

Infrastructure and Development Select Committee

Date: **11 March 2020**
Time: **10am**
Venue: **Edwards Room, County Hall, Norwich**

Persons attending the meeting are requested to turn off mobile phones.

Membership:

Cllr Barry Stone (Chairman)
Cllr Graham Middleton (Vice-Chairman)

Cllr Stuart Clancy
Cllr Jess Barnard
Cllr Claire Bowes
Cllr Tim East
Cllr Brian Iles
Cllr Mark Kiddle-Morris

Cllr Beverley Spratt
Cllr Vic Thomson
Cllr Colleen Walker (Spokes)
Cllr Brian Watkins (Spokes)
Cllr Tony White

**For further details and general enquiries about this Agenda please contact the
Committee Team:**

email committees@norfolk.gov.uk

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A g e n d a

1 To receive apologies and details of any substitute members attending

2 Minutes

To confirm the minutes of the meeting held on 29 January 2020.

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3 Members to Declare any Interests

If you have a **Disclosable Pecuniary Interest** in a matter to be considered at the meeting and that interest is on your Register of Interests you must not speak or vote on the matter.

If you have a **Disclosable Pecuniary Interest** in a matter to be considered at the meeting and that interest is not on your Register of Interests you must declare that interest at the meeting and not speak or vote on the matter

In either case you may remain in the room where the meeting is taking place. If you consider that it would be inappropriate in the circumstances to remain in the room, you may leave the room while the matter is dealt with.

If you do not have a Disclosable Pecuniary Interest you may nevertheless have an **Other Interest** in a matter to be discussed if it affects, to a greater extent than others in your division

- Your wellbeing or financial position, or
- that of your family or close friends
- Any body -
 - Exercising functions of a public nature.
 - Directed to charitable purposes; or
 - One of whose principal purposes includes the influence of public opinion or policy (including any political party or trade union);

Of which you are in a position of general control or management.

If that is the case then you must declare such an interest but can speak and vote on the matter.

4 To receive any items of business which the Chairman decides should be considered as a matter of urgency

5 Public Question Time

Fifteen minutes for questions from members of the public of which due notice has been given. Please note that all questions must be received by the Committee Team (committees@norfolk.gov.uk) by **5pm Friday 6 March 2020**. For guidance on submitting a public question please visit www.norfolk.gov.uk/what-we-do-and-how-we-work/councillors-

[meetingsdecisions-and-elections/committees-agendas-and-recent-decisions/ask-aquestion-to-a-committee](#)

6 Local Member Issues/Questions

Fifteen minutes for local member to raise issues of concern of which due notice has been given. Please note that all questions must be received by the Committee Team (committees@norfolk.gov.uk) by **5pm Friday 6 March 2020**

7 Potholes

Presentation by the Director of Highways & Waste, Norfolk County Council and the Operations Director, Norse Highways

8 Future Highways Arrangements in Norwich

Report by the Executive Director of Community & Environmental Services.

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9 Great Yarmouth Transport Strategy & Implementation Plan

Report by the Executive Director of Community & Environmental Services

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10 Trading Standards Service Plan 2020-21

Report by the Executive Director of Community & Environmental Services

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11 Forward Work Plan

Report by the Executive Director of Community & Environmental Services

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Group Meetings:

Conservative	9:00am	Conservative Group Room, Ground Floor
Labour	9:00am	Labour Group Room, Ground Floor
Liberal Democrats	9:00am	Liberal Democrats Group Room, Ground Floor

Chris Walton

Head of Democratic Services

County Hall
Martineau Lane
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NR1 2DH

Date Agenda Published: Tuesday 3 March 2020



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Infrastructure and Development Select Committee

Minutes of the Meeting Held on Wednesday 29 January 2020

10.03am, Edwards Room, County Hall, Norwich

Present:

Cllr Barry Stone – Chairman

Cllr Graham Middleton (Vice-Chairman)

Cllr Jess Barnard

Cllr Stuart Clancy

Cllr Brian Iles

Cllr Mark Kiddle-Morris

Cllr Beverley Spratt

Cllr Vic Thompson

Cllr Colleen Walker

Cllr Brian Watkins

Substitute Members Present:

Cllr Eric Seward for Cllr Tim East

Also Present:

Cllr Alexandra Kemp

Officers Present:

Cllr Richard Blunt

David Cumming

Jan Holden

Vince Muspratt

Sarah Rhoden

Ceri Sumner

Matt Tracey

King's Lynn and West Norfolk District Council

Strategic Transport Team Manager, Community and Environmental Services

Head of Libraries and Information

Director of Growth and Development

Assistant Director, Performance and Governance

Director, Community, Information and Learning

Growth & Infrastructure Group Manager

1. Apologies and substitutions

1.1 Apologies were received from Cllr Claire Bowes, Cllr Tim East (Cllr Eric Seward substituting) and Tom McCabe (Sarah Rhoden substituting)

1.2 Also absent was Cllr Tony White

2. To agree the minutes of the meeting held on 13 November 2019

2.1 The minutes of the meeting held on 13 November 2019 were agreed as a correct record and signed by the Chairman.

2.2 Matters arising from the minutes:

- Cllr Spratt queried the discussion at paragraph 7.2.17 about potholes; he was disappointed that there was not a paper at the meeting about how potholes would be addressed. The Chairman reported that the discussion had been around amending the strategy to look at moving away from a priority system; the Officer had taken this suggestion away to look at. As requested by Member and shown on the Forward Plan, the March 2020 meeting would include a report on potholes

and the pragmatic approach to their repair.

3. Declarations of Interest

- 3.1 No interests were declared

4. Items of Urgent Business

- 4.1 There were no items of urgent business.

5. Public Question Time

- 5.1 One public question was received from Mr Gray and the answer circulated; see appendix A

6. Local Member Issues / Questions

- 6.1 Two Local Member questions and one supplementary question were received and the answers circulated; see Appendix A.

- 6.2 Cllr Kemp asked a supplementary question:

- The Borough Council's Regeneration Panel had met and agreed that the King's Lynn Transport plan was not a strategy; they noted that the plan did not include schemes to address the 2000 new jobs which would be created on the Nar Ouse Enterprise Zone, large numbers of people travelling into the town for work, shops and services, and the need for more buses to meet the need of retired people in villages outside of the town.
- The Chairman replied that this would be discussed at item 9, "King's Lynn Transport Strategy and Implementation Plan"; the strategy and Better High Streets Funding, which was being sought, would involve developing schemes to address such issues. There would be a chance for Cllr Kemp to contribute during associated consultations

- 6.3 Cllr Spratt asked for information on the Environmental Policy Member Working Group. This Member oversight group had been agreed by Cabinet to oversee the promises set out in the new environmental policy and sat with the Cabinet Member for Environment and Waste, Cllr Andy Grant; Assistant Director, Performance and Governance, Community and Environmental Services, agreed to share information with the Committee. It was suggested that the membership should be cross-county as well as cross-party.

7. Update from Local Transport Plan Member Task and Finish Group

- 7.1.1 The Select Committee received the report outlining the Consultation on the Local Transport Plan, shaped by the Task and Finish Group. Select Committee was asked to provide comments or views on the key issues covered to be considered.

- 7.1.2 The Vice-Chairman and the Strategic Transport Team Manager introduced the report:
- Once feedback was received from the consultation, the Task and Finish Group would look at actions to bring back to the Committee
 - The Strategic Transport Team Manager encouraged members to share the

consultation with parish and town councils and stakeholders, confirmed that officers are in the process of writing to all Norfolk Councils to make them aware of the consultation.

- The plan would be informed by carbon targets and appraisals

7.2 The following points were discussed and noted:

- Members felt the plan should be consistent with the Council's new recommendations on climate change, however, there was no mention of the environmental policy or carbon reduction in the consultation, so suggested that ideas to improve air quality in urban areas and near schools should be included
- Parish and town councils had been written and should be aware of the consultation
- Officers were asked whether the new travel plan would create an open and fair market for small bus operators; the working group had considered this issue and heard evidence and challenges from big and smaller bus operators. Officers were looking into what measures could be taken moving forward
- It was suggested that some of the language in the consultation could be more accessible, and that "growth in urban areas and villages" under "sustainable transport" could be misunderstood as relating to growth in sustainability
- The consultation would be used to draft the strategy which would include a vision for tackling issues including air quality and carbon reduction; Officers acknowledged that carbon neutrality by 2030 would be a challenge but technical work into how this could be achieved was ongoing, including work with the University of East Anglia (UEA) on how this could be achieved
- Cllr Clancy was concerned that the questionnaire did not mention Norfolk's economy, the rural or urban economy; he felt that, as infrastructure was necessary to support the economy, this was an important area for consideration
- The Task and Finish group had also been asked to look at rural connectivity and the withdrawal of subsidies for rural community transport
- Ongoing work to encourage parents to move towards sustainable methods of transport at school pick up and drop off was discussed, and its role in addressing carbon reduction and child safety; broad approaches to address this would be looked at alongside air quality and climate change in the plan by looking at behaviour change measures.

7.3 The Select Committee **COMMENTED** on the Local Transport Plan to be considered as part of the public consultation process, the outcomes of which will be used to help determine the future strategy

8. Holding Highways England to Account

8.1.1 The Select Committee received the report setting out the full draft response to the consultation by the Office of Rail and Road on Holding Highways England to Account, in order that the Select Committee put forward its views to help shape the final draft for Cabinet to consider at its meeting on 3 February 2020.

8.1.2 The Strategic Transport Team Manager introduced the report. Due to the concerns raised about the time taken for projects to come forward by Highways England it was highlighted as important to respond to the consultation to ensure that the Council's comments were taken into account

8.2.1 The following points were discussed and noted:

- The Chairman raised concerns about the £300m committed for RIS1 in 2014

which had not been spent. Officers had sought assurance that expenditure in RIS2 would be used from money set aside for it, but further assurance would need to be sought for what would happen to the RIS1 funding; Members queried what had happened to this money.

- Members felt that further pressure was needed on Highways England from the Council and MPs to ensure schemes were completed
- A Member expressed concern over whether the consultation would have an impact on the delivery of projects by Highways England
- A key issue was highlighted as a lack of capacity within Highways England to deliver schemes in the East of England
- Cllr Clancy felt the Executive and Officers had tried to hold Highways England to account but was concerned about the lack of accountability and management within the organisation. Cllr Clancy **proposed** that the Committee make a resolution to Cabinet which was seconded by the Chairman:

8.2.2 *“The Select Committee recognises that Members and officers have made a significant effort to work with Highways England to help them to understand Norfolk’s issues and priorities and support them to bring much needed improvements to the County. It is unfortunate that these efforts have not resulted in the appropriate improvements being secured for Norfolk.*

The Select Committee strongly recommends to Cabinet that the County Council’s response to the consultation clearly makes the following points:-

- *That we do not consider Highways England to be fit for purpose*
- *We are extremely concerned that Highways England appear to be unable to bring projects to delivery in a timely fashion, meaning much needed funding promised for local communities remains unspent*
- *We are very concerned about our ability to effectively engage with Highways England about local issues as there is little local knowledge or consistency in contact arrangements from Highways England*
- *We do not believe that such significant levels of public funding should be managed by an unelected and undemocratic organisation*

The Select Committee also recommends to Cabinet that the Leader and Cabinet Member raise concerns about Highways England being not fit for purpose with Norfolk MPs and work together to strongly lobby Government for the abolition of Highways England and returning the delivery function of Highways schemes on the national road network to DfT to improve accountability and performance of this crucial service.”

