

Norfolk County Council

Record of Individual Cabinet Member Decision

Responsible Cabinet Member: Cllr Graham Plant (Cabinet Member for Highways, Infrastructure & Transport)

Background and Purpose:

Decision:

The Cabinet Member is asked to approve the Draft Norfolk Walking, Wheeling and Cycling Strategy 2023 to go to public consultation.

Is it a key decision? No

Is it subject to call-in? Yes

If Yes – the deadline for call-in is: 4pm, Thursday 12 October 2023

Impact of the Decision:

The Norfolk Walking, Wheeling and Cycling Strategy will help to create a positive impact on the physical and mental health of people in Norfolk, our environment and air quality, or communities and our local economy. By delivering on our 'Seven Steps to Success' we want to achieve a number of outcomes for Norfolk including:

- Communities know the benefits of walking, wheeling and cycling and have the confidence, capability, opportunity and motivation to change their travel behaviours
- Projects are well informed by partners, stakeholders and local communities' expertise and local knowledge ensuring projects meet their needs
- A walking, wheeling and cycling network that can be enjoyed by everyone which is safe, well maintained, accessible and considers the needs of all types of user
- New developments support good access to sustainable travel, facilitate walking, wheeling and cycling and safeguard the environment and air quality
- Multi-modal journeys are simple and convenient enabling people to travel further and flexibly via sustainable modes
- New technologies are used to enable active travel, including micromobility, gain insight into the way people in travel in Norfolk, and support the achievement of net zero carbon emissions in transport by 2050

- Close partnership working ensuring walking, wheeling and cycling interventions are joined up and collective challenges are overcome. More detail on these outcomes can be found within the draft strategy in Appendix A.

The draft strategy outlines how it's proposed these outcomes are achieved and will be supported primarily by the delivery of the Countywide Local Cycling and Walking Infrastructure Plan (LCWIP) and Norfolk Access Improvement Plan (NAIP) as well as other local strategies and plans which are also outlined within the draft strategy.

The draft strategy will influence the future funding NCC can obtain from Active Travel England. Active Travel England are working alongside local authorities to ensure people have the high-quality infrastructure needed to make active travel part of their everyday lives, supporting the achievement of the Gear Change vision for half of all journeys in towns and cities to be walked or cycled by 2030. Achieving this objective will be challenging, so Active Travel England are focusing their resources on councils that have strong leadership, ambition and a track record of delivery. Following a self-assessment of Norfolk's own active travel capabilities, Active Travel England provided Norfolk with a rating of 2 out of 4. We want to improve on this rating as it is linked to funding, and being able to demonstrate our ambition for walking, wheeling and cycling in an updated strategy for Norfolk is a step towards this.

Agreeing to publicly consult on the Draft Norfolk Walking, Wheeling and Cycling Strategy will enable the strategy to progress with the input of the public, partners and stakeholders, allowing us to move closer to adopting the new strategy and its implementation.

Evidence and reason for the decision:

The draft Norfolk Walking, Wheeling and Cycling Strategy has been informed by a variety of evidence and data as well as results from recent LTP4 and LCWIP consultations.

Norfolk County Council also led two workshops with internal and external officers, stakeholders and partners on 4 May 2023 and 15 June 2023, as set out in 1.7 of the report.

The workshops, data collection and reviews of recent consultations show that Norfolk faces a number of challenges which the strategy looks to help overcome. These include, but are not limited to, population growth, maintenance and levels of physical activity.

Evidence has also informed knowledge of the benefits of walking, wheeling and cycling and the reasons for promoting these modes of transport. Key benefits include prevention and management of chronic conditions and diseases, support for improved air quality and reduced carbon emissions,

enablement of multi-modal journeys through share schemes, and support for the local economy.

More information on evidence which helps to inform the strategy can be found within the Draft Strategy in Appendix A and within the Databook in Appendix B.

Approval to publicly consult on the draft Norfolk Walking, Wheeling and Cycling Strategy is being sought. This will support the strategy in progressing towards adoption by ensuring the views of and level of support from the public, partners and stakeholders are taken into account. Progressing the strategy is important as it sets a direction for how we will remove the barriers and unlock the benefits walking wheeling and cycling can bring to people, the environment and our local economy.

Alternative options considered and rejected:

An alternative option would be to not undertake an update to Norfolk's Walking and Cycling Strategy (2017). This option however is not advised as the existing 2017 strategy does not account for the new policy direction coming from central government and our local policies and plans such as LTP4. Not undertaking the strategy could also impact on our ability to access future funding from Active Travel England as it would reduce our potential to achieve the higher capability rating. Having an adopted Walking, Wheeling and Cycling Strategy will help to boost NCC's rating by showing our ambition and plan for active travel in the county, supporting us in securing future funding. It is therefore important that the proposal is accepted in order to progress towards the consultation and subsequent strategy adoption in time for the next active travel assessment.

Another alternative option would be to not publicly consult on the draft Norfolk Walking, Wheeling and Cycling Strategy. This option is not advised as public, partner and stakeholder input into our updated strategy is essential to ensure we are meeting the needs of people in Norfolk.

Financial, Resource or other implications considered:

None: Costs for the consultation will be met from existing budgets. A budget of £400 from the Local Transport Plan 4 funding has been set aside for consultation promotion activities.

Delivery of the strategy will be funded from a number of sources including the council's Local Transport Plan capital funding, successful bids, developers and funding via Active Travel England, see above. The scale and pace of delivery will depend on future funding levels secured.

Record of any conflict of interest:

None.

Background documents:

- [Gear Change: A bold vision for cycling and walking](#)
- [Better Together, For Norfolk 2021-25](#)
- [Norfolk Local Transport Plan 4](#)
- [Norfolk Countywide Local Cycling and Walking Infrastructure Plan](#)
- [Norfolk Access Improvement Plan 2019-2029](#)
- Equality Impact Assessment: Available on request
- Data Protection Impact Assessment: Available on request
- Further relevant documents can be found referenced within the Draft Norfolk Walking Wheeling and Cycling Strategy 2023.

Date of Decision: 02/10/2023

Publication Date of Decision: 5 October 2023

Signed by Cabinet Member: Councillor Graham Plant

I confirm that I have made the decision set out above, for the reasons also set out.

Signed: Verbal agreement given at Informal Cabinet on 2 October 2023

Print name: Cllr Graham Plant

Date: 02/10/2023

Accompanying documents:

- Draft Norfolk Walking, Wheeling and Cycling Strategy 2023
- Draft Norfolk Walking, Wheeling and Cycling Strategy Databook 2023

Once you have completed your internal department clearance process and obtained agreement of the Cabinet Member, send your completed decision notice together with the report and green form to committees@norfolk.gov.uk

Individual Cabinet Member Decision Report

Item No:

Report Title: Draft Norfolk Walking, Wheeling and Cycling Strategy Consultation 2023

Date of Meeting: N/A

Responsible Cabinet Member: Cllr Graham Plant (Cabinet Member for Highways, Infrastructure & Transport)

Responsible Director: Chris Starkie (Director of Growth and Investment)

Is this a Key Decision? No

If this is a Key Decision, date added to the Forward Plan of Key Decisions: N/A

Executive Summary / Introduction from Cabinet Member

An update to Norfolk's existing Walking and Cycling Strategy (2017) has been developed. The updated strategy takes account of new government and local policies plans and strategies which place walking, wheeling and cycling at the heart of decision making. The Department for Transport's Gear Change Vision (2020) was a catalyst for change and set the ambitious target for half of journeys in towns and cities to be walked or cycled by 2030. Norfolk County Council's (NCC's) Local Transport Plan 4 (LTP4) also places emphasis on the role of active travel to deliver a sustainable Norfolk and enhance Norfolk's quality of life.

The benefits of walking, wheeling and cycling are well documented. The strategy will unlock these, support local and government visions, and overcome existing barriers to walking, wheeling and cycling as a natural choice for short journeys, or as part of a longer journey, to create a healthier and greener Norfolk. The ability for the council to do this will depend on it being able to draw down sufficient funding, and so the scale and pace of delivery will be dependent on future resource levels. The draft Norfolk Walking, Wheeling and Cycling Strategy (Appendix A) and adjoining Databook (Appendix B) have been developed with the input of numerous NCC service areas and workshops with internal and external officers, partners and stakeholders, helping to join up work across the county. The updated strategy

outlines and guides, at a high-level, how NCC will achieve this and present the outcomes NCC want to see.

It is now appropriate to broaden our feedback on the draft strategy. A public consultation survey on the draft strategy hosted on Citizen Space launching mid-late October, subject to sign-off dates, is proposed.

The Infrastructure and Development Select Committee have been given the opportunity, at the meeting on Wednesday 13 September 2023, to provide their views on the draft strategy ahead of a Delegated Decision. Their feedback has been taken account of ahead of the launch of the public consultation. Approval from the Cabinet Member for Highways, Infrastructure and Transport to pursue a public consultation on the strategy is sought.

Following the consultation, the responses will be analysed, necessary amendments to the strategy document made and the updated strategy will return to Infrastructure and Development Select Committee for comment and go to Cabinet for final approval and adoption in 2024.

Recommendations:

- 1. The Cabinet Member is asked to approve the Draft Norfolk Walking, Wheeling and Cycling Strategy 2023 for public consultation.**

1. Background and Purpose

- 1.1** In July 2020 the Department for Transport (DfT) published Gear Change: A bold vision for cycling and walking. The document is a catalyst for change and places walking, wheeling and cycling at the heart of decision making to create safer streets, healthier, happier and greener communities, provide convenient and accessible travel. The vision also sets out ambitious targets for walking and cycling, with an aim for half of all journeys in towns and cities to be walked or cycled by 2030. This new vision, Norfolk's Local Transport Plan 4 (LTP4), and a number of other important national and local plans and policies relating to transport, public health, environment and climate, all place emphasis on the role of walking, wheeling and cycling to support improved physical and mental health, to safeguard the environment and support the local economy.
- 1.2** To account for this, an update to Norfolk's existing Walking and Cycling Strategy (2017) has been developed. The draft Norfolk Walking, Wheeling and Cycling Strategy 2023 sits beneath LTP4 and brings together national and local transport, environmental and public health ambitions. The strategy sets the context for NCC's County-wide Local Cycling and Walking Infrastructure Plan (LCWIP) and enables a joined-up approach to our investment in walking, wheeling and cycling into the future. The strategy explores the challenges and opportunities faced to enable people in Norfolk to walk wheel and cycle more often and as the natural choice for short journeys or as part of longer journeys,

with 50% of journeys in towns and cities walked and cycled by 2030, which is government's target, and proposes steps to success and achieving this.

- 1.3 The updated strategy introduces the term 'wheeling' when discussing walking and cycling which includes people who mobility aids such as wheelchairs and mobility scooters.
- 1.4 Norfolk has a strong track record in attracting funding for active travel schemes. Since 2020, Norfolk County Council has received over £5.5million from the Department for Transport's Active Travel Fund to deliver a step change in the provision of active travel and better streets for walking, wheeling and cycling. In addition, Norfolk County Council has been able to deliver active travel schemes through successful funding bids with District, Borough and City Council partners through the Transforming Cities Fund and Town Deals. This has seen the delivery of new crossings, cycle parking facilities, cycle lanes and campaigns, to name a few, making Norfolk a safer, healthier, and more attractive place to choose to walk, wheel and cycle. Norfolk also has a number of defined walking and cycling routes across the county, including networks of Public Rights of Way and long distance trails. Despite this, there is still work to be done to make walking, wheeling and cycling a natural choice. The updated strategy looks to address this, but the scale and pace of delivery, and the ability of the council to achieve its ambitious vision, will be dependent on the authority being able to secure sufficient funding to enable delivery of schemes and other intended actions.
- 1.6 Producing an updated Norfolk Walking, Wheeling and Cycling Strategy will:
 - Better align our strategy to national and local policies
 - Help overcome the barriers faced to walking, wheeling and cycling in Norfolk and unlock their benefits
 - Support Norfolk in securing funding. This is particularly the case with funding from Active Travel England as we can demonstrate we have a comprehensive plan and direction for walking, wheeling and cycling in Norfolk, helping to raise our Active Travel Capability Rating (see section 3.3 for more information on this).
- 1.7 The draft strategy to date has been developed with input from numerous NCC service areas and two workshops, one with internal officers and the other with external officers, partners and stakeholders, have been undertaken to understand the challenges and opportunities relating to walking, wheeling and cycling within different departments and areas of work. The workshops were also an opportunity to discuss how these could be addressed. Feedback from the sessions has informed the draft strategy and have helped to join the strategy up with work across the county.
- 1.8 It is now appropriate to broaden feedback on the draft strategy to ensure public, stakeholder and partner views and level of support for the draft strategy are taken into account before progressing towards adoption. The purpose of this

report is to obtain sign-off to launch a public consultation on the draft Norfolk Walking, Wheeling and Cycling Strategy which can be found in Appendix A.

2. Proposal

- 2.1 The draft Norfolk Walking, Wheeling and Cycling Strategy vision is “to create a healthier and greener Norfolk by enabling people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, with 50% of the journeys in towns and cities to be completed by walking, wheeling and cycling by 2030”. This aligns with DfT’s Gear Change vision, DfT’s Cycling and Walking Investment Strategy 2 as well as our local plans and policies.
- 2.2 The Strategy outlines ‘Seven Steps to Success’ which propose what we will do to achieve our vision. These are:
 1. Engage with local communities and enable behavioural change
 2. Create a safe, connected and well-maintained walking, wheeling, and cycling network for all that gets people to where they need to be
 3. Build healthy places, spaces and communities
 4. Support multi-modal journeys
 5. Embrace new technology
 6. Remove barriers to provide a network that is accessible, inclusive and considers the needs of all users
 7. Work with our partners to achieve common ambitions.
- 2.3 A public consultation on the draft Norfolk Walking, Wheeling and Cycling Strategy is proposed. The consultation will be hosted on Citizen Space with an expected launch in mid-late October, subject to sign-off. The consultation will ask the public for their views on the draft Strategy’s vision and what we propose is done to achieve this. The consultation will be publicised and sent to a list of stakeholders, partners and interest groups.
- 2.4 The consultation will then be analysed and necessary amendments following the consultation will be made to the strategy document. A final version of the strategy will be developed and taken to Infrastructure and Development Select Committee for comment before going to Cabinet for adoption in 2024.

3. Impact of the Proposal

- 3.1 The Norfolk Walking, Wheeling and Cycling Strategy will help to create a positive impact on the physical and mental health of people in Norfolk, our environment and air quality, or communities and our local economy. By delivering on our ‘Seven Steps to Success’ we want to achieve a number of outcomes for Norfolk including:

- Communities know the benefits of walking, wheeling and cycling and have the confidence, capability, opportunity and motivation to change their travel behaviours
 - Projects are well informed by partners, stakeholders and local communities' expertise and local knowledge ensuring projects meet their needs
 - A walking, wheeling and cycling network that can be enjoyed by everyone which is safe, well maintained, accessible and considers the needs of all types of user
 - New developments support good access to sustainable travel, facilitate walking, wheeling and cycling and safeguard the environment and air quality
 - Multi-modal journeys are simple and convenient enabling people to travel further and flexibly via sustainable modes
 - New technologies are used to enable active travel, including micromobility, gain insight into the way people in travel in Norfolk, and support the achievement of net zero carbon emissions in transport by 2050
 - Close partnership working ensuring walking, wheeling and cycling interventions are joined up and collective challenges are overcome
- More detail on these outcomes can be found within the draft strategy in Appendix A.

