

Appendix 1

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (vi) - A COMMUNITY-BASED ACCESS NETWORK									
(vi) A community led access network <i>We will increase the involvement of communities in the development of their local access network working with parish councils, volunteers and other community organisations.</i>									
Objective/Action	OUTCOME	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities	NOTES FROM STAKEHOLDER EVENT	STAR RATING (STAKEHOLDER EVENT)
1. Engage user groups and communities in the management of the network								<p>I live near Drayton and have been surprised ow many neighbours do not know about the Marriott's Way (Rosalind Bark)</p> <p>Don't forget the businesses in the community. Hilary Cox</p>	
1.1 Management and support for community access network	Number of events for Parishes/ Parish schemes		0 Annual report - feedback		Norfolk Trails, Highways, NLAF, Pathmakers			Help commuities by equipping them with the necessary skills to improve access and use local PROWS	
1.2 Support volunteer networks	Highways Team; Norfolk Trails Volunteers		2 Annual report - feedback		Norfolk Trails, Highways, NLAF, Pathmakers			TRF are ?? Volunteer group to provide byway repairs. Mark Lindley	
1.3 Develop other volunteer opportunities	Friends Schemes	?	Annual report - feedback		Norfolk Trails, NLAF Pathmakers			<p>In Leeds, a local wood had a volunteer group and signed volunteer opportunites in the wood. Rosalind Bark</p> <p>Opportunity to create volunteer holidays (as per the National Trust) - partner with accommodation providers to implement (Lucy Downing)</p>	
1.4 Users, volunteers and communities represented on the Norfolk Local Access Forum advising Norfolk County Council about countryside access in Norfolk	Norfolk Local Access Forum meetings		Attendance and minutes of meetings		Democratic Services, NLAF and Norfolk Trails				
2. Engage community groups in project development and delivery								<p>Happy to help with introductions to community groups in Thetford area. Tom Fadden</p> <p>Need to engage businesses in key local ares to establish ideas for projects (Lucy Downing)</p> <p>It is VITAL to involve the community/users in all aspects of promotion and take on board both positive and negative views. Local Groups, parish coundils, local organisations (Hilary Cox)</p>	**
2.1 Develop ideas for projects benefitting the local area	Number of project ideas		Annual report - feedback		NCC, Districts and Parishes, NLAF, Pathmakers			<p>Green Pilgrimage project will help develop and understand local benefits</p> <p>Social and economic benefits</p> <p>CSLRGE (?) UEA</p> <p>Disused railways</p>	

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<div> <div>(vi) A community led access network</div> <div>We will increase the involvement of communities in the development of their local access network working with parish councils, volunteers and other community organisations.</div> </div>									
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2.2 Support an independent Charitable Organisation (Pathmakers) in developing and funding community projects	Pathmakers Business Plan Meetings		Review of plan Meeting minutes		Norfolk Local Access Forum, Pathmakers				
Pathmakers Projects developed and delivered with users and local communities	Number of projects developed and delivered		Project monitoring and evaluation		Norfolk Local Access Forum, Pathmakers, Users and Communities				

