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Norfolk Access Improvement Plan (NAIP) 2019 - 2029



Norfolk's Rights of Way Improvement Plan

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Foreword

Welcome to the Norfolk Access Improvement Plan for 2019–2029 which incorporates the Rights of Way Improvement Plan. The Plan sets out priorities for improving access to the countryside for residents of Norfolk and visitors to our county over the next ten years.

The document replaces the previous 10 year plan which was reviewed as required under the Countryside and Rights of Way Act (CROW Act, 2000). The new plan is the result of extensive consultation with many user groups, and draws out priority areas to address future need. Feedback showed that there is great enthusiasm and potential to deliver a more integrated access network which provides for a wide range of user groups and which benefits **local businesses, people’s health, landowners and the environment.**

Our plan is set against the backdrop of Norfolk’s growth agenda: by 2026, there will be 95,000 more jobs, 10,000 new businesses and 117,000 more homes.¹

A greater population and rise in visitor numbers will place increasing demands on our Public Rights of Way and access network, which is composed of many historic routes and ways dating back centuries that do not always meet the needs and demands of users and land managers today. **Welcome initiatives such as Norfolk County Council’s recent plans to bring disused railways back into use as cycling and walking routes across Norfolk (Greenways project) aim to deliver many miles of new routes, connecting market towns and allow people to use sustainable options for travelling to school, work and local services.** Expanding the network of off-road cycling and walking trails will help promote Norfolk as a visitor destination.

However, the countryside and urban access network faces losses as permissive access agreements arranged through Countryside Stewardship lapse, with (at the time of writing) no replacement schemes available.

Permissive paths play an important role in making connections between existing rights of way and in linking communities with green spaces: their loss will be keenly felt, unless local solutions can be found.

The drive to identify and submit applications to register unrecorded paths created before 1949, for a deadline in 2026 (Countryside and Rights of Way Act 2000, Section 53) before they are lost forever, is another significant responsibility that must be met during the lifespan of this current plan. Gathering the documentary evidence and applying for paths to be recorded can be a lengthy process, but without legal protection, the right to access many routes which are still in current use but not recorded on the Definitive Map and Statement will be lost to future generations*. We are particularly keen to encourage user groups and communities to submit applications to help get these unrecorded routes on the map. Applications must be received and accepted by 2026.

We are lucky to have a variety of beautiful landscapes including the Broads National Park, Norfolk Coast: Area of Outstanding Natural Beauty and Wash European Marine Site that attract visitors and local people alike into the countryside. Maintaining and improving access for all users is essential to enable people to enjoy Norfolk to the full and for the long-term sustainability of the landscape. We encourage you to become familiar with **our plans and get involved with our journey to maintain and shape Norfolk’s access network for the future.**

Councillor Martin Wilby
Chair of the Environment, Transport and Development Committee, Norfolk County Council

Martin Sullivan
Chair of the Norfolk Local Access Forum

* Applications based solely on user evidence are not subject to the cut-off date

^{1,2} etc. Please see Appendix for website references and full website urls

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There are 2,400 miles (3,900km) of Public Rights of Way in Norfolk (footpaths, bridleways, restricted byways and byways open to all traffic), as well as cycle tracks, quiet lanes, unclassified county roads and permissive routes, making up a dense network of access routes. Many of these are promoted as long-distance trails and associated circular walks and rides.

Public Rights of Way can contribute to people's wellbeing, offer sustainable and non-polluting transport opportunities for commuting, support the rural economy and provide green corridors for wildlife.

Our goal over 10 years is to increase the number and range of **people accessing the outdoors through Norfolk's Public Rights of Way network**. To achieve this we need to ensure that the network reflects user needs and we must take account of the wider public **including those who don't participate in outdoor recreation on a regular basis.**

The Norfolk Access Improvement Plan (which incorporates Norfolk's Rights of Way Improvement Plan) sets out priorities over the next 10 years for improving this rural and urban access network to make it easier to enjoy Norfolk's countryside and coast sustainably.

The new plan is required under sections 60(3) and (4) of the Countryside and Rights of Way Act (2000) and is for anyone with an interest in countryside access, whether a user, landowner or manager or other stakeholder.

The legislation requires that certain factors are taken into consideration when developing our access improvement plan, including assessing the condition of the network (legal record,

information, publicity and management); together with resources available to enhance it. Appropriate resources for capital improvements and maintenance are essential and information on use of the network will be key to helping us understand whether we are meeting our aims. Innovative ways of funding and partnership working will be required together with making best use of volunteer enthusiasm.

There are three parts to the Norfolk Access Improvement Plan: a **review of the achievements of the previous plan (Norfolk's Rights of Way Improvement Plan 2007 – 2017)**; discussion of and recommendations for future user need; and a Statement of Actions, our long-term plan to deliver our ambition, which is organised by theme.

Looking ahead, key strategic objectives are to:

- manage the countryside access network so that it is better able to meet the varying demands placed upon it;
- increase public, economic and environmental benefit;
- actively seek the involvement of communities;
- take a collaborative and pragmatic approach to responsibilities and resources; and
- increase investment in the countryside access network.

The Plan has been produced by Norfolk County Council (as Highways Authority for Norfolk) following extensive consultation with user groups, and with expert input and advice from the Norfolk Local Access Forum (NLAF). Forum members are all local people and

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experts in their specialist area of countryside access, who volunteer their time to provide advice to Norfolk County Council and Natural England on how to make the countryside more accessible and enjoyable for recreation and to benefit social, economic and environmental interests.

The Plan will help deliver [Norfolk Futures](#)¹, the Council's strategy to 2028, which aspires to make the most of Norfolk's heritage, culture and environment; build communities to be proud of; make effective use of digital data; deliver services in places where most needed and help build a healthy and sustainable future for Norfolk. Norfolk Futures and the Council's [Vision for Norfolk in 2021](#)¹ align with "World Class Environment", the county's [rural strategy](#)².

The NAIP's 10 year Statement of Actions consists of 8 sets of objectives intended to achieve the following aims: a well managed access network; a well connected access network; a well protected environment; a well-promoted access network; an access network underpinned by excellent information management; a community-led access network; an access network that supports/delivers health outcomes; and a valuable access network.

Annual delivery plans collating all activities across the wide partnership of organisations involved with Public Rights of Way will be created each year.



^{1,2} etc. Please see Appendix for full website urls

1 Introduction: the Norfolk Access Improvement Plan (NAIP)

1.1 The Norfolk Access Improvement Plan 2019-2029: 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 \(2000\)](#)¹ requires Highway and National Park Authorities to make a new assessment of specified matters in their original [Rights of Way Improvement Plans](#)² 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 \(2007-2017\)](#)³ considered the wider factors that influence both rural and urban access. Norfolk County Council produced a smarter live [Action Plan](#)⁴ which is being monitored by the [Norfolk Local Access Forum \(NLAFF\)](#)⁵ and recognises the current priorities for the access network.

The NAIP will link to the [Broads Integrated Access Strategy](#)⁶ which is monitored by the [Broads Local Access Forum](#)⁷ 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 will help deliver [Norfolk Futures](#)⁸, the Council's strategy to 2028 to build a healthy and sustainable future for Norfolk.



^{1,2} etc. Please see Appendix for full website urls

1 Introduction: refreshed aims and objectives

1.2 The new 10 year Statement of Actions has a refreshed set of aims and objectives with a structure for annual delivery plans.

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

1. A Well Managed Access Network. We will manage a well-signed and maintained network of multiuse routes efficiently and economically (Public Rights of Way and promoted Norfolk Trails and the National Trails in Norfolk) providing access to coastal, rural and urban areas, using good systems and standards;
2. A Well Connected Access Network. We will develop an integrated green network of routes and paths that provides opportunities for all users; improves ecological resilience; creates opportunities to connect with green space and places of natural and cultural heritage; improves connections for work/education/recreation for residents, and addresses other gaps with demonstrable need where possible, both within and outside targeted 'growth' areas;
3. A Well Protected Environment. We will protect the biodiversity and archaeology of the access network, improve **understanding of Norfolk's landscape, archaeology and the** natural and historic built environment that can be accessed from the network and manage the impact of visitors on protected sites;
4. A Well Promoted Access Network. **We will promote Norfolk's** access network, the outstanding countryside and heritage that can be reached from it, and the benefits of outdoor activity, developing a communications plan to reach key user groups (visitors, walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users);
5. An Access Network Underpinned by Excellent Information Management. We will maintain paper, Geographical Information Systems (GIS) and web-based versions of definitive and interactive maps and other access network information and integrate datasets spatially to identify opportunities where PRoW/Trails can deliver gains for the economy, health and communities;
6. A Community-led Access Network. We will increase the involvement of communities in the development of and care for their local access network, working with parish councils, volunteers and other community organisations;
7. An Access Network that Supports / Delivers Health Outcomes. We will improve the health and wellbeing of residents and visitors through initiatives which promote and demonstrate the benefits of physical activity to those not currently using the access network or who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy;
8. A Valuable Access Network. We will maximise the economic benefits to Norfolk that are generated through the access network by working with businesses, tourism agencies and Destination Management Organisations (DMOs) etc.

2 Achievements of the ROWIP 2007—2017: overview

2.1 Overview

[Strategic Review March 2015](#)¹

A review of the ROWIP 2007—2017 was undertaken in 2014/15 with the [Norfolk Local Access Forum \(NLAf\)](#)², to address areas which had become out of date. A new development framework was established with 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 in 2019.

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 led to a split in responsibilities between departments. Statutory maintenance is now covered by the **Council's** [Highways Teams](#)³ whilst promotion has remained with the Environment Team with the rebranding of promoted routes under the [Norfolk Trails](#)⁴ brand. Norfolk Trails comprises 13 long-distance routes managed to [National Trail standard](#)⁵ and 200 circular walks and associated cycle and bridle routes. There is one National Trail in Norfolk which is managed through a Norfolk National Trail Partnership: the Peddars Way and Norfolk Coast Path.

The County Council's responsibilities as a Surveying Authority— keeping a record of all Rights of Way in Norfolk—lie with the Legal Orders and Registers Team (see Appendix 8.4).

[Permissive Access](#)⁶ 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](#)⁷ leading to the creation of new sections of National Trail in Norfolk which form part of the [England Coast Path](#)⁸.

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

- [New Anglia](#)⁹ – the Local Enterprise Partnership – has taken the lead on Economic Strategies and Planning;
- a **'Business Board'** replaced the **Greater Cambridge Greater Peterborough Enterprise Partnership (GCGP LEP)** in 2017 with responsibilities to develop economic growth in an area which **includes King's Lynn**;
- [Public Health](#)¹⁰ has been incorporated into the responsibilities of the County Council;
- The East Anglian Tourist Board has been replaced by [Visit East Anglia](#)¹¹
- the Sports Partnership created [Active Norfolk](#)¹²
- the [National Planning Policy Framework](#)¹³ has been introduced
- Parish Councils are now adopting [Neighbourhood Plans](#)¹⁴.

^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: strategic context

2.2 Strategic context: who manages our countryside access network?

The Highway Authority (Norfolk County Council) manages and makes improvements to the public access network which comprises 3,900km of [Public Rights of Way \(PRoW\)](#)¹, [long-distance trails](#)² and associated promoted routes including circular walks, cycle and bridle routes. This also includes the [Peddars Way and Norfolk Coast Path National Trail](#)³ and the new stretches of the England Coast Path.

[The Norfolk Local Access Forum \(NLAF\)](#)⁴ provides strategic advice to the Highway Authority on local access improvement priorities and projects.

A right of way is usually maintained at public expense with responsibility for its surface lying with the Highway Authority and the underlying land owned by the adjoining landowner.

Landowners have a responsibility to ensure that Public Rights of Way are accessible and the Highway Authority has the responsibility to enforce this. Norfolk County Council can take enforcement action against a landowner or occupier such as a tenant farmer who does not comply with the law.

The Broads National Park area is managed by the [Broads Authority](#)⁵. The [Broads Plan](#)⁶ sets out a long term aim for the sensitive management of tourism and recreation. 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](#)⁷ was developed in 2013 to deliver this element of the Broads Plan and the document serves a similar purpose to the NAIP. Shared aims and objectives will be identified and addressed within the thematic strands of this plan.

The Broads National Park area has its own Local Access Forum (the [Broads Local Access Forum](#)⁸) that advises the Broads Authority on access functions. There is a dialogue between the two Forums and joint working undertaken to achieve joint goals.

^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: progress

2.3 Progress since publication of the ROWIP in 2007

The needs of users remain broadly the same as described in the 2007—2017 ROWIP:

- 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.

2.3.1 Assessment of the Network

The rights of way network is 3,900km long in Norfolk. Walkers are relatively well catered for and off-road cyclists, horse-riders, carriage drivers and motorists are supported wherever possible. The reduction in resources for local authorities has meant that **Norfolk County Council has some difficulties meeting some user groups' expectations and there are still issues with :**

- Poor maintenance (vegetation not cut enough, uneven surface, muddy and poorly-drained paths);
- Safety (primarily from motor traffic);
- Obstructions (locked gates, barbed wire fences, crops, ploughing);
- Poor continuity and connectivity of cycle and bridle routes;
- Poor signposting/ waymarking.

^{1,2} etc. Please see Appendix for full website urls

Considerable progress has been made on promoted routes with a well signed network of long distance trails ([Norfolk Trails](#)¹) and the development of more circular routes. Norfolk is lead partner for the Norfolk Coast Path National Trail, including the implementation of the new [England Coast Path](#)² in Norfolk. Two new stretches of coast path (Hopton on Sea to Sea Palling and Sea Palling to Weybourne) have been opened with two further stretches between Weybourne and Sutton Bridge under development (2019).



2 Achievements of the ROWIP 2007—2017: progress

2.3.2 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.

Progress has been made in many areas however, and notable improvements include:

- Further development of the 13 long distance [Norfolk Trails](#)¹, (Angles Way; Boudicca Way; Bure Valley Path; Fen Rivers Way; Little Ouse Way; Marriott's Way; Nar Valley Way; Norfolk Coast Path; Paston Way; Peddars Way; Weavers' Way; Wensum Way; Wherryman's Way), ten of which were established under the previous ROWIP. These are now maintained to the same standard as National Trails. The Marriott's Way and Peddars Way National Trail have good multi-user access;
- The establishment of Stretches 1 and 2 of the [England Coast Path](#)²;
- The creation of new circular walks linked to Norfolk Trails and public transport where available, which add to the portfolio of circular walks developed under the previous ROWIP;

- The creation of the [Norfolk Trails website](#)¹;
- The creation of a series of [Access Tested](#)³ routes by Norfolk Trails and [Easy Access Walks](#)⁴ by the [Norfolk Coast Partnership](#)⁵.



^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: progress

2.3.3 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 were achieved – with a review of the priority system for footpaths prioritising greatest use **and public benefit generating the 'Norfolk Trails' concept: as well as** significant reductions in the number of stiles and barriers on PRow.

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; work with Local Authorities to develop Green Space Strategies was achieved as well as easy access routes.

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:

- Upgrading and promotion of: Angles Way, Boudicca Way, the Nar Valley Way and Weavers Way;
- Creation of a new trail—the Wensum Way— which connects the **Nar Valley Way with Marriott's Way and allowed for a new 96 mile Cross Norfolk Trail from King's 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.

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.

2 Achievements of the ROWIP 2007—2017: progress

Objective 5 - [Develop a safe network of PRow](#). This action aimed to improve safety for walking, cycling and riding. Many initiatives have improved safety of routes crossing roads and railways and replacement and maintenance of bridges.

The Norfolk Cycling and Walking Strategy has addressed safety issues for walking and cycling, and the [Pushing Ahead](#)¹ 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](#)². Procedures for dealing with applications to add historic paths to the definitive map are described within the current [NCC policy](#)³ which deals with applications in the date order they are registered. This is particularly important for routes that were established before 1949 because if these routes remain unrecorded by 1 January 2026 then they will be lost ([CRoW Act 2000, Section 53](#)⁴).

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 many sites designated under UK and European legislation (e.g. [Natura 2000](#)⁵) for nature conservation value, some very large, and is among the most important counties in England for

nature conservation. Sites may 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 protected 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. Maintained public access routes are key to achieving a good balance between public access and protection of sensitive sites.

^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: progress

The review of the ROWIP in 2015 published a new [Statement of Action](#)⁶ under themes. Under these themed headings, notable and ongoing achievements include:

Green Infrastructure and Planning

The opportunity to develop ideas for projects funded by the Community Infrastructure Levy or CIL through the [Greater Norwich Infrastructure Plan](#)⁷ (GNIP). [Marriott's Way](#)⁸ has received significant funding for upgrading already.

Health and Wellbeing

- The [Staying Active and Independent for Longer \(SAIL\)](#)⁹ project has been funded through the 2 Seas Interreg Programme and is helping older people to remain active. SAIL is being delivered by Active Norfolk and Norfolk Trails;
- Norfolk Health Walks (initiated by Active Norfolk and since 2012 run by volunteers) have encouraged many people to become more active.

Access for All

- An upgrade to the Angles Way which created a boardwalk with wheelchair access running alongside [Burgh Castle](#)¹⁰. The project was funded by the WREN Landfill Trust.

Community Engagement and Volunteering

- **The establishment of Friends' Groups and Volunteering schemes** on the Peddars Way and Norfolk Coast Path National Trail, **Angles Way and Marriott's Way.**

Children, Young People and Education

- Working with schools to engage children and young people **through projects including the Marriott's Way Heritage Project.**

Economic Partnership and Business Engagement

- **Promotion of the Weavers' Way and Paston Way through the Explore More Coast project;** promotion of walking and cycling **opportunities near the coast between King's Lynn and Hunstanton** through the Coastal Treasures project.
- Development of a [rural businesses toolkit](#)¹¹ as part of [COOL Tourism](#) to help businesses benefit from their proximity to Norfolk Trails
- **Celebrating the railway heritage of the Marriott's Way** through the Heritage Lottery Fund (HLF) [Marriott's Way Heritage project](#)¹².

Environment, Biodiversity and Conservation

- Improving access to the natural environment in Thetford Forest through the creation of the Brecks Forest Way (Breaking New Ground project).

^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: progress

Coastal and Open Access

- Creation of stretches 1 and 2 of the England Coast Path from Weybourne in north Norfolk to Hopton, south of Great Yarmouth.

Cycling

- Encouraging walking and cycling in Norwich and Great Yarmouth through projects such as Pushing Ahead 1 and 2 and Active Travel; new off-road cycle access between Hoveton and Horning, the first section to open of the [Three Rivers Way](#)¹³ cycle path;
- **Upgrades to Marriott's Way**

Horse Riding and Carriage Driving

- Significant improvements to signage and surfaces along the Peddars Way;
- **Upgrades to Marriott's Way.**

Mechanically Propelled Vehicles

- There is continued work to educate Mechanically Propelled Vehicle users to prevent misuse and damage to the county's unsurfaced byways. Inclusion of these on the Council's Interactive Map is a useful step forward and has enabled other countryside users to know that these rights of way are accessible to all.



^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: progress

2.3.4 Broads Public Rights of Way and Open Access Plan

Many landowner and conservation bodies contributed to access improvements on their land over the period of the last ROWIP. The Broads Authority managed their contribution to the ROWIP through the Broads Rights of Way and Open Access Improvement Plan (part of the wider Broads Plan). This was reviewed in 2013 and was refreshed as the [Broads Integrated Access Strategy](#)¹ to deliver the access element of the Broads Plan by better connecting moorings, nearby villages, facilities and tourist attractions.

Long-term, the **Broads Integrated Access Strategy's aim is to work** with councils and other stakeholders to develop new paths and moorings and improve existing ones. Extra signposts will be put up to direct holidaymakers to nearby facilities and the use of mobile app technology will be investigated.

The Broad's Integrated Access Strategy's key objectives are to:

- Improve links between land and water and to the water's edge;
- Improve access links to local facilities, settlements and visitor destination points;
- Encourage sustainable travel choices such as public transport, walking, cycling and non-powered boating and improve links between public transport provision and visitor destination points and access routes;
- Provide appropriate information and interpretation on access to

recreational opportunities;

- Work with partners and local communities towards the long-term objectives of this strategy, seeking to make the best use of shared knowledge and resources;
- Produce an annual action plan and monitor this in line with the Broads Plan review process.



© Photograph <http://gonecoastlinaustin.blogspot.co.uk/>

^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: progress

The [Strategy](#)² provides a broad framework for the development of the recreational access network in the Broads. Delivery of the strategy is monitored and evaluated in line with, and to inform, the Broads Plan review process. Annual progress reports are taken to the Broads Authority Navigation Committee and Broads Forum.

Although the Broads Authority’s Integrated Access Plan remains a separate document to the Norfolk Access Improvement Plan, the aspirations of both documents align and there are many opportunities to deliver actions for Norfolk together. This is reflected throughout the Statement of Actions in the new NAIP.

The importance of the Broads National Park for recreation and visitor attraction has been recognised in several pieces of market research commissioned by Norfolk County Council, Visit Norfolk and the Broads Authority. Research carried out by Insight Track for Visit Norfolk in 2014 specifically identified the importance of the Broads, highlighting the fact that for domestic visitors, the most appealing areas of Norfolk are urban, coastal or waterways. Stakeholder research showed that walking, particularly to obtain views of water or to walk alongside water, was one of the most popular activities for visitors and residents.



^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: progress

2.3.5 Norfolk Coast Partnership—access in the Norfolk Coast Area of Outstanding Natural Beauty (AONB)

To meet the needs for recreation in the AONB, with a view to increasing understanding, valuing and care for the area is a secondary, non-**statutory, but central purpose of the area's** designation.

Section 4.5 of the Norfolk Coast Partnership's [Management Plan 2014-19](#)¹ highlights key issues and corresponding objectives relating to access and recreation in the Norfolk Coast AONB, notably the encouragement of the sustainable enjoyment of the area by visitors and local residents.

