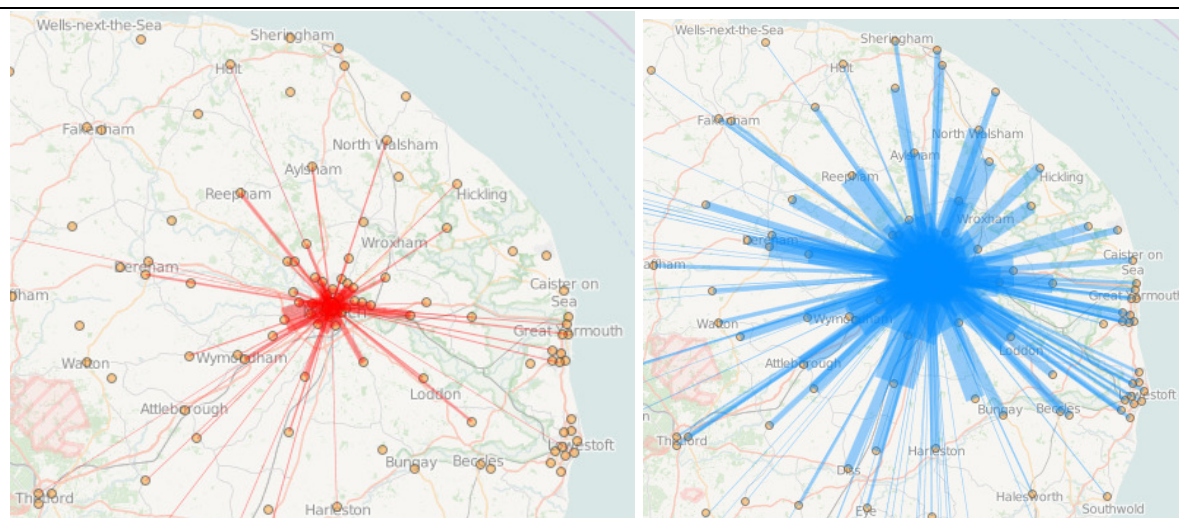
#### **Key challenge: High demand for longer distance journeys**

Greater Norwich and the Enterprise Zone are major residential areas as well as major hubs of employment. This results in a significant number of local trips but also a very high number of outbound and inbound commuter journeys. Using online interactive mapping from [datashine.org.uk](http://datashine.org.uk), which analyses 2011 Census data, it is possible to see the dominant patterns for outbound journeys to work (red lines) and inbound journeys to work (blue lines). Examples for Norwich and Great Yarmouth are shown overleaf.

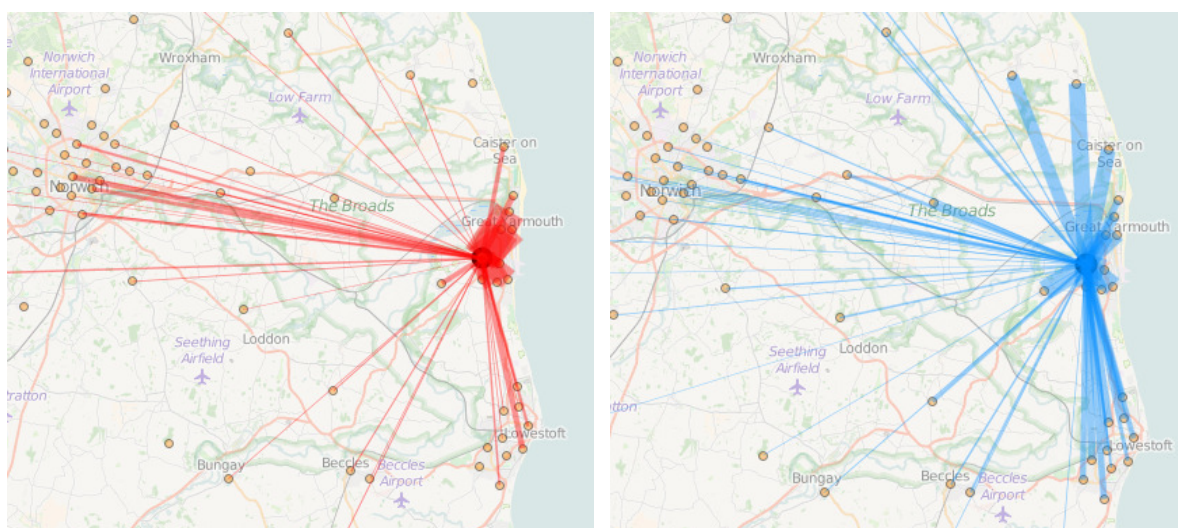
It is clear that Norwich attracts a significant level of inbound journeys from across the region with a strong demand along the A11 Corridor. When looking at Wymondham on its own, the dominant flow of journeys both inbound and outbound is to and from Norwich. However, a high number of inbound journeys are made from Thetford and coastal towns including Great Yarmouth and Lowestoft.

Great Yarmouth has a clear pattern of outbound and inbound commuting between local areas, Norwich and Lowestoft. When looking at Lowestoft, the main flows of movement are between local areas, Great Yarmouth, Norwich and Bungay and Beccles to the south-west.

In addition to these commuter trips, both Norwich and Great Yarmouth also attract a significant number of journeys associated with the University, colleges, and hospitals.



Norwich journey to work destinations, source: datashine.org.uk



Great Yarmouth journey to work destinations, source: datashine.org.uk

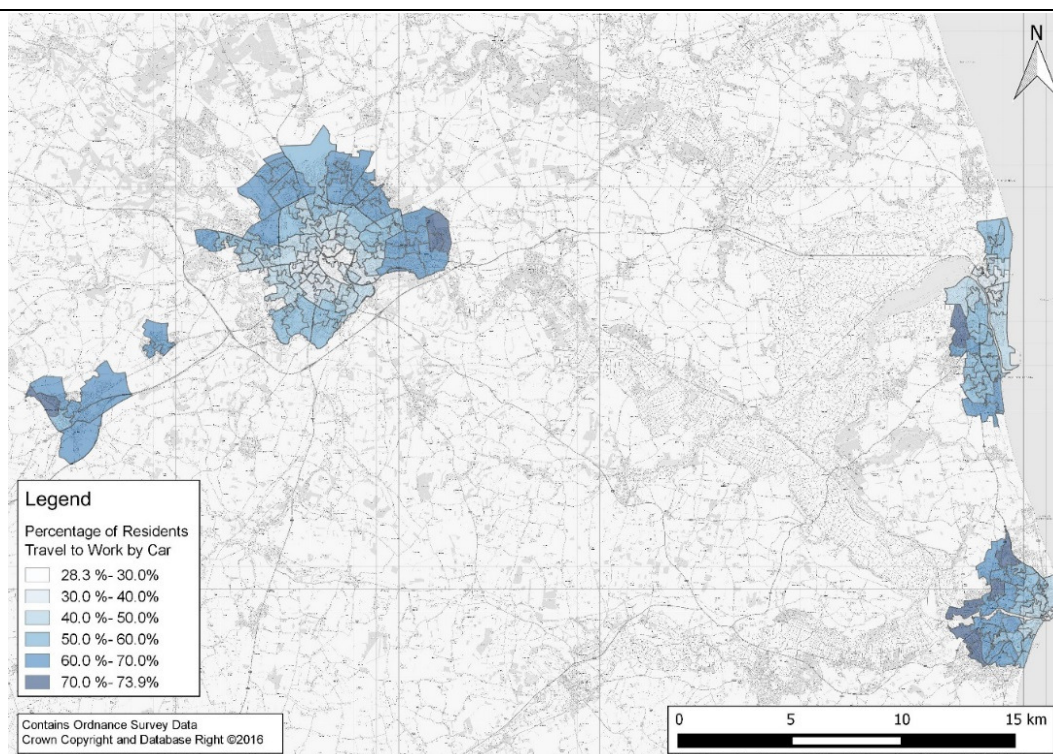
The levels of inbound and outbound commuting puts significant pressure on the transport network and the programme will operate in and work across these economic areas, to encourage active travel for local journeys and reduce the number of single occupancy car trips for longer distance commute journeys.

### **Key challenge: High reliance on private car causing congestion and delay, and high emissions**

The car remains the dominant mode of travel across Norfolk. The table below shows the average number of residents who travel to work by car and the average distance travelled. The map overleaf highlights there are clear pockets of high car use and further analysis of the Census data highlights a high proportion of journeys to work are shorter distances of less than 5km.

	Percentage of Residents use car for Travel to Work	Typical Distance to Work
Norwich and Hethersett	57%	12km
Wymondham	73%	16km
Great Yarmouth and Lowestoft	64%	16km





The Census data aligns with findings from the Lowestoft Local Links business engagement surveys which demonstrated drive alone car trips represented a 61% mode share for journeys to work at the start of the project.

This reliance on the car in the study area for journeys to work, in addition to the levels of car use associated with journeys to and from places of education including the universities, colleges and over 150 schools, and journeys to the two hospitals results in congestion, travel delay and high emissions. The Greater Norwich area suffers congestion at hot spots across the network during peak times and central Norwich is declared as an Air Quality Management Area, whilst Great Yarmouth and Lowestoft suffer from congestion arising from bottlenecks at key locations associated with the bridge crossings.

The programme will **focus on communities and businesses with a high level of car use** to help reduce the impacts of congestion, delay and emissions by encouraging a shift to non-car modes of travel.

### **Key challenge: Low levels of public transport use**

Greater Norwich is well served by public transport and has an extensive network of bus services including Bus Rapid Transit corridors, six Park & Ride sites and a frequent rail service connecting to other major residential and employment centres. Similarly, Great Yarmouth and Lowestoft are well served by buses and rail and therefore the levels of public transport use for journeys to work is much less than would be expected.

A high-level of journey times between key destinations highlights that travelling by public transport is faster than travelling by private car for some destinations, particularly for shorter journeys. Travelling by private car is faster than travelling by public transport across longer distances, however, this is only marginal.

Route	Journey Times	
	Car	Public Transport
Norwich - Hethersett	20-25 mins	10-25 mins
Norwich - Wymondham	20-30 mins	10-20 mins
Norwich – Great Yarmouth	30-40 mins	30-40 mins
Norwich - Lowestoft	45-55 mins	45-1h 5 mins
Great Yarmouth - Lowestoft	20 -25 mins	45-50 mins

Despite this, only 6% of residents in Great Yarmouth and Lowestoft use public transport to travel to work, and 9% in Norwich and Wymondham.

Rail usage in Norwich is in line with other cities of similar size. However, Wymondham has a relatively low number of total entries and exits when compared to other market towns. Usage at Great Yarmouth and Lowestoft is also considerably lower than at stations in other towns of similar size.

Evidence from residential and employee travels surveys suggests the low levels of public transport use are largely a result of limited awareness and inadequate information, and public transport options not being seen as convenient, quick or affordable as the private car.

With partners the programme will **promote the wide range of transport options available**, identify opportunities and **provide a range of targeted information** to increase the use of the existing public transport network in conjunction with cycling and walking as a component of journeys.

#### **Key challenge: Low levels of walking and cycling**

The study area is flat and the centres are relatively compact making active modes a genuine option for the high number of shorter journeys currently taking place by car. At present, cycling to work represents an 8% mode share in Norwich, 4% in Wymondham, 5% in Great Yarmouth and 7% in Lowestoft; and walking to work represents 19% in Norwich, 8% in Wymondham, 18% in Great Yarmouth and 14% in Lowestoft. However, given the nature of the study area and distances to employment, these values could / should be significantly higher, and the Propensity to Cycle Tool highlights that each area has significant propensity to increase cycling.