- 8.2.3
- Lack of consistent feedback from Highways England was raised as a concern
 - A Member felt that greater collaboration in holding Highways England to account between Conservative Members or other Counties experiencing the same issues could help bring action; the Chairman discussed the collaborative discussions with Ministers over the last years to try and bring schemes to completion
 - A report and the resolutions by Select Committee would also be taken to Cabinet including information on all lobbying which had taken place to date by the Executive, which the Officer described as extensive; the Director of Growth and Development agreed to circulate details of lobbying to the Committee. It was felt that a key issue related to the work of Highways England, namely the lack of capacity across the country to deliver investment, and other projects being prioritised.
 - Some of the issues in Highways England related to reliance on consultants and a structure which required them to renew contractual arrangements too frequently; Highways England were looking at contracting consultants for longer periods of

time to address consistency issues and timescales towards delivery

- Concerns were raised about traffic flow into Great Yarmouth over the summer

8.3.1 Cllr Jess Barnard **proposed** an amendment to the proposal put forward by Cllr Clancy at paragraph 8.2.2:

1. to remove the line: "We are very concerned about our ability to effectively engage with highways England about local issues as there is little local knowledge of consistency in contract arrangements from highways England"
2. remove the final paragraph and replace with: "The select committee recommends to cabinet that the Leader, cabinet member and Norfolk MPs take immediate and collective action to address the unaccountability and inefficiency of highways England, and for government to explore the establishment of an alternative body with democratic and geographical accountability"

8.3.2 Cllr Clancy accepted the amendment; the Committee **AGREED** the proposal

8.4.1 The Select Committee:

- **REVIEWED** and **COMMENTED** on the draft response to the consultation
- **RECOGNISES** that Members and officers have made a significant effort to work with Highways England to help them to understand Norfolk's issues and priorities and support them to bring much needed improvements to the County. It is unfortunate that these efforts have not resulted in the appropriate improvements being secured for Norfolk.
- **STRONGLY RECOMMENDS** to Cabinet that the County Council's response to the consultation clearly makes the following points:-
 - That we do not consider Highways England to be fit for purpose
 - We are extremely concerned that Highways England appear to be unable to bring projects to delivery in a timely fashion, meaning much needed funding promised for local communities remains unspent
 - We do not believe that such significant levels of public funding should be managed by an unelected and undemocratic organisation
- **RECOMMENDS** to Cabinet that the Leader, cabinet member and Norfolk MPs take immediate and collective action to address the unaccountability and inefficiency of highways England, and for government to explore the establishment of an alternative body with democratic and geographical accountability

9. King's Lynn Transport Strategy and Implementation Plan

9.1.1 The Select Committee received the report setting out the draft King's Lynn Transport Strategy report which had been developed following a transport study carried out for King's Lynn by the Borough and County Councils and which included an implementation plan of transport schemes to address priorities and objectives to address issues on the transport network such as congestion and accessibility as well as making King's Lynn more attractive to economic investment and help existing businesses within the town.

9.1.2 Cllr Richard Blunt of King's Lynn and West Norfolk District Council introduced the report:

- Through the strategy and implementation plan, Councillors and Officers had looked at schemes to address increased traffic and other issues caused by economic and housing growth taking place in King's Lynn
- At the meeting of Borough and County Councils on Tuesday 28 January, the associated action plan was supported unanimously

- 9.2 The following points were discussed and noted:
- A Member felt that a key issue in King's Lynn was a lack of buses, lack of buses at key times such as in the evening, and regularity of service rather than their attractiveness to customers. Officers noted that bus services were primarily commercial, which impacted on the County's ability to support services. Some Members felt more pressure was needed on bus operators to provide services needed by residents
 - Opportunities for bringing forward large-scale growth would become available through engagement with bus companies, developers and planning authorities to enhance bus services
 - The Chairman noted that parking and one-way systems in the town also needed addressing
 - Cllr Blunt reported that emissions, caused by the flow of traffic in and out of the town, was an issue and therefore improving traffic flow was a key area for focus
 - It was pointed out that only 3% of traffic in King's Lynn was by bus; Cllr Blunt noted that there was a lack of adequate bus services from rural villages to the town
 - Cllr Blunt confirmed that, through the strategy, key areas where traffic flow could be improved were being investigated to help reduce emissions; work to reduce emissions would also include looking at better positioning of carparking facilities and upgrading the ferry
 - A Member felt that emissions and traffic flow could be mitigated by encouraging more use of public transport and therefore more pressure was needed on bus companies and more focus on public transport in the document
 - The Vice-Chairman agreed that public transport needed addressing, including development of a good bus route. He also noted that the economy of the town needed protecting; there was a bid underway for the Better High Streets Fund
- 9.3 The Select Committee:
1. **REVIEWED** and **CONSIDERED** the draft King's Lynn transport strategy and implementation plan
 2. **NOTED** that work on a Sustainability Appraisal is being carried out in conjunction with work on the Local Transport Plan

10. Norfolk Rail Prospectus

- 10.1.1 The Select Committee received the report setting out updates to the Norfolk Rail Prospectus, which set out the measures and improvements considered necessary across the rail network, as well as the county council's policy on aspects such as reinstatement of lines and new rail stations. The draft prospectus had been considered by the Norfolk Rail Group and consultation was now underway to engage more widely
- 10.1.2 The Strategic Transport Team Manager introduced the report, noting that the County had a good track record of working with the rail network to deliver new schemes.
- 10.2 The following points were discussed and noted:
- Concerns were raised about recent issues regarding delayed and cancelled rail services in Norfolk and the role played by Abellio Anglia and Network Rail in this
 - It was suggested that Forncett Station should be reopened and requested that this ambition be included in the prospectus
 - It was noted that Network Rail did not effectively engage with the Community Rail Partnership
 - Changes to the Bittern Line were listed in the prospectus for post 2029; it was suggested that to meet targets to reduce car usage this should be addressed

sooner

- Some Members felt that more pressure was needed on Network Rail to improve the Norfolk rail network, and more emphasis on this in the prospectus
- A lack of consultation by Network Rail with the Community Rail Partnership regarding bringing in charges at North Walsham Station was raised as a concern
- The Chairman noted the Prime Minister's commitment to re-open rail lines closed in the Beeching era which would support more people to use public transport
- Concern was raised that the consultation was not accessible due to being very long with lots of information; it was also noted that there were no open questions for people to provide their own feedback. The Strategic Transport Team Manager reported that the audience had been targeted at stakeholders and the rail industry, but suggested Officers could seek comments in focussed groups as part of the local transport plan consultation work
- No information was included in the consultation about price increase and cost of travel, which was an issue for some people who wished to travel by rail
- It had been identified that staff should be available at larger stations, and therefore only some stations had been included in the consultation under this topic
- *The Vice-Chairman left the meeting at 11.40*
- It was noted that disabled facilities at stations were not mentioned in the prospectus
- A request was made for the line between Norwich and Liverpool Lime Street to be retained as it was effective and well used
- It was suggested that a more joined up approach was needed, for example through transport hubs
- A Member suggested that actions to move towards carbon neutrality should be in the prospectus
- Cllr Clancy raised concerns about the progress of the feasibility study at Ely; the Strategic Transport Team Manager agreed to provide him with an update on this
- The Chairman asked that "priorities for new infrastructure" came above "Reopening of lines and new stations" in key priorities on page 208 of the report

- 10.3 The Select Committee **COMMENTED** on the revised Norfolk Rail Prospectus so that the views of the Select Committee can be taken into account as part of the public consultation exercise.

11. Market Town Transport Network Improvement Strategies

- 11.1.1 The Select Committee received the report summarising the work to date of the Market Town Transport Network Improvement Strategies and showing the proposed next steps.
- 11.1.2 the Strategic Transport Team Manager introduced the report
- 10 towns had been considered and specific issues and projects related to these towns had been developed
 - Some schemes had already been funded and were underway;
 - Work was underway to look at how to take action plans forward, working with stakeholders and agencies to identify funding to take schemes forward
- 11.2 The following points were discussed and noted:
- Members thanked officers for their work on the studies
 - Officers confirmed that they were in dialogue with North Norfolk District Council regarding a funding opportunity to take forward measures identified in the North Walsham Network Improvement Strategies

- Officers confirmed that Red Lion Street in Aylsham was included in the action plan

11.3 The Select Committee **REVIEWED** and **COMMENTED** on the completed market town transport network improvement studies

12. Norfolk Library Strategy

12.1.1 The Select Committee received the report giving detail on the strategy developed by Norfolk Library and Information Service to reflect the strategic objectives of Norfolk County Council, as detailed in Together, for Norfolk.

12.1.2 Cabinet Member for Communities and Partnerships, Cllr Margaret Dewsbury, and the Head of Libraries and Information introduced the report

- Cllr Dewsbury thanked the Head of Libraries and Information and team for their work
- Examples of schemes and projects underway were discussed including the opening of three Business and Intellectual Property centres in addition to the main centre at the Millennium Library, the children's and families offer, mental health information at libraries and schemes to address social isolation such as knit and natter.
- Libraries had been moved to accessible locations for their community, for example the library in Attleborough recently moved to be part of a multi-function hub
- The Head of Libraries and Information thanked Members for attending the Norfolk Reading Challenge prize giving; 10,000 children took part in the challenge
- In 2019-20, 175,000 people in Norfolk used a library, amounting to 3 million visits. Every month, approximately 12,500 people visited libraries to attend groups or events

12.2 The following points were discussed and noted:

- Libraries were noted as important to people experiencing social isolation
- As new housing developments came forward, Officers would review libraries' locations and size to ensure they continued to best serve their local community.
- A report had been presented to Corporate Select Committee discussing the Local Service Strategy; this involved working with District Councils and communities to identify their needs, which would include work related to libraries and changes which could be made to ensure better outcomes for residents.
- A Member asked how under-represented and under-privileged groups could be helped to access libraries. The Head of Libraries and Information reported that all offers were designed to be as accessible as possible to ensure people with disabilities and other needs could access services, for example, activities for children with special educational needs at DigiFest, work with the People from Abroad team at the Millennium Library, and the "feed and read project" held at libraries in the summer to help address holiday hunger.
- The council had made a commitment to have changing places toilets in libraries where they are being extended or turned into multi-function hubs.
- A Member congratulated the service on their effective resource management; Members congratulated the work of libraries and the library service team. Members felt learning could be taken from the service by other departments, including their approach to involve users in changes and innovations
- The level of social value from investment in static libraries was noted; officers were reviewing how the most vulnerable and isolated people were reached by the service
- the size of North Walsham library and the grant available under the One Public Estate was raised; the Head of Libraries and Information was aware of these issues

and had a meeting planned with North Norfolk District Council on this topic.

- 250,000 items had been borrowed electronically; digital downloads had increased use of the library service as people were able to use the service remotely

12.3 The Select Committee reviewed and considered the proposed vision and strategy for the Library and Information Service, as set out in section 2 of this report

13 Forward Work Plan

13.1 The Select Committee received the report setting out the forward plan for the Committee

13.2.1 The select committee agreed the wording of the recommendation agreed under item 8; see paragraph 8.4.1

13.2.2 Cllr Vic Thomson requested an update on Norwich Highways Arrangements was added to the forward plan; this was agreed for the March 2020 meeting.

13.3 The Select Committee **AGREED** the forward plan with the addition of the above update

The meeting closed at 12.34 pm

Chairman



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MEMBER/PUBLIC QUESTIONS TO SELECT: INFRASTRUCTURE AND DEVELOPMENT COMMITTEE: 29 January

5. PUBLIC QUESTIONS

5.1 Question from Mr Richard Gray

Will the Council use its influence to help persuade Konect Bus to return Nos. 3 & 4 back to Earlham Rd.?