The key policies relating to access are to:

- **Improve communication of the area's special qualities, including seascapes;**
- Improve understanding about current and future visitor numbers, behaviours, visit profiles and recreational activities, particularly for coastal Natura 2000 sites and seek funding for their mitigation;
- Develop consistent messages with the tourism sector and local communities about promotion of the area that take into account sensitivity to visitor and recreational pressures and capacity to manage these;

- Develop integrated and holistic management of recreation **activities along the Area's coast to provide opportunities for all** actual and potential users that do not impact on sensitive sites, especially coastal Natura 2000 sites;
- Ensure that opportunities, information and incentives for visitors to enjoy the area without using the car, including new public access links, are easily available and increased where appropriate.

Actions on 'Access' undertaken by/via Norfolk Coast Partnership and/or its Sustainable Development Fund in the Norfolk Coast AONB, 2008-18

Access, whether it be delivered via work on the ground or associated promotional materials, is incorporated wherever possible into all Norfolk Coast Partnership projects.

Key projects within this timescale and relating to key policies are:

- [Explore More - Walks](#)²
Ten walks of varying lengths have been developed and audited and are now promoted via the Norfolk Coast Partnership website. These walks promote the lesser known parts of the Norfolk Coast AONB, with the intention of drawing tourism away from the most sensitive areas along the coast to equally interesting inland sites within the AONB hinterland;

^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: progress

- [Explore More - Off-road Cycling](#)³
Four off-road, inland cycling routes totalling 59 miles have been created and are promoted via the Norfolk Coast Partnership website. This project was originally designed to create horse-riding routes too, however there were insufficient resources to make the links with landowners to create suitable routes around the existing fragmented bridleway sections within the AONB.
- [Your Norfolk Coast](#)⁴
This business to business project includes an active map of sustainable activities in the Norfolk Coast AONB and offers a toolkit and itinerary builder which provide businesses with access information for their guests, enabling them to enjoy the best of the local area in a sustainable way.
- [Accessible Walks for All](#)⁵
Based on a Heritage Lottery funded project in 2000, suitable accessible walks were selected with a user focus group and guides were created for each route. The details of these 14 walks have since been developed further and are now available to download on the Norfolk Coast Partnership website. They are audited biannually in line with latest best practice and in the event of any user group feedback or known changes. The information has recently been revamped to include photography of the routes to facilitate suitability choices for the end user.
- [Norfolk Coast Cycleway](#)⁶
Following Sustrans National Cycle Network Route 1, then regional route 30 and a variety of quiet lanes and small roads to Great Yarmouth, the map and information for the Norfolk Coast Cycleway was revamped, updated and reprinted in 2012. The Norfolk Coast Cycleway is 97 miles in length with 212 miles of additional cycleway loops exploring the AONB, linking villages and services to the route; it provides access to the three mainline rail stations close by. Details of these additional routes are available to download from the Norfolk Coast Partnership website. The map is now available to buy from the **Norfolk Coast Partnership's online shop and a list of local stockists**. If it can be judged via map sales, the route is hugely popular with locals and visitors.
- [Nine Chalk Rivers Project](#)⁷
15% of the world's 200 true chalk rivers are located in Norfolk representing a rare and valuable resource particularly for biodiversity. This Catchment Restoration Fund project incorporated promotion of routes for members of the public to access nine of these chalk rivers.
- [Glaven Eel Project](#)⁸
The Glaven Eel Project, funded by the Heritage Lottery Fund and delivered in 2015-18, saw the development of a Glaven Eel

^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: progress

Trail, incorporating a trail leaflet, interpretation boards at key sites and five new pieces of eel-inspired art along the Glaven River.

- [Sustainable Development Fund](#)⁹
The Norfolk Coast Partnership Sustainable Development Fund, a community-focussed grant scheme, has helped to fund a number of projects which include provision, promotion or improvement of access:
 - o [Pretty Corner Woods – Sheringham](#)
The Woodland Trust project improved waymarking of the trails in the area and interpretation in the woods for visitors.
 - o [Paston Heritage Society](#)
The Paston Heritage Society produced a guide book containing walks and information relating to the Paston family, utilising existing footpath and quiet lanes.
 - o [Holme Dunes – Norfolk Ornithology Association](#)
Full wheelchair access to the car park hide at Holme dunes and access improvements for the observatory to the Norfolk Coast Path, including boardwalk and steps with handrails for people with reduced ability.
- [Norfolk Coast AONB 50th Anniversary book](#)¹⁰ – ‘Walk with Me’
This celebratory book, on sale throughout the Norfolk Coast AONB, was developed with direct input from local communities who contributed local walks expressing their love of the area

through photography and poetry. The book clearly highlights walking and/or cycling as the best way of enjoying the area and maps key routes.

- [Norfolk Coast Guardian Newspaper](#)¹¹
The Norfolk Coast Guardian, the free annual newspaper of the Norfolk Coast Partnership, has a print run of 60,000 copies which are distributed to residents and visitors within the Norfolk Coast AONB. Each edition features an access map and includes articles on access.
- [Website Active Map](#)¹²
The Norfolk Coast website has been expanded to include an **‘Active Map’, which encourages and enables people to** undertake sustainable activities in or near the AONB, including cycling and walking routes, cycle hire locations, family friendly sites, public transport routes, locations of public toilets, sites suitable for school visits, etc.

Norfolk Coastliner bus
© Lynx bus company



^{1,2} etc. Please see Appendix for full website urls

3 Future user needs: introduction

3.1 Future user needs

In Norfolk, there are 3,863km of Public Rights of Way registered on the Definitive Map and a further 348km of detached cycleways and footpaths.

Type <small>(categories in square brackets are not counted as part of the PROW network)</small>	Definition / use	Maintained by NCC?	Length in Norfolk (km)	-----users permitted-----				
				Walkers	Horse riders	Cyclists	MPV users	Carriage drivers
Footpaths	For use by people on foot.	yes	2,717	✓	x	x	x	x
Bridleways	For use by people on foot and on horseback or using a bicycle.	yes	576	✓	✓	✓ <small>must give way to other traffic</small>	x	x
Byways Open to All Traffic (BOAT)	For use by vehicles and other kinds of traffic (usually walking, horse riding and cycling).	yes	63	✓	✓	✓	✓	✓
Restricted Byways	For use by people on foot, horseback or carriage driving.	yes	507	✓	✓	✓	<small>only if rights exists</small>	✓
Permissive Paths	For use as permitted by the landowner. These paths are not managed by NCC.	not usually		<small>as agreed</small>	<small>as agreed</small>	<small>as agreed</small>	x	x
[Detached cycleways]	For use by cyclists. Detached cycleways are adopted highway that do not run adjacent to a road.	yes	[82]	x	x	✓	x	x
[Detached footpaths]	For use by walkers. Detached footpaths are adopted highway that do not run adjacent to a road.	yes	[266]	✓	x	x	x	x
[UCR]	Has the same legal status as an ordinary metalled road. UCR are managed by NCC.	yes	[5,117]*	✓	✓	✓	✓	✓

* of which
4,063km is metalled

3 Future user needs: introduction

Natural England has established that local walkers want a dense network of paths close to where they live and cyclists and horse riders want safe, off road paths. Public Rights of Way in Norfolk provide 3,863km of access (of which 700km is on Norfolk Trails managed to National Trail standards—see [Natural England’s New Deal: Management of National Trails in England](#)¹). However, whilst the network is relatively dense in some districts such as South Norfolk, it is sparse in others. The access for walkers is relatively good but only 1,146km of the network is accessible to horses (and bicycles) and 63km is open to all traffic. The connections between paths have often been lost for historical reasons and in many areas a coherent network is lacking. 9,000 hectares of land has been mapped as open country, registered common and dedicated land, to which the public has a legal right of access on foot.

We now have good evidence about the numbers and types of users on the 700km of 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 meaning we can now see trends emerging on visitor use.

The Norfolk Trails team works with an independent consultant, Insight Track who have analysed counter and survey data to calculate a more local economic visitor spend to compare with the **MENE (Natural England’s Monitoring of Engagement with Natural Environment)** national average.

Using MENE data for Norfolk, which estimates visitor spend at £6 per visit to green space and £18 per visit to the coast, the total value of the Public Rights of Way network to Norfolk in 2016/17 was valued at: **£12,477,576.**

Using Public Health data for Norfolk and the Health Economic Assessment Tool (HEAT), the health benefits of access to the environment including exercise, mental health and well-being for 2016/17 was **£170,350,000.**

Added together, this gives a total value of countryside access in Norfolk (2016/17) of £182,827,576.

Feedback about satisfaction with the PRoW network in Norfolk is available through the [National Highways and Transport Network Survey](#)² which evaluates perceptions and satisfaction with highways and transport services including PRoW using Key Benchmarking Indicators (KBI) - see **Appendix 8.5 for more detail. In 2018’s** survey, Norfolk County Council scored 54/100 for KBI 15 (Public Rights of Way) against the national average of 57/100 and 51/100 for KBI 16 (Public Rights of Way, aspects) against a national average of 55/100, demonstrating need for improvement.

The following sections of this plan assess the needs of specific user groups, identifying priority actions to improve network adequacy. These actions are reflected in the Statement of Actions, our blueprint for action over the next 10 years.

^{1,2} etc. Please see Appendix for full website urls

3 Future user needs: 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

- This user group covers 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

- 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)

Needs of cyclists

- Cyclists need routes of about 7 to 8km for a 30 minute ride and 15.5km for an hour's ride to meet the minimum and higher target respectively.

Non-users or infrequent users

- The Sport England [Active People Survey](#)¹ 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 certain socio-economic groups and older people (over 75).
- [MENE](#)² 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 certain 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.

3 Future user needs: user groups | walkers

3.2.1 Walkers, walking

It is important to note that all policy areas recognise walking as the key 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 relate 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. (Please note that Section 3.2.5 covers the needs of those with mobility or visual impairments, learning disabilities and mental health issues.)

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;
- Clearly shown in publicity material;
- Equipped with suitable infrastructure;
- Close to facilities at the start / end, or signposted during the route (e.g. toilets, pubs, café etc.)
- Offer viewpoints or are picturesque;
- Are well managed, regularly cut and maintained;
- Include seating.

3 Future user needs: user groups | walkers

Priority actions

- Create linear and circular walks adding to the Norfolk Trails network that link business, heritage and cultural sites, working in partnership when opportunity arises;
- Create new shared routes to maximise benefits for users and seek to improve or change the status of existing routes through landowner negotiation where appropriate;
- Link routes with public transport and ensure information is provided on bus services to enable people to plan their trips using public transport;
- Work to address gaps in the network where there is demonstrable need;
- Manage the National Trails Partnership in Norfolk in a way that fosters a collaborative approach to increasing public, economic and environmental benefit associated with the Trail;
- Establish the England Coast Path in Norfolk;
- Investigate the potential to create an East Anglian Trails Partnership;
- Support the Local Access Forum and encourage key stakeholders (such as managers of open access land) to work together to create, promote and link-up access opportunities;
- Support the needs of walking groups (which is likely to grow as the number of active retirees expands in north Norfolk, for example).



3 Future user needs: user groups | cyclists

3.2.2 Cyclists, cycling

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.

We will develop a coherent and attractive vision for cycling that is well integrated in policy and has wide political approval with an evidence base for the benefits.

Good practice elsewhere has demonstrated that implementing a range of positive 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 safe way to travel](#)¹ yet UK fatality figures were lower for cyclists in 2015 than for pedestrians (100 vs 409), as were injuries ([18,745 vs 23,664](#))² although in urban areas, cyclists are more likely to be hurt as they are less protected during an incident.

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.

The Broads Authority has identified a need to improve cycling infrastructure to deliver benefits for residents and increase participation in active travel in its Integrated Access Strategy for the Broads National Park. The Broads Sustainable Tourism Strategy also identifies developing the walking and cycling offer as a key priority for tourism in the Broads. In the Strategy, tourism businesses have identified provision for walking and cycling as an issue of high importance.

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

- Active travel initiatives for regular journeys (school; work etc);
- Development of a Local Cycling and Walking Infrastructure Plan for Norwich;
- **Tax incentives such as the Government's 'Ride to Work' scheme;**
- Signed Sustrans routes and cycle ways;
- Road safety initiatives;
- Bike training in schools.

^{1,2} etc. Please see Appendix for full website urls

3 Future user needs: user groups | cyclists

Priority actions

- Increase the evidence base to attract funding to develop **Norfolk's cycling offer including feasibility/ pilot studies for the use of disused railways (Greenways project) for off-road cycling and the use of quiet/ green lanes for cycling to school;**
- Teaching children to ride bikes and cycle safely and proficiently;
- Develop the concept of the **Green Loop³ linking Marriott's Way** with the Bure Valley Path and the planned multi-modal path between Thorpe St. Andrew in Norwich and Wroxham;
- Deliver the Three Rivers Way in partnership with the Broads Authority, Sustrans and local authorities;
- Investigate innovative ways to use **wayfinding⁴** (the use of maps, signs and information to encourage and assist journey planning) to improve uptake of cycling for both leisure and active travel across the county;
- Create shared-use routes and improve signage with partners;
- Promote cycling access to and within the Broads and the Norfolk Coast AONB as alternatives to car travel for leisure;
- Collaborate with public transport providers, in particular rail companies, to improve cycle space allocation;
- Audit routes for suitability and improve access conditions where necessary;
- Develop Norwich and Great Yarmouth cycle maps which include commuter journey routes and leisure rides for families.



© Bikeability

3 Future user needs: user groups | horse riders and carriage drivers

3.2.3 Equestrians, horse riding and carriage driving

Riding is a growth activity: the Equestrian Access Forum's 2012 report 'Making Ways for Horses – Off Road Equestrian Access in England' 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, with equality of access to the countryside, in line with

other groups such as walkers and cyclists, providing safe, accessible off road access.

Wherever practical, this group would like to see footpaths upgraded to enable wider access to the countryside, allowing riders safe routes off the roads and away from tarmac and traffic.

The Broads Authority has identified the need to develop horse riding and improve safety for riders in the Broads National Park by creating new bridleways or shared-use routes.

3 Future user needs: user groups | horse riders and carriage drivers

Priority actions

- Engage with rider and carriage driver groups at the outset of new route planning to integrate their needs. This could include, for example, vegetation clearance to allow more head room;
- Where practical, work with partners and landowners to improve, develop and promote horse riding/carriage driving routes that minimise the risk to horse and rider/driver, upgrading routes to multipurpose function where appropriate;
- Improve opportunities for cycling and horse riding where practical by linking up routes e.g. by including quiet lanes; Organise user focus groups to assess need;
- Provide education and raise awareness about equestrian use of the network amongst all user groups and develop a general toolkit for all users of the network which provides tips and 'etiquette' on multi-use.



3 Future user needs: user groups | MPV

3.2.4 Drivers of motorised vehicles (Mechanically Propelled Vehicles- MPV)

Many people may use a car to get to the starting point of their walk or cycle ride. The focus of this section, however, is the specific use of **Norfolk's network of unsurfaced roads or green lanes by users of MPVs** as a mean of directly accessing the countryside.

The driving of vehicles 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 unsurfaced roads** are public highways and as such require vehicles to meet the same legal standards as they would on surfaced roads.



© Photograph credited Martin Sullivan

Norfolk is a popular tourist destination and this includes users of our network of green lanes. Although Norfolk has just 63km of Byways Open to All Traffic (BOATs)* it has 5,117km of Unclassified Country Roads (UCRs) of which 4,063km are metalled, which make it **popular with visitors combining 'green laning' with access to the coast and other tourist attractions.**

Priority actions

- Promote national codes of conduct for green lane driving e.g. **the Motoring Organisations' [Land Access and Recreation Association](#)**¹ (LARA) and follow [guidance from Historic England](#)² to avoid damage to archaeological and heritage sites;
- Demonstrate acceptable use of MPVs away from quiet lanes and UCRs through organised events at permanent or temporary sites. Involve local enthusiasts and members of clubs as volunteers and ambassadors for these events and activities;
- Waymark UCRs;
- Monitor inappropriate behaviour (police and community);
- Recruit members of clubs and associations to help with volunteer work, including maintenance of UCRs, local promotion, education and emergency response. Promote their involvement and seek external funding to maintain and promote UCRs as multi-user routes.

* 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 (UCRs), which are typically shown on Ordnance Survey maps as Other Roads with Public Access.

3 Future user needs: user groups | all abilities access

3.2.5 People with mobility or visual impairments, learning disabilities or mental health needs (all abilities access)

The network of Public Rights of Way (PRoW) and Norfolk Trails should be, as far as possible, accessible to all types of user including the elderly, those with chronic health conditions including physical disabilities, mental health issues, 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. 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. 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 new Norfolk Access Improvement Plan (NAIP) will 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 poses a challenge in the first instance and then there are issues of confidence, self-esteem and familiarity in going outdoors and venturing into the countryside. We 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.



3 Future user needs: user groups | all abilities access

Priority actions

- Audit routes (PRoW and Norfolk Trails) to assess current provision (surface condition, infrastructure, signage) for those with mobility problems, visual impairments or mental health difficulties such as dementia or who use wheelchairs or pushchairs. Identify, prioritise and cost specific route and signage improvements for funding bids;
- Improve access for disabled users during other route management work wherever possible, including the provision of new accessible entry points;
- Consider the wider infrastructure needed by people with disabilities to access the countryside (such as the provision of toilets and changing places), and how this could be integrated with the access network;
- Develop promotional material suitable for a range of target users and ensure the website is accommodating for those who may have visual impairments;
- Investigate the potential for provision of all-terrain vehicles in partnership with country parks (or at other strategic locations).



© Photograph credited Martin Symonds

3 Future user needs: user groups | infrequent users

3.2.6 Infrequent Users – for example minority groups, lower socio-economic groups, younger people, older people and women

The Sport England [Active People Survey](#)¹ has consistently shown that some groups are under-represented in terms of participation and miss out on the benefits that countryside access can bring. This includes young people, people with a disability, some black and minority ethnic (BAME) groups, those from certain socio-economic groups and older people.

Recommendations from [Natural England](#)² and the [National Institute for Health and Care Excellence](#)³ for encouraging non-participants and infrequent users to become more active include:

Before people go:

- Access to good printed material identifying routes for easy walks near to where people live;
- Access to good online information with downloadable maps of short linear and circular walks;
- Encouragement through wide use of social media with targeted information for specific audiences such as younger people;
- Through carers and support organisations who are interested to find out about walks for their clients.

On the ground

- Good signposting; good surfaces; well maintained structures

suitable for all users; welcoming signs.

Promotional schemes

- Programmes such as Walking for Health;
- Volunteer led walks/rides;
- Walkers are Welcome schemes;
- Pub walks/rides;
- Events such as sponsored walks/rides;
- Incentives such as passports or awards for younger people.

^{1,2} etc. Please see Appendix for full website urls

3 Future user needs: other users | infrequent users

Priority actions

- Use [Joint Needs Assessment data](#)⁴ to understand where these populations are and to develop approaches in response;
- Develop appropriate material both in print and online for hard to reach audiences;
- Develop funded projects which target groups for whom increased physical activity would be beneficial;
- Explore new approaches to engage with new or infrequent users to encourage them to use the Norfolk countryside e.g. through personal contact;
- Raise awareness of the benefits of access to the environment and undertaking physical activity with professionals who advise / refer / interact with priority groups such as primary and secondary care, housing associations and priority workplaces;
- Investigate the potential to engage with partners such as district councils to promote services to vulnerable groups.



^{1,2} etc. Please see Appendix for full website urls

3 Future user needs: other sectors | landowners

3.3 Other sectors of the community

3.3.1 Landholders, landownership and management

The largest groups of landowners are farmers who need to balance farming and business needs with their responsibilities as owners of land across which Public Rights of Way pass. This means they must ensure that PRoW crossing their land are accessible and not obstructed. Many landowners go the extra mile to keep routes open, free of litter and repair fences and gates etc.

A number of landowners across Norfolk have provided permissive paths across their farmland close to local villages. These paths have been well used by local people because they provide safe, off-road routes, or link with other existing Public Rights of Way. However, many permissive paths are closing as the funding provided through Environmental Stewardship schemes ceases. Some landowners have maintained their permissive paths with financial support from parish councils or put other funding mechanisms in place.

If landowners are to provide these permissive paths, bridleways and open access areas in the future, there will need to be further financial support as part of a national or local scheme. The [Agriculture Bill](#) (2018)¹ identifies that farmers will be paid for the provision of public goods and it is considered likely that one of these 'public goods' could include the provision of permissive access. It is expected that a new scheme could be in place by 2025.

The Highway Authority (Norfolk County Council), District Councils and Parish Councils are all landowners and responsible for PRoW and other public access over their land including Local Nature Reserves, Town and Village Greens.

Other organisations which own or manage land over which public access is permitted include:

- [RSPB](#)²
- [Norfolk Wildlife Trust](#)³
- [County Wildlife Sites](#)⁴ (where publicly accessible)
- [Woodland Trust](#)⁵
- [National Trust](#)⁶
- [Forestry Commission](#)⁷
- [Thetford Forest Park](#)⁸
- [Natural England](#)⁹ (National Nature Reserves where accessible)
- [Ministry of Defence](#)¹⁰
- Private estates such as [Holkham](#)¹¹

^{1,2} etc. Please see Appendix for full website urls

3 Future user needs: other sectors | landowners

Priority actions

- Permissive access: we will request improved support from government and other agencies/organisations to landowners **where they provide 'permissive' (or voluntary) access to the public on their land as part of a strategic access route;**
- Permissions: we will work with partners and relevant authorities to enable a simplified and more streamlined process for landowners wishing to obtain permissions relating to the natural or historic environment when creating paths and public access;
- Support landowners in their efforts to keep routes open, safe and tidy and look into ways of recognising these efforts.



3 Future user needs: other sectors | young people

3.3.2 Young people, education

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. In Norfolk, a survey in 2017 funded by NCC Public Health and the Norfolk Safeguarding Children Board (the [Voices of Norfolk's Children and Young People](#)¹) outlined the poor emotional wellbeing of young people.

[Childhood obesity](#)² is centred around the urban areas of the most **deprived areas in Norwich, King's Lynn and Great Yarmouth** although to the west of Norfolk, obese children are found in some rural communities.

Surveys of users of Norfolk 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.