- 3.2 The draft strategy outlines how it's proposed these outcomes are achieved and will be supported primarily by the delivery of the Countywide Local Cycling and Walking Infrastructure Plan (LCWIP) and Norfolk Access Improvement Plan (NAIP) as well as other local strategies and plans which are also outlined within the draft strategy.
- 3.3 The draft strategy will influence the future funding NCC can obtain from Active Travel England. Active Travel England are working alongside local authorities to ensure people have the high-quality infrastructure needed to make active travel part of their everyday lives, supporting the achievement of the Gear Change vision for half of all journeys in towns and cities to be walked or cycled by 2030. Achieving this objective will be challenging, so Active Travel England are focusing their resources on councils that have strong leadership, ambition and a track record of delivery. Following a self-assessment of Norfolk's own active travel capabilities, Active Travel England provided Norfolk with a rating of 2 out of 4. We want to improve on this rating as it is linked to funding, and being able to demonstrate our ambition for walking, wheeling and cycling in an updated strategy for Norfolk is a step towards this.
- 3.4 Agreeing to publicly consult on the Draft Norfolk Walking, Wheeling and Cycling Strategy will enable the strategy to progress with the input of the public, partners and stakeholders, allowing us to move closer to adopting the new strategy and its implementation.

4. Evidence and Reasons for Decision

- 4.1 The draft Norfolk Walking, Wheeling and Cycling Strategy has been informed by a variety of evidence and data as well as results from recent LTP4 and LCWIP consultations.
- 4.2 Norfolk County Council also led two workshops with internal and external officers, stakeholders and partners on 4 May 2023 and 15 June 2023, as set out in 1.7.

The workshops, data collection and reviews of recent consultations show that Norfolk faces a number of challenges which the strategy looks to help overcome. These include, but are not limited to, population growth, maintenance and levels of physical activity.

- 4.3 Evidence has also informed knowledge of the benefits of walking, wheeling and cycling and the reasons for promoting these modes of transport. Key benefits include prevention and management of chronic conditions and diseases, support for improved air quality and reduced carbon emissions, enablement of multi-modal journeys through share schemes, and support for the local economy.
- 4.4 More information on evidence which helps to inform the strategy can be found within the Draft Strategy in Appendix A and within the Databook in Appendix B.
- 4.5 Approval to publicly consult on the draft Norfolk Walking, Wheeling and Cycling Strategy is being sought. This will support the strategy in progressing towards adoption by ensuring the views of and level of support from the public, partners and stakeholders are taken into account. Progressing the strategy is important as it sets a direction for how we will remove the barriers and unlock the benefits walking wheeling and cycling can bring to people, the environment and our local economy.

5. Alternative Options

- 5.1 An alternative option would be to not undertake an update to Norfolk's Walking and Cycling Strategy (2017). This option however is not advised as the existing 2017 strategy does not account for the new policy direction coming from central government and our local policies and plans such as LTP4. Not undertaking the strategy could also impact on our ability to access future funding from Active Travel England as it would reduce our potential to achieve the higher capability rating. Having an adopted Walking, Wheeling and Cycling Strategy will help to boost NCC's rating by showing our ambition and plan for active travel in the county, supporting us in securing future funding. It is therefore important that the proposal is accepted in order to progress towards the consultation and subsequent strategy adoption in time for the next active travel assessment.
- 5.2 Another alternative option would be to not publicly consult on the draft Norfolk Walking, Wheeling and Cycling Strategy. This option is not advised as public,

partner and stakeholder input into our updated strategy is essential to ensure we are meeting the needs of people in Norfolk.

6. Financial Implications

- 6.1 None: Costs for the consultation will be met from existing budgets. A budget of £400 from the Local Transport Plan 4 funding has been set aside for consultation promotion activities.
- 6.2 Delivery of the strategy will be funded from a number of sources including the council's Local Transport Plan capital funding, successful bids, developers and funding via Active Travel England, see above. The scale and pace of delivery will depend on future funding levels secured.

7. Resource Implications

- 7.1 **Staff:**
None: Resources allocated within existing teams.
- 7.2 **Property:**
None.
- 7.3 **IT:**
Involves usage of existing programmes, including Citizen Space.

8. Other Implications

- 8.1 **Legal Implications:**
None.
- 8.2 **Human Rights Implications:**
None.
- 8.3 **Equality Impact Assessment (EqIA) (this must be included):**
EqIA has been undertaken in the preparation of the Strategy. The EqIA for the Walking, Wheeling and Cycling Strategy is available on request. The Strategy aims to promote equality and inclusivity with a key theme of "Remove[ing] barriers to provide a network that is accessible, inclusive and considers the needs of all users".
- 8.4 **Data Protection Impact Assessments (DPIA):**
A DPIA Screening has been undertaken through the preparation of the Strategy as a public consultation will be carried out. A full DPIA was not deemed necessary due to the nature of the data being collected as part of the work. The DPIA for the Walking, Wheeling and Cycling Strategy is available on request.
- 8.5 **Health and Safety implications (where appropriate):**
None.
- 8.6 **Sustainability implications (where appropriate):**

The Walking, Wheeling and Cycling Strategy promotes travel via sustainable modes, including active travel and public transport, aiming to have a positive implication on sustainability and support decarbonisation of transport. The consultation on the Strategy will not have an implication on sustainability however it is expected that the adoption and delivery of the strategy will support sustainability.

8.7 Any Other Implications:

None.

9. Risk Implications / Assessment

- 9.1 A potential risk identified is a low consultation turn out, making it difficult to ascertain public views towards the strategy. To mitigate this, we have budgeted £400 to put towards publicity of the consultation. We also plan to distribute the consultation to numerous stakeholders, partners and special interest groups to obtain a good level of representation in the consultation responses.

10. Select Committee Comments

- 10.1 To be reported to the Cabinet Member following the draft Strategy being taken to Infrastructure and Development Select Committee meeting on 13 September 2023 to receive their views before it goes to public consultation.

11. Recommendations

- 1. The Cabinet Member is asked to approve the Draft Norfolk Walking, Wheeling and Cycling Strategy 2023 to go to public consultation.**

12. Background Papers

- 12.1 [Gear Change: A bold vision for cycling and walking](#)
[Better Together, For Norfolk 2021-25](#)
[Norfolk Local Transport Plan 4](#)
[Norfolk Countywide Local Cycling and Walking Infrastructure Plan](#)
[Norfolk Access Improvement Plan 2019-2029](#)

Equality Impact Assessment: Available on request

Data Protection Impact Assessment: Available on request

- 12.2 Further relevant documents can be found referenced in Appendix A

Officer Contact

If you have any questions about matters contained within this paper, please get in touch with:

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Norfolk County Council

Draft Walking, wheeling and cycling strategy for Norfolk 2023-2036

Our Walking, Wheeling and Cycling Strategy on a page

Our vision: To create a healthier and greener Norfolk by enabling people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, with 50% of the journeys in towns and cities to be completed by walking, wheeling and cycling by 2030.

Benefits and opportunities

- It's great for your physical and mental health. 30 minutes of walking or 20 minutes of cycling a day can reduce mortality risk by at least 10%.
- It's a way of getting from A to B without emitting harmful emissions which helps improve air quality and mitigate climate change
- It supports access to education, training, essential services and employment as well as supporting local businesses and public transport
- New technology offers innovative solutions and the opportunity to go further
- A way of connecting to the environment, exploring the county and reducing social isolation

Challenges

- Changing behaviours to active travel as the car is the dominant mode of transport. 28% of adults in Norfolk are currently physically inactive.
- Perceptions around safety and stereotypes can put people off
- A mix of rural and urban settings
- Join-up across different partners, stakeholders and communities
- Walking, wheeling and cycling is a broad subject and impacts many different groups of people who should all be represented

- Maintenance of our pavements, footpaths and cycleways
- Securing funding to deliver projects and improvements
- Climate change adaptation (e.g shading may be more important for those using active travel)

Our 7 steps to achieve our vision, realise the benefits and overcome the challenges

1. Engage with local communities and enable behavioural change
2. Create a safe, connected and well-maintained walking, wheeling, and cycling network for all that gets people to where they need to be
3. Build healthy places, spaces and communities
4. Support multi-modal journeys
5. Embrace new technology
6. Remove barriers to provide a network that is accessible, inclusive and considers the needs of all users
7. Work with our partners to achieve common ambitions

Next steps and delivery: This strategy sits beneath our Fourth Local Transport Plan (LTP4) and takes account of other key national, regional and local policies. The strategy will be mostly implemented through the Countywide Local Cycling and Walking Infrastructure Plan (LCWIP) and Norfolk Access Improvement Plan (NAIP) as well as other adopted and emerging plans to ensure walking, wheeling and cycling is at the heart of Norfolk County Council's (NCC's) decision making. Scale and pace of delivery will depend on ability to secure funding for our ambitions. We will monitor our strategy's success through these plans.

Introduction

Here at Norfolk County Council (NCC) we have a collective ambition to ensure our communities grow, thrive and prosper for the future. In recent years, Norfolk has experienced impressive growth with a population of over 900,000 which is forecast to grow to more than a million by 2036. There are plans to build more than 80,000 homes over the next 20 years and with this comes increased travel and traffic. We want to support the growing Norfolk population by enabling more people to walk, wheel and cycle in the county and choose sustainable transport modes to get to where they need to be and for leisure. This will help us be more efficient in our use of transport space, create and support healthy communities, enable our transport network to run effectively and emit fewer harmful emissions, and help connect people to and protect our environment as much as we can.

Norfolk has a strong track record in attracting funding for active travel schemes. Since 2020, NCC has received over £5.5million from the Department for Transport's Active Travel Fund to deliver a step change in the provision of active travel and better streets for walking, wheeling and cycling. In addition, NCC has been able to deliver active travel schemes through successful funding bids with District, Borough and City Council partners through the Transforming Cities Fund and Town Deals. This has seen the delivery of new crossings, cycle parking facilities, cycle lanes and campaigns, to name a few, making Norfolk a safer, healthier, and more attractive place to choose to walk, wheel and cycle.

Norfolk also has a number of defined walking and cycling routes across the county, which are particularly prevalent in urban areas. Despite this, Norfolk still faces challenges to increasing levels of walking, wheeling and cycling which this strategy identifies, along with the opportunities our unique county presents. This strategy seeks to overcome these challenges and create a county where walking, wheeling and cycling are a natural choice.

This strategy sits beneath Norfolk's Local Transport Plan (LTP4) and is an update to our existing Walking and Cycling Strategy (2017) to bring together our local transport, environmental and public health ambitions, including NCC's net zero target outlined in the [Norfolk Climate Strategy](#) (2023). The strategy sets the context for our County-wide Local Cycling and Walking Infrastructure Plan (LCWIP) and enables a joined-up approach to our investment in walking, wheeling and cycling, in rural and urban areas, into the future. This will help create healthy communities, create an efficient transport network with reduced congestion, and to help protect our environment.

We want to support government's ambitions to enable people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, with 50% of journeys in towns and cities walked and cycled by 2030. Having a strategy in place will put us in a better position to secure the funding to help achieve this ambitious vision. The scale and pace of delivery of the strategy, and achievement of the vision, is dependent on our ability to secure future funding and achieving behaviour change in how people choose to travel.



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1. Summary

In Norfolk, 7.6% of people cycle and 28.4% walk for travel (getting from A to B) at least once a month, and for leisure 11.8% of people cycle and 73.5% walk (DfT data, 2021). Norfolk has existing defined and strategic walking and cycling networks made up of the National Cycle Network, Norwich and Great Yarmouth Pedalways, Greenways, quiet lanes, Norfolk Trails, and Public Rights of Way. This strategy aims to make walking, wheeling or cycling for both travel and leisure the natural choice, particularly for short journeys or as part of longer journeys. Extending, linking and improving our network and encouraging activity, have many positive health and wellbeing, environmental and economic impacts.

The purpose of this strategy is to bring together the national, regional and local ambitions, plans and policies to create a walking, wheeling and cycling strategy for Norfolk and our residents. This strategy is high-level and outlines what our vision is for Norfolk, providing a direction for walking, wheeling and cycling investment and activity in the county and creating a journey to achieving the vision.

The updated strategy introduces the term 'wheeling' when discussing walking and cycling. This term includes people who use wheelchairs, mobility scooters, mobility aids and similar modes that use pavement space at a similar speed to walking. In this strategy we use the terms walking and wheeling together to ensure the work we do is holistic and inclusive to enable people in Norfolk to walk, wheel and cycle more often.

The strategy vision is to create a healthier and greener Norfolk by enabling people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, with 50% of the journeys in towns and cities to be completed by walking, wheeling and cycling by 2030. We want to enable everyone to have the opportunity and motivation to walk, wheel and cycle in our county wherever possible. These ambitious plans require funding to deliver. We have a strong track-record in drawing down money for delivery and will be in a stronger position to continue to do this with this strategy.

We have outlined seven steps to achieve our vision which are:

1. Engage with local communities and enable behavioural change

2. Create a safe, connected and well-maintained walking, wheeling, and cycling network for all that gets people to where they need to be
3. Build healthy places, spaces and communities
4. Support multi-modal journeys
5. Embrace new technology
6. Remove barriers to provide a network that is accessible, inclusive and considers the needs of all users
7. Work with our partners to achieve common ambitions.

The strategy is also an opportunity to show the public, local authorities, stakeholders and central government what areas NCC will focus on to achieve our vision and will support us to secure future funding for active travel schemes.

Our strategy has been guided by engagement with our partners and departments, reviews of recent consultations and local data, and has many links into a variety of national, regional and local policies and plans including Norfolk's Local Transport Plan 4 (LTP4) to create a cohesive approach to the strategy (see Section 5 for more detail).

We aim to deliver our strategy through a number of plans and mechanisms but primarily through Norfolk's LCWIPs and the NAIP. Delivery is subject to securing government funding for our walking, wheeling and cycling projects. We will monitor the success of our strategy through these plans as well as reviewing how we are progressing towards the outcomes we would like to see.

