

Norfolk Local Access Forum
Minutes of the Meeting Held on 11 October 2017
at 10.30am in the Cranworth Room, County Hall

Member:

Martin Sullivan - Chairman
Tim Bennett
Victor Cocker
Geoff Doggett
Mike Edwards
Seamus Elliott
Ken Hawkins
David Hissey
Pat Holtom
Kate MacKenzie
Ann Melhuish
Paul Rudkin
George Saunders
Jean Stratford

Representing:

Motorised vehicle access / cycling
Walking / Conservation
Walking
Conservation / voluntary sector
GI and planning / conservation / sustainability
Sport and outdoor recreation / cycling
Walking / cycling
Cycling / public transport
Economic development / walking
Voluntary sector / walking
Equestrian / all-ability access
Walking / GI and planning
All-ability access / health & wellbeing / voluntary sector
Youth and education / walking / voluntary sector

Officers Present:

Sarah Abercrombie
Dr. Alice Dalton

Andrew Hutcheson
Su Waldron
Matt Worden

Acting Trails Development Officer
Senior Research Associate, Norwich Medical School,
University of East Anglia (UEA)
Countryside Manager (Trails and Projects)
Project Officer, Environment Team
Area Manager (South)

1. Apologies for Absence

- 1.1 Apologies were received from Chris Allhusen, Cllr Brociek-Coulton and Cllr Eagle. Also absent were David Ansell, Rebecca Champion, Helen Chester, and Cllr Eyre.

2. Election of Chairman

- 2.1 Martin Sullivan was nominated by Tim Bennett, seconded by Ann Melhuish.
2.2 Martin Sullivan was **DULY APPOINTED** as Chairman for the ensuing Council year.

3. Election of Vice Chairman

- 3.1 The Chairman reported that Chris Allhusen was prepared to re-stand. Ann Melhuish nominated Chris Allhusen seconded by Paul Rudkin.
3.2 Chris Allhusen was **DULY APPOINTED** as Vice-Chairman for the ensuing Council year.

4. Minutes of last meeting

- 3.1 The minutes of the meeting held on the 5 July 2017 were agreed as an accurate record and signed by the Chairman subject to an amendment to record attendance of Mr T Bennett.
- 4.2.1 The Chairman agreed to take Matters Arising from the Minutes:
- 4.2.2 At paragraph 3.2 a letter to Michael Gove was discussed. Mr Hawkins was disappointed with the response received. The Chairman had written back asking for matters in the initial letter to be addressed. Further replies would be circulated by email.
- 4.3 Pat Holtom and Geoff Doggett arrived at 10 38am.
- 4.4.1 A statement about the Community Infrastructure Levy (CIL) had not yet been received. This was being discussed by the planning team and further information would be brought to a future meeting.
- 4.4.2 The Countryside Manager (Trails and Projects) reported that discussion about the River Wensum Strategy was ongoing regarding establishing CIL funded Public Rights of Way (PRoW) due to the issue of permanence of permissive routes. CIL funding was available in Kings Lynn and Greater Norwich only, and for the River Wensum Strategy due to land ownership.
- 4.4.3 A discussion was held over lack of attendance by County Councillors meetings since May 2017; Joint Committee members hoped they would attend future meetings. Cllr Brociek-Coulton's apologies due to the clash with Communities Committee were noted.
- 4.4.4 Legal staff had been unable to attend a PRoW sub-group to discuss enforcement as discussed at the previous meeting. The Area Manager (South) clarified that Norfolk County Council had an enforcement policy written by trading standards which included information about the enforcement process for PRoW and permissive access. The Area Manager (South) **agreed** to attend future PRoW sub-group meetings. It was noted that policy issues would be addressed by Members and the Environment Group, headed by the Countryside Manager (Trails and Projects).
- 4.5 George Saunders arrived at 10.47
- 4.6.1 Mr Hawkins mentioned the circulated statement about claims for lost paths and his disappointment that the team dealing with applications would not increase. A workshop had been arranged with the Record Office for volunteers interested in this type of work.

5. Declarations of Interest

- 5.1 No interests were declared

6. Items received as urgent business

- 6.1 There were no items received as urgent business

7. Public Question Time

- 7.1 No public questions were received.

8. Norfolk Access Improvement Plan 2018-2028

- 8.1.1 The Forum received the report outlining the approach and format of the draft Norfolk Access Improvement Plan (NAIP) ahead of submission to Norfolk County Council.
- 8.1.2 The format of the NAIP would be changed to a more targeted document, with more detail included in appendices. The draft delivery plan was circulated; see appendix A.
- 8.1.3 The draft NAIP would be complete by mid-December and signed off by Environment, Development and Transport Committee in January 2018. This would be followed by 12 weeks of consultation, consultation feedback, and publication in circa July 2018.
- 8.2.1 It was suggested the plan should include intermediate quantification of output targets and deliverables such as “length of paths to improve” or “percentage value increase made”. The Acting Trails Development Officer **agreed** to bring the statement of actions to the next NAIP sub-group with quantification of actions for further discussion.
- 8.2.2 The Area Manager (South) confirmed a system was in place to send updated information to Ordnance Survey through the Council’s Geographic Information System team. The Acting Trails Development Officer **agreed** to include details in the NAIP.
- 8.2.3 It was suggested that Swaffham be added to the “walkers are welcome” list. Mr Hawkins noted that Swaffham and Aylsham were no longer fully accredited towns.
- 8.2.5 The Acting Trails Development Officer clarified that opportunities to create new public rights of way would come under “feasibility plans and costings”.
- 8.2.6 Mr Hawkins seconded by Mr Rudkin **proposed** that members accept the recommendations with the inclusion of the discussion in paragraph 8.2.1 (above).
- 8.3 The Norfolk Local Access Forum (NLAF) **AGREED**:
 - The approach and format of the draft NAIP, and to submit individual comments, factual corrections and suggestions to Norfolk County Council by mid-November in advance of the publication of the consultation version in mid-December 2017;
 - That the statement of actions be referred back to NAIP sub-group with more quantification of actions for a detailed discussion;
 - The aims and objectives in the draft Statement of Actions, and that these be used to inform an Annual Delivery Plan Consultation Process;
 - The content and timetable of the consultation process.