Work is underway to address this, for example through development of: Munzee Trails (which involve tracking down QR (Quick Response)

codes hidden in the real world and recording them online for points in a manner similar to geocaching) at [Thetford](#)³ and [Norwich](#)⁴; a "[Junior Passport](#)⁵" for exploring the Norfolk Coast Path; [activities for schools](#)⁶ on the Marriott's Way; [geocaching](#)⁷ treasure hunts on several Norfolk Trails; and an activity pack for youngsters to help them explore the [Boudicca Way](#)⁸ and projects such as '[Pushing Ahead](#)⁹'.

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;**
- Work more closely with education providers which 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;**
- Work more closely with groups with an interest in outdoor exploration such as Scouts and Girlguiding;
- Promote active travel;
- Explore the potential for use of church buildings (especially **those with modern facilities**) for educational visits to Norfolk's paths and trails, for example.

^{1,2} etc. Please see Appendix for full website urls

3 Future user needs: other sectors | young people

Priority actions

- Promote active travel to school;
- Deliver bespoke projects in communities to engage families, children and young people in safe activity in their own **surroundings (heritage and nature) on and around Norfolk's trails;**
- Work closely with education providers such as schools and outdoor learning programmes to design and deliver activities (and promote extra curricular opportunities) on trails and path networks that:
 - Raise awareness about the value of the environment;
 - Provide opportunities for those who find difficulty learning in a classroom environment;
 - Help develop confidence, self-esteem, team working and practical skills;
- Develop and promote trails and paths in a style appropriate to children and young people including:
 - user-friendly website pages and resources appropriate for children and young people;
 - social media such as Facebook and Twitter to promote events and opportunities;
 - apps for tablets and smartphones to help young people engage more with the outdoor environment while using trails.



3 Future user needs: other sectors | health and wellbeing

3.3.3 Health and Wellbeing

In Norfolk, the health and wellbeing public health system (which extends across Norfolk and the Waveney) is complex and includes: Norfolk County Council, 8 district councils, 5 Clinical Commissioning Groups; 3 acute hospitals; 3 community NHS providers one mental health trust and one ambulance trust, police and Police Crime Commissioner, around 110 GP practices, 400 care homes and 10,000 voluntary, community and social enterprise organisations.

The Health and Wellbeing Board in Norfolk produces a set of priorities for health improvement (the [Health and Wellbeing Strategy](#)¹) based on the evidence of an assessment of needs ([Joint Strategic Needs Assessment \(JSNA\)](#)²). The themes from the Strategy of greatest relevance to the NAIP are: Prioritising prevention (a shared commitment to supporting people to be healthy, independent and resilient throughout life, offering help early to prevent and reduce demand for specialist services); tackling inequalities in communities (proving support for those who are vulnerable using resources and assets in communities to address wider factors that impact on health and wellbeing).

The Board is also responsible for driving, promoting and encouraging integration, particularly between health and social care to improve care provision, save money and give patients a better experience.

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. A good walk can do wonders for your mental wellbeing (see [Walking for Health](#)³).

The Norfolk Access Improvement Plan (NAIP) considers how countryside access contributes to public health outcomes and priority **areas for action**. The Department of Health's [Public Health Outcomes Framework](#)⁴ and refreshed [indicators](#)⁵ help focus understanding on improvements that will deliver benefits for health such as:

- Factors that improve the wider determinants of health:
 - Indicator 1.16: utilisation of outdoor space for exercise and health reasons
- Factors that must be tackled to improve health:
 - Indicator 2.06: excess weight in children aged 4 to 5 and 10 to 11;
 - Indicator 2.12: excess weight in adults
 - Indicator 2.13: proportion of physically active and inactive adults
 - Indicator 2.23: self-reported well-being
 - Indicator 2.24: injuries due to falls in people aged 65 and over.

^{1,2} etc. Please see Appendix for full website urls

3 Future user needs: other sectors | health and wellbeing

Priority actions

- Design bespoke projects (and identify funding for them) to engage those typically hard-to-reach inactive populations experiencing health issues in outdoor activity on trails and other PRow. These health issues/target groups will be consistent with those identified as priority action areas by the Joint Health and Wellbeing Strategy;
- Use [Joint Strategic Needs Assessment \(JSNA\)](#) data to understand where health risks are more prominent, and where PRow can help;
- Look for opportunities to improve health and wellbeing associated with the access network that work across communities;
- Develop partnerships between the environment, sports and health sectors (such as Active Norfolk) to deliver effective projects that connect people with nature and improve health as a result;
- Evaluate the use of PRow and the potential health and wellbeing benefits that they bring.



3 Future user needs: other sectors | business

3.3.4 Businesses, Economic Partnership and Business Engagement **advantage of the opportunities provided by Norfolk's paths and**

The current situation

The new Norfolk Access Improvement Plan (NAIP) connects countryside access and businesses. There are a number of important links:

- **Tourism is one of the key sectors of Norfolk's economy and** Norfolk is the only county in East Anglia to benefit from the tourism draw of a National Park;
- The visitor economy was [worth £3.25bn and supported 65,398 jobs in 2017](#)¹;
- The rural economy is made up predominantly of micro businesses (up to 3 employees) which include pubs, cafes, holiday accommodation providers, shops, garages, cycle and boat-hire providers. Through countryside recreation and access, the local rural economy is supported and enhanced by the use of these local services when people visit the countryside, the coastal area and historic sites;
- **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

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;
- Several Norfolk towns have successfully gained the national **'Walkers are Welcome'**² accreditation, which aims to bring local interest groups, communities and businesses together to market their local access opportunities to locals and tourists;
- A [rural businesses toolkit](#)³ has been developed as part of the [COOL Tourism](#)⁴ project to help businesses benefit from their proximity to Norfolk Trails.

^{1,2} etc. Please see Appendix for full website urls

3 Future user needs: other sectors | business

Priority actions

- Promote the business toolkit working with tourism organisations to help businesses benefit from their proximity to Norfolk Trails;
- Develop and promote themed walks and trails linked to local businesses such as arts, food, landscape and history. Explore sponsorship opportunities which could help fund trail and path developments while providing businesses with publicity as a result of the partnership;
- **Encourage setting up of 'Friends of' groups for trails and parish path networks and encourage towns to apply for 'Walkers are Welcome' accreditation. Facilitate and support this process involving businesses and Visit Norfolk with the aim of handing local management of new 'Walkers are Welcome' schemes to the 'Friends of' groups;**
- Continue to monitor use of Norfolk Trails using people counters. Use the information collected in conjunction with surveys to evaluate the economic benefits associated with PRoW and Norfolk Trails;
- Use consultants to evaluate the economic impact and benefit of the National Trail in Norfolk;
- Collaborate with the National Trust, bird reserves, the Broads Authority, the Norfolk Coast Partnership, the Marine Partnership and others to develop linked trails and cycle routes which encourage tourists to visit popular areas out of season as part of a visitor management and engagement strategy.



© Photograph credited to the Norfolk Food and Drink Festival

3 Future user needs: other sectors | 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 such as 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 while at the same time reducing costs to **the public purse. These substantial 'win-wins' benefit individual people and the community as a whole.**

Key messages:

- physical inactivity directly contributes to 1 in 6 deaths in the UK and costs £7.4 billion a year to businesses and wider society;
- the growth in motorised transport has been a major factor in reduced levels of physical activity and increased obesity;
- building walking or cycling into daily routines is the most effective way to increase physical activity;
- a short car trip (under 5 miles) is a prime area where people can switch to active travel and public transport;
- health-promoting transport systems are pro-business and support economic prosperity, enabling optimal travel to work with less congestion, less pollution and they support a healthier more productive workforce.

The national [Cycling and Walking Investment Strategy](#)¹ (a requirement from the Infrastructure Act 2015) 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 Cycling and Walking Action Plan and is delivering it through initiatives such as the [Pushing Ahead](#)² project.

Priority actions

- Cycle and walking initiatives to include for example: commuting cycle rides; walking and cycling festivals; social media campaigns;
- Encourage long-distance walking over motorised transport to destinations such as pilgrim sites;
- Link PRow with large employers, areas of high population density and local transport to make active travel a viable option for large numbers of people;
- Integrate active travel in new developments at the planning stage.

3 Future user needs: other sectors | planners, growth infrastructure

3.3.6 Planners – Growth Infrastructure and Planning

The current situation

The 2007 Rights of Way Improvement Plan includes a section on green infrastructure. [Green infrastructure](#)¹ is a strategically planned and delivered network comprising the broadest range of high quality green spaces and other environmental features. Green infrastructure should be designed and managed:

- as a multifunctional resource capable of delivering those ecological services and quality of life benefits required by the communities it serves and needed to underpin sustainability;
- to respect and enhance the character and distinctiveness of an area with regard to habitats and landscape types.

Deliver of adequate green infrastructure to provide facilities for new residents can alleviate pressure on sensitive sites e.g. within the Broads National Park by, for example, providing routes around the periphery of the National Park including the coast.

By 2007, 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 was drawn up for the Greater Norwich area.

Since then, a number of new initiatives are taking forward 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;
- Further Green Infrastructure Plans have been produced:
 - for Thetford Sustainable Urban Extension (2007)
 - by Dereham Town Council (2008)
 - a Greater Norwich Green Infrastructure Delivery Plan (2009)
 - **as part of the King’s Lynn and West Norfolk Local Plan (2010)**
 - for the North East Norwich Growth Triangle Area Action Plan (2012)
 - for Wymondham Area Action Plan (2015)
 - for the Long Stratton Area Action Plan (2016)
 - East Broadland Green Infrastructure Project Plan
 - West Broadland Green Infrastructure Project Plan (2018)
 - the Norfolk Green Infrastructure Mapping Project (2018)
- Community Infrastructure Levy (CIL) is a locally set tariff charged to developers by some local authorities and is used to fund new infrastructure such as roads, schools and green infrastructure related to the new developments. In Norfolk,

^{1,2} etc. Please see Appendix for full website urls



3 Future user needs: other sectors | planners, growth infrastructure

CIL has been adopted by the Greater Norwich Authorities and **King's Lynn and West Norfolk Borough Council**. A number of projects relating to Green Infrastructure have been delivered through the use of CIL funding including improvements to the **Marriott's Way (2015–2018)**, the creation of new circular walks at the Norfolk and Norwich University Hospital (2016), access improvements at Marston Marshes in Norwich (2015) and **Harrison's Wood in Norwich (2017, 2018) and circular walks at Costessey near Norwich (2017)**;

- 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 councils responsible for producing it receiving a significantly higher proportion of any Community Infrastructure Levy money collected by the planning authority than it otherwise would have done. A number of parish and town councils are currently drawing up Neighbourhood Plans or are considering doing so, many of which include green infrastructure improvements;
- The CROW Act (2000) sets out the requirement for all historical Public Rights of Way to be officially recorded on the definitive map by 1 January 2026. This relates to those routes that existed pre-1949.

Priority actions

- **Develop and promote the Green Loop linking the Marriott's Way and Bure Valley Path with a new trail between Wroxham and Norwich (Thorpe St. Andrew) called The Broadland Way;**
- Develop green infrastructure projects identified in the River Wensum Strategy;
- Create new strategic long-distance trails linked to growth by:
(i) improving the Kett's Country Path to Norfolk Trails standard;
(ii) developing new long distance paths using disused railway lines (Greenways project), for example between King's Lynn and Hunstanton and within the Broads National Park;
(iii) developing a new long distance path between King's Lynn and Fakenham/Wells;
- Encourage user groups and communities to identify and submit applications for unrecorded Public Rights of Way based on documentary evidence alone. This is particularly important for routes that were established before 1949 because if these routes remain unrecorded by 1 January 2026 then they will be lost (Countryside and Rights of Way Act 2000);
- Build in active travel options through suitable infrastructure at the planning stage of new developments.

3 Future user needs: other sectors | environment

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 and County Wildlife Sites), legal protection for particular species (such as bats, badgers and newts) 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 were set up to lead landscape-scale changes described in the Natural Environment White Paper. [Wild Anglia](#)¹ is the Local Nature Partnership covering Norfolk and Suffolk. It is closely aligned with [New Anglia](#)², the 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 and also recognises the value to the wider community of heritage landscapes.
- 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 climatic conditions.

3 Future user needs: other sectors | environment

- The government's [A Green Future: Our 25 Year Plan to improve the environment](#)³ sets out actions to improve the environment within a generation.
- Defra's [8 Point Plan](#)⁴ for England's National Parks (2016—2020) includes the aim of creating thriving natural environments, and states that National Park Authorities (such as the Broads Authority) with the Environment Agency and Natural England will champion integrated management of the natural environment, showcasing the benefits that designated landscapes can bring. National Park Authorities and the communities they work with will provide leadership in this locally-led model of environmental management.
- Ash die-back (*Hymenoscyphus fraxineus*) is a fungal disease that kills ash trees. It is possible that up to 95% of ash trees will become infected with a high proportion requiring felling over the 10 year period.
- Other tree and plant pests, diseases and climate change are likely to impact Norfolk over the coming years.
- The potential decline and loss of trees along footpaths and trails poses both a future health and safety issue and a loss of wildlife habitat and landscape connectivity.



^{1,2} etc. Please see Appendix for full website urls

3 Future user needs: other sectors | environment

Priority actions

- **Maximise the value of Norfolk Trails 'green corridors'** for biodiversity to increase connectivity between otherwise isolated habitats to improve the resilience of wildlife populations. Where ownership is in the public sector there is particular opportunity to do this (such as through the long-distance **Marriott's Way** managed by Norfolk County Council, 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 for users;
- Proactive management of linear woodland adjacent to Norfolk Trails and Public Rights of Way will reduce the impact of pests and diseases;
- Surveys will enable woodland management plans to be produced that can ensure that appropriate tree surgery, felling and planting are carried out to improve biodiversity and make woodland more resilient;
- 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;
- Manage the biodiversity of priority grassland, woodland habitats and churchyards adjacent to trails and Public Rights of Way with advice from Norfolk Wildlife Trust, particularly with regard to

new routes and areas that are or could become, County Wildlife Sites;

- Encourage users into the less visited areas of the county to **reduce visitor pressure on 'honey pot' sites e.g. by encouraging** walkers to visit new stretches of the England Coast Path in Norfolk as opposed to already popular sections.



3 Future user needs: other sectors | community engagement

3.3.8 Community Engagement and Volunteering

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 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 worked extensively with the Ramblers to support and encourage 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 high standard;

Cromer 'Walkers are Welcome' member Val Smith organised a 75 mile walk along the Norfolk Coast Path to celebrate her 75th birthday, raise funds for the British Heart Foundation and volunteered to check the route for maintenance issues. More information [here](#)¹ or click the image for the video.



3 Future user needs: other sectors | community engagement

- 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 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](#)² have a team of volunteer Rangers who help to manage the National Cycle route network, part of which goes through 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;
 - The Broads Authority has a good record of engaging with communities and working with volunteers to deliver benefits for access in the Broads National Park;
 - An interactive map has been developed by Norfolk County Council to allow members of the public to report any problems they have encountered. This system has been improved recently to make it easier and more effective to use.
- A series of workshops led by the Assistant Director for Highways and Transport with volunteer user groups, and relevant Council officers were organised during February and March 2015. Early on, the following outcomes were agreed as a framework to guide Community engagement and volunteer work:
- Communities to prioritise which PRoW in their area they want to see accessible first;
 - Communities to be enabled / empowered to monitor PRoW condition and lead the action on maintenance themselves;
 - Communities to be able to access resources (either existing Council resources or from others).



3 Future user needs: other sectors | community engagement

Priority actions

- Support user groups and communities in the management of their local rights of way;
- Engage community and user groups in the development and delivery of project and events to improve or manage access;
- Seek funding for local projects to improve access;
- Support the Norfolk Local Access Forum, its subgroups and charity, Pathmakers;
- Manage an effective system for managing PRoW and Trails records and tracking the resolution of access issues;
- Train volunteers in the maintenance of PRoW and Trails and maintain existing (and set up new) volunteer schemes.



3 Future user needs: other sectors | historic environment

3.3.9 Historic Environment

Current situation

Accessing heritage in the countryside is a key element of many **people's 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.**

Norfolk County Council is developing involvement with '[green pilgrimage](#)¹', which harnesses the power of historic pilgrim routes to **deliver sustainable trails that are good for the environment, people's health and the local economy**. The current project which is aiming to develop a walking route to the shrines in Walsingham (which receive over 300,000 visitors every year), builds on the success of pilgrimage tourism across Europe and will: (i) demonstrate how pilgrimage routes bring economic benefit to local businesses whilst leaving a low environmental footprint; (ii) protect our natural and cultural heritage through investment and partnership working.

With a significant density of [medieval churches](#)² Norfolk offers a unique opportunity to combine rural outdoor pursuits with **exploration of the county's heritage**.

Opportunities for development

Widening the information available to people 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. Information can be provided through a variety of means including books and leaflets and by developing web-based information.

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.



3 Future user needs: other sectors | historic environment

Priority actions

- Heritage top 50: work with Historic Environment staff to develop information on the top 50 heritage sites associated with **Norfolk's paths and trails**;
- **Pilgrim routes: examine Norfolk's pilgrim heritage and the sites** that were important stops on the way to Walsingham;
- Ancient Ways: work 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: draw out themes relating particularly to the **former railways (Greenways project and Marriott's Way Trail)** that once linked much of the county.

© Greenways project—recycling the railways network



3 Future user needs: other sectors | coastal and open access

3.3.10 Coastal and Open Access

Current situation

Norfolk currently has significant access to 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 is being established by Natural England. Two stretches (at the time of publication of this plan) have been handed over to Norfolk County Council for management (Sea Palling to Weybourne and Hopton on Sea to Sea Palling).

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 landowners, parish and district councils and users may submit applications to correct the registers on the basis that the original registrations either included too much or not enough land as common land. The Commons Registration Authority may not correct the registers if it would be unfair to do so because of the reliance placed upon the registers by purchasers of land, or by people with interests in that land.

Opportunities

- Natural England is tasked with creating the England Coast Path and is currently creating [new coastal access in Norfolk](#)¹:
 - Stretch 1 of coastal access runs from Weybourne through to Sea Palling;
 - Stretch 2 runs from Sea Palling to Hopton on Sea;
 - The route for Stretch 3 from Weybourne to Hunstanton is under investigation. The route is expected to follow the Norfolk Coast Path National Trail where this meets **everyone's needs, but there is scope to vary this where necessary**;
 - The route for Stretch 4 from Hunstanton to Sutton Bridge is also under investigation;
- Norfolk Trails will seek to create and promote new circular walks from the new coastal access route to support investment in the local economy;
- There are opportunities to strengthen communication between those who manage open access land 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.

3 Future user needs: other sectors | coastal and open access

Priority actions

- Create circular walks from the Norfolk Coast Path inland linking business, heritage and cultural sites to the footpath, investing in infrastructure to ensure that new opportunities are accessible to a wide range of users;
- Develop other access opportunities including cycling;
- Consider the need for a new sub-group of the Local Access Forum to address the use and promotion of open access land and linking closely with managers of open access land;
- Encourage users to visit new stretches of the England Coast Path as opposed to already popular sections;
- 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.



3 Future user needs: other sectors | access to water

3.3.11 Access to water

The current situation

Norfolk has a large and varied water body estate. From the North Sea and Wash coasts to the Broads and the five main river catchments, there are many opportunities for recreational and health-enhancing activities in or close to our waterbodies.

Norfolk's waterbodies can be classified as:

- Coastal
- Estuarine
- Rivers
- Lakes
- Ponds

Each category carries specific characteristics which offer the resident or tourist enjoyment and celebration of ecological or sporting activities. One common feature of the relationship between people and the waterbodies is access to the water. Some activities depend on boat use and Norfolk has a glorious tradition and heritage of boating – from kayaks and canoes, rowing, sailing dinghies and larger yachts to power boating and water skiing. The provision of good, safe and low-cost access for launching and using boats is an important consideration in our access strategy. Suitable provision encourages greater use of the outdoors and access to beautiful natural features – a fundamental requirement of, and promotion

area for this document.

The Broads Authority's [Broads Plan](#)¹ describes how the Authority will maintain and expand navigable water space in the Broads for recreation, consistent with conservation interests and flood risk management.

For anglers, provision of access to the riverbank is a really important part of the Broadland economy. The river Thurne around Martham is a great example of how the provision of access has enabled fishing matches to extend the low season tourism business with angling festivals taking place during October on what has been defined as the second best surveyed river in England in terms of its fish density and populations. The river Yare around Claxton and Langley again is a further example of great access to the river that has enabled the support of over 30 large angling competitions with over 2,000 visiting anglers taking part from across the UK, plus a further 30 bookings for visiting clubs, some are saying this is the best natural venue in the UK.

The [Environment Agency](#)² manages rod fishing licences for salmon, trout, freshwater fish, smelt and eel in England and also has additional duties to promote conservation, recreation and navigation.

Without these levels of access, these economic benefits would be lost and it demonstrates what could be achieved elsewhere across Norfolk with its great list of natural rivers with healthy fish

3 Future user needs: other sectors | access to water bodies

populations and great open countryside, but limited river access.

What boaters, anglers, swimmers and walkers want

Many people travel to the waterbody of their choice by private car. Therefore safe parking and clear signage are a pre-requisite for many activities. Boat and canoe launching facilities need to be provided for safe entry and egress from the water. Anglers also require safe bank spaces and the provision of disabled platforms, common on some stretches of the Broads rivers, is good practice.

The provision of clear information (including any restrictions) for those intending to use waterbodies is essential (e.g. via websites (NCC and partners) and printed materials.) Sensible provision of safety equipment protects everyone near waterbodies.

Priority actions

- Work with partners on plans to map existing access routes and highlight deficiencies;
- Work with partners such as the Broads Authority on approaches to improve boat launching, mooring and angling opportunities accessible from PRoW and Norfolk Trails;
- Raise awareness of the importance of water and waterbodies in Norfolk for recreation, health and trade;
- Educate all on the importance of water as a resource and how essential water management works.