The County Council and partners are delivering improved cycling facilities through the **Pedalways programme** and **Local Growth Fund** and have also developed a **Countywide Cycling and Walking Action Plan** to guide future investment. A recent survey associated with the Action Plan has highlighted a number of main reasons discouraging walking and cycling, including:

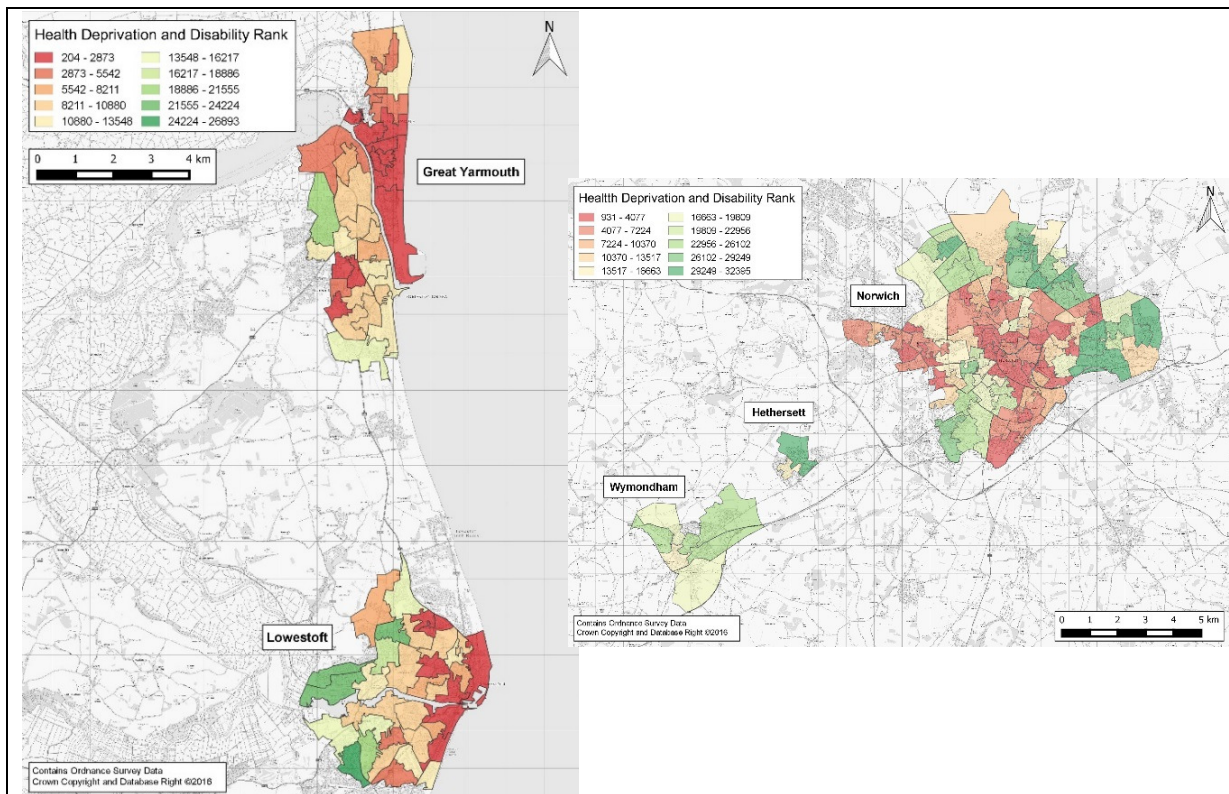
- 52% stating that walking takes too long
- 19% stating that safety, especially crossing roads is a concern
- 58% felt cycling on existing roads would be a bad experience
- 65% were concerned about negotiating difficult road junction

The survey also highlighted that 74% of respondents believed cycle lanes would make cycling feel safer; 68% wanted to see better paths and cycle ways; 57% wanted more off-road routes and 48% stated that maps which include safe cycle routes would encourage cycling.

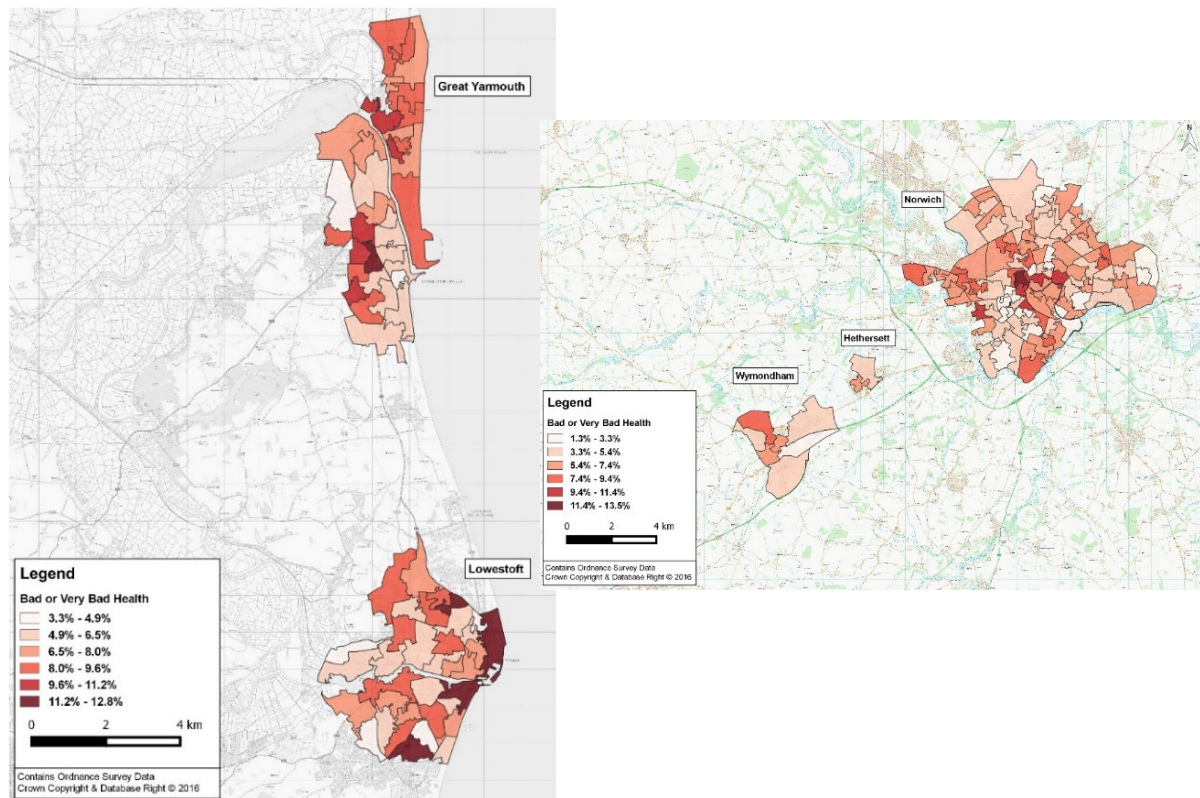
The programme will **actively promote and encourage an increase in levels of walking cycling** through a **package of measures** including led commuting rides, cycle and walking festivals, provision of loan bikes and 'try before you buy' with folded cycles and electric bikes, use of apps and gamification and family orientated active travel events.

#### **Key challenge: Health inequality**

The IMD indicator for health shows inequality across the study area with parts of central Norwich and coastal Great Yarmouth and Lowestoft where health is poor. In the most deprived wards, life expectancy at birth is well below the average for England. For example, in the most deprived wards in Great Yarmouth, the life expectancy for a male is 73.2 years and for a female is 78.9, compared to an average in UK of 79.6 years for males and 83.2 years for females.



A similar pattern can be seen by analysing self-assessment data for general health from the 2011 census. The plan below shows residents who considered themselves to be in bad or very bad health, highlighting the pockets of poor health.

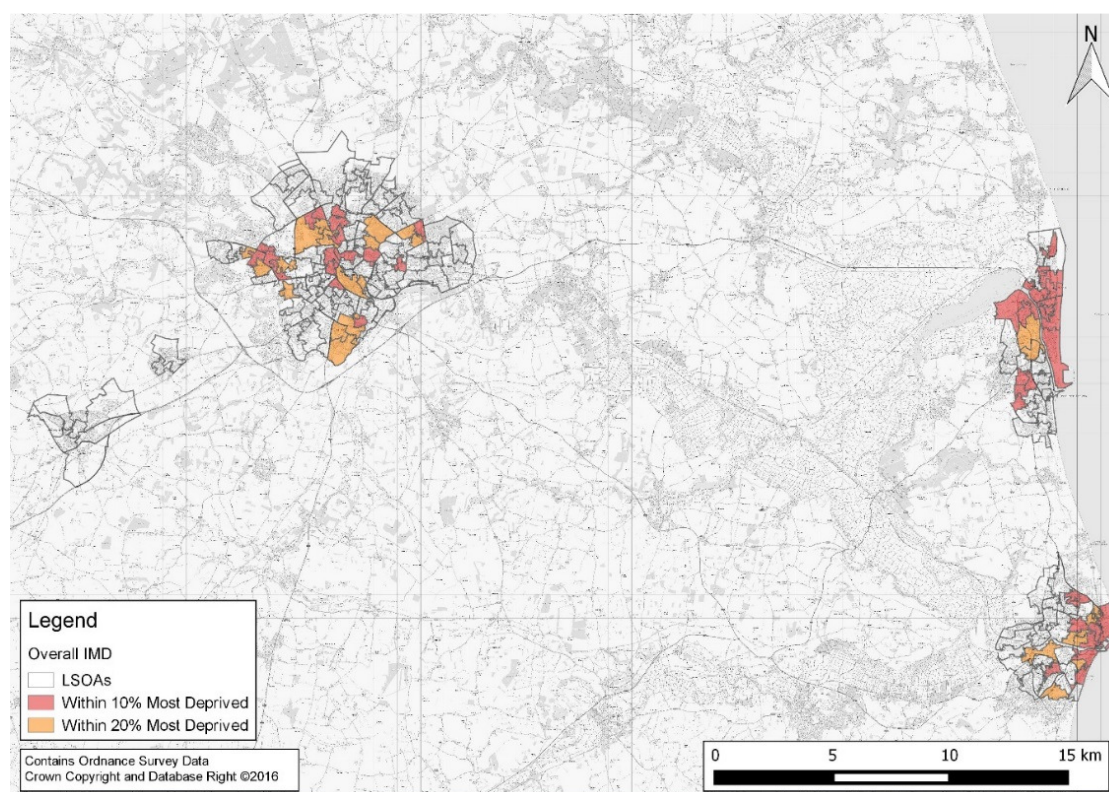


The programme will work with residents to **encourage more active lifestyles to help improve public health.**



### **Key challenge: Inequality in access to employment, education and training**

In addition to issues of poor health, there is inequality across the study area in terms of access to employment, education and training. The map below highlights LSOAs in the top 10% or 20% most deprived based on the Overall Indices of Multiple Deprivation Indicator (IMD). This highlights clear pockets of inequality in Greater Norwich and widespread areas in Great Yarmouth and Lowestoft. In fact Great Yarmouth is the twentieth most deprived lower tier local authority nationally and Norwich is included in the top 10 lower tier local authorities with the largest percentage point increase in the proportion of neighbourhoods in the relatively most deprived decile for 2015 compared to 2010.



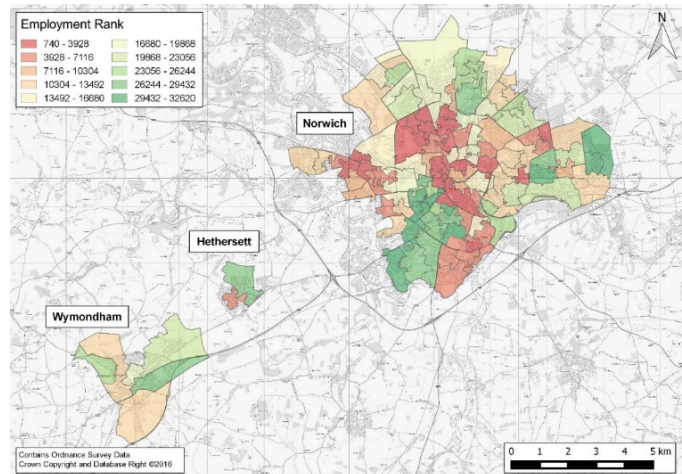
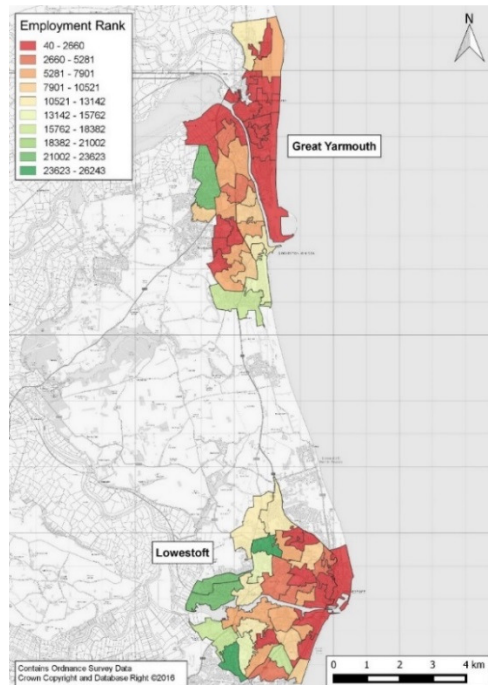
This inequality is apparent when considering access to employment, education, skills and training. Long term unemployment and numbers of young people who are NEET is high, notably in Great Yarmouth, Norwich and Lowestoft. When young people do secure employment, it is often short-term or part-time, low skilled, low paid work and does not lead to a sustainable future for them and their families. Levels of unemployment and NEET are shown in the table below.

