

Norfolk Access Improvement Plan 2018-2019 - Delivery Plan			
Reference	Theme	Delivery Aims 2018 - 2019	NCC objective relevant
(i)	A well-managed Access Network	We will manage a well-signed and maintained network of multiuse routes efficiently and economically -both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.	Care for our roads and environment
(ii)	A well connected Access Network	We will develop an integrated green infrastructure network of routes and paths that provide opportunities for all users, improve accessibility of the network and develop opportunities to connect with places of natural and cultural heritage for visitors or for work/education/recreation for residents.	Care for our roads and environment
(iii)	A well-protected Environment	We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.	Care for our roads and environment
(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 to reach key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users).	Care for our roads and environment
(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.	Care for our roads and environment
(vi)	A Community Based Access Network	We will increase the involvement of communities in the development of their local access network working with parish councils, volunteers and other community organisations.	Care for our community
(vii)	A healthy Access Network	We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network. We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network.	Care for our health
(viii)	A Valuable Access Network	We will maximise the economic benefits to Norfolk that are generated through the access network. We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.	Care for our economy

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THEME: (i) A well-managed Access Network.
We will manage a well-signed and maintained network of multiuse routes efficiently and economically -both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.

Project	Owner/Partners	Actions 2018 - 2019
Manage and improve signage, furniture, bridges	Norfolk Trails; NCC Highways/Landowners; NCC Norfolk Trails	Work plan
Manage path surfaces/ and vegetation	Norfolk Trails and NCC Highways/ Landowners	Work plan/ Cutting contract
Create accessible routes without barriers	Norfolk Trails	Plan for removal of barriers as opportunities arise
Report issues by volunteers and users	Norfolk Trails/Volunteers/Network Users	Respond to issues on CRM, enforcement
Report issues by volunteers and users	NCC Highways & PROW/Volunteers/Network users	Respond to issues on CRM, enforcement
Maintain the definitive map for Norfolk	NCC Definitive Map Team	Definitive map upkeep in paper and on website
Record and manage changes to the definitive map	NCC Definitive Map Team	Respond to claims
Monitor and evaluate the effectiveness of the above	NCC Environment Team/NLAF	Objectives in Environment Team Business Plan PROW/ Highways Plan.

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THEME: (ii) A well connected Access Network.

We will develop an integrated green infrastructure network of routes and paths that provide opportunities for all users, improve accessibility of the network and develop opportunities to connect with places of natural and cultural heritage for visitors or for work/education/recreation for residents.

Project	Owner/Partners	Actions 2018 - 2019
<u>Greater Norwich Green Infrastructure Plan</u> 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.	NCC Environment Team/ Broads Authority; Broadland District Council; GNDP; Abellio	Negotiate resources / funding
<u>Greater Norwich Green Infrastructure Plan</u> <u>River Wensum Parkway Project - strategy and development</u>	River Wensum Strategy Partnership/ NCC; Norwich City Council	Develop agreement for River Wensum Parkway to become part of Norfolk Trails
<u>Greater Norwich Green Infrastructure Plan</u> Recycled Railways - identify disused railways which have potential for re-use	NCC Environment Team	Feasibility study
<u>King's Lynn Green Infrastructure Plan</u> Research potential for Green Pilgrimage route connecting Walsingham to other routes in Norfolk	NCC Environment Team/ Walsingham Shrine(s)	Feasibility and detailed plans/ costings for short sections
Norfolk Cycling and Walking Strategy document	NCC Environment Team	Draft strategy document written and approved by the NCC Environment, Transport and Development Committee
<u>Norfolk Cycling and Walking Strategy</u> Delivery of Pushing Ahead project (Active Travel Planning for Norwich and Great Yarmouth)	NCC Environment Team	Delivery of Pushing Ahead
Coastal Access Creation of new access, stretches 1 and 2 Weybourne to Hopton	Norfolk Trails	
Coastal Access East Coast Path	NCC Environment Team/ Suffolk County Council; Essex County Council	Develop the East Coast Path concept
Coastal Access East Coast Path Circular walks	NCC Environment Team	
Prioritising claims/recording of historic routes prior to 2026	NLAF PROW subgroup/ Ramblers; Open Spaces Society; British Horse Society	Workshop with Norfolk Record Office about researching historic paths

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THEME: (iii) A well-protected Environment.

We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.

Project	Owner/Partners	Actions 2018 - 2019
Ensure access to Norfolk's natural and historic environment is suitably managed through the growth and planning agenda	NCC Green Infrastructure Team/ District Councils; NCC	NDR Access Improvements
Manage access to green spaces such as Local Nature Reserves to minimize visitor impact	NCC Biodiversity Team/ District Councils; NCC	
Foster a sense of care for the historic environment through managed access programmes	NCC Historic Environment Team/ District Councils; Norfolk Mills and Pumps Trust	Arrange access to Norfolk Mills through an Open Days programme
Manage access to the Norfolk Coast AONB	Norfolk Coast Partnership	
Manage access in the Broads National Park	Broads Authority	Three Rivers Way - Section 1
Environment Education	NCC Norfolk Trails/ Schools on the Marriott's Way	School activities (in school and on Marriott's Way)
Sustainable Transport options	NCC/ NCC Norfolk Trails; NCC Passenger Transport; NCC Highways	1. Produce Active Travel Plans for Norwich and Great Yarmouth 2. Set up 3 self-service Cycle Points (Broads by Bike project)

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THEME: (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 to reach key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users).