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (ii) - A WELL CONNECTED ACCESS NETWORK									
(ii) A well connected access network.									
<i>We will develop an integrated green infrastructure network of routes and paths that provide opportunities for all users, improve accessibility of the network and develop opportunities to connect with places of natural and cultural heritage for visitors or for work/education/recreation for residents.</i>									
Objective/Action	OUTCOME	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities	NOTES FROM STAKEHOLDER EVENT	STAR RATING (STAKEHOLDER EVENT)
1. Provide more opportunities to walk, cycle and ride								<p>Maximise the county farm assets to develop the structure.</p> <p>Michael Rayner (CPRE): Try to ensure connectivity of trails with public transport - Peddars Way is particularly poorly served</p>	
1.1 Increase the number of multimodal routes + 10 - SA to help with this.	<ul style="list-style-type: none"> funding applications for route improvements funding applications for route creation increase the length of the network + 100 miles 	700 kms trails x PROW - walking x kms cycle routes x kms bridle ways		DoT Sustainable Transport Fund			Norfolk Cycling and Walking Strategy	Both 1.1 and 1.2 should be easily attainable. Ian Mitchell. ECP -major mileage (see target under 1.2)	
1.2 Increase the length of the network + 100 miles								More than number of ?? of miles than about areas of county that are underserved (Rosalind Bark)	
2. Connect up rural paths to provide "green corridors" increasing the resilience of wildlife populations.								This would be greatly aided around Norwich bey establishment of a Green Belt on the green wedges model based on green corridors. Michael Rayner	
2.1 Improve the connectivity between routes; Improve natural capital, landscape conectivity and ecosystem services.	x green corridors Replace dead trees and those threatened by pests, diseases and climate change to create continuity of habitat and landscape features			Trees Outside Woods Project Ash Die Back Project	Environment Team, NCC			<p>County Farms</p> <p>Connect fragmented routes by improving poor paths (poor surface and access) with other routes ie pths beside roads and quiet country lanes eg Aylsham to Marsham to Hevingham to Felthorpe to Marriott's Way to link a mid-circuit loop. Jenni Turner</p> <p>Link with King's Lynn Transport strategy being prepared currently (Phil Shreeve)</p>	***
2.2 . Improve the connectivity with schools, work places, market towns, businesses, key attractions	Green infrastructure plans, local plans 100 x circular and link routes x schools, x work places, x market towns, x businesses, x attractions		Delivery of plans	Community Infrastructure Levy Section 107			The Norfolk Trails Plan the AONB Plan - Access and Recreation Strategy the Broads Authority Plan - Integrated Access Strategy Greater Norwich Infrastructure Plan - Green Infrastructure Priority Corridors	<p>this would encourage partents/residents to leave their cars at home and cycle /walk to school, shops work</p> <p>Yes, great! Get the teachers involved and identify links to the curriculum - fulfils 'understanding' in the well-connected workstation. Measure by numbers of school activities using the paths. Jenni Turner</p>	***
3. Establish priorities for claiming/ recording historic routes	<ul style="list-style-type: none"> applications to record historical routes (by 2026) 		Annual review	voluntary organisations and other applicants	NLAF/ Ramblers/ NCC	2018 - 2026		Developing cost effective routes, identifying benefits to the whole range of users/potential users. Putting systems in place to measure benefits. Danyel Hampson	

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4. Establish a structure and procedure for Permissive Access to private land in Norfolk	Plan for gaps in network where Permissive Access needed		Annual review		NNC/ NLAF				

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (vii) - A HEALTHY ACCESS NETWORK									
<p><i>(vii) A healthy access network</i></p> <p><i>We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network.</i></p> <p><i>We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network.</i></p>								<p>NADIA JONES REWORDING SUGGESTION: "We will improve the health and wellbeing of users through initiatives which promote and demonstrate the benefits of physical activity to those not currently using the network. We will develop support and projects for identified groups to prevent ill health through active travel and physical activity as a leisure option for local people where health inequalities are prevalent."</p>	
Objective/Action	OUTCOME	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities	NOTES FROM STAKEHOLDER EVENT	STAR RATING (STAKEHOLDER EVENT)
1. Demonstrate the health value of the network	x number of people from target groups active x number of people say they have improved health		To engage and monitor activities using: • EU Health Economic Assessment Tool (HEAT) with UEA • Active Travel - travel diaries with UEA • Physical activity - pedometers -UEA • Health questions (EQ-5DTM) with UEA	Pushing Ahead	NCC/ Active Norfolk/ UEA	2018-2020		<p>Rewording of the header for this theme is needed - Nadia Jones</p> <p>Introduce a Norfolk health mascot for families/kids to engage with and to help communicate messages to get outdoors.</p> <p>Green pilgrimage</p> <p>UEA can help with measuring Green Pilgrimage (Danyel Hampson)</p> <p>UEA - Green Pilgrimage (Danyel Hampson)</p> <p>Green Pilgrimage - to September 2019 (Danyel Hampson)</p> <p>Green Pilgrimage connects with disused railways project. (Danyel Hampson)</p> <p>Positive health benefit of morocycle trail riding (Mark Lindley)</p>	
2. Develop project applications for funding support/ increased access for target groups								Active Norfolk have data on prevelent issues that physical activity can contribute to improving. Provision around access cold be targetted based on priritoes identified through this data.	
2.1 Develop projects to improve access opportunities for people with physical disabilities	Improvements to routes	Mileage - increase + 10%		Various projects	NCC/ Active Norfolk/ Pathmakers	2018-2020		<p>Projects need to enable unstructured self-motivated use of countryside in order to achieve sustainable difference</p> <p>Clear signage on Angles Way from Great Yarmouth to Burgh Castle is needed - remove gates (George Saunders)</p> <p>Tyrell's Wood - needs an accessible bridge (George Saunders)</p>	
2.2 Develop projects to improve access opportunities for people with mild to moderate mental health issues including dementia	Dementia Walks	None	No and length	SAIL	NCC/ Active Norfolk/ Pathmakers	2018-2020		Target local residents with demographic data	