Norfolk 16 to 18 year olds NEETs (estimated), Nov 2011 to 2013

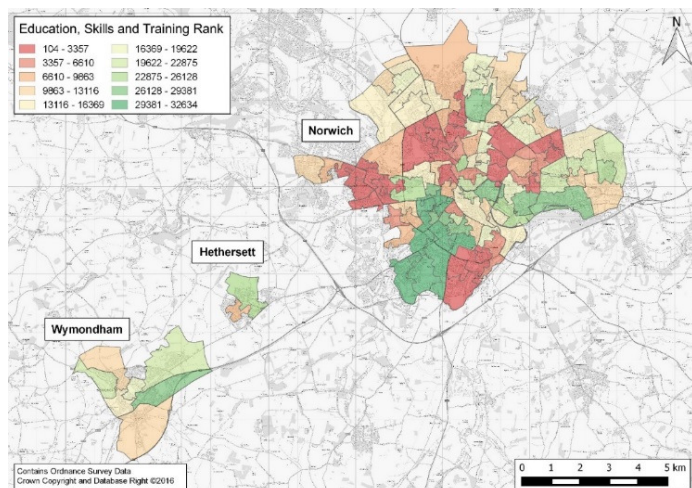
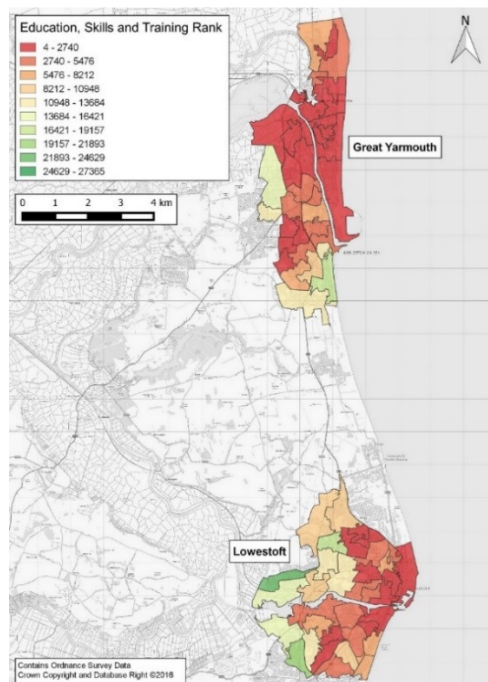
	% Nov 2011	% Nov 2012	% Nov 2013	Number Nov 2013
Breckland	7.4	6.1	5.3	224
Great Yarmouth	9.5	7.5	6	213
King's Lynn & West Norfolk	7.5	6.7	5.4	247
North Norfolk	6	6.7	4.5	130
Norwich	11.6	9.8	9.2	318
South Norfolk	5.4	5.2	3.9	154
Norfolk	7.4	6.5	5.3	1,422

Source: Norfolk County Council Children's Services, 2014

The IMD unemployment rank measures the proportion of the working-age population in an area involuntarily excluded from the labour market. It can be seen that many of the LSOA's in Great Yarmouth fall within the 10% most employment deprived areas of the country. Similarly in Lowestoft, almost all of the coastal areas fall into the same category. In Norwich the city centre clearly suffers from employment deprivation.



The education, skills and training indicator measures the lack of attainment and skills in the local population. The figures below demonstrate the high level of deprivation across the study area and Great Yarmouth in particular, highlighting a key challenge.



The programme will work with local communities and partners in these areas to **help improve access to employment, education and training** by increasing the access to sustainable travel options.

### **Key challenge: High casualty rates for vulnerable road users**

Analysis of collision data for the years 2011 to 2015 (inclusive) shows the numbers of casualties involving pedestrians and cycle users.

There are high casualty rates in Norwich, Great Yarmouth and Lowestoft along key routes in and out of the main employment centres, and there are also clusters of accidents in the centre of Wymondham. Whilst there is no obvious trend or pattern there is a clear issue associated with safety for vulnerable road users.

	2015		2014		2013		2012		2011		Total
	Slight	KSI	Slight	KSI	Slight	KSI	Slight	KSI	Slight	KSI	
Norwich											
Cycles	89	19	107	16	91	11	77	14	69	10	503
Pedestrians	66	16	55	10	60	14	58	19	70	9	377
Hethersett											
Cycles	0	0	1	0	0	0	0	0	0	0	1
Pedestrians	0	0	2	2	0	0	1	0	0	0	5
Wymondham											
Cycles	1	0	3	1	2	1	7	0	5	0	20
Pedestrians	3	1	3	1	8	0	2	0	6	1	25
Great Yarmouth											
Cycles	12	6	12	4	16	5	15	3	19	0	92
Pedestrians	27	12	21	8	23	1	16	8	27	5	148
Lowestoft											
Cycles	12	4	29	2	32	2	23	7	15	8	134
Pedestrians	16	4	12	4	18	4	18	4	13	5	98

In addition to the issues associated with real safety concerns there is a significant issue of perceived safety discouraging walking and cycling as a result of high levels of car traffic. The programme will deliver a safety campaign and a programme of skills training to help address these issues.

### **Opportunities**

The areas of focus are identified by the LEP in their Strategic Economic Plan as Growth Locations and support the LEPs ambition to deliver significant growth in housing and high-value employment sectors. In addition to supporting this growth, there are a number of opportunities to maximise the value of ongoing and planned investment.

#### **Opportunity: Maximise capital investment in transport schemes**

The report for DfT *Finding the Optimum: Revenue/ Capital Investment Balance for Sustainable Travel (2014)* highlights the benefits of having both revenue and capital funding together - "Sustainable transport schemes that were 100% capital did not in general, show the highest value". This suggests that there is a strong case for applying revenue funding to complement existing capital investment. The programme will provide a **package of revenue measures to complement recent, ongoing and planned capital improvement schemes to maximise the value of investment.**

Major investment projects of note include:

**£14.1m Pedalways programme** to enhance cycle facilities along seven key routes across Greater Norwich.

- £5.7m has been invested in the Pink Pedalway which was completed this year and provides a cross city route between the Norfolk & Norwich University Hospital and UEA in the west, through to Heartsease and Broadland in the east
- £8.4m is currently being invested in the next two Pedalways which will provide connections from the city to Rackheath Growth Triangle and Hethersett and Wymondham (Blue Pedalway) and Norwich Airport (Yellow Pedalway). These will both complete during the Access Fund period.



The Pushing Ahead – Your Journey Your Way programme will **focus on residential communities and businesses along these Pedalways** to promote the scheme and engage individuals to try cycling.

**£9m Local Growth Deal funding for Great Yarmouth** has been secured by NCC from the New Anglia LEP to tackle transport issues in Great Yarmouth. This includes:

- Schemes focussed on relieving congestion at key junctions.
- Improvements to existing transport interchanges and travel information.
- Improving the walking route between the town centre and the station; and
- £2.4m to deliver a package of Sustainable Transport improvements.

All these projects will be completed during the Access Fund period and the Pushing Ahead – Your Journey Your Way programme will **continue working with partners to maximise the value of the sustainable transport improvements package, and use the planned improvements to promote and encourage a shift to non-car modes of travel** through initiatives such as the Great Yarmouth Cycling Map and through personal travel planning.

The **£178.5m Norwich Northern Distributor Road (NDR)** is currently under construction and due to open in early 2018 and will help to reduce traffic flows on key routes through Norwich and through residential communities. As part of delivering the NDR, NCC will be delivering a number of measures to lock-in the benefit of reduced traffic flows on key routes by improving provision for public transport, cycling and walking. A feasibility study is currently underway exploring options to deliver Bus Rapid Transit improvements along two of the main corridors in to Norwich from the North. The Pushing Ahead – Your Journey Your Way programme will **work with the team developing improvements to help promote and integrate their delivery.**

**Third River Crossings** in both Lowestoft and Great Yarmouth are currently being developed. In March 2016 the government agreed to provide around £73m towards the Lake Lothing Third Crossing, and in August committed around £1.1m to develop a business case for a third river crossing in Great Yarmouth. As part of these schemes engagement with stakeholders and the public will be ongoing and the Pushing Ahead – Your Journey Your Way programme will be able to **utilise these opportunities to promote measures and encourage non-car travel.**

#### **Opportunity: Influence future strategies**

The County Council and local district partners are currently working together to review and update the Greater Norwich Local Plan to include the period up to 2036, and in tandem update the Norwich Area Transport Strategy. Furthermore, the New Anglia LEP Transport Board are developing a long-term transport strategy for the region that considers economic scenarios and changing transport needs over the next 15, 25 and 35 years.

The Pushing Ahead – Your Journey Your Way team will **work with partners to influence and maximise the future role of sustainable transport as part of this strategic planning to ensure long term sustainability.**

#### **Opportunity: Build on existing programmes encouraging more sustainable transport**

The **AtoBetter** initiative was launched in summer 2015 and is being delivered in partnership by NCC and Mouchel. It is an innovative way of obtaining funding for behaviour change work from housing developers, with benefits to both the developers and the County Council. Initiatives are



delivered in new developments and promote sustainable and active travel through the delivery of a range of site and community specific measures designed to encourage and enable people to walk, cycle, use public transport and car share. The delivery period for each site is at least five years to ensure AtoBetter imbeds behaviour change and leaves a legacy of impact.

To date the AtoBetter programme has:

- Secured 20 residential sites, from 7 developers
- Created a co-located AtoBetter team of four full-time staff
- Created AtoBetter web and social media presence
- Designed and procured a range of marketing materials for consultation and engagement
- Delivered focussed engagement across three sites with over 2,700 dwellings
- Delivered nearly 100 public engagement events
- Developed delivery partnerships with NCC teams, including Developer Services, Public Trails, Active Norfolk, Public Health, and Environment Team

In 2016, NCC were awarded **Sustainable Transport Transition Year** funding. The programme builds on the success of the AtoBetter initiative by focussing on existing residential communities in areas of highest need and major trip attractors in Greater Norwich and in Great Yarmouth to increase active travel. The programme involves 12 key packages including:

- **Residential personalised journey planning** which will be launch in autumn 2016 and targeted at residential communities in Norwich and Great Yarmouth
- **Cycle Loan Scheme** [www.norfolkcycleloan.co.uk](http://www.norfolkcycleloan.co.uk) launched at the end of August offering 30 bikes for a 4 week hire period. The scheme already has over 60 applications.
- **Network Mapping** of walking and cycling routes
- **Walking Festivals** are planned for late-2016
- **Led cycle events** for families and communities
- **Casualty Reduction** campaign ('Look out for each other')
- **Workplace Health engagement**
- **Bikeability training**
- **Cycle Maintenance**
- **Independent Evaluation** being undertaken by University of East Anglia

The Pushing Ahead – Your Journey Your Way programme will **continue to work alongside the AtoBetter programme and continue the delivery of the STTY programmes in Norwich and Great Yarmouth**, and expand them in to Hethersett, Wymondham and Lowestoft to address key challenges and capitalise on other opportunities.

A Business Travel Pack was generated as part of the **Better Bus Area** funding in Norwich. NCC is now looking to make this more widely available across Norfolk and into Suffolk. The aim is to provide a one-stop information resource to assist businesses in their travel. At the back is a Travel Information Plan that businesses can complete, which generates their own bespoke travel plan for their business. Businesses are now completing these on a voluntary basis.