9. The Health benefits of walking and cycling

- 9.1.1 The Norfolk Local Access Forum (NLAF) received the report outlining evaluation undertaken by the Medical School at the UEA (University of East Anglia) as part of the Pushing Ahead Programme, to evaluate the benefits of a range of travel activities.
- 9.1.2 NLAF heard a presentation by the Senior Research Associate, UEA (see appendix B):
 - Investment in walking and cycling infrastructure by Norfolk County Council would support encouraging more people to be active;
 - Over the next few years there would be more focus on children and young people;
 - The University of East Anglia were evaluating the impact on people of increased walking, cycling and overall activity levels;
 - Outcomes to people, the environment and economy would be evaluated;

qualitative evidence would also be evaluated;

- More data was needed to identify the long term impact of the project;
- Space at bus stop signs was used for public health messaging; the experiment would be repeated with a unique image to research the impact of this.

9.2.1 The Senior Research Associate, UEA, clarified there was also a work strand looking at workplace health involved with organisations across Norwich. Part of Pushing Ahead's aim was to encourage work places to have a modal shift towards a more active workforce. The Countryside Manager (Trails and Projects) clarified that there were a number of incentives at Norfolk County Council to encourage cycling.

9.2.2 It was hoped that Pushing Ahead would become self-sustaining; the challenges due to the costs involved were noted. Work was underway with Children's Services and Norfolk Police for a bike loan referral scheme for voluntarily refurbished bikes with the aim of reducing criminal activity.

9.2.3 "Fun and Fit" were involved in the project, for example, providing adapted bikes for gyms for disabled users.

9.2.4 Discussions were underway with UEA to develop a memorandum of understanding for close working.

9.3 The Norfolk Local Access Forum (NLAF):

- **NOTED** the report and presentation;
- **RECOMMENDED** the final results be taken into account in forward planning for walking and cycling and active travel initiatives in Norfolk

10. Countryside access arrangements update

10.1 The NLAF discussed the report summarising work carried out by Countryside Access Officers and Environment Teams requested at the meeting in July 2017.

10.2.1 It was suggested that information about routine management of rights of way be included in future reports including information on the budget, what distance of and how often footpaths and PRoW would be cut. The Area Manager (South) **agreed** to bring a further report with this information and information on trails from the Countryside Manager (Trails and Projects).

10.2.2 Mr Hawkins **suggested** that the next Countryside Access Arrangements Update report come through the PRoW sub-group prior to being brought to NLAF.

10.2.3 A discussion was held over amount of reports dealt with related to permissive access. The Area Manager (South) **agreed** to include information on prioritisation of enforcement procedures in the next report.

10.2.4 The Area Manager (South) **agreed** to look into how information in the report could be disseminated more widely.

10.2.5 Mr Hawkins updated the Joint Committee on work being done by PRoW sub group to link up with trails volunteers

10.3 The Local Access Forum (NLAF):

- **NOTED** the progress made to date since the Countryside Access Officer posts

were introduced.

- **AGREED** that the next Countryside access arrangements update report would be taken to the PRoW sub-group prior to being brought to the NLAF.

11. Pathmakers – building organisational capacity

- 11.1 The NLAF received the report from Pathmakers on work to improve access to the Countryside in Norfolk and improve organisational capacity through an application for a heritage lottery fund resilience grant.
- 11.2.1 Mr Doggett suggested the workshop be opened to the Joint Committee. Ms Holtom felt the size of the workshop group was sufficient and suggested NLAF members send ideas and feedback for consideration via the Project Officer or Acting Trails Development Officer. A discussion was held over this. The Chairman suggested that interested members be invited to attend based on capacity.
- 11.2.2 It was suggested that pumps and windmills be taken out of the grant application due to existing funding and projects; the Project Officer agreed that further work was needed to integrate with existing work related to windmills across Norfolk. It was suggested that other heritage buildings could be included such as churches.
- 11.2.3 It was suggested that projects should be linked to NAIP objectives in the future; the Acting Trails Development Officer **agreed** to bring this to the next NAIP sub-group meeting for discussion.
- 11.3 The Norfolk Local Access Forum (NLAF) **SUPPORTED** the Pathmakers' initiative to make a bid to the HLF (Resilient Heritage Lottery Fund).

12. Local Access Forum annual reviewed 2016/17

- 12.1 The NLAF received the report outlining the annual report for submission to Natural England for the period 2016-17, and the suggested priorities for 2017-18.
- 12.2.1 It was suggested aims in the NAIP should be based on those Natural England measured NLAF by.
- 12.2.3 It was noted that the walking and cycling group was previously an ad-hoc working group which was absorbed into the PRoW sub group.
- 12.3 The Norfolk Local Access Forum (NLAF):
- **NOTED** the Annual Report, April 2016 – March 2017, (Appendix A)
 - **AGREED** the priorities for 2017/18

13. Norfolk Local Access Forum procedures

- 13.1.1 The NLAF discussed the report proposing a forward planning procedure, a system for coordinating and responding to consultations and for dealing with other actions.
- 13.1.2 The Acting Trails Development Officer introduced the report and proposed forward plan which was a flexible, working document and could be uploaded online in advance.

