

Norfolk Access Improvement Plan (NAIP) 2018 - 2028



Norfolk's Rights of Way Improvement Plan

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Foreword

Executive Summary

The Norfolk Access Improvement Plan (NAIP)

The Norfolk Access Improvement Plan 2018-2028: Rights of Way Improvement Plan 2 (or “NAIP”) sets out the priorities for improving our rural and urban access network for the benefit of people and wildlife. This includes public rights of way (PRoW), long-distance trails, other promoted routes such as circular walks/rides, quiet lanes, unclassified county roads (UCRs) and permissive paths.

The Countryside and Rights of Way (CROW) Act (2000) requires Highway and National Park Authorities to make a new assessment of specified matters in their original Rights of Way Improvement Plans and to review these, deciding whether they should be amended, not more than 10 years from the date of publication.

The strategic review of Norfolk’s Rights of Way Improvement Plan (2007-2017) considered the wider factors that influence both rural and urban access. Norfolk County Council produced a smarter live Action Plan which is being monitored by the Norfolk Local Access Forum (NLAF) and recognises the current priorities for the access network.

The NAIP will link to the Broads Integrated Access Strategy (monitored by the Broads Local Access Forum or BLAF) and will recognise shared goals for access improvement.

We aim for users to experience all that the network has to offer and

to enjoy the many benefits that come with this. For example, better provision for walkers, cyclists, equestrians, drivers of motorised vehicles and those with physical or mental disabilities and visual impairments. We also want to encourage more people currently not using the network to go out and enjoy the countryside.

In addition to the wide range of users, other beneficiaries include local businesses, landowners and the environment, all of which stand to gain from a high quality and better signed and promoted network.

The NAIP considers the benefits for Norfolk County Council and takes into account the Caring for Our County priorities and will contribute to caring for the environment and roads as well as caring for our money, the family, community, health and wellbeing and economy.



Refreshed aims and objectives

The new Action Plan works to a refreshed set of aims and objectives and includes a range of smart deliverables. These are divided into achievable i.e. those that we know we can deliver in the short and medium term and aspirational for the longer term.

There will be actions attached to our aspirational objectives that demonstrate how we intend to make these achievable. For example identifying and successfully obtaining external (national or European) funding for projects. We will be working closely with our project team and other partners to meet these objectives.

The evolutionary nature of the Action Plan means that it can be monitored and updated as necessary.



Achievements of the previous ROWIP 2007—2017

2.1 Overview

[Strategic Review March 2015](#)

A review of the current ROWIP was undertaken in 2014/15 with the [Norfolk Local Access Forum \(NLAF\)](#), which agreed a development framework and an updated action plan. It included public rights of way plus the wider countryside access network in its remit and was intended to form part of the preparation for the new 10 year plan.

Changes in the management of PROW

2.2 Strategic Context

There have been many changes in the way Rights of Way have been managed in Norfolk since 2007. Reduction in resources for local government has meant a change within Norfolk County Council, with a split in responsibilities as a Highway Authority – statutory maintenance going to [Highways Rangers Teams](#) and promotion remaining with the Environment Team and the rebranding of promoted routes under [Norfolk Trails](#). The County Council responsibilities as a Surveying Authority - keeping a record of all Rights of Way in Norfolk - have remained with the Definitive Mapping Team. [Permissive Access](#) has also seen changes with the ongoing closure of Countryside Stewardship schemes and a reduction in the number of permissive paths available for public use.

Changes in legislation include implementation of the [Marine and Coastal Act 2009](#) creating new access rights on the [England Coast Path](#).

There have also been many changes in the way other relevant national and local strategies and plans are managed – for example:

- [New Anglia](#) – the Local Enterprise Partnership – has taken the lead on Economic Strategies and Planning;
- [Public Health](#) has been incorporated into the responsibilities of the County Council;

- The East Anglia Tourist Board been replaced by [Visit East Anglia](#);
- the Sports Partnership has created [Active Norfolk](#);
- the [National Planning Policy Framework](#) has been introduced
- Parish Councils are now adopting [Neighbourhood Plans](#).

Progress—assessment of needs and network provision

2.3 Progress since publication OF THE ROWIP in 2007

2.3.1 Assessment of Needs

The needs of users remain broadly the same –

- good signage and waymarking;
- well drained, robust surfaces in all weather conditions and
- good information about a route, both before a visit and en-route.

There are variations amongst user groups, but the needs have not changed significantly.

2.3.2 Assessment of the Network

The rights of way network is now xxxx miles and still remains largely available only to people on foot. Walkers are relatively well catered for with off-road cyclists, horse-riders, carriage drivers and motorists progressively less well supported. The reduction in resources for local authorities has meant that Norfolk County Council has had difficulty meeting the expectations of users and the common problems reported remain:

- Poor maintenance (vegetation not cut enough, uneven surface, muddy paths)
- Safety issues (primarily from motor traffic)
- Obstructions (locked gates, barbed wire fences)
- Poor continuity and connectivity of cycle and bridal routes
- Poor signposting/ waymarking

Considerable progress has however been made on promoted routes with a well signed network of long distance trails (Norfolk Trails) and circular routes. Norfolk has taken a lead on the implementation of the England Coast Path, with some of the first stretches in the country being opened between Weybourne and Hopton on the East Coast.

Progress—assessment of network adequacy

2.3.3 Assessment of Adequacy

Many of the key shortfalls identified in 2007 remain:

- Fragmented and uneven distribution of the network, particularly bridleways and byways
- Limited opportunities for people with disabilities
- Lack of good information for infrequent users to encourage them to go out onto the network

Again however progress has been made in many areas and notable improvements include:

- The establishment of 11 Long Distance Norfolk Trails maintained to a standard similar to the National Trails. Some, such as Marriotts Way and Peddars Way have good multi-user access.
- The establishment of Stretches 1 and 2 of the England Coast Path
- The creation of many other circular walks linked to Norfolk Trails and public transport where available
- The creation of the Norfolk Trails websiteThe creation of a series of Access Tested walks

Progress—processes and practices

2.3.4 Processes and Practices

Norfolk County Council as the Highway Authority is responsible for managing the Access Network

- Maintaining the surfaces of Public Rights of Way including the control of natural vegetation
- Assisting farmers and landowners with the maintenance of approved structures
- Signposting Public Rights of Way where they leave a road (note that some tarmac PROW in urban areas may not be signed). We may also arrange for additional waymarking after consultation with landowners
- Maintaining most bridges crossed by Public Rights of Way over natural watercourses including farm ditches (as long as the ditch was there when the path was first recorded)

As Surveying Authority, NCC is responsible for:

- Maintaining and revising the Definitive Map and Statement of Public Rights of Way
- Making the Definitive Map and Statement in County Council and District Council Offices available, and to supply relevant extracts to Parish Councils. The Definitive Map is available online via the interactive map

Landowners have a responsibility for managing PROW on their land.

Progress— Statement of Actions (7 objectives)

2.3.5 Statement of Actions

The 2007-2017 ROWIP identified seven objectives, developed from the findings of the needs assessment and set out how Norfolk County Council planned to work with partners to achieve the objectives in the Statement of Actions. Each objective had aims, actions and an indication of resources required together with key partner organisations and performance measures.

Objective 1 – develop a well signed, maintained and easily accessible network. This objective was aimed at improving the management of the network.

The majority of measures within this objective as described were broadly achieved – however there were significant gaps in the availability of a baseline for management information which meant there were difficulties creating clear targets and the priorities were not clear.

Objective 2 – Develop and maintain an integrated network that provides for the requirements of all users. This objective aimed to integrate the ROWIP into a wide range of associated plans and policies to provide transport, economic, health and social benefits. Again, much good work was done and many plans and policies do now refer to the ROWIP.

Objective 3 – Improve promotion, understanding and use of the network. This objective aimed to address the need for better coordinated, branded and targeted promotion of the network, increasing public use and economic benefits to rural areas.

Much of this was achieved through the creation of the Norfolk Trails brand and website, funded projects, the establishment of a range of visitor counters on routes and the uploading of the Definitive Map onto the NCC website. Development projects included the upgrade and promotion of Angles Way, Boudicca Way, the Nar Valley Way and Weavers Way. A new Trail Wensum Way was created which connected up the Nar Valley Way with Marriott's Way and Wherrymans Way and allowed for a new 96 mile Cross Norfolk Trail from Kings Lynn to Great Yarmouth.

The work with the health sector was delivered by developing a series of over 100 health walks published as the Health Heritage and Biodiversity range of walks aimed at less frequent users and describing the suitability of routes for disabled users in attractive booklets which were very popular. [<more>](#)

Progress— Statement of Actions (7 objectives)

Objective 4 – Encourage community involvement in improving and maintaining PROW. This objective aimed to increase public involvement in the protection and maintenance of the network.

The actions in this objective were limited in their ambitions, and the situation within NCC has changed considerably regarding the involvement of communities and volunteers – so a great deal more has been achieved by volunteers than originally envisaged. There has been less engagement however with landowners largely due to the reduction in PROW officer staff time.

Objective 5 - Develop a safe network of PROW. This action aimed to improve safety for walking, cycling and riding.

The Norfolk Cycling and Walking Strategy has addressed safety issues for walking and cycling and the Pushing Ahead project has a funding stream for safety improvement on the Highway network.

Objective 6 – Prepare and make publicly available an up to date digitised Definitive Map.

The Definitive Map has been digitised and is now available on the NCC website. Procedures for dealing with claims to add historic paths to the definitive map are described within the current NCC policy which deal with claims in the date order they are registered. This is significant in the context of the deadline to register unrecorded rights to paths by 2026 – see Clauses 20 – 26 of the

Deregulation Act 2015 for latest information.

Objective 7 Protect and enhance biodiversity associated with the network of the PROW. This objective aims to ensure that the PROW management regime recognises, protects and promotes biodiversity.

Norfolk contains several sites designated under European legislation (eg Natura 2000) for its nature conservation value, some very large, and is among the most important counties in England for nature conservation. These sites are of European significance for conservation value, but may also be vulnerable to change and/or development, either directly or indirectly. Recreation levels in the county continue to increase and the location of and scale of new development will continue to influence the level of visitor use. Increased recreation places increasing demands on the management of the European sites and can cause impacts to the designated interest features. As such strategic planning for residential development needs to ensure these issues are adequately addressed and well signed and maintained public access routes are key to achieving a good balance between public access and protection of sensitive sites. [<more>](#)

Progress— Statement of Actions (themes)

The Review of the ROWIP in 2015 published a new Statement of Action under themes and notable achievements include:

Green Infrastructure and Planning

- The Greater Norwich Infrastructure Plan or GNIP gave the opportunity to develop ideas for projects funded by the Community Infrastructure Levy or CIL. Marriotts Way has received some funding for upgrading already.

Health and Wellbeing

- The 2 Seas Interreg Programme has funded a project called Staying Active and Independent for Longer or SAIL which is helping older people to remain active and being delivered by Active Norfolk and Norfolk Trails.

Access for All

- The WREN Landfill Trust funded a project to upgrade the Angles Way and create a boardwalk alongside Burgh Castle with wheelchair access.

Community Engagement and Volunteering

Children, Young People and Education

Economic Partnership and Business Engagement

Historic Environment

- The Marriotts Way Heritage Trail project celebrating the railway heritage along the route

Environment, Biodiversity and Conservation

Coastal and Open Access

- Stretches 1 and 2 of the England Coast Path

Cycling

- Pushing Ahead

Horse Riding and Carriage Driving

Mechanically Propelled Vehicles

Progress— Broads Public Rights of Way and Open Access Plan

2.3.6 Broads Public Rights of Way and Open Access Plan

The Broads Authority managed their Broads Rights of Way and Open Access Improvement Plan as part of the Norfolk Rights of Way Improvement Plan. They reviewed it in 2013 and decided to develop a separate Broads Integrated Access Strategy to deliver this element of the Broads Plan by better connecting moorings, nearby villages, facilities and tourist attractions.