© Photograph credited Geoff Doggett

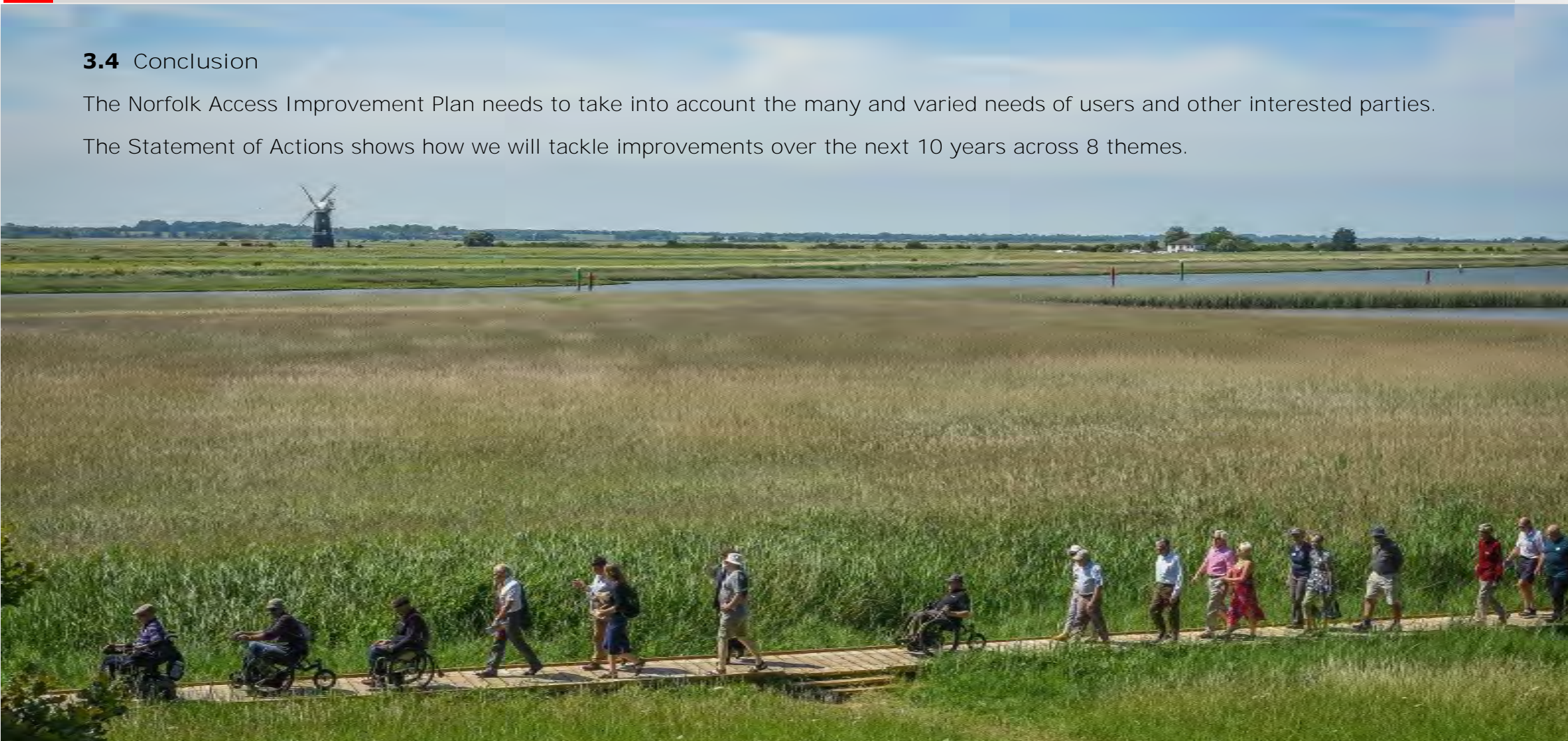


3 Future user needs: conclusion

3.4 Conclusion

The Norfolk Access Improvement Plan needs to take into account the many and varied needs of users and other interested parties.

The Statement of Actions shows how we will tackle improvements over the next 10 years across 8 themes.



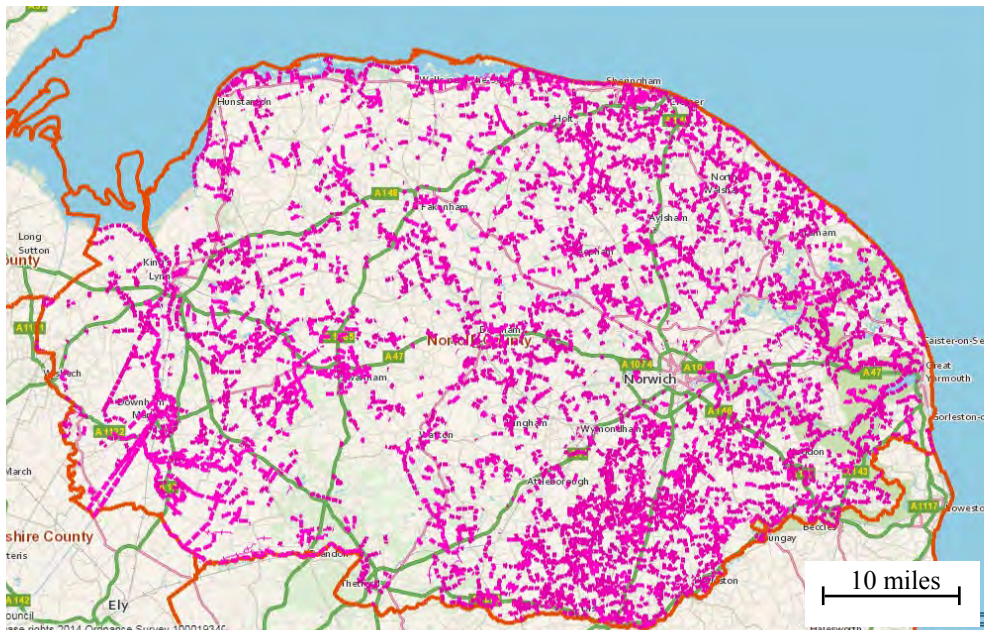
4 Gaps in the network: the current access network in Norfolk

4.1 The current access network in Norfolk

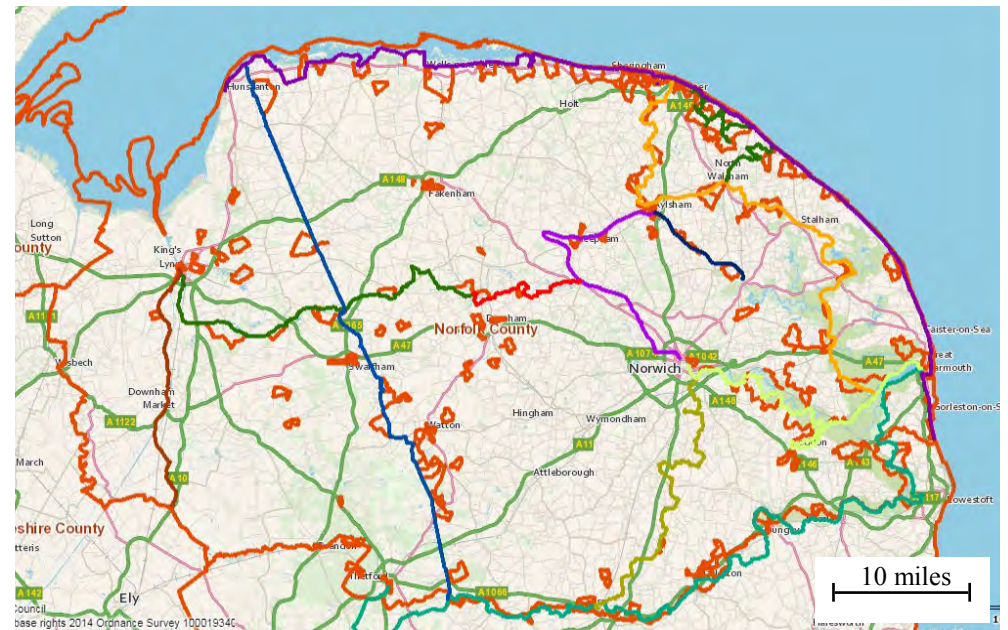
The Public Rights of Way network is not evenly distributed throughout the county: this is apparent when viewing maps of access in Norfolk.

The maps shows that many rural areas in Norfolk, particularly to the north and west, do not have good access to natural greenspace (which includes the current PRow and Norfolk Trails network).

Maps showing PRow in pink (left) and Norfolk Trails (coloured lines) and circulars (in red) (right).



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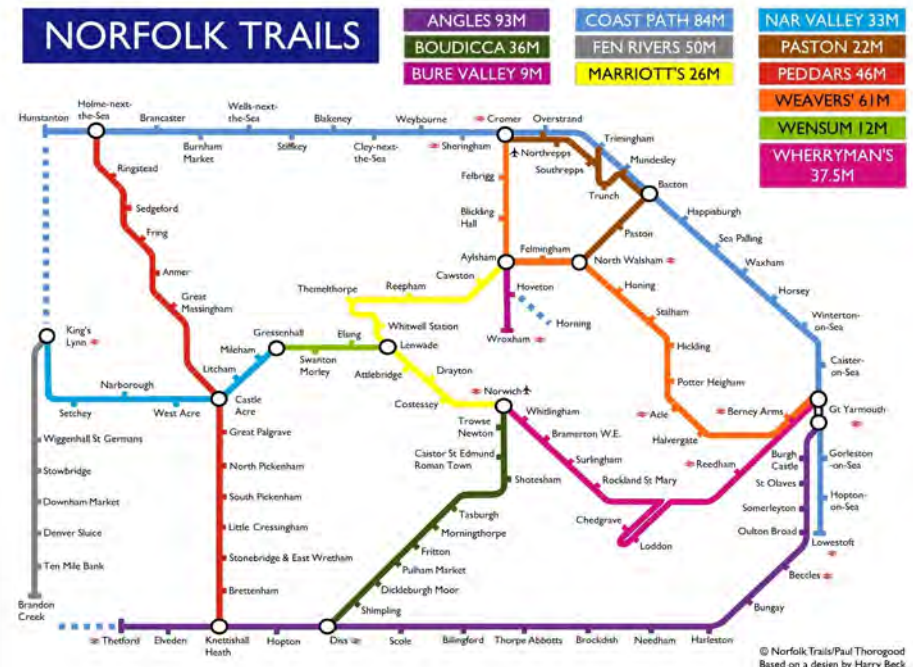
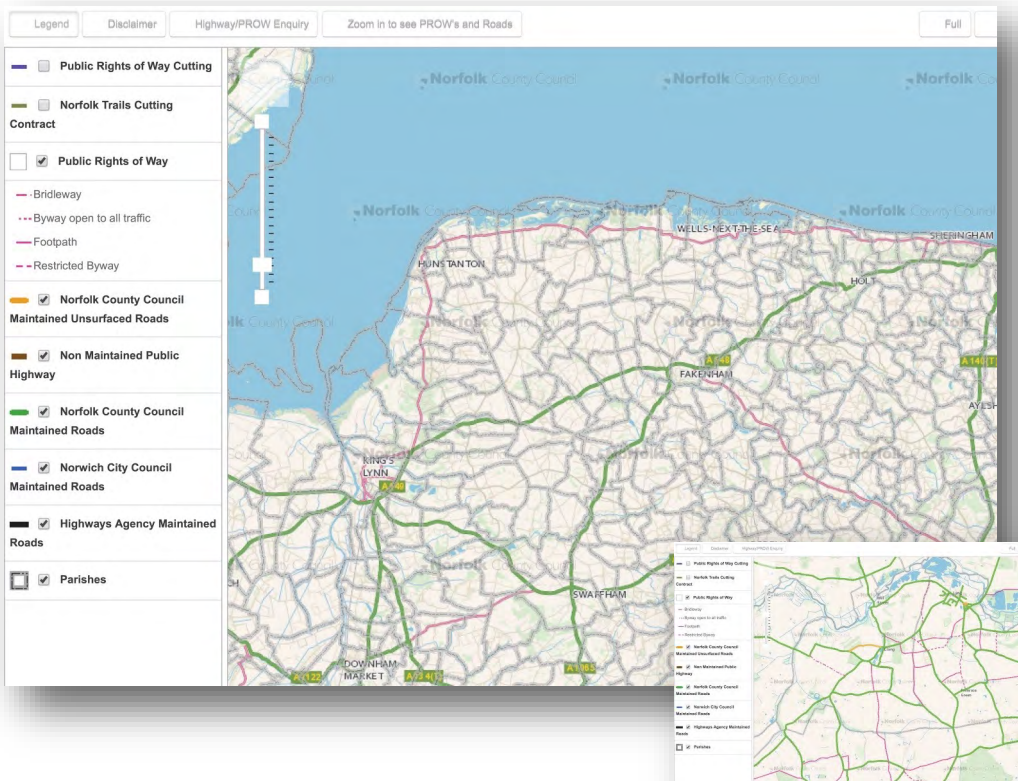
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4 Gaps in the network: the current access network in Norfolk

An [interactive map](http://maps.norfolk.gov.uk/highways/)¹ of Public Rights of Way throughout Norfolk is managed by Norfolk County Council. The map shows registered Public Rights of Way; Unclassified County Roads (public roads that are not surfaced); and areas of land freely accessible to the public on foot. <http://maps.norfolk.gov.uk/highways/>

There is also an [interactive map of Norfolk Trails](http://maps.norfolk.gov.uk/trails/)² (1,000 miles of promoted routes and associated short and circular walks).

<http://maps.norfolk.gov.uk/trails/>



^{1,2} etc. Please see Appendix for full website urls

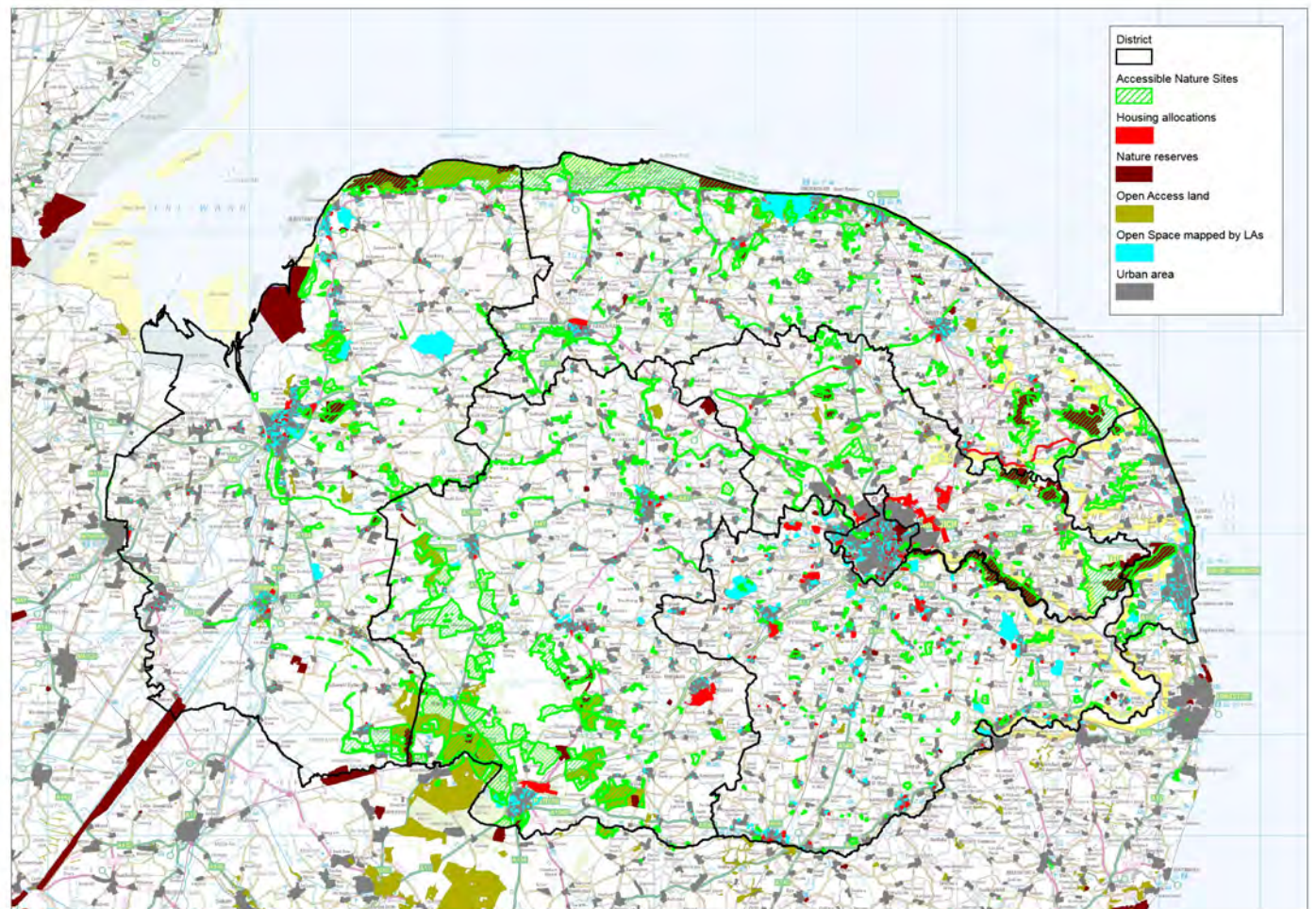
4 Gaps in the network: areas not well served

4.2 Spatial data - areas not well served

Spatial data can help us assess where access to natural greenspace (including PRow) is not adequate and whether the existing rights of way network meets present or likely future need or provides opportunities for doing so.

*Current Green Infrastructure Assets
(from the Norfolk Green Infrastructure Mapping Project, 2017/18)*

*Compiled by Martin Horlock for Norfolk Biodiversity Information Service, County Hall, Norwich NR1 2SG
nbis@norfolk.gov.uk
Scale 1: 350,000*



^{1,2} etc. Please see Appendix for full website urls

4 Gaps in the network: areas not well served

The Accessible Natural Greenspace Standard (ANGSt) was developed in the early 1990s by Natural England (with subsequent revisions) and is based on research into the closeness of accessible natural **greenspace to people's homes that is needed to benefit their quality of life.**

ANGSt measures can be used to help identify where settlements are deficient in access to greenspace. ANGSt recommends that everyone, wherever they live, should have one accessible natural greenspace:

- Of at least 2 hectares* (ha) in size, no more than 300 metres (5 minutes walk) from home;
- At least one accessible 20ha site within 2km of home;
- One accessible 100 ha site within 5km of home
- One accessible 500 ha site within 10km of home
- A minimum of one ha of statutory Local Nature Reserve per thousand of population

*one hectare is 100 meters by 100 meters or roughly the size of an international rugby field.

An assessment of the provision of [ANGSt in Norfolk](#)¹ was completed for Natural England in 2010.



^{1,2} etc. Please see Appendix for full website urls

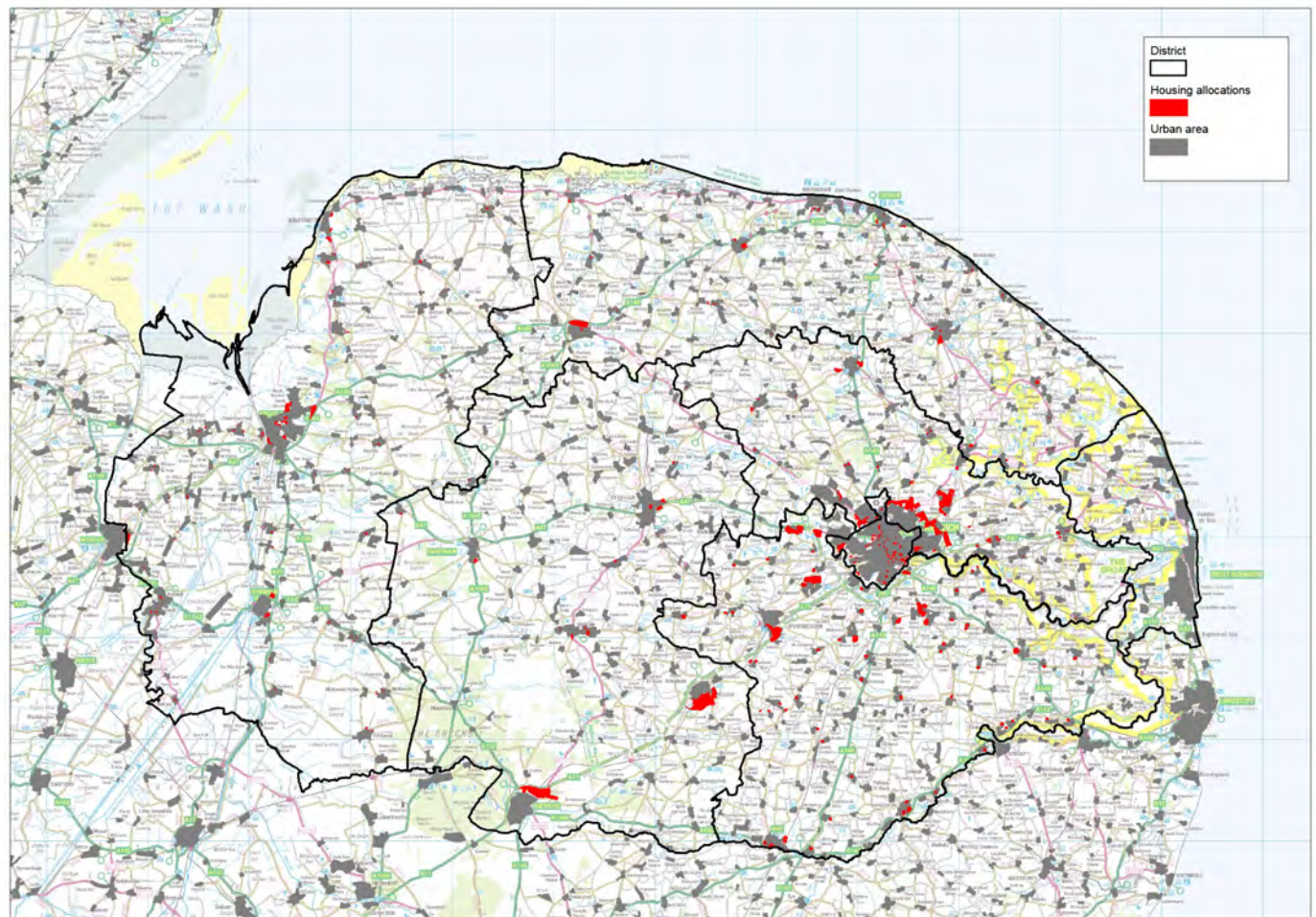
4 Gaps in the network: areas with new needs

4.3 Spatial data—areas with new needs

The needs of new housing allocations must be addressed to ensure that people have good access to the natural environment and to make developments more sustainable. The [National Planning Policy Framework \(NPPF\) 2018](#)¹, recognises the role that walking can play in achieving sustainable development and promoting active lifestyles. New opportunities for walking should be incorporated into housing and commercial development providing, for example, walking links to schools, shops and the wider countryside.