- 13.2.1 A discussion was held over the procedure for responding to consultations; the Acting Trails Development Officer clarified that it was not necessary to respond to all consultations. The proposed procedure for responding shown in the report was noted.
- 13.2.2 Mr Hissey noted that some organisations accepted individual responses as “on behalf of NLAF”.
- 13.2.3 Mr Hawkins proposed accepting the recommendation including a description of the proposed process for responding to consultations.
- 13.2.4 The Chairman clarified that it was an individual’s choice whether to “reply all” or send a private email to the chairman with their response.
- 13.3 The Norfolk Local Access Forum:
1. **AGREED** that individual responses [to consultations] be sent by NLAF members to the NLAF Chair with a copy to the NLAF Coordinator a week prior to the deadline and the Chair/ Coordinator to compile a response;
 2. **AGREED** an annual forward planning procedure for agenda items;
 3. **AGREED** a system for coordinating and responding to consultations
 4. **AGREED** a system for further actions such as letters with advice, comments or requests.
- 13.4.1 The Countryside Manager (Trails and Projects) reported that Norfolk County Council had successfully applied for a grant to develop a Cycling and Walking Infrastructure Plan for Norwich. Over the next 8-10 months the Plan would be created in line with the Walking and Cycling Infrastructure Plan priorities. They aimed to identify barriers to active travel to school, focussing on walking infrastructure to increase walking stages in journeys. Existing cycling infrastructure plans would be re-examined to increase cyclist numbers and prioritise improvements based on the latest cycling safety information.
- 13.4.2 The draft plan would be brought to the NLAF and Cycling and Walking working group, then to the Environment, Development and Transport Committee for agreement. The Countryside Manager (Trails and Projects) confirmed it would link to current projects including Pushing Ahead and UEA’s evaluation. He confirmed that this focussed on walking and cycling as a means of transport rather than recreation.

Dates of future meetings:

7 February 2018	10:30	Edwards Room, County Hall
18 April 2018	10:30	Edwards Room, County Hall
18 July 2018	10:30	Cranworth Room, County Hall
24 October 2018	10:30	Edwards Room, County Hall

The Meeting Closed at 12:31

**Martin Sullivan, Chairman,
Norfolk Local Access Forum**



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Norfolk Access Improvement Plan 2017-2018 - Example Delivery Plan

<i>Care for our roads and environment</i>
<i>i) A well-managed Access Network. We will develop a well-signed, maintained and network of routes accessible to all – both public rights of way and promoted trails - which provide access to coastal, rural and urban areas</i>
<i>ii) A well connected Access Network We will develop an integrated green infrastructure network that provides opportunities for all users; improve connectivity and accessibility of the network and develop opportunities</i>
<i>iii) A well-protected Environment – We will provide access to and understanding about protection of the natural and historic environment, managing the impact of visitors on protected sites.</i>
<i>iv) A well promoted Access Network – We will communicate Norfolk's outstanding countryside and the benefits of outdoor activity for all users; and develop a communications plan identifying key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users)</i>
<i>v) A well informed Access Network We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies</i>
<i>Care for our community</i>
<i>vi) A Community Based Access Network. We will increase the involvement of communities in the development of their local access network and work with Parish Councils, volunteers and other community organisations</i>
<i>Care for our health</i>
<i>vii) A healthy Access Network We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network. We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network</i>
<i>Care for our economy</i>
<i>viii) A Valuable Access Network Maximise the economic benefits to Norfolk that are generated through the access network. Work with businesses, tourism agencies and DMOs (Destination Management Organisations) and others to maximise the benefits for the visitor economy</i>

Delivery Plans 2017-2018	Owner	Action	Resources/ Projects	Partners	Evidence completed
i) A well-managed Access Network. We will develop a well-signed, maintained and network of routes accessible to all – both public rights of way and promoted trails - which provide access to coastal, rural and urban areas					
managing and improving signage, furniture, bridges					
	Norfolk Trails	Work plan	Staff and budget		PROW/ Trails Annual report TAMP
	Highways/ PROW	Work plan	Landowners Staff and budget		PROW/ Trails Annual report TAMP
managing path surfaces/ and vegetation			Landowners		
	Norfolk Trails	Work plan/ Cutting contract	Staff and		PROW/ Trails Annual report TAMP
	Highways/ PROW	Work plan /Cutting contract	budget Staff and budget		PROW/ Trails Annual report TAMP
accessible routes without barriers			Landowners		
	Norfolk Trails	Plan for removal of barriers as opportunities arise			
reporting issues by volunteers and users					
	Norfolk Trails	Respond to issues on CRM, enforcement	Staff and	volunteers/	CRM
	Highways/ PROW	Respond to issues on CRM, enforcement	budget Staff and	users volunteers/	CRM
maintaining the definitive map for Norfolk			budget	users	
	Def Map Team	Definitive map upkeep in paper and on website	Staff and		Website
			Staff and budget		Website
recording and managing changes to the definitive map					
	Def Map Team	Respond to claims	Staff and budget		Website
monitoring and evaluating the effectiveness of the above		Objectives in Environment Team Business Plan PROW/ Highways Plan?		NLAF	PROW/ Trails Business Plan -targets/ achievements The National Highways and Transport Network (NHT) survey

Delivery Plans 2017-2018	Owner	Action	Resources/ Projects	Partners	Evidence completed
<i>ii). A well connected Access Network We will develop an integrated green infrastructure network that provides</i>					
Greater Norwich Green Infrastructure Plan	NCC Env Team				
Develop a new multi-use trail between Wroxham and Broadland Business Park (and from there to the Norwich Cycleway Pink Route and potentially to the Wherryman's Way) through the Broadland Growth Triangle.	Norfolk County Council	Develop detailed plans and costings for route			Feasibility complete
River Wensum Parkway Project - strategy and development	River Wensum Strategy Partnership	Develop Strategy for route		Norwich City Council, Norfolk County Council and other landowners	strategy published
Three Rivers Way	NCC Highways	Section 1 cycle route established Hoveton/Wroxham to Horning		Broads Authority	
Kings Lynn GI Plan	NCC Env Team				
Research potential for Green Pilgrimage route connecting Walsingham to other routes in Norfolk	NCC Env Team	Feasibility and detailed plans/ costings for short sections	Green Pilgrimage Project	Walsingham ?	Feasibility Plan
Norfolk Cycling and Walking Strategy	NCC Env Team	Draft Strategy written- ETD approval			Draft Strategy published
Pushing Ahead - Active Travel Planning for Norwich and Coastal Access	NCC Env Team	Project team set up and delivery started			Funding agreed
Stretches 1, 2 Weybourne to Hopton					
East Coast Path	NCC Env Team	to develop East Coast Path concept		Suffolk CC and Essex CC?	East Coast Plan concept Agreed
Circular paths for above	NCC Env Team				
Priorities for claiming/ recording historic routes prior to 2026	NLAF PROW sub- group	Workshop with Norfolk Record Office about researching historic paths		Ramblers, Open Spaces Society, British Horse Society	