The long-term aim is that by working with councils and other stakeholders new paths and moorings can be developed and existing ones improved. Extra signposts will be put up to direct holidaymakers to nearby facilities and the use of mobile app technology will be investigated.

Future user needs

3.1 Future user needs

We now have good evidence about the numbers and types of users on the Norfolk Trails using data collected from counters on the routes and analysed alongside national datasets. Fixed data counters were first installed on the Trails network in 2012. Additional counters have been added periodically to the network to increase our understanding visitor usage to each of the trails. As we have been collecting more and more data we are able to see trends within the data.

We are working with an independent consultant, Insight Track, who are analysing our counter and survey data to calculate a more local economic visitor spend to compare with the MENE national average.

MENE data for Norfolk Natural England Monitoring of Engagement with Natural Environment (MENE) estimates spend at £6 per visit to green space and £18 per visit to the coast

Total value Norfolk 2016/17 = £12,477,576

Public Health data for Norfolk

Health Economic Assessment Tool (HEAT)

Total value Norfolk 2016/17 = £170,350,000

Total value of countryside access £182,827,576

User Groups

3.2 User Groups

Natural England has identified the needs of user groups as follows:

Local Walker Needs

- Paths of about 1.4 to 1.8km length to complete a walk of 30 mins duration and meet the Government's target for minimum weekly activity of 150 minutes per week for adults.
- Research in Thames Basin Heaths shows that visitors to natural greenspace walk an average of 2.4km.

Recreational Walkers and Runners

- Cover a much greater distance than 2.4km in a typical walk but most require a circular route.
- The best provision enables users to adapt the length of circular routes to their needs. Linear routes that are well connected by public transport provision are also useful.

Needs of horse-riders and cyclists

- Horse riders need routes of about 11 to 12km to complete a typical daily ride of 60 mins duration, which would meet the Government's higher target for 300 minutes of activity per week (source BHS)
- Cyclists need routes of about 7 to 8 km for a 30 minute ride and 15.5 km for an hour's ride, (average speed of 15.5km/h) to

meet the minimum and higher target respectively.

Non-Users or Infrequent Users

- The Active People Survey results have consistently shown that some groups are under-represented in terms of participation. This includes women, disabled people, some black and minority ethnic (BAME) groups, those from lower socio-economic groups and older people.
- MENE results show that those who are less likely to have taken a visit to the natural environment were those of BAME, those aged 65 and over, those with a long term illness or disability and those in DE social grades.

The Norfolk Local Access Forum has been working with user groups and other interests to get their views and suggestions for improvement which are reflected in this section of the plan.

Walkers

3.2.1 Walkers, Walking Walkers

It is important to note that all policy areas involve walking as a basic means of accessing the countryside access network. Walking is therefore encapsulated within the overarching themes and objectives identified throughout this Plan. We are looking at those factors that affect people's ability to access the countryside and to enjoy an optimum experience when they do so; whether they are relating to individuals, families and lifestyles or whether they relate to where people live and the opportunities they have to access and engage in activity on the network.

Walking is the most popular form of recreation associated with the countryside. It is a means of transport in its own right and usually accounts for at least part of journeys made by other means, for example walking to and from the bus, train or car.

Walking has health and recreational benefits as well as functional uses and yet many of us do not walk enough to gain these benefits. Walkers are possibly the most diverse group of users as they include everybody from the very young to the very old and those with a wide range of disabilities. They can also be separated into two distinct groups: those that walk for practical reasons (to get to work, school, shops, etc) and those that walk for pleasure, recreation or health. The latter may be further divided into groups such as dog walkers,

casual walkers and ramblers.

There are no universal walkers' requirements, but frequent needs are for routes that are:

- a range of lengths from short to more challenging
- circular or linear where public or other transport connects the ends of the walk
- safe and free from obstructions
- appropriately surfaced
- easy to follow on-the-ground
- close to home
- shown in publicity material
- equipped with suitable infrastructure
- including seating

Unfortunately, Norfolk County Council has a poor reputation among the public in regard to its treatment of its rights of way. The National Highways and Transport Survey 2016 recorded Norfolk being near to the bottom of the table (25th of 28) for 'Satisfaction with public rights of way' for the third year running.

In 2015, The Ramblers launched its 'Big Pathwatch' app and website to record the overall condition of paths across England and Wales: some 3,244 walkers reported on a wide range of rights of way. In

[<more>](#)

Walkers

2016, the results of the survey were published (<http://www.ramblers.org.uk/get-involved/pathwatch/the-state-of-our-paths-report.aspx>).

Here in Norfolk, some 1800 kilometres of paths were walked, and reports made covering 3600 square kilometres of town and countryside, and 2316 reports were made of unwelcome features and difficulties. The largest causes of concern were missing signs, either where the right of way left a road (289 reports), or along the route (400 reports). In almost 1 in 10 of these reports, the walker said that this made the route unusable rather than just inconvenient. The next biggest issues were ploughing across the path (137 reports), crops across the path (117 reports) and overhanging or surface vegetation (241 reports). Again, in approximately a third of these cases, the walker said that this made the route unusable rather than just inconvenient.

These results are in accord with surveys conducted by members of The Ramblers during 2012 to 2014, which covered some 1655 paths in 284 parishes, and identified the main problems as being just under one third of paths being deficient in signage where the path left a surfaced road, and about the same number lacking adequate signage along the route of the path. Slightly more than a third presented problems across ploughed land or through crops. Other difficulties, though not insignificant, were reported in little more

than 10% of cases.

Recommendations:

- Continue to ensure that existing public rights of way are monitored regularly, whether directly by NCC staff, by volunteers working in liaison with NCC, or through the systems which enables members of the public to report problems encountered
- Review the online problem reporting system regularly to ensure it is easy and inviting to use
- Give high priority to signing PRow
- Give high priority to keeping PRow clear of surface vegetation
- Give high priority to obliging landowners to meet their responsibilities both in regard to encroaching vegetation along PRow, and in reinstating paths to the legal requirement after ploughing or cropping
- Continue to look for funding opportunities, whether directly or via Pathmakers, which provide extra benefits to the PRow network in particular, and other access opportunities where possible
- Continue to support the LAF PRow Subgroup, and look to extend its use as a means gaining views from users of the PRow network



Cyclists

3.2.2 Cyclists, Cycling (reviewed by David Hissey)

The public health related reasons for a cycling vision are hugely compelling. Equally persuasive are the potential economic and environmental rewards in pursuing an ambitious cycling vision for the county.

Using cycling as a way of ultimately defining Norfolk as a destination and as a place to live has real potential for marketing the county. Green infrastructure can help to deliver this vision, but it also requires that funding be sought from a wide variety of sources including the EU, central government, charities and district councils. Attracting such funding will be made much more likely if there is a coherent and attractive vision for cycling that is well integrated in policy and has wide political approval. Key to the success of such a vision is building the evidence base for the benefits.

Good practice elsewhere has demonstrated that implementing a range of pro-cycling measures tends to obtain the best results. A considerable obstacle to the take up of regular cycling activity is the perception of safety. Riding a bike is considered to be the least safest way to travel yet UK fatality figures were lower for cyclists in 2015 than for pedestrians (100 vs 409), as were injuries (18745 vs 23664) .

Cities including Copenhagen and Amsterdam, where up to 63% of residents use their cycles on a daily basis, achieve the lowest accident figures due to extensive well designed and integrated cycling infrastructure.

Existing mechanisms to improve provision for cycling and to encourage cycling include:

- Travel Planning as identified within Norfolk County Councils Cycling and Walking Action Plan
- Tax incentives such as the Governments 'Ride to Work' scheme
- Signed Sustrans routes and cycleways

Recommendations

- Norfolk Local Access Forum adopts a county wide Norfolk Cycling Strategy prior to the new Countryside Access Improvement Plan being written, and adopts the strategy within the plan when published
- Develop the evidence base for cycling
- Establish a LAF sub-group for cycling
- Consider the best way to achieve integrated information for outdoor activities in Norfolk to make accessing cycling within the county as easy as possible

[<more>](#)

Cyclists

Recommendations (continued)

- Work with national cycling associations to bring cycling events such as the Tour of Britain and Tour de France to Norfolk but also work with local communities to link with and promote local events as there is a great deal of participation in cycling amongst residents and visitors to the county
- Support bids for infrastructure improvement grants to increase the cycling off-road network, for example, the further development of disused railways (in appropriate locations) as cycle-ways
- Examine increasing the use of quiet lanes for leisure cycling and for commuting routes linking rural locations to urban centres
- Examine the best way to input into the co-ordinate information on cycling in partnership with districts – there is good potential for working with Norwich, King's Lynn, Thetford and Great Yarmouth and with rail companies – joining up cycle hire and public transport options
- Increase the number of utility (commuting, shopping) and leisure cyclists
- Produce a coherent, integrated Norfolk Network making it multi-user where practicable using RoW and quiet lanes. An example of this is the Norwich Green Loop linking Norwich, Aylsham and Wroxham
- Improve existing routes to encourage more use
- Maintain routes and employ a reporting system for problems and suggestions
- Aim to have a safe route to every school
- Secure cycle storage at strategic points on bus routes and Park and Ride to encourage integrated multi-modal travel
- Engage with cycling groups to invite feedback, suggestions, ideas and volunteer input
- Provision of sources of hydration on key routes
- Follow the example of 'Velo Loisir de Luberon' a regional association promoting and supporting the creation of cyclo-tourism in the Luberon and Verdon Regional Natural Parks <http://www.veloloisirprovence.com/en/luberon>
- Establish a well-designed, integrated network linking urban areas and rural settlements providing business for small to medium sized companies providing services not only for visitors but locals and commuters alike.
- A carefully well designed network will provide for leisure, commuter and local cyclists linking with places of work, transport hubs, amenities and sights of historical and geographical interest catering for cyclists of differing abilities and disciplines.

Equestrians

3.2.3 Equestrians, Horse Riding and Carriage Driving (reviewed by Helen Chester)

Riding is a growth activity according to the Equestrian Access Forum's 2012 report "Making Ways for Horses – Off Road Equestrian Access in England". It states:

"Between 1999 and 2006 the number of riders in Britain increased by 44% to 4.3 million (i.e. people who had ridden at least once in the past 12 months) which works out at 7% of the total population".

The network of bridleways, restricted byways, byways open to all traffic and unclassified country roads (UCRs) across Norfolk is sparse and scattered with a minimal number of joined up circular routes compared to the network of footpaths.

Off-road access is important for equestrians i.e. riders and carriage drivers. On-road riding can be pressurised and dangerous not only on faster, bigger roads but on some smaller country 'rat runs' where the volume and speed of traffic are extremely off-putting for both horse and rider. There are many of these roads across the county and this can create potentially hazardous circumstances for both equestrians and vehicle users due to the unpredictable nature of horses. Many motorised vehicle users do not respect this fact and their driving behaviour around horses demonstrates this.

According to Making Ways for Horses (2012), horse riders and

carriage drivers want a local network of rideable and driveable routes which gives a variety of local rides and links to wider networks. Riders want to get off the roads away from tarmac and traffic.

Riders and carriage drivers want equality of access to the countryside, in line with other groups such as walkers and cyclists, providing safe, accessible off road access. Where practical to do so, we would like to see footpaths upgraded to enable wider access to the countryside.