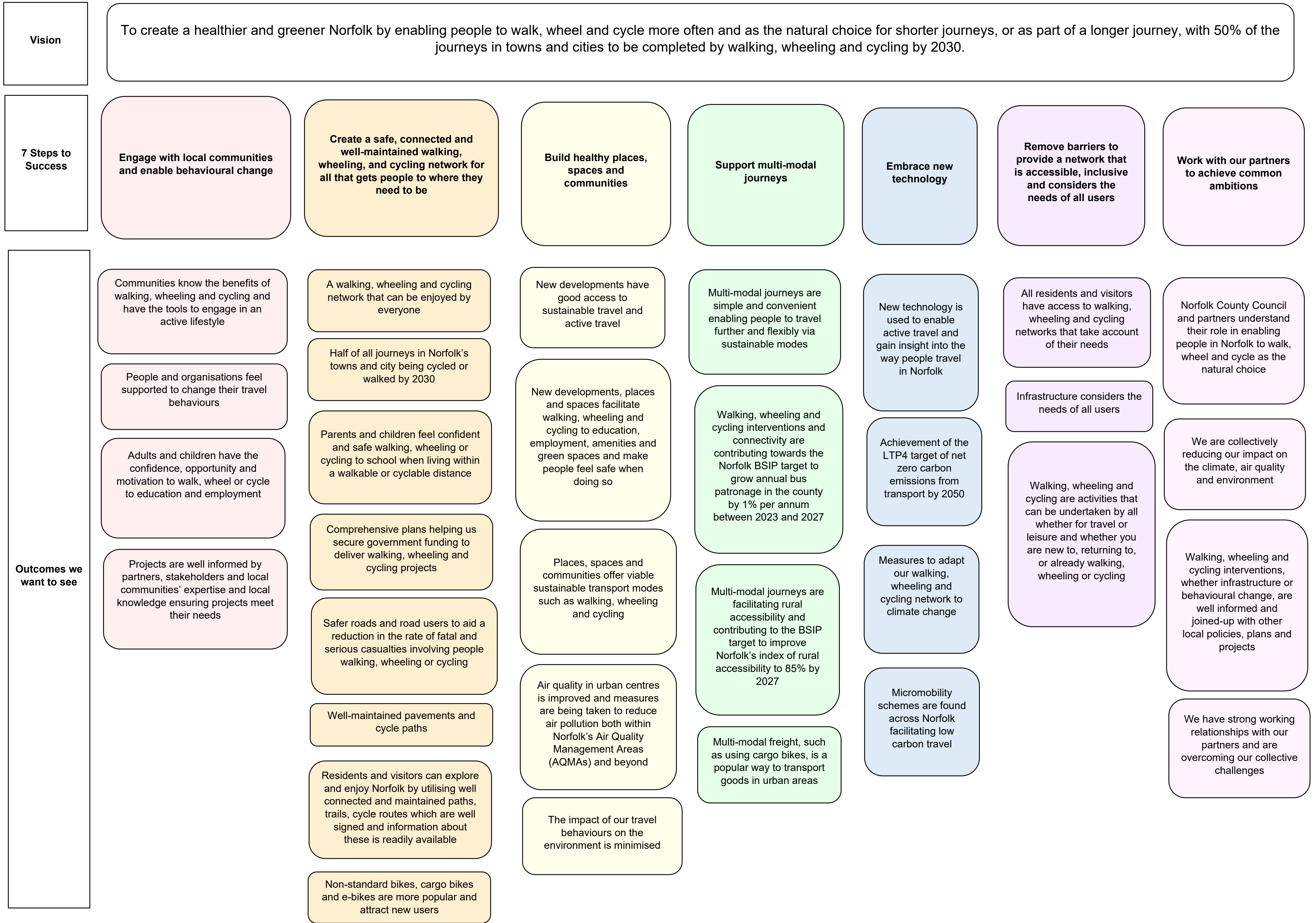
2. Our Vision for an Active Norfolk

To create a healthier and greener Norfolk by enabling people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, with 50% of the journeys in towns and cities to be completed by walking, wheeling and cycling by 2030.

Our vision is in line with central government's ambitious target for half of all journeys in towns and cities to be walked or cycled by 2030 (DfT, 2020). We want to support this vision and enable people in Norfolk to walk, wheel and cycle. Our Countywide LCWIP which supports the delivery of this strategy also looks to support this government ambition by creating a modern, well connected transport network in Norfolk that gives people an opportunity to travel actively.

Achievement of our vision is subject to securing funding from government. This strategy will put us in a strong position to be able to secure government funding as it enables us to demonstrate our ambition and vision for walking, wheeling and cycling in Norfolk.

The steps to how we aim to achieve this vision and the outcomes we want to see are summarised on the next page.



3. Benefits and opportunities

Walking, wheeling, and cycling have huge benefits for both people and place and help us to achieve national, regional and local ambitions. By achieving our goal, we will be supporting Norfolk's people, economy and environment to thrive.

Health

Physical activity helps both physical and mental health conditions and disease. It is well documented that physical activity can help prevent and manage over 20 chronic conditions and diseases, as well as reducing stress and anxiety and increasing mental alertness and energy. Physical activity also leads to reduced costs for the NHS (Sustrans, 2022).

Did you know: Walking for 30 minutes or cycling for 20 minutes on most days reduces mortality risk by at least 10% (WHO, 2022).

Cancer-related mortality is 30% lower among bike commuters (WHO, 2022).

Enabling more walking, wheeling and cycling also provides an opportunity for health workers to prescribe active travel to patients to help people's physical and mental health. Active Travel England are trialling an active travel social prescribing scheme in 11 areas across the country (Active Travel England, 2022) looking to support reduced demand in healthcare appointments and reliance on medication due to more physical activity. A similar project is being developed in Norfolk with partners Active Norfolk.

Education and employment

Increasing active travel can increase access to employment and has created safer environments around schools. Wider availability of cycling has the potential to reduce transport inequality and promote access to jobs and education (DfT, 2019). It can also improve the environment outside schools, as has been seen from NCC's School Streets trials which observed reduced congestion, and improved perception of safety by 37% outside the trial schools (NCC, 2023).

Workplace

Cycling to work can increase productivity. 73% of employees who cycle feel it makes them more productive at work (The Prince's Responsible Business Network, 2011). Employees who are also physically active take 27% fewer sick days than their colleagues (National Institute for Health and Care Excellence, 2012), saving them, and their employer, time and money.

In Norfolk 12% of people travel less than 2km to get to work and 11% travel less than 5km to get to work (Census, 2021). These are generally considered walkable and cyclable distances respectively and offer the opportunity to enable people to walk, wheel or cycle these short journeys.

Community

Walking, wheeling and cycling is a great way to explore and meet new people. Walking, wheeling and

cycling can reduce social isolation and create a sense of place and community. Streets that cater for walking, wheeling and cycling lead to spaces where people feel safe, relaxed and welcome, where people choose to travel actively and where children can play, contributing towards Healthy Streets (an approach to design adopted by NCC).

E-bikes

Electric bikes and scooters allow for increased travel

distance. E-bikes offer an opportunity for people to travel further by bike as well as enabling more people to access cycling due to their power assistance. For example, in Holland e-bikes are more likely to be owned by over 65s and have been shown to increase trip length (Harms and Kansen, 2018).

Did you know: There are 114 e-bikes and 322 e-scooters available for use in Norwich and 104 e-scooters in Great Yarmouth through Beryl and Ginger share schemes and trials (2023).

Economy

Low-cost transport option.

Making it easier to walk, wheel and cycle is important to help people in Norfolk through the cost-of-living crisis and to grow our economy (Sustrans, 2022). They are relatively low-cost transport options.

Active travel also **supports our local businesses and economy.** People who walk to the high street spend up to 40% more than

people who drive to the high-street (TfL, 2013). Cycle parking delivers five times the retail spend per square metre than the same area of car parking (Rajé and Saffrey, 2016).

Walking, wheeling and cycling can also support Norfolk's tourism industry by promoting exploration around the county via sustainable modes of transport and experiencing Norfolk's trails and quiet lanes.

Environment

Walking, wheeling and cycling create a greener, healthier and safer Norfolk.

Giving people the opportunity to choose to walk, wheel or cycle supports a reduction in transport emissions, congestion, noise and air pollution because they can replace journeys that would have been otherwise undertaken by car. This mitigates climate change and supports cleaner air helping us to meet national and local decarbonisation and air quality targets whilst also making our county a nicer place to live for both people and nature.

Did you know: People who switch just one trip per day from car driving to cycling reduce their carbon footprint by about 0.5 tonnes over a year, representing a substantial share of average per capita CO₂ emissions (Brand et al., 2021).

Transport in Norfolk is the highest emitting sector with 30% of total carbon emissions coming from road transport (BEIS, 2022). Transport is therefore one of the largest sectors where carbon savings need to be

made in order to contribute to the global efforts to mitigate climate change for both people and the environment and meet local and national decarbonisation targets (Norfolk's Environmental Policy 2019 and Transport Decarbonisation Plan 2021). Giving people the opportunity and motivation to walk, wheel or cycle as the natural choice can help Norfolk achieve this target.

4.9% of mortality in Norfolk and 5.5% in Norwich is attributable to air pollution (Norfolk Insight, 2019). Increased walking, wheeling and cycling can help reduce this percentage.

Public transport

Walking, wheeling and cycling can improve accessibility around Norfolk.

Enabling people to walk, wheel and cycle more can also support use of and access to public transport. The rollout of the Beryl bike, e-bike and e-scooter scheme in Norwich has seen 42% of riders connecting to train journeys and 24% have connected to a bus journey (Beryl, 2022).

Did you know: Norfolk is welcoming 70 electric buses, making journeys even greener.

Last mile journeys

Cost effective for

businesses. Enabling more walking, wheeling and cycling offers an opportunity to support last mile journeys in a cost-effective way. For example, e-cargo bikes can be used for business deliveries instead of vans which supports a reduction in

emissions, congestion and business costs.

Did you know: In Autumn 2023 NCC is launching an e-bike trial for businesses to use in Norwich.

Funding

Increased investment for Norfolk and its residents.

Enabling more people to walk, wheel and cycle in Norfolk creates more opportunities for us to receive funding from government to deliver further initiatives. Active Travel England are rating local authorities across the country on their active travel plans and provision, and their rating can influence the funding we receive (Active Travel England, 2023). By developing this strategy, we can show Active Travel England that we have strong leadership, comprehensive plans and significant ambition which can support us to obtain funding from government to deliver our strategy, as and when it becomes available.

4. Challenges

There are a number of challenges and barriers we face to achieving our vision to enable people in Norfolk to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of longer journeys. These challenges have been identified by collecting data, reviewing recent public consultations and undertaking workshops with departments within NCC and partners. The challenges we face and aim to overcome include:

Levels of physical activity

Currently nearly one third of Norfolk adults are inactive.

In Norfolk, 28% of adults are physically inactive (Active Norfolk, 2021) and a quarter of adults in Norfolk are obese (OHID, 2022). Insufficient physical activity is associated with one in six deaths in the UK (Public Health England, 2020).

The car is still the main mode to get to school and work in the region. In 2021, 54% of people in Norfolk drove a car or van to work, 8% walked and 3% cycled (Census, 2021). The percentage of physically active children is also lower in Norfolk than the regional and national averages (OHID, 2022).

This strategy aims to support everyone to enjoy an active lifestyle.

Safety and speed

Feeling safe on Norfolk's roads.

In 2022, there were 103 fatalities or serious casualties of people walking or

cycling on Norfolk roads. Whilst this is on a downward trend, we must continue to reduce this to ensure people are safe and feel safe when walking, wheeling, and cycling in Norfolk. Recent consultation has shown that safety is a barrier to walking, wheeling and cycling in Norfolk. 63.5% of respondents to our recent Countywide LCWIP engagement survey said safer roads including slower driving speeds, less traffic and more considerate driving would encourage them to walk more and 61% said it would encourage them to cycle more. Vehicle speeds, vehicle type, lighting, road and pavement conditions and proximity to other modes contribute to this.

Safety can also present an issue with getting to school. Some children live within a walkable or cyclable distance to school but travel to school by car or organised transport due to the journey being deemed unsafe by their parents / carers or NCC.

This strategy aims to change this and to improve safety and confidence when walking, wheeling and cycling.

Rural county

Norfolk is a large and rural county.

Norfolk is a largely rural county with services focussed in market towns and urban centres. Some journeys can be too far to be travelled by solely walking, wheeling, or cycling, particularly for people with reduced mobility and active travel infrastructure in rural areas is often absent.

This strategy aims to support sustainable movement in our rural county, including through multi-modal journeys. The LCWIP and NAIP also support rural movement through identification of a wider cycling network connecting rural areas and improvements to Public Rights of Way.

Aging population

One quarter of the Norfolk population are over 65 years

old. Norfolk has an older population with the proportion of residents 65 years or older rising from 25% to 28% over the next 10 years (Norfolk Insight, 2021). Norfolk has the 15th most elderly population in England. Streets and active travel infrastructure are not always suitable for those who are elderly or with reduced mobility. This acts as a barrier to people choosing to walk, wheel or cycle for their journeys, part of their journeys or for leisure.

This strategy aims to consider everyone's needs when implementing walking, wheeling and cycling projects to ensure everyone has the opportunity to be active.

Inequalities

Transport inequalities exist whether that be based on gender, income, race and ethnicity, age, location, health or disability. People from ethnic minorities, young people not in education, employment or training, students, older people and women

were all reported to be particularly at risk of transport poverty.

Levels of cycling to work are higher for males in Norfolk than females (ONS, 2021). Walking and cycling for leisure is also lower in groups that are most deprived than those with lower levels of deprivation.

Three key underlying factors that influence the relationship between transport and inequality are the way people are distributed (geographically and by social class), the way opportunities are distributed (jobs and education) and how accessible the transport system is (cost, accessibility, time and reliability) (DfT, 2019). Working closely with local planning authorities and integrating active travel into how we build spaces is essential to overcome this challenge.

Disabled people take 38% fewer trips across all modes of transport than non-disabled people (Motability, 2022). In England, disabled people take 30% fewer walking trips than non-disabled people (NTS, 2021). Pavement parking, pavement maintenance and distance to services are identified as key barriers disabled people face to walking and wheeling more often (Sustrans, 2023).

This strategy aims to ensure all residents and visitors have access to a walking, wheeling and cycling network suitable for them.

Growth

Population growth in Norfolk is above average. The East of England experienced the largest population growth in England between

2011 and 2021. South Norfolk experienced the highest growth in the county with a growth of 14.4% making it 15th in the country for increase population growth. Population growth in Breckland and Norwich were also above the England average (Census, 2021). This means more people are using our transport network and forecasts show that the Norfolk population will be over a million by 2036. Ensuring new developments provide options for sustainable transport, such as walking, wheeling, cycling and public transport, can help ensure the growth in our county has a positive impact on our transport network.

This strategy aims to support growth in the county and ensure new developments and residents support walking, wheeling and cycling.

Engagement

Taking into account the requirements of everyone in schemes we do. Norfolk has a strong sense of identity and place. There is a mix of urban, rural, and coastal communities, each with its own character, distinctiveness and needs. Representing the wants and needs of the county can be challenging. We need to do more to ensure that the requirements of everyone are taken into account so that walking, wheeling and cycling investment meets the needs of all.

This strategy aims to increase representation of Norfolk's residents when we engage on walking, wheeling and cycling projects.

Monitoring

Monitoring is complex.

Monitoring and data collection on walking, wheeling, and cycling activity is challenging, which can make it difficult to understand how parts of the network work for walking, wheeling and cycling, and where improvements can be made.

This strategy aims to address this challenge by embracing new methods and technology for monitoring and working within best practice.

Maintenance

Well maintained

infrastructure. Pavements, including shared use, are the second largest of the Council's assets and account for an estimated 7% of the total highway asset value (TAMP, 2022). Maintenance of walking and cycling routes has been raised in the LCWIP consultation as an important consideration with 69% of respondents stating that better maintenance of pavements and walkways would encourage them to walk more and 51% would cycle more if road surfaces were better maintained for cycling.

This strategy is linked to the Countywide LCWIP and NAIP helping to address challenges of maintenance of walking, wheeling and cycling infrastructure.

Join-up

Wide landscape of

stakeholders. We must ensure that we join-up the work we do with existing schemes and stakeholders. Norfolk is a large county and active travel is a broad subject with numerous stakeholders. We will strive to ensure join-up to deliver the best outcomes for Norfolk.

This strategy presents our ambition to work with partners and stakeholders to ensure join-up and take collective action to overcome barriers.

Road space

Road layouts and designs

can be a challenge. Space for walking and cycling, alongside other means of travel like in buses or cars, can be a challenge, particularly in locations such as Norfolk's historic market towns where roads can often be narrow. Recent Countywide LCWIP engagement showed that segregated cycle paths, particularly those off road, would encourage people to cycle more in their local area. Government design guidance, Local Transport Note 1/20 ([LTN 1/20](#)), looks to support more segregated cycle lanes where the conditions are right. Implementation of segregated cycle lanes is dependent on traffic speeds, volumes and type of traffic as well as the availability of space within the carriageway. The Countywide LCWIP aims for all schemes to comply with LTN 1/20 guidance, implementing segregation where the conditions are correct, whilst acknowledging this can be a challenge in narrow parts of our network.