Delivery Plans 2017-2018	Owner	Action	Resources/ Projects	Partners	Evidence completed
iii) A well-protected Environment – We will provide access to and understanding about protection of the natural and historic environment, managing the impact of visitors on protected sites.					
Growth and Planning	NCC/ Green Infrastructure Team	NDR Access Improvements		NCC and District Councils	Recreational impact project
Management Green Spaces - Special Sites eg Local Nature Reserves	NCC/ Biodiversity Team			NCC and District Councils	Access and Biodiversity plans
Management Historic Environment	NCC/ Historic Environment Team	Access to Norfolk Mills - Open Days		NCC and District Councils, Norfolk Windmills Trust	Access and Historic environment plans
Management North Norfolk AONB	Norfolk Coast Partnership			Norfolk Coast Partnership	AONB Management Plan
The Broads National Park	Broads Authority	Three Rivers Way - Section 1		Broads Authority	Broads Plan
Environment Education	NCC/ Trails	Schools activities - in school and out on route	Marriotts Way	Schools on Marriotts Way	Marriotts Way Report
Sustainable transport options	NCC	Active Travel Plans Norwich and Great Yarmouth Broads by Bike - 3 self-service Cycle points	Pushing Ahead/ AtoBetter	Norfolk Trails, Highways Passenger Transport	Pushing Ahead/ AtoBetter

Delivery Plans 2017-2018	Owner	Action	Resources/ Projects	Partners	Evidence completed
iv) <i>A well promoted Access Network – We will communicate Norfolk's outstanding countryside and the benefits of outdoor activity for all users; and develop a communications plan identifying key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users)</i>					
o Communications Plan	NCC Env/ Comms Teams	Comms Plan	Users/ partners	NCC/ Trails	Annual review
o Website	NCC Env Team	Website	Projects	NCC/ Trails	No hits/ Usage/ annual review
o Print	NCC Env Team	Literature - Three Rivers Way leaflet - Junior Passport	Projects	NCC/ Trails	No booklets etc. Feedback/ annual review
o Press/ media	NCC Env Team	Media Releases - Lord Gardiners visit - Coastal Treasures funding	Projects	NCC/ Trails	No releases Response/ publication
o Social media	NCC Env Team	Trails Twitter and Facebook accounts	Projects	NCC/ Trails	Number Followers/ Twitter/ Facebook reports
o Photo/ video library	NCC Env Team	Photos/ videos	Projects	NCC/ Trails	Usage/ Review
o Newsletters		Volunteer newsletter		NCC/ Trails	Usage/ Review
o Events	NCC Env Team	Events - Marriotts Way Vintage Cycle event - Walking and Cycling festival	Projects	NCC/ Trails	Attendance/ feedback
o Accessible versions	NCC Env Team	Accessible publications/ Versions - Burgh Castle leaflet	Projects	NCC/ Trails	Usage/ Annual review

Delivery Plans 2017-2018	Owner	Action	Resources Projects	Partners	Evidence completed
v) A well informed Access Network We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies					
Public information about PROW for users/ walkers	NCC Highways	o PROW interactive map showing where there is public access			Annual report usage
Public information about Norfolk Trails and Circular Walks for users/ walkers and local businesses	NCC Norfolk Trails	o Norfolk Trails interactive map showing promoted routes – long distance trails and circular routes			Annual report usage
	Norfolk Trails	o 360° views of Norfolk Trails using Googletrekker technology			No of photos uploaded onto Googlemaps
	NCC Trails	o PDF downloads of short and circular walks			Annual report usage
Public information about PROW for land-owners, developers and professionals	NCC Highways	o Definitive Map of PROW – showing the legal map base systems			Annual report usage
Information about health linked to Norfolk Trails	Active Norfolk	Active Norfolk map of health outcomes in Norfolk, with a layer for Norfolk Trails			Annual report usage
o Systems for measuring the benefit of access to the environment					
Information about the ways that people engage with the natural environment such as visiting the countryside, enjoying green spaces in towns and cities, watching wildlife and volunteering to help protect the natural environment.	Natural England	MENE - Natural England survey			Annual report usage
	Norfolk Trails	o Route counters on Norfolk Trails to measure the number of users			Insight Track Report
	Norfolk Trails	o Feedback Surveys to analyse the characteristics of users			Insight Track Report

Delivery Plans 2017-2018	Own	Action	Resources/ Projects	Partners	Evidence completed
vi. A Community Based Access Network. We will increase the involvement of communities in the development of their local access network and work with Parish Councils, volunteers and other community organisations					
o Support community network management	Norfolk Trails, Highways	Parish schemes	Annual report feedback	Norfolk Trails, Highways	Number of events for Parishes/ Parish schemes
o Develop ideas for projects benefitting the local area	NCC	Swaffham - trail connecting to Peddars Way	Annual report - feedback	NCC, Districts and Parishes	Number of project ideas
o Support volunteer networks	Norfolk Trails, Highways	Trails volunteer networks	Annual report - feedback	Norfolk Trails, Highways	Highways Rangers, Norfolk Trails Volunteers
o Develop other volunteer opportunities	NCC	Volunteer activities and days	Annual report - feedback	Norfolk Trails	Friends Schemes
o Include users, volunteers and communities in the governance of the Access Network through the Norfolk Local Access Forum	NCC	Volunteer rep on NLAF	Attendance and minutes of meetings	Democratic Services and Norfolk Trails	Norfolk Local Access Forum meetings
o Support an independent Charitable Organisation (Pathmakers) in developing and funding community projects	Norfolk Local Access Forum		Review of plan Meeting minutes	Norfolk Local Access Forum	Pathmakers Business Plan Meetings