Housing growth in Norfolk (from the Norfolk Green Infrastructure Mapping Project, 2017/18)

*Compiled by Martin Horlock for Norfolk Biodiversity Information Service, County Hall, Norwich NR1 2SG
nbis@norfolk.gov.uk
 Scale 1: 350,000*



^{1,2} etc. Please see Appendix for full website urls

4 Gaps in the network: areas with new needs

The value of the Public Rights of Way network is recognised: **paragraph 98 of the NPPF states: 'Planning policies and decisions should protect and enhance Public Rights of Way and access, including taking opportunities to provide better facilities for users, for example, by adding links to existing rights of way networks including National Trails.'**

The [Norfolk Rural Strategy](#)² (2017) recommends 'a commitment to deliver landscape scale environmental schemes covering multiple landowners, to deliver integrated large-scale improvements which support public access, tourism and economic opportunities e.g. a landscape which integrates boating, cycling and walking routes with food, drink cultural and accommodation facilities to drive high value visits.'

The local planning authorities including Norfolk County Council and the Broads Authority are working together within a Norfolk Strategic Framework (NSF) process to develop an understanding of Green Infrastructure needs and ambitions across the county such as links between protected sites, semi-natural habitats and development sites. This study (the Green Infrastructure Mapping Project) will form part of the evidence base for each Local Plan and provide the basis for future agreements through the NSF. The aims of the project are:

- To map the green infrastructure network of Norfolk to demonstrate and maximise the benefits it brings (or could bring) to local communities;
- To identify deficiencies in green infrastructure provision;
- To identify opportunities for enhancement
- To provide local planning authorities with a deliverable approach to enable connections to be made between green infrastructure and growth.

The project has identified and mapped a range of formal and informal access sites across the county including the Public Rights of Way and Norfolk Trails network, open access land (as identified under the CROW Act) accessible and partially accessible nature reserves and coastal access land. The district and borough authorities provided details of open space in their ownership or control, and details of accessible land that has been delivered through planning. However, the list is not considered comprehensive and will be updated as information is received.

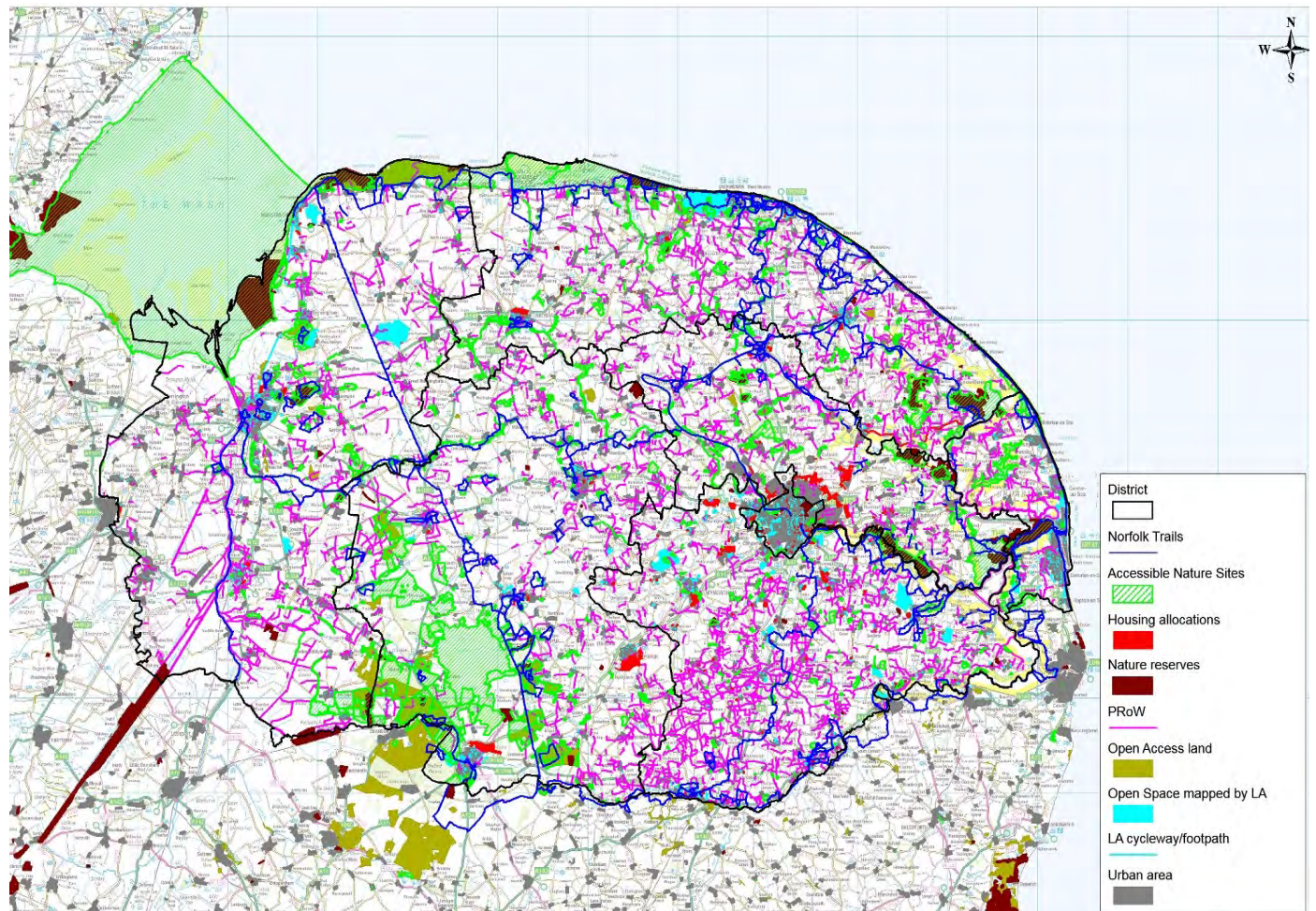
^{1,2} etc. Please see Appendix for full website urls

4 Gaps in the network: areas with new needs

New housing allocations shown alongside current Green Infrastructure and existing PRoW (from the Norfolk Green Infrastructure Mapping Project, 2017/18)

*The access asset mapping covers a range of access sites, from those that are fully accessible and free, to others that are partially accessible, or for which there is a charge. The mapping consists of a number of GIS layers that can be interpreted in a variety of ways for a range of uses. The map shown combines the layers. Whilst high level **detail can't be seen at this scale**, it does allow certain broad-scale interpretation. For example, the large area of accessible land that is Thetford Forest (light green) stands out, as does the large concentration of PRoW in south Norfolk relative to other parts of the county (pink lines).*

*Compiled by K Rushen in October 2017 for Norfolk Biodiversity Information Service, County Hall, Norwich NR1 2SG
nbis@norfolk.gov.uk
 Scale 1: 400,000*



^{1,2} etc. Please see

4 Gaps in the network: gaps in the recorded network

4.4 Gaps in the recorded network

Gaps exist in records of the network as a result of administrative errors or incomplete documentation. Due to the size of the county, these legal gaps can be a challenge to identify. A list of such instances is updated by the County Council every time such a situation comes to light. Resource constraints at present do not allow proactive rectification of such anomalies: as such the Council is reliant on interested parties making applications to do so. This is of particular importance to anomalies affected by the 2026 cut-off date*: those not affected by this date will be actioned as and when resources allow.

*The [Deregulation Act 2015](#)¹ aimed at streamlining the application procedures for new rights of way giving landowners a greater say in the registration of rights on their land. Part of the legislation includes claims for historic paths (which existed before 1949): these must be claimed before 1 January 2026.



^{1,2} etc. Please see Appendix for full website urls

5 Network management | maintenance of the access network

5. Management of the condition of the network

This section covers maintenance of the access network and completeness and accuracy of the Definitive Map and Statement, including management of applications for changes to PRoW.

5.1 Maintenance of the access network

Norfolk County Council

Norfolk County Council is responsible for managing the access network (as part of its duties to manage the local transport network in Norfolk—see [Norfolk Local Transport Plan](#)¹ which is directed at an operational level within the [Transport Asset Management Plan](#)²).

Repairs and maintenance to Public Rights of Way are programmed by NCC Highway Officers following proactive inspections. NCC is responsible for:

- Maintaining the surfaces of Public Rights of Way including annual proactive grass cutting contracts for selected PRoWs to help keep them accessible;
- Management of enquiries from the general public by Countryside Access Officers who also carry out enforcement and programme maintenance as necessary and as resources permit;
- 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);
- Inspecting and ensuring that trees within falling distance of the PRoW do not pose an unreasonable danger to users and taking appropriate action to maintain trees in a reasonably safe condition in accordance with the [Tree Safety Management Policy](#)³.

The County Council work programmes are based on a risk assessment of the severity of the problem and the likelihood of it affecting others (see Transport Asset Management Plan Part 13, Section 9.1.1.1.7—Public Rights of Way). Issues are logged for attention as follows:

- Immediate—if it has health and safety implications;
- High—if it affects a nationally or regionally promoted route;
- Medium—if it affects a well-connected or well used path;
- Low—if it affects only an isolated generally unused path, or one that runs alongside another path.

A summary of the main procedures used by the County Council is given in Appendix 8.3.

Landowners

Landowners have a responsibility to ensure that Public Rights of Way

^{1,2} etc. Please see Appendix for full website urls

5 Network management | the Definitive Map and applications for changes to PRow

are accessible and the Highway Authority has the responsibility to enforce this. Norfolk County Council can take enforcement action against a landowner or occupier such as a tenant farmer who does not comply with the law.

Reporting problems with PRow

The County Council manages a defect reporting system (the CRM system) to handle problems reported by users of the PRow network. Users are kept informed of progress to address defects reported and detailed system reports are generated annually. Enforcement notices issued under Section 131A, 134 to 137 (non-reinstatement notices) and Section 130 (obstructions) and Section 56 (out of repair) are recorded.

5.2 Completeness and accuracy of Definitive Map and Statement

The Definitive Map and [Statements](#)¹ are now available online on the County Council website.

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 available at County Council and district council offices, and to supply relevant extracts to parish councils. The Definitive Map is available

[online](#)² (via the Interactive Map—left click, then select “View Public Rights of Way Definitive Map”)

The [Legal Orders and Registers Team](#)³ at Norfolk County Council keeps the register of deposits of statements and maps and declarations made about existing Public Rights of Way made under Section 31 (6) of the [Highways Act](#)⁴ and town or village greens made under Section 15A of the [Commons Act](#)⁵, 2006.

Where discrepancies exist in the Definitive Map and Statement, these are put on an internal list by Norfolk County Council. These discrepancies will be addressed as and when resources allow. If discrepancies are found by interested parties, then they are encouraged to submit a modification application to rectify them. Sometimes, discrepancies can be resolved through the application of relevant case law.

5.3 Management of applications for changes to PRow

A Public Right of Way (other than a Byway Open to All Traffic) which appears on the Definitive Map and Statement can be diverted or extinguished by a legal process whereby a local authority makes a Public Path Order. There are certain legal tests that need to be met before such an Order can be made.

Another way of changing the Definitive Map and Statement is by making an application for a Definitive Map Modification Order under

^{1,2} etc. Please see Appendix for full website urls

5 Network management | The Definitive Map and applications for changes to PRow

Section 53 of the Wildlife and Countryside Act 1981. Under the provisions of the Wildlife and Countryside Act 1981, a Definitive Map Modification Order may be applied for by any person wishing to, for example, show:

- A way that isn't shown on the Map but should be**
- A way that is shown on the Map that shouldn't be
- A way that has the wrong status
- A way that is on the wrong alignment

** Evidence is required to support the claim. This evidence can be in two forms; either historical or user evidence or a combination of the two.

The County Council deals with applications for Orders on a first come, first served basis. However, should the need arise in a specific case or due to an increase in applications, especially as the 2026 cut-off deadline draws closer, a system of prioritisation may be introduced. At present, priority may be given if:

- A route is threatened by developers;
- Processing a case will significantly progress a specific target within the NAIP;
- Where the evidence is based largely on users who may not be available to give that evidence if a long time elapses;

- Where there is an overriding operational need to do so.

The County Council's current policy is that, having made an Order, it will normally then take a neutral stance: the expectation is that at hearing or inquiry, the applicant will promote the Order. For cases based on documentary evidence alone, the Planning Inspectorate usually determines orders by operating an exchange of written representations.

A summary of the areas covered by the County Council's Legal Orders Team is given in Appendix 8.4.

^{1,2} etc. Please see Appendix for full website urls

6 Crossover between the NAIP and other plans | national and regional policies

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

The Norfolk Access Improvement plan can be viewed as a strategy document within the spatial planning system. As such, it links to the current policy and planning documents which are listed below.

6.1 National Policies and Strategies

- Public Health [Everybody Active Everyday Strategy](#)¹
- [Department of Health Childhood Obesity Plan](#)² (improving the co-ordination of quality sport and physical activity programmes for schools—Chapter 1 and 2);
- The Sport England Strategy [Towards an Active Nation](#)³ (2016) has already set out a major new investment of £40m into projects which offer new opportunities to get active and play sport;
- 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](#)⁴;
- **The government’s 25 year Environment Plan: [A Green Future: our 25 year plan to Improve the Environment](#)**⁵ sets out plans to improve the environment within a generation;
- **Defra’s National Parks: [8 Point Plan](#)**⁶ for England (2016—2020) sets out how National Parks in England such as the Broads, will be protected, promoted and enhanced;

- **Natural England’s [Conservation Strategy](#)**⁷ for the 21st century.

6.2 Regional Policies and Strategies

- New Anglia (Local Enterprise Partnership) [Strategic Economic Plan](#)⁸
- Culture and Tourism Sector
- Green Economy Pathfinder

6.3 Local Policies and Strategies (County and District)

6.3.1 The NCC [Transport Asset Management Plan](#)¹ is the strategic approach that identifies the optimal allocation of resources for the management, operation, preservation and enhancement of the highway infrastructure including PRow to meet the needs of current and future users.

6.3.2 [NCC – Local Transport Plan](#)²

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;

^{1,2} etc. Please see Appendix for full website urls

6 Crossover between the NAIP and other plans | local policies

- Reducing emissions;
- Improving road safety;
- Improving accessibility.

6.3.3 [Norwich Area Transport Strategy](#)³ (including the Local Cycling and Walking Investment Plan—LCWIP)

6.3.4 [Norfolk Cycling and Walking Strategy](#)⁴

6.3.3 NCC – Infrastructure Plan including:

- [Norfolk Strategic Infrastructure Plan](#)⁵
- [Greater Norwich Infrastructure Plan](#)⁶

6.3.4 [NCC Tree Management Policy](#)⁷

6.3.4 [NCC Active Travel Plans](#)⁸

- [Cycling and Walking Action Plan](#)⁹
- [AtoBetter](#)¹⁰ individual Travel Plans

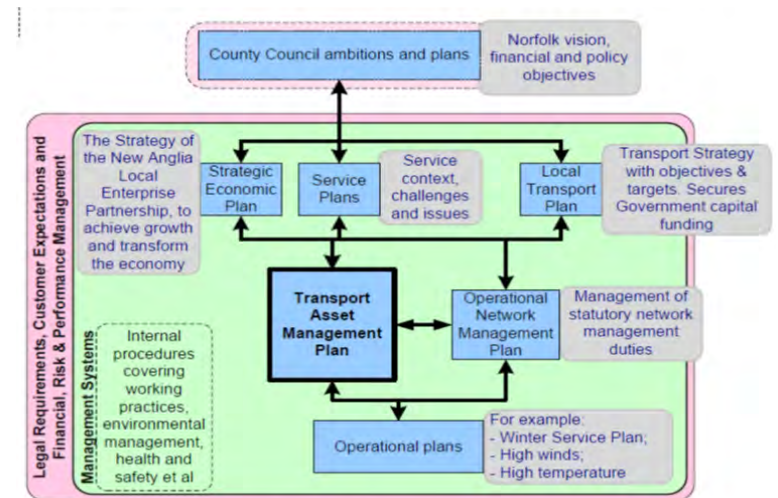
6.3.5 Broads Authority [Broads Plan](#) (management)¹¹ and [Broads Local Plan](#) (development)¹²

6.3.6 [NCC Health/ Wellbeing Strategy](#)¹³

6.3.7 Active Norfolk – [Active Norfolk 2016-2021 Strategy](#)¹⁴

6.3.8 District Councils Local Development Plans

- [Broadland](#)¹⁵
- [Breckland – Emerging Local Plan 2017](#)¹⁶
- [Great Yarmouth – Local Plan and Core Strategy 2013 -2030](#)¹⁷
- [Kings Lynn and West Norfolk](#)¹⁸
- [North Norfolk](#)¹⁹
- [Norwich](#)²⁰
- [South Norfolk](#)²¹
- [Broads Authority](#)²²
- [Greater Norwich Local Plan](#)²³ (covering districts: South Norfolk; Broadland; Norwich. This will supersede separate district plans for these authorities);
- Town and neighbourhood plans



NCC plans which relate to the Transport Asset Management Plan
Norfolk Access Improvement Plan 2019—2029

^{1,2} etc. Please see Appendix for full website urls

6 Crossover between the NAIP and other plans | local policies

[6.3.9 Norfolk Coast Partnership - Norfolk Coast AONB Management Plan²⁴](#)

[6.3.10 Environment emerging plans for a Norfolk Environment Plan²⁵](#)

[6.3.11 Natural England Coastal Access, National Trails and England Coast Path²⁶](#)

[6.3.12 Norfolk Rural Development Strategy 2017 - 2020²⁷](#)

[6.3.13 Norfolk Road Casualty Reduction Board²⁸ 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.

[6.3.14 Peddars Way and Norfolk Coast Path National Trail Improvement and Delivery Framework 2015—2020²⁹](#)

^{1,2} etc. Please see Appendix for full website urls

7 Statement of Actions 2019—2029 | structure

7. Statement of Actions

The previous Rights of Way Improvement Plan (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 are reflected in the new plan.

The Norfolk Access Improvement Plan was drafted to replace the previous ROWIP and was put to public consultation between mid March and mid June 2018. Comments were fed in through a public survey (www.norfolk.gov.uk/naip) and structured stakeholder event.

Comments were reviewed with assistance from the NAIP subgroup of the NLAF: the plan was revised and the Statement of Actions was developed, resulting in this current document.

7.1 Statement of Actions 2019 to 2029 - structure

The NAIP's 10 year "Statement of Actions" will deliver the following aims:

- THEME 1: A Well Managed Access Network;
- THEME 2: A Well Connected Access Network;
- THEME 3: A Well Protected Environment;
- THEME 4: A Well Promoted Access Network;
- THEME 5: An Access Network Underpinned by Excellent Information Management;
- THEME 6: A Community-led Access Network;
- THEME 7: An Access Network that Supports / Delivers Health Outcomes;
- THEME 8: A Valuable Access Network.

Long-term and strategic objectives and actions against each theme are presented in a table which also shows NCC or external resources required, partners who will help and how monitoring will be undertaken.

The 10 year Statement of Actions 2019—2029 to deliver the NAIP is presented in the pages that follow.