Riders and carriage drivers need more head room than walkers and we would like this to be taken into consideration when vegetation clearance is undertaken. Most importantly, we want to be seen as an integral user group of the Rights of Way network and would like our voice to be heard and our needs to be taken into consideration in the creation of all new routes.

[<more>](#)

Equestrians

Recommendations

- Evidence the need for improving equestrian access through consultation and auditing and to use this to seek funding for projects that will allow us to create multi- use trails for this purpose. ?
- Develop circular routes using green lanes and permissive access where appropriate.
- Clearly and correctly sign all routes. ?
- Upgrade trails i.e. surfacing and widening, where appropriate to accommodate horse riders/carriage drivers and join up routes/ provide access links. ?
- Provide access to trails where surfacing works are not required, for example on grass tracks or in woodlands.
- Ensure equestrian access forms part of all new multi-user trails.
- Provide gates wide enough to allow passage of carriages and ensure all gates are suitable for opening on horseback.
- Provide mounting block facilities next to gates which are not yet suitable for opening on horseback.
- Ensure vegetation/overgrowth is cut back to a height suitable for horse riders to freely pass under.
- Provide sufficient horse box/carriage parking for riders and their horses and include this on the interactive map. ?
- Work with accommodation providers to ?develop horse-friendly

facilities and include these on the interactive map.

- Establish a LAF sub-group for multi-user trails that includes equestrian representation. ?
- A dedicated commitment from Norfolk County Council to upgrade Public Rights of Way crossing Council owned land to restricted byway status.





Drivers of Motorised Vehicles

3.2.4 Drivers of Motorised Vehicles, Mechanically Propelled Vehicles (MPV) (reviewed by Martin Sullivan)

Many people may use some form of mechanically propelled vehicle (MPV) to enjoy their chosen way of experiencing the countryside. Walkers. Cyclists and horse riders may use a vehicle for example to get to walks, rides and trails that are too far away to leave a vehicle behind. However, this section is directed toward the specific use of Norfolk's network of un-surfaced roads or green lanes by users of MPV's as a mean of accessing the countryside.

The driving of both vehicles and motorbikes on these routes is NOT off-road driving. Off-road driving means just that and can only take place on private land which is off public highways; but even then, there are rules in place that must be followed. The county's network of un-surfaced roads are public highways* and as such require vehicles to meet the same legal standards as they would on surfaced roads.

Norfolk is a popular tourist destination and this includes users of our network of green lanes. Although Norfolk has a small number of BOATs* it is well provided with many miles of un-surfaced UCRs which make it an ideal destination for family breaks when this can be combined with the coast and its many other tourist attractions. Which all adds to our rural economy.

The public has the right to drive motor vehicles on Byways Open to All Traffic (BOATs) as well as on Norfolk's unclassified county roads (UCR's), which are typically shown on Ordnance Survey maps as Other Roads with Public Access.

Recommendations

- Promote Codes of Conduct for Green Lane driving such as the one produced by Land Access Recreational Association (LARA)
- Encourage and support the establishment of properly run 'off-road' days, either at temporary or permanent sites. These provide a challenging environment, and help to discourage bad behaviour on Public Rights of Way (PRoW) and un-surfaced roads.
- Waymarking UCR's (which are, after all, multi-user routes) with black arrows as observed and practiced in other counties; especially where they intersect PRoW.
- Encourage the reporting of any anti-social driving on unsurfaced roads and PRoW using the Police 101 number.
- Recruit members of clubs and associations to help with volunteer work, local promotions and emergency response. Promote their involvement.
- Provide information on the Norfolk Trails and PRoW website/pages about legal access to Norfolk's countryside.
- Set up a subgroup of the Norfolk Local Access Forum (NLAF) to focus on MPV use.

People with mobility or visual impairments—Access For All

3.2.5 People with Mobility or Visual Impairments Access for All

The network of public rights of way (PRoW) and trails should be, as far as possible, accessible to all types of user including the elderly, those with chronic health conditions including physical and mental disabilities, people with visual impairments and those with young families.

The physical needs of these groups of people in relation to the countryside access network are identified by the existing Rights of Way Improvement Plan (RoWIP) and the action plan pledges to identify and develop accessible routes as well as promoting these with partners. This work has been done to an extent. The Norfolk Health, Heritage and Biodiversity Walks developed between 2008 and 2011 ensured that each town provided some routes accessible to wheelchair and pushchair users. These were easily identifiable in the books which were promoted through a range of community outlets including GP surgeries, community centres, libraries; children's centres, mental health services etc. However, developing these walks highlighted the lack of accessible routes in the more rural locations and an obvious need to address this situation. Other circular walks and long distance trails have been upgraded in places to improve accessibility to more users but there are still gaps in the network and this is a high priority for the new NAIP.

The Deregulation Act (2015) will allow (once the relevant sections are in force) greater flexibility for landowners and users to negotiate the position of claimed and registered public rights of way and alter the processes leading to the registration of unrecorded public rights of way. This could be useful for user groups with particular needs on paths.

The new Countryside Access Improvement Plan (NAIP) must sufficiently explore the opportunities to promote the countryside access network to a wider range of users. For many, finding, accessing and understanding the information in front of them could pose a challenge in the first instance and then there could be issues of confidence, self-esteem and familiarity in going outdoors and venturing into the countryside. We will need to build relationships with carers, groups and organisations that help and support people with chronic conditions so that they are given the best opportunities to discover and enjoy the countryside. Similarly we will need to find the most effective means of promoting the countryside access network to the elderly or those with young families. [<more>](#)

People with mobility or visual impairments—Access For All

The LAF includes representation for disabled users of the countryside. This member has given his own time to audit the Boudicca Way, one of Norfolk's long distance trails that runs for approximately 36 miles between Norwich and Diss. His mission has demonstrated the following important points:

- People are willing and able... and can inspire you with what is possible.
- People care and want to be involved.
- Voluntary involvement from members of groups such as this is invaluable to our knowledge and our ability to build a picture of what needs to be done.
- Members of particular target groups will have contacts that can help us promote countryside access more effectively.
- Members of particular target groups can advise us on what needs they have.

Opportunities for development

- The physical upgrading of PRow and trails
- i.e. infrastructure to make them accessible to all types of user.
- Consideration of health and safety needs of disabled users.
- Looking at whether current signage is appropriate for all types of user and if not, what changes need to be made?
- Ensuring our information is accessible, understandable and useable by members of different user groups.

- Working with health and community groups/professionals to ensure that we are effectively reaching our target groups.
- Working with health and community groups/professionals to ensure we are effectively communicating with our target groups.
- Making better links between public transport and countryside access.
- Deeper consideration of the physical and social needs of different types of user e.g. disabled, visually impaired, young families, mental disabilities or illnesses such as dementia, depression and learning difficulties.
- Working with landowners to improve access on farmland.
- Working with local businesses to ensure facilities cater for the needs of multi-users, especially those with physical disabilities.

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People with mobility or visual impairments—Access For All

Recommendations for action

- Audit all trails for easy access. Identify where improvements need to be made.
- Works to improve surfaces on PRow and trails where audit demonstrates the need and potential for access for disabled and other users.
- Install easy access gates in replacement of stiles or existing gates on PRow or trails where there is reasonable opportunity to do so.
- Ensure that bridges and boardwalks forming part of access routes utilise a ramp at each end to allow use by all users e.g. over streams and drains and through wet woodland. Boardwalk must be suitable for use by wheelchairs and pushchairs.
- Improve condition and ensure reinstatement of cross-field paths.
- Based on the Deregulation Act (2015), work with route users and landowners to ensure that paths are adequately positioned to accommodate needs.
- Consultation with user groups – assessment of needs
- Consultation with health and community professionals – what emotional/social/ physical support is required for certain types of user and how can we accommodate this?

- Ensure information is tailored to need. Make information accessible to particular types of user e.g. Braille, large print, audio.
- Ensure signage can be seen and interpreted effectively by different types of user



Infrequent users

3.2.6 Infrequent Users – for example Minority Groups, Lower Socio-Economic Groups, older people and women

The Sports Council Active People Survey results have consistently shown that some groups are under-represented in terms of participation. This includes women, disabled people, some black and minority ethnic (BAME) groups, those from lower socio-economic groups and older people.

Recommendations for encouraging non-participants to become more active include:

On-site

- Good signposting
- Good surfaces
- Well maintained structures suitable for all users
- Welcoming signs

Off site

Schemes to get people active:

- Walking for Health programmes
- Volunteer led walks/rides
- Walkers are Welcome
- Pub Walks/Rides
- Events - Sponsored Walks/Rides
- Passports/ awards

Landholders

3.3 Findings from Other Sections of the Community

3.3.1 Landholders Landownership and Management (new chapter proposed by sub-group – to be prepared)

Who manages our countryside access network?

The Highway Authority (Norfolk County Council)

Norfolk County Council as the Highway Authority (Countryside Access) manages and makes improvements to the public access network within the county. There are approximately 2400 miles of Public Rights of Way in the County, consisting of footpaths, bridleways, restricted byways and byways open to all traffic. In addition the County Council manages XXX mile of permissive access in partnership with landowners.

As Highway Authority, Norfolk County Council is responsible for:

- Asserting and protecting the rights of the public to use and enjoy rights of way.
- Maintaining the surfaces of rights of way including the control of natural vegetation, to allow rights to be exercised.
- Assisting farmers and landowners with the maintenance of approved stiles and gates.
- Signposting footpaths, bridleways and byways where they leave

a metalled road.

A right of way is usually maintained at public expense with responsibility for its surface lying with the Highway Authority. Landowners also have a responsibility to ensure that public rights of way crossing their land are accessible and not obstructed.

More information can be found at:

- www.norfolk.gov.uk/Leisure_and_culture/Public_Rights_of_Way/index.htm
- www.norfolktrails.co.uk
- www.nationaltrail.co.uk/peddars-way-and-norfolk-coast-path

The Norfolk Local Access Forum (NLAF) provides strategic advice to the Highway Authority in terms of local access improvement priorities and projects. Find out more about the Local Access Forum at www.norfolk.gov.uk/nlaf. [<more>](#)

Landholders

Broads National Park

The Broads Plan sets out a long term aim for the sensitive management of tourism and recreation within its Executive Area. It identifies possible improvements that should be made to access routes and their connections to key tourist facilities and sustainable transport links.

The Integrated Access Strategy was developed in 2013 to deliver this element of the Broads Plan and the document serves a similar purpose to the NAIP with shared aims and objectives.

The Broads National Park area has its own Local Access Forum that advises the Broads Authority on access functions and who are consulted on (planning ??) applications. The NLAF and the BLAF share regular dialogue ensure that joint goals are achieved.

The North Norfolk Area of Outstanding Natural Beauty

- Recreation by both visitors and local residents, including long-standing
- traditional activities for the area, will be managed in a way that provides
- opportunities for all users to experience and enjoy the special qualities of the area

- without conflicting with those qualities or with other people's enjoyment of them.

Public access routes and areas, both statutory and discretionary, together with non-car forms of transport, will form an integrated network which is widely used by both local residents and visitors. Information on these, and on areas suitable for a variety of recreational activities, will be easily and freely available to the public.