Parking or other obstacles on the pavement can also present a challenge to walking, wheeling and cycling by creating obstructions.

In the future, difficult decisions on road space will need to be made to ensure our transport network continues to function effectively and sustainably.

This strategy aims to work within best practice to support place specific solutions to competing modes and complex road layouts which can make walking, wheeling and cycling more difficult.

Stereotypes and perceptions

Stereotypes and perception

play a role. Stereotypes of 'pedestrians', 'walkers' or 'cyclists' can lead people to not identify with walking or cycling as a way of travel or means for leisure. This can put people off these modes and presents a barrier to getting more people walking, wheeling and cycling.

This strategy aims to show that walking, wheeling and cycling can be part of anyone's journey.

Habits and car ownership

New habits and changing

behaviours. Car ownership in Norfolk is higher than the England average. 83% of households in Norfolk have at least one car compared to 76% for England (Census, 2021). Car ownership is lowest in urban areas such as Norwich. Habits of car use can present a challenge to getting more people walking, wheeling and cycling, particularly for short journeys where active travel is a viable option.

This strategy aims to create conditions where people feel confident to make the switch to walking, wheeling and cycling, supporting people to live healthy and active lives.

The pandemic also had an impact on how often people travel. In Norfolk, the number of people working mainly from home has grown by 20% (Census, 2011 and Census, 2021). The prevalence of needing to look after physical and mental health has also grown since the pandemic (Active Norfolk, 2021).

Funding

Local authority resources.

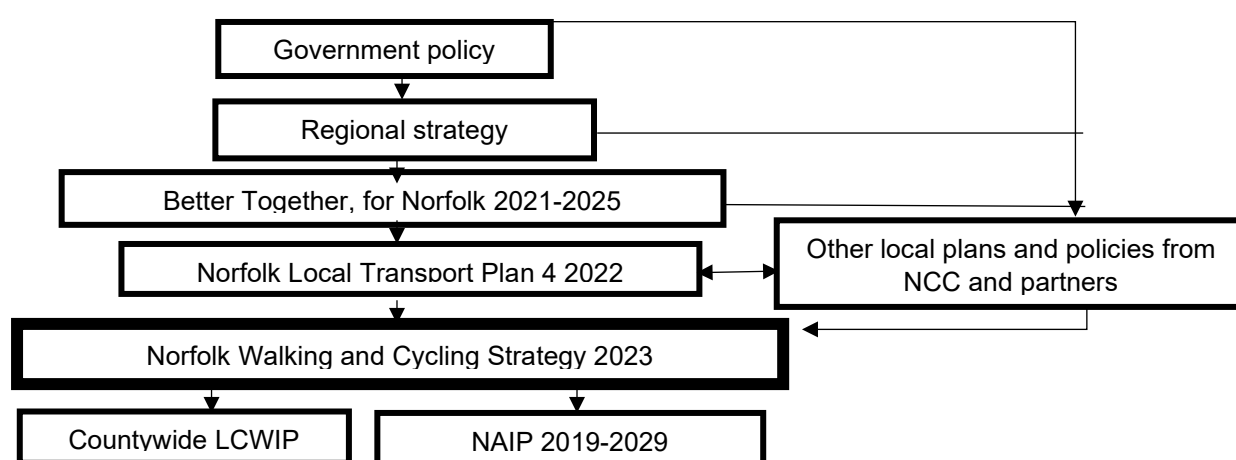
Local authorities do not have unlimited budgets to deliver infrastructure or for other activities. Being able to achieve our ambitions and deliver this strategy will be dependent on our ability to secure funding and work with partners. Having a strategy puts us in a better place to be successful in doing this. The scale and pace of delivery of the strategy is dependent on our ability to secure future funding.



5. The policy drive for a step change

Since we published our last Walking and Cycling Strategy in 2017, there has been a step change in policy which has placed emphasis on the need to increase walking, wheeling and cycling for health and wellbeing, the environment and the economy. We need to update our strategy to recognise this.

This strategy sits beneath [Norfolk's Fourth Local Transport Plan](#) and takes account of other key national, regional and local policies. The strategy will be mostly implemented through the [County Wide Local Cycling and Walking Infrastructure Plan](#) (LCWIP) and [Norfolk Access Improvement Plan](#) (NAIP) but will also be considered when delivering other schemes and plans to ensure walking, wheeling and cycling is at the heart of NCC's decision making. Read more on our LCWIP and NAIP in Section 9.



We aim to support government's [Gear Change ambition](#) of 50% of journeys in towns and cities to be walked or cycled by 2030. In this strategy we also take account of the [Cycling and Walking Investment Strategy 2](#) and revisions to the [Highway Code](#) which places the people using active modes as high priority. Government's [Net Zero Strategy](#) and [Transport Decarbonisation Plan](#) are also key considerations in this strategy as these plans place emphasis on reducing carbon emissions from transport and highlight that active travel has a key part to play in this. The strategy also supports regional strategies including [Transport East's Active Travel Strategy](#).

The strategy is guided by [NCC's Better Together, for Norfolk](#), 2021-25 strategy and supports the ambitions for a sustainable economy, better opportunities for children and young people, enabling healthy and independent lives, creating strong, engaged and inclusive communities and a greener and more resilient future. We achieve this because enabling people to walk, wheel and cycle more, and as the natural choice, unlocks huge benefits for people, the economy and the environment.

Other policy developments in [public transport](#) (BSIP), [maintenance](#) (Transport Asset Management Plan), [public health](#) (Norfolk Health Inequality Toolkit), [speed management](#) (Norfolk Speed Management Strategy), [sustainable development](#) (Safe, Sustainable Development), [climate](#) (Norfolk Climate Strategy), and partner strategies have also been aligned to in this strategy to ensure walking, wheeling, and cycling investment is joined up and tailor made for Norfolk.



6. Our seven steps to success and achieving our goal

To unlock the benefits and opportunities, overcome the challenges and support our national, regional and local policies, we have identified seven steps to success to achieve our goal. These steps will help us to enable more people to walk, wheel and cycle in Norfolk more often and as the natural choice, particularly for short journeys or as part of a longer journey. Our success in achieving the seven steps, and how quickly we can move forward on this, will be dependent on our ability to find the means to provide the necessary resource.

1. Engage with local communities and enable behavioural change

Engagement enables people to help shape the design and delivery of walking, wheeling, and cycling schemes, as well as changing attitudes and behaviours. We aim to engage with communities and organisations to understand their needs, what motivates and influences them to make the choices they do, and how we can enable and encourage increased uptake of active travel.

We want to engage with people who may be new to walking wheeling or cycling, or returning to it, to ensure everyone has the opportunity to be active. We want engagement to be representative of everyone in Norfolk to ensure no one is left behind.

Outcomes we want to see:

- Communities know the benefits of walking, wheeling and cycling and have the tools to engage in an active lifestyle
- People and organisations feel supported to change their travel behaviours
- Adults and children have the confidence, opportunity and motivation to walk, wheel or cycle to education and employment
- Projects are well informed by partners', stakeholders' and local communities' expertise and local knowledge ensuring projects meet their needs

We want to do this by:

- Engaging with communities to understand their needs and encourage and assist people to use more sustainable transport
- Targeting engagement based on data with increased granularity on demographics and behaviours to ensure engagement is representative of everyone in Norfolk, ensuring we strive to involve under-represented groups
- Providing schools, workplaces and communities with the tools and skills needed to encourage walking, wheeling and cycling. This would involve:
 - Delivering the [Norfolk Sustainable School Travel Strategy](#) (2022) including working with schools and colleges to promote take up of the cycling allowance, work with partners to create more walking and cycling routes available to school children and working with partners to reduce carbon emissions in schools. NCC's cycling allowance is available for any student resident in Norfolk who qualifies for support under the general school and college transport policy but cycles to school instead.

- Continuing engagement with schools through projects such as road safety education courses, Modeshift Stars, Bikeability and offering Active Travel Audits and encourage home educated children and children not in regular education to access road safety and safe independent travel
- Encouraging early conversations with students transitioning to next level education about what active travel options or pupil transport options are available
- Working with Sustrans to raise awareness of sustainable and active travel options amongst workplaces and providing support packages
- Engaging with private and public sector partners, such as district councils, Active Norfolk, the NHS, schools and employers to ensure join-up across the county, contribution towards common ambitions, and draw on their expertise to collectively enable more people in Norfolk to walk, wheel and cycle
- Engaging communities as early as possible so that residents' views are considered when choosing, designing, and developing interventions
- Continuing to work with residents, and schools and developers through [A to Better](#) to enable and encourage an increased uptake of walking, wheeling, and cycling
- Delivering the Road Safety Partnership Strategy and continue to deliver road safety campaigns
- Working with organisations to encourage sustainable tourism in the county
- Utilising social media to encourage people to walk, wheel and cycle and promote projects and tools which support people in doing this.

2. Create a safe, connected and well-maintained walking, wheeling, and cycling network for all that gets people to where they need to be

We will seek to develop Norfolk's network of walking, wheeling, and cycling routes which are safe, direct, convenient, accessible, comfortable and well maintained. We aim for the network to be inclusive and give everyone the opportunity, confidence, and desire to be active across Norfolk, whether for travel or leisure and make active travel a natural choice for short journeys for those living in urban areas and encouraged in rural areas. We aim for the network to take account of the needs of all types of users.

Outcomes we want to see:

- A walking, wheeling and cycling network that can be enjoyed by everyone
- Half of all journeys in Norfolk's towns and city being cycled or walked by 2030
- Parents and children feel confident and safe walking wheeling or cycling to school when living within a walkable or cyclable distance
- Comprehensive plans helping us secure government funding to deliver walking, wheeling and cycling projects
- Safer roads and road users to aid a reduction in the rate of fatal and serious casualties involving people walking, wheeling or cycling
- Well-maintained pavements and cycle paths

- Residents and visitors can explore and enjoy Norfolk by utilising well connected and maintained paths, trails, cycle routes which are well signed and information about these readily available.
- Non-standard bikes, cargo bikes and e-bikes are more popular and attract new users.

We want to achieve this by:

- Preparing walking, wheeling and cycling projects so we are ready for when funding comes available to deliver them in short timescales
- Aligning our work to the Department for Transport Gear Change vision and adjoining design guidance ([LTN 1/20](#)) and taking account of the needs of all types of user
- Adopting and delivering the Countywide LCWIP which identifies a walking, wheeling, and cycling network that connects people to education, employment, and public transport in a safe, coherent, direct, and comfortable way
- Delivery of the wider strategic network included in the Countywide LCWIP will also support rural communities in accessing central key services and areas of employment, training and education as well as enabling connectivity with green spaces
- Delivering the actions identified in the NAIP
- Delivering [Greenways to Greenspaces](#)
- Taking forward the actions identified in the Market Town Network Improvement Strategies and review and extend the work
- Liaising with National Highways on the government's proposals to 'cycle-proof' the Strategic Road Network
- Seeking to improve connectivity between rural areas and services in urban areas by connecting urban routes to long distance routes
- Supporting interventions to provide access to green and blue (environments that predominantly feature water) space in a 15-minute walk as stated in [Government's Environmental Improvement Plan 2023](#)
- Delivering NCC's revenue and capital programme for walking, wheeling, and cycling schemes
- Planning maintenance of the strategic cycle network into future capital programmes
- Supporting projects such as EXPERIENCE, which support the local tourism industry and businesses, through provision and promotion of walking, wheeling and cycling routes.
- Seeking opportunities to enable more people to try out non-standard, cargo and/or e-bikes to remove some of the barriers currently faced by those wishing to do so.

3. Build healthy places, spaces and communities

We want to enable people in Norfolk to live physically and mentally healthy lives.

This will be facilitated by ensuring places are planned to support people to live active lives, taking a Healthy Streets approach, supporting improvements to air quality, and

putting people first. This strategy aims to support growth in the county and ensure new developments and residents can make walking, wheeling and cycling the norm.

Outcomes we want to see:

- New developments have good access to sustainable travel and active travel
- New developments, places and spaces give people the choice of walking, wheeling and cycling to education, employment, amenities and green spaces, and people feel safe when choosing to do so
- Places, spaces and communities offer viable sustainable transport modes such as walking, wheeling and cycling
- Air quality in urban centres is improved and measures are being taken to reduce air pollution both within Norfolk's Air Quality Management Areas (AQMAs) and beyond.
- The impact of our travel behaviours on the environment is minimised.

We want to do this by:

- Working with partners to deliver development that has active and sustainable travel in mind. This will help to ensure our developments meet Active Travel England's requirements as a statutory consultee and to encourage uptake of active travel. We seek to secure development layouts, along with off-site highway improvements to support and encourage active travel.
- Securing contributions to active travel infrastructure from developers so that any negative impacts from developments are minimised
- Securing and enacting travel plans for new developments
- Reviewing opportunities to consolidate freight within the urban network through last mile delivery hubs in combination with e-cargo bikes
- Exploring the need for a Parklet Policy and following best practice
- Investigating best practice approaches to tackling pavement parking recognising there will be no 'one size fits all' answer
- Considering the impact of each of our schemes on the environment to enable biodiversity net gain and ensure we have a positive impact
- Utilising the Healthy Streets Approach when delivering infrastructure and planning spaces and build capability within the council to do this
- Working closely with schools to ensure that they are clear what NCC can support with in terms of schools based travel interventions e.g. road safety training, cycle training, school streets, behaviour change work etc
- Continue to trial School Streets and take forward learnings from the scheme
- Exploring solutions to create neighbourhoods that give people the opportunity and confidence to walk, wheel or cycle
- Delivering the [Norfolk Speed Management Strategy](#).

4. Support multi-modal journeys

The ability to complete journeys using different forms of transport is important in both urban and rural areas. People should be able to transfer between active modes of transport and Norfolk's public transport services (including bus and rail services) easily due to well-designed networks providing sustainable transport means, travel hubs, journey planners such as Travel Norfolk and facilities. This would help support

usable alternatives to car travel for longer journeys, and support ambitions in [Norfolk's Bus Service Improvement Plan \(BSIP\)](#). We also recognise that multi-modal journeys can involve the car too, particularly for people living in rural areas. For example transitioning to active travel once people have reached towns and cities. Norfolk's existing Park and Ride services are a good example of how interconnectivity with rural areas can be achieved sustainably. Delivering interventions to enable multi-modal journeys helps to support sustainable movement in our rural county and supports access to public transport.

Outcomes we want to see:

- Multi-modal journeys are simple and convenient enabling people to travel further and flexibly via sustainable modes (walking, wheeling, cycling, public transport and car shares)
- Walking, wheeling and cycling interventions and connectivity are contributing towards the Norfolk BSIP target to grow annual bus patronage in the county by 1% per annum between 2023 and 2027
- Multi-modal journeys are facilitating rural accessibility and contributing to the BSIP target to improve Norfolk's index of rural accessibility to 85% by 2027.
- Multi-modal freight, such as using cargo bikes, is a popular way to transport goods in urban areas

We want to achieve this by:

- Supporting the delivery of the BSIP by improving walking, wheeling, and cycling connectivity to bus interchanges and travel hubs and accommodate Cycle and Ride facilities. Also seek to improve connectivity to and facilities at other public transport interchanges such as train stations.
- Delivering Travel Norfolk to help people plan journeys via active modes to support Mobility as a Service (digital transport service platforms) and integrate sustainable modes
- Reviewing cycle parking in the county to ensure people feel confident locking their bicycles
- Working with rail operators to facilitate multi-modal journeys
- Supporting micro-mobility share schemes such as Beryl in Norwich and Ginger in Great Yarmouth which facilitate multi-modal journeys and exploring the feasibility of more share schemes in Norfolk.