7 Statement of Actions 2019—2029 | THEME 1: Well Managed Access Network

NAIP Statement of Actions 2019 - 2029	
THEME 1: Well Managed Access Network	
Description	We will manage a well-signed and maintained network of multiuse routes efficiently and economically (Public Rights of Way and promoted Norfolk Trails and the National Trail in Norfolk) providing access to coastal, rural and urban areas, using good systems and standards
Challenge	The consequences of reduced public funding has meant less resource to manage the access network with poor satisfaction rates in comparison with some other highway authorities. <i>The challenge is to find innovative and new ways to help deliver network management, working with partners and communities.</i>
Target (by 2029)	Improve the Highways and Transport Network Survey Key Benchmark Indicator for Public Rights of Way KBI15 to 57 (from 54) (to match or exceed the national average) Improve the Highways and Transport Network Survey Key Indicator for Public Rights of Way (Aspects) KBI16 to 55 (from 51) (to match or exceed the national average) Improve all component Benchmark Indicators for KBI 16 to match or exceed the national average (see Appendix 8.5) Increase volunteer involvement with PRoW management (see target under 'Community-led access network') Improve our standing against other Highway Authorities in the National Highways and Transport network survey

7 Statement of Actions 2019—2029 | THEME 1: Well Managed Access Network

NAIP Statement of Actions 2019 - 2029					
Objective	Actions	Resources (1 or 2)	Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing 2 = External funds needed			
THEME 1: Well Managed Access Network					
1.1 Manage signage	Maintain and improve PRoW and Trails signage in line with the TAMP and to meet statutory requirements. E.g. Ensure there is Public Rights of Way sign where the Public Rights of Way meets a metalled road as a minimum. Improve signage regarding MPV use of UCRs	1 (Countryside Access Officers; Highways; Norfolk Trails Officers)	NLAF (PRoW s/group)	TAMP reporting	Norfolk Local Transport Plan TAMP NCC Officers reports to the NLAF
1.2 Manage path surfaces and vegetation	Maintain surfaces in a fit state for public use. Remove obstructions. Manage a programme of vegetation cutting. Set up formal links with parishes, the Ramblers, Walkers are Welcome towns and others willing to undertake such work.	1 (Countryside Access Officers; Highways; Norfolk Trails Officers)	Parish councils The Ramblers Walkers are Welcome towns	TAMP reporting	Norfolk Local Transport Plan TAMP NCC Officers reports to the NLAF
1.3 Manage linear woodlands to increase the benefits that trees provide and minimise the issues	Use and adapt the NCC Tree Policy to embrace the special requirements of trees along the ProW and Trails network	1 (Countryside Access Officers; Highways; Norfolk Trails Officers; NCC Arboriculture and woodland officer) 2 (externally funded projects)	Defra; NWT; NE; SCC; NT; WT; FC	Trees inspected in line with NCC Tree Management Policy	NCC Tree Management Policy Defra 25 year plan for the environment; Norfolk's 25 year plan for the environment; District Council local tree strategies (such as the King's Lynn and West Norfolk Tree Strategy)
1.4 Create better access for disabled users	Conduct access audits on Norfolk Trails and PRoW with help from users to assess current provision (surface condition, infrastructure, signage) for those with mobility problems, visual impairments or mental health difficulties etc. and agree priorities for route improvements. Seek funding for improvements. Improve access for disabled users during other management work wherever possible (e.g. during work to deliver new coastal access in Norfolk or during flood bank re-alignment programmes in the Broads), including creating new accessible entry points for wheelchairs users that connect to longer paths.	1 (Countryside Access Officers; Norfolk Trails; Highways) 2 (externally funded projects)	NLAF (PRoW s/g); Pathmakers; landowners/managers; Ramblers; Natural England Environment Agency (flood bank realignment) Broads Authority BLAF Access groups (e.g. Changing Places) Active Trails	Record number of access audits completed and number of improved routes.	Norfolk Local Transport Plan TAMP, Equality Act 2010; Section 5.4 of the Rights of Way Circular

7 Statement of Actions 2019—2029 | THEME 1: Well Managed Access Network

NAIP Statement of Actions 2019 - 2029					
Objective	Actions	Resources (1 or 2)	Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing 2 = External funds needed			
1.4 Improve access for all	Undertake a programme of stile removal with 95% of stiles removed from the National Trail over the plan's lifetime.	1 (Countryside Access Officers; Norfolk Trails ; Highways) 2 (externally funded projects)	BLAF Broads Authority	Record numbers of stile-free routes, aiming for 95% of all routes to be stile-free over life span of the plan.	Norfolk Local Transport Plan TAMP, Equality Act 2010; Section 5.4 of the Rights of Way Circular
1.5 Create an effective relationship with landowners and managers to raise awareness of their legal PRoW management responsibilities. Manage a clear enforcement policy	Improve landowner awareness of their duties seeking advice from the NLAf. Issue S134 and S137 (path non-reinstatement notices) and Section 143 (Removal of obstruction notices) where necessary. Support landowners in their efforts to keep routes open, safe and tidy, and look into ways of recognising these efforts.	1 (Countryside Access Officers; Norfolk Trails ; Highways)	NLAf (PRoW s/g); landowners/managers; Norfolk FWAG	TAMP reporting	Norfolk Local Transport Plan TAMP; NCC Officers reports to the NLAf Highways Act 1980 S134, S137, S143
1.6 Manage an effective system for managing PRoW and Trails records reporting and tracking the resolution of access issues (CRM)	Consolidate the 2 management systems (CAMS and Yotta) for reporting and tracking access issues Maintain the new reporting system (CRM)	1 NCC (Highways and Norfolk Trails); 1 Countryside Access Officers; Norfolk Trails Officers; NCC (internal)	NLAf (PRoW s/g); landowners/managers; Norfolk FWAG	Annual report	TAMP
1.7 Address access-related faults reported to NCC in a timely and effective manner	Respond to cases recorded in line with agreed specified timescales. Provide feedback on progress to those who reported the issue			CRM reporting system. Report to NLAf	TAMP
1.8 Maintain the Definitive Map for Norfolk	Record and manage changes to the Definitive Map including Public Path Orders, Map Modification Orders, Deposits and Declarations Develop a plan to address discrepancies between the Definitive Map and Statement	1 Legal Orders and Registers Team		Monitor numbers of applications received for "2026" routes Monitor numbers of other changes made to the Definitive Map (including Public Path Orders, Map Modification Orders; Deposits and Declarations)	

7 Statement of Actions 2019—2029 | THEME 1: Well Managed Access Network

NAIP Statement of Actions 2019 - 2029						
Objective	Actions	Resources (1 or 2)		Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing	2 = External funds needed			
1.9 Manage Norfolk Trails and the National Trail in Norfolk (Peddars Way and Norfolk Coast Path) and establish new stretches of the England Coast Path in Norfolk	Maintain Norfolk Trails and the National Trail in Norfolk to National Trail standards through the National Trails Partnership in Norfolk					
	Deliver the England Coast Path in Norfolk (stretches 3 and 4). NCC will manage the installation of route infrastructure once the route has been agreed and is responsible for ongoing management of the trail once completed	1 NCC (Norfolk Trails) 2 NE		NE (National Trail); Norfolk National Trail Partnership	Monitor user satisfaction through user surveys National Trail annual report to NE (National Trail) TAMP reporting	The New Deal (NE)
1.10 Create new linear and circular walks and PRoW network improvements targeted on growth areas	Identify new linear and circular walks opportunities from Norfolk Trails, the National Trail, Norfolk Coast Path and PRoW that link business, heritage and culture sites and improve connectivity with residential areas. Make links with public transport. Encourage and support applications for funding.	1 NCC (Norfolk Trails) 2 External funding and projects such as Coastal Treasures; Explore More (coastal communities)		Pathmakers Broads Authority	Norfolk Trails and National Trail (Norfolk) annual reports	Peddars Way and Norfolk Coast Path Improvement and Delivery Framework Norfolk Trails
1.11 Train volunteers in maintenance of PRoW and UCR	Maintain and extend the successful Norfolk Trails Volunteer scheme to include the National Trail and the PRoW network.					
	Develop and nurture volunteer groups through a volunteer co-ordinator role and parish seminars events	1 NCC (Environment Team; Norfolk Trails) 2 External funding 2 Volunteers		NLAF	Monitor volunteer time and contribution	Norfolk Trails volunteer strategy

7 Statement of Actions 2019—2029 | THEME 2: Well Connected Access Network

NAIP Statement of Actions 2019 - 2029	
THEME 2: Well Connected Access Network	
Description	We will develop an integrated green network of routes and paths that provides opportunities for all users; improves ecological resilience; creates opportunities to connect with green space and places of natural and cultural heritage ; improves connections for work/education/recreation for residents and addresses other gaps with demonstrable need where possible, both within and outside targeted 'growth' areas.
Challenge	Norfolk's population is predicted to grow from 898,400 (mid 2017) to 1,002,300 by 2041 (Norfolk Insight). <i>The challenge is to ensure that people can connect with places and green space sustainably from where they live.</i>
Target (by 2029)	Increase the number and length of all-abilities routes connecting people and places by 10 routes and 100 kilometres by 2029

7 Statement of Actions 2019—2029 | THEME 2: Well Connected Access Network

NAIP Statement of Actions 2019 - 2029						
Objective	Actions	Resources (1 or 2)		Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing	2 = External funds needed			
THEME 2: Well Connected Access Network						
2.1 Improve connectivity of the access network through the planning system	<p>Create or improve access through opportunities afforded by the planning system (e.g. plans and strategies such as district green infrastructure plans, neighbourhood plans and local plans) or through planned environmental improvements such as flood bank re-alignment. Recommend adoption of the Crime Prevention Through Environmental Design (CPTED) principle when creating new access.</p> <p>Link routes across county boundaries (cross-border).</p>	<p>1 NCC</p> <p>2 CIL (pooled and parish CIL)</p> <p>2 Section 106</p> <p>2 Developers (growth agenda)</p>	<p>SCC</p> <p>Parish councils</p> <p>District councils</p> <p>Landowners</p> <p>Pathmakers</p> <p>NALC</p> <p>FWAG</p>	<p>Record numbers and details of new paths and linkages created as a result of the proactive involvement with development planning (NCC Environment Team) (link with theme 5)</p>	<p>Norfolk Green Infrastructure Strategy (in draft)</p> <p>Crime Prevention Through Environmental design (CPTED) principles</p>	
2.2 Create new linear and circular walks and PRoW network improvements targeted on growth areas	<p>Identify opportunities for new circular and linear routes from Norfolk Trails and the National Trail (e.g. Wherryman's, Weavers' and Angles' Ways and the Norfolk Coast Path) and PRoW that improve connectivity (e.g. between residential areas, schools, work places, market towns, businesses and key attractions etc.) and which integrate with public transport, particularly for growth areas. Encourage and support applications for funding.</p> <p>Link routes across county boundaries (cross-border)</p>	<p>1 Norfolk Trails</p> <p>2 (e.g. Water, Mills and Marshes Landscape Partnership Scheme)</p>	<p>Broads Authority</p>	<p>Broads Integrated Access Strategy (within the Broads);</p> <p>Norfolk Trails Annual Report</p>		

7 Statement of Actions 2019—2029 | THEME 2: Well Connected Access Network

NAIP Statement of Actions 2019 - 2029						
Objective	Actions	Resources (1 or 2)		Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing	2 = External funds needed			
2.3 Increase the number (and length) of multi-modal access routes (cycle routes)	<p>Apply for funding for route improvements and linkages to address multi-modal need, such as the 50 mile 'green loop' cycle way linking Marriott's Way with the Bure Valley Path and planned multi-modal path between Thorpe St Andrew in Norwich and Wroxham. Establish a delivery partnership. Create new shared routes (or change the status of existing routes through landowner negotiation) to maximise benefits for users.</p> <p>Install better cycling infrastructure (including better signage) to benefit residents, increase participation in active travel and provide a better offer for tourists in areas such as the Broads.</p> <p>Integrate active travel in new developments at the planning stage.</p> <p>Deliver the Greenways project (feasibility study for the use of disused railways)</p> <p>Deliver the Three Rivers Way project</p>	2	External funding e.g. DfT Transport Access Fund	<p>Pathmakers;</p> <p>Broads Authority</p> <p>Sustrans</p> <p>District Councils</p> <p>Three Rivers Way Association</p> <p>Landowners</p>	Broads Integrated Access Strategy (within the Broads)	<p>Norfolk Green Infrastructure Strategy (in draft)</p> <p>Broads Integrated Access Strategy (within the Broads)</p>
2.4 Bring disused railways and other underused parts of the transport network back into use as cycling and walking routes (NCC funded Greenways feasibility study)	<p>Conduct a further feasibility studies to bring disused railways back into use:</p>	NCC capital funding (for feasibility study)		<p>District Councils</p> <p>Sustrans</p> <p>NLAF</p> <p>Active Norfolk</p> <p>Sport England</p> <p>NE</p>	Project report	NCC Cycling and Walking Strategy
2.5 Improve connectivity of the rural access network for wildlife and natural capital (ecosystem services)	<p>Use spatial planning to identify where gains for biodiversity (connectivity of habitats and landscapes) can be made associated with the access network</p>	NCC (Environment Team)	<p>Norfolk Trails</p> <p>2 Trees Outside Woods</p> <p>2 Ash die-back project</p>	<p>NWT</p> <p>Team</p> <p>Ramblers</p> <p>NCC (Legal Orders and Registers)</p> <p>Open Spaces Society</p>	Record gains for biodiversity achieved through the planning system	
2.6 Encourage the identification and submission of applications to register unrecorded paths by 2026	<p>Maintain a list of applications to register claims for unrecorded paths</p> <p>Encourage the NLAF to prioritise efforts to register claims for unrecorded paths.</p>	1 NCC (Legal Orders and Registers)	2 Volunteers		Record numbers of applications added to the list	CROW Act 2000 and Deregulation Act 2015

7 Statement of Actions 2019—2029 | THEME 2: Well Connected Access Network

NAIP Statement of Actions 2019 - 2029					
Objective	Actions	Resources (1 or 2)	Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing 2 = External funds needed			
2.7 Rights of Way.	<p>Create a template protocol for landowners wishing to set up permissive access agreements on their land for public benefit.</p> <p>Pending the re-introduction of payments re permissive access. Lobby Defra concerning reintroduction of permissive access in agri-environmental schemes and/ or develop new pilot agri-environment schemes which include permissive access with the Broads Authority</p>	<p>1 Legal Orders and Registers</p> <p>2 CIL (parish)</p> <p>2 NLAf (Permissive Access s/group)</p> <p>2 Potential future "Stewardship" schemes</p> <p>2 Other funding</p>	<p>Landowners</p> <p>NLAf (Permissive Access s/group)</p> <p>NALC</p> <p>Broads Authority</p> <p>FWAG</p>	<p>Record length (km) and details of new permissive access developed in Norfolk</p>	

7 Statement of Actions 2019—2029 | THEME 3: Well Protected Environment

NAIP Statement of Actions 2019 - 2029	
THEME 3: Well Protected Environment	
Description	We will protect the biodiversity and archaeology of the access network, improve understanding of Norfolk's landscape, archaeology and the natural and historic built environment that can be accessed from the network and manage the impact of visitors on protected sites.
Challenge	Population growth and increased visitor numbers to Norfolk's landscapes could have a detrimental impact on special habitats and species. <i>The challenge is to minimise this threat by managing access to the most sensitive sites and promoting it where and when it will have least impact, but not direct people totally away from sensitive sites</i>
Target (by 2029)	Reduce visitor pressure which is affecting 10 protected natural sites and 5 historic sites which can be reached from the access network by 2029. Improve visitor experience at the same sites through well designed access infrastructure (e.g. path improvements) and signage. Create and promote 5 new opportunities for visitors to experience the natural and historic environment away from protected nature conservation sites or outside peak visitor months by 2029. Reach 1,000 people to improve their understanding of the natural and historic environment that can be reached from the access network.

7 Statement of Actions 2019—2029 | THEME 3: Well Protected Environment

NAIP Statement of Actions 2019 - 2029					
Objective	Actions	Resources (1 or 2)	Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing 2 = External funds needed			
THEME 3: Well Protected Environment					
3.1 Protect the historic environment (archaeology and the historic built environment) accessible from the access network	Provide well designed access to, and information about, heritage sites accessible from the access network, managing visitors to protect the historic environment	NCC Environment Team 2 external funding (e.g. through Pathmakers)	Historic England District Councils	Project report	NCC (plans for heritage buildings)
3.2 Protect the natural environment accessible from the access network	Provide well designed access to Norfolk's landscapes and biodiversity that can be reached from the access network, managing visitors to protect the natural environment (prevent detrimental recreational impact)		District Councils Norfolk Coast Partnership Volunteers (local residents)	NBIS Annual Report	NCC (Recreational Impacts Report) Norfolk Coast AONB Management Plan Growth Plans (e.g. Greater Norwich; King's Lynn and Thetford)
3.2 Protect the natural environment accessible from the access network	Create and promote opportunities away from protected nature conservation sites or outside peak visitor months to reduce the impact of visitors on sensitive areas. Monitor visitor numbers	1 NCC Environment Team /Norfolk Trails 2 external funding (e.g. through Pathmakers)	Parish Councils NALC NE Broads Authority	NE monitoring (protected sites) Norfolk Trails people counter data	Defra's 8 Point Plan for England's National Parks (includes integrated management of the environment) Biodiversity and Water Strategy (Broads Authority)
3.3 Develop and promote opportunities for sustainable/ active transport to reduce carbon emissions associated with travel	Develop the 'Green Loop' integrated long distance trail Develop the Greenways recycled railways project Deliver access projects associated with the River Wensum Strategy Lobby for cycling and walking revenue grants Promote cycling access to and within the Broads and Norfolk Coast AONB as alternatives to car travel with partners Develop Norwich and Great Yarmouth cycle maps for commuter journeys and leisure rides for families	1 Norfolk Trails and NCC Walking and Cycling Team 2 external funding (e.g. through Pathmakers) 2 CIL 2 Pushing Ahead 2 Transforming Cities (DfT) 2 Green pilgrimage	Project partners Broads Authority Norfolk Coast Partnership National Trust LEP (New Anglia) DfT Diocese of Norwich East Anglian Pilgrimage Network	NCC Officers' reports to the NLA Project reports	Broads Integrated Access Strategy Pathmakers business plan
3.4 Improve integration of the access network with public transport	Provide better information (e.g. via website) and promotion about Norfolk Trails and the National Trail on buses and at bus stops Develop itineraries that integrate Norfolk Trails/ National Trail routes with public transport such as the Coasthopper bus service and train services	1 Norfolk Trails and NCC Walking and Cycling Team 1 NCC Highways Passenger Transport 1 Pushing Ahead DfT project	Bus operators Train operators	NCC Officers' reports to the NLA	

7 Statement of Actions 2019—2029 | THEME 3: Well Protected Environment

NAIP Statement of Actions 2019 - 2029					
Objective	Actions	Resources (1 or 2)	Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing 2 = External funds needed			
3.5 Protect and enhance the biodiversity of the access network	Manage grassland and woodland habitats adjacent to Norfolk Trails Create site-based management plans to achieve greater diversity of habitats and species and improve connectivity with wildlife sites. Develop Greenways project to deliver gains for biodiversity	1 Norfolk Trails 1 NCC (Arboriculture) 2 External funding 2 Volunteers	NWT District Councils NBIS Broads Authority Norfolk Coast AONB partnership Norfolk Biodiversity Partnership	NCC Officers' reports to the NLAF NBIS Annual report	Habitat and Species Action Plans (NBP)
3.6 Improve resilience of connecting linear tree features to pests, diseases and climate change	Survey linear tree features and make tree age class and species distribution more diverse and resilient along Norfolk Trails through a programme of appropriate tree management and planting	1 NCC (Norfolk Trails) 1 NCC (Arboriculture) 2 Ash dieback project	District Councils	NCC Tree inspections Tree issue reports	NCC Tree Policy NCC 20 year ash dieback management strategy Broads Water, Mills and Marshes Project (broads-authority.gov.uk/looking-after/projects/water,-mills-and-marshes)
3.7 Develop shared goals for access improvements in the Broads	Create annual joint action plans (NCC, Broads Authority, Broads Local Access Forum, Norfolk Local Access Forum)	1 NCC 1 Broads Authority 2 BLAF and NLAF volunteers	BLAF NLAF	Joint annual meeting BLAF and NLAF	Broads Integrated Access Strategy (broads-authority.gov.uk/looking-after/managing-land-and-water/recreation-and-tourism/access) Broads Plan (broads-authority.gov.uk/broads-authority/how-we-work/strategy)
3.8 Increase understanding of the natural and historic environment that can be reached from Norfolk Trails	Improve information available to residents and visitors (e.g. through the Marriott's Way HLF project)	1 NCC (Norfolk Trails) 2 External funding (e.g. Marriott's Way HLF project; Water, Mills and Marshes HLF project; Fen Rivers Way project; Brecks Fen Edge and Rivers HLF)	NE	Project reports	

7 Statement of Actions 2019—2029 | THEME 4: Well Promoted Access Network

NAIP Statement of Actions 2019 - 2029	
THEME 4: Well Promoted Access Network	
Description	We will promote Norfolk’s access network, the outstanding countryside and heritage that can be reached from it, and the benefits of outdoor activity, developing a communications plan to reach key user groups (visitors, walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users).
Challenge	The access network is well used by dedicated access groups across the high season summer months. However there are large sections of the population which do not use the network. Furthermore, the network has capacity for greater use outside the summer season. <i>The challenge is to increase use of the network by people who do not use it and out of peak season</i>
Target (by 2029)	Increase use of the network by people who currently do not use it and at times outside the summer months by 20% by 2029 (from 2010 baseline), targeting areas able to sustain an increase in footfall (no detrimental environmental impact) and promoting sustainable travel to the network. Baseline and monitoring measured through a combination of people counter data and targetted surveys.