- <http://www.norfolkcoastaonb.org.uk/partnership/enjoying/73>
- <http://www.norfolkcoastaonb.org.uk/partnership/aonb-management-plan/377>

Wildlife Charities

There are a number of wildlife charities and partnerships which manage and maintain large areas of the Norfolk countryside:

RSPB rspb.org.uk/our-work/our-positions-and-campaigns/positions/

Norfolk Wildlife Trust norfolkwildlifetrust.org.uk which manages County Wildlife Sites (in partnership). Some are publically accessible norfolkwildlifetrust.org.uk/a-living-landscape/county-wildlife-sites

Woodland Trust woodlandtrust.org.uk/publications/

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Landholders

National Trust nationaltrust.org.uk/our-cause

District Authorities, Town and Parish Councils responsible for:

- Local Nature Reserves
- Town and Village Greens

Forestry Commission forestry.gov.uk/England; forestry.gov.uk/thetfordforestpark

Natural England, responsible for:

- National Nature Reserves gov.uk/government/collections/national-nature-reserves-in-england; gov.uk/government/publications/norfolks-national-nature-reserves

Ministry of Defence gov.uk/guidance/public-access-to-military-areas

Landowners/land managers - Private Estates



Young people

3.3.2 Young People - education Children and Young People (Reviewed by David Yates)

The Current Situation

In recent years, there has been a significant amount of research showing the value to the physical and emotional development of young people of having contact with the outdoor environment. Research also shows a decline in the amount of time that young people spend outdoors, with more time being spent indoors looking at computer screens.

The 2007 Rights of Way Improvement Plan includes a section on Young People in the 'Assessment of Needs' section. It points out that many young people think that the countryside is not for them.

Surveys of users of Norfolk's trails show that young people are under-represented in comparison to their proportion of the population. This under-representation is particularly pronounced amongst teenagers. For example a survey of users of the Angles Way in 2013 showed that only 13% of trail users are under 18 years of age whereas 24% of the total population fall into this age category.

While the overall picture suggests that there is still much to do to encourage more young people to explore the Norfolk countryside on

its paths and trails, there have been some successful initiatives:-

- The Duke of Edinburgh Award includes an expedition, which involves young people in back-packing on a long-distance route.
- Uniformed groups such as Beavers, Cubs, Scouts, Rainbows, Brownies, Guides and Explorers participate in activities that involve walking on our footpaths including trails.
- Geocaching (a high-tech treasure hunting game involving hand-held GPS devices or smartphones) has proved to be very popular with families and a great way to encourage young people to go out walking with their parents. A pilot project introducing school students to geocaching on the Nar Valley Way and Weavers' Way also proved to be very successful.
- In May and June 2014, a 'Beat the Streets' initiative was run in parts of Norwich as part of a government-funded project organised by Norwich City Council and run by Living Streets. It involved encouraging young people to compete for their school or youth club by recording how far they walked by swiping a smart-card against recording posts that had been put up across the area on a temporary basis. Prizes were given to the teams who, over the period of the initiative, had walked furthest.
- Leaflets have been produced with games and challenges for young people to encourage them to walk in the countryside. Examples of this include the 'Treasures of the Gaywood Valley' pack of leaflets and an 'eye-spy' leaflet produced for Marriott's

[<more>](#)

Young people

Way.

Education is not just for young people, and there have been initiatives to inform older people about the natural and cultural history of Norfolk's paths and trails:

- The University of East Anglia had a 'Pathways to History' project, which worked with volunteers to find out more about the history of Norfolk's footpaths and green lanes.

Opportunities for development

- More young people could be encouraged to access Norfolk's paths and trails by tapping into their spirit of adventure and desire to play games and collect things.
- Working more closely with education providers could result in elements of the curriculum being delivered through visits to Norfolk's paths and trails. There are particular opportunities for teaching history and ecology in an exciting and memorable way where paths and trails link to heritage sites.
- Working more closely with uniformed groups with an interest in outdoor exploration.

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Young people

Recommendations for action

- Create a Norfolk County Council geocache trail on every Norfolk trail, to be maintained by volunteers.
 - Set up and promote Munzee Trails in King's Lynn and Great Yarmouth.
 - Produce curriculum-linked education materials on the heritage and biodiversity of Norfolk's paths and trails
 - Promote countryside access using the social media that young people use e.g. Facebook, Twitter, Instagram etc, and be prepared to add new methods of communication as social media evolves.
 - Encourage more young people to get directly involved in helping to manage local paths and trails through creating more links to schools and youth clubs. This might range from making bird boxes to use on the identified route, to a school taking on the inspection of paths or sections of a trail under the Trails or potential PRoW Rangers volunteer scheme.
 - Organise school visits to paths and trails, linking a trails-based activity (such as geocaching) with another educational activity such as a visit to a heritage site or nature reserve.
- Produce interpretation materials that are more tailored to young people in their content and method of delivery. For example, mobile phone apps with digital games that are played on a trail could be used or the use of stampers to encourage young path/trail users to try to collect the full set of stamps.
 - Work with local 'Friends of the Trails' or 'Parish Paths' groups to organise events that will encourage young people to walk more, such as Easter egg hunts and Halloween or ghost walks.
 - Provide information on the Norfolk Trails/ PRoW websites about play equipment along or close to the routes.
 - Pilot the use of podcasts to provide downloadable audio information about what can be seen while using Norfolk's paths and trails. This may involve experts talking about heritage of the area or local people telling about their memories of the locality. Encourage 'Friends' groups or Walkers are Welcome groups to organise guided walks programmes.

Improving health and wellbeing

3.3.3 Health, Mental Illness Health and Wellbeing

Caring for Our Health and Wellbeing is a core theme embedded within the County Council's "Caring for Our County" priorities. Healthy and well communities will be stronger, more vibrant and aspirational with a greater sense of pride and value in themselves and in their surrounding environment. Feeling healthy and well in mind and body is more likely to lead to individuals and population groups who feel motivated, empowered and inspired to take a positive role within their community. This is something we can help address through improvement and promotion of countryside access.

The current situation

The new Norfolk Access Improvement Plan (NAIP) will consider how countryside access contributes to public health outcomes and priority areas for action. The Department of Health Public Health Outcomes Framework 2013-2016 includes "Utilisation of green space for exercise and health reasons" as an indicator for tackling the wider determinants of public health. In addition, the health improvement category (helping people to live healthy lifestyles, make healthy choices and reduce health inequalities) includes:

- The proportion of physically active and inactive adults.
- Excess weight in 4-5 year olds.

- Excess weight in 10-11 year olds.
- Excess weight in adults.

The current RoWIP looks at each type of existing user in turn and discusses their needs. Commonly, these needs tend to be physical or practical in nature i.e. needs identified once a person is using the network. That is important in itself but equally as important are those people who could become users of the network given the right information and support. Health behaviour is a big factor that we must consider when designing projects, working in partnership with health professionals and engaging our target users. The design of our communication materials, portals and promotional campaigns will also be important for getting the right messages to the right people. The current RoWIP does recognise the need for better promotion and clearer information on access opportunities but does not explore what exactly needs to be done.

Current policy and guidance

"Improving the environment in which people live can make healthy lifestyles easier. When the immediate environment is unattractive, it is difficult to make physical activity and contact with nature part of everyday life.

Unsafe or hostile urban areas that lack green spaces and are dominated by traffic can discourage activity. Lower socioeconomic

[<more>](#)

Improving health and wellbeing

groups and those living in the more deprived areas experience the greatest environmental burdens”. Healthy Lives, Healthy People (2010)

The Choosing Health White Paper (2004) referred to in the current plan has been built upon by more recent strategies such as:

- Healthy Lives, Healthy People: Our strategy for public health in England (2010) and its updated document in 2011 about moving forward.
- Start Active, Stay Active, 2011.
- A Public Health Outcomes Framework for England 2013-2016.

The National Institute for Health and Care Excellence (NICE) has also published a range of guidance around physical activity, planning and the environment. You can view this at www.nice.org.uk.

Access to good quality green space and green infrastructure is recognised as highly important throughout the policy and guidance and there is substantial evidence to suggest that access to green spaces and countryside has a positive effect on physical and mental health.

Driving forward public health

With the support and guidance of Public Health England (an executive agency of the Department of Health) local authorities now have a responsibility for driving forward the public health agenda and have set up statutory health and wellbeing boards to oversee the development of joint strategic needs assessments (JSNA) and joint health and wellbeing strategies. They will adopt an integrated strategic approach to commissioning services and will ensure a local community-wide approach to improving and protecting the public’s health and wellbeing.

Integration and partnership working are key mechanisms for ensuring countryside access can contribute to the priorities set out by Norfolk’s Joint Health and Wellbeing Strategy.

Opportunities for development

In consultation with Norfolk County Council’s Public Health team, the following have been identified as areas of joint work:

- Physical Activity development and strategy.
- Feeding in to:
 - ? Director of Public Health Report
 - ? Public Health Action Plan
 - ? Community Health and Locality Development Plan

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Improving health and wellbeing

- ? Physical Activity Health Needs Assessment
- Community-led health initiatives in built up and rural areas.
- Public Health and Transport/Travel planning working together
- ? Tackle social exclusion by encouraging and enabling links with public/community transport and corridor communities.
- Public Health and Trails projects.
- Public Health and future work with the Local Access Forum ensuring health forms a key strand of their action plan.
- Public Health and Physical Activity work (health walks etc).
- Working with Norwich City Council on a new cycle route and walking revenue funded project.
- Coastal access path.

Recommendations for action

- Promote public rights of way (PRoW) and trails as a valuable resource to be recognised and utilised by health professionals in health improvement.
- Work closely in partnership with stakeholders to maximise the health and social benefits to individuals using the countryside access network.
- Work with the Norfolk Biodiversity Information Service (NBIS) and Norfolk Wildlife Trust to engage people actively in nature.
- Engage local volunteers in path monitoring and maintenance, biodiversity recording, surveying and conservation or other schemes through community champion networks and/or

- ambassadors for trails and PRoW.
- Engage those typically hard-to-reach inactive populations experiencing health issues such as overweight and obesity and their co-morbidities such as high blood pressure and type II diabetes.
- Engage those who are experiencing mental health issues ranging from mild depression to dementia in activity outdoors.
- Develop and improve information for hard- to-reach groups.
- Compile data on use of the trails network for the Joint Strategic Needs Assessment (JSNA).
- Map health outcomes over access opportunities to trails and associated walks across the county.
- Joint appointment of a health and transport post.
- Joint appointment of health project co- ordinator coordinator/ delivery posts.
- New objective in the NAIP around empowering local people to access local PRoW and trails to improve and sustain healthy behaviours.
- Marketing around engaging sedentary/ low active people

Business sector opportunities

3.3.4 Businesses Economic Partnership and Business Engagement (Reviewed by Pat Holtom)

The current situation

The new Countryside Access Improvement Plan (NAIP) must include information about the connections between countryside access and businesses. There are a number of important links.

- Tourism is one of the key sectors of Norfolk's economy – a recent survey calculated that the value of day-visitors and longer-staying tourists was £2.8 billion in 2012.
- Countryside access is an important part of the county's tourism offer. In terms of numbers of visitors recorded, two Norfolk trails were in the top ten Norfolk tourist attractions in 2013.
- Many rural businesses benefit greatly from the custom of the people who use Norfolk's footpaths and trails. These include pubs, cafes, holiday accommodation providers, shops, and cycle hire providers.
- Norfolk's fine landscapes and the opportunities to enjoy them provided by its countryside access provision help to provide the quality of life that can encourage some businesses to relocate here – they know that in Norfolk they will be able to attract and retain high-calibre staff.

In recent years, some measures have been taken to help businesses take advantage of the opportunities provided by Norfolk's paths and trails.

- Relevant businesses can sign up to be featured on the Norfolk Trails website's interactive map
- Fingerposts on some trails let users know where there is a relevant business close to the trail but not visible from it.
- Training on how to make the best use of marketing tools such as social media has been offered to businesses within trail corridors through externally-funded projects.
- Business networks such as 'Walkers are Welcome' have been set up in some towns to help to market them as places to visit in order to go for a walk in the countryside.