Delivery Plans 2017-2018	Owner	Action	Resources/ Projects	Partners	Evidence completed
vii) <i>A healthy Access Network We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network. We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network</i>					
People with physical disabilities	NCC	Improvements to routes - Burgh Castle, Access to Beach North Denes, Gt Yarmouth	Various projects		No routes completed + review
People with mild to moderate mental health issues including dementia	NCC	Dementia Walks - North and West Norfolk	SAIL		No walks available + review
The elderly	NCC	- North and West Norfolk Outdoor activities for older people	SAIL		No activities developed + review
Families with young children	NCC	Activities and events - Marriotts Way	Marriotts Way/ Pushing Ahead		No activities/ events + review
Schools	NCC	Activities and events - Marriotts Way and Pus	Marriotts Way/ Pushing Ahead		No activities/ events + review
Young people	NCC	Activities and events - Marriotts Way and Pus	Marriotts Way/ Pushing Ahead		No activities/ events + review
Black, Asian and minority ethnic groups	NCC				

Delivery Plans 2017-2018	Owner	Action	Resources/ Projects	Partners	Evidence completed
viii) A Valuable Access Network Maximise the economic benefits to Norfolk that are generated through the access network. Work with businesses, tourism agencies and DMOs (Destination Management Organisations) and others to maximise the benefits for the visitor economy					
o Develop a supportive network of businesses linked to Norfolk Trails					
	Walkers are Welcome Towns	Cromer Walkers are Welcome			Website
	Walkers are Welcome Towns	Dereham Walkers Are Welcome			Website
	Walkers are Welcome Towns	Aylsham Walkers Are Welcome			website
	Norfolk Trails	National Trail Partnership and businesses			Publication of passport
o Website and walks showing links to businesses and other facilities	Norfolk Trails				
	Norfolk Trails	Businesses signed up to website	Explore More Coast, Marriotts Way	NCC website team	website
O Promote the network with partners as part of the Visit Norfolk offer					
	Visit Norfolk, Norfolk Trails	Businesses signed up to website			website

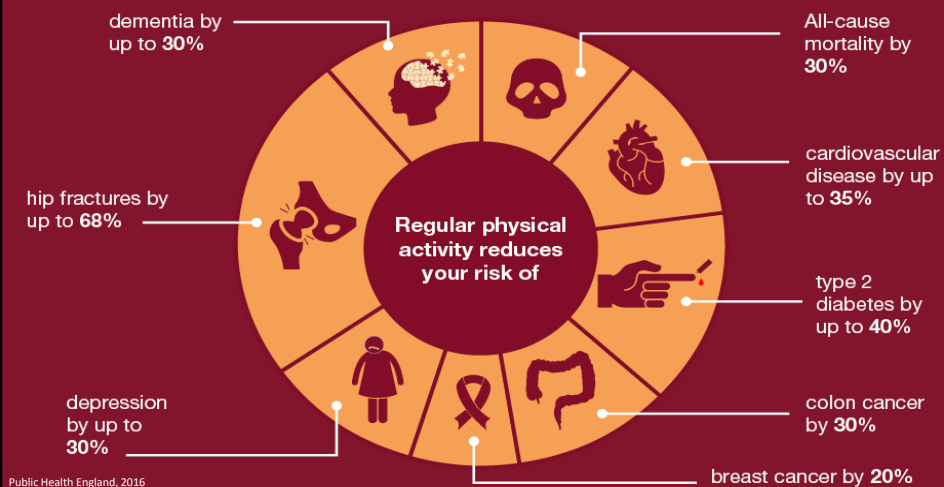
Why is Norwich Medical School interested in walking and cycling?

Alice Dalton, UEA



Why did we get involved?

What are the health benefits of physical activity?



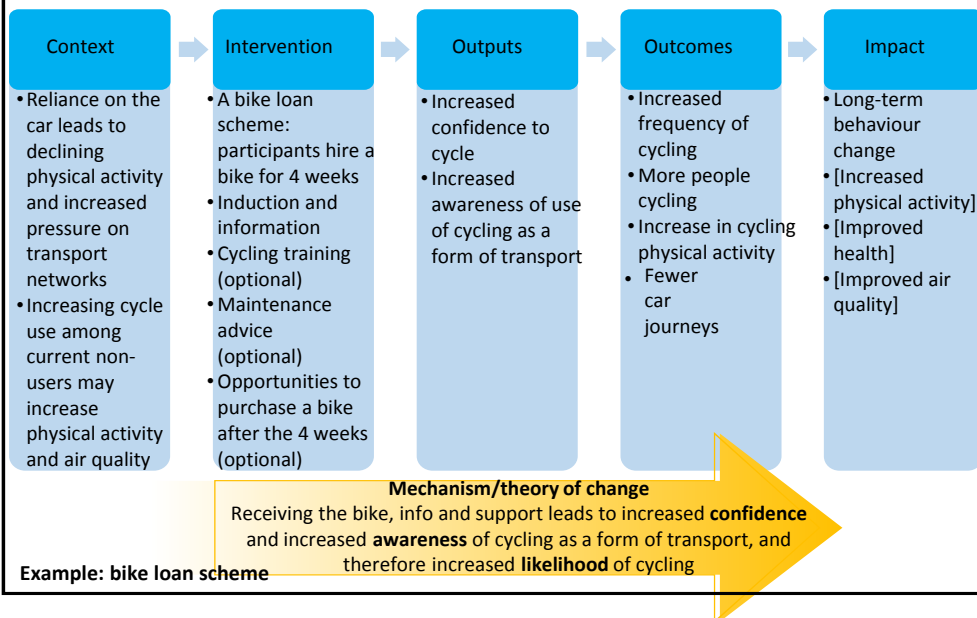
Logos included: Norfolk County Council, GREAT YARMOUTH BOROUGH COUNCIL, WSP, PUSHING AHEAD, active norfolk, THINK NORFOLK, Department for Transport, NORFOLK TRAILS, ACTIVATING COMMUNITY INTEREST COMPANY, UEA University of East Anglia, NORWICH City Council, BICYCLE LINKS, GYBP Great Yarmouth Bike Project, A to Better.

Website snippet text: "Walking and cycling are easy ways to get in and around Norwich and Great Yarmouth. Avoid getting stuck in traffic and save some money at the same time!"