In September Konect Bus unilaterally rerouted Nos. 3 & 4 via Newmarket Rd. Whilst understandable during the disruptive roadworks, this now means:

a] No direct bus from Earlham Rd to either the hospital or the bus station

b] First Bus No 26 is the only remaining service and is overcrowded with students in the morning, making it impractical for those with disabilities

c] No service to the hospital at all on Sundays

d] No bus service at all on Earlham Rd between the ring road and Fiveways

Response by Chairman of I&D Committee

The Council has limited influence over commercial bus services. However, we are in discussion with Konectbus about the future provision of their services in general and we may be able to affect a positive change on this route in the near future. We will keep residents informed of any progress.

It should be noted that residents do have access to other bus services in the area, that also serve the city and hospital, although this may require a slightly longer walk to the bus stop.

6. MEMBER QUESTIONS

6.1 Question from Cllr Eric Seward

North Walsham is one of just 67 towns in England that has recently received a grant of almost £1 million to improve the environment of its town centre under the

Heritage Action Zone (HAZ) programme. The bid was made by North Norfolk District Council who have also agreed to provide further match funding of £1 million

to improve the layout of Market Place. However, more match funding will be required to carry out the recommended improvements.

Can the Committee recommend that in the Highways Capital programme for 20/21 priority is given to providing funding for improvements to Market Place

given the promised contribution under the HAZ programme?

Response by Chairman of I&D Committee

Officers met with officers from North Norfolk District Council (NNDC) on the 10 December 2019 to discuss the potential for a Heritage Action Zone scheme. There is a possible opportunity here, however we need to work together with NNDC to understand the potential scope and scale of proposed works together with costs.

On 19 December, Cllr Martin Wilby wrote to NNDC in support of their bid to confirm our in-principle support for an improvement. This letter made it clear that we are very willing to work jointly with NNDC to find a means of delivering a beneficial package of townscape improvements as set out in the North Walsham Network Improvement Strategy and that we are keen to explore any opportunity to maximise the benefits of the proposed scheme and to consider all opportunities for match-funding.

We look forward the Government's Budget on 11 March 2020 which will inform our financial position going forward.

6.2 Supplementary question from Cllr Eric Seward

The public have been short changed on the Bittern Line for much of last year and the problems with signalling and the track are wider than Greater Anglia and could seemingly be resolved given priority and a reasonably small investment. The time for action is now. So how is the Council going to use the rail prospectus to put pressure on the train operators and network rail to bring real change on the Bittern Line and give the public a much better level of service?

Response by Chairman of I&D Committee

The rail prospectus is intended to set out clearly the county council's view of what improvements are required to the rail network. Although focussed on measures that would improve the services, it sets out that it is essential that the railway provides a reliable service. This is crucial for all users. The main purpose of the prospectus however will be to show clearly our view of the major service and infrastructure improvements required.

Both Members and officers work with the rail industry and pick up issues such as the one that you have raised in the course of this ongoing dialogue. Late last year, we were advised by Network Rail of their work to resolve signalling issues that had resulted in the disruption to a number of services. They advised that this might take some time particularly on the Norwich to Sheringham line.

Network Rail and Greater Anglia have just recently advised that all speed restrictions were removed in the second week of January. Since then, train punctuality on the route has risen, averaging 97.1% performance over the

subsequent fortnight with seven 100% days and no days below 91%. Greater Anglia assure us that their aim is to maintain that level of performance. They also report that customers really like the new trains, seeing them as a major improvement on the trains they are replacing.

If improved performance on the route does not prove to hold up over time, I would be happy to invite representatives of Network Rail and Greater Anglia to meet councillors to discuss in more detail how the rail industry is working to resolve these issues.

6.3 Question from Cllr Alexandra Kemp

King's Lynn Transport Plan

After two years of taxpayer funding, Lynn Transport Plan is in tatters.

It has no Parking Strategy, no Park-and-Ride, no more buses, no secure future for West Lynn Ferry. It opens up valued Greenway, Hardings Way, to general traffic, which would cause a highway hazard, slow down buses, and affect the wellbeing of older and disabled residents.

The Transport Plan compounds the neglect in Lynn over the last decade in transportation infrastructure, since Hardings Way Bus Lane was funded to relieve congestion and pollution on London Road in 2009.

Lynn Transport Plan nowhere provides for £22.8 million needed for West Winch Bypass.

Can the Committee recommend Cabinet rejects the Transport Plan?

Response by Chairman of I&D Committee

A key outcome from the transport strategy work was the need for a comprehensive car parking strategy. This has been acknowledged and the Borough Council has engaged Aecom to carry out work to devise a car parking strategy which is currently underway. This will consider parking demand and the availability of parking spaces in the town centre. These are key considerations in determining the suitability and sustainability of Park and Ride for the town which is being examined as part of the process.

The draft strategy also considers bus services and the role that the local authorities can play in partnership with the bus operators who run the services. In short, our role is to provide a free-flowing road network, with priority measures where possible, for the buses to run on as set out in the 2017 Bus Services Act.

The draft strategy also sets out measures to support the West Lynn Ferry, which for many is seen as a form of Park and Ride as it removes traffic from the town centre and is regarded as a valuable contribution to transport choice in the town.

Infrastructure and Development Select Committee

Item No. 8

Report title:	Future Highways Arrangements in Norwich
Date of meeting:	11 March 2020
Responsible Cabinet Member:	Cllr Martin Wilby (Cabinet Member for Highways, Infrastructure & Transport)
Responsible Director:	Tom McCabe (Executive Director Community and Environmental Services)

Introduction from Cabinet Member

Last year, Members decided to bring the delivery of highways services in Norwich City back to Norfolk County Council. The decision was made to help deliver efficiencies and savings by avoiding duplication, sharing resources and providing a greater consistency across the service.

Staff from both authorities have been busy preparing for implementation of this change to ensure as smooth a transition as possible for the staff, residents and stakeholders involved.

I look forward to welcoming the staff who will be joining us and am sure we will continue to work closely with our colleagues at City Hall.

This report provides some more detail on what is changing, some of the benefits and how the service will be delivered in future.

Executive Summary

The Norwich City Agency agreement with Norwich City Council ends on 31 March 2020. The following report provides detail on what services are returning to Norfolk County Council, how these will be managed and the benefits of a single highway authority in Norfolk.

Actions required

- 1. To note the content of this report.**

1. Background and Purpose

- 1.1. A Norwich City Highways Agency Agreement has been in place since 1974, where the day to day delivery of highway functions and services has been carried out by Norwich City Council on behalf of Norfolk County Council.
- 1.2. The agreement was due to expire on 31 March 2018 but was extended to allow for a more detailed review to be undertaken.
- 1.3. At the [Environment, Development and Transport Committee on 18th January 2019](#) Members received a report of the review that took place and agreed not to extend the agreement again, giving notice that the current arrangement will end on 31st March 2020.
- 1.4. As of 1st April 2020, the delivery of most highway services and functions will return to Norfolk County Council.
- 1.5. The following report summarises the future arrangements for managing highway services within the Norwich City area.

2. Services returning to Norfolk County Council

- 2.1. Most highway functions will be returning back to Norfolk County Council. These include:

Highway Maintenance:

- Scheduled inspections of the highway (including highway trees);
- Ordering and arranging highway maintenance work;
- Routine highway maintenance functions;
- Investigating defects reported by the public (e.g. potholes);
- Dealing with highway enquiries;
- Grass cutting – highway verges will continue to be cut 5 times a year.

Streetworks:

- Coordination of network including roadworks (permit scheme);
- Skips/scaffold licences;
- Temporary road closures.

Highway Boundaries/Records:

- Maintaining records relating to highway;
- Highway research;
- Land Charges (questions relating to the highway);
- Boundary enquiries.

Developer Services/Development control:

- Development/Planning issues and responses in relation to the highway;
- Vehicle accesses (dropped kerbs).

- 2.2. Some services within the Norwich City area are already undertaken by Norfolk County Council and have been for some time. These include bridge maintenance, highway design and maintenance of permanent traffic lights.

3. Services remaining with Norwich City Council

- 3.1. Norwich City Council will still be responsible for parking issues on city roads, including permit parking and enforcement. A new civil parking agreement will be in place as part of the Norfolk Parking Partnership. This mirrors arrangements already in place for other district and borough councils in Norfolk.
- 3.2. Norwich City Council also own some streetlights, usually along footways and alleys. These lights often have an identification reference beginning with the letter 'D'. Maintenance and other issues relating to city owned lights will continue to be dealt with by Norwich City Council.

4. Continued Collaboration

- 4.1. The Transport for Norwich partnership between Norfolk County Council and Norwich City Council will continue to provide strategic oversight of the implementation and development of a sustainable transport strategy for Norwich. The Partnership includes elected representatives from each local authority and aims to support growth, manage traffic levels and improve air quality.
- 4.2. The Joint Committee for Transforming Cities Fund projects is responsible for developing business cases for Transforming Cities funding, including development of individual schemes, overseeing the development and delivery of schemes, including carrying out and considering the results of public consultation, setting the timetable for delivery of schemes. This Committee comprises Norfolk County Council, Norwich City Council, Broadland District Council, South Norfolk Council and LEP members.
- 4.3. The current Norwich Highways Agency Committee meetings will cease from April 2020 onwards.
- 4.4. Norfolk County Council and Norwich City Council will continue to collaborate on highway matters to respond to local need.

5. Structure and Governance

- 5.1. The City Highways team will become the fourth highways area in Norfolk alongside Area North (based in Aylsham), Area South (based in Ketteringham) and Area West (based in Saddlebow). The team will be based at County Hall.
- 5.2. The established City team will remain together and report to the Director of Highways and Waste in the same way as other Area Managers in the current County structure.
- 5.3. The City Highways function already complies with the Transport Asset Management Plan (TAMP) which outlines the County strategy for how to manage the highways asset. The TAMP will be updated to reflect the end of the City Agency Agreement.
- 5.4. County Councillors can continue to have the same contact with highways staff and can discuss issues including use of their local member budget.

- 5.5. The public can still report issues and make requests to Norfolk County Council as the highway authority, in the same way as they can for the rest of Norfolk.

6. Customer Journey

- 6.1. People are encouraged to report issues on the highway (e.g. potholes) on Norfolk County Council's online form found at www.norfolk.gov.uk/highwaysproblem. Customers who choose to register their details can track progress and receive automatic updates when the status of their enquiry changes.
- 6.2. Skip and scaffold companies can apply via the webform on the Norfolk County Council website as they would do for the rest of the county.
- 6.3. Other information and forms are available on our website at www.norfolk.gov.uk
- 6.4. For emergencies, or for any other issue, people can contact our Customer Service Centre on 0344 800 8020. The team are trained to help resolve highways issues, give updates and will get enquiries to the right team for action.
- 6.5. To ensure a smooth transition, people will be able to report City related highway issues to Norfolk County Council from the 1 March 2020.

7. Potential Benefits

- 7.1. One of the key benefits of the future arrangements is that they will provide clarity over the delivery of services. Both Norwich City Council and Norfolk County Council report that they are contacted by residents and often have to refer them to the other authority as customers were unclear on who was responsible. This will help make it clearer who will be responsible for highways issues across Norfolk and avoid customers having to be referred to another authority. Therefore, Norfolk County Council will be responsible for all public roads in Norfolk except the A11 and A47 trunk roads, which continue to be the responsibility of Highways England.
- 7.2. It would increase resilience and foster greater consistency between the existing functions delivered by the County Council Highways teams, including other highway areas and client teams.
- 7.3. There will also be the removal of some areas of duplication such as the double handing of some customer queries, Human Resources, Finance etc. The team can also benefit from shared services such as a customer service centre and complaints team that can help deal with enquiries.
- 7.4. Norfolk County Council and Norwich City Council Highways already use the same Highways Management System and contractual arrangements with contractors (Norse Highways & Tarmac). They can now benefit from the Norfolk County Council defect reporting form and Customer Relationship Management System which are connected to their back-office system and send customer defect reports directly to their mobile devices.