NCC is part of the **Total Transport Pilot**, which seeks to try new and better ways of delivering joined-up local transport in rural and isolated areas. The Pushing Ahead – Your Journey Your Way programme will **work closely with the Total**

**Transport team to integrate the delivery of planned schemes and measures.**



Between 2012 and 2015, Suffolk Council delivered the **Lowestoft Local Links** programme, this programme secured £5m through the Local Sustainable Transport Fund and delivered a highly successful campaign to promote sustainable travel and reduce car trips. The programme offered very high value for money with a calculated benefit-cost ratio of 6.3:1 and was acclaimed nationally, winning the Chartered Institute of Highways and Transportation's 'Sustainability Award' in 2013, and was highly commended at the 2015 National Transport Awards. The Lowestoft Local Links programme focussed on businesses and their employees, engaging and working with over 150 businesses to develop travel plans and provide a wide range of resources, events, campaigns, awards, and communications. The Pushing Ahead – Your Journey Your Way programme will **apply the lessons learned from the Lowestoft Local Links project and apply them across Great Yarmouth and Lowestoft.**

#### **Opportunity: Working in partnership**

There is a strong emerging **Cycling Walking partnership** between NCC, Norwich City Council, Greater Norwich Development Board (including Broadland and South Norfolk District Councils) and Great Yarmouth Borough Council, facilitated through working together on the Pushing Ahead project funded through the STTY. Within NCC, Public Health has recently moved into the same directorate as transport, environment and highways, with much more joint working taking place including with the County Sports Partnership.

The **Norfolk Cycling & Walking Working Group** is a body made up of members of both County and District Councils and supported by officers from a range of cogent disciplines including highways, transport, environment public health and sports partnership. The group has recently publically consulted on the Norfolk Cycling & Walking Action Plan and collected feedback. It plans to upgrade the existing Cycling & Walking Action Plan to a Local Cycling and Walking Infrastructure Plan once the Department for Transport's guidance is published in the finalised Cycling and Walking Investment Strategy.

Norfolk County Council has effective relationships with a wide range of delivery partners and businesses including **Liftshare, Co-Wheels, Active Norfolk, Bicycle Links Norwich, Great Yarmouth Bike Project and Mouchel.**

NCC is currently working in partnership with the **University of East Anglia (UEA)** on the delivery of their travel plan and other transport initiatives. The UEA will be undertaking the evaluation of this Pushing Ahead – Your Journey Your Way programme.

Norfolk County Council and **Suffolk County Council** are working together with **Groundwork** and **NWES** to deliver **Business Energy Efficiency (BEE) Anglia**. BEE Anglia is a three-year programme, part funded through the European Union European Regional Development Fund, which provides free support to at least 1,000 SMEs across Suffolk and Norfolk to become more energy efficient. The support on offer includes sustainable travel advice and grants towards new energy efficiency measures and provides a direct opportunity for the programme team to engage SMEs.





## **Pushing Ahead – Programme of measures**

The programme of measures has been developed to achieve the stated objectives; and respond to the challenges and opportunities identified. In identifying the measures, good practice from successful projects across East Anglia, in particular successes from delivering the AtoBetter and STTY programmes have been considered.

As a result, the Pushing Ahead programme has been based on the principle of investing in measures equivalent to £50 per person per year enabling the programme to target engagement with over 25,000 individuals through the packages outlined below.

### **Package 1 – Cycle and Walking Initiatives**

A comprehensive package of walking and cycling initiatives will be delivered within the study area, which can be summarised as:

- **Led commuting cycle rides** with the aim of these ultimately becoming managed and 'owned' by local communities, through volunteers. This would be supported through the generation and distribution of mapping (paper and electronic) specific to these activities. Previous experience of events such as this has demonstrated that significant numbers of people, many of whom are first time cycle commuters, can be encouraged to attend. This initiative aims to run every month in Norwich and Great Yarmouth, attracting around 25-30 cyclists per event
- **Walking and cycling festivals** in Norwich and Great Yarmouth promoted around specific themes that will appeal to a wide audience. This will be supplemented through the use of apps and the principle of gamification to encourage active and long lasting participation. There is an increasing opportunity to encourage walking through gamification given increased awareness driven by games such as Pokemon Go and incentives systems such as Better Points. It is hoped that two festivals will be held each year (one in Norwich and one in Great Yarmouth), attracting around 500 people per event
- Delivery of a **Social Network Walking Model**, which involves the delivery of walk leader training into existing social networks, including third sector organisations and community groups. By working with existing community development officers across the study area, the aim is to develop a model to engage existing partners and incorporate health walks into existing service provision. It is anticipated that this scheme can train up to 160 walk leaders
- Training and support for the appointment of **cycle and walking 'Champions'** within businesses and communities. The aim is to recruit 50 champions during the life of the project, who would then engage with upwards of 5000 colleagues
- Provision of **loan cycles for job seekers** and those trying to access training and skill development courses. As part of this a comprehensive support package of cycle training and maintenance would be provided. This will be an expansion of the current bike loan delivered through STTY, which has already been shown to be successful in terms of having a waiting list of people wanting to benefit from the scheme. It is hoped that over 200 bikes can be loaned out
- **'Try before you buy'** initiatives aimed at folding bikes and electric bikes. Due to the higher cost of investment in these types of bikes, this initiative will provide a convenient and cost-effective way for people to try these bikes. We aim to successfully encourage 300 folding and electric bikes to be used by people on a regular basis
- **Parkride events** will be delivered in the study area. We aim to attract around 1,200 to actively participate in Parkride events over the study period
- **Cycle maintenance and training** will be offered as an integral element of many of the activities. We are aiming to engage with around 3,000 people over the study period

- **Pedestrian and cycle user awareness campaigns** will be delivered throughout the period of funding and will focus on key themes
- Use of **social media** to attract and retain interest in active travel promotions will be used throughout

## **Package 2 – Personalised Journey Planning (PJP) and Promotional Activity**

A programme of PJP will be delivered in the study area focussed on residential communities in areas of highest need and close to planned improvements. To supplement PJP, specific promotional activities will take place that are focussed around encouraging sustainable and active travel in general.

NCC works closely with Liftshare on the use and development of the **myPTP** software used in Norfolk. This has seen incorporation of Park and Ride as a genuine journey option as well as the consideration of walking and cycling to and from rail stations. However, we recognise there remains limitations in terms of how community / hospital car schemes, community transport and flexi-bus services are incorporated in PJP results. We will use the Access Fund to work with Liftshare and Traveline to undertake feasibility and delivery of a solution(s) that incorporate these options into PJP.

The PJP will build on existing engagement activities being undertaken as part of the STTY programme and engagement activities will continue in the existing wards to nudge behaviour, as well as behaviour delivered in other wards. In addition, to working in **residential areas**, a programme of PJP will also be delivered working in partnership with Department for Work & Pensions to deliver personalised travel plans providing tailored information and advice for **job seekers**. This will deliver up to 10,000 PJPs.

An additional PJP activity will involve working with the **Norfolk & Norwich Hospital and James Paget Hospital in Great Yarmouth** to deliver personalised travel plans providing tailored information and advice regarding travel options to medical appointments. Initial discussions with the Norfolk & Norwich Hospital as part of the STTY initiative have identified that there are potentially significant benefits in terms of avoiding missed appointments and maximising clinical time. We aim to provide over 20,000 digital travel plans using the software.

In terms of overall promotional activity, we will focus on the following:

- Delivery of the **‘Workplace Challenge’** initiative through our partners ‘Active Norfolk’. This involves working with workplaces to identify bespoke packages of support, such as walking/cycling champions, walk leader, cycle leader training, cycle maintenance, bike loan promotion, workplace challenges with links to Better Points incentives platform etc. This initiative aims to attract an additional 4,500 people to sign up to the ‘Workplace Challenge’.
- Delivery of **‘Fun & Fit for All’** programme through our partners ‘Active Norfolk’, who have numerous existing links with disability charities and community groups through disability physical activity network. There is an opportunity to develop cycling activity, through these third sector partners. This initiative aims to work with around 2,000 people throughout the life of this project.
- Delivery of a **parental awareness campaign**. The National Institute of Clinical Excellence (NICE) recommends that a culture is fostered amongst staff, parents and children that supports physically active travel for journeys to schools. There is an opportunity to combine the work of various NCC departments to develop a campaign to encourage parents, via schools, to support active travel choices. Overall, we have the aim of engaging with around 18,000 parents.

### Package 3 – Multi-Modal Activities

Active travel is an element of many multi-modal journeys and there are a number of initiatives that we will be working on to maximise the use and benefits of walking and cycling. These can be summarised as:

- Working with **Norfolk Car Club** on initiatives that support the continued expansion of the car club. Car clubs have shown that they can consistently and predictably reduce private car ownership, and are therefore the key to unlocking a substantial increase in walking and cycling. Car club schemes are recognised to work well in conjunction with other initiatives aimed at achieving behaviour change and supporting in-work trips. These initiatives aim to bring about 600 additional car club members, 200 cycle users making journeys by bike rather than by car and 350 pedestrians making journeys on foot rather than by car
- Work with **Abellio Greater Anglia** on the delivery of station travel plans at two stations within the study area. These will build on previous and successful experience of delivering station travel plans in partnership with Abellio at Norwich and Diss and aim to improve facilities and integration of bus, rail, pedestrian and cycle
- Maximise the use of the **Holdall smartcard** that is being delivered in Norfolk as a managed service trial supported by DfT promotion. This initiative is aimed at supporting those accessing jobs, training and interviews by providing Holdall smartcards that are preloaded with tickets or cash. This aims to assist with 4,500 journeys.

### Package 4 – Overall Marketing and Brand Promotion

The presence of a strong and clearly identifiable brand for the delivery of this project will be a key element to its success. We have already established branding and marketing associated with the AtoBetter residential travel planning programme and work undertaken for STTY and we will look to build on this through all available media and communications channels. This could involve the use of pop-up shops, which we have already been offered.

### Package 5 – Independent evaluation

Crucial to the delivery of the project will be the integrated evaluation undertaken by the University of East Anglia. Evaluation of initiatives is essential to ensure that goals are achieved. The University are collaborating with NCC on the development of methods to evidence the impact of the current STTY AtoBetter initiative, and the evaluation protocol developed will be used to guide delivery and ensure the stated aims of this work will be delivered.



### B3. The Economic Case – Value for Money

#### The economic benefit of reducing car trips and increasing activity

In August 2014 the DfT published a report 'Value for Money Assessment for the Local Sustainable Transport Fund' which summarises the findings of the assessment of the VfM for the large projects. It concluded that the 12 large projects that received funding represented a combined return on investment of at least 5:1. This conclusion demonstrates that investment in local sustainable transport projects represents very high value for money. The report also notes that the VfM assessment of the smaller bids suggested that, as a package, they also represented high value for money.

Research published in 2011 by the Sustainable Development Commission in their Fairness in a Car Dependent Society report summarised typical Benefit to Cost Ratios (BCRs) for sustainable transport interventions. Some of these are shown opposite and support the DfT research.

Intervention	Typical BCR
Cycle training	7:1
Personalised travel planning	7.6:1
Travel Planning	15:1
Car share schemes	68:1

The costs to society of transport-induced poor air quality, ill-health and road accidents exceed £40 billion per year. Getting one more child to walk or cycle to school could pay back as much as £768 or £539 respectively in health benefits, NHS costs, productivity gains and reductions in air pollution and congestion. From recent Kings Fund paper.

Replacing car journeys with walking or cycling, and making roads and neighbourhood environments safer and more pleasant, could therefore deliver considerable savings. For instance, for every £1 spent on cycling provision, the NHS recoups £4 in reduced health costs, while the economy 'makes' 35p profit for every mile travelled by bike instead of car. If England were to match spending levels on cycling infrastructure in the Netherlands, the NHS could save £1.6 billion a year (Burgess 2013).

Breaking this down, getting just one more person to walk to school could pay back £768 (Department of Health et al 2011) (with savings of between £539 and £641 a year for every person who cycles instead of using their car (Davis 2012)) in terms of the health benefits to individuals, savings in NHS costs, productivity gains, and reductions in air pollution and congestion (Cabinet Office 2009; Sinnett et al 2011).

#### Economic analysis of Pushing Ahead

The analysis undertaken to assess the economic benefits for the package demonstrates that it will deliver **very high Value for Money**.

A spreadsheet based economic assessment has been conducted, drawing on a range of available data sources in order to develop estimates of both the anticipated reduction in car trips and the associated increase in walking, cycling, public transport use and car sharing.