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2.3 Develop projects to improve access opportunities for the elderly	Outdoor activities for older people	Number of participants 500; Baseline 71% elderly population inactive: SAIL reduce to 35%	Number participants; % elderly population no longer inactive	SAIL	NCC/ Active Norfolk/ Pathmakers	2018-2020		Need targetted approaches for health and isolation (comment seconded by Stephen Hulme)	
2.4 Develop projects to improve access opportunities for families with young children	Activities and events	Number of participants		Marriotts Way	NCC/ Active Norfolk/ Pathmakers	2018-2020		Drayton accessibility ramps (Rosalind Bark) Social prescribing link/ with promoting messages	*
2.5 Develop projects to improve access opportunities for young people	Activities and events	Number of participants		Pushing Ahead	NCC/ Active Norfolk/ Pathmakers	2018-2020		Local knowledge shared in communities Statement of actions - address health inequalities Develop projects through primary school contacts (Ian Mitchell)	*
2.6 Develop projects to improve access opportunities for Black, Asian and minority ethnic groups	tbc							Work with NNDC. Dementia walks.	
2.7 Develop projects to improve access for schools	Activities and events	Number of participants		Pushing Ahead	NCC/ Active Norfolk/ Pathmakers	2018-2020		Develop school trip opportunities and communicate out to schools in the county (walks, improvemets, rubbish, sculptures, free labour etc). Needs to start with primary schoooks, possibly leading an interesting route on school outinds (Ian Mitchell) Engage with schools based on curriculum - eg ecological surveys	

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3. Promote Active Travel initiatives to school, work and for other regular journeys, including Personal Journey Planning (PJP)			<ul style="list-style-type: none"> Study (impact on children - UEA) 					<p>Promotion of Marriott's Way leaflets. Rosalind Bark.</p> <p>We need to understand key journeys made by people who can benefit most that can be done off-road. Residential to workplace</p> <p>Problems engaging with the health sector experineced by Planning. (Peter Jermany)</p> <p>Opportunity to engage with the King's Lynn Transport strategy currently being prepared (Peter Jermany)</p> <p>Active travel espeically for schools. ? ? New build estates must have walking and cycle routes. Hilary Cox</p>	*

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (v) - A WELL INFORMED ACCESS NETWORK									
(v) A well informed access network <i>We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies.</i>									
Objective/Action	OUTCOME	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities	NOTES FROM STAKEHOLDER EVENT	STAR RATING (STAKEHOLDER EVENT)
1. Maintain good standards of GIS data on the access network	Good management of spatial information and data								
1.1 Maintain the Norfolk Interactive Map of Public Rights of Way in Norfolk	Updates to PROW Interactive Map norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/map-and-statement-of-public-rights-of-way-in-norfolk	Interactive map of PROW on the NCC website	Annual report usage		NCC Highways	Annual		also consider mapping products that are not online (Rosalind Bark) The interactive map is the most valuable tool for reporting path problems (Ian Mitchell) New system for reporting issues is better. Feedback when issues fixed. Routes digitised and downloadable as GPX files for use in GPS (Access routes). Stuart Smith. Issues with online access in rural Norfolk. Alternative approaches (Nadia Jones) Gamification? Needs to be well thought out. Nadia Jones	*
1.2 .Maintain the Norfolk Trails interactive map showing promoted routes – long distance trails and circular routes	Updates to Trails Interactive Map maps.norfolk.gov.uk/trails/	Trails Interactive Map on the NCC website	Annual report usage		NCC Norfolk Trails	Annual		Technology is wonderful but there is a large audience who don't engage that way. Newsletters and word of mouth is important (Tom Fadden) Resources that work with screen readers for people using assistive technology. Accessibility issues with technology. Independent living groups - info on access for all routes etc. Perhaps via ambassadors? Testing out technology for people using assistive technology eg screen readers.	
1.3 Maintain the Definitive Map of PROW – showing the legal map base systems	Updates to the Definitive Map norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/map-and-statement-of-public-rights-of-way-in-norfolk/definitive-statements	Online version of the Norfolk Definitive Map of Public Rights of Way (copy of the legal documents)	Annual report usage		NCC Highways	Annual		Definitive Map - linke to online TROs (Mark Linley)	*
2. Link access data with other spatial data on natural and cultural heritage	Integration of access information with other mapping/datasets								
2.1 NBIS Designated Wildlife Sites	Updates of Wildlife Sites nbis.org.uk/designated-sites	Designated Wildlife Sites	Feedback from users					All access to mapping in all forms is vital, including links to historic and wildlife sites. Hilary Cox	