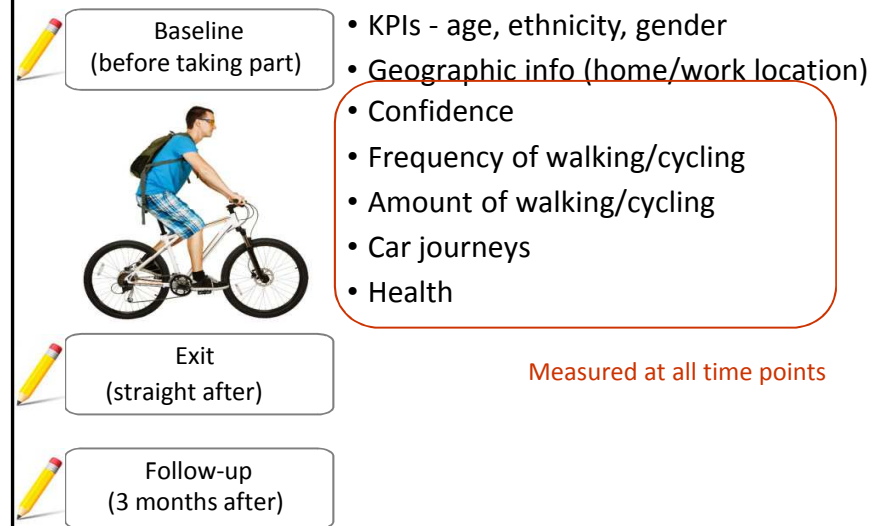
'Whole community', partnership approach to walking and cycling promotion

WHO? HOW? WHAT? WHEN? WHY? WHERE?

Step 1. Logic model



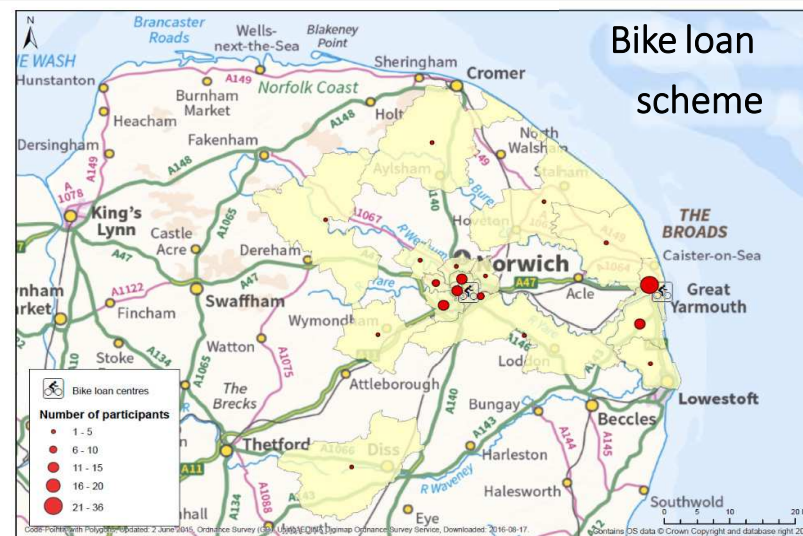
Step 2. Measuring outcomes



Step 3. Talking to the people involved

How did the programme work and what can we learn from it?

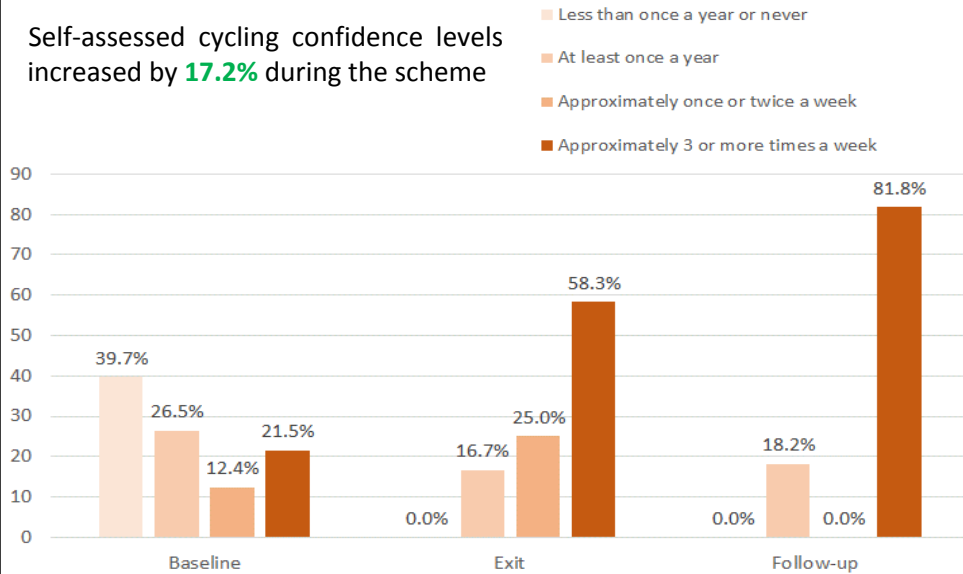
- Higher programme management
- Operational management
- Deliverers and providers
- Wider consultation/stakeholders
- Pushing Ahead steering group



Bikes loaned to 121 people, 55% of these from Norwich
 62% female, 46% were aged 30-44 years
 74% not regular cyclists
 35% participants resided in areas of highest deprivation (top 10% nationally)

Change in cycling confidence Change in cycling frequency

Self-assessed cycling confidence levels increased by **17.2%** during the scheme



Findings from the process evaluation

There are real people who've changed their lives and are now encompassing cycling into their daily lives as a result of this scheme.

There's one man who came to us via a homeless shelter. He got a bike and used it so much that he wore out some of the components. He received one of the free bikes at the end of the scheme. He uses the bike to visit family, someone who's ill and lives 5, 7 miles away. For him it's a real lifeline for maintaining contact with his family.

Casualty reduction campaign: experiment

Question: can **digital screens** at bus stops communicate **public health messaging**?