5. Embrace new technology

Norfolk continues to support the delivery of micromobility schemes (such as cycle hire schemes, cargo bikes, e-scooters and e-bikes) and embracing new technologies which contribute to improved air quality, reduced congestion, reduced carbon emissions and reduced the dependency on private vehicles. E-cargo bikes offer new opportunities to move goods around as well as people. E-bikes offer an opportunity to extend the distances people can travel by bike as well as opening up cycling to different demographic groups.

The role of e-scooters in supporting active and sustainable travel is acknowledged within this strategy. NCC support the current trials of e-scooters using the same facilities as bikes. We note that new legislation regarding the use of private and hire scheme e-scooters is being drafted by government and will respond to any subsequent consultation based on our experience of their use in Norfolk.

We aim to continue to utilise technology to effectively monitor our transport network and explore ways of expanding this. Data from the Beryl share scheme has provided useful insights into how people are moving around Norwich. Monitoring helps us understand what walking, wheeling, and cycling interventions are needed and where, and how successful the schemes we implement are.

Outcomes we want to see:

- New technology is used to enable active travel and gain insight into the way people travel in Norfolk
- Achievement of the LTP4 target of net zero carbon emissions from transport by 2050
- Measures to adapt our walking, wheeling and cycling network to climate change
- Micromobility schemes are found across Norfolk facilitating low carbon travel.

We want to do this by:

- Continuing to support and monitor our live e-scooter trials including reporting to DfT monthly
- Making provisions for micromobility for example infrastructure that supports e-cargo bikes and charging facilities for e-bikes and e-scooters
- Embracing new and innovative technology to help monitor and maintain our networks, provide information about travel and current performance of the network to users, and assess the effectiveness of schemes to ensure the schemes we invest in are beneficial to our local people and communities
- Placing the foundation for monitoring now and work within best practice to ensure our work is benefiting local communities
- Using technology to give people who are walking, wheeling or cycling more priority at signalised crossings
- Exploring measures to adapt our network to climate change as outlined in our [Climate Strategy](#)
- Working in partnership with the private sector to bring about innovation.

6. Remove barriers to provide a network that is accessible, inclusive and considers the needs of all users

We want to remove barriers to walking, wheeling and cycling so that all our residents and visitors have a network they can access and use. Delivering this strategy will help us to give everyone the opportunity and motivation to walk, wheel or cycle in Norfolk and support people who may have barriers to this at present whether that may be due to reduced mobility, health conditions or impairments, or socioeconomic reasons. The Disabled Citizens Inquiry found that 73% of disabled people say that stopping vehicles parking on pavements would help them walk or wheel more

(Sustrans, 2023). This strategy aims to enable everyone to enjoy an active lifestyle and to enable walking, wheeling and cycling to be a part of anyone's journey.

Outcomes we want to see:

- All residents and visitors have access to walking, wheeling and cycling networks that take account of their needs
- Infrastructure considers the needs of all users
- Walking, wheeling and cycling are activities that can be undertaken by all whether for travel or leisure and whether you are new to, returning to, or already walking, wheeling or cycling.

We want to do this by:

- Ensuring streetscape, spacing, wayfinding and infrastructure design (including for electric infrastructure eg charging, parking, signposting) will take account of accessibility for all including those with reduced mobility, health conditions and impairments
- Following guidance and best practice to ensure our projects enable accessibility for all, including the outdoor accessibility guidance (Paths for All, 2023)
- Working with Sustrans to create Paths for Everyone (Sustrans, 2018)
- Using a Healthy Streets Approach when planning to provide spaces that are accessible and comfortable for all, including places to stop and rest
- Ensuring that when we engage it is meaningful and representative of everyone in Norfolk. We want to give everyone the motivation and opportunity to walk, wheel and cycle in Norfolk and ensuring we are representing everyone in our community when we engage is an important step towards this.
- Pilot walking, wheeling and cycling initiatives to reduce inequalities
- Investigate best practice approaches to tackling pavement parking recognising that there is no 'one size fits all' answer
- Exploring the feasibility of expanding cycle share and rental schemes
- Delivering existing plans and strategies which support barrier removal such as the [LCWIP](#) and [NAIP](#)
- Working with partners and special interest groups to utilise their expertise and ensure our projects are inclusive
- Taking forward learnings from projects such as SAIL (Staying Active and Independent for Longer) and MONUMENT (More Nurturing and More Empowerment Nested in Technology) to deliver initiatives to support our aging population to have active lifestyles and support carers of people living with dementia in accessing the outdoors and its associated benefits
- Auditing all areas of our network. In Norwich, we have audited the pedalway network to assess how accessible is for e-cargo bikes and other adapted/non-standard bicycles and we will be working up plans looking to source funding to address those barriers.

7. Work with our partners to achieve common ambitions

To deliver this strategy and enable people in Norfolk to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, it is essential that we work with our partners.

When we travel, we do not always remain within our district council or county council borders, particularly for people who live close to these. Where people live and where they need or want to get to could be across borders and our impact on the environment, such as emissions from our vehicles, often know no borders. We want to ensure consistency and join-up of our walking, wheeling and cycling initiatives to achieve the best outcomes for Norfolk, helping people to live healthy and active lives and doing our bit to protect the environment and mitigate climate change.

We also don't pretend to have all the answers. By working together with partners and stakeholders we can draw on a plethora of expertise and local knowledge to ensure the work we do has a real and lasting positive impact on our local communities and environment. We need to set the direction on how we will work with partners and stakeholders to take collective action to overcome the barriers to walking, wheeling and cycling.

Outcomes we want to see:

- NCC and partners understand their role in enabling people in Norfolk to walk, wheel and cycle as the natural choice
- We are collectively reducing our impact on the climate, air quality and environment
- Walking, wheeling and cycling interventions, whether infrastructure or behavioural change, are well informed and joined-up with other local policies, plans and projects
- We have strong working relationships with our partners and are overcoming our collective challenges.

We want to do this by:

- Engaging with private and public sector partners and charities, such as district councils, [Active Norfolk](#), the NHS, [Pathmakers](#) (a charity helping improve access to the Norfolk countryside for people of all abilities and backgrounds), schools and employers to ensure join-up across the county, contribution towards common ambitions, and draw on their expertise to collectively enable more people in Norfolk to walk, wheel and cycle
- Convening and continuing regular forums where we meet with partners to discuss and guide the work we are doing and where join-up can be made. An example of this includes the [Norfolk Local Access Forum](#).
- Building stronger partnerships with community services to improve health outcomes and quality of life, and to ensure that people remain healthy and independent for as long as possible
- Striving to work across all sectors and all willing partners to lay foundations for future solutions to barriers to walking, wheeling and cycling, and create a more accessible Norfolk
- Working with our partners to take a whole-system approach to our collective challenges
- Working with our partners in the public and voluntary sectors to create joined up networks of information and advice on walking, wheeling and cycling

- Working with our partners to achieve 'Net Zero' carbon emissions across our estates by 2030 as stated in the [Norfolk Environmental Policy](#) and our [Climate Strategy](#)
- Working with partners to inform decisions about new development ensuring they are well connected to maximise use of sustainable and active transport options.



7. What next?

We will expand on many of the actions outlined above when we complete our Countywide LCWIP, deliver the NAIP and a variety of other local strategies such as the [LTP4 Implementation Plan](#), [Norfolk Climate Strategy](#), [Transport for Norwich Strategy](#), [King's Lynn Transport Strategy](#), [Great Yarmouth Transport Strategy](#), [Norfolk's Bus Service Improvement Plan](#), the emerging Road Safety Partnership Strategy and review our [Market Town Network Improvement Strategies](#).

We are now holding a public consultation on this Draft Walking, Wheeling and Cycling Strategy to obtain the views and level of support from the public, partners and stakeholders towards it. The consultation will help us to ensure we are meeting the needs of people in Norfolk. Following the consultation we will analyse the responses, make any necessary amendments to the strategy document and progress towards the adoption of the strategy.

By engaging with local communities and partners, creating a safe and connected walking, wheeling and cycling network for all that gets people to where they need to be, building healthy places, spaces and communities, supporting multi-modal journeys and embracing new technology, we will enable people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of longer journeys.

8. Monitoring and evaluation

The strategy will be monitored and evaluated to understand how successful it has been in enabling people in Norfolk to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, with 50% of journeys in towns and cities walked and cycled by 2030.

Monitoring and evaluation will take place as part of the plans and strategies mentioned above. We will also monitor against the outcomes outlined earlier in this strategy. Data has been collated to provide a context and a baseline for the strategy. This can be seen in the adjoining Databook.

The scale and pace of delivery will depend on ability to secure funding for our ambitions.

Upon refreshing this strategy, an evaluation of how successful the strategy has been and what we have learnt from it will be undertaken.

9. Our LCWIP and NAIP

Our LCWIP and NAIP are the key documents that are beginning to deliver on our Walking, Wheeling and Cycling Strategy. Here is a short summary of what these important documents are.

LCWIP

We are creating an LCWIP for Norfolk. We have already completed LCWIPs for Norfolk's large urban areas of Norwich, Great Yarmouth and King's Lynn. We have identified potential active travel networks for 20 towns in Norfolk.

The purpose of the LCWIP is to enable increased levels of cycling, walking, and wheeling across the county, helping to create a modern, well-connected transport network that gives people more alternatives to travelling by car.

Our LCWIP will play an important part in the delivery of our Walking, Wheeling and Cycling Strategy for Norfolk, as well as our other key transport policies and plans in Norfolk including LTP4. It will also support the Government's ambition for "Cycling and walking to be the natural first choice for many journeys with half of all journeys in towns and cities being cycled or walked by 2030".

NAIP

The NAIP sets out priorities for increasing public use and enjoyment of Norfolk's rights of way network.

The NAIP's Statement of Actions shows how we will work in partnership with countryside access users, volunteers and local communities to ensure that the network evolves to meet the changing needs of Norfolk's residents and visitors and to address environmental challenges.

Our NAIP plays an important part in the delivery of our Walking, Wheeling and Cycling Strategy, ensuring access to Norfolk's countryside, involving communities and working with parish councils, volunteers and other community organisations, protecting our environment and enabling and encouraging exploration of Norfolk's attractive routes for health, leisure and accessing services.

For more detail on how we are already creating and will continue to create a healthier and greener Norfolk by making walking, wheeling and cycling a natural choice for shorter journeys, or as part of a longer journey, take a look at our Countywide [LCWIP](#) and [NAIP](#) documents.



10. Glossary

Cyclable distance – We have taken 8km to be a cyclable distance, though e-bikes are enabling more people to go further.

Healthy Streets - Healthy Streets is a human-centred framework for embedding public health in transport, public realm and planning. There are 10 Healthy Streets Indicators which focus on the human experience needed on all streets, everywhere, for everyone (Healthy Streets, 2023).

Last mile – The last step of a journey from transportation hub to final destination. These journeys are often made by delivery vehicles such as Light Goods Vehicles (LGVs).

Leisure - We define leisure as walking, wheeling or cycling for the purpose of recreation, health, competition or training.

Mobility as a Service – Digital service platforms that enable users to access, pay for and get real-time information on a range of public and private transport options

Multi-modal – Using different modes of transport within a journey. For example, this could look like cycling to a train station, getting a train for part of the journey and then changing to a bus for the final part.

Parklet – An area transforming kerbside space into a place for the community such as creating places to stop and rest, areas for children to play, and space for planters

Physical inactivity - is defined as doing less than 30 minutes of moderate intensity physical activity per week.

Travel - We define travel as walking, wheeling or cycling to get from place-to-place for example, commuting, going to school / college, visiting a friend or going to the supermarket. We also consider freight travel as part of this, including cargo bikes.

Walkable distance – Walkable distance is 2km.

Wheeling – using wheelchairs or mobility aids

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Norfolk County Council

Draft Walking, wheeling and cycling strategy for Norfolk 2023-2036 Databook

This Databook, which sits beside the Norfolk County Council Walking, Wheeling and Cycling Strategy, presents a variety of data which informs the strategy.

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Levels of walking and cycling in Norfolk

Figure 1 and Figure 2 present the levels of walking and cycling for leisure and travel purposes in Norfolk from 2016-2021. The data was sourced from the Department for Transport (DfT) website but it is originally sourced from the Active Lives Survey undertaken by Sport England. DfT defines leisure as walking or cycling for the purpose of recreation, health, competition, or training. DfT defines travel as walking or cycling to get to place-to-place, for example, commuting, visiting a friend, going to the supermarket.

Statistics can be accessed on the DfT website here: <https://www.gov.uk/government/statistical-data-sets/walking-and-cycling-statistics-cw>