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2.2 Norfolk Historic Environment Database	Updates of Historic Environment Datasets	Norfolk Heritage Explorer heritage.norfolk.gov.uk/map-search	Feedback from users						
2.3 Googlemaps	360° views of Norfolk Trails using Googletrekker technology theverge.com/2013/6/27/4471740/google-invites-you-to-borrow-its-trekker-street-view-backpacks-and0		0 Feedback from users		Norfolk Trails/ Googlemaps	2018	GOOGLEMAPS google.co.uk/maps/@52.7773626,1.1661729,9.92z		
3. Link access data to individual businesses, attractions and accommodation	Integration of access information with other mapping/datasets (measure how many)							Create an online portal housing all resources (imagery, leaflet pdfs, documents etc. for businesses to access and use. Lucy Downing	****
3.1 PDF downloads of short and circular walks	Updates of businesses and links	Trails Short and Circular Walks norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails/short-and-circular-walks	Annual report usage	SAIL, Coastal Treasures Projects	NCC Trails	Annual			*
4. Link access data to other relevant Norfolk County Council, national and regional economic, health and planning data	Integration of access information with other mapping/datasets							Consider links with Norfolk Directory as go to place for social prescriptions (linke to health and wellbeing)	
4.1 Active Norfolk map of health outcomes in Norfolk, with a layer for Norfolk Trails	Updates of relevant information; App for smartphones	Norfolk Insight/ Active Norfolk Active Map norfolkinsight.org.uk/dyna-microreports/activemap/atlas.html	Annual report usage	SAIL, Geovation	Active Norfolk, Pathmakers	Annual			
5. Link access data to studies that monitor engagement with the natural environment									
5.1 Input to the Natural England survey with information about the ways that people engage with the natural environment such as visiting the countryside, enjoying green spaces in towns and cities, watching wildlife and volunteering to help protect the natural environment.		Natural England MENE gov.uk/government/collecti- ons/monitor-of- engagement-with-the- natural-environment- survey-purpose-and- results	Annual report usage		Natural England	Annual	MAGIC natureonthemap.naturalen- gland.org.uk/MagicMap.as px	Publicising volunteer opportunities - newsletter, advertising, people aren't aware of opportunities	

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (iv) - A WELL PROMOTED ACCESS NETWORK									
<i>(iv) A well promoted access network</i>									
<i>We will communicate Norfolk's outstanding countryside and the benefits of outdoor activity for all users, and develop a communications plan to reach key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users).</i>									
Objective/Action	OUTCOME	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities	NOTES FROM STAKEHOLDER EVENT	STAR RATING (STAKEHOLDER EVENT)
1. To increase the use of the network								Create an online portal housing all resources (imagery, leaflet pdfs, documents etc. for businesses to access and use. Lucy Downing	
1.1 Increase the use of the network by key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users) - Increased use of the network by 20%	Reports from Trails Counte	Nos users of Trails	Trails Counters Feedback from users	Users/ partners	NCC/ Trails/ Visit Norfolk/ Norfolk LAF	2018-2023		Promote directly to disabled people eg equal lives.Access groups (Norwich, Wymondham) and Independent living groups (Norwich, Thetford, Poringland.) Tom Fadden	*****
1.2 Increase use of the network by visitors from outside Norfolk in the UK and overseas	Reports from Projects		Trails Counters Feedback from users	Green Pilgrimage Project Coastal Treasures Project				How to publicise/target visitors TV programmes, (Countryfile, Spring Watch) all give a plug for Norfolk. The walking and cycling angle needs to be promoted a bit. Ian Mitchell	*
2. Raise awareness about the value of the network to stakeholders and a wider public	Parish Council events		Numbers at events Feedback from events		NCC/ NLAF			Awareness, not only of the economic value but of the long-term health/well being values. Hilary Cox	***
3. Promote the access network in a style appropriate to the audience, particularly taking advantage of modern technology	A Communications Plan identifying appropriate materials and communication channels for audiences					10 year communications plan		This has strong links with health and wellbeing theme. Consideraton needs to be made to reach those who can benefit most form physical activity/access for outdoors - those who won't think to seek these opportunites won't immediately understand the benefit	
3.1 Develop websites	Websites	NCC Trails Website NLAF Website Pathmakers Website Visit Norfolk/ DMO websites	Usage/ annual review	Projects	NCC/ NLAF	2018-2023		Diversity of promotionla material as many people do not have access to the internet. E.g. in libraries, local businesses, churches, WI groups etc.	*
3.2 Develop printed material	Print	Leaflets	Feedback/ annual review	Projects	NCC/ NLAF	2018-2023			
3.3 Develop press releases and media relationships	Press/ media		Response/ publications	Projects	NCC/ NLAF	2018-2023		positive promotion of MPV useage (Mark Lindley)	*
3.4 Develop social media presence	Social media	Trails Twitter and Facebook accounts	Followers/ Twitter/ Facebook reports	Projects	NCC/ NLAF	2018-2023			
3.5 Develop a photo and video library	Photo/ video library	Photos/ videos	Usage/ Review	Projects	NCC/ NLAF	2018-2023		for press, media and businesses to access and use	