- 7.5. Customers using the Norfolk County Council defect reporting form will be able to register and receive updates on the defects they report and keep track in their account.
- 7.6. Communication and information sharing will improve when the team becomes part of Norfolk County Council. Once under Norfolk County Council the team will have access to the shared network and useful resources like Norfolk Mapping Browser and shared procedures without the technical restrictions in place.

8. Financial Implications

- 8.1. The project to transfer services back to Norfolk County Council is forecast to result in a £75,000 annual saving.
- 8.2. In addition, further savings are expected as a result of bringing the delivery of highway functions together with the rest of the county, as indicated by some of the benefits summarised above. These savings will be monitored throughout the first year with a view to identify further efficiencies and savings by integrating further with county processes.

9. Resource Implications

- 9.1. **Staff:** 22 posts have been identified as in scope for TUPE arrangements and consultations to staff have gone out. For those staff in scope, their posts will be transferred across to the County Council.
- 9.2. **Property:** The City Highways team will be located in County Hall to remain close to the highway area that they manage.
- 9.3. **IT:** An IMT workstream was established comprising staff from Highways, Customer Service and IMT. They have been busy configuring systems to work in the same way as they do for the rest of the county.

Maintenance and streetworks staff at city already make use of mobile devices to inspect the highway and already have licences for the Highway Management System. NCC laptops and mobile phones (if required) will be provided to staff along with access to other NCC systems.

10. Other Implications

10.1. Legal Implications

The City Agency Agreement will terminate on 31 March 2020 and Norwich City Council will no longer be the delegated Highway Authority for Norwich.

A separate legal agreement has been arranged for the City Council's continued management of parking on City highway.

10.2. Human Rights implications

None.

10.3. **Equality Impact Assessment (EqIA) (this must be included)**

It is not anticipated that there will be any impact on equality as this report refers to the transfer of existing services.

10.4. **Health and Safety implications (where appropriate)**

Risk assessments have been reviewed and will be aligned with those already in place for County highway teams.

10.5. **Any other implications**

N/A

11. Actions required

11.1. **1. Note the content of this report**

12. Background Papers

12.1. [Environment, Development and Transport Committee on 18th January 2019](#)

Officer Contact

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

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Infrastructure and Development Select Committee

Item No. 9

Report title:	Great Yarmouth Transport Strategy and Implementation Plan
Date of meeting:	11 March 2020
Responsible Cabinet Member:	Cllr Wilby (Cabinet Member for Highways, Infrastructure and Transport)
Responsible Director:	Tom McCabe (Executive Director Community and Environmental Services)

Introduction from Cabinet Member

A transport study has been carried out for Great Yarmouth by the Borough and County Councils. This has included data collection, evidence gathering including stakeholder engagement, the appraisal of a long list of possible schemes and a public consultation exercise. A draft Great Yarmouth Transport Strategy report has been prepared and this includes an implementation plan of transport schemes to address the priorities and objectives. Delivering the measures identified in the strategy and implementation plan will have positive benefits for the town. Not only will they address issues on the transport network such as congestion and accessibility, but they should also help to make Great Yarmouth more attractive to economic investment and help existing businesses within the town.

Executive Summary

The draft Great Yarmouth Transport Strategy and the implementation plan have been presented to stakeholders and undergone a 4-week public consultation exercise. Feedback from this is summarised in Appendix A which also highlights the proposed changes to the strategy report.

Throughout the project elected member input came from the Great Yarmouth Transport and Infrastructure Steering group which comprises 3 Borough and 3 County Councillors who typically meet every 3-4 months.

Great Yarmouth Borough Council considered this work at their Economic Development Committee on 18 November 2019. They endorsed the outcome of the consultation and agreed to the proposed changes to the strategy.

The implementation plan will provide a pipeline of possible transport schemes and measures, agreed between the Borough and County Councils, that can be developed to respond to funding opportunities as they arise. This is shown in Appendix B.

Actions required

- 1. To review and comment on the draft Great Yarmouth transport strategy and implementation plan**

2. To note that work on a Sustainability Appraisal is being carried out in conjunction with work on the Local Transport Plan

1. Background and Purpose

- 1.1. Working in partnership with Great Yarmouth Borough Council, officers have carried out study work and devised a draft transport strategy for Great Yarmouth. This includes an implementation plan of transport schemes which address the identified issues and challenges and can be developed further for implementation subsequent to identifying suitable funding sources and any further scheme specific consultation. The strategy report and implementation plan has undergone a stakeholder consultation and a 4-week public consultation.
- 1.2. Throughout the project elected member input came from the Great Yarmouth Transport and Infrastructure Steering group which comprises 3 Borough and 3 County Councillors who typically meet every 3-4 months.
- 1.3. This work has come forward to prepare the two local authorities for when future transport funding opportunities arise for Great Yarmouth. Often there is very little time to develop schemes when funding streams are announced, so this work will enable us to be in a strong position to respond.
- 1.4. The study commenced in spring 2018 with a data gathering exercise including a stakeholder workshop to present and get feedback on the identified issues and opportunities. The stakeholders invited included a range of representative organisations including cycle groups, business representatives such as the Chamber of Commerce, bus and rail operators and interest groups and environmental bodies.
- 1.5. From the data gathering part of the study a vision and objectives were defined and these were used to create a long list of schemes across all modes of transport. These measures were influenced by the current and emerging Local Transport Plan for Norfolk and were then assessed against the objectives to determine a list of suitable schemes or implementation plan.
- 1.6. The stakeholder consultation comprised a presentation of the emerging plan to stakeholders on 16 September 2019, including a question and answer session. followed by a three-week period for written responses. A 4-week public consultation immediately followed this event. This comprised a static display in the Town Hall foyer which then moved to Gorleston Library and was staffed for one day in each location.

2. Proposals

- 2.1. The Stakeholder feedback is summarised in a note at Appendix A. From this it was concluded that none of the comments and feedback indicated a need to materially change or amend the draft strategy and implementation plan for its delivery.
- 2.2. Continuing the strong partnership working on this project the Strategy and stakeholder feedback was presented to the joint Member Great Yarmouth Transport and Infrastructure Steering group (3 Borough and 3 County Councillors) at their meeting on 30 October 2019. It noted the outcome of the consultation and agreed that the strategy should be presented to the Great Yarmouth Borough Council Economic Development Committee for endorsement and subsequent adoption. The only change they requested was to remove the reference to key stakeholders as this could imply some had more influence than others.
- 2.3. Great Yarmouth Borough Council considered this transport strategy work at their Economic Development Committee on 18 November 2019. They endorsed the outcome of the consultation and agreed to the proposed changes to the strategy.
- 2.4. Whilst there has been a delay in presenting this to Select Committee, we have established strong links with elected Member groups across both organisations which has been a good demonstration of partnership working showing the benefits of greater collaboration. In view of the positive way the similar piece of work for King's Lynn was received by this committee in January, it was felt appropriate to present this Great Yarmouth work to illustrate further the positive benefits of collaborative working.
- 2.5. The implementation plan in Appendix B, sets out a range of strategic and local highway capacity improvement schemes alongside improvement schemes that could address issues with reliability on the existing bus network. These sit alongside the potential to make further improvements to the existing cycling and walking network to further support the relatively high mode share for journey to work for these active modes of travel likely to be due to the compact nature of the town.
- 2.6. A single mode or option cannot address the transport issues in Great Yarmouth. As such a package of measures is required including strategic and local car and non-car-based options, that enhance:
 - Local Highway Network capacity;
 - Strategic Highway Network capacity
 - The bus provision;
 - Rail services and Great Yarmouth Railway Station;
 - Walking and Cycling infrastructure;
 - Parking provision and management; and
 - Smarter Choices (e.g. Travel Plans).

- 2.7. Within the Implementation Plan the transport schemes have been categorised and labelled as:
- Timescale
 - Short Term (S)
 - Medium Term (M)
 - Long Term (L)
- 2.8. They have then been identified as either Strategic, Area wide or Local schemes (S, A, L), and placed under headings in the tables in retain to their main impacts which are:
- to encourage public transport
 - to encourage cycling
 - to encourage walking and cycling
 - to encourage sustainable transport
 - to better manage car parking
 - to manage traffic on the highway network
 - to reduce delay and congestion on the highway network
- 2.9. The Implementation Plan is set out in Appendix B. The timeframes indicate how long it would take to develop and implement each scheme assuming funding is available. Funding sources are likely to be from the New Anglia Local Enterprise Partnership, central government funding sources and Highways England. Any measures taken forward will have to be developed with regard to the recently agreed Norfolk County Council carbon commitments.
- 2.10. The delivery of this strategy will be overseen by the Borough and County Councils under existing governance arrangements which include regular officer meetings and via the Great Yarmouth Transport and Infrastructure Steering group.
- 2.11. The strategy measures in the Implementation Plan pay regard to and build upon some £11m of New Anglia Local Enterprise Partnership (NALEP) growth funding spent on transport infrastructure in the town over the last 5 years. For example, the £2m scheme to improve the route between the railway station and the Market Place via The Conge.
- 2.12. The strategy report also sets out planned infrastructure improvements which comprise; recently completed scheme, those underway or those that are programmed for implementation. These include the following key schemes:
- The Great Yarmouth Third River Crossing - underway
 - Highways England A47 junction improvements scheme - programmed
 - Southtown Road/Station Road improvement for all modes - completed
 - Improvements to the Market Gates bus interchange - completed
 - Town centre pedestrian wayfinding - completed
 - Hall Quay public realm to benefit walking and cycling - programmed

3. Impact of the Proposal

- 3.1. The proposal will provide a pipeline of possible transport schemes and measures, agreed between the Borough and County Councils, that can be developed to respond to funding opportunities as they arise.

4. Financial Implications

- 4.1. There are no further financial implications to finalising the implementation plan and Great Yarmouth Transport Strategy report. This work has been funded by £50k from the Norfolk Business Rates Pool fund, with £50k match funding provided by Norfolk County Council to make a total of £100k.

5. Resource Implications

5.1. Staff:

None.

5.2. Property:

None at this stage. Any impacts on property are only likely to arise from delivery of individual transport schemes. These will be identified at the implementation stage.

5.3. IT:

None at this stage.

6. Other Implications

6.1. Legal Implications

Some schemes in the implementation plan will require Traffic Regulation Orders (TRO) but these will be devised and consulted upon as part of the development of individual schemes.

A Strategic Environmental Assessment (SEA) is being undertaken alongside the development of the Local Transport Plan. This is a requirement of the Environmental Assessment of Plans and Programmes Regulations 2004 and the implementation plan will sit under this overarching SEA.

6.2. Human Rights implications

None at this stage.

6.3. Equality Impact Assessment (EqIA)

An EqIA will be undertaken as part of the development of individual schemes and measures in the plan.

6.4. Sustainability implications

A Sustainability Appraisal for the Local Transport Plan includes the SEA work referred to in paragraph 6.1.