- Observe peoples' reactions to image (n=1060)
- Interview them about cyclist priorities before and after image displayed (n=244)
- See if image influences attitudes



People were **7 times** more likely to say 'giving space' was a priority for cyclists, if they were interviewed during experiment 1

People were **3.6 times** more likely to say 'giving space' was a priority if they were interviewed when a campaign image was being displayed

Yet, they were **less likely** to say 'giving space' if they said they had seen the image before



Why?

Process: Management & delivery

We need an evidence-based rather than 'shopping list' approach

Appropriate meetings and channels for reporting, that avoid duplication

Agree on the target group and aim

A really strong brand helps with the trust, uptake and engagement

An interactive website that is fun to look at and less corporate

You need a real willingness to work together, with conversations all the way down to officer level

Partnership working

Identify and utilise expertise and strengths of partners, across all project activities, from an early stage

Avoid duplication of resource in terms of people delivering quite similar things

Interact with residents and community groups, and hold a stakeholder mapping exercise

Work with a range of partners from the community, business, voluntary sector, disability groups, transport companies and academia

Targeting, engagement & advocacy

If blanket offering services only gets the already active involved, you may be broadening health inequalities

A Copenhagen 'Bicycle Account' or Sustrans 'Bike Life' model would be really good evidence for future bids and evidencing change

Having someone out there active in industry and the community is necessary to help recruit service users

Is the project aimed at modal shift or tackling disadvantage and inequality? The approach will depend on this

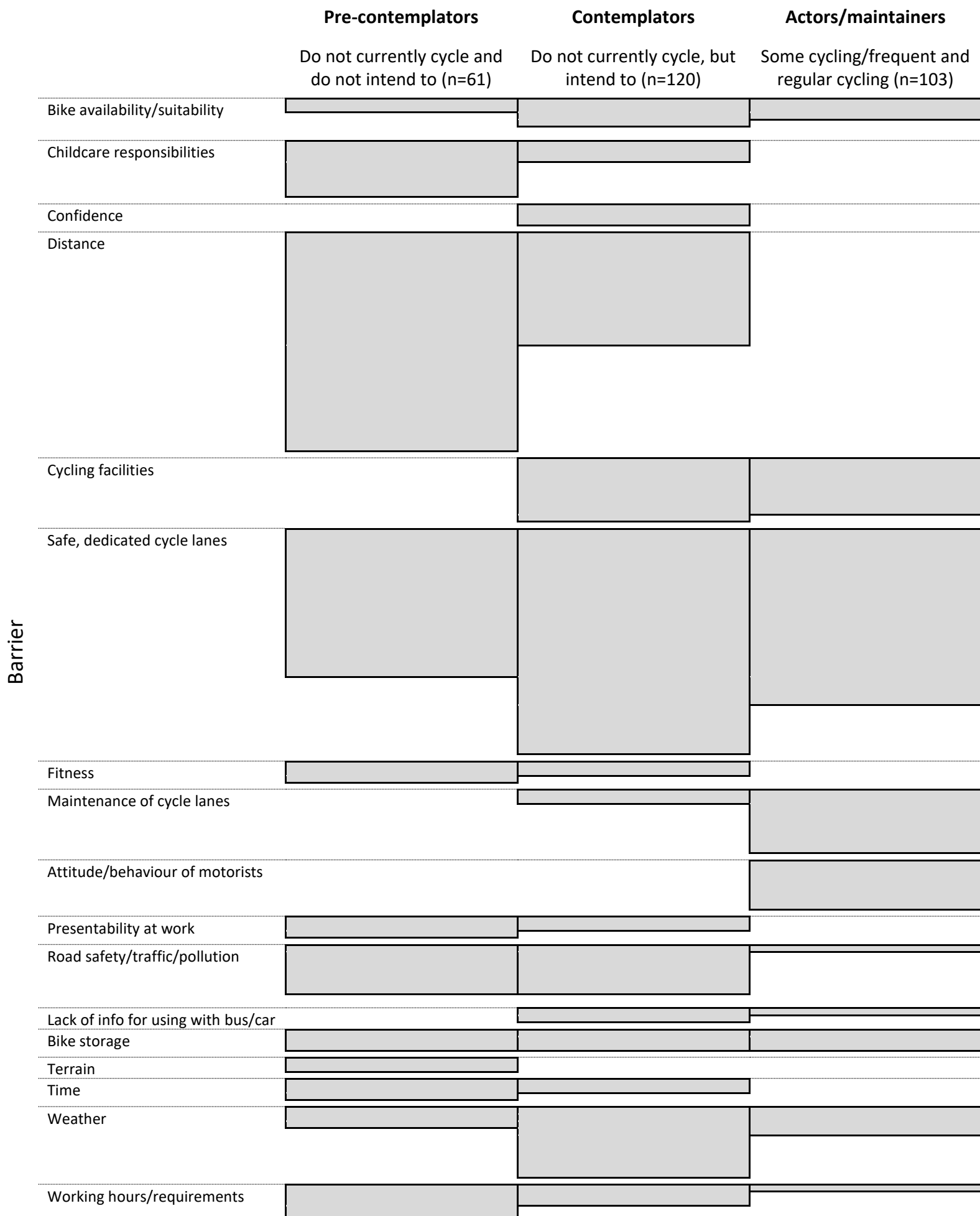
Other outputs

- Graphics for barriers to cycling (non-cyclists, potential cyclists & cyclists)
- Graphic for barriers to walking (people attending walking groups for the first time to regularly) & suggested techniques for walk leaders
- Sharing practice nationally & internationally



TPM
Transport Practitioners' Meeting

IMGS 2017
Angers France
12th International Physical Geography Symposium



Barriers to cycling according to the stage in the stages of behaviour change model, from responses to the Pink Pedalway employee survey (n=344, January 2017). Length of each column represents the number of responses, as a percentage of the people in each stage.