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3.6 Develop apps, audio visual products and augmented reality	Apps using new technology	Apps, audio visual products, augmented reality	Usage/ Review	Projects	NCC/ NLAF	2018-2023		More information on trails, circular walks at access points, eg in Drayton, Marriott's Way All forms of media are vital to promote the network - a selection of all is necessary to reach all audiences (Hilary Cox)	
3.7 Develop events	Events	Annual Walking and Cycling Festival	Attendance/ feedback	Projects	NCC/ NLAF	2018-2023		Walking festivals are a great way to bring people in	*
3.8 Develop accessible print and online versions of appropriate publications	Accessible versions	Appropriate print/ online versions	Usage/ Annual review	Projects	NCC/ NLAF	2018-2023		Include disabled people in the production of accessible documents. Speak to Equal lives as a starting point (Tom Fadden)	

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(iii) A well protected environment.									
<i>We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.</i>									
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1. Manage the impact of visitors on sensitive parts of the environment (including the historic environment)						?	Growth Plans Greater Norwich, Kings Lynn and Thetford	Educate the next generation about wildlife and countryside (Tom Fadden) Use KLWN habitat monitoring and mitigation payments fund - open for bids and protecting European sites - contact the Norfolk Coast Partnership (Peter Jermany)	*
1.1 provide access whilst protecting the historic environment	Well designed access that manages visitors effectively to protect the historic environment.	Sites where visitor impact is an issue	Annual reports on achievements relating to protecting the historic environment.	Plans for . NCC owned buildings and routes	NCC and District Councils	?			***
1.2 Provide access whilst protecting the natural environment	Well designed access that manages visitors effectively to protect the natural environment.	% of protected sites with adverse conservation condition attributable to access	Annual reports on achievements relating to protecting the natural environment.	Reports from Recreational Impacts - put in correct report title Project AONB Management Plan norfolkcoastaonb.org.uk/partnership/aonb-management-plan/377 Natural England report. MH to advise	NCC and District Councils Norfolk Coast Partnership	2014-2019	Growth Plans Greater Norwich, Kings Lynn and Thetford	volunteer opportunities for local residents and others to work on paths/routes (Rosalind Bark)	
1.3 Improve all abilities access to historic and natural environment	x number of natural/historic sites with all abilities access	Number of NCC all access routes	numbers of people with limited mobility accessing sites	Externally funded projects;	NCC	10 years	Local Plans	Finding out the meaning and vlue of the differen attribute of the environment in rlation to different users and potential walkers. Danyel Hampson Bus links to access walks eg wheelchair (Stuart Smith, Karl Read). Rechard points along walks for wheelchair batteries (Stuart Smith, Karl Read).	*
1.4 Promote the use of public transport to access routes	Pushing Ahead pushingaheadnorfolk.co.uk/plan-a-journey	Better information on website for public transport. Promote Norfol Trails on buses and at bus stops	• Promotion of sustainable transport options	Externally funded projects;	Norfolk Trails, Highways Passenger Transport	2017-2019	Growth Plans Greater Norwich, Kings Lynn and Thetford	Greater connectivity with public transport with some county trails eg Peddar's Way (Michael Rayner)	**
1.5 Protect and enhance biodiversity on the access network	x species x habitats	x miles trails x local nature reserves x county wildlife sites	Develop and action management plans to achieve greater diversity of habitat and species biodiversity plans	Plans for NCC owned sites and routes AONB Management Plan Broads Management Plan	NCC and District Councils Norfolk Biodiversity Information Service Norfolk Wildlife Trust Broads Authority North Norfolk AONB Partnership	?		Creation of a Green Belt around Norwich on the 'green wedges' model would give greater long-term statutory protection for green corridors etc. Michael Rayner	*