7. Action required

- 7.1.
 1. To review and comment on the draft Great Yarmouth transport strategy and implementation plan
 2. To note that work on a Sustainability Appraisal is being carried out in conjunction with work on the Local Transport Plan

8. Background Papers

- 8.1.
 - Great Yarmouth Transport Strategy report – Draft for consultation August 2019 (Appendix C)

Officer Contact

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GYTS Consultation Feedback Summary

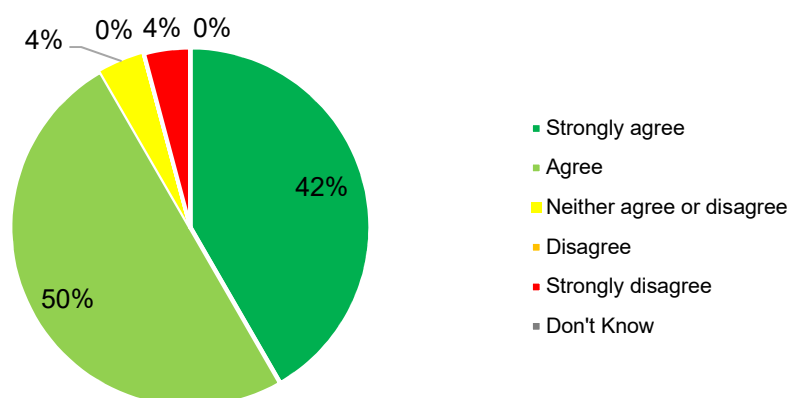
DATE:	21 October 2019	CONFIDENTIALITY:	Public
SUBJECT:	Summary of Public & Stakeholder Consultation Feedback		
PROJECT:	Great Yarmouth Transport Strategy	AUTHOR:	EWS

1. PUBLIC CONSULTATION FEEDBACK

This section summarises the results of the public consultation questionnaire. In total 30 responses were received; however not all questions were answered by each respondent.

1.1 Objectives of the Transport Strategy

How far do you agree or disagree with the overall objectives of the strategy?(n= 24)



Why did you say that?

Disagree or Strongly Disagree

The objectives appear to ignore the needs of the private motorist.

Large car parks should be installed to encourage motorists to enter the city centre and reduce the decline in shops on the high street.

Why did you say that?

All other responses

More attention should be paid to the approach from the south west.

Better bus services need in rural areas.

Too much emphasis on cycling and walking.

Measures need to make it safer for cyclists and pedestrians e.g. Improved infrastructure.

More focus towards sustainable transport.

It is often cheaper, and quicker, to use a car than bus or train.

Improved train reliability is needed.

Roads need better maintenance and congestion needs to be tackled.

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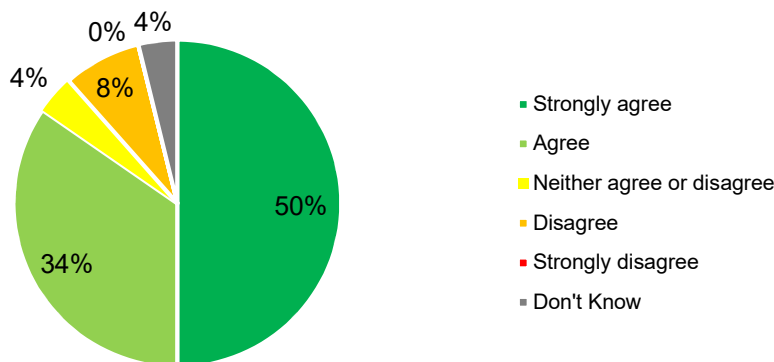
Why did you say that?

All other responses

Objectives need to consider the environmental aspects of the necessary disruption to ecology.

1.2 Identification of Highway Network Issues

How far do you agree or disagree that we have identified the issues for the highway network?(n= 26)



What have we missed?

Disagree and Strongly Disagree

A bus stop at Vauxhall Railway Station for the Excel X1 service to Norwich.

Southtown Station could still have served Norwich; if Vauxhall Station had been closed, access by road into Great Yarmouth would have been greatly improved.

The traffic at Gapton is not just an issue during peak times, this needs to be tackled.

What have we missed?

All other responses

The need to modernise Haven Bridge.

Acle Straight needs cycle lanes as well as dualling.

Vauxhall Roundabout remodelling to take account of the alignments required to accommodate A47 Acle Straight Dualling and improved access arrangements for the Vauxhall Holiday Park.

Many companies have moved out of Great Yarmouth due to lack of roads from the port and beyond.

Issues with Southtown Road, especially congestion.

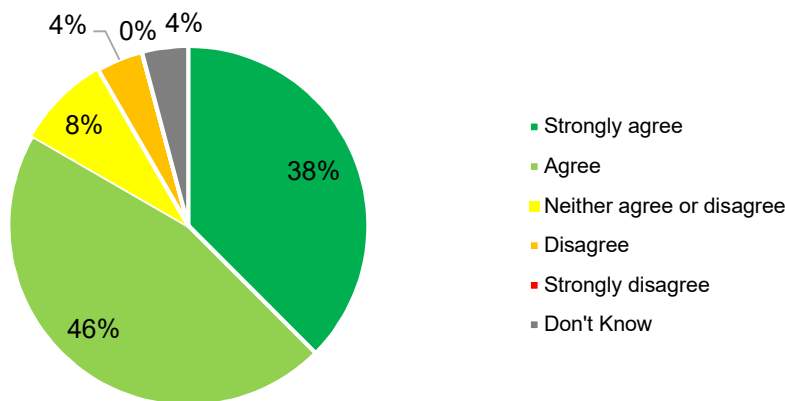
Rerouting of buses to reduce congestion e.g. X1.

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1.3 Identification Traffic Delay Issues

How far do you agree or disagree that we have identified the traffic delay issues?(n= 24)



What have we missed?

Disagree and Strongly Disagree

The traffic signal phasing at the junction of Southtown Road/ Tollgate Rd/ Silvertons Aggregates - lights are working against the flow of traffic, sometimes only allowing three to four cars to proceed along Southtown Road before the lights change to red.

What have we missed?

All other responses

No grid marking at roundabouts.

Drivers are making far too many short journeys.

Improvements needed to Vauxhall Roundabout.

Traffic delays could be eased by re-routing some X1 buses to the edge of town areas.

Designate clear ways for key routes like Howard Street North / The Conge / Temple Road / Alexandra Road.

Making the crossroads safer at Belton.

A review of the speed limit on the new relief road.

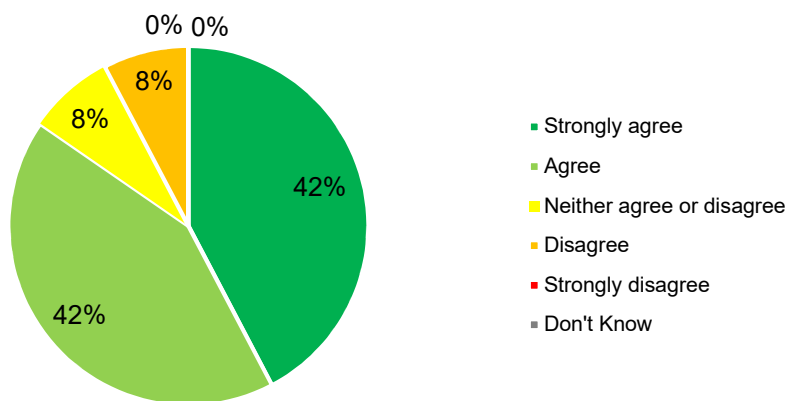
The visibility at Gapton Retail Park junction to turn right to Bradwell is dangerous.

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1.4 Identification of Public Transport Issues

How far do you agree or disagree that we have identified the public transport issues?(n= 26)



What have we missed?

Disagree or Strongly Disagree

Hemsby has good transport infrastructure, such as frequent and punctual bus services.

The coach station location is ideal as a large number of users are arriving seeking access to the seafront rather than the town centre.

The private motorist is being ignored.

What have we missed?

All other responses

A shuttle bus between the rail station would be expensive, and poorly used. An existing bus that is re-routed (e.g. 9 Service) would be beneficial.

Case needed for direct, longer-distance rail services to areas further afield.

Thought should be given to electric vehicles.

Increased bus services for Caister-on-Sea.

A bus link that travels to the train station, market and sea front would be beneficial.

Crossing facility needed from the Vauxhall Holiday Park to the Town Centre.

A seasonal bus service with increased frequency in the summer e.g. X1 or X11.

A summer bus service from Hemsby beach to Norwich via the rail station to join the X1 & X11 at a good frequency.

Improve the bus service from Seashore Holiday Park to rail station.

Introduction of a Park & Ride once the GYTRC is complete

GYTS Consultation Feedback Summary

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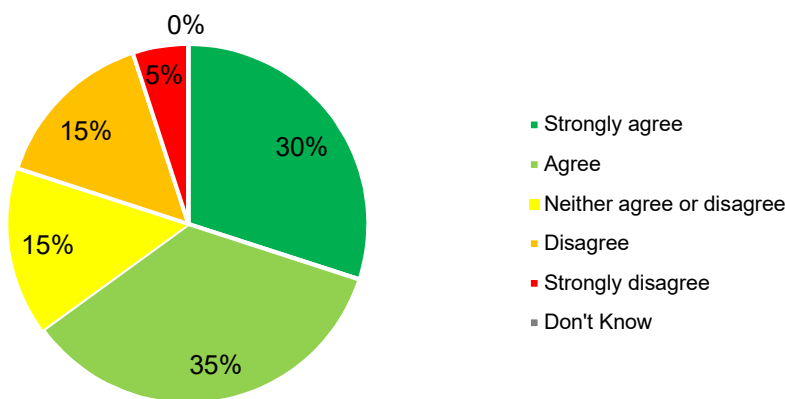
What have we missed? <i>All other responses</i>
Reduction in the cost of bus travel.
A bus service linking Lothingland villages to Haddiscoe train station would be useful.
Rail service is poor.
Sending 4 of the X1 buses through Filby, Stocksby, Runham and Fleggburgh will give a good bus service to a large part of the rural area.

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1.5 Identification of Cycling Issues

How far do you agree or disagree that we have identified walking and cycling issues?(n= 20)



What have we missed?

Disagree or Strongly Disagree

Too much attention towards such a minority group.

The cycle track that runs alongside the A47 past the James Paget Hospital, along the A47 dual carriageway and leaves the dual carriageway to come into Hopton needs better maintenance.

There is a non-made up road extension for walkers/cyclists on Warren Rd which runs alongside Gorleston Golf Club as a link route between Gorleston and Hopton needs better maintenance

No cycle route between Great Yarmouth and Norwich.

Very limited capacity for cycles on rail routes.

A cycle way running separately alongside the A47 Acle New Road would be advantageous for all users.

What have we missed?

All other responses

Investment needed in LED lighting to improve reliability of lighting in the Rows and key pedestrian and cycling routes.

Lighting, cameras and clean up needed on many thoroughfares in Yarmouth town centre, King Street, seafront areas, St Peters area etc. It does not feel safe.

A traffic crossing between Acle New Road, Vauxhall Holiday Park roundabout.

Signage and monitoring need to deter cyclists from using pedestrian footpaths.

The cyclist give-ways from the Co-op to Gapton Hall need improvements for safety.

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1.6 Feedback on Short-Term Options

Is there anything you would like to tell us at this stage about any of these short-term options?

At the junction of Burnet Road / Beccles Road a pedestrian crossing is needed.

On Beccles Road / Green Lane junction, a pedestrian crossing is needed.

Speed cameras on Beccles Road.

Request to arrange a meeting with Borough Councillor Carl Annison (Mob: 07522130366) regarding Highways issues.

Bus stop improvements in Caister-on-Sea

Parking provisions deserve some more attention.

Improvements to bus service from Seashore Holiday Park to rail station.

Over emphasis on public transport / cycling / walking. More thought needed towards the private motorist.

SL13 is an important project – to get traffic in and out of Lidl and B&M in Southtown directly from the Pasteur Road. This should take pressure off the Station Road and Matalan junctions on the key Southtown Road artery.

Important to achieve the re-opening of the Thamesfield Way through to Suffolk Road / Boundary Road to relieve congestion at the Gapton and Tesco roundabouts on Pasteur Road.

SS1 - is a very high need as previously mentioned. Better bus services should influence the award of bus contracts.