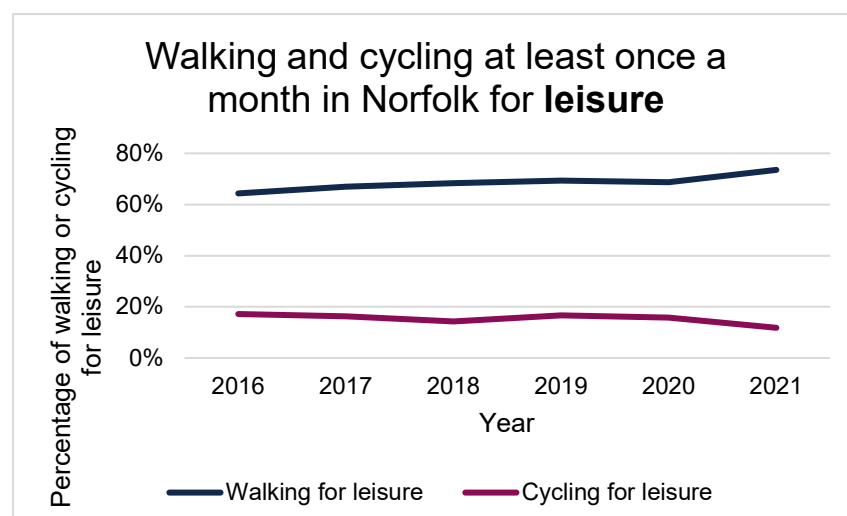


Figure 1 Walking and Cycling at least once a month for leisure in Norfolk

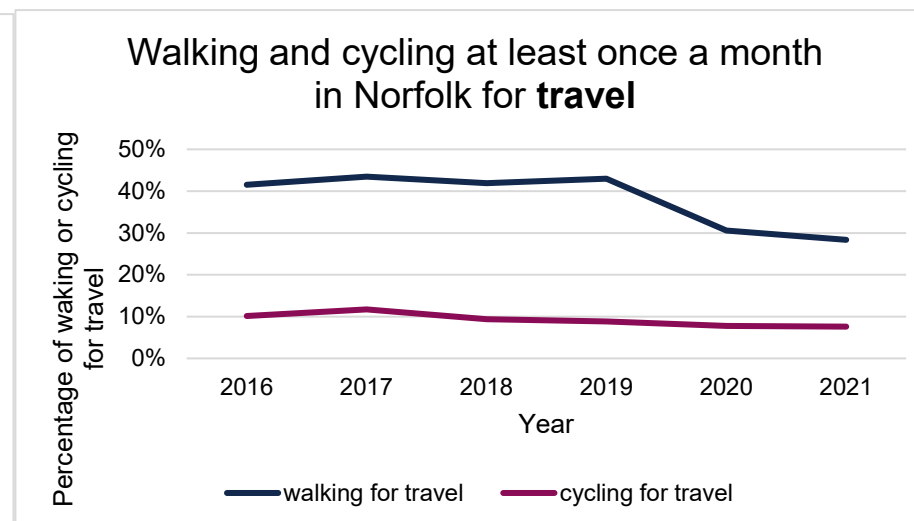
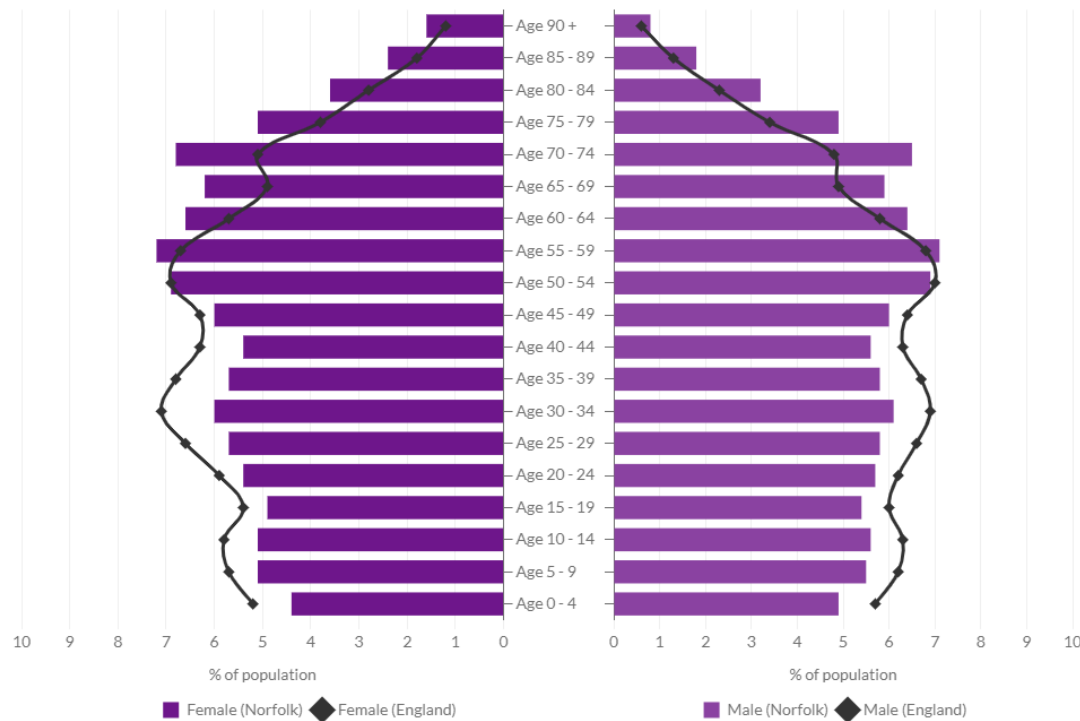


Figure 2 walking and cycling at least once a month in Norfolk for travel

The data shows that the number of people walking for leisure at least once a month has increased between 2016 and 2021 with a particular increase between 2020 and 2021. The number of people cycling for leisure at least once a month has decreased since 2016. The number of people cycling for travel at least once a month has also slightly declined since 2016 and the number of people walking for travel at least once a month has experienced a large decrease since 2016, particularly post 2019. This is likely due to changing travel habits as a result of Covid-19 pandemic.

Percentage of population by 5-year age groups (2021)



Age profile

The data presents the age profile of Norfolk in 2021. The data has been extracted from Norfolk Insight and the original source is from the ONS Census 2021 data. The data can be accessed here: [Population - UTLA | Norfolk | Report Builder for ArcGIS \(norfolkinsight.org.uk\)](https://norfolkinsight.org.uk/population-utla-norfolk-report-builder-for-arcgis)

The data shows that Norfolk has an aging population. Norfolk Insight also states that the proportion of residents 65 years or older is expected to rise from 25% to 28% over the next 10 years and that Norfolk has the 15th most elderly population in England.

Figure 3 Percentage of population by 5-year age groups Norfolk 2021

Physical activity in children and young people

The data presented in Figure 4 shows the percentage of physically active children and young people in Norfolk compared to national levels. Figure 4 shows that Norfolk is below the national average and also that there has been a decline in the percentage of physically active children and young people since 2018. This may be due to the Covid-19 pandemic as some increase has been observed for 2021-2022, though not to 2018-2019 levels.

The data was sourced from the Office for Health Improvement and Disparities website which can be accessed here: [Physical Activity - Data - OHID \(phe.org.uk\)](https://www.phe.org.uk/data/physical-activity)

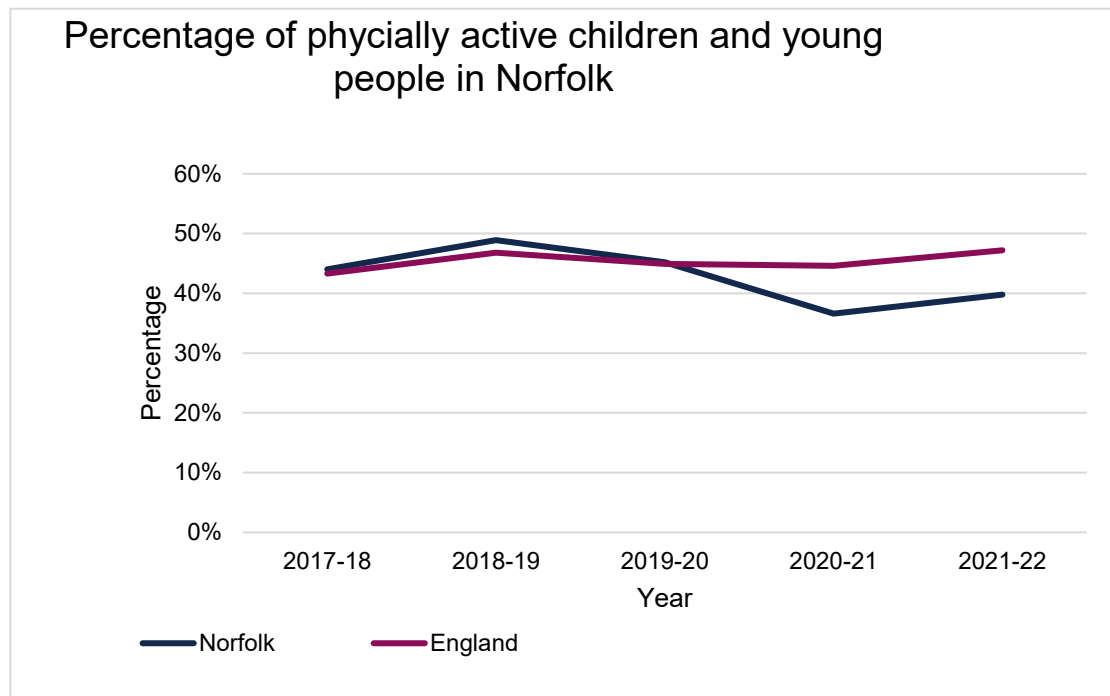


Figure 4 Percentage of physically active children and young people

Percentage of children who usually walk or cycle to school

Data made available on a national level shows that in 2022, 43% of children in England aged 5 to 16 usually walked to school and 3% cycled. This data, presented in Figure 5, is sourced from the National Travel Survey available here: [Percentage of children who usually walk or cycle to school - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/percentage-of-children-who-usually-walk-or-cycle-to-school)

Whilst this is at a national level and not a local level, the data provides context on the method of travel to school and level of walking and cycling. The data shows there has been little change in levels of walking and cycling to school in the past 10 years.

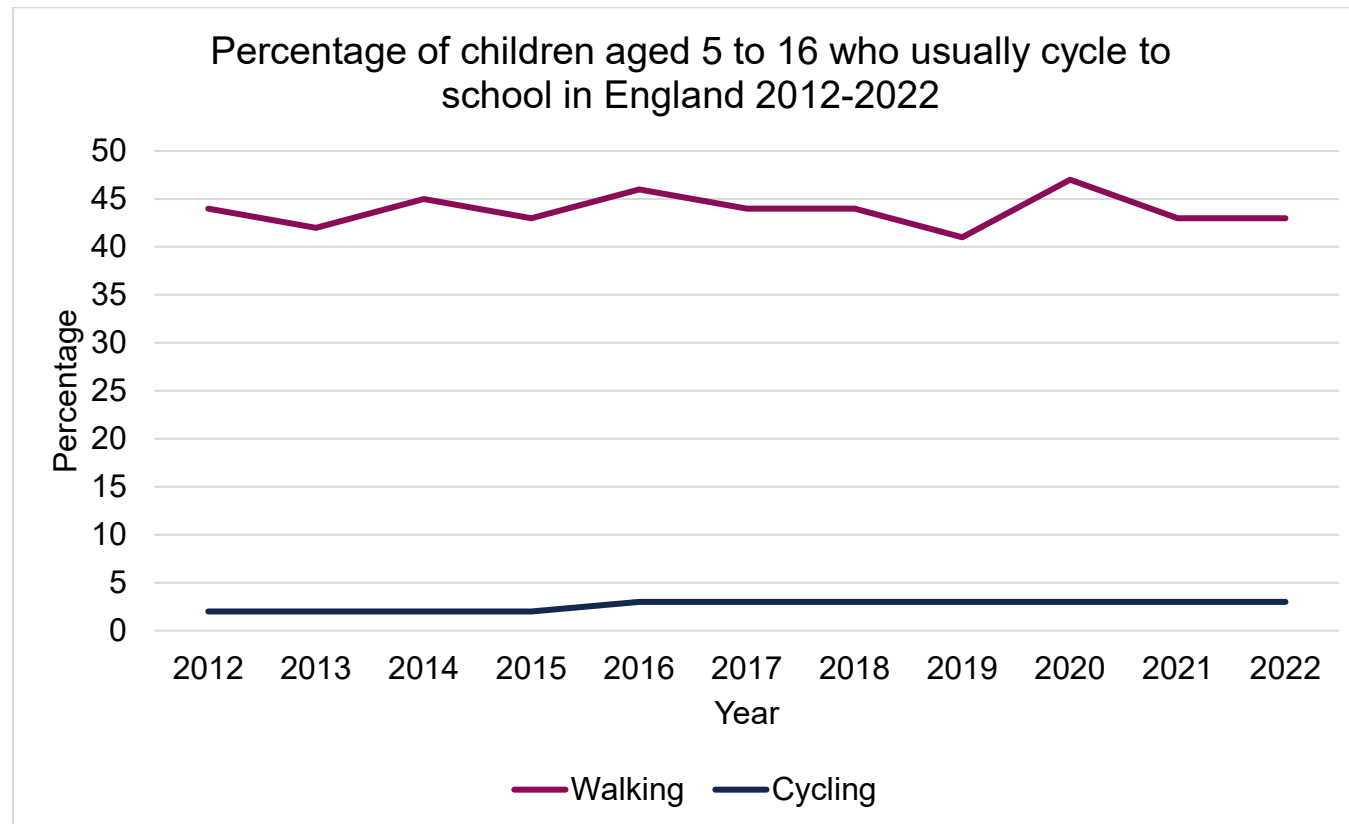


Figure 5 Percentage of children aged 5 to 16 who usually cycle to school in England 2012-2022

Obesity

Figure 6 shows the percentage of adults aged 18+ classified as obese has been rising in Norfolk and is now above the national average. There has been a particularly steep increase since 2020-2021 in Norfolk. This could be linked to the Covid-19 pandemic and changes in behaviours as a result. Over 25% of adults in Norfolk are classified as obese.

The data was sourced from the Office for Health Improvement and Disparities website here: [Obesity Profile - Data - OHID \(phe.org.uk\)](https://www.phe.org.uk/data/obesity-profile)

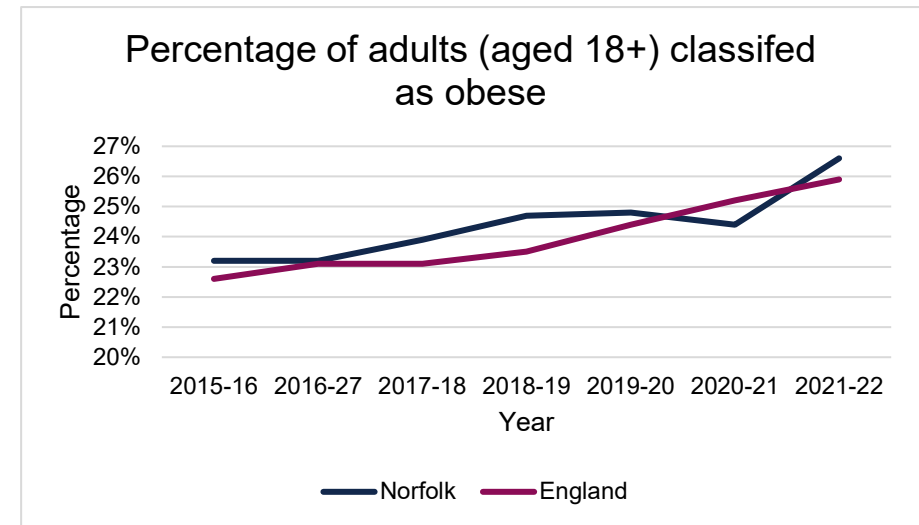


Figure 6 Percentage of adults classified as obese

Disability and inactivity

Census 2021 data shows that 20.1% of people in Norfolk are disabled under the Equality Act compared to 17.3% in England. Figure 7 shows levels of physical inactivity between people with a disability or long term health condition and those without in England. Data was sourced from the Active Lives Survey and can be found here: [Active Lives | Results \(sportengland.org\)](https://www.sportengland.org/active-lives/results)

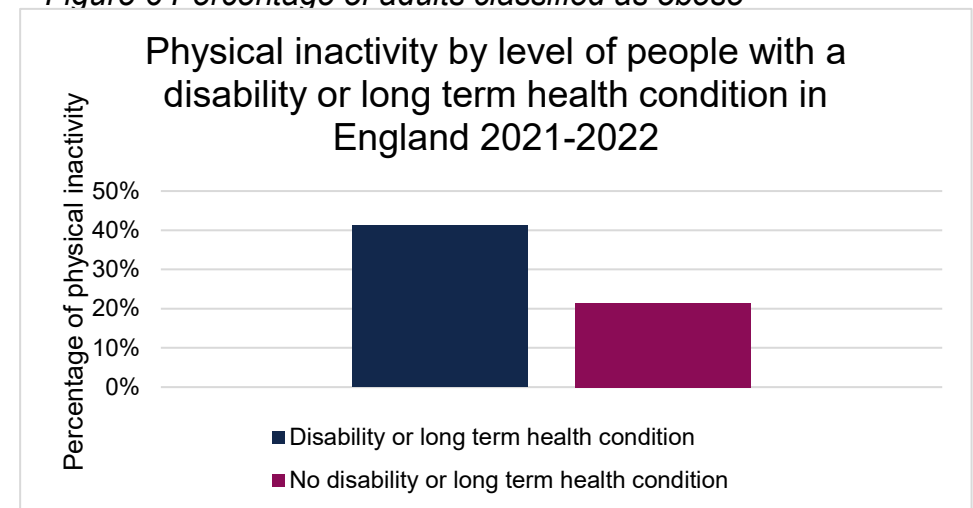


Figure 7 Physical inactivity by disability in England

Gender

Figure 8 below shows the levels of walking and cycling for travel by gender in England in 2021. The data was sourced from the Department for Transport (DfT) website but it originally sourced from the Active Lives Survey undertaken by Sport England. This can be accessed here: [Walking and cycling statistics \(CW\) - GOV.UK \(www.gov.uk\)](https://www.gov.uk/walking-and-cycling-statistics). Figure 9 shows the levels of walking and cycling for travel to work in Norfolk by gender from the 2021 Census accessed here: [Create a custom dataset - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk/statistics/create-a-custom-dataset)

The data, which is for England, shows that males generally walk or cycle more than females for travel. The difference in participation between the genders is most prevalent in cycling for travel where more the number of males that cycle for travel is more than twice as many as females. In Norfolk, males are recorded as cycling more than females to get to work however females walk to work more than males. This could be due to females traveling less far to work and within more of a walkable distance, as is shown in the Census 2021 data where a greater proportion of females both work mainly from home than males and a greater proportion of females travel less than 5km to work than males.