Opportunities for development

- Inform more local businesses about the commercial opportunities offered by people using Norfolk's paths and trails, and provide materials and training to help them to benefit from these.
- Work with businesses to develop and promote new trails and visitor offers.
- Explore ways in which businesses can financially support the maintenance of Norfolk's paths and trails.

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Business sector opportunities

- Develop more business networks to help to promote countryside access in their area.
- Market Norfolk as a place to come to on holiday in order to explore its network of paths and trails.
- Work with the British Horse Society (BHS) to promote Norfolk as a riding holiday destination.



Recommendations for action

- Work with partners to set up a web-based 'business toolkit' to provide information to rural businesses and start-ups about how best to market themselves in order to take advantage of the opportunities generated by their local paths and trails.
 - Organise training sessions for rural businesses to show them how to use new media to promote themselves better as places to come to in order to enjoy the Norfolk countryside.
 - Work with 'Visit Norfolk' and other organisations such as the BHS to promote Norfolk as a place to come to for great outdoor experiences.
 - Develop and promote themed trails linked to local businesses. Examples of this would be a 'sea-food trail' on the coast, or an art and craft trail linking local studios, galleries and shops.
 - Encourage every town in Norfolk where there is any interest in the scheme to become accredited 'Walkers are Welcome' communities.
- Set up 'Friends' groups for all of the Norfolk trails and encourage local businesses to get involved.
 - Improve the way in which businesses sign up to get featured on the Norfolk Trails website's interactive map in order to encourage more businesses to do so.
 - Set up a 'visitor payback' scheme, through which businesses that benefit financially from countryside access contribute to the maintenance of the paths and trails by adding a small donation to the cost of an item or service such as a cup of tea or the hire of a cycle.
 - Explore sponsorship opportunities, through which businesses contribute to the cost of the maintenance or improvement of a path or trail in return for the favourable publicity that comes with the association.

Improving uptake of Active Travel

3.3.5 Active Travel

Active travel means making journeys by physically active means, like walking or cycling. These are usually short journeys, like walking to the shops, walking the kids to school, cycling to work, or cycling to the station to catch a commuter train.

Walking and cycling are good for our physical and mental health. Switching more journeys to active travel will improve health, quality of life and the environment, and local productivity, while at the same time reducing costs to the public purse. These are substantial 'win-wins' that benefit individual people and the community as a whole.

Some key messages include:

- physical inactivity directly contributes to 1 in 6 deaths in the UK and costs £7.4 billion a year to business and wider society
- the growth in road transport has been a major factor in reducing levels of physical activity and increasing obesity
- building walking or cycling into daily routines are the most effective ways to increase physical activity
- short car trips (under 5 miles) are a prime area for switching to active travel and to public transport
- health-promoting transport systems are pro-business and support economic prosperity. They enable optimal travel to

work with less congestion, collisions, pollution, and they support a healthier workforce.

The national Cycling and Walking Investment Strategy (a requirement from the Infrastructure Act 2005) sets out actions to meet the government's ambition for walking and cycling to become the norm for short journeys, or as part of a longer journey, with places that are designed first and foremost for people on foot or bicycle. It provides local areas with a range of tools and support to develop and promote their own cycling and walking plans.

Norfolk County Council has its own Walking and Cycling Action Plan and is delivering it through the Pushing Ahead project.

Linking communities using the planning system

3.3.6 Planners – growth Infrastructure and Planning (Reviewed by Ken Hawkins, Paul Rudkin, David White/Zoe Tebbutt)

The current situation

The 2007 Rights of Way Improvement Plan includes a section on green infrastructure and an appendix in which the term is defined. At that time, Norwich, Thetford and King's Lynn had been identified as 'Growth Points' where significant amounts of new housing were to be located and a Green Infrastructure Strategy drawn up for the Greater Norwich area. Since then, a number of new developments have taken place to further green infrastructure planning in Norfolk:

- A Green Infrastructure Delivery Plan was produced for the Greater Norwich Development Partnership (GNDP) area in 2009. This developed the green corridors of the GNDP Green Infrastructure Strategy into a series of green infrastructure priority areas that could be used in the prioritisation of potential projects.
- The Joint Core Strategy for the Greater Norwich area was adopted in 2011. This document provides a strategy for development control planning in the Norwich City Council, Broadland District Council and South Norfolk Council areas.
- A Green Infrastructure Plan for Thetford was produced in 2007.
- A Green Infrastructure Plan for King's Lynn was produced in 2010.
- Dereham Town Council produced its own Green Infrastructure Plan in 2008.
- Community Infrastructure Levy (CIL) is a locally set tariff charged to developers by local authorities and is used to fund new infrastructure such as roads, schools and green infrastructure related to the new developments.
- Parish and town councils have been given the power to draw up their own Neighbourhood Plans if there is sufficient local support. If approved by the government and accepted by local voters, this plan must be taken into account when planning decisions are reached. It also results in the parish or town council responsible for producing it receiving a significantly higher proportion of any Community Infrastructure Levy money collected by the planning authority than they otherwise would. A number of parish and town councils are currently drawing up Neighbourhood Plans or are considering doing so.
- The CROW Act (2000) sets out the requirement for all historical public rights of way to be officially recorded on the definitive map by 1st January 2026. This relates to those routes that existed pre- 1949.

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Linking communities using the planning system

Opportunities for development

Since green infrastructure is all about creating multifunctional linked green spaces, there are great opportunities to create new non-vehicular access routes linking development areas to the countryside. The green infrastructure documents listed above include suggested projects that would contribute to the countryside access network.

The sort of projects that could be delivered through either inclusion within the masterplans for new development areas or by funding from developers include:

- New circular routes linking development areas to the trails and PROW network.
- New trails (or parts of trails) where a strategic need to extend the network has been identified and the route goes through or close to a development area.
- Improving the quality of existing trails or paths which will be used more because of the increased local population.
- Maintaining new or existing trails or paths for an agreed period through a Section 106 agreement or similar legal agreement.
- Using historical rights of way that are officially recorded before 2026 as part of the development of local circular multi-use routes.

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Linking communities using the planning system

Recommendations for action

To take advantage of the opportunities to improve countryside access offered by green infrastructure planning, the following actions should be considered:

- Engage with planning officers and communities drawing up Neighbourhood Plans to ensure that opportunities for improving the countryside access network are included in their plans.
- Try to get projects that will enhance the countryside access network included in the Local Infrastructure Project Proposals (LIPP) documents that are drawn up by planning authorities and which are used to allocate funding.
- 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.
- Bring the Kett's Country Trail up to National Trail standard, obtain funding for on-going maintenance and add it to the Norfolk Trails network.
- Investigate opportunities for funding the Tas Valley Way in order to add it to the Norfolk Trails network.
- Investigate the possibilities of creating a cycle route between Norwich, Hethersett and Wymondham, with a link to Hethel via Ketteringham and to the Norwich Business Park.
- Create circular walks off Boudicca Way that will link the trail with Long Stratton and the development sites to the east of the existing built-up area.
- Investigate the possibility of creating a cycle-able route along the disused railway line between King's Lynn and Hunstanton (as suggested in the King's Lynn Green Infrastructure Strategy).
- Create a series of circular walks off the Fen Rivers Way at Downham Market (as suggested in the King's Lynn Green Infrastructure Strategy).
- Investigate opportunities to create a walking and cycling route between King's Lynn and Bawsey Country Park as the first stage of a possible trail between King's Lynn and Wells-next-the-Sea via Fakenham.
- Create a new bridge to link Norwich to Whitlingham Country Park more directly.
- Encourage users of historical routes, particularly those that date pre-1949, to apply for a right of way status by the January 2026 deadline.

Enhancing biodiversity

3.3.7 Environment organisations, sustainability, Biodiversity and Conservation

The Current Situation

The 2007-17 Rights of Way Improvement Plan includes as an objective the enhancement of biodiversity through the management of public rights of way (PRoW). A set of measures were included in the Action Plan in order to work towards this aim. At the time it was written, the system for protecting and enhancing biodiversity was through a combination of site designation (i.e. Sites of Special Scientific Interest), legal protection for particular species (such as bats and badgers) and Biodiversity Action Plans drawn up by local Biodiversity Partnerships for those species and habitats felt to be most under threat. All three of these mechanisms still exist, but there have been a number of significant new developments as well:

- 'Making Space for Nature' was published in September 2010. This was an independent report by a group of experts chaired by Professor Sir John Lawton. It argued that existing measures for protecting biodiversity had not been effective, and that landscape-scale measures were needed.
- A Natural Environment White Paper 'The Natural Choice' was published in June 2011. In this, the government accepted the arguments put forward in the Lawton report and suggested

various mechanisms for delivering landscape-scale measures.

- 'Biodiversity 2020: A Strategy for England's Wildlife and Ecosystem Services' was published in Summer 2011. This document outlines the government's ambition to halt the loss of England's biodiversity by 2020.
- Local Nature Partnerships are one of the mechanisms for delivering landscape-scale changes described in the Natural Environment White Paper. 'Wild Anglia' is the Local Nature Partnership covering Norfolk and Suffolk. It is closely aligned with the New Anglia Local Enterprise Partnership, which covers the same area.
- The concept of 'ecosystem services' has become more widespread. This gives a financial value to ecosystems by considering how much it would cost to provide the same service through other means. A National Ecosystem Assessment was published in June 2011, which provides values for ecosystem services.
- The Stern Report on the Economics of Climate Change was published in October 2006 (just before the Rights of Way Improvement Plan). This report, along with the fourth assessment report of the United Nations Intergovernmental Panel on Climate Change of 2007, increased public awareness of the likely consequences of climate change if CO2 emissions continue to rise. Isolated populations are more vulnerable to the effects than those that can move along corridors to find suitable

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Enhancing biodiversity

climatic conditions.

- Ash die-back (*Chalara fraxinea*) is a fungal disease that kills ash trees. It was first reported in Britain in February 2012, and by October that year had reached woodlands in Norfolk. The effects of the disease on Norfolk's woodlands are still not certain, but it seems possible that a high proportion of the county's ash trees might be lost in the next decade.

responsibility.

Opportunities for development

- Countryside access can provide 'green corridors' that can increase the connectivity between otherwise isolated habitats and contribute to an increased resilience of wildlife populations in accordance with the 'Biodiversity 2020' strategy. This is particularly true of long- distance trails such as Marriott's Way, which is already a County Wildlife Site.
- Footpaths and trails are a place where the public has a chance to encounter Norfolk's wildlife and flora. There are opportunities to better interpret the biodiversity of the routes to users.
- Where sections of trails are owned by public authorities, there is a particular opportunity to manage the trail corridor in order to maximise the value for biodiversity.
- Areas such as Open Access land can provide green space hubs for both wildlife and people. The use and promotion of open access land must be considered and clarified in terms of



Improving take up of volunteering

3.3.8 Community Engagement and Volunteering (Reviewed by Ken Hawkins)

The current situation

For many years, community groups have been actively involved in the management and promotion of countryside access. Walking, cycling and horse riding are activities that large numbers of people participate in, and many of those who do are willing to help to promote and look after their local routes.

Examples of such community involvement that are going on at the moment include:

- Groups that organise programmes of walks, such as the Norfolk Ramblers. They offer a chance to go for a walk in the countryside with a group of like-minded walking enthusiasts. Norfolk has nine branches of the Ramblers, covering the whole county.
- The Campaign for the Protection of Rural England (CPRE) Norfolk is working with the Ramblers and the Open Spaces Society to bring together a network of Parish Footpath Wardens to share experiences and access advice and news. The Footpath Wardens monitor the condition of local paths and report their findings to their parish council, who can then help resolve any issues.