Barriers

Walking groups are cliquey/exclusive

People want to know too much about me

Not sure I want to make a regular commitment

People will be frustrated with my slow pace

I might not be able to complete the walk

I'm worried that my mental health problems will be met with stigma

Stepping up
Attending their first walk

I can do the walks with ease, so I would like more of a challenging

Maintaining
Attending frequently/regularly

I'd like to be more active in the rest of my life now

It's a regular goal/commitment to get me out

The challenge of keeping at a given pace is a motivator

Being part of a group helps me to walk further and faster

Stepping down
Thinking about stopping

It's too much of a commitment

The walks are too long/fast-paced now

I'm not sure I feel up to coming along next week

My health is deteriorating, I may not be able to keep coming

There is a lack of variety of walks locally, or a lack of suitable times

The walks are getting too easy and no longer offer a challenge

Facilitators

Those people look like me - maybe I can do it

Barriers and facilitators to behaviour change in people attending walking groups

Techniques for walk leaders/volunteers

Walking groups are cliquey/exclusive

- Make new walkers feel welcome and included.
- Recruit volunteers who are keen to offer a befriending/peer support service, rather than as walk leaders.
- Encourage new walkers to bring a friend next time.
- Point out other groups that they might like to go along to.

People want to know too much about me

- Leaders and existing walkers should be sensitive to not ask too many questions too soon, otherwise walkers may feel a little interrogated.
- Enabling individuality within a structured format: build in natural pauses, breaks into single file, and low eye contact when appropriate.
- Let people know they should feel free to hang back and not walk with the group [1].

Not sure I want to make a regular commitment

- Emphasise the benefits that others have found: losing weight, feeling better, having lower blood pressure, taking pride in understanding and maintaining health and wellbeing, becoming more active, reduced breathlessness, being energised and emphasising the general impact on everyday living [1, 2].

People will be frustrated with my slow pace
or
I might not be able to complete the walk

- Motivational interviewing/brief advice (see Appendix A).
- Make sure new walkers complete a short and/or slower route if possible, to build confidence [3].
- Ensure appropriate pacing and accurate advertisement.
- Consider setting up new shorter walks or providing shorter options. For example, the 'striders' and 'strollers' approach at the Caythorpe Walking for Health group in Lincolnshire [4], where all walkers start at the same place, but some follow a shorter loop.
- Provide routes without barriers such as stiles for people with long term limiting conditions or more short term health needs [3].
- Recruit volunteers who are keen to offer a befriending/peer support service, rather than as walk leaders.
- Ensure backmarkers are willing and happy.
- Encourage them to come back again and continue to walk at their own pace ('it will get easier!').
- Refer participant to shorter walks.

I'm worried that my mental health problems will be met with stigma

- Encourage an awareness, recognition and discussion of mental health issues, particularly common conditions such as anxiety and depression, to enable a more open, stigma-free approach to mental health [3].
- Emphasise the benefits that others have found: feeling more relaxed, coping with stressors, and reducing social isolation.

Stepping up
Attending their first walk

Techniques for walk leaders/volunteers

Facilitators

Those people look like
me - maybe I can do it

- Motivational interviewing/brief advice.

Techniques for walk leaders/volunteers

Barriers

I can do the walks with ease, so I would like more of a challenging

- Transition walks to move walkers from the easiest level up to the next, as a form of coaching in small groups.
- Enabling individuality within a structured format: adding switch back routes or more difficult terrain to an existing walk for those who seek it.
- Recommend longer walks.
- Signpost to the Ramblers.

Facilitators

I'd like to be more active in the rest of my life now

- Motivational interviewing to suggest including more walking in daily life e.g. replace bus trips with walking; walk out, bus back.
- Encouragement to become a volunteer.

It's a regular goal/commitment to get me out

- Motivational interviewing/brief advice.

The challenge of keeping at a given pace is a motivator

- Motivational interviewing/brief advice.

Being part of a group helps me to walk further and faster

- Motivational interviewing/brief advice.

Stepping down

Thinking about stopping

Techniques for walk leaders/volunteers

Barriers

It's too much of a commitment, it takes up too much time

- Motivational interviewing/brief advice.

The walks are too long/fast-paced now

- Recommend specific shorter walks.
- Refer to other social groups (eg. University of the Third Age 'U3A', a bowling club etc).

I'm not sure I'll feel like coming along next week

- Walk leaders to look out for vulnerable members of the community to identify potential cases of deteriorating physical health or depression.
- Post out cards reminding participants of local walks [5].

My health is deteriorating, I may not be able to keep coming

- Walk leaders to look out for vulnerable members of the community to identify potential cases of deteriorating physical health or depression.
- Recommend specific shorter walks.
- Refer to other social groups (eg. University of the Third Age 'U3A', a bowling club etc).

There is a lack of variety of walks locally, or a lack of variety in times

- Consider setting up new walks, or adding new options onto existing ones [1, 5].
- Refer to other sources of information regarding walking in their local area.
- Make sure all walks are advertised well [5].

The walks are getting too easy and no longer offer a challenge

- Transition walks to move walkers from the easiest level up to the next, as a form of coaching in small groups.
- Enabling individuality within a structured format: adding switch back routes or more difficult terrain to an existing walk for those who seek it [1].
- Recommend longer local walks.
- Signpost to the Ramblers.

Stepping down
Thinking about stopping

Techniques for walk leaders/volunteers

?

Facilitators

Appendix A: Motivational interviewing and brief advice

- Motivational interviewing (MI) follows three principles of collaboration (support rather than persuasion), evocation (identify personal motives to walk/increase activity) and autonomy (responsibility, ability and decision to make behavioural changes are entirely under the client's control) [6].
- Strategies to encourage behaviour change in those just starting walking might include: agenda setting, exploration of the pros and cons, exploring concerns, building confidence providing information, asking key questions.
- Strategies to encourage behaviour change in those maintaining might include: strengthening commitment to change and negotiating a change plan.
- The term brief advice is used to mean verbal advice, discussion, negotiation or encouragement, with or without written or other support or follow-up. It can vary from basic advice to a more extended, individually focused discussion [7].
- Advice should be tailored to the person's motivations and goals; current level of activity and ability; circumstances, preferences and barriers to being physically active; and health status (for example whether they have a medical condition or a disability) [8].
- The Royal Society for Public Health provides training in behaviour change (Level 2 Award in Understanding Behaviour Change), delivered online or at a centre [9]

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The barriers, facilitators and techniques outlined in the graphic are taken from the above sources.