WebTAG values for the marginal external costs (MEC) of congestion are then applied to the forecast reduction in car kilometres whilst the estimated increase in walking and cycling is used to generate likely benefits associated with reductions in mortality and absenteeism.

An appraisal period of 20 years has been assumed. This is in line with the DfT's Investing in Cycling and Walking - The Economic Case for Action'.

The appraisal period reflects the fact that the benefits are derived from revenue measures rather than infrastructure measures and that their impacts will be realised in the short term. A decay rate of 10% per annum has also been adopted beyond the funding period.

The Economic Appraisal Report which includes the scheme impacts pro forma, attached in Appendix B, outlines the assumptions and methodology for the calculation of the economic impacts of the package in more detail. The table below summarises the benefits of the package, demonstrating that the package offers **Very High Value for money, with a BCR of 6.7**.

Item	Present Values (all in 2010 prices)
Congestion	£3,023,031
Infrastructure	£24,984
Accident	£827,794
Local Air Quality	£16,656
Noise	£49,967
Greenhouse Gases	£216,526
Indirect Taxation	-£1,021,002
Absenteeism	£269,087
Physical Activity (mortality)	£4,961,886
<b>Total – Present Value Benefit (PVB)</b>	<b>£8,368,929</b>
<b>Total – Present Value Cost (PVC)</b>	<b>£1,252,775</b>
<b>Net Present Value (NPV)</b>	<b>£7,116,154</b>
<b>Benefit Cost Ratio (BCR)</b>	<b>6.7</b>

#### B4. The Financial Case – Project Costs

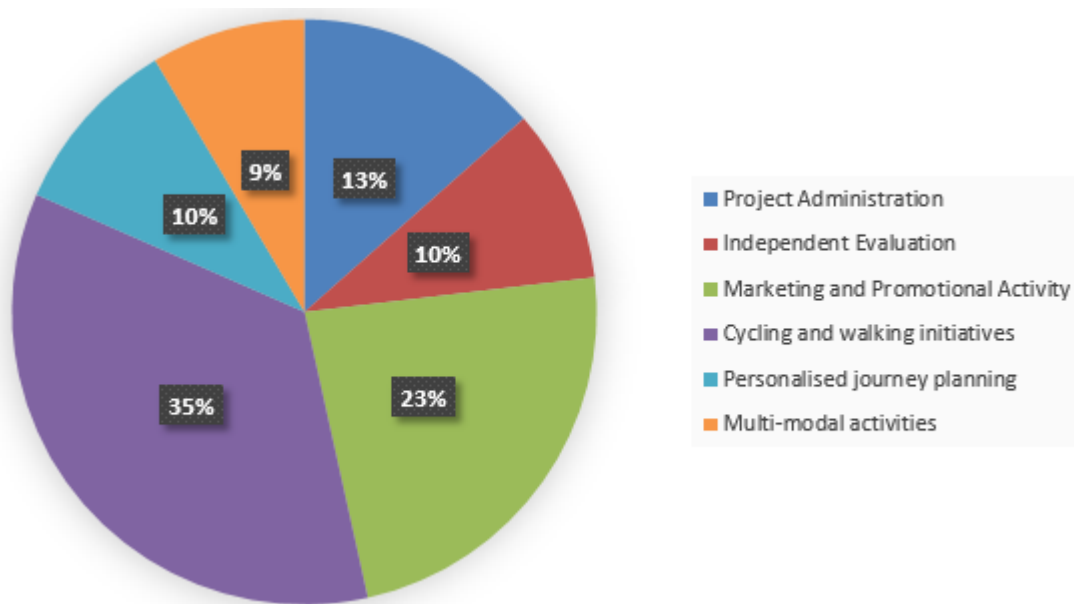
The total cost of the programme is £1,666,000. Table A below confirms that NCC will contribute £150,000 (9% of total) with a third party contribution of £28,000 (1.7% of total) with the remainder sought from the DfT. The Council's contribution is new funding, which has been agreed as match funding for 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
<b>TOTAL</b>	<b>556</b>	<b>558</b>	<b>552</b>	<b>1,666</b>

**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
<b>TOTAL</b>	<b>559</b>	<b>560</b>	<b>547</b>	<b>1,666</b>





#### **B4. Management Case - Delivery**

The programme will be able to 'hit the ground running' following the award of funding as the council will continue work with existing partners and build on the existing STTY funded Pushing Ahead and AtoBetter programmes. Existing team members will be able to follow through into the new project.

All of the external partners are well known to the County Council and in most cases existing contracts are already in place for existing scheme delivery and can be readily utilised without delay.

The County Council will utilise their contract with Mouchel and build on the AtoBetter initiative being delivered in partnership with Mouchel to expand the existing AtoBetter and Pushing Ahead delivery team to capitalise on lessons learned to date and mobilise as quickly as possible.

- a) The attached Gantt chart at Appendix B details the tasks that will be undertaken, their outline timescales, and the key milestones.
- b) This proposal does not require any land acquisition.

For this bid there are no construction projects within the package. Construction milestones are all part of other projects.

#### **B5. Management Case – Statutory Powers and Consents**

The programme does not require any statutory powers or consents.

#### **B6. Management Case – Governance**

Norfolk County Council has an excellent reputation for project delivery. Strong governance will be put in place to administer, deliver and monitor the programme. Plans for the delivery of Pushing Ahead and the timetabling of the main themes is given in Appendix C.

The Governance structure attached in Appendix D shows that the delivery of the project will continue to be overseen by the existing AtoBetter-Pushing Ahead Project Board, however, the current Pushing Ahead delivery group will be reviewed and extended to take account of the additional partners and reconstituted as the Steering Group.

In addition, the Cycling and Walking Working Group, consisting of members and officers from NCC and the Norfolk districts will receive reports on the progress of the Pushing Ahead programme.

Suffolk County Council will be asked to send a representative to each of the governance groups.

A team consisting of a project manager and officer, with additional administrative support, will be put in place using existing team members to ensure continuity of approach between the STTY funded element and the Access funded three year Pushing Ahead Programme.

#### **B7. Management Case - Risk Management**

A structured method for identifying, assessing and mitigating risk for the package has been developed and is currently being used in the STTY funded Pushing Ahead Project to ensure that a robust assessment of risk is undertaken. A risk log has been created to identify and record risks that have the potential to impact the programme or cost. The risk register, included as Appendix E, is a live document and will be updated at key stages via a risk workshop attended by all appropriate parties.

Overall there are no significant risks to delivery.

#### **B8. Management Case - Stakeholder Management**

a) Can the scheme be considered as controversial in any way?

☐ Yes ☒ No

b) Have there been any external campaigns either supporting or opposing the scheme?

☐ Yes ☒ No

#### **B9. The Commercial Case**

NCC has an excellent reputation for scheme delivery and already has an existing team and partnership arrangements in place supporting sustainable travel delivery. These partnerships bring expertise and knowledge from different sectors and enable NCC to work closely with businesses and voluntary sectors. These bring added value in terms of scheme impact and legacy going forwards. Examples include work on pop-up shops in key shopping areas, which has been offered, and our close working relationship with Bicycle Links and Pedal Park CIC has already seen a successful bike loan scheme established in Norwich and Great Yarmouth.

Throughout the delivery of the programme the team will regularly engage with a new and existing stakeholders. Most stakeholders are already known to the council from previous and ongoing projects in Norwich and Great Yarmouth and we will seek support to help raise the profile of the programme.

Where procurement is required, project deliverables and specifications will be identified at the earliest possible stage and there will be early engagement with the Procurement Team.

### **SECTION C – Monitoring, Evaluation and Benefits Realisation**

#### **C1. Monitoring and Evaluation**

The University of East Anglia have developed an evaluation protocol for the initiative. This builds on the evaluation strategy that is currently being delivered during the STTY AtoBetter initiative, 2016-17. This involves specific evaluation for key activities (e.g. PTPs and Bikeability) as well as the production of an overall evaluation framework where key performance indicators for the programme will be collected.

The framework also involves a process evaluation; process evaluation is central to determining how interventions work and whether their mechanisms perform as intended. It will therefore provide understanding of how the context within which interventions are developed and implemented impacts their effectiveness. All staff engaged in the AtoBetter

initiative are engaged with the evaluation protocol, and will continue to work with UEA to collect the necessary data at all stages of programme delivery.

Funding from the Access Fund will allow continuity and enable robust evaluation of the interventions over a longer time frame than is typically possible. So as to ensure project delivery is closely linked to intelligence from the evaluation, the University will chair the Programme Evaluation Group which will meet on a monthly basis and comprise the heads of the various delivery programmes and will also sit on the Project Delivery Board.

By submitting this bid, I agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and, where appropriate, evaluation of outcomes.

☒ Yes      ☐ No



## **SECTION D - Declarations**

### **D1. Senior Responsible Owner Declaration**

As Senior Responsible Owner for Pushing Ahead – Your Journey Your Way I hereby submit this request for approval to DfT on behalf of Norfolk County Council and confirm that I have the necessary authority to do so.

I confirm that Norfolk County Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

**Name:**

Tracy Jessop

**Signed:**



**Position:**

Assistant Director, Highways and Transport

### **D2. Section 151 Officer Declaration**

As Section 151 Officer for Norfolk County Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Norfolk County Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2019/20;
- Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

**Name:**

Simon George

**Signed:**



## **Appendices**

- Appendix A) Letters of Support
- Appendix B) Economic Appraisal Report and Scheme Impact Pro-forma
- Appendix C) Delivery programme
- Appendix D) Governance structure
- Appendix E) Risk Register

## **Appendix A. Risk Register**



Risk Register and Activity Log		Sep-16			Updated on:	
Project name	Pushing Ahead Your Journey Your Way					