- Some parish councils have taken responsibility for the management and maintenance of public rights of way (PRoW) in their parishes, ensuring that some of the footpaths and bridleways that the County Council has stopped cutting on a pro-active basis due to budget cuts are maintained to a higher standard than the County Council is able to currently achieve.

Volunteers are involved in the management of a number of Norfolk's trails, such as the Norfolk Coast Path and the Weavers' Way. They inspect the section of path that has been allocated to them, report any problems that they find and, in some cases, carry out maintenance work themselves.

- A number of parish councils have instigated the creation of footpaths within their parishes. An example of this is the new Horseshoe Way path in Tasburgh - an old route which has been recreated by the parish council through the purchase of the land from a parishioner.
- Research into the history of footpaths and bridleways has been carried out by volunteers, such as those involved in the CPRE Norfolk's 'Exploring our Footpaths' Research Project. This involved people from the four parishes of Thompson, Beachamwell, Horning and Reepham researching the history of footpaths in their area.
- Sustrans have a team of volunteer Rangers who help to manage the National Cycle route network, part of which goes through

[<more>](#)

Improving take up of volunteering

Norfolk. As well as inspecting the routes to report any problems, volunteer Rangers also carry out maintenance work such as improving signs, removing graffiti, picking litter and cutting back vegetation where needed.

- An interactive map has been developed which allows members of the public to report any problems they have encountered by recording them directly onto a map on the Norfolk County Council website.

Opportunities for development

More parishes could be actively involved in the management of countryside access, with an increase in the network of parish footpath wardens and local agreements over the management of some PRow through which parish councils carry out the management with the support of the Highway Authority.

- More parish councils could use their local connections to negotiate the creation of their own permissive paths to create local countryside access links.
- More parish councils and local community- based organisations could create their own circular walks that can be promoted to local people and visitors.
- All Norfolk's trails could have volunteer Trail Rangers who inspect them and help to maintain them. The same concept could be applied to PRow networks in parishes.

- All Norfolk's trails and networks of parish PRow could have one or more 'Friends' groups. These groups would help to promote the Trail/PRow network locally by organising events on them and raise money to fund improvements (like new seats or signage). Some might also have a more active role in managing a section of a trail or specific parish paths.
- Stakeholder groups could be set up for people with a particular interest in an aspect of countryside access, such as MPVs, horse riding and carriage driving, improved access for people with disabilities and cyclists.
- Further develop Norfolk as a walking and cycling-friendly county for example by continuing to engage towns in the Walkers are Welcome initiative. Steer from the recently appointed Walking and Cycling Champion and Members-led working group will help to prioritise activities.
- Further develop Norfolk as an all-user friendly county with steer from the LAF multi-user subgroup and recently appointed cycling and walking champion and Members-led working group. Activities could involve encouraging more market towns to engage in the "Walkers are Welcome" accreditation initiative and holding community consultations to establish need for improved access and access links in specific areas.

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Improving take up of volunteering

[Recommendations for action](#)

- Continue the programme of recruiting local volunteers to form a team of 'Trail Rangers' for all Norfolk's trails. The next Trail to be focused on should be Marriott's Way.
- Consider using the same concept for PRoW e.g. PRoW rangers.
- Provide training for people who have volunteered to be Trail Rangers, to enable them to carry out the role in a safe and effective way.
- Potentially develop this training for volunteers on PRoW.
- Facilitate the setting up of 'Friends' groups for the Paston Way and Weavers' Way, with others to follow.
- Set up a 'Trails User Group' for people with an interest in MPVs, with other special interest user groups to follow such as the Ramblers, Open Spaces Society etc.
- Further develop Norfolk as an all-user friendly county with steer from the LAF multi-user subgroup and recently appointed cycling and walking champion and Members-led working group.

Improving access to the historic environment

3.3.9 Historic Environment (Reviewed by Paul Rudkin and David Gurney)

Current situation

The new Countryside Access Improvement Plan (NAIP) must include a specific section on Historic Environment, which is significant given the clear importance of Norfolk's heritage. Accessing heritage in the countryside is a key element of many peoples' outdoor experience. Paston Way is a good example of a managed trail that has heritage as its focus, with fourteen churches integral to the experience and the 'Paston Letters' as a focus for exploring the area's medieval history. Equally there is Boudicca Way's eponymous association with the queen of the Iron Age Iceni Tribe and with the Roman development of Norfolk.

Opportunities for development

Widening the information available to people accessing the countryside about the surrounding landscape and its heritage is an important aim for extending the appeal of our offer for both local users and visitors to Norfolk. Providing this information can be done through a variety of means, from producing books and leaflets, to developing the information available on the internet. Another potential way to increase access to Norfolk's historic

environment is to produce themed walks and cycle rides. Many of Norfolk's promoted routes lend themselves well to this approach.

Recommendations for action

- Heritage top 50 – working with the Historic Environment Section to develop information on the top 50 heritage sites associated with Norfolk's paths and trails.
- Pilgrim routes – a linking theme examining Norfolk's pilgrim heritage and the sites
- that were important stops on the way to Walsingham.
- Ancient Ways – working in conjunction with UEA to examine some of the oldest routes in the county.
- Ancient landscapes – provide more contextual information on the changes that some of our special landscapes have gone through.
- Industrial Norfolk – drawing out themes relating particularly to the former railways that once linked much of the county.

Opportunities through new coastal and open access

3.3.10 Coastal and Open Access (Reviewed by Russell Wilson)

Current situation

Norfolk currently has significant coastal access on the North Norfolk Coast with the Peddars Way and Norfolk Coast Path National Trail forming part of the Trails portfolio.

The new England Coast Path and its associated spreading room has been established by Natural England. Stretch one of the Coast Path has now been handed over to Norfolk County Council for management.

There are also significant areas of open access land across the county. Areas of open access woodland are managed by the Forestry Commission while other areas with open access rights fall within the remit of Natural England. Areas with such rights allow people access on foot.

The Commons Act (2006) Part 1 picks up on the possibility that mistakes may have been made in the initial registration process for common land and town village greens. This means that local users may submit applications to either add to or deregister such areas of land.

Opportunities for development

- Natural England is tasked with creating the England Coast Path and is currently creating new coastal access in Norfolk as part of this.
- Stretch 1 of coastal access runs from Weybourne through to Sea Palling; stretch 2 runs from Sea Palling to Hopton on sea.
- Stretch 3 from Weybourne to Hunstanton is looking again at the current Norfolk Coast Access to see if there is an opportunity to re-route the path so it retains the proximity to the coast only making changes as and where required.
- Stretch 4 is likely to be Hunstanton through to Sutton Bridge creating a coastal access opportunity right around the Norfolk coastline.
- Norfolk Trails is seeking to create and promote circular walks from the work Natural England are engaged in when creating the new coastal access route.
- Strengthen communication between open access land management and the Local Access Forum, ensuring that advice is sought and given as appropriate.
- Areas such as open access land can provide green space hubs for both wildlife and people. The use and promotion of open access land must be considered and clarified in terms of responsibility.

[<more>](#)

Opportunities through new coastal and open access

Recommendations for action

- Create circular walks from the Norfolk Coast Path inland linking business, heritage and cultural sites to the footpath.
- Develop other access opportunities including cycling and horse riding.
- Set up a sub-group of the Local Access Forum including other key stakeholders to address the use and promotion of open access land and link more closely with managers of open access land.
- Advise users of the possibility of applications being made for additions to and deregistration of common land and town and village greens where it can be shown that mistakes were made at the initial registration stage

Access to water bodies

3.3.11 Access to water bodies (new chapter proposed by sub-group
& prepared by Geoff Doggett)

Future user needs—conclusion

3.4 Conclusion

The future Deregulation Act 2015 aimed at streamlining the applications procedures for new rights of way under which landowners will have a greater say in the registration of rights on their land.

Gaps in the network

4. Assessment of extent to which local rights of way meet present or likely future needs/ provide opportunities for doing so

4.1 Spatial data - network showing areas not well served

Gaps in the network

4.2 Spatial data - growth showing areas with new needs

Network condition

5. **Evaluation of the condition of the network** – completeness and accuracy of Definitive Map and Statement, management of applications for changes to PROW and promotion of outdoor recreation

Crossover between the NAIP and other plans

6. Overview of potential crossover between ROWIP and other Plans, Priorities and Partnerships

6.1 National Policies and Strategies

- Department Health Childhood Obesity Plan
- Improving the co-ordination of quality sport and physical activity programmes for schools.
- The Sport England Strategy 'Towards an Active Nation' (2016) has already set out a major new investment of £40m into projects which offer new opportunities for families and children to get active and play sport together.
- Walking or cycling to school provides a healthy way to start the day. The government has committed to producing a Cycling and Walking Investment Strategy.

6.2 Regional Policies and Strategies

- New Anglia (Local Enterprise Partnership) Strategic Economic Plan
- Culture and Tourism Sector
- Green Economy Pathfinder

6.3 Local Policies and Strategies (County and District)

- The NCC Transport Asset Management Plan is the strategic approach that identifies the optimal allocation of resources for the management, operation, preservation and enhancement of the highway infrastructure to meet the needs of current and future users
- NCC – Local Transport Plan. Norfolk's third Local Transport Plan 2011-26 has been adopted. It describes the county's strategy and policy framework for delivery up to 2026. It will be used as a guide for transport investment and considered by other agencies when determining planning or delivery decisions. The plan reflects the views of local people and stakeholders, identifying 6 priorities
 - Maintaining and managing the highway network
 - Delivering sustainable growth
 - Enhancing strategic connections
 - Reducing emissions
 - Improving road safety
 - Improving accessibility
- NCC – Green Infrastructure
- NCC Active Travel Plans
 - Cycling and Walking Action Plan
 - AttoBetter individual Travel Plans
- Broads Authority Plan

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Crossover between the NAIP and other plans

- Health/ Well-Being Plan
- Active Norfolk – Active Norfolk 2016-2021 Strategy

6.3.8 District Councils Local Development Plans

- Broadland
- Breckland – Emerging Local Plan 2017
- Great Yarmouth – Local Plan and Core Strategy 2013 -2030
- Kings Lynn and West Norfolk
- North Norfolk
- Norwich
- South Norfolk

6.3.10 AONB – AONB Management Plan

6.3.11 Environment – Natural and Historic?

6.3. 12 NE Coastal Access, National Trails and England Coast Path

6.3.13 Norfolk Rural Development Strategy 2013 - 2020

6.3.14 New Anglia Strategic Economic Plan 2014-2027

6.3.16 Norfolk Road Casualty Reduction Board Delivery Plan

Elements of Casualty Reduction Strategy for Vulnerable Road Users

aimed at children, young people and adult cyclists. Report shows increases in the number of Killed and Seriously Injured from the pedal cyclist and older driver casualty groups have contributed to this rising trend.

Actions 2018—2028

7. Statement of Actions

7.1 Statement of Action 2018 – 2028 Long term strategic actions

7.1.1 Key aims and priorities arising from Assessment

The previous ROWIP 2007-2017 underwent a very detailed consultation with a wide range of partners and users but the Statement of Actions was very aspirational and limited in demonstration of achievements due to a lack of clear targets, good management information and monitoring procedures. The process now recommended by DEFRA is to develop a 10 year Statement of Actions and to have annual or bi-annual delivery plans with clear achievable targets to support it. The management of PROW in Norfolk has also undergone a number of changes which need to be reflected in any new plan.

Strategic commitments

7.1.2 Long term strategic commitments

We aim to create an easy to use, safe, healthy and sustainable way to enjoy the Norfolk coast and countryside.