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1.6 Improve the resilience to pests, diseases and climate change of connecting linear tree features	x species x linear features		Tree age class and species distribution more diverse	Norfolk CC Tree Policy Ash Die Back Project	NCC and District Councils	2018 - 2028	NCC 20 year ash dieback management strategy (in development)		
1.6 Develop shared goals for access improvement with Broads Local Access Forum (BLAF)	Joint Plan/s between NCC and Broads Authority, Norfolk Local Access Forum and Broads Local Access Forum	Individual Plans	Joint Plans	Broads Water, Mills and Marshes Project (broads-authority.gov.uk/looking-after/projects/water.-mills-and-marshes) Broads Integrated Access Strategy (broads-authority.gov.uk/looking-after/managing-land-and-water/recreation-and-tourism/access) Broads Plan (broads-authority.gov.uk/broads-authority/how-we-work/strategy)	Norfolk County Council Broads Authority	2017-2022			
2. Improve understanding about the local environment through information, education and advice								Improve understanding of local forestry eg Thetford Forest. Local people have little info. Nick Johnson QR codes for path users to use mobile phones to access information which can be edited and updated to keep it current. Cheaper and better than information boards along pahts. Count hits of QR information (Jenni Turner)	**
2.1 Engage schools, promote the protection of the countryside and provide opportunities for those who find difficulty in learning in a classroom environment	Marriott's Way Heritage Project delivery		• Educational projects	Marriotts Way HLF	Norfolk Trails, stakeholders	2017-2020		I belive more could be done to work with schools, who will be using these routes in the future (Hilary cox)	*
2.2 Increase the understanding of visitors and residents about sites	Reports from information, education and advice projects		x number of people with improved understanding about the natural and historic environment	Marriotts Way HLF Project; Mills Marshes Project; Fen Rivers Way Project	Norfolk County Council Broads Authority Suffolk County Council			I live in Drayton and many neighbours do not know about Marriott's Way (Rosalind Bark). Military heritage. Michael Rayner	***
3. Reduce the impact of climate change, flooding and other weather incidents on sites and access to sites	Plans		• NCC, Environment Agency, Broads Authority and District Council Flood Plans	Broads Flood Alleviation Project bfap.org/			Climate Change		

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (iii) - A WELL PROTECTED ENVIRONMENT									
<i>(iii) A well protected environment.</i> <i>We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.</i>									
Objective/Action	OUTCOME	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities	NOTES FROM STAKEHOLDER EVENT	STAR RATING (STAKEHOLDER EVENT)
Protection of coastline, coastal communities, coast path	Eco-system based solutions		Kms/hectares of dune/ communities/ path protected	Endure	Norfolk County Council			contineu to support coast path access (signage, path, surfaces etc. Ian Mitchell Engage with Hunstanton Coastal Management Plans - currently being prepared (Peter Jermany) Contineu to work with other stakeholders in connection with coastal communities (Hilary Cox)	**
Look at comments received from the Bishop of Norwich									

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (viii) - A VALUABLE ACCESS NETWORK									
<i>(viii) A valuable access network</i>									
<i>We will maximise the economic benefits to Norfolk that are generated through the access network. We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.</i>									
Objective/Action	OUTCOME	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities	NOTES FROM STAKEHOLDER EVENT	STAR RATING (STAKEHOLDER EVENT)
1. Work with businesses, tourism agencies and DMOs (Destination Management Organisations) and others to maximise the benefits for the visitor economy					*	*		Economics - in terms of savings too - 'eommute routes' between holiday accommodation and tourist sites/attractions/honey spots. Jenni Turner Contact Business groups. UEA Norwich Buseinss School. Alumni. Tom Fadden. Organise Trails rides (motor cycle) - revenue-generating; charity (local). Mark Lindley	***** (with partner and timetable with one star also)
1.1 Develop a supportive network of businesses linked to Norfolk Trails	x business networks established x businesses engaged		Minutes of meetings Annual review	National Trail, Coast Path, Coastal Treasures	NCC/ Norfolk Trails	2017-2019		Develop bridleway loops. Link in with current needs. Broads Authority Existing board working well. Enjoy being part of this (Jason Borthwick). Lucy Downing) Broads Authority to partner Norfolk Trails already link with local businesses along the route (Hilary Cox)	
1.2 Widen network to co-ordinate with other partners/ agencies	x Consultations, attendance at events		Feedback		Norfolk Local Access Forum		New Anglia Economic Strategy, Rural Development Plan	work with Pubs - especially ?? Adjacent to parks (Jenni Turner)	
2. Increase the number of visitors to the network by 20%									
2.1 Analyse data from route counters to measure the number of users	Reports on usage of Trails from route counters		Insight Track Report		NCC/ Norfolk Trails		LEP Economic Strategy	Measuring: UEA/C Serge (Danyel Hampson). UEA (Rosalind Bark) (to partner) Norfolk Trails already do 2.1 and 2.2 (Hilary Cox)	
2.2 Develop surveys to analyse the characteristics of users	Reports on feedback from users		Insight Track Report		NCC/ Norfolk Trails		LEP Economic Strategy	Measuring: UEA/C Serge (Danyel Hampson). UEA/C Serge (Danyel Hampson) - partners . Opportunities for undergraduates and masters students research projects on environmental valorisation (Rosalind Bark)	