7 Statement of Actions 2019—2029 | THEME 4: Well Promoted Access Network

NAIP Statement of Actions 2019 - 2029						
Objective	Actions	Resources (1 or 2)		Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing	2 = External funds needed			
THEME 4: Well Promoted Access Network						
4.1 Develop a communications plan to keep track of activities to raise the profile of the access network in Norfolk	Identify appropriate materials and communication channels for target audiences making good use of modern technology	1 NCC 2 External funding and projects		NLAF BLAF Pathmakers	Monitor usage of the Norfolk Trails network using people counters in conjunction with surveys to assess the success of promotional activities	NLAF/ Pathmakers Communications Plan
4.2 Develop/maintain websites	Promote information about countryside access on digital platforms. Ensure that the needs of those with visual impairments is addressed. Maintain the Peddars Way and Norfolk Coast Path part of the National Trails website. Cross-promote via others' websites.	1 NCC 2 External funding and projects		NE	Monitor website activity e.g. Google Analytics	
4.3 Develop printed and pdf leaflets	Create printed material for specific audiences/localities in line with communications plan priorities. For example: (i) create pdf downloads of short and circular walks for specific requirements (such as 'access for all' audited routes) that link with local businesses, creating accessible print/ online versions for those with visual impairments. Use QR codes to link to website (ii) promote walking and cycling access to Norfolk's coast and countryside as alternatives to car travel for leisure; (iii) develop a toolkit for all users of the network which provides 'etiquette' on multi-use (iv) produce guides and leaflets for countryside access	1 NCC/Norfolk Trails/Walking and Cycling Team 2 External funding (e.g. SAIL and Coastal Treasures projects)		Norfolk Coast Partnership NLAF Pathmakers Broads Authority	Feedback/ numbers of downloads	Broads Sustainable Tourism Strategy Norfolk Coast AONB Management Plan

7 Statement of Actions 2019—2029 | THEME 4: Well Promoted Access Network

NAIP Statement of Actions 2019 - 2029					
Objective	Actions	Resources (1 or 2)	Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing 2 = External funds needed			
4.4 Develop good media relationships	Agree a press release programme and delivery.	1 NCC/Norfolk Trails/NCC Walking and Cycling Team 2 External funding and projects	NLAF Pathmakers	Numbers of media releases issued	
4.5 Develop/maintain social media presence	Create social media account for Pathmakers Maintain Norfolk Trails social media Keep abreast of other relevant social media accounts	1 NCC/Norfolk Trails/NCC Walking and Cycling Team 2 External funding and projects	NLAF Pathmakers	Social media reporting	
4.6 Develop interpretive panels/ displays	Develop a 'wish list' of opportunities where interpretive panels (showing routes/ heritage etc.) or display panels/ pop up banners would be effective. Seek funding opportunities.	1 NCC/Norfolk Trails/NCC Walking and Cycling Team 2 External funding and projects	NLAF Pathmakers	Record of new displays created	
4.6 Organise events to increase engagement with the access network.	Develop a programme for annual parish seminars to encourage greater involvement with Public Rights of Way and their maintenance. Run seminars. Deliver the annual October 'Walking Festival' in Norfolk Encourage infrequent users to access the Broads National Park through events such as the Broads Outdoors Festival, volunteer-led walks and the provision of information	1 NCC/Norfolk Trails/NCC Walking and Cycling Team	NLAF / Pathmakers BLAF NALC Broads Authority	Parish seminars report Report on Walking Festival	
4.7 Develop a photo and video library	Maintain and add to the Norfolk Trails and the Norfolk Coast Partnership's stock of photos with permissions which can be used for promotional material. Employ photographer wherever funding permits to raise quality of photographs and obtain necessary permissions.	1 NCC/Norfolk Trails / NCC Walking and Cycling Team 2 External funding and projects	Norfolk Coast Partnership	Monitor list periodically and identify any shortfall in subject material.	
4.8 Develop apps and audio visual projects/ augmented reality	Use new technologies such as apps to encourage a wider audience to engage with the heritage of countryside access (build into funding applications)	2 External funding and projects (e.g. Marriott's Way HLF project)	Pathmakers	Project reports (e.g. Marriott's Way HLF project)	

7 Statement of Actions 2019—2029 | THEME 4: Well Promoted Access Network

NAIP Statement of Actions 2019 - 2029					
Objective	Actions	Resources (1 or 2)	Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing 2 = External funds needed			
4.9 Encourage schools to use the countryside access network for learning about the countryside	Work with local schools on a project basis (e.g. through the Marriott's Way Heritage project) to encourage use of the Trails for educational visits and learning (including protection of the countryside)	2 External funding (e.g. NCC Marriott's Way HLF Project)	Pathmakers	Project reports (e.g. Marriott's Way HLF project)	
4.10 Promote the Peddars Way and Norfolk Coast Path as part of the "Great Walking Trails" programme	Engage with the Discover England Great Walking Trails which will create better tools for engagement with potential new audiences both home and abroad.	1 NCC/ Norfolk Trails 2 External funding	Discover England	Project Report	
4.11 Promote the countryside access offer to a wide range of audiences using appropriate technologies	Develop new materials to offer new opportunities for young people to engage with Norfolk Trails and the National Trail building on successes such as geocaching, Munzee and the Norfolk Coast Path Junior Passport	1 NCC/Norfolk Trails/NCC Walking and Cycling Team 2 External funding	Broads Authority Education providers	Project report	
4.12 Develop 'etiquette' for all users of the network which provides tips on multi-use and promote other national codes of conduct for specific user groups	Develop suitable materials to foster sense of respect and understanding amongst users of multi-use routes Promote the National Code of Conduct for Green Lane driving e.g. LARA and Historic England's guidance on preventing damage to archaeological and heritage sites	1 NCC/Norfolk Trails/NCC Walking and Cycling Team 2 External funding	User groups such as: British Horse Society Sustrans LARA Ramblers etc.	Project report	

7 Statement of Actions 2019—2029 | THEME 5: An Access Network Underpinned by Excellent Information Management

NAIP Statement of Actions 2019 - 2029	
THEME 5: An Access Network Underpinned by Excellent Information Management	
Description	We will maintain paper, GIS, and web-based versions of definitive and interactive maps and other access network information and integrate datasets spatially to identify opportunities where PRow/Trails can deliver gains for the economy, health and communities.
Challenge	Managing accurate spatial information and data about the access network is a legal duty. <i>The challenge is to manage updates and make available and use digital versions of spatial data (GIS) to make links between access and other relevant information (such as health, economy and growth) to create, share and use 'opportunity' maps (to identify opportunities that will deliver a number of benefits), essential for strategies and planning. See also healthy access network and valuable access network themes.</i>
Target (by 2029)	Keep the Definitive Map up to date and the register of claims concerning the 2026 deadline Process DMMOs.

7 Statement of Actions 2019—2029 | THEME 5: An Access Network Underpinned by Excellent Information Management

NAIP Statement of Actions 2019 - 2029					
Objective	Actions	Resources (1 or 2) 1 = NCC staffing 2 = External funds needed	Partners	Monitoring	Relevant plan/policy
THEME 5: An Access Network Underpinned by Excellent Information Management					
5.1	Maintain the Definitive Map for Norfolk, the legal map of PRoW	Update the Definitive Map of PRoW (paper and GIS)	1 NCC Legal Orders and Registers Team		Report on updates made to the Definitive Map norfolk.gov.uk/out-and-about-in-Norfolk/public-rights-of-way/map-and-statement-of-public-rights-of-way-in-norfolk/definitive-statements
5.2	Maintain the online 'interactive maps' available to the public	Maintain public web-based mapping browser interactive maps of: (i) the Definitive Map of PRoW (ii) the PRoW network (iii) the Norfolk Trails network (iv) Map of designated / protected wildlife sites and landscapes (v) Norfolk Heritage Explorer	1 NCC Highways Team 1 NCC Norfolk Trails Team 1 NCC Walking and Cycling Team 1 NCC Environment Team 1 Legal Orders and Registers Team 1 NCC web team	NBIS	Annual reporting statistics on public use of the mapping browser websites http://maps.norfolk.gov.uk/highways/ http://maps.norfolk.gov.uk/trails/
5.3	Use spatial mapping to look for opportunities to improve green infrastructure associated with PRoW, or to develop sustainable wildlife or heritage itineraries based on Norfolk Trails /PRoW	Integrate maps of PRoW/ Norfolk Trails with wildlife information (e.g. Designated wildlife sites such as: Sites of Special Scientific Interest; County Wildlife Sites; Natura 2000 sites etc.) Integrate maps of PRoW/ Norfolk Trails with heritage spatial data (Norfolk Heritage Explorer data for example) Develop 'opportunity maps' and identify projects	1 NCC Environment Team 2 External funding (projects)	NBIS District Councils Broads Authority NE	Report to NLAf on opportunity maps developed

7 Statement of Actions 2019—2029 | THEME 5: An Access Network Underpinned by Excellent Information Management

NAIP Statement of Actions 2019 - 2029					
Objective	Actions	Resources (1 or 2)	Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing 2 = External funds needed			
5.4 Use spatial mapping to make links between access and other relevant NCC, national and regional economic, health and planning datasets.	Integrate datasets spatially to identify opportunities where PROW/Trails can deliver gains for the economy, health and communities. Create a health map which integrates Active Norfolk health data with the position of Norfolk Trails Create a MENE map that integrates engagement with the natural environment with Norfolk Trails and PROW Create a map to identify businesses, attractions and accommodation providers close to Norfolk Trails and PROW Develop 'opportunity maps' and identify projects	1 NCC Environment Team and Norfolk Trails and NCC Walking and Cycling Team 1 Norfolk Insight 2 External funding (projects) such as SAIL, and Geovation 2 MAGIC (nature on the map) from NE	Active Norfolk Pathmakers Visit Norfolk NHS (Clinical Commissioning) NE HE Norfolk local businesses	Report to NLAF on opportunity maps developed	norfolkinsight.org.uk/dynamic-reports/active-map/atlas.html
5.5 Develop Google "Streetmap" views for Norfolk Trails	Celebrate the publication by Google of the 360 degree views of Norfolk Trails captured during 2017 using the Googletrekker (how?)	1 NCC Norfolk Trails	Google	Monitor use of Google StreetView of Norfolk Trails (number of website 'hits')	
5.6 Share people counter data with institutions undertaking research into engagement with the natural and historic environment including Natural England and Historic England and universities	Develop our own understanding of people's engagement with the natural and historic environment	1 NCC (Norfolk Trails) and Data Services (Geographical Information Systems)	UEA NE HE Consultancies Active Norfolk	Report to NLAF on use of data	gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-survey-purpose-and-results

7 Statement of Actions 2019—2029 | THEME 6: Community-led Access Network

NAIP Statement of Actions 2019 - 2029	
THEME 6: Community-led Access Network	
Description	We will increase the involvement of communities in the development of and care for their local access network, working with parish councils, volunteers and other community organisations.
Challenge	As public funding reduces, the role of communities in helping to manage their local access becomes more important. <i>The challenge is to support and co-ordinate the large number of people willing to help from user groups and community groups.</i>
Target (by 2029)	Provide support for 20 community-based user groups (via training) in the management of the network by 2029

7 Statement of Actions 2019—2029 | THEME 6: Community-led Access Network

NAIP Statement of Actions 2019 - 2029						
Objective	Actions	Resources (1 or 2)		Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing	2 = External funds needed			
THEME 6: Community-led Access Network						
6.1 Support the Norfolk Local Access Forum	Provide technical and administrative support for the volunteer members of the NLAF and its 3 subgroups (Public Rights of Way; Permissive Access and Norfolk access Improvement Plan subgroup) to enable them to undertake their advisory role as effectively as possible.	1 NCC		NE BLAF District Councils	Forward meetings plan, meeting minutes and annual report	NLAF constitution
6.2 Support user groups and communities in the management of local rights of way.	Develop a programme for annual parish seminars to encourage greater involvement with Public Rights of Way and their care, and establish local needs. Seek funding for a volunteer co-ordinator post to set up and maintain community volunteer networks involved with local access (e.g. "Friends of" schemes) Encourage towns to apply for 'Walker are Welcome' accreditation	1 NCC (Norfolk Trails) 1 NCC (Highways) 2 External funding		NLAF Pathmakers Parish and town councils The Ramblers U3A Walkers are Welcome towns Visit Norfolk TCV	Meetings held Communications made	
6.3 Engage community and user groups in the development and delivery of projects and events to improve or manage access	Establish mechanism to enable volunteers to feed into the NLAF (either through direct membership or via the PRoW s/group or via the volunteer co-ordinator) Develop local access projects to benefit a local area or demographic group, or which address other particular needs Engage with user groups to help with volunteering.	1 NCC 2 District Councils 2 NLAF 2 Pathmakers		Parish councils The Ramblers U3A Walkers are Welcome towns NLAF Pathmakers	Monitoring mechanism established (and used) Projects set up	
6.4 Attract funding for local projects	Apply for funding (Pathmakers / NLAF) for projects identified in the Pathmakers business plan	2 NLAF 2 Pathmakers business plan		NLAF Pathmakers Community groups	Pathmakers /NLAF minutes	

7 Statement of Actions 2019—2029 | THEME 6: Community-led Access Network

NAIP Statement of Actions 2019 - 2029						
Objective	Actions	Resources (1 or 2)		Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing	2 = External funds needed			
6.5 Develop community access projects through partnership with large scale projects (such as HLF landscape scale projects)	Lead and participate in design and delivery of landscape-scale projects	1 NCC 2 NLAf	2 Pathmakers	NLAf Pathmakers Community groups Other agencies	Project reports	
6.6 Support development of Pathmakers	Help Pathmakers develop a robust business plan and other key documentation and equip the trustees with necessary skills to take the charity forward (apply for resilience funding)	1 NCC Environment Team 2 External funding	2 Pathmakers 2 NLAf		Pathmakers /NLAf minutes	

7 Statement of Actions 2019—2029 | THEME 7: An Access Network that Supports/ Delivers Health Outcomes

NAIP Statement of Actions 2019 - 2029	
THEME 7: An Access Network that Supports/Delivers Health Outcomes	
Description	We will improve the health and wellbeing of residents and visitors through initiatives which promote and demonstrate the benefits of physical activity to those not currently using the access network or who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy.
Challenge	In Norfolk, unhealthy lifestyles and obesity are estimated to contribute to 23,000 hospital admissions per year. We also face the challenges of an ageing population as there will be more elderly people in Norfolk in the future. If levels of ill health remain the same in the population, this will increase demand on health and social care services. <i>The challenge is to increase numbers of people using the access network to benefit their health and to make improvements to make access easier.</i>
Target (by 2029)	Liaise with partners to create a baseline in 2019 to monitor activity of people in target groups. Increase the number of people from target groups who are active outdoors (e.g. walking and cycling) by 2029 (from 2019 baseline) through funded projects such as SAIL and Pushing Ahead. Increase the number of people who say they have improved health from being active outdoors (e.g. walking and cycling) by 2029 (from 2019 baseline) through funded projects such as SAIL and Pushing Ahead.

7 Statement of Actions 2019—2029 | THEME 7: An Access Network that Supports/ Delivers Health Outcomes

NAIP Statement of Actions 2019 - 2029					
Objective	Actions	Resources (1 or 2)	Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing 2 = External funds needed			
THEME 7: An Access Network that Supports/Delivers Health Outcomes					
7.1 Demonstrate the health value of the access network	<p>Work with UEA and other academic partners on projects to better understand, evaluate and monitor patterns of use of the access network and its value for health (EU Economic Assessment Tool; Active Travel diaries; physical activity pedometers; health questionnaires EQ- 5DTM)</p> <p>Develop partnerships between the environment, sports and health sectors to deliver effective projects that connect people with nature and improve health as a result.</p>	2 External funding (e.g. Pushing Ahead project funded by DfT and SAIL)	<p>UEA</p> <p>Active Norfolk</p> <p>NCC</p> <p>Public Health</p> <p>Sport England</p>	<p>Project reports</p> <p>MENE and HEAT reports (and other similar monitoring tools)</p> <p>Peer reviewed articles</p>	<p>Norfolk Public Health Strategy</p> <p>Report on cost of physical inactivity (British Heart Foundation) by local authority</p>
7.2 Develop projects that increase use of the access network by target groups for health benefits	<p>Improve and promote access opportunities for people with physical disabilities; mental health issues including mild dementia; the elderly; families with young children; young people; hard to reach and under-represented groups; infrequent users; schools with partners from appropriate sectors (environment, sports, health, education etc.)</p> <p>Design projects and identify funding to engage hard-to-reach inactive populations experiencing health issues in outdoor activity on trails and other PROW. These health issues/ target groups will be consistent with those identified as priority action areas by the Joint Health and Wellbeing Strategy.</p>	<p>1 NCC Public Health;</p> <p>2 External funding (e.g. Pushing Ahead project funded by DfT; SAIL funded by EU; Marriott's Way HLF project; project; Water, Mills and Marshes HLF project)</p>	<p>Active Norfolk</p> <p>Pathmakers</p> <p>User groups</p> <p>Broads Authority</p> <p>District Councils</p> <p>Parish Councils</p> <p>NHS</p> <p>DfT</p>	<p>Monitor events and targets as part of project reporting</p> <p>Public Health Strategy</p> <p>Indicator 1.16</p>	<p>Norfolk Public Health Strategy</p> <p>Joint Strategic Needs Assessment for Norfolk</p> <p>Defra's 8 point plan for England's National Parks (includes health and wellbeing in National Parks)</p>

7 Statement of Actions 2019—2029 | THEME 7: An Access Network that Supports/ Delivers Health Outcomes

NAIP Statement of Actions 2019 - 2029					
Objective	Actions	Resources (1 or 2)	Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing 2 = External funds needed			
7.3 Develop active travel initiatives for regular journeys (school, work etc.)	Develop opportunities for traffic-free active travel	1 NCC active transport projects 2 External funding (e.g. Pushing Ahead project funded by DfT; UEA study on children; Cycle to Work scheme) Marriott's Way HLF project; project; Water, Mills and Marshes HLF project)	UEA New Anglia (LEP) Sustrans	Project reports (e.g. Pushing Ahead)	Norfolk Cycling and Walking Strategy
7.4 Develop long-distance and circular walking routes for health and to reduce the travel carbon footprint	Work with partners to increase the number of people using active travel in Norfolk.	1 NCC projects 2 Green Pilgrimage project	Partners NE National Trails Partnership Active Norfolk Sport England Diocese of Norwich East Anglian Pilgrimage Network	Record numbers of new routes developed for health	

7 Statement of Actions 2019—2029 | THEME 8: Valuable Access Network

NAIP Statement of Actions 2019 - 2029	
THEME 8: Valuable Access Network	
Description	We will maximise the economic benefits to Norfolk that are generated through the access network by working with businesses, tourism agencies and Destination Management Organisations (DMOs) etc.
Challenge	The Access network is of increasing value to the visitor economy with the environment and walking key attractions and reasons for people coming to Norfolk. However, currently, most visitors come for a day or less and their visitor spend is limited. <i>The challenge is to work with businesses, tourism agencies and local government to maximise visitor spend, ensuring that local businesses are well informed about the potential of the access network. This target must be considered in conjunction with Theme 3 (a well protected access network) to ensure that increased visitor footfall is managed sustainably.</i>
Target (by 2029)	Increase the number of visitors by 20% in a sustainable way, targetting locations and times of year to maximize the potential to local businesses. It is envisaged that this could generate an extra visitor spend of £2m. Evaluation through appropriate studies, e.g. MENE

7 Statement of Actions 2019—2029 | THEME 8: Valuable Access Network

NAIP Statement of Actions 2019 - 2029							
Objective	Actions	Resources (1 or 2)		Partners	Monitoring	Relevant plan/policy	
		1 = NCC staffing	2 = External funds needed				
THEME 8: Valuable Access Network							
8.1	Develop a network of businesses linked through local tourism agencies to Norfolk Trails and the National Trail in Norfolk	Work with partners to develop and co-ordinate a database of businesses with an interest in countryside access Support businesses which engage with access to the countryside to help them benefit from Norfolk's World Class Environment	1	NCC Environment Team	Businesses Tourism agencies LEP (New Anglia)	Record engagement activities with businesses.	
8.2	Increase numbers of visitors using the Norfolk Trails by 20% over the life of the plan, targeting marketing at areas able to sustain increased footfall without causing damage to the environment.	Measure the economic impact and benefits of the National Trail and other parts of the countryside access network in Norfolk using appropriate data and analysis. Market Norfolk's World Class Environment in areas able to sustain increased footfall with DMOs, businesses, tourism agencies, district councils and the Broads Authority. Promote routes away from hotspots where recreation has the potential to impact negatively on the environment. Engage with partners developing a strategy for visitor management and engagement on the north Norfolk coast	1	NCC 1 Norfolk Trails	Norfolk Coast Partnership Businesses Tourism agencies LEP (New Anglia)	Monitor footfall using people counters Broads Integrated Access Strategy (within the Broads)	New Anglia (LEP) Strategic Economic Plan Broads Sustainable Tourism Strategy
8.3	Develop better understanding of the characteristics of those using the access network	Develop surveys to find out more about users (visitors and residents) of the access network.	1	Norfolk Trails 1 NCC Walking and Cycling Team	Broads Authority District councils Active Norfolk DMOs Public Health UEA	Broads Integrated Access Strategy (within the Broads) Project reports/studies	Broads Sustainable Tourism Strategy

7 Statement of Actions 2019—2029 | THEME 8: Valuable Access Network

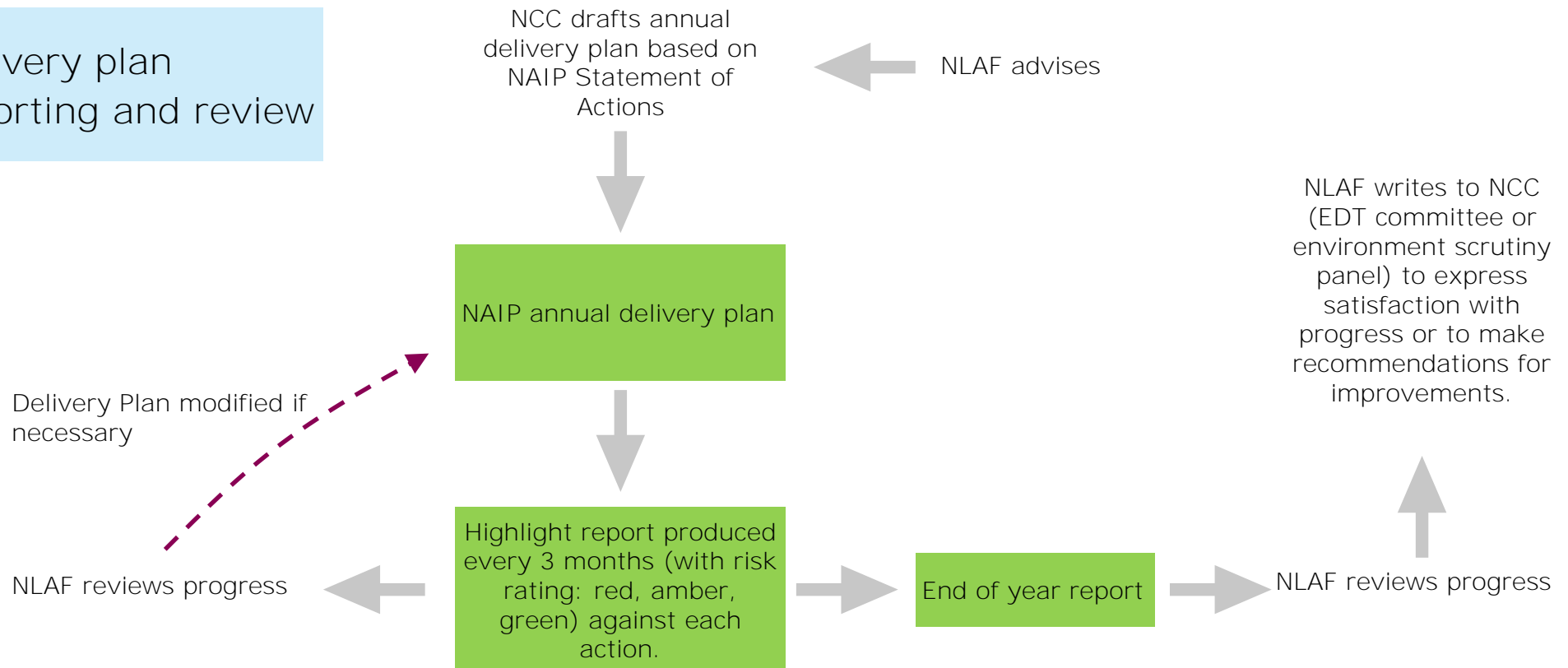
NAIP Statement of Actions 2019 - 2029						
Objective	Actions	Resources (1 or 2)		Partners	Monitoring	Relevant plan/policy
		1 = NCC staffing	2 = External funds needed			
8.4 Develop visit itineraries based on the wider heritage and biodiversity of the access network to encourage longer visitor stays.	Investigate opportunities across the access network and particularly those opened up through new coastal access to develop multi-day visit itineraries to maximise the benefits to local businesses and the local economy. Explore sponsorship opportunities with local businesses which could help fund trail and path developments	1 NCC / Norfolk Trails	2 External funding	Visit Norfolk Pathmakers Local businesses NE	Numbers of visitor itineraries developed	
8.5 Work with the Broads Authority over the provision of further boat moorings and boat launching facilities on Public Rights of Way for visitors within the Broads Authority area.	Investigate opportunities for new boat moorings and boat launching facilities to allow visitors to access visitor destination points, walking routes, shops and local facilities in the Broads and to provide riverbank access for anglers, using a targeted approach, focusing on landowners in areas where there would be a proven benefit of providing these facilities. Provide facilities for visitors through access hubs e.g. cycle hire, canoe hire	1 Broads Authority		Landowners Broads Authority Environment Agency Parish councils	Broads Integrated Access Strategy (within the Broads)	Broads Sustainable Tourism Strategy