Project	Owner/Partners	Actions 2018 - 2019
Develop a (NLAF) Communications Plan	NCC Environment Team/ NCC Norfolk Trails	Develop a communications plan to promote Norfolk's countryside access offer
Develop a (NLAF) Website	NCC Environment Team / NCC Norfolk Trails	1. Develop a (NLAF) Website 2. Develop/manage/maintain websites associated with countryside access projects and initiatives
Develop printed literature to promote Norfolk's countryside access offer	NCC Environment Team / NCC Norfolk Trails	1. Produce a Three Rivers Way leaflet
Promote countryside access projects/initiatives in the press/ media	NCC Environment Team// NCC Norfolk Trails	1. Produce media release to promote successful funding
Promote countryside access projects/initiatives via social media	NCC Environment Team/ / NCC Norfolk Trails	Maintain Norfolk Trails Twitter and Facebook accounts
Create a photographic record of access opportunities (photo/ video library)	NCC Environment Team/ / NCC Norfolk Trails	Develop a photos/ videos library showcasing countryside access in Norfolk
Create newsletters	NCC Environment Team/ / NCC Norfolk Trails	Produce a newsletter for Norfolk Trails volunteers
Organise public events	NCC Environment Team/ / NCC Norfolk Trails	1. Promote the Walking and Cycling festival
Develop accessible publication versions	NCC Environment Team / NCC Norfolk Trails	Create an accessible leaflet/version for the Burgh Castle all-abilities boardwalk

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THEME: (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.

Project	Owner/Partners	Actions 2018 - 2019
Maintain public information about PROW for users/ walkers	NCC Highways	PROW interactive map showing where there is public access
Develop and maintain public information about Norfolk Trails and Circular Walks for users/ walkers and local businesses	NCC Norfolk Trails	1. Manage the Norfolk Trails interactive map showing promoted routes – long distance trails and circular routes 2. Make available 360° views of Norfolk Trails using Googletrekker technology 3. Create PDF downloads of short and circular walks
Develop and maintain public information about PROW for land-owners, developers and professionals	NCC Highways	Maintain the definitive Map of PROW – showing the legal map base systems
Maintain information about health benefits derived from access to Norfolk Trails	Active Norfolk/ NCC Norfolk Trails	Maintain the Active Norfolk map of health outcomes in Norfolk, developing a layer for Norfolk Trails
Make use of systems for measuring the benefit of access to the environment - MENE	Natural England/ NCC Norfolk Trails	Use information from MENE (Natural England's Monitor of Engagement with the Natural Environment) to better understand how people engage with the natural environment in Norfolk (such as visiting the countryside, enjoying green spaces in towns and cities, watching wildlife and volunteering to help protect the natural environment.)
Maintain people counters and develop and implement surveys to measure and understand useage of Norfolk Trails	NCC Norfolk Trails	1. Route counters on Norfolk Trails to measure the number of users 2. Feedback Surveys to analyse the characteristics of users

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THEME: (vi) A Community Based Access Network.
We will increase the involvement of communities in the development of their local access network working with parish councils, volunteers and other community organisations.

Project	Owner/Partners	Actions 2018 - 2019
Support community network management	NCC Norfolk Trails/ NCC Norfolk Trails; NCC Highways	Parish schemes
Develop ideas for projects benefitting the local area	NCC/ District Councils; Parish Councils	Swaffham - trail connecting to Peddars Way
Support volunteer networks	NCC Norfolk Trails/ NCC Highways	Trails volunteer networks
Develop other volunteer opportunities	NCC/NCC Norfolk Trails	Volunteer activities and days
Include users, volunteers and communities in the governance of the Access Network through the Norfolk Local Access Forum	NCC and NCC Norfolk Trails/NCC Democratic Services	Volunteer rep on NLAF
Support an independent Charitable Incorporated Organisation (Pathmakers CIO) in developing and funding community projects	NLAF	

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THEME: (vii) A healthy Access Network.

We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network.

We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network.

Project	Owner/Partners	Actions 2018 - 2019
Create/promote access opportunities for people with physical disabilities	NCC	Make improvements to routes at Burgh Castle, Access to Beach North Denes, Gt Yarmouth
Create/promote access opportunities for people with mild to moderate mental health issues including dementia	NCC	Set up Dementia-Friendly Walks in North and West Norfolk
Create/promote access opportunities for the elderly	NCC	Develop activities for older people in North and West Norfolk Outdoor
Create /promote access opportunities for families with young children	NCC	Deliver activities and events for families with young children on the Marriotts Way
Create /promote access opportunities for schools	NCC	Deliver activities and events for schools through the Marriotts Way and Pushing Ahead projects
Create/promote access opportunities for young people	NCC	Deliver activities and events for young people through the Marriotts Way and Pushing Ahead projects
Create/promote access opportunities for Black, Asian and minority ethnic groups	NCC	Deliver activities and events for BME

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THEME: (viii) A Valuable Access Network.

We will maximise the economic benefits to Norfolk that are generated through the access network.

We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.

Project	Owner/Partners	Actions 2018 - 2019
Develop a supportive network of businesses linked to Norfolk Trails	Walkers are Welcome Towns/ NCC Norfolk Trails	1. Develop Cromer Walkers are Welcome 2. Develop Dereham Walkers are Welcome 3. Develop Aylsham Walkers are Welcome
Develop a network of businesses linked to the National Trail in Norfolk (Peddars Way and Norfolk Coast Path)	Norfolk Trails	National Trail Partnership and businesses
Website and walks showing links to businesses and other facilities	Norfolk Trails/ NCC Website Team	Businesses signed up to website
Promote the network with partners as part of the Visit Norfolk offer	Visit Norfolk/ NCC Norfolk Trails	Businesses signed up to website