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (viii) - A VALUABLE ACCESS NETWORK									
(viii) A valuable access network We will maximise the economic benefits to Norfolk that are generated through the access network. We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.									
Objective/Action	OUTCOME	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities	NOTES FROM STAKEHOLDER EVENT	STAR RATING (STAKEHOLDER EVENT)
3. Establish a methodology demonstrating the economic value of the network								Evidence and data is important for future reference and promotion: people counters, survey's and website access are all good places to gain the information (Hilary Cox). UEA/C Serge (Danyel Hampson). UEA/C Serge (Danyel Hampson) - partners	
3.1 Develop systems for measuring the benefit of access to the environment								UEA/C Serge (Danyel Hampson) can help as a partner and with measuring	
3.2 Develop a system for measuring the natural capital and ecosystem services of the network								Cycle routes (Restricted byways) linking to visitor destination points - Tourism, business viability UEA/C Serge (Danyel Hampson) can help as a partner and with measuring	
4. Engage businesses and provide support packages such as training for promotion using the access network								Engage more private sector businesses. FSB. Business Forums, Tourism Businesses (Jason Borthwick)	*
4.1 Improve website content to show links between walks and businesses and other facilities	Website with links to businesses set up		Annual review website stats	National Trail, Coastal Treasures	NCC/ Norfolk Trails	2017-2019		Less time spent gathering data, spend more time engaging with businesses about access, possibilities and possible improvements (Jason Borthwick) Highlight accessible facilities and places of interest alongside access for all routes (and checked!) Stuart Smith Working with all stakeholders is an initial connection, but all levels are necessary (Hilary Cox)	*

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (viii) - A VALUABLE ACCESS NETWORK									
(viii) A valuable access network We will maximise the economic benefits to Norfolk that are generated through the access network. We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.									
Objective/Action	OUTCOME	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities	NOTES FROM STAKEHOLDER EVENT	STAR RATING (STAKEHOLDER EVENT)
4.2 Promote the network with partners as part of the Visit Norfolk offer	Visit Norfolk Walking/ Cycling offers visitnorfolk.co.uk/		Annual review website stats		Visit Norfolk		LEP Economic Strategy	Have one place online where all businesses can access digital files for marketing (logos, images, documents etc). Lucy Downing House all visitor consumer information on tourism website instead of Council website (visit norfolk.co.uk) to increase reach to public. Lucy Downing Give the economic development teeth at all levels to impact positively on planning and business development (Jason Borthwick) Sponsorship by the private Sector (Lucy Downing; Jason Borthwick)	*
5. Provide services linking the network with local businesses including signage, mapping, social media, sponsorship and themed promotions									*
								Benefits from District Borough Tourism/Economic Development officers working with Norfolk countryside team (Peter Jermany)	
								Business champions who connect council teams/people with businesses to increase involvement - outreach! Lucy Downing	
								Create a paths route map tools, such as the AA route finder - visitors don't know localtions and routes of paths. Users follow using Sat Nav on phones. C App? Monitor uses?? Can add tourist information to th maps (Jenni Turner)	
								Share raw user and ?? Data with businesses, not mediated reports (Jason Borthwick). Use language that is more readable to businesses/tourism/marketing people (Jason Borthwick)	

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (i) - A WELL MANAGED NETWORK									
(i) A well-managed access network. We will manage a well-signed and maintained network of multiuse routes efficiently and economically -both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.									
Objective/Action	OUTCOME	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities	NOTES FROM STAKEHOLDER EVENT	STAR RATING (STAKEHOLDER EVENT)
1 To improve the Highways and transport network	Highways and transport network improved	56 (national average 56) norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/performance/roads-and-transport-performance/nht-network-survey	KPI (CURRENTLY 52, IMPROVED BY 5% OVER 10 YEARS OVER LIFE OF THE PLAN		NCC	10 years	TAMP; Norfolk Transport Strategy; Cycling and Walking strategy; local plans	More volunteers includig community groups. Fund-raisers? Raising awareness of member funding.	
1.1 Manage and improve signage	PROW and Trails maintained/ created; Signs replaced or installed. Ensure there is Public Right of Way sign where the public right of way meets a metalled road as a minimum (statutory requirement). A legible network (that people can find their way around)	find out what last 3 years complaints are relating to signs - ask Matt Worden (SW).	Monitoring of complaints specific to signage. Aim to reduce by 5% over the life of the plan.	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC, NLAF/ PROW sub-group	Annual	TAMP (Manage and maintain the transport network to an appropriate standard), Norfolk Trails	Would like to see MPV signage on UCRs	*
1.2 Manage path surfaces and vegetation	PROW and Trails appropriately maintained	3,200 km Highways 700 kms Trails - need to check 700km - RW to confirm	Monitoring of complaints specific to management of path surfaces and vegetation. Aim to reduce by 5% over the life of the plan.	Countryside Access Officers and Trails Officers. Cutting contract	Highways and Trails Teams, NCC , NLAF/ PROW sub-group; Ramblers; parish councils and voluntary groups. NCC is lead partner	Annual	TAMP, Norfolk Trails	Local businesses donate materials to maintain local paths - through local councils. Local people provide labour. Needs proactive leader in local groups eg Sunday lunches Develop a network of wardens looking at maintaining local footpaths etc. Surface vegetation management is vital for continuous use (Hilary Cox)	*****
1.3 Create routes without barriers.	PROW and Trails maintained/ created; Barriers removed and replaced	x miles audited on Norfolk Trails - RW to advise	Annual report on numbers of barriers removed. Aim to remove barriers on 500 miles of Norfolk Trails and PROW over the timespan of the plan	Countryside Access Officers and Trails Officers; externally funded projects	Highways and Trails Teams, NCC, NLAF/ PROW sub-group, landowners and managers, Ramblers, Natural England	Annual	TAMP, Norfolk Trails	Construct smal length of paths to open up longer paths. ? Out to ensure wheelchair access . Active Trails comments	