7 Statement of Actions | annual delivery plan

7.2 Annual delivery plan

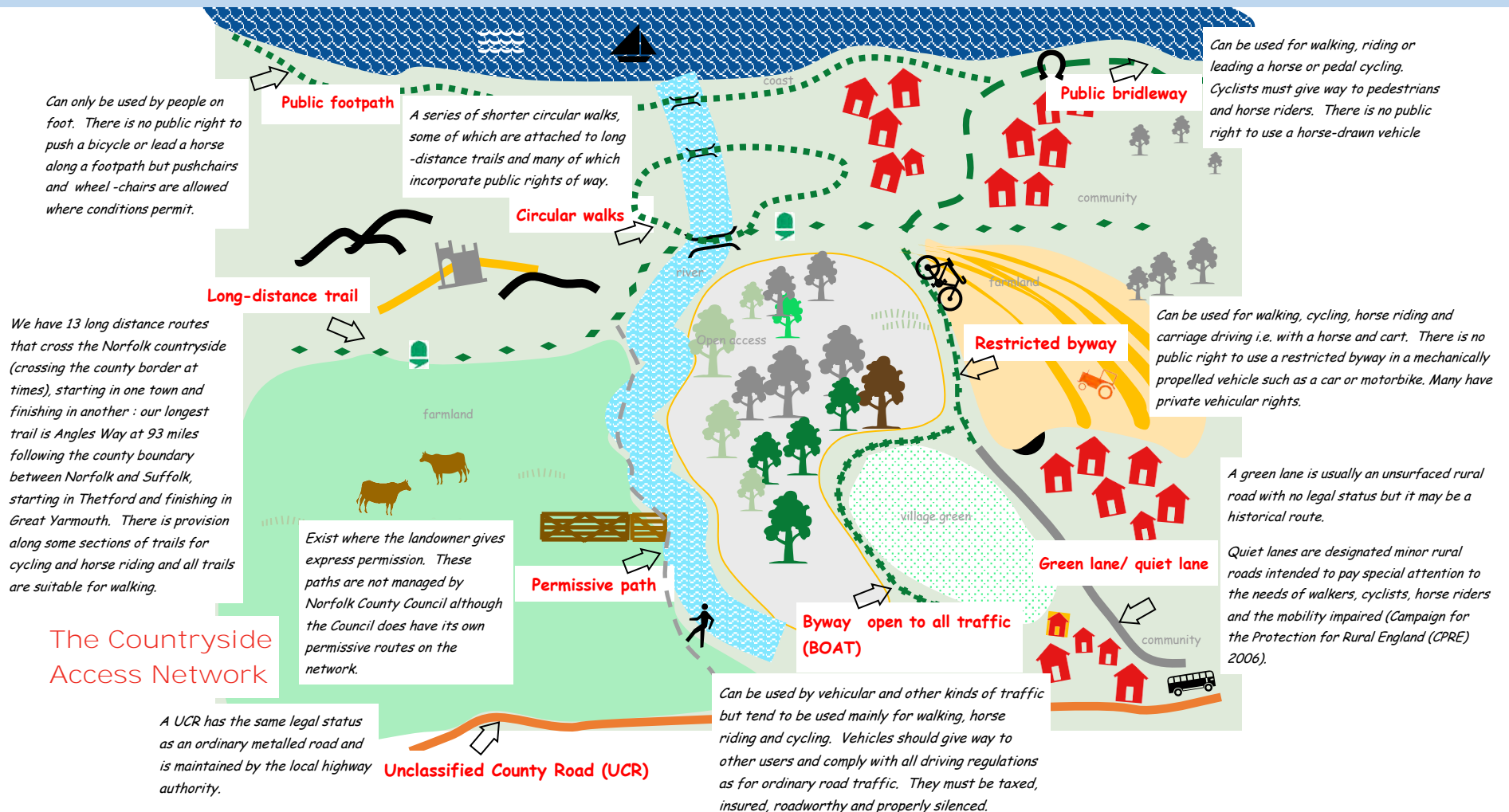
Delivery plans will be constructed annually drawing in projects, partners, resources and initiatives as appropriate. They will be evaluated annually and reviewed by the Norfolk Local Access Forum.

Delivery plan reporting and review



8 Appendices | 8.1 the countryside access network

Public Rights of Way (PRoW) are routes or ways over which the public have a right to pass or re-pass. All public rights of way are public highways. PRoW consist of footpaths, bridleways, restricted byways or byways open to all traffic.



8 Appendices | 8.2 weblinks

Website links: Foreword

¹ www.norfolkinsight.org.uk/resource/view?resourceId=528

Website links: Executive Summary

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² www.gov.uk/guidance/local-authority-rights-of-way-improvement-plans ;

³ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/countryside-access-and-prow-policies ;

⁴ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/countryside-access-and-prow-policies ;

⁵ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/partnerships/local-access-forum;

⁶ www.broads-authority.gov.uk/looking-after/managing-land-and-water/recreation-and-tourism/access;

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⁸ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/corporate/council-vision-and-strategy

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¹ www.norfolk.gov.uk/-/media/norfolk/downloads/out-and-about/public-rights-of-way/strategic-review-of-norfolks-rights-of-way-improvement-plan-2007-2017.pdf?la=en

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⁴ www.norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails

⁵ <http://publications.naturalengland.org.uk/publication/6238141?category=211280>

⁶ <http://cwr.defra.gov.uk/default.aspx?County=NORFOLK>

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⁸ www.gov.uk/government/collections/england-coast-path-improving-public-access-to-the-coast

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⁹ www.newanglia.co.uk/

¹⁰ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/health-policies/public-health-strategy

¹¹ www.visiteastofengland.com/

¹² www.activenorfolk.org/

¹³ www.gov.uk/government/publications/national-planning-policy-framework--2

¹⁴ <https://mycommunity.org.uk/funding-options/neighbourhood-planning/>

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¹ www.norfolk.gov.uk/Leisure_and_culture/Public_Rights_of_Way/index.htm

² www.norfolktrails.co.uk

³ www.nationaltrail.co.uk/peddars-way-and-norfolk-coast-path

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⁵ www.norfolkcoastaonb.org.uk

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¹ www.pushingaheadnorfolk.co.uk/cycle-safely/

² www.norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/map-and-statement-of-public-rights-of-way-in-norfolk

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¹⁰ www.norfolk.gov.uk/news/2017/06/celebration-this-week-as-boardwalk-officially-opens-at-burgh-castle-near-great-yarmouth

¹¹ <https://www.norfolk.gov.uk/business/business-development-opportunities/businesses-on-the-norfolk-trails>

¹² www.marriottsway.info/

¹³ www.norfolk.gov.uk/business/business-services/cool-rural-tourism-business-toolkit

¹⁴ www.norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails/

[long-distance-trails/three-rivers-way](#)

Website links: Section 2.3.4

¹ www.broads-authority.gov.uk/looking-after/managing-land-and-water/recreation-and-tourism/access

² www.broads-authority.gov.uk/news-and-publications/publications-and-reports/conservation-publications-and-reports/water-conservation-reports/49.-Integrated-Access-Strategy.pdf

Website links: Section 2.3.5

¹ www.norfolkcoastaonb.org.uk/partnership/aonb-management-plan/377

² www.norfolkcoastaonb.org.uk/partnership/explore-more-walks/611

³ www.norfolkcoastaonb.org.uk/partnership/explore-more-off-road-cycling/715

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8 Appendices | 8.2 weblinks

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¹² www.norfolkcoastaonb.org.uk/partnership/maps/62

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¹ <http://publications.naturalengland.org.uk/publication/6238141?category=211280>

² <https://www.nhtnetwork.co.uk/isolated/page/255> and www.nhtnetwork.org/nht-public-satisfaction-survey/home/

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¹ www.sportengland.org/research/about-our-research/active-people-survey/

² www.gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-survey-purpose-and-results

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³ www.norfolk.gov.uk/-/media/norfolk/downloads/roads-and-transport/alternative-ways-to-travel/norfolk-cycling-and-walking-strategy-large.pdf

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³ www.norfolkwildlifetrust.org.uk/home

⁴ www.nbis.org.uk/CWS

⁵ www.woodlandtrust.org.uk/

⁶ www.nationaltrust.org.uk/our-cause

⁷ www.forestry.gov.uk/thetfordforestpark

⁸ <https://forestry.gov.uk/thetfordforestpark>

⁹ <https://gov.uk/government/collections/national-nature-reserves-in-england>

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¹ www.momentumnorfolk.org.uk/partner-services/upcoming-events/the-voices-of-norfolks-children-and-young-people/

² www.norfolk.gov.uk/-/media/norfolk/downloads/what-we-do-and-how-we-work/policy-performance-and-partnerships/partnerships/care-support-and-health/health-and-wellbeing-board/tackling-obesity-a-health-needs-assessment-for-norfolk.pdf

³ www.breakingnewground.org.uk/news-archive/thetford-munzee-trail/

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⁹ www.pushingaheadnorfolk.co.uk

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¹ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/partnerships/health-partnerships/health-and-wellbeing-board/health-and-wellbeing-strategy

² www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/partnerships/health-partnerships/health-and-wellbeing-board/about-the-health-and-wellbeing-board

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¹ www.wildanglia.org/

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¹ www.norfolk.gov.uk/what-we-do-and-how-we-work/our-budget-and-council-tax/our-budget/bids-and-funding-weve-won/out-and-about-in-norfolk/green-pilgrimage-project

² <https://map.brightmap.org/churches>

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¹ www.gov.uk/government/publications/england-coast-path-in-the-east-of-england

Website links: Section 3.3.11

¹ www.broads-authority.gov.uk/__data/assets/pdf_file/0012/976728/Broads-Plan-2017.pdf

8 Appendices | 8.2 weblinks

² www.gov.uk/government/organisations/environment-agency/about

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¹ www.norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/map-and-statement-of-public-rights-of-way-in-norfolk

² <http://maps.norfolk.gov.uk/trails/>

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¹ https://webarchive.nationalarchives.gov.uk/20140605111422/http://www.naturalengland.org.uk/Images/NorfolkReport_tcm6-21929.pdf

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¹ www.legislation.gov.uk/ukpga/2015/20/contents/enacted

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³ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/natural-environment-policies/tree-safety-management-policy

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8 Appendices | 8.2 weblinks

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8 Appendices | 8.3 NCC procedures | PRow & developments; all-access routes; health & safety matters

8.3.1 Dealing with Developments that Affect Public Rights of Way

We will seek to ensure that there is no, or minimal, adverse effects on Public Rights of Way arising from developments and, wherever possible, we will seek improvements, both within a development site and in the surrounding area, where the development is likely to lead to an increase in use of the local path network or where the development impacts on the existing path network. NCC will ask for bridleway status where there is existing or potential equestrian demand and where routes for cyclists are proposed. Where a route within a development site is claimed, with adequate supporting evidence, as a public right of way under Section 53 of the Wildlife and Countryside Act 1981, or where it can be demonstrated that rights might reasonably be presumed to exist, the developer will need to treat the route as a public right of way, taking necessary action as appropriate. We will work positively with planning authorities to ensure that rights of way will be diverted by the appropriate means at the point of planning consent being given; we will ask to be notified of all such applications which would affect rights of way so that we might if necessary advise or object; we may otherwise seek to remove the obstruction.

We will seek to apply up to the following widths to all new and diverted routes. Ideally additional width up to the following minima will also be provided on existing paths:

- 3m for all shared use footpath/cycleways;
- 2m for unenclosed footpaths;
- 3m for enclosed footpaths;

- 3m for unenclosed bridleways;
- 4m for enclosed bridleways.

8.3.2 Creating All Access routes

We will seek to extend and improve the network of routes available to people with reduced mobility and visual impairment where reasonable and safe, giving priority to:

- the removal of barriers on existing routes, where feasible;
- routes that can be improved to achieve an appropriately high standard of design and maintenance at reasonable cost;
- routes that have public transport links from communities that are suitable for use by those with reduced mobility and visual impairments;
- those that are provided free to reduced mobility and visually impaired people (and those caring for them);
- **the creation of specially designed 'Access for All' routes where possible.**

We will make use of our powers under Highways Act 1980 Section 147 to encourage landowners to replace stiles, steps and bridges with structures that can be used by those with disabilities.

8.3.3 Health and Safety Matters

In deciding our improvement priorities, we will consider the extent to which improvements will:

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- promote the development of safe routes, able to be used by as many people as is feasible;
- contribute to providing safer routes to school;
- add to public safety (e.g. by seeking to negotiate public use over bridges across roads (especially dual carriageways) where this removes the need for people to use dangerous crossings).

8.3.4 Use of External Resources Partnership working

In managing and maintaining the network of local rights of way, our aim, where possible, is to:

- improve co-ordination with District, Parish and Town Councils, neighbouring authorities and user groups;
- ensure consistency of working with colleagues in other departments;
- work with landowners and Defra to ensure Public Rights of Way are kept open by:
 - meeting our obligations as highway authority;
 - providing information to landowners to help them meet their obligations;
 - agreeing protocols for dealing with obstructions;
 - using cross-compliance measures, as appropriate;
- develop working practices that:
 - allow volunteer participation;
 - provide for community involvement, where appropriate.

- work in partnership with sustainable tourism and rural development initiatives:
 - to ensure that information provided will contribute to the well being of the rural economy;
 - that are consistent with the need to safeguard the character of the AONB;
 - to assist the Broads Authority in meeting its objectives;
- maximise the benefits achievable through new developments by:
 - giving guidance to Local Planning Authorities on how best to incorporate access provision into their Local Development Documents
 - giving guidance to Local Planning Authorities on how best to seek planning gain in respect of improved access as a part of new development.

8.3.5 Management and Maintenance

1: Gaps, gates and stiles on footpaths and bridleways

We will only authorise the least restrictive option for new boundary crossings and will always aim for the least restrictive option when landowners replace or install structures in existing boundary crossings. **“Least restrictive option” means that:**

- A gap is the preferred option. If a gap is not practicable for reasons of stock control, then a field gate or gate shall be used. Gate latches on bridleways must be usable by a competent rider

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from horseback.

- If a gate is not practicable and the route is a footpath, then a kissing gate may be used.
- Stiles are not generally acceptable and will not be permitted unless a stile is already in existence and has been there since the date of the first Definitive Map. We will seek by negotiation to replace these stiles with gates.
- Wherever possible, we will seek to replace stiles with gates or gaps, and to make gates easier to open/close. In order to achieve this, we may bear the cost of improvement.
- We will normally only authorise one structure per boundary so that, for example, double fenced boundaries will only have one structure. In authorising structures under Highways Act 1980 section 147 we will seek to restrict the number of structures in sub divided or strip grazed fields and horse paddocks. New stiles will not be authorised under s147 Highways Act.
- We will allow existing structures of historical or cultural significance to remain for reasons of local distinctiveness, but will seek where appropriate to increase accessibility by installing a gate or creating an adjacent gap.

2: Signing and waymarking of Public Rights of Way and UCRs

We will use standard waymarking and signing in the NCC House Design across the County unless working in partnership with a local council or another organisation, in the Broads for example, to

promote local distinctiveness or named trails. We will not normally sign routes wholly within built up areas unless, for example, they lead to the wider countryside, are part of a recognized promoted route or we have requests from the local community.

We will aim to maintain advisory signs on site for 5 years after any significant path diversion, creation or extinguishment order has been confirmed.

3: Path reports and inspections on Public Rights of Way and UCRs

NCC will encourage the public and landowners to report path defects. Personal details of people reporting defects will be kept confidential. Work programmes are based on a risk assessment of the severity of any problem reported and the likelihood of its affecting others (see TAMP¹). Issues are logged for attention as follows:

- Immediate—if it has health and safety implications;
- High—if it affects a nationally or regionally, promoted route;
- Medium—if it affects a well-connected or well-used path
- Low—if it affects only an isolated generally unused path or one that runs alongside another path.

Following inspection, appropriate action will be taken regarding the issues and the person reporting the defect will be notified.

4: Bridges

- NCC will implement a rolling programme of bridge maintenance

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in partnership with Community and Environmental Services
Bridges Section;

- NCC will liaise with landowners where sole or shared responsibility for crossings exist, to achieve the most effective solution in respect of public access.

5: Complaints Procedures

We will develop, in consultation with others, procedures that:

- help prioritise how we deal with reports and complaints relating to the condition of the public right of way.

6: Enforcement and Public Rights of Way

- Where rights of way are obstructed NCC will, in the first instance, seek to resolve the issue through goodwill and cooperation;
- Where enforcement is necessary NCC will follow procedures in force at the time.

8 Appendices | 8.4 NCC Legal Orders and Registers Team

8.4 The Legal Orders and Registers Team is responsible for matters concerning the legal record of access relating to:

8.4.1 Public Rights of Way, by:

- Maintaining the paper and electronic registers of modification applications, investigating and deciding whether to uphold modification and public path order applications;
- Making appropriate orders, and referring them to the planning inspectorate. Organising, preparing for, and attending public inquiries and hearings to represent the Council;
- Negotiating dedications and making legal event orders;
- Updating the Definitive Map and Statement when orders have been confirmed.

8.4.2 Common land and village greens, by:

- Maintaining the registers, including processing transfers of common rights, corrective applications and dealing with applications for the registration of new town or village greens. Arrange, hold, and attend public inquiries when necessary.

8.4.3 The team is also responsible for:

- Maintaining the registers (paper and electronic) of Section 31 (6) Highways Act Deposits and Declarations;
- Stopping Up and Diversion applications for vehicular highways, through to hearings at the magistrates court;

- Co-ordination of County Council responses to the Department of Transport's **Town and Country Planning Orders to enable** development;
- Dealing with all manner of inquiries and queries from the general public, landowners, parish and district councils;
- Working closely with our Countryside Access Officers and the Highways Research Team;
- Providing guidance on an ad-hoc basis to members of the Norfolk Trails Team.

8 Appendices | 8.5 National Highways and Transport Network Survey

The National Highways and Transport (NHT) Network Survey¹ collects public perspective on, and satisfaction with, highway and transport services in local authority areas.

Participants complete a survey which generates results against a series of 26 key benchmarking indicators (KBIs) which include cycling and walking, public transport, congestion, road safety and highway maintenance.

The Walking and Cycling theme includes KBI 15 (Rights of Way) and KBI 16 (Rights of Way—aspects). Each of the satisfaction questions is scored based on an overall average satisfaction level, scoring as follows: very satisfied (100); fairly satisfied (75); Neither / nor (50);

Fairly dissatisfied (25); very dissatisfied (0). An overall average satisfaction score for each question is then calculated.

Seven benchmark questions in the survey contribute to KBI 16 (Rights of Way, aspects), including provision of PRow for walking/running; provision of bridleways; signposting; condition; ease of use for those with disabilities; information about routes; and how the council deals with overgrown vegetation.

The 2018 National Highways and Transport Network Public Satisfaction (NHT) survey results relating to PRow for Norfolk are shown in the table below against the national average, showing need for improvement in Norfolk.

Benchmark Indicators for KBI 16 (Cycling and Walking theme)	Description	National Average	NCC
WCBI 17	Provision of footpaths for walking	64	61
WCBI 18	Bridleways for horse-riding and/or cycling	60	58
WCBI 19	Signposting of rights of way	59	55
WCBI 20	Condition of rights of way	57	54
WCBI 21	Ease of use by those with disabilities	49	43
WCBI 22	Information about rights of way routes	49	45
WCBI 23	Overgrown footpaths and bridleways	45	41

Key Benchmark Indicators	Description	National Average	NCC
KBI 16	Rights of Way - aspects*	55	51
KBI 15	Rights of Way - overall satisfaction	57	54

^{1,2} etc. Please see Appendix 8.3 for full website urls

* average of composite Benchmark Indicators

8 Appendices | 8.6 Glossary

ACRONYMS

ANGSt	Accessible Natural Greenspace Standard	NE	Natural England
AONB	Areas of Outstanding Natural Beauty (Norfolk Coast)	NLAF	Norfolk Local Access Forum
BA	Broads Authority	Norfolk FWAG	Farming and Wildlife Advisory Group (Norfolk)
BLAF	Broads Local Access Forum	NPPF	National Planning Policy Framework
BOAT	Byway Open to All Traffic	NWT	Norfolk Wildlife Trust
CIL	Community Infrastructure Levy	PROW	Public Rights of Way
CWS	County Wildlife Site	ROWIP	Rights of Way Improvement Plan
DMMO	Definitive Map Modification Order	SAIL	Staying Active in Later Life
DMO	Destination Management Organisation	SCC	Suffolk County Council
FC	Forestry Commission	SME	Small, Medium Enterprise
GIS	Geographical Information System	SSSI	Site of Special Scientific Interest
HLF	Heritage Lottery Fund	TAMP	Transport Asset Management Plan
LARA	Land Access and Recreation Association	UCR	Unclassified County Road
LEP	Local Enterprise Partnership (New Anglia)	WA	Wild Anglia (Local Nature Partnership)
MPV	Multi-Purpose Vehicle	WT	Woodland Trust
NBIS	Norfolk Biodiversity Information Service		
NCC	Norfolk County Council		



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