The rural villages need access to the hospital via X1 bus and this would cut the requirements of Hospital transport.

SS1 needs to address the increased provision of train carriages at peak times.

SS2 needs to address how passengers are informed when buses are delayed or cancelled.

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1.7 Feedback on Medium-Term Options

Is there anything you would like to tell us at this stage about any of these medium-term options?

Develop a resident & business permit parking zone in the Town Centre area.

There needs to be a common approach between NCC and GYBC to parking charges and times of operation within the Yarmouth "core" CPE area - Seafront and Town Centre - between Sandown Road/Kitchener Road and Kings Road/Queens Road.

MS7 – Needs to include bus links to Gorleston.

ML10 – Concerns regarding the shuttle bus service.

Projects such as dualling the A47, resolving issues with trains and buses and the Third River Crossing, take precedence over projects for cycling and walking.

ML6 – The cycle path from Caister-on-Sea Tesco to Jellico Road is currently in such a poor state most cyclists use the road.

Concerns raised regarding the cost of the projects.

The vast majority of the schemes are for cyclists / pedestrians / public transport – the private motorist should be given equal thought.

There will be great environmental impact caused by the A47 Acle Straight, and the associated flooding issues. Further route options should be considered.

Possibility to dual all the A47 to link with the A15 at Peterborough, and with an extended M11 from Cambridge to the Humber Bridge.

1.8 Feedback on Long-Term Options

Is there anything you would like to tell us at this stage about any of these long-term options?

Concerns around the value for money from the schemes.

LL14 – is an urgent project.

Investment needed to improve the rolling stock to Great Yarmouth.

Improved signage of motorcycle parking areas in the Town Centre and Yarmouth Seafront.

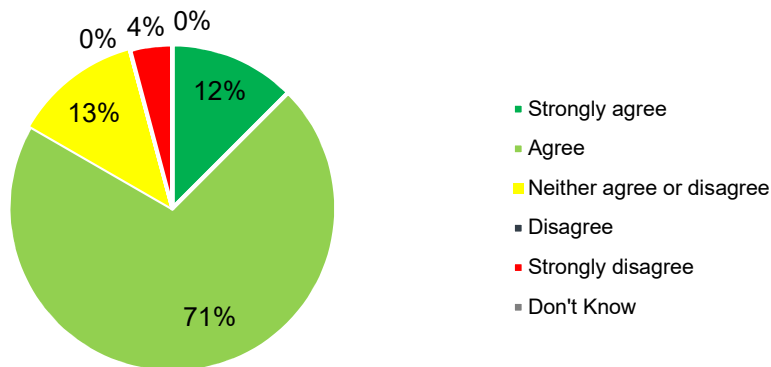
Too much funding is spent in Great Yarmouth, which is out of proportion with other places in the County.

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PROJECT:	Great Yarmouth Transport Strategy	AUTHOR:	EWS

1.9 Balance of Schemes in the Draft Strategy

Overall, how far do you agree or disagree that the draft strategy has achieved the right balance of schemes?(n= 24)



Why did you say that?

Disagree or Strongly Disagree

More projects are needed that are aimed towards the private motorist.

Why did you say that?

All other responses

More focus needed towards the larger projects.

More projects needed for cyclists.

GYTS Consultation Feedback Summary

DATE:	21 October 2019	CONFIDENTIALITY:	Public
SUBJECT:	Summary of Public & Stakeholder Consultation Feedback		
PROJECT:	Great Yarmouth Transport Strategy	AUTHOR:	EWS

1.10 Is there anything else you want to tell us?

Is there anything else you want to tell us?

Any approach needs to be holistic and consider how changes will impact other transport issues and proposals.

More services like that of Centre 81 Door to Door for those who have disabilities are needed.

Access to Harfreys should be a priority for cyclists / pedestrians and also buses.

Buses to Gorleston seafront at the weekends could be more frequent.

More of a focus needed on walking, cycling and public transport.

The bus station needs urgent improvement to improve safety for users e.g. lighting.

The dualling of the A47 Acle Straight needs to be a priority.

The A47 in Brundall needs to be completed to improve access.

Improved train frequency and reliability.

Why not consider major schemes e.g. flyover or bypass of Gaptown estate, park and ride for town centre, overhaul lighting and cameras in town centre.

Thought should be given on how to reduce on-street parking for new residential dwellings.

Reduction in car parking charges for key attractions.

Paid car parking facilities for areas outside of Great Yarmouth e.g. Gorleston.

GYTS Consultation Feedback Summary

DATE:	21 October 2019	CONFIDENTIALITY:	Public
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PROJECT:	Great Yarmouth Transport Strategy	AUTHOR:	EWS

2. STAKEHOLDER FEEDBACK

This section summarises the written responses received from Stakeholders on the Great Yarmouth Transport Strategy.

2.1 Broads Authority

Comments
Key destinations travelled to by the local community are not mentioned.
Accident data should be set out more clearly to explain the severity of accidents and what forms a cluster.
The Broads Authority Local Plan should be mentioned in the document.
The solutions should be set out to have the sustainable modes at a more prominent position, such that they are above cars.
Possibility to retrofit travel plans for businesses and communities already in place.
There should be a distinction between the actions that are for further study or actual on-site projects.
Would the induction loops pick up cyclists at junctions, if not, this could lead to cyclists feeling ignored?
Evidence needs to be provided that increasing capacity at junctions will promote modal shift.
The Broads Authority needs to be highlighted as a key stakeholder within the document.
Work is needed to look at the measures to address potential conflict between modes, such as community education.
Community projects set up to address speeding.
There is no mention of police enforcement of traffic laws.
Changing the way tourists travel to Great Yarmouth would have a real impact on greenhouse gas reduction and congestion.
Not much mention of travel by boat / ship – This should be considered as all could have a positive impact upon the town, or impacts upon the transport network, in particular cruise ship passengers.
Better pedestrian and cycling links from the Broads to key attractions and services.

2.2 CENTRE 81

Comments
There is no a commitment to promote social inclusion by improving access to jobs and services, yet Centre 81 is not recognised in the document.
The document should recognise the Centre's contribution in future iterations of the strategy.

GYTS Consultation Feedback Summary

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2.3 SUSTRANS

Comments

The strategy showed no record of the scheme that Sustrans produced in 2019 for Norfolk CC, WSP and Great Yarmouth BC as part of the LEP funding.

There are no cycle routes shown for: a link to Caister (north of the Sea Front), a link to Bure Park, a quietway north and south and a route in South Denes.

The following reports should be cross-referenced in the report:

- 11945 South Denes
- 11944 North denes
- 11775 Sign Schedule – Caister, Gt Yarmouth, Gorleston, Belton, Burgh Castle
- 11746 Quietway from Market Place to Jellicoe Road; Caister Road improvements; and options for Bure park and Northgate Street

2.4 HISTORIC ENGLAND

Comments

The production of the Transport Strategy is well-timed to co-inside with the High Street Heritage Action Zone.

Access to the historic core of the town by pedestrians and cyclists should be ensured.

There should be increased accessibility from the north, the railway station and from the bus station.

Pleased to see the addition of options SL21, SL24 and ML4

Any improvements adjacent to the High Street Heritage Action Zone, including the A47/A12 Corridor improvements, should be sensitively designed.

GYTS Consultation Feedback Summary

DATE:	21 October 2019	CONFIDENTIALITY:	Public
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PROJECT:	Great Yarmouth Transport Strategy	AUTHOR:	EWS

3. PROPOSED CHANGES TO GREAT YARMOUTH TRANSPORT STRATEGY IN RESPONSE TO CONSULTATION FEEDBACK

This section summarises the proposed changes to the Draft Great Yarmouth Transport Strategy for Consultation in response to feedback received during consultation.

3.1 Proposed Changes

- **Understanding the Local Economy – Paragraph 3.1.20:** Tourism will be identified as major economic driver in Great Yarmouth.
- **Current Local Transport Provision – Paragraph 3.3.14:** A description of the role of community transport schemes in Great Yarmouth, such as Centre 81, will be added.
- **Current Local Transport Provision – Highway Issues Network Map:** A definition of “accident cluster” will be added.
- **Option SC8 – Improve amenity for passengers travelling on the Wherry Line:** The description will be updated to note that the rolling stock upgrade has commenced.
- **Section 6 - Short, medium and long-term options tables:** The header “Stakeholder” will be renamed “Key Stakeholder”.
- **Option MS1 – A47 Acle Straight Dualling:** The Broads Authority will be identified as a key stakeholder.
- **Option MA3 – Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth:** The option’s description will be updated to make reference to self powered and electric bicycles.
- **Area Wide Cycle Improvement Options:** The area wide cycle improvement options (e.g. Option ML6) will be updated to include a reference to the Sustrans study undertaken in Great Yarmouth and the cycle routes identified as a part of this work.
- **Next Steps – Paragraphs 7.2.1 and 7.5.2:** The Broads Authority will be identified as a key stakeholder.

Appendix B - Great Yarmouth Transport Strategy - Implementation Plan

1.1 SHORT TERM (OPTIONS EXPECTED TO BE DELIVERED BY 2022)

SHORT TERM STRATEGIC

Options to encourage the use of public transport						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SS1	Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth	Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.	Encourage modal shift through improve public transport facilities	Require wider changes (frequency / reliability) to increase patronage. Measures taken require cost with no guaranteed result.	Engage with Greater Anglia and understand existing use of train services and measures that could increase patronage.	Greater Anglia Norfolk County Council Developers
SS2	Improve bus services between Great Yarmouth and Lowestoft	This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).	Improve public transport strategic coastal connections. Encourage modal shift through improved public transport services.	Requires support of bus operators	Engage with bus operators to establish commercial viability. Identify future development that could support new services (through Section 106Developer contributions). Identify where new bus stop infrastructure may be required to support a new service.	Bus Operators Norfolk County Council Developers

Option to encourage journeys to be made by bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SS3	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.	<p>Promotes cycling.</p> <p>Helps users to identify the route.</p> <p>Improves accessibility of the bikeway system for all users.</p>	Route only go through part of Great Yarmouth	<p>Undertake detailed review of existing wayfinding provision.</p> <p>Establish wayfinding strategy for cyclists that is coherent across Great Yarmouth.</p> <p>Identify location for new wayfinding infrastructure.</p>	Norfolk County Council

SHORT TERM AREA WIDE

Option to encourage the use of public transport						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA1	Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea	This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.	Encourage modal shift	No improvement to bus service frequencies or capacity of the public transport network	Engage with bus operators. Understand current situation regarding bus stops that have been recently improved, or are proposed to be improved.	Bus Operators Norfolk County Council Great Yarmouth Borough

Option to better manage traffic on the local and strategic highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA2	Develop and introduce a signage strategy to inform drivers of car parking availability, congestion and, when implemented, status of the Great Yarmouth Third River Crossing	Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.	Help drivers make more informed decisions on their route choices / choice of car park Improve journey time reliability and reduced congestion, particularly when crossings are closed	Signage may be ignored, especially by drivers using Satnavs. Increase rat-running if drivers have knowledge of the local road network.	Understand signage strategy proposed as a part of the GYTRC. Work with GYTRC team to Develop signage strategy that could provide drivers with information on traffic and parking issues across Great Yarmouth.	Norfolk County Council

Options to encourage journeys to be made by bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA3	Develop a cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.	Helps a user to plan their cycling routes more effectively. May make users aware of new routes. May reduce journey times if routes can be planned beforehand.	Would have to be updated regularly to include all route upgrades or changes.	Understand whether existing / similar apps are available and offer same functionality. Identify availability of data / additional data requirements. Engage with app developers / graphic designers to understand cost and feasibility of producing app / updated route map.	Norfolk County Council Great Yarmouth Borough Council Cycling Groups / Organisations