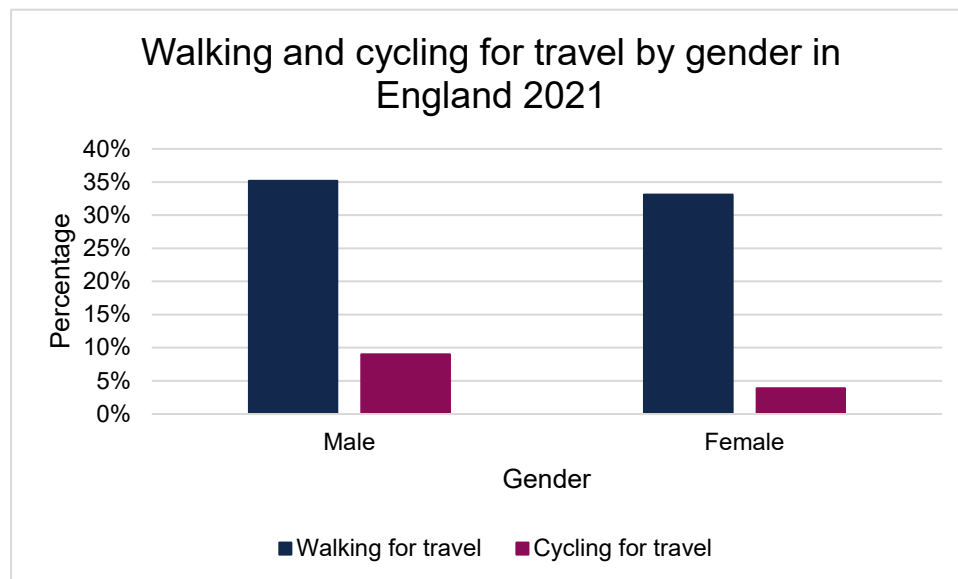


Figure 8 Walking and cycling levels for travel by gender in England

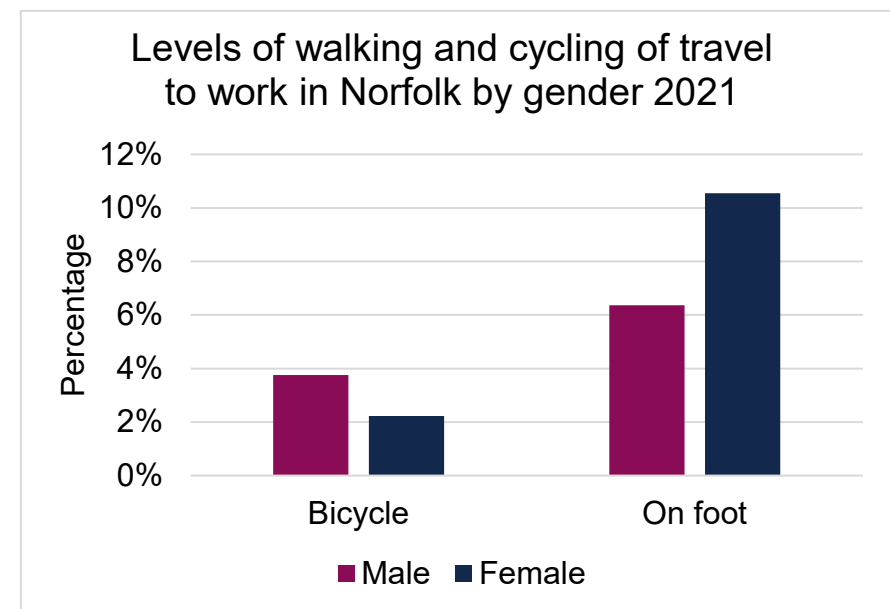


Figure 9 Levels of walking and cycling for travel to work in Norfolk by gender 2021

Rurality

Figure 10 defines the urban and rural areas across Norfolk in 2012. The figure shows the large mix of urban and rural areas in the county with Norwich, Great Yarmouth and King's Lynn being the largest urban areas (shown in red) and large swathes of rural areas particularly in the north of the county and Breckland areas (shown in yellow).

The information has been sourced from Ordinance Survey.

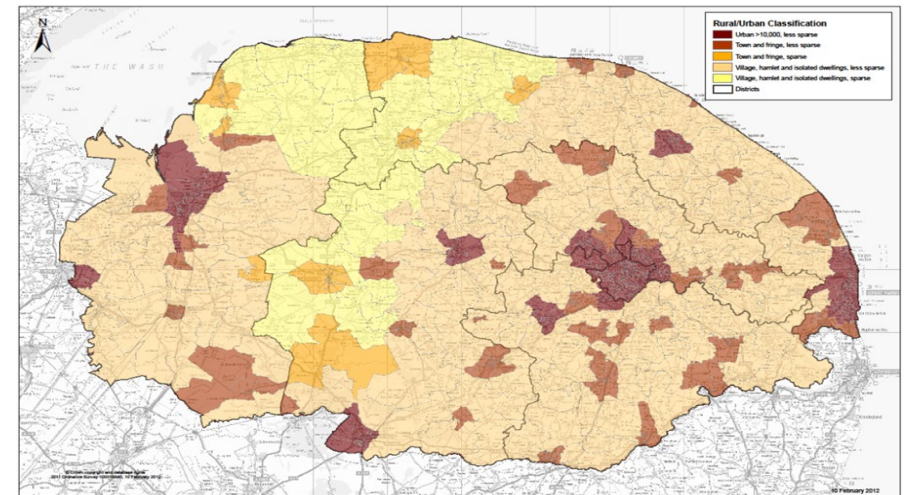


Figure 10 Rural/urban classification in Norfolk

Deprivation

Figure 11 presents the percentage of physically inactive people in Norfolk based on class and shows that physical inactivity is higher for those in lower classes than those in higher with 36.7% of people in lower class being physically inactive compared to 16.8% of people in higher class being physically inactive. This data was sourced from Active Lives Surveys by Sport England.

Figure 12 presents the levels of deprivation across the county and the geographical disparities. It shows that communities in Great Yarmouth, King's Lynn and West Norfolk and in the north of Norwich have particularly high levels of deprivation and areas to the south of Norwich and the city's suburbs have low levels of deprivation.

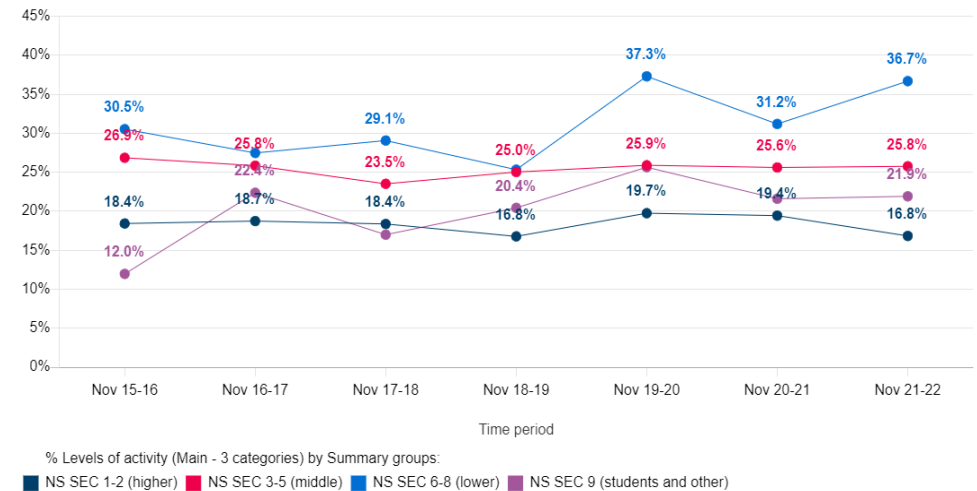


Figure 11 Percentage of physically inactive people in Norfolk based on class

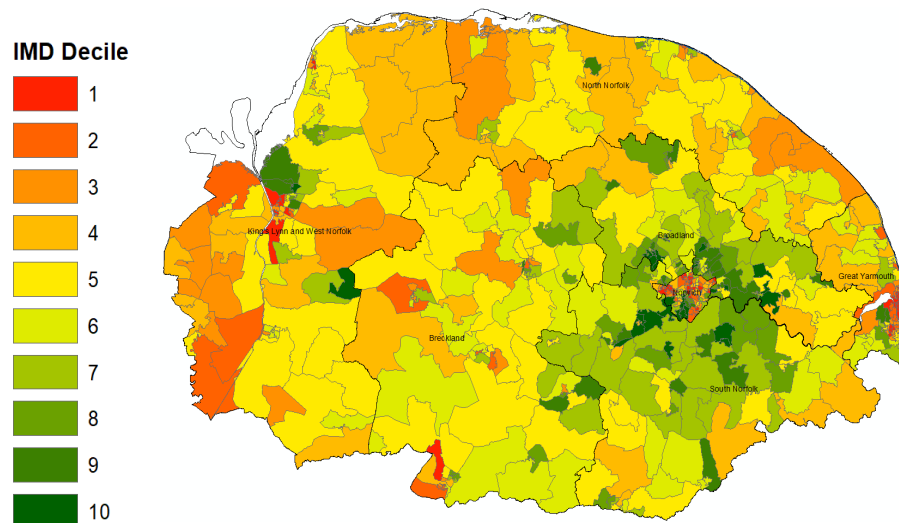


Figure 12 Map showing the varying levels of deprivation in Norfolk

Safety

Figure 13 shows the number of fatal and serious injuries (also known as KSI data) in Norfolk involving pedestrians and cyclists. Between 2016 and 2022 the data shows a downward trend particularly between 2019 and 2020. This may be impacted by the Covid-19 pandemic due to the changes in behaviour. Data was sourced from Norfolk Police.

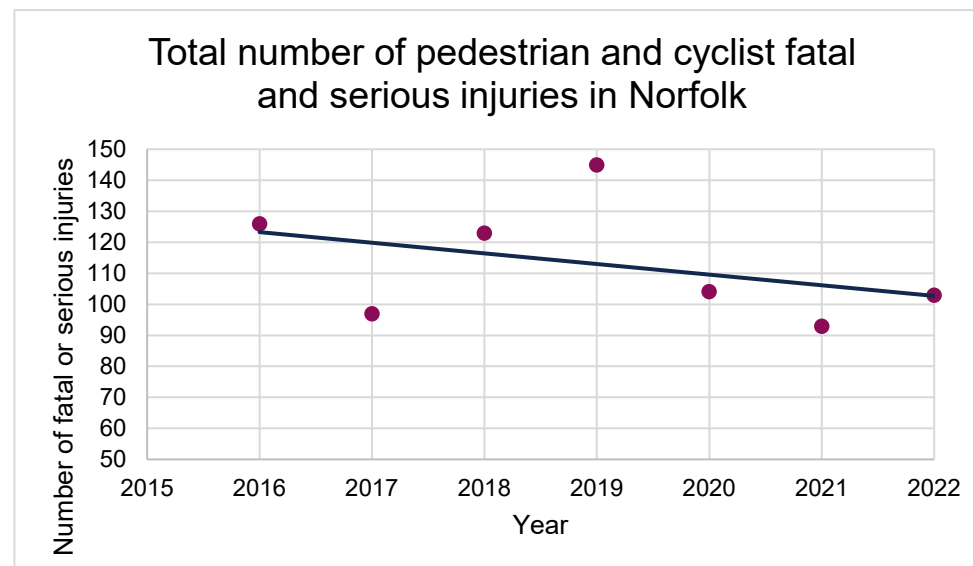


Figure 13 Total number of pedestrian and cyclist fatal and serious injuries Norfolk

Population growth

Figure 14 shows how much the population has grown in Norfolk between 1991 and 2021. The Norfolk population has grown between this period and the Norfolk population was recorded as over 900,000 people in 2021. Figure 15 shows the projected growth in the Norfolk and Waveney population between 2020 and 2040 and shows particularly high growth in people aged 75 plus. This age band is expected to grow by 55% showing that Norfolk has an aging population.

Data was sourced from Norfolk Insight here: [Norfolk Population Statistics and Demographics - Norfolk Insight](#)

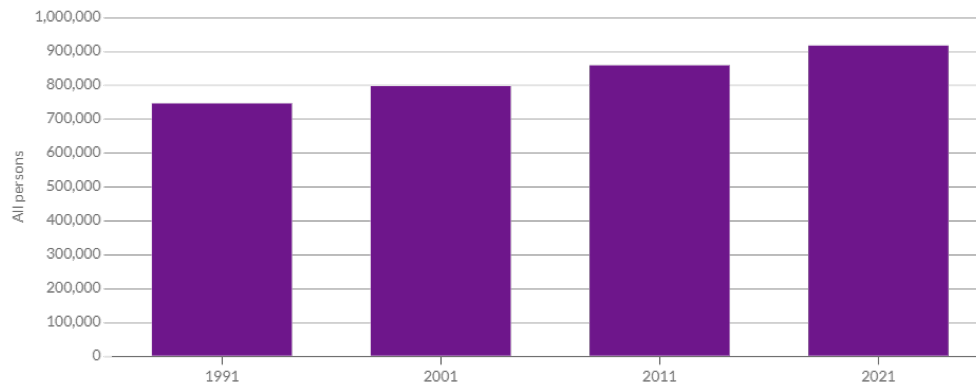
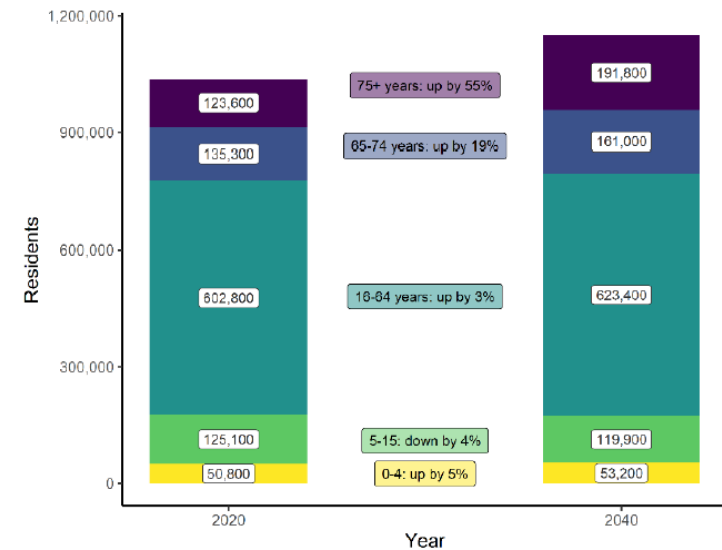


Figure 14 Norfolk population growth between 1991 and 2021



Projected change in the Norfolk and Waveney population

Figure 15 Projected change in the Norfolk and Waveney population from 2020 to 2040