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: THEME (i) - A WELL MANAGED NETWORK									
<i>(i) A well-managed access network.</i>									
<i>We will manage a well-signed and maintained network of multiuse routes efficiently and economically -both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.</i>									
Objective/Action	OUTCOME	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities	NOTES FROM STAKEHOLDER EVENT	STAR RATING (STAKEHOLDER EVENT)
1.4 Manage linear landscape features containing trees	NCC Tree Policy used and adapted to embrace the special requirements of management of the PROW and Trails Network (safe and ecologically diverse network)	talk to TRG and AC over baseline figures	Trees inspected in line with policy. TRG/AC to come up with figures	Countryside Access Officers and Trails Officers. NCC arobgricultural and woodland officers; externally funded projects	Highways and Trails Teams; Defra; Norfolk Wildlife Trust, Natural England, Suffolk CC; National Trust, Woodland Trust; Forestry Commission	As per tree policy (1 - 5 yearly inspection)	NCC Tree Policy; Government's 25 year plan for the Environment; District Council local tree strategies; Norfolk 25 year plan for the environment	Link with King's Lynn and West Norfolk Tree Strategy (Peter Jermany)	
2. Maintain a robust system for managing PROW/ Trails records.	One system for managing PROW/Trails records	2 separate systems currently exist (CAMS and Yotta)	by March 2019 all records held on one system	NCC internal resources	NCC	Mar-19	contributes to other Council priorities e.g. TAMP		
2.1 Create an effective relationship with landowners to achieve results within statutory timescales	Improved relationship with landowners. Better managed network	2017/2018 112 number Section 134-137 Non-reinstatement Notices sent; 12 number Section 143 Removal Obstruction Notices sent	Number of complaints. Monitor numbers of S 134 notices issued to landowners	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC	Annual	TAMP, Norfolk Trails Plan		
2.2 to address issues reported (where appropriate) - percentage of issues resolved increased to 75% over lifetime of the plan	Issues are resolved in a timely and effective manner.	1790 queries: 51% resolved (date) - SA to confirm date	% responded to in accordance with agreed timescales. (measured using the CRM reporting system)	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC	Annual	NCC Customer Services Strategy; (Customer Relationship management System)	Not enough made in the Plan about the public reporting problems they find on PROW. This sytem has improved radically in the past year (Ian Mitchell) Continue the good work on opportunities for the public to report issues and feedback (Hilary Cox)	
2.3 Maintain the definitive map for Norfolk	Definitive Map		Number of searches	Definitive Map Team	Highways Legal Orders	Annual	TAMP, Norfolk Trails		*
2.4 Record and manage changes to the definitive map	Public Path Orders, Modification Orders, deposits and declarations	1) 20 applications received in respect of '2026' routes (user group representatives and parish councils) 2) 'live' applications being dealt with 43 3) average number of applications annually 27	Numbers of applications received, being dealt with and actioned	Definitive Map Team	Highways Legal Orders	Annual	TAMP, Norfolk Trails		
3. Manage the National Trails (Peddars Way, Norfolk Coast Path, England Coast Path)	Maintain the Peddars Way/ Norfolk Coast Path/ England Coast Path route up to National Trail KPI standard Speak to RW publications.naturalengland.org.uk/publication/6238141?category=211280	Peddars Way complete; Norfolk Coast Path complete: England Coast Path: Norfolk Section 1 (Weybourne to Sea Palling) and Norfolk Section 2 (Sea Palling to Hopton) completed.	User Surveys, Annual Report to NE	Norfolk Trails	Norfolk National Trail Partnership	Annual	National Trail		* *
3.1 England Coast Path in Norfolk - see RW									