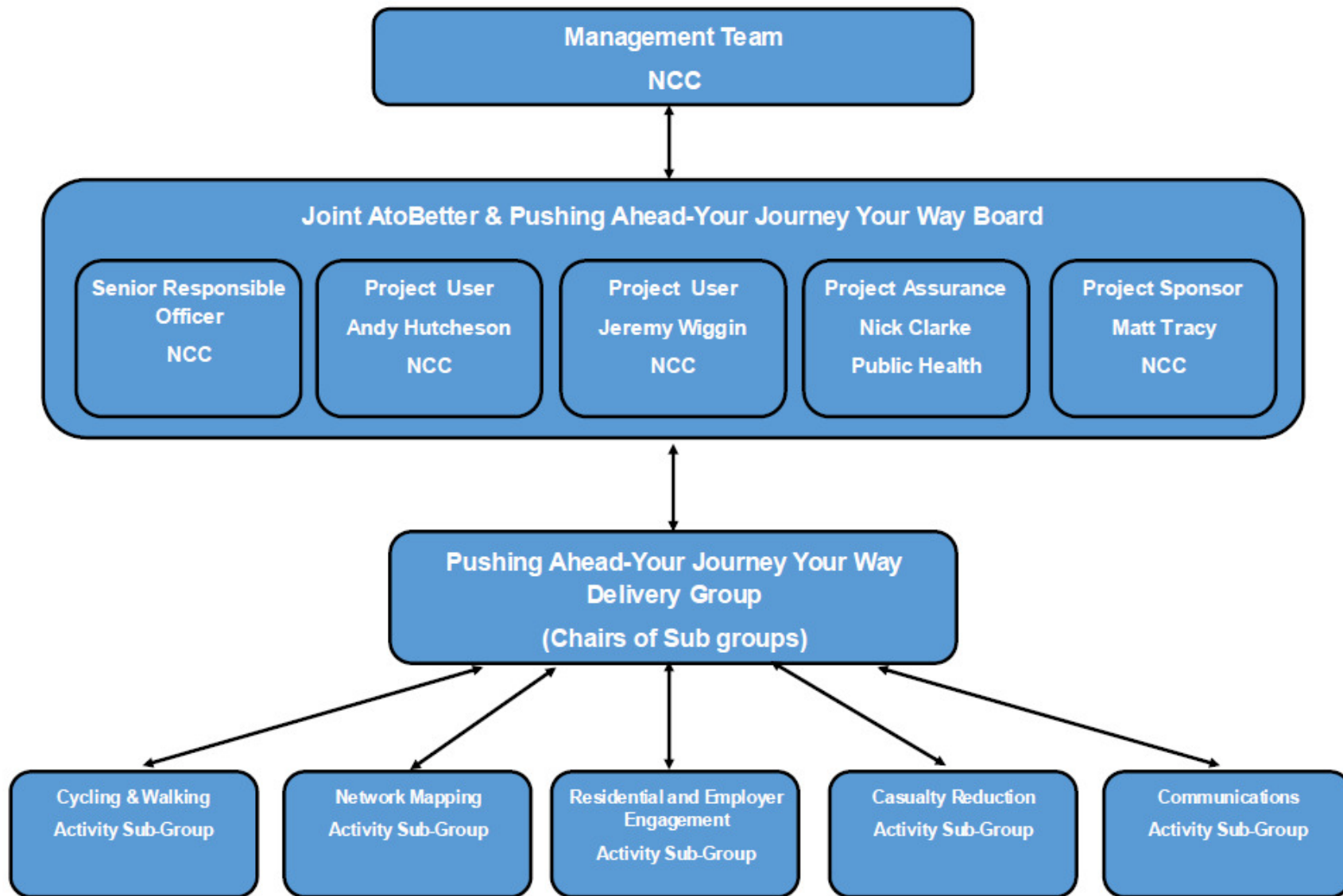
Risk name	Description	Mitigating actions	Impact	Probability	Overall score	Owner
Funding	Failure to draw down grant funding.	Examination of other funding streams and review of committed actions.	5	1	5	
Match-funding	Securing the match-funding from Invest to Save	Work with finance/funding teams	5	1	5	
Loss of key members of staff	Staff leaving / long term sick impacting on the continuity of project activities	Scheme programme developed and key staff identified. Projects delivered across teams so there is cover for staff. Robust Programme and Project Management to identify issues early	4	1	4	
Issues arising relating to the cost and delivery factors	overcommitment/overspend on budget resulting in project not being delivered successfully	Experienced project manager appointed. Regular review and monitoring.	4	1	4	
Project partners cannot secure appropriate technical expertise to deliver identified schemes	Failure to deliver project	Early appointment HR assistance	4	1	4	
Project partners unable to deliver set activities to time/budget	Failure to deliver project	Regular project delivery meetings with key personnel from each organisations to review risks and instigate actions to mitigate risk	4	2	8	
Lack of/ or negative public support/ or engagement at organised events	Failure to deliver project outcomes to deliver mode shift	Early/ Ongoing public engagement initiated.	2	2	4	
Negative media coverage	Failure to deliver project outcomes and damage to reputations	Comms Plan will be created. Regular articles/ briefing sessions with local newspapers / radio and regular updates on social media / NCC & partner websites	2	2	4	
Schemes do not have expected impact	Schemes do not have expected impact	Effective project management and monitoring/evaluation. Scheme review built into programme, to enable schemes to be adjusted if required	3	2	6	

## **Appendix B. Delivery Timetable**

Element	2016/7			2017/8				2018/9				2019/20			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Key Milestones</b>															
- Submit bid															
- DfT award announcement															
- Appoint PM and Delivery team															
- Interim Project Board meeting															
- Appoint delivery partners															
- Commence delivery															
<b>Overall Marketing and Brand Development</b>															
Brand development															
Overall programme marketing and awareness															
<b>Cycle and Walking Initiatives</b>															
Led commuting rides and social walking training and events															
Active travel commuting mapping and engagement															
Cycle and walking champion engagement and training															
Gamification - walking and cycling engagement															
Parkride events															
Pedestrian and cyclist awareness campaigns															
Loan cycles for job seekers															
Try before you buy - electric and folding bikes															
Walking and Cycle festivals (Norwich / Great Yarmouth)															
Cycle maintenance sessions (community/business/schools)															
Cycle training sessions (community/business/schools)															
<b>Personalised Journey Planning (PJP) and Promotional Activity</b>															
Enhancement of PJP tools															
Residential area PJP engagement and delivery															
Job seekers / young offenders PJP for / training / education															
James Paget Hospital - PJP for healthcare appointments															
Workplace Challenge															
Fun & Fit for all - 8 week programmes															
Parental awareness campaign in schools/clubs															
<b>Multi-Modal Initiatives</b>															
Norfolk Car Club active travel campaign and analysis															
Station Travel Plan Delivery															
Holdall smartcard assistance for job seekers															
<b>Project Governance</b>															
Project Board meetings															
Project Group meetings															
Sub group meetings															



## **Appendix C. Governance Structure**



## **Appendix D. Scheme Impact Proforma**

See attachment.



## **Appendix E. Letters of Support**

Date: 6th September 2018  
Enquiries to: Andrea Cahillane  
Tel: 01473 284210  
Email: [local.links@suffolk.gov.uk](mailto:local.links@suffolk.gov.uk)

Tracy Jessop  
Assistant Director, Highways and Transport  
Norfolk County Council  
County Hall  
Martineau Lane  
Norwich  
Norfolk  
NR1 2DH

Dear Tracy

**DfT Access Fund for Sustainable Travel**

I am writing as Assistant Director, Strategic Development, Suffolk County Council to provide my support on behalf of the Norfolk County Council bid for the Access Fund for Sustainable Travel

We are very happy to support projects which actively promote increased levels of physical activity and support the East Anglian economy, whilst also improving access to new and existing employment, education and training opportunities

The success of the Norfolk County Council bid will mean that we, at Suffolk County Council, can look forward to working with Norfolk to deliver a comprehensive package of sustainable transport measures within East Anglia.

Yours sincerely



**Sue Roper**  
Assistant Director, Strategic Development  
Resource Management



Andrew Hutcheson  
Environment Team  
Communities and Environmental Services  
Norfolk County Council  
County Hall  
Martineau Lane  
Norwich  
NR1 2SG

South Norfolk Council  
Cygnet Court  
Long Stratton  
Norwich  
NR15 2XE

*mpursehouse@s-norfolk.gov.uk*  
01508 533718

12<sup>th</sup> August 2016

Dear Andy

#### **Letter of support for the Access Fund Bid**

Delivering a sustainable transport system supports economic growth at the same time as it reduces carbon emissions, promotes equality of opportunity, improves quality of life and contributes towards better safety, security and health. These are all important priorities for South Norfolk Council.

Norfolk County Council's Access Fund bid focuses on supporting businesses and workforces in Greater Norwich and Great Yarmouth, both key growth locations identified in the New Anglia LEP's Strategic Economic Plan. The bid will further develop and support the use of infrastructure in these two key economic growth areas bolstering the investment being made through the Growth Deal, the Cycling City Ambition funding and the Norwich Distributor Road.

Public health outcomes from this work will also be significant and the focus on areas with relatively poor health outcomes and higher traffic casualty rates will provide key benefits.

South Norfolk Council sits within the Greater Norwich area and has been a keen partner with the Environment team at Norfolk County Council and fully supports this bid and the continuation of delivery of a sustainable transport system.

Yours sincerely

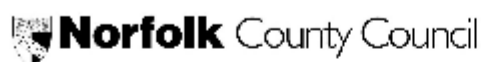
**Mike Pursehouse**  
**Early Help and Prevention Manager**  
**Early Help and Communities Team**

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Hours of opening: Monday to Friday 8.15am to 5pm  
Text phone: 01508 533622  
Out of hours service: 01508 533633  
Freephone: 0800 168 2000

[www.south-norfolk.gov.uk](http://www.south-norfolk.gov.uk)





Director of Public Health  
Norfolk County Council  
County Hall  
Martineau Lane  
Norwich NR1 2DH

Countryside Manager  
Communities and Environmental Services  
Norfolk County Council  
County Hall  
Martineau Lane  
Norwich NR1 2DH

19<sup>th</sup> August 2016

Dear Dr. Hutcheson

**DfT Access Fund bid – Norfolk County Council Public Health endorsement and contribution**

I am writing to confirm that Public Health supports the proposed bid and is in a position to offer £37,500 in match funding if the bid is successful.

The potential public health outcomes from this work are significant and the focus on areas with relatively poor health outcomes and higher traffic casualty rates will provide key benefits.

Delivering a sustainable transport system supports the aims of Public Health at the same time as it contributes to economic growth, reduces carbon emissions, promotes equality of opportunity, improves quality of life and encourages better safety, security and health. These are all important priorities.

Yours sincerely,

A handwritten signature in black ink, appearing to read "S Louise Smith".

Dr. S.J. Louise Smith  
Director of Public Health



06 September 2016



*Norwich Junior Cycle Club*

Dear Jeremy

Norwich Junior Cycling club are delighted to see Norfolk County Council working to improve cycling access and activity, and we fully support your application for the Department for Transport Access Fund.

The club has been formally set up after some trial sessions this summer, and our aims are to encourage, and make accessible, cycling opportunities for children and young people, with a mix of activity from British Cycling Go Ride coaching from qualified coaches, learn to ride FUNdamentals programme, and family trail rides. We have already had feedback from members that they have gained confidence to use their new cycling skills to use their bikes on leisure rides and journeys, with the spin off benefit of encouraging parents to cycle with them.

We currently have 2 British Cycling & National Standard qualified coaches, and are also seeking to engage parents and young leaders as volunteers, providing training & development opportunities to both these groups to become qualified coaches.

We are the only such activity provider in the greater Norwich and surrounding area, but would support the development of more such clubs, both school and community based, to enable development of competitions, social riding and coaches.

We wish you success with your bid.

Kind Regards

A handwritten signature in black ink, appearing to read 'Peter Cornwell', is written over a light blue horizontal line.

Peter Cornwell  
Interim Chair & Coach Development Officer



**NORWICH**  
City Council

Director of Regeneration & Development  
Norwich City Council  
City Hall  
Norwich  
NR2 1NH

17 August 2016

Mr Tom McCabe  
Executive director of community &  
environmental services  
Norfolk County Council  
County Hall  
Martineau Lane  
Norwich NR1 2SG

Dear Tom

**Norfolk's Access Fund bid 2016**

I am delighted to confirm that Norwich City Council welcomes the opportunity to become a partner in Norfolk's Access fund bid this year, which we fully support.

Norfolk County Council's Access Fund bid focuses on supporting businesses and workforces in Greater Norwich and Great Yarmouth, both key growth locations identified in the New Anglia LEP's Strategic Economic Plan. The bid will further develop and support the use of infrastructure in these two key economic growth areas, bolstering the investment being made through the Growth Deal, the Cycling City Ambition funding and the Norwich Distributor Road.

Promoting sustainable transport is critical to the effective delivery of our growth strategy, and without it, the full benefits of the expected growth in the Norwich area will not be realised. There has already been considerable success in engaging the community in sustainable transport projects, and the growth in the education sector across the area is meaning that delivery and access to appropriate transport is increasingly critical. Accessing work is key to the areas success, but with limited road space, and congestion issues we need to ensure that maximum use is made of the most sustainable transport modes.

This bid builds on our already successful initiatives, and infrastructure improvements, including the Growth Deal, the Cycling City Ambition funding and the Norwich Northern Distributor Road. It will not only have significant economic benefit, but result in significant environmental and social benefits

Yours sincerely

**Dave Moorcroft**  
Director of regeneration & development  
Tel: 01603 212225 Email: dave.moorcroft@norwich.gov.uk

Tracy Jessop  
Assistant Director Communities & Environmental Service  
Communities and Environmental Services  
Norfolk County Council  
County Hall  
Martineau Lane  
NORWICH NR1 2SG

31 August 2016

Dear Tracy

As Managing Director of New Anglia LEP I am writing to show our support for your bid to the Department for Transport Access Fund for Sustainable Travel.

Norfolk County Council's 'A to Better – Pushing Ahead across Anglia' project would help to deliver a sustainable transport system in our area which supports the LEP's key priority of economic growth, as well as reducing carbon emissions, promoting equality of opportunity, improving quality of life and contributing towards better safety, security and health.

Furthermore New Anglia LEP is supportive of the bid's focus on supporting businesses and workforces in Greater Norwich and Great Yarmouth. Both of these areas are important growth locations identified in our Strategic Economic Plan. The bid would further develop and support the use of infrastructure in these two key economic growth areas bolstering the investment being made through the Growth Deal, the Cycling City Ambition funding and the Norwich Distributor Road.