Distance travelled to work

Figure 16 shows the distances travelled to work in Norfolk in 2021. Apart from those who work from home or work mainly offshore, in no fixed place or outside the UK, the majority of people travel less than 2km to work (12.11%) followed by traveling 10km-20km. The data is sourced from the Census 2021 which can be accessed here: [Distance travelled to work - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk)

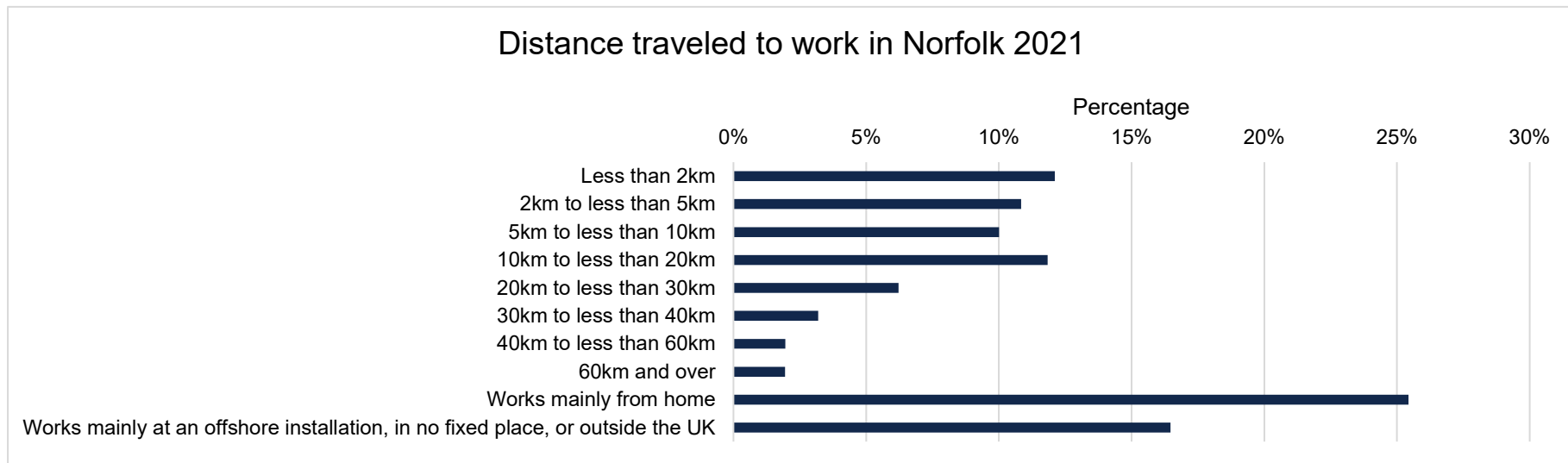


Figure 16 Distance travelled to work in Norfolk 2021

Method of travel to work

Figure 17 shows the methods of travel to work in Norfolk in 2021. 54% of people in Norfolk travel to work by driving a car or van whilst only 11% walk or cycle. When comparing to 2011 Census data (Figure 18), there are fewer people driving to work but also fewer people walking or cycling to work. This is likely due to the large growth in the number of people working from home, a likely result of the Covid-19 pandemic. Data was sourced from the 2021 Census and can be accessed here: [Method of travel to workplace - Census Maps, ONS](#) and 2011 Census data here: <https://www.nomisweb.co.uk/default.asp>

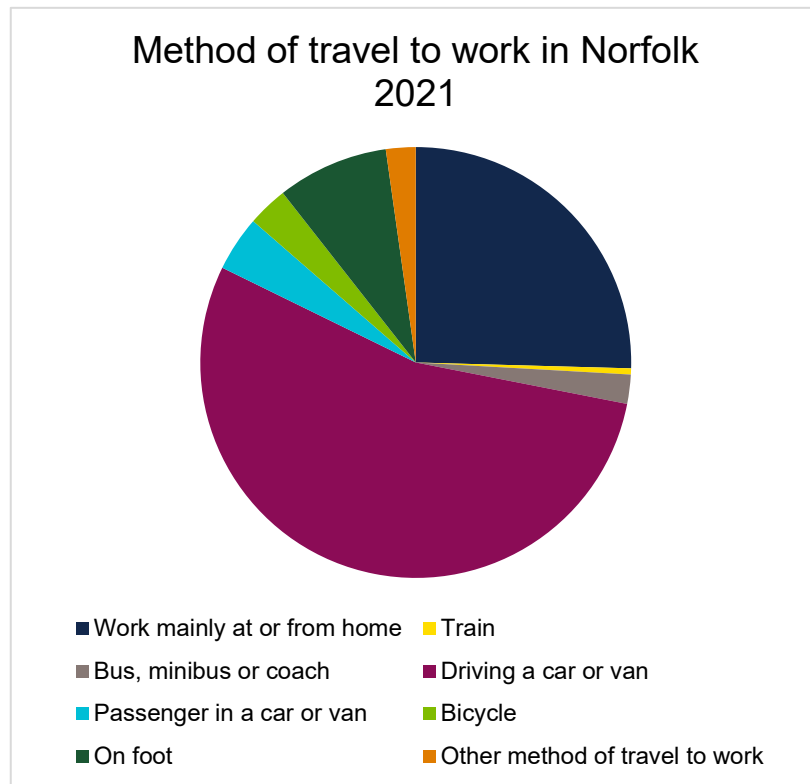


Figure 17 Method of travel to work in Norfolk 2021

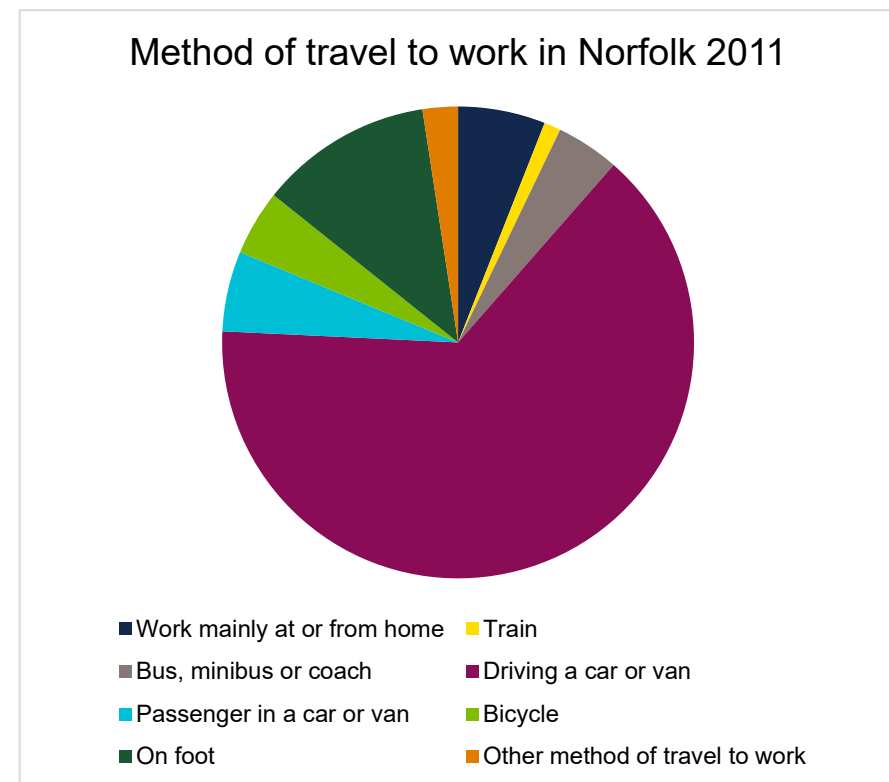


Figure 18 Method of travel to work in Norfolk 2011

Car ownership

Figure 19 shows the level of car ownership across Norfolk in 2021. The data was sourced from the Census 2021 which can be seen [here](#):

[Number of cars or vans - Census Maps, ONS](#)

Car ownership in Norfolk (83%) is higher than the England average (76%).

Car ownership is lower in urban areas such as Norwich where 67% of households own at least one car or van.

Car ownership is highest in South Norfolk with 90% of households owning at least one car or van.

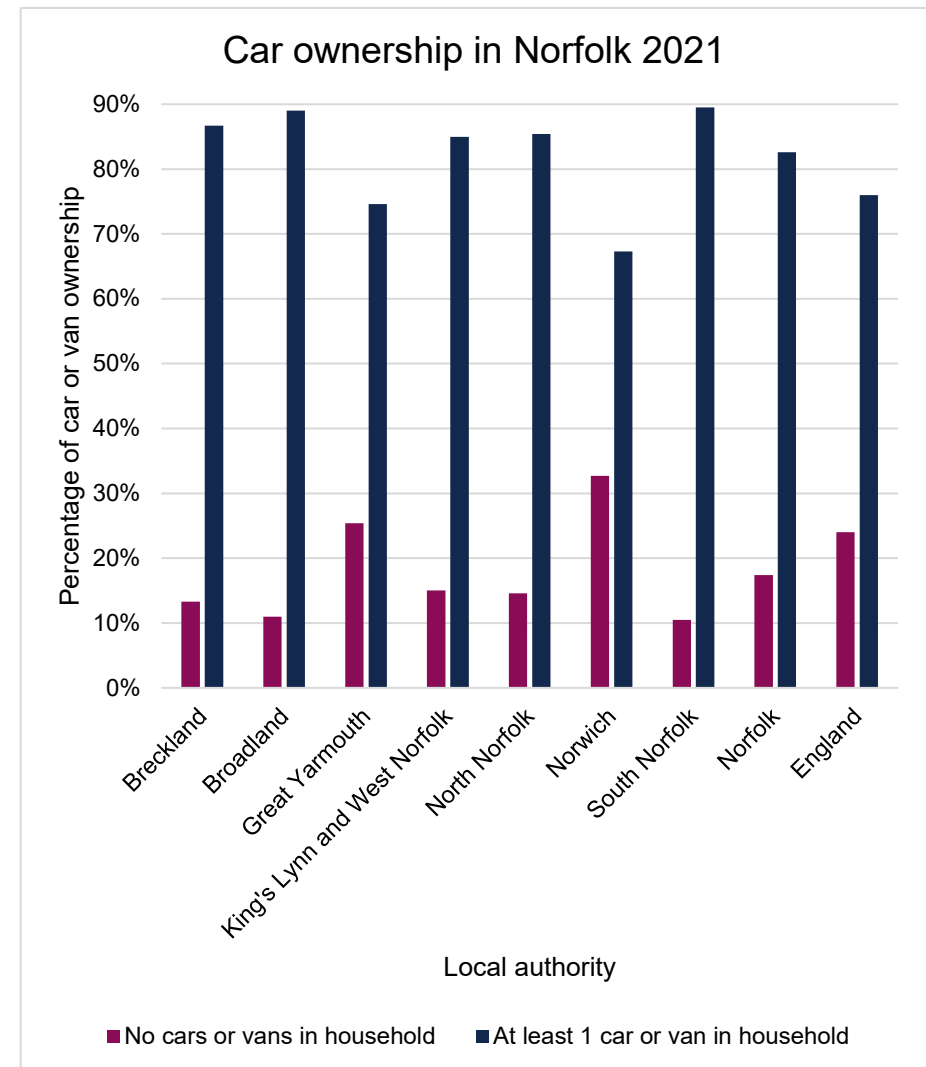


Figure 19 Car ownership in Norfolk 2021

Carbon emissions from transport

Transport is the largest emitting sector in Norfolk, making up over 25% of the county's greenhouse gas emissions in 2021. This data can be seen in Figure 20 below. Data was sourced from the Office of National Statistics available here: [UK local authority and regional greenhouse gas emissions national statistics, 2005 to 2021 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/uk-local-authority-and-regional-greenhouse-gas-emissions-national-statistics-2005-to-2021)

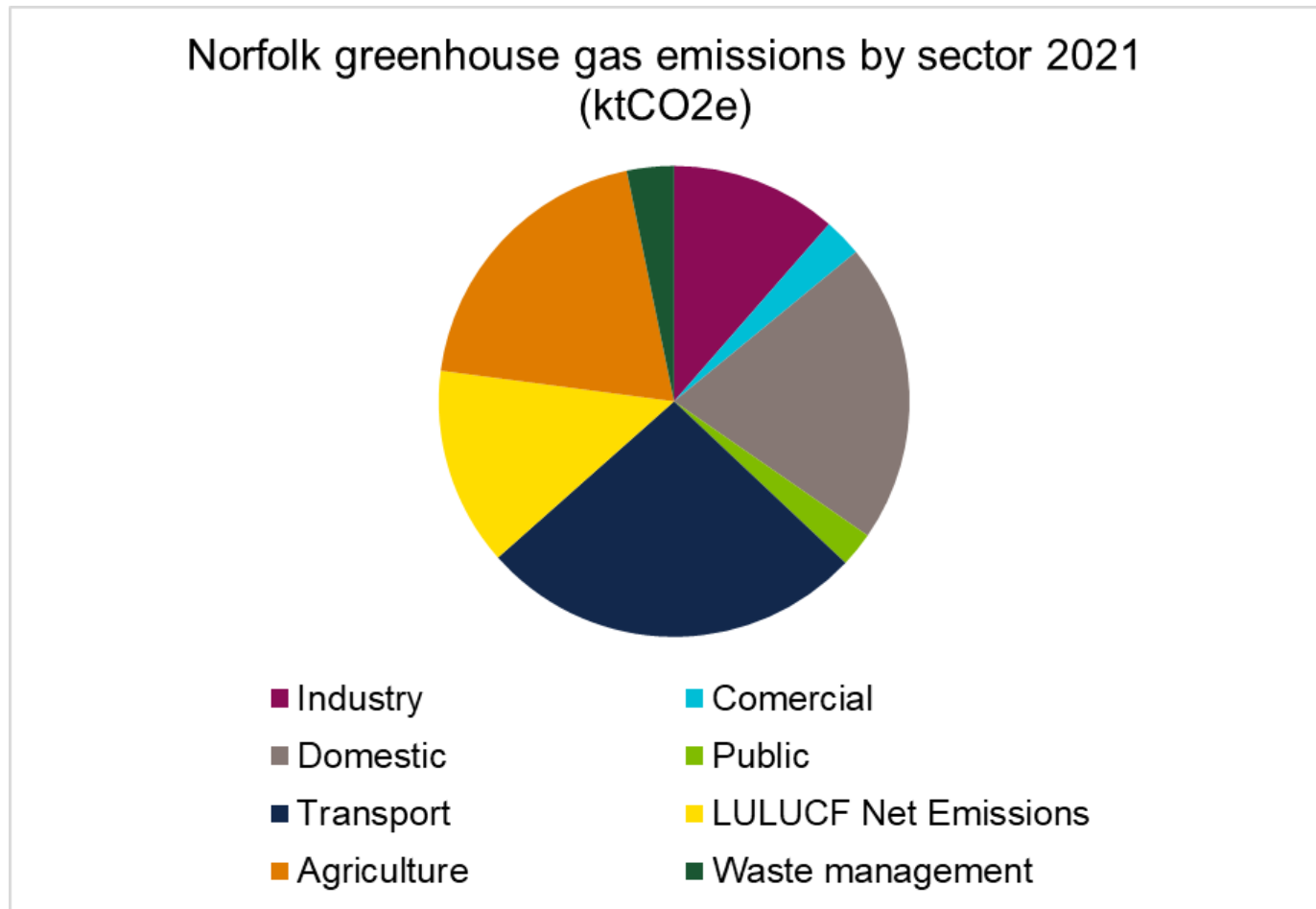


Figure 20 Norfolk greenhouse gas emissions by sector 2021