Option to reduce delay and traffic congestion on the local highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA5	Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic	This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.	Improve connectivity and reliability on the network by improving junction efficiency and capacity. Improve access to goods and services through reduced journey times	Provides junction capacity benefits only, no increase in physical capacity of links	Develop design for an improvement scheme. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council

Option to encourage journeys by public transport						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA6	Work with bus operators to maintain and where possible improve the frequency of rural bus services that serve villages to the north west and south west of Great Yarmouth	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.	Encourage modal shift through improve public transport facilities to rural locations	Dependent upon public transport operators	Engage with bus operators to establish commercial viability of existing services. Identify future Development that could support existing / new services (through Section 106Developer contributions).	Bus Operators Developers

SHORT TERM LOCAL

Options to reduce delay and traffic congestion on the local highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL2	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	<p>Improve journey time reliability.</p> <p>Increase junction capacity and improve efficiency.</p> <p>Improve facilities for non-motorised users.</p>	<p>Benefit limited to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	<p>Identify capacity improvement options.</p> <p>Develop high level option plans.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	Norfolk County Council
SL3	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalling the junction or replacing the existing priority arrangement with a small roundabout.	<p>Improve journey time reliability.</p> <p>Increase junction capacity and improve efficiency.</p> <p>Improve facilities for non-motorised users.</p>	<p>Benefit limited to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	Identify capacity improvement options.	Norfolk County Council

Options to reduce delay and traffic congestion on the local highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL4	Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	<p>Improve journey time reliability.</p> <p>Increase junction capacity and improve efficiency.</p> <p>Improve facilities for non-motorised users.</p>	<p>Benefit limited to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	<p>Identify capacity improvement options.</p> <p>Develop high level option plans.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	Norfolk County Council
SL5	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.	<p>Improve journey time reliability.</p> <p>Increase junction capacity and improve efficiency.</p> <p>Improve facilities for non-motorised users.</p>	<p>Benefit limited to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	<p>Identify capacity improvement options.</p> <p>Develop high level option plans.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	Norfolk County Council
SL6	Capacity improvement at Fuller's Hill /	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity	Improve journey time reliability.	Benefit limited to single junction.	Identify capacity improvement options.	Norfolk County Council

Options to reduce delay and traffic congestion on the local highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
	Northgate street signalised junction	improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. Any scheme would tie in with the recent improvement works at this junction (Scheme SC13).	<p>Increase junction capacity and improve efficiency.</p> <p>Improve facilities for non-motorised users.</p>	Potential to shift the problem to other junctions on the network.	<p>Develop high level option plans.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	
SL7	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.	<p>Improve journey time reliability.</p> <p>Increase junction capacity and improve efficiency.</p> <p>Improve facilities for non-motorised users.</p>	<p>Benefit limited to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	<p>Identify capacity improvement options.</p> <p>Develop high level option plans.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	Norfolk County Council

Options to reduce delay and traffic congestion on the local highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL9	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Improve connectivity and reliability on the network by improving junction efficiency and capacity.	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
SL10	Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Improve connectivity and reliability on the network by improving junction efficiency and capacity	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models). Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council

Options to reduce delay and traffic congestion on the local highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL11	Highway works to improve operation of the Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. It has been suggested that existing on-street bus stops and taxi ranking contribute to queuing and delays at this junction. The operation of this junction could be improved through a review of on-street bus stops and taxi ranks within the immediate locality of this junction and / or junction capacity improvements (e.g. a review of phasing and timings and / or reallocation of carriageway space within the highway boundary to support the dominant movements).	Improve connectivity and reliability on the network by improving junction efficiency and capacity.	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
SL12	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Improve connectivity and reliability on the network by improving junction efficiency and capacity.	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council

Options to reduce delay and traffic congestion on the local highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL13	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.	Reduced congestion onto Station Road. Improve accessibility of Lidl and B&M.	Land ownership issues. Reduced car parking. Potential for "rat running" through car park. Increase traffic congestion on A1243 Pasteur Road.	Develop design for an improvement scheme. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
SL23	Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Improve journey time reliability. Increase junction capacity and improve efficiency.	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).	Norfolk County Council

Options to encourage journeys by public transport						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL16	Improve public transport connectivity of South Denes peninsula / South Denes Enterprise Zone through introduction of new bus services / extension of existing services	This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).	Encourage modal shift through improve public transport facilities. Improved connectivity of public transport hubs to key employment areas	Unlikely to be run as a commercial service. Likely need for services to be subsidised or externally supported.	Engage with bus operators to establish commercial viability. Identify future development that could support new services (through Section 106Developer contributions). Identify where new bus stop infrastructure may be required to support a new service.	Bus Operators Norfolk County Council Developers
SL22	Improvements to facilities at Beach Coach Station	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.	Encourage more coach trips to Great Yarmouth. Encourage mode shift from car to coach.	Increase in coach services likley to be in summer months only.	Audit of existing coach station and NMU access	Norfolk County Council Great Yarmouth Borough Council Coach Operators

Options to encourage journeys by foot and bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL18	Improve existing pedestrian routes to / from Harfreys Industrial Estate	This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road (recently delivered). This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.	Improve access in and around Harfreys Industrial Estate. Safer walking routes.	Proposed pedestrian routes may not be seen as attractive. Routes may offer no / limited journey time benefit to workers of Harfreys Industrial Estate.	Survey existing pedestrian routes. Establish proposed upgrades (e.g. lighting, surfacing, signage etc.).	Norfolk County Council Great Yarmouth Borough Council
SL21	Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider Transport Strategy study area	This option explores assessing the current level of cycle parking and looks at adding new or upgraded parking in the town centre, along the sea front and close to large trip attractors. This would allow cyclists to leave their bikes in secure places and could encourage others to use their bikes more often.	Increase cycle capacity. Encourages use of bicycles, which could help to reduce the need for use a car to go about town.	Requires adequate road / cycleway infrastructure to support an increase in cycle numbers.	Undertake audit of existing cycle parking provision and survey its utilisation. Review survey results to understand need for additional cycle parking provision.	Operators of large trip attractors (e.g. Britannia Pier) Norfolk County Council Great Yarmouth Borough
SL24	Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a	This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility	Improve safety and amenity for pedestrians. Encourage shorter	May result in reduction in carriageway space for other road users.	Identify non-pedestrianised links with high footfall. Develop design for	Norfolk County Council Great Yarmouth Borough Council

Options to encourage journeys by foot and bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
	high footfall / high number of mobility scooter users	scooter users and improve safety in the area.	journeys to be made on foot.		an improvement scheme.	Town Centre Businesses and Residents

1.2 MEDIUM TERM (OPTIONS EXPECTED TO BE DELIVERED BY 2030)

MEDIUM TERM STRATEGIC

Options to reduce delay and congestion on the strategic road network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MS1	A47 Acle Straight Dualling	Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.	<p>Improve road user safety.</p> <p>Improve journey times and journey time reliability.</p> <p>Create continuous dual carriageway between Dereham and Great Yarmouth.</p>	<p>May create new pinch points on network in Great Yarmouth.</p> <p>Requires consultation and coordination with Highways England.</p>	<p>Engage with Highways England on work undertaken to date.</p> <p>Undertake corridor study exploring possible improvement options along the A47.</p> <p>Work with Highways England to have the scheme allocated in the next Road Investment Strategy.</p>	<p>Norfolk County Council</p> <p>Highways England</p>
MS2	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.	<p>Increase junction capacity.</p> <p>Reduce traffic congestion.</p> <p>Improve journey time reliability.</p> <p>Improve road user safety.</p>	<p>Benefit restricted to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	<p>Identify improvement options.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).</p>	<p>Norfolk County Council</p> <p>Highways England</p>

Options to reduce delay and congestion on the strategic road network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MS3	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.	<p>Improve access to Vauxhall Holiday Park.</p> <p>Potential to help reduce congestion on the A47 Acle Straight and at Vauxhall Roundabout.</p>	Limit or prevent any future use of the rail sidings.	Engage with Highways England about the potential to incorporate the land into any future scheme for the A47 and Acle Straight.	<p>Vauxhall Holiday Park</p> <p>Highways England</p> <p>Network Rail</p> <p>Norfolk County Council</p>
MS4	Capacity improvements at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Capacity improvements at A47 / James Paget University Hospital signalised junction.	Capacity improvements at A47 / James Paget University Hospital signalised junction.	<p>Identify improvement options.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).</p>	<p>Norfolk County Council</p> <p>Highways England</p>
MS5	Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	<p>Increase junction capacity.</p> <p>Reduce traffic congestion.</p> <p>Improve journey time reliability.</p> <p>Improve road user safety.</p>	<p>Benefit restricted to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	<p>Identify improvement options.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).</p>	<p>Norfolk County Council</p> <p>Highways England</p>

Options to encourage journeys to be made by rail						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MS6	Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building	Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station building and create a sense of arrival to the town. This could include new mixed-use development of the railway station building, public realm improvements and greater presence of railway operator personnel.	<p>Aesthetically pleasing gateway features create a sense of arrival into the town.</p> <p>Encourage modal shift through improve public transport facilities.</p>	Does not provide any direct benefits to transport and different modes of transport.	Work with Great Anglia to establish range of possible short, medium and long-term improvement options for the railway station concourse.	<p>Greater Anglia</p> <p>Norfolk County Council</p>
MS7	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.	<p>Improved safety in the Transport Strategy study area.</p> <p>Improved connections between Great Yarmouth and Lowestoft.</p>	<p>Only possible if there is enough space, or where it's possible to close one motor vehicle lane.</p> <p>Does not improve connections outside of Great Yarmouth, other than Lowestoft.</p>	<p>Engage with Great Anglia and Network Rail.</p> <p>Seek to understand existing barriers to introduction of more frequent service.</p> <p>Work with Great Anglia and Network Rail to identify ways that rail services between Great Yarmouth and Norwich could be increased.</p>	<p>Greater Anglia</p> <p>Norfolk County Council</p> <p>Great Yarmouth Borough Council</p>

Option to encourage journeys to be made by bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MS8	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.	Improved safety in the Transport Strategy study area. Improved connections between Great Yarmouth and Lowestoft.	Only possible if there is enough space, or where it's possible to close one motor vehicle lane. Does not improve connections outside of Great Yarmouth, other than Lowestoft.	Identify shortlist of route options. Understand existing land ownership (including highway boundary extent). Develop design for an improvement scheme based on option proformas.	Norfolk County Council Great Yarmouth Borough Council

MEDIUM TERM AREA WIDE

Options to encourage journeys to be made by foot and bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MA1	New signed strategic cycle route between Great Yarmouth Town Centre and Gorleston-on-Sea that utilise Great Yarmouth Third River Crossing	This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre and Gorleston-on-Sea. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected. Norfolk County Council is currently investigating a possible cycle route scheme on both sides of the River Yare, however this is not a committed scheme.	<p>Cycling in the area becomes more connected and easier to navigate around town.</p> <p>Encourage use of a sustainable method of transport.</p>	Relies on the completion of the GYTRC, any time delays will impact on the when the cycle route can be used.	<p>Work with GYTRC team to ensure proposed layout connects with existing cycle network.</p> <p>Work with GYTRC to introduce cycle route signage at and on approach to the crossing.</p>	<p>Norfolk County Council</p> <p>Great Yarmouth Borough Council</p>
MA3	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to Mobike Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.	<p>Availability of bicycles encourages use for shorter journeys.</p> <p>Does not require bicycle ownership.</p> <p>Does not require formal cycle parking facilities (e.g. Sheffield Standard).</p>	<p>Parked bicycles could block footways.</p> <p>Commercial viability.</p>	<p>Monitor dockless cycle hire schemes in other towns and cities in the UK.</p> <p>Hold discussions with dockless cycle operators.</p> <p>Explore infrastructure requirements to facilitate dockless hire cycle operators.</p>	<p>Dockless Cycle Hire Operators</p> <p>Norfolk County Council</p> <p>Great Yarmouth Borough Council</p>