Chris Starkie  
Managing Director



Liftshare.com Ltd  
4 Duke Street  
Norwich  
NR3 3AJ  
01953 451166  
[info@liftshare.com](mailto:info@liftshare.com)  
[www.liftshare.com](http://www.liftshare.com)

1 September, 2016

Dear Jeremy,

**Norfolk County Council DFT Access Fund bid 2016**

Liftshare fully supports the application by Norfolk County Council for Access Funding for three years from 2016 with a clear focus on Norwich, Great Yarmouth, A11 Corridor and Thetford.

We are already working with Norfolk County Council on a range of personalised travel planning and liftsharing initiatives, some as part of the implementation of the transition fund and some in support of the Total Transport project.

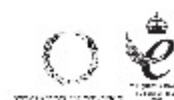
Our award winning services have a proven track record and we would see this funding as an ideal opportunity to build upon this early work to encourage increasing levels of walking, cycling and sustainable travel for health related journeys to the hospital, as well as training, education and employment related journeys in Norfolk.

Kind regards,

Mark Hand  
Business Development Director  
Liftshare.com

**BUSINESS CONFIDENTIAL**

Queen's Award for Innovation | Ashden Award for Sustainable Travel | Catalyst Award for  
Social Technology | BITC National Award for Environmental Excellence  
VLS001/ALT/11/2012





Tracy Jessop  
Assistant Director, Highways and Transport  
Norfolk County Council  
Martineau Lane  
NORWICH  
NR1 2SG

Dear Tracy

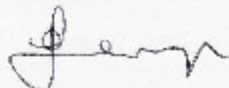
**Access Fund Bid**

The Greater Thetford Development Partnership is delighted to support the application by Norfolk County Council for the Access Fund, which focusses on supporting economic growth and access to employment, education and training.

Thetford is identified in the New Anglia Strategic Economic Plan as a growth location and there is an adopted Area Action Plan that promotes growth of 5,000 houses, 5,000 jobs and allocates 40ha of land for employment uses. The Area Action Plan promotes sustainable travel to support the planned growth and the objectives of the Access Fund to deliver increased physical activity through walking and cycling are fully consistent with that. Promoting sustainable transport is critical to the effective delivery of our growth. If the bid is successful, the Communities Sub-group of the Partnership will be involved in identifying specific issues in the Greater Thetford area that could benefit from funding.

I understand that Norfolk and Suffolk County Councils will be working together on the joint delivery and promotion of sustainable transport initiatives on the Thetford to Bury St Edmunds corridor, which will fully support and complement those schemes delivered within Thetford itself. I wish you all the luck with your application.

Regards



Graham Jemyn

Chair, Greater Thetford Development Partnership



**GREAT YARMOUTH**  
BOROUGH COUNCIL

**Director of Housing  
and Neighbourhoods**

Town Hall  
Hall Plain  
Great Yarmouth  
Norfolk  
NR30 2QF

Environment Team  
Communities and Environmental Services  
Norfolk County Council  
County Hall  
Martineau Lane  
Norwich  
NR1 2SG

Please ask for: Robert Read  
Direct Line: (01493) 846278

DX:41121 – Great Yarmouth 1

Web: [www.great-yarmouth.gov.uk](http://www.great-yarmouth.gov.uk)  
Email: [robert.read@great-yarmouth.gov.uk](mailto:robert.read@great-yarmouth.gov.uk)

Our Ref: RR/RD

17 August 2016

For the attention of:  
Dr Andrew Hutcheson  
Countryside Manager (Trails and Projects)

Dear Sir / Madam

**Letter in Support of Norfolk County Council Access Fund**

Great Yarmouth Borough Council is pleased to support Norfolk County Council's bid to the Access Fund

We believe that delivering a sustainable transport system is vital to economic growth, whilst reducing carbon emissions and protecting the environment.

Norfolk County Council's Access Fund bid focuses on supporting businesses and workforces in Greater Norwich and Great Yarmouth, both key growth locations identified in the New Anglia LEP's Strategic Economic Plan. The bid will further develop and support the use of infrastructure in these two key economic growth areas bolstering the investment being made through the Growth Deal, the Cycling City Ambition funding and the Norwich Distributor Road.

We believe strongly that our communities should be at the heart of our proposals and will work with Norfolk County Council to drive public health outcomes from this work.

We very much hope the bid is a success.

Yours faithfully

Robert Read  
Director for Housing and Neighbourhoods



First Eastern Counties Buses  
Dewey House  
7B Castle Meadow  
Norwich  
NR1 3DE  
Tel: +44 (0)1603 620 121

Norfolk County Council  
County Hall  
Martineau Lane  
Norwich  
NR1 2DH

FAO: Jeremy Wiggin

2<sup>nd</sup> September 2016

Dear Mr Wiggin

**Department of Transport Access Fund**

First fully supports the application by Norfolk County Council towards the Transport Access Fund which supports growth and job/training through increasing walking and cycling.

We are currently working in partnership with Norfolk County Council on a range of initiatives that have the collective aim of increasing sustainable travel in Norfolk.

Yours sincerely,

Steve Wickers  
Managing Director  
First Eastern Counties Buses Limited



ADVANCING  
PUBLIC  
TRANSPORT



First Eastern Counties Buses Limited  
Registered in England and Wales number 00257612  
Bus Depot, Wellesby, Charnock Road, Epsom, Surrey, UK



## COMMUNITY RAIL NORFOLK



Mr J Wiggin  
County Hall, Martineau Lane  
Norwich NR1 2DH

Dear Mr Wiggin,

27 August 2016

### Department for Transport Access Fund

Community Rail Norfolk and the Wherry Lines Community Rail Partnership fully supports the funding application by Norfolk County Council to develop key growth areas of Norwich, Great Yarmouth, A11 Corridor (Attleborough/Wymondham) and Thetford. We would like to see an the option for delivering station travel plans at some/all of these stations and work with Norfolk County Council to jointly encourage increased levels of walking and cycling through greater use of sustainable transport at all Community Rail stations within the County.

We will be happy to help promote these improvements through our publicity, on line social media and our websites.

Yours sincerely,

Ian Dinmore  
Chairman Community Rail Norfolk  
Chairman Wherry Lines Community Rail Partnership  
[www.wherrylines.org.uk](http://www.wherrylines.org.uk)  
[info@wherrylines.org.uk](mailto:info@wherrylines.org.uk)  
07538 461913

### *Please address any reply to:*

Ian Dinmore, Chair, Community Rail Norfolk, c/o Broadland District Council Offices,  
Yarmouth Road, Norwich NR1 2DU

Community Rail Norfolk is a company limited by guarantee, no. 07712720





Yare House, 62-64 Thorpe Road  
Norwich, Norfolk, NR1 1TY

tel: 01603 610734  
broads@broads-authority.gov.uk  
www.broads-authority.gov.uk

Dr Andrew Hutcheson  
Countryside Manager (Trails and Projects)  
Environment Team  
Communities and Environmental Services  
Norfolk County Council  
County Hall  
Martineau Lane  
Norwich  
NR1 2SG

Date: 5<sup>th</sup> September 2016

Subject:

To: Mr Hut

Dear Dr Hutcheson

Norfolk County Council Application to Department for Transport Access Fund

Further to our recent discussions regarding partnership working on the County Council's Cycling and Walking Action Plan and the opportunities presented by the Department for Transport's Access Fund, I am writing to confirm that the Broads Authority fully supports your proposed bid to the Access Fund.

If successful your bid has the potential to add value to the Pushing Ahead scheme which was funded through the Sustainable Travel Transition Year Fun and allow the good work that the County Council is already doing with the Broads Authority and other partners to continue.

The Broads Authority remains committed to working with the County Council to improve opportunities for cyclists and walkers to access and travel around the Broads National Park.

Please contact me if you would like to discuss this opportunity further.

Good luck with your bid.

Yours sincerely

A handwritten signature in blue ink, appearing to read "Andrea Long".

Andrea Long  
Director of Planning and Resources



Chairman: Professor Jacqui Burgess  
Chief Executive: Dr John Tackman

**Abellio Greater Anglia**

11th Floor  
One Stratford Place  
Montfitchet Road  
London E20 1EJ

t 0845 600 7245

f 01803 675243

5 September 2016

Dear Sir or Madam,

**ACCESS FUND SUBMISSION – NORFOLK COUNTY COUNCIL**

I am writing to confirm Abellio Greater Anglia's full support for the application to the above fund from Norfolk County Council.

Over the last two years we have been working in partnership with the County Council and other stakeholders to develop and deliver Station Travel Plans for our stations at Norwich and Diss. One of the prime objectives of these projects is to increase the use of sustainable modes of transport to access stations. Our research work has demonstrated that this is achievable at both locations, with increases predicted in walking, cycling and bus use, subject to a comprehensive action plan being delivered. In turn, the measures to be adopted will support the growth in rail travel from these two important centres.

Given the success of this approach, we would be very supportive of a wider programme in the corridors served by our Norwich to Great Yarmouth and Norwich to Cambridge services, which could be taken forward during the next East Anglia franchise that commences in October.

The County Council has a key role to play in delivery of significant elements of the Action Plans. On the basis of previous achievements, we have every confidence in the success of the project and have no hesitation in supporting this challenging and worthwhile bid.

Yours sincerely,



**Geraint Hughes**  
**Partnerships Manager**

telephone 07798 858367

email [geraint.hughes@abelliogreateranglia.co.uk](mailto:geraint.hughes@abelliogreateranglia.co.uk)

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5 Fleet Place, London EC4M 7RD  
Registered in England No: 08428389

An Abellio company

# Norfolk Local Access Forum

Item No.

<b>Report title:</b>	<b>Pathmakers – Burgh Castle Project</b>
<b>Date of meeting:</b>	<b>19 April 2017</b>
<b>Responsible Officer:</b>	<b>Tracy Jessop, Assistant Director Highways and Transport</b>
<b>Strategic impact</b> This event will help to raise the profile of the Norfolk Local Access Forum and Pathmakers – the NLAF’s charitable arm.	

## Executive summary

Pathmakers has completed work on its first project - the 600 metre Burgh Castle boardwalk and is planning a launch event for an invited audience including disabled access groups and media which will take place on 14<sup>th</sup> June 2017. The proposed agenda is as follows:

- 1400 – 1405 – start and welcome from Pathmakers – Martin Sullivan (Burgh Castle Village Hall)
- 1405 – 1410 – short words from Caroline Davison (Norfolk Archaeological Trust)
- 1410 – 1415 - short words from WREN
- 1415 – 1425 – walk to boardwalk
- 1430 – 1445 – celebrity cuts ribbon, says a few words. Photo opportunity
- 1445 – 1515 – walk around boardwalk
- 1515 – 1530 – refreshments at the village hall
- 1530 – 1545 – presentation of certificates for Norwich City College students
- 1545 – optional guided tours of Burgh Castle
- 1615 - end

### Recommendations:

**That the NLAF note the date (all are welcome to attend) and act as advocates for Pathmakers and the new boardwalk facility at Burgh Castle**

## 1. Proposal (or options)

- 1.1. That the NLAF attend the event and/or act as advocates for the new boardwalk

## 2. Evidence

- 2.1. None

## 3. Financial Implications

- 3.1. None

## 4. Issues, risks and innovation

- 4.1. None

## 5. Background

- 5.1. Pathmakers – the NLAF’s charitable arm - is continuing to work to improve opportunities for safe and sustainable ways to access the countryside in Norfolk.

Pathmakers can bridge the gap between the NLAF's aims for improvements to access and what is feasible (given restricted capacity in local communities and the limitations of the public sector to make improvements on the ground). For example, Pathmakers will seek to make the countryside more accessible to benefit rural communities by securing resources to make this possible.

## **Officer Contact**

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

**Officer name :** Su Waldron

**Tel No. :** 01603 222810

**Email address :** [su.waldron@norfolk.gov.uk](mailto:su.waldron@norfolk.gov.uk)



If you need this report 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.



# Norfolk Local Access Forum

Item No.

<b>Report title:</b>	<b>PROW Sub-Group March Report</b>
<b>Date of meeting:</b>	<b>19 April 2017</b>
<b>Responsible Officer:</b>	<b>Tracy Jessop, Assistant Director, Highways and Transport</b>

## **Strategic impact**

### **1 Widening Access to Public Paths**

A review of rights of way and access provision to increase the use of PROW by cycles would generate extra work for NCC staff. In the longer term, the challenges would be, firstly identifying suitable routes or pilots for paths to cycle on, secondly ensuring they met an adequate standard for cycling, thirdly mapping and maintaining them and fourthly enforcing “responsible access”. It is hard to see how this would be possible in the current economic climate without external resources. Discussions of a pilot would need to take these considerations into account.