We will

- Further develop Norfolk as an all-user friendly county with steer from the Norfolk Local Access Forum and recently appointed Cycling and Walking Champion and Members-led Cycling and Walking Working Group.
- Audit routes (PRoW and Trails) to assess current provision for wider access for wheel/power chairs and buggies or for users with visual impairments or mental health difficulties such as dementia
- Develop multiuser routes for walkers, cyclists, equestrians and motorised vehicles where resources and permissions allow.
- Encompass a sustainable transport ethos, using Active Travel modes and developing good links to public transport
- Work with colleagues to develop safe routes for users

(Care for our roads and environment)

i) A well-managed Access Network. We will develop a well-signed, maintained and accessible network of routes – both public rights of way and promoted trails, which provide access to coastal, rural and urban areas with good systems and standards for

- managing and improving signage
- managing path surfaces/ and vegetation
- accessible routes without barriers
- enforcement of regulations by landowners
- reporting issues for volunteers and users
- maintaining the definitive map for Norfolk
- recording and managing changes to the definitive map
- monitoring and evaluating the effectiveness of the above

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 through

- o neighbourhood plans
- o the planning process and growth agenda
- o Coastal Access
- o funding applications for route improvements
- o applications to reinstate historical routes by 2026
- o connectivity to public transport

iii) A well-protected Natural and Historic Environment – We will provide access to and understanding about protection of the natural and historic environment. Develop opportunities through

- o recreational impact assessments
- o biodiversity plans

[<more>](#)

Strategic commitments

- o historic environment plans
- o AONB and Broads Authority Plans
- o educational projects
- o Promotion of sustainable transport options

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) with key communication channels including

- o Website
- o Print
- o Press/ media
- o Social media
- o Photo/ video library
- o Accessible versions
- o Smartphone apps with games and new technology

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 including

- o PROW interactive map showing where there is public access
- o Norfolk Trails interactive map showing promoted routes – long distance trails and circular routes

- o Definitive Map of PROW – showing the legal map base systems
- o PDF downloads of short and circular walks
- o 360° views of Norfolk Trails using Googletrekker technology
- o Norfolk Insight/ Active Norfolk Active Map
- o Natural England MENE

(Care for our community)

vi) A community 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 to

- o Support their management of the network
- o Develop ideas for projects benefitting their local area
- o Support a volunteer network on Norfolk Trails
- o Develop other volunteer opportunities
- o Include users, volunteers and communities in the governance of the Access Network through the Norfolk Local Access Forum
- o Support an independent Charitable Organisation (Pathmakers) in developing and funding community projects

(Care for our health)

vii) A healthy Access Network We will improve the health and wellbeing of users through active travel initiatives and leisure use of

[<more>](#)

Strategic commitments

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 particularly:

- o People with physical disabilities
- o People with mild to moderate mental health issues including dementia
- o The elderly
- o Children
- o Young people
- o Black, Asian and minority ethnic groups

(Care for our economy)

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
- o Website and walks showing links to businesses and other facilities
- o Promote the network with partners as part of the Visit Norfolk offer

- o Systems for measuring the benefit of access to the environment
- ? Route counters to measure the number of users
- ? Surveys to analyse the characteristics of use

Delivery plans

[7.1.3](#) Structure for Delivery Plans, evaluation and reviews etc.

[7.1.4](#) Details of process for changes to key policies

7.2 Delivery Plans - Short/ medium term actions

Structure is spreadsheet called structure for delivery plans

Delivery: Create a well managed access network

Develop a well-signed, maintained and accessible network of routes – both public rights of way and promoted trails, which provides access to coastal, rural and urban areas. Develop and maintain good systems and standards for:

- managing and improving signage
- managing path surfaces/ and vegetation
- accessible routes without barriers
- enforcement of regulations by landowners
- reporting issues for volunteers and users
- reporting issues for volunteers and users
- monitoring and evaluating the effectiveness of the above.

| | Priority | Risk | Outputs | Monitoring | Resources | Who lead/ partner | Timetable | Contribution Other Plans/ Priorities |
|--|----------|------|--|-------------------------|---|--------------------------------|-----------|--|
| <i>i) A well-managed Access Network. We will develop a well-signed, maintained and accessible network of routes – both public rights of way and promoted trails, which provide access to coastal, rural and urban areas.</i> | | | | | | | | |
| Actions | | | | | | | | |
| Develop and maintain good systems and standards for | | | | | | | | |
| managing and improving signage | High | | PROW and Trails maintained/ created; Signs replaced or installed | Numbers of each | Countryside Access Officers and Trails Officers | Highways and Trails Teams, NCC | Annual | TAMP, Norfolk Trails |
| managing path surfaces/ and vegetation | High | | PROW and Trails maintained/ created; Cutting contract; | Numbers of each | Countryside Access Officers and Trails Officers | Highways and Trails Teams, NCC | Annual | TAMP, Norfolk Trails |
| accessible routes without barriers | Medium | | PROW and Trails maintained/ created; Barriers removed and replaced or installed | Numbers of each | Countryside Access Officers and Trails Officers | Highways and Trails Teams, NCC | Annual | TAMP, Norfolk Trails |
| enforcement of regulations by landowners | Medium | | Letters sent to landowners | Numbers of each | Countryside Access Officers and Trails Officers | Highways and Trails Teams, NCC | Annual | TAMP, Norfolk Trails |
| reporting issues for volunteers and users | Medium | | CSC enquiries/ reports | Numbers of each | Countryside Access Officers and Trails Officers | Highways and Trails Teams, NCC | Annual | NCC Customer Services Strategy |
| maintaining the definitive map for Norfolk | Medium | | Definitive Map | Number of searches | Definitive Map Team | Highways Legal Orders | Annual | TAMP, Norfolk Trails |
| recording and managing changes to the definitive map | Medium | | Public Path Orders, Modification Orders, deposits and declarations | Numbers of applications | Definitive Map Team | Highways Legal Orders | Annual | TAMP, Norfolk Trails |
| monitoring and evaluating the effectiveness of the above | Medium | | Follow up system - targets/ achievements The National Highways and Transport Network (NHT) survey | Outcomes | Countryside Access Officers and Trails Officers | Highways and Trails Teams, NCC | Annual | Highways/ Env Team Service Plans |

Delivery: Create a well connected access network

Develop an integrated green infrastructure network that provides opportunities for all users. Improve connectivity and accessibility of the network and develop opportunities through

- neighbourhood plans
- the planning process and growth agenda
- Coastal Access
- funding applications for route improvements
- applications to reinstate historical routes by 2026
- connectivity to public transport

| | | Priority | Risk | Outputs | Monitoring | Resources | Who lead/ partner | Timetable | Contribution Other Plans/ Priorities |
|--|---|----------|--------|--|---------------|--|-------------------------------|---------------|--|
| <i>A Well Connected Network - Develop an integrated access network that provides opportunities for all users.</i> | | | | | | | | | |
| | Improve connectivity and accessibility of the network and develop opportunities through | | | | | | | | |
| | • neighbourhood plans | | | | | | | | |
| | • the planning process and growth agenda | | | | | | | | |
| | • funding applications for route improvements | | | | | | | | |
| | • applications to record historical routes (by 2026) | | | | | | | | |
| | • connectivity to public transport | | | | | | | | |
| | <i>Norfolk Access Connectivity Plan (Cliff Jordan's Big Idea?)</i> | High | Medium | Develop Plan | Plan review | Apply to Policy and Resources Committee | NCC/ Districts | 2018-2023? | |
| | <i>Norfolk Cycling and Walking Strategy</i> | High | Medium | Develop Plan | Plan review | DoT Sustainable Transport Fund | NCC/ Districts | 2018-2023? | |
| | <i>Coastal Access - England Coast Path</i> | High | Low | Plan Agreed | Plan review | Natural England/ others Tourism | Natural England/ NCC | 2014 - 2020 | |
| | <i>Greater Norwich Infrastructure Plan</i> | Med | Low | Plan Agreed | Annual review | Community Infrastructure Levy Section 106/ Community Infrastructure Levy | NCC/ Districts | Annual Review | |
| | <i>Kings Lynn?</i> | Med | Low | Strategy | Plan review | Section 106/ Community Infrastructure Levy | KLWNBC | ? | |
| | <i>Thetford ?</i> | Med | Low | | Plan review | Section 106/ Community Infrastructure Levy | Greater Thetford Dev Partship | ? | |
| | <i>Great Yarmouth</i> | Med | Low | Great Yarmouth Infrastructure Plan | Plan review | | GYBC | 2014-2029 | |
| | <i>Priorities for claiming/ recording historic routes</i> | Med | Low | | Annual review | voluntary organisations and other applicants | NLAF/ Ramblers/ NCC | 2026 | |

[Link to information](#)

Delivery: Create a well protected green access network

Improve understanding and protection of the natural and historic environment. Develop opportunities through

- recreational impact assessments
- biodiversity plans
- historic environment plans
- AONB and Broads Authority Plans
- educational projects
- Promotion of sustainable transport options

| | Priority | Risk | Outputs | Monitoring | Resources | Who lead/ partner | Timetable | Contribution Other Plans/ Priorities |
|---|----------|------|--------------------------------------|---------------|-----------|--|-----------|--|
| <i>i. A well protected network -</i> | | | | | | | | |
| <i>Improve understanding of and promote access to Norfolk's landscape and natural and historic environment. Develop opportunities through</i> | | | | | | | | |
| • <i>recreational impact project</i> | | | <i>Reports from Project</i> | Annual Review | | NCC and District Councils | ? | |
| • <i>biodiversity plans</i> | | | <i>Plans for NCC owned routes</i> | Annual Review | | NCC and District Councils | ? | |
| • <i>historic environment plans</i> | | | <i>Plans for NCC owned routes</i> | Annual Review | | NCC and District Councils | ? | |
| • <i>AONB</i> | | | AONB Management Plan | Annual Review | | Norfolk Coast Partnership | 2014-2019 | |
| <i>Broads Authority Plans</i> | | | Broads Plan | Annual Review | | Broads Authority | 2017-2022 | |
| • <i>educational projects</i> | | | <i>Marriotts Way delivery</i> | Annual Review | | Norfolk Trails, stakeholders | 2017-2020 | |
| • <i>Promotion of sustainable transport options</i> | | | Pushing Ahead | Annual Review | | Norfolk Trails, Highways Passenger Transport | 2017-2019 | |

Delivery: Create a well promoted access network

Communicate Norfolk's outstanding countryside and the benefits of outdoor activity for all users. Develop a communications plan identifying key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users) with key communication channels including

- Website
- Print
- Press/ media
- Social media
- Photo/ video library
- Accessible versions
- Smartphone apps with games and new technology

| | Priority | Risk | Outputs | Monitoring | Resources | Who lead/ partner | Timetable | Contribution Other Plans/ Priorities |
|--|----------|------|--------------------------------------|--------------------------------------|-----------------|-------------------|-----------|--------------------------------------|
| iii. Well promoted network - to communicate Norfolk's outstanding countryside and the benefits of outdoor activity to a wide audience. Develop a communications plan designed to increase audiences, particularly those who do not currently use the network frequently | | | | | | | | |
| o Communications Plan | | | Comms Plan | Annual review | Users/ partners | NCC/ Trails | 2018 | |
| o Website | | | Website | Usage/ annual review | Projects | NCC/ Trails | 2018-2023 | |
| o Print | | | Literature | Feedback/ annual review | Projects | NCC/ Trails | 2018-2023 | |
| o Press/ media | | | Releases | Response/ publications | Projects | NCC/ Trails | 2018-2023 | |
| o Social media | | | Trails Twitter and Facebook accounts | Followers/ Twitter/ Facebook reports | Projects | NCC/ Trails | 2018-2023 | |
| o Photo/ video library | | | Photos/ videos | Usage/ Review | Projects | NCC/ Trails | 2018-2023 | |
| o Events | | | Events | Attendance/ feedback | Projects | NCC/ Trails | 2018-2023 | |
| o Accessible versions | | | Versions | Usage/ Annual review | Projects | NCC/ Trails | 2018-2023 | |

Delivery: Create a well informed access network

Keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies.