### **2. Support for Footpath Wardens in Parishes**

A second Parish Council Seminar would help to support NCC Communities work and provide opportunities for other discussions around the role of Pathmakers, Permissive Access and wider volunteer roles.

### **3 2026 – Claims for Lost Paths**

Better coordination of claims would help to manage the workload of the NCC Definitive Map Team who are already struggling with a backload, and ensure that key routes are given priority.

## **Executive summary**

### **1 Widening Access to Public Paths**

Cycling UK is supporting British Cycling and a number of other partners in writing to English and Welsh ministers calling for a review of rights of way and access provision. With pilot projects to test the feasibility of different models of improved access for cyclists proposed as a way forward, their off-road cycling advisor, has set out the case for greater responsible access. At its meeting on 1 March 2017, the LAF agreed to encourage a dialogue with British Cycling and Cycling UK to explore whether Norfolk might pilot a location for trials and to research properly the likely effects of enhanced off-road cycle access and the PROW Sub-Group Agreed to take it away and investigate further.

### **2 Support for Footpath Wardens in Parishes**

The Senior Trails Officer is developing a single reporting system for members of the public and volunteer wardens which will become part of the NCC reporting system. Once finalised it will be available to Parish Wardens with an information pack.

It was agreed that a second Parish Council Seminar would be useful, particularly for parishes who are interested but need more support and this is recommended to the LAF. The subgroup proposes to discuss this in more detail at its next meeting on 12 June.

### **3 2026 – Claims for Lost Paths**

There is a need to coordinate claims for “lost paths” and to prioritise the key ones, reduce duplication and withdraw those unlikely to succeed. Ken Hawkins is working with Helen Chester and others to establish a coordination point for claims.

## **Recommendations:**

### **Concerning**

1. **Widening Access to Public Paths**, the Sub-Group recommends that the LAF responds to Cycling UK saying they are  
“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” is encouraged. However they can foresee significant problems 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”
2. **Support for Footpath Wardens in Parishes**, The sub-Group recommends that the LAF organises a second Parish Council Seminar
3. **2026 – Claims for Lost Paths**  
The LAF should support the establishment of a first point of contact for coordination of claims.

## **1. Proposal (or options)**

- 1.1. As above

## **2. Evidence**

- 2.1. Presented to LAF meeting of 1 March 2017

## **3. Financial Implications**

- 3.1. None

## **4 Issues, risks and innovation**

NA

## **5 Background**

See LAF Papers [1 March 2017](#)

## **Officer Contact**

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

**Officer name :** Ken Hawkins (Chair PROW Sub-Group) **Tel No. :** 01603 224461

**Email address :** ken-hawkins@tiscali.co.uk



# Norfolk County Council

## NORFOLK LOCAL ACCESS FORUM

### DRAFT Public Rights of Way Subgroup Minutes

**Date:** Monday 27 March 2017 **Time:** 2pm - 4pm

<b>Present</b>	
Neil Cliff (NC)	U3A
Ken Hawkins (KH) (Chair)	Norfolk Local Access Forum
Ian Mitchell (IM)	The Ramblers
Jean Stratford (JS)	Norfolk Local Access Forum
Martin Sullivan (MS)	Norfolk Local Access Forum
<b>In attendance</b>	
Russell Wilson (RW)	Senior Trails Officer (Infrastructure)
Grahame Bygrave (GB)	Area Manager South (Highways Maintenance)
Sarah Abercrombie (SA)	Senior Projects Officer (Environment)

Item	Description
<b>1</b>	<b>Apologies for absence</b> were received from Keith Bacon and Helen Leith
<b>2</b>	<b>Minutes of the meeting on 5 December 2016</b> The minutes were agreed as a correct record
<b>3</b>	<b>Matters arising from the minutes, not already on the agenda</b>
3.1	Walking and Cycling Strategy The Strategy has been adopted by Norfolk County Council at the last NCC Environment, Development and Transport Committee Meeting. It is on the Agenda for the LAF of 19 <sup>th</sup> April 2017. [Note: the document is available via <a href="http://norfolkcc.cmis.uk.com/norfolkcc/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/654/Committee/18/Default.aspx">http://norfolkcc.cmis.uk.com/norfolkcc/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/654/Committee/18/Default.aspx</a> , item 17, Appendix A.]
3.2	Maintenance and enforcement issues It was noted that the guidance leaflets are now available on the NCC website. GB said that once the new systems are in place after 1 <sup>st</sup> April, he would be able to report in more detail on this.
<b>4</b>	<b>Highways/ Trails Management</b>
4.1	GB showed the map of the new areas, which will be reduced from 4 to three across Norfolk from April 1 <sup>st</sup> 2017: <ul style="list-style-type: none"> <li>West Norfolk; Area Manager Karl Rands; Countryside Access Officer David Mills</li> <li>North (incl East); Area Manager Chris Alston: Countryside Access Officer Sarah Price</li> <li>South (incl Brecks); Area Manager Grahame Bygrave: Countryside Access Officer Jody Thurston</li> </ul>

The Countryside Access Officers will be responsible for planned maintenance of PROW and prioritisation/ management of responses to reports/ incidents from the public.

The Trails Team will be responsible for delivery of projects, the management of the National Trail (Norfolk Coast Path and Peddars Way) and external funding for Countryside Access Projects.



<b>5</b>	<b>Issues considered at LAF Meeting 1<sup>st</sup> March 2017</b>
5.1	Public Rights of Way Maintenance and Countryside Access. Covered in previous item 4.1
5.2	<p>Widening Access to Public Paths</p> <p>Following discussion it was agreed that the Sub-Group will recommend that the LAF responds to the CTC saying they are</p> <p>“Happy in principle that there should be a change in legislation providing better access for cyclists to public paths as long as “responsible access” is encouraged. However they can foresee significant problems in the detail particularly</p> <ul style="list-style-type: none"> <li>• Defining which routes would be suitable</li> <li>• Agreeing and meeting adequate standards</li> <li>• Raising resources to meet the costs of mapping and management</li> <li>• Enforcing ‘responsible access’”</li> </ul>
5.3	<p>Actions to Improve Public Satisfaction with Rights of Way in Norfolk</p> <ol style="list-style-type: none"> <li>1. Improve signage <ol style="list-style-type: none"> <li>a. RW reported that 850 signs have been installed over the last 8 years</li> <li>b. GB reported more than 150 finger posts installed in South Norfolk in the last year</li> </ol> </li> <li>2. Remove obstructions <ol style="list-style-type: none"> <li>a. RW reported improvements in arrangements with cutting contractors on path surfaces</li> <li>b. GB reported levels of engagement with landowners to improve reinstatement following crop management as well as overgrowth alongside paths.</li> </ol> </li> <li>3. Improve user friendliness of online reporting system <ol style="list-style-type: none"> <li>a. Reporting system part of NCC corporate system. Customer feedback is part of continuous improvement. Sub-Group/ LAF to send any comments/ suggestions to GB or RW and they will feedback to corporate team.</li> </ol> </li> </ol>
5.4	<p>Support for Footpath Wardens in Parishes</p> <p>RW explained he is developing a single reporting system for members of the public and volunteer wardens which will be part of the NCC reporting system as above. Once finalised it will be available to Parish Wardens with an information pack. KH said that different approaches will be needed for</p> <ul style="list-style-type: none"> <li>• Active Parishes</li> <li>• Parishes who are interested but need more support</li> <li>• Parishes who are not interested</li> </ul> <p>It was agreed that a second Parish Council Seminar would be useful, particularly for the second group as above and this would be recommended to the LAF.</p> <p>RW proposed that the next meeting of this subgroup should be devoted to this sole topic.</p>
5.5	<p>2026 – Routes claiming Rights of Way before 1.1.2026 deadline</p> <p>There is a need to coordinate claims to prioritise the key ones and reduce</p>

	<p>duplication.</p> <p>KW is working with HC and is offering to provide a coordination point for claims. The Sub-Group to propose this solution to the LAF. MS emphasised the need for unique identification of routes being considered.</p>
<b>6</b>	<b>Partnership and Community Working</b>
6.1	<p>Ramblers Cutting Programme</p> <p>Progressing as planned. RW noted that NCC was meeting its contractors on 18 April and would be contacting The Ramblers after that.</p>
6.2	<p>Liaison for Planning Applications</p> <p>RW reported that this is no longer a function for the Countryside Access Officers but will be taken on by the Trails Team.</p>
6.3	No other issues
<b>7</b>	<p><b>NAIP</b></p> <p>KH has drafted a walkers section for the NAIP and will continue to coordinate with the NAIP sub-group. He invited comment on this and any other aspect of the NAIP; IM and MS offered some comments.</p>
<b>8</b>	<p><b>Reports from NCC Officers</b></p> <p>Nothing to add</p>
<b>9</b>	<p><b>Any other business</b></p> <p>None raised</p>
<b>10</b>	<p><b>Dates of meetings 2017</b></p> <p>The LAF is meeting on 19 April, 5 July and 11 October 2017. This group is meeting on Mondays 12 June and 18 September 2017, from 2pm to 4pm.</p>

# Norfolk Local Access Forum

Item No.

<b>Report title:</b>	<b>Local Access Forum National Conference</b>
<b>Date of meeting:</b>	<b>19 April 2017</b>
<b>Responsible Officer:</b>	<b>Tracy Jessop, Assistant Director, Highways and Transport</b>
<b>Strategic impact</b>  This provides an opportunity to: <ul style="list-style-type: none"><li>• Learn from DEFRA/ Natural England about their plans for LAFs</li><li>• Contribute to national discussions on LAF issues</li><li>• Network with other LAFS</li></ul>	

## Executive summary

The new date for the 2017 LAF national conference is Wednesday 21<sup>st</sup> June 2017, Carrs Lane, Birmingham, B4 7SX and will run from 10:30 – 16:00. They are asking for suggestions in reference to speakers / workshops / content.

Martin Sullivan is able to attend as chair and there is one more place. Martin is offering to run a workshop about the Pathmakers Burgh Castle Project.

Ken Hawkins suggested a workshop topic on how authorities manage reducing budgets for PRoW maintenance

### **Recommendations:**

**To agree two representatives to attend the conference.**

## 1. Proposal (or options)

1.1. To agree two representatives to attend the conference.

### 1. Evidence

NA

### 2. Financial Implications

NA

### 3. Issues, risks and innovation

NA

### 4. Background

After consulting LAFs, Natural England organised 2 national LAF conferences for 2016 in Bristol and Leeds. The Bristol 'South' conference was held on Tuesday 23rd February 2016 at Natural England's Bristol office and the Leeds 'North' conference was held on 1st March 2016 at the Oxford Place Centre. All LAFs were asked to nominate a representative to attend a conference (in addition to members doing talks or running workshops) and around three quarters (72%) of LAFs were represented with 111 delegates in total attending both conferences. In the online consultation we invited LAF members to suggest the topics of most

interest to them and this resulted in a programme with a range of speakers and workshop facilitators from the LAFs, Defra and from other organisations with an interest in public access.

The 2016 presentations included:

- an update from Defra on the Deregulation Act
- the Disabled Ramblers on barriers to disabled access
- the British Horse Society on creating new rights of way and influencing local authorities
- alternative funding for access projects from John Dennis.

Workshops were held on the subjects of:

- recreational vehicles
- Dartmoor and Exmoor National Park's Naturally Healthy project
- charitable status for LAF sub-groups
- 2026
- registering white roads
- disability access
- dementia inclusive walks
- the Sandstone Way
- access prioritisation
- cycling on footpaths
- Nottinghamshire guided walks.

The lively discussions within workshops, and informally in the margins of the conferences, along with positive feedback from delegates, clearly demonstrated that the events were worthwhile and appreciated

Further information and downloads of presentations and workshop documentation:

<http://publications.naturalengland.org.uk/publication/5560243957268480>

## Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

**Officer name :** Sarah Abercrombie      **Tel No. :** 01603 224461

**Email address :** Sarah.abercrombie@norfolk.gov.uk



If you need this report 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.