- PROW interactive map showing where there is public access
- Norfolk Trails interactive map showing promoted routes – long distance trails and circular routes
- Definitive Map of PROW – showing the legal map base systems
- PDF downloads of short and circular walks
- 360° views of Norfolk Trails using Googletrekker technology

| | Priority | Risk | Outputs | Monitoring | Resources | Who lead/partner | Timetable | Contribution Other Plans/Priorities |
|---|----------|------|--|---------------------|-----------|--------------------|-----------|-------------------------------------|
| i. A Well Informed Network Keep up to date web-based definitive and interactive maps and other access network information. | | | | | | | | |
| o PROW interactive map showing where there is public access | | | PROW Interactive Map | Annual report usage | | NCC Highways | Annual | |
| o Norfolk Trails interactive map showing promoted routes – long distance trails and circular routes | | | Trails Interactive Map | Annual report usage | | NCC Norfolk Trails | Annual | |
| o Definitive Map of PROW – showing the legal map base systems | | | Definitive Map | Annual report usage | | NCC Highways | Annual | |
| o PDF downloads of short and circular walks | | | Trails Short and Circular Walks | Annual report usage | | NCC Trails | Annual | |
| o 360° views of Norfolk Trails using Googletrekker technology | | | tbc | | | Norfolk Trails | tbc | |
| Active Norfolk map of health outcomes in Norfolk, with a layer for Norfolk Trails | | | o Norfolk Insight/ Active Norfolk Active Map | Annual report usage | | Active Norfolk | Annual | |
| Natural England survey with information about the ways that people engage with the natural environment such as visiting the countryside, enjoying green spaces in towns and cities, watching wildlife and volunteering to help protect the natural environment. | | | Natural England MENE | Annual report usage | | Natural England | Annual | |

Delivery: Create a community access network

Increase involvement of communities in the development of their local access network. Work with Parish Councils, volunteers and other community organisations to

- Support management of the network
- Develop ideas for projects benefitting their local area
- Support a volunteer network on Norfolk Trails
- Develop other volunteer opportunities Include communities in the governance eg LAF

| | Priority | Risk | Outputs | Monitoring | Resources | Who lead/ partner | Timetable | Contribution Other Plans/ Priorities |
|---|----------|------|--|------------------------------------|--|----------------------------|-----------|--|
| A Community Network Increase involvement of communities in the development of their local access network. Work with Parish Councils, volunteers and other community organisations to | | | | | | | | |
| o Support community network management | | | Number of events for Parishes/ Parish schemes | Annual report - feedback | Norfolk Trails, Highways | Norfolk Trails, Highways | | |
| o Develop ideas for projects benefitting the local area | | | Number of project ideas | Annual report - feedback | NCC, Districts and Parishes | NCC | | |
| o Support volunteer networks | | | Highways Rangers, Norfolk Trails Volunteers | Annual report - feedback | Norfolk Trails, Highways | Norfolk Trails, Highways | | |
| o Develop other volunteer opportunities | | | Friends Schemes | Annual report - feedback | Norfolk Trails | NCC | | |
| o Include users, volunteers and communities in the governance of the Access Network through the Norfolk Local Access Forum | | | Norfolk Local Access Forum meetings | Attendance and minutes of meetings | Democratic Services and Norfolk Trails | NCC | | |
| o Support an independent Charitable Organisation (Pathmakers) in developing and funding community projects | | | Pathmakers Business Plan Meetings | Review of plan Meeting minutes | Norfolk Local Access Forum | Norfolk Local Access Forum | | |

Delivery: Create a healthy access network

Improve public health and wellbeing through active travel and leisure use of the access network. Develop support and projects for those not currently using the network who would benefit from exercise:

- People with physical disabilities
- People with mild to moderate mental health issues including dementia
- The elderly
- Children
- Young people, Black, Asian and minority ethnic groups

| | Priority | Risk | Outputs | Monitoring | Resources | Who lead/ partner | Timetable | Contribution Other Plans/ Priorities |
|---|----------|------|-------------------------------------|------------|------------------|----------------------|-----------|--|
| A Healthy Network Improve public health and wellbeing through use of the access network. Develop support and projects for those not currently using the network who would benefit from exercise: | | | | | | | | |
| • People with physical disabilities | | | Improvements to routes | | Various projects | NCC | | |
| • People with mild to moderate mental health issues including dementia | | | Dementia Walks | | SAIL | NCC | 2016-2019 | |
| • The elderly | | | Outdoor activities for older people | | SAIL | NCC | 2016-2019 | |
| • Families with young children | | | Activities and events | | Marriotts Way | NCC | 2017-2019 | |
| • Schools | | | Activities and events | | Pushing Ahead | NCC | 2017-2019 | |
| • Young people | | | Activities and events | | Pushing Ahead | NCC | 2017-2019 | |
| • Black, Asian and minority ethnic groups | | | tbc | | | | | |

Delivery: Create 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

- Develop a supportive network of businesses linked to Norfolk Trails
- Website and walks showing links to businesses and other facilities
- Promote the network with partners as part of the Visit Norfolk offer
- Systems for measuring the benefit of access to the environment
- Route counters to measure the number of users
- Surveys to analyse the characteristics of use

| | Priority | Risk | Outputs | Monitoring | Resources | Who lead/ partner | Timetable | Contribution Other Plans/ Priorities |
|---|----------|------|---|--------------------------------------|-----------------------------------|----------------------------|-----------|--|
| A Valuable Network | | | | | | | | |
| <i>Maximise the economic benefits to Norfolk that are generated through the access network including via tourism. Work with businesses, tourism agencies and DMOs (Destination Management Organisations) and others to maximise the benefits of the access network and outdoor activity</i> | | | | | | | | |
| o Develop a supportive network of businesses linked to Norfolk Trails | | | Network/ networks established | Minutes of meetings Annual review | National Trail, Coastal Treasures | NCC/ Norfolk Trails | 2017-2019 | |
| o Website and walks showing links to businesses and other facilities | | | Website with links to businesses set up | Annual review website stats | National Trail, Coastal Treasures | NCC/ Norfolk Trails | 2017-2019 | |
| o Promote the network with partners as part of the Visit Norfolk offer | | | Visit Norfolk Walking/ Cycling offers | Annual review website stats | | Visit Norfolk | | LEP Economic Strategy |
| o Systems for measuring the benefit of access to the environment | | | | | | | | |
| § Route counters to measure the number of users | | | Reports on usage of Trails from route counters | Insight Track Report | | NCC/ Norfolk Trails | | LEP Economic Strategy |
| § Surveys to analyse the characteristics of users | | | Reports on feedback from users | Insight Track Report | | NCC/ Norfolk Trails | | LEP Economic Strategy |
| Coordination with other partners/ agencies | | | Consultations, attendance at events | Feedback | | Norfolk Local Access Forum | | New Anglia Economic Strategy, Rural Development Plan |

Actions 2018—2028

7.2.1 An Evaluation of Progress delivering NAIP and previous Action Plans; Delivery, Public Benefit, Statement Action met

7.2.2 Review of Policies for Management of PROW

- Maintenance, improvement and enforcement PROW;
- managing Definitive Map and Statement, authorisation and recording of limitations;
- dealing with changes to the network such as diversions, extinguishments, creation PROW

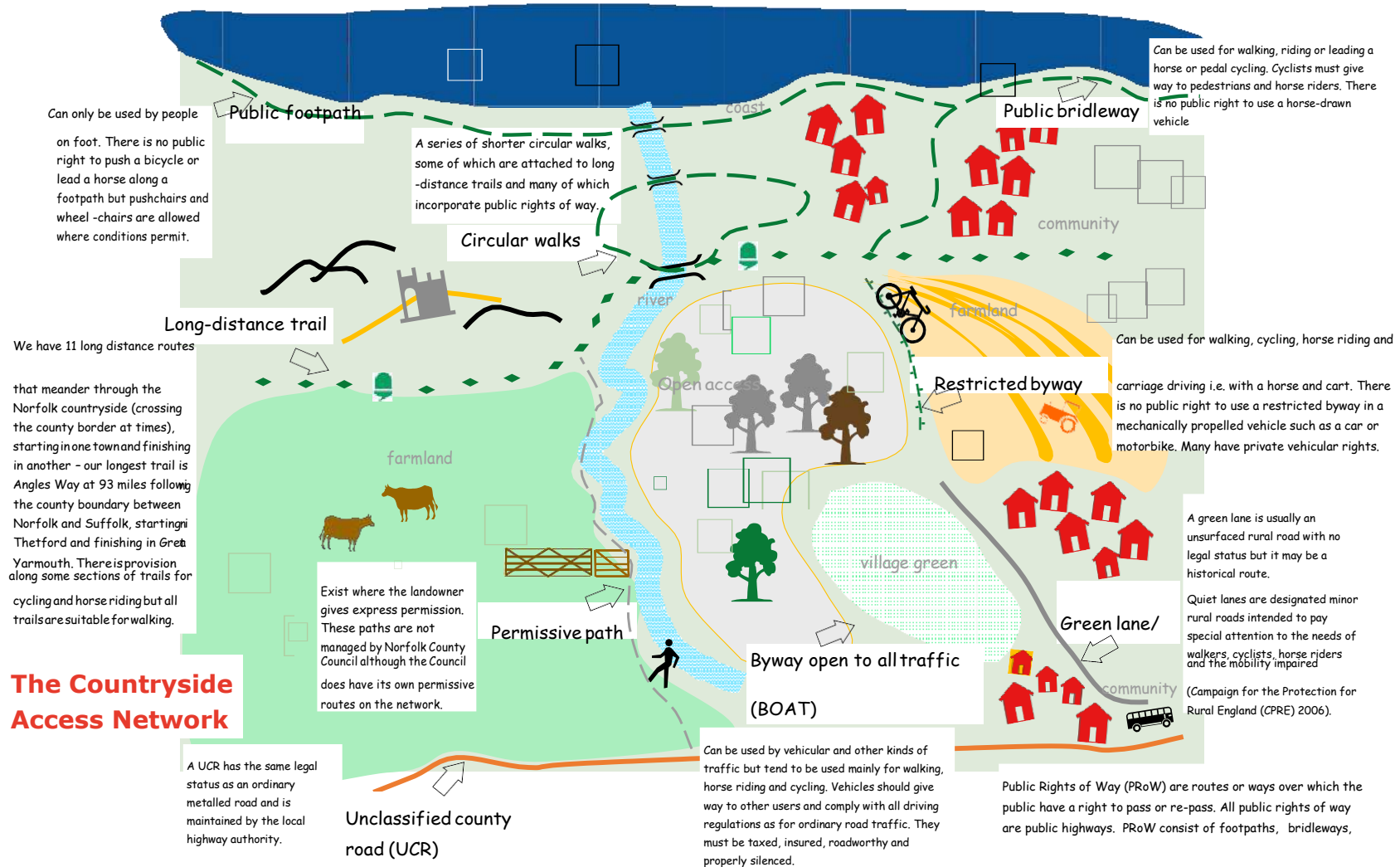
7.2.3 SMART Work Plan

Outputs, Monitoring, Resources, Who lead/ partner, Statement Action objective, Timetable

Identify how they contribute to other plans/ priorities – spec Active Travel, Well-Being and Area Statements.

Annual Delivery Plan

The Countryside Access Network



The Countryside Access Network