Options to encourage journeys to be made by foot and bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MA5	Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.	This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.	<p>Improves connectivity for vulnerable users.</p> <p>Encourage shorter journeys to be undertaken on foot.</p> <p>Help vulnerable users feel safer and more confident travelling in Great Yarmouth.</p>	May only be small pinch point improvement schemes and may not be able to provide any significant improvement in accessibility.	<p>Hold discussions with local action groups to identify existing issues and opportunities.</p> <p>Undertake audit of the current accessibility of the urban environment to vulnerable users.</p>	<p>Great Yarmouth Borough Council</p> <p>Norfolk County Council</p> <p>Local action groups representing vulnerable users</p>
MA6	Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.	This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.	<p>Improve safety for residents, visitors and workers travelling to Great Yarmouth's Holiday Parks by active modes of transport.</p> <p>Encourage shorter journeys to be undertaken by non-car modes of transport.</p>	Funding / commercial viability of shuttle bus service.	<p>Hold discussions with representatives of the Great Yarmouth Holiday Parks to understand existing travel patterns of residents, visitors and workers.</p> <p>Undertake audit of existing pedestrian and cycle routes to / from Great Yarmouth Holiday Parks.</p> <p>Develop improvement schemes / new pedestrian and cycle routes.</p>	<p>Great Yarmouth Borough Council</p> <p>Norfolk County Council</p> <p>Great Yarmouth Holiday Parks</p>

Option to encourage travel by smarter choices						
Ref	Option	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MA2	Support and encourage non-residential developments to produce a travel plan	This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.	<p>Reducing peak time congestion.</p> <p>Reducing harmful transport emissions and energy use.</p> <p>Improving accessibility.</p> <p>Reduced cost of travel.</p>	<p>A reduction in car travel may not be possible for all people, such as a salesperson.</p> <p>The developments may not have the appropriate infrastructure to support a modal shift.</p>	<p>Review existing delivery of Travel Planning in the Transport Strategy Study Area.</p> <p>Look to understand proportion of non-residential Development that currently have a Travel Plan.</p> <p>Review success of existing Travel Plans.</p> <p>Identify particular areas / type of businesses to target as a part of a pilot study.</p> <p>Develop strategy (including marketing materials, presentations, guidance documents and templates) to help non-residential Developments produced their own Travel Plan.</p>	<p>Norfolk County Council</p> <p>Great Yarmouth Borough Council</p>

Option to better manage parking						
Ref	Option	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MA4	Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.	This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.	<p>Help better manage car parking during peak periods (summer months).</p> <p>Help ensure availability of car parking for residents of Great Yarmouth.</p>	<p>Potential for new car parking charges to be introduced.</p> <p>Potential for removal of uncontrolled on-street parking in central locations.</p>	<p>Car Parking Utilisation Survey during summer months</p> <p>Survey of existing residents to understand issues / receptibility to introduction of permits</p>	<p>Norfolk County Council</p> <p>Great Yarmouth Borough Council</p>

MEDIUM TERM LOCAL

Option to reduce delay and congestion on the local highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML1	New link road between Thamesfield Way and Suffolk Road	This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.	<p>Relieve congestion on Southtown Road and Pasteur Road.</p> <p>Provide an additional access into the Southtown area.</p>	<p>Land will need to be acquired in order to build the scheme.</p> <p>May lead to “rat running” by non-local traffic.</p>	<p>Establish land ownership.</p> <p>Develop option.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	<p>Local land owners, residents and businesses</p> <p>Norfolk County Council</p>

Options to encourage journeys by foot and bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML2	Package of Cycle Improvements along A143 Beccles Road	<p>This option is the delivery of a range of cycle infrastructure improvements along the A143 Beccles Road, including:</p> <p>Widening the existing shared-use route on the A143 Beccles Road between Burnet Road and New Road. This could lead onto the opportunity for a new segregated route;</p> <p>Adding a new cycle route along the A143 Beccles Road between Primrose Way and Beccles Road / Burgh Road Roundabout. Cycle crossing facilities could also be considered to make the route much more accessible and quicker for users;</p> <p>Developing the existing neighbourhood cycle routes between Bussey's Loke and Crab Lane to improve the east-west cycle connectivity (scheme currently being progressed by Norfolk County Council); and</p> <p>Exploring how the existing neighbourhood cycle route between Burnet Road and Sun Lane can used to improve east-west cycle connectivity. The developments would include improvements to crossing facilities for cyclists at A143 / Sun Lane priority junction.</p>	<p>Create safer environment for cyclists.</p> <p>Encourage mode shift.</p>	May lead to reduction in road space for other road users.	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML3	Package of Cycle Infrastructure Improvements in Gorleston-on-Sea	<p>This option is the delivery of a range of cycle infrastructure improvements in Gorleston-on-Sea, including:</p> <p>Adding new or improving crossing facilities for pedestrians and cyclists along the A47 Lowestoft Road. Safer crossings could be added at major junctions to make it easier to cross the road; and</p> <p>Consideration of a new north-south cycle route along the B1370. A scheme could build upon the existing cycle route along Lowestoft Road.</p>	<p>Create safer environment for cyclists.</p> <p>Encourage mode shift.</p>	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML4	Package of Cycle Infrastructure Improvements in Great Yarmouth Town Centre	<p>This option is a range of cycle infrastructure improvements in Great Yarmouth Town Centre, including:</p> <p>Consideration of a new cycle route between The Conge and Regent Street to improve north-south connectivity. Initial improvements have been made to the Conge and it has been noted that there is a missing link between The Conge and The Minster. Cycle links between The Conge and the town centre could be improved either along Hall Quay and Georges Street, along Howard Street South or a north-south link across the edge of the Market Place from King Street to The Conge;</p> <p>Exploration of a new north-south cycle route between Fuller's Hill roundabout, The Conge and The Minster. The improvements to the roundabout would allow users to cross safely and could build upon the existing pathway around the roundabout; and</p> <p>Consideration of a new east-west cycle route between the town centre, Hall Quay and the Seafront. A contraflow cycle lane exists along most of the Transport Strategy study area, however there are some sections that could be improved. These improvements could be made to: junctions of King Street (both with Regent Road and with Regent Street), pedestrian crossings and eastern and western tie-in points to the network.</p> <p>All of these links are currently being investigated by Norfolk County Council, however none of these are committed schemes.</p>	<p>Create safer environment for cyclists.</p> <p>Encourage mode shift.</p>	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
ML5	Improve east west pedestrian and cycle connectivity between	<p>This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park. Part of this scheme is currently being delivered between Vauxhall Roundabout and Acle New Road</p>	<p>Create safer environment for cyclists.</p> <p>Encourage mode shift.</p>	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
	Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	Bridge. The section at Vauxhall Roundabout will need to be delivered by Highways England and is not currently a committed scheme.				
ML6	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	This option considers improvements to facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently. A number of possible improvements are being investigated by Norfolk County Council, however none of these are committed schemes.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
ML7	New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing	This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc. A number of possible improvements are being investigated by Norfolk County Council, however none of these are committed schemes.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML8	Package of Cycle Infrastructure Improvements in North Quay	<p>This option is a range of cycle infrastructure improvements in the North Quay area, including:</p> <p>Improvements to the east-west cycling connectivity between Lawn Avenue and North Drive. Salisbury Road could provide a connecting route, but due to cars parking on both sides of the road, it may be difficult to fit in a cycle lane. Barnard Avenue (with a link to the A149 Caister Road) could provide a suitable platform, but the current road will need to be reduced to fit in the cycle lanes; and</p> <p>Improvements to the east-west route along Fuller's Hill and St Nicholas Road for use by pedestrians and cyclists. Existing highway boundary could be used to accommodate a new cycle lane and make it safer to cross the busy junctions.</p>	<p>Create safer environment for cyclists.</p> <p>Encourage mode shift.</p>	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML9	Package of Cycle Infrastructure Improvements in Southtown	<p>This option is a range of cycle infrastructure improvements in the Southtown area, including:</p> <p>Exploring improving cycle route and crossing facilities along Southtown Road. Particularly between the signalised and priority junctions;</p> <p>Exploring the measures that could be employed to improve cycling connectivity between Suffolk Road and Southtown Road. Improvements could involve adding dedicated cycle lanes on the road or on the pedestrian walkway.</p> <p>Consideration of the opportunities to improve cycling connectivity across William Adam's Way;</p> <p>Provision of a cycle bridge at Gapton Hall roundabout or a segregated cycleway running alongside the A47 that connects with the overbridge north of Harfreys Roundabout;</p> <p>Improvements to the 1.5km route along Riverside Road for cyclists between Pier Walk and Williamson's Lookout (this has recently been delivered).</p> <p>Improvements to the pedestrian and cycling crossings at the B1370 / Church Lane roundabout. There are currently three uncontrolled crossings outside of East Norfolk Sixth Form College, however, due to how busy this road is, especially when the college opens and closes, a controlled crossing may be more beneficial.</p> <p>All of these improvements are currently being investigated by Norfolk County Council, however none of these are committed schemes.</p>	<p>Create safer environment for cyclists.</p> <p>Encourage mode shift.</p>	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML11	Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.	This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users. Potential to increase congestion on approach to Haven Bridge.	Develop design for an improvement scheme based on option proformas.	Norfolk County Council Great Yarmouth Borough Council

Option to encourage journeys by public transport						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML10	Introduction of new regular shuttle bus service	This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.	Increase capacity of public transport network. Provide new direct public transport connection between rail station and major employment sites.	Unlikely to be run as a commercial service. Likely need for services to be subsidised or externally supported	Engage with bus operators to establish commercial viability. Identify future Development that could support new services (through Section 106Developer contributions). Identify where new bus stop infrastructure may be required to support a new service.	Bus Operators Norfolk County Council Great Yarmouth Borough Council

1.3 LONG TERM (OPTIONS EXPECTED TO BE DELIVERED AFTER 2030)

LONG TERM STRATEGIC

Options to encourage journeys by bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
LS1	Comprehensively join up and fill in the gaps in Great Yarmouth's cycling network to create a coherent network that allows uninterrupted journeys across the town by bicycle	This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle. Norfolk County Council are currently investigating / working on a number of schemes in Great Yarmouth to help deliver this option.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Identification of gaps in cycle network. Packaging of cycle schemes that address gaps in the network.	Norfolk County Council Great Yarmouth Borough Council

LONG TERM LOCAL

Option to better manage traffic on the local highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
LL14	Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow	This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.	Improve traffic flow by reconsidering the one-way system and gyratory. Improve connectivity and reliability on the network by improving efficiency and capacity.	Increase rat-running if drivers have knowledge of the local road network. Shifting traffic onto other areas of the local road network.	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council Great Yarmouth Borough Council Town Centre Residents, & Businesses

GREAT YARMOUTH TRANSPORT STRATEGY

DRAFT FOR CONSULTATION





Norfolk County Council

GREAT YARMOUTH TRANSPORT STRATEGY – DRAFT FOR CONSULTATION

TRANSPORT STRATEGY (VERSION 4) DRAFT

PROJECT NO. 70043850

DATE: AUGUST 2019

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EXECUTIVE SUMMARY

Great Yarmouth is one of the UK's most popular seaside destinations and the principle retail, service and employment centre within the borough. The economy of Great Yarmouth has historically been built on fishing and tourism; however, in recent decades it has grown to serve and support offshore natural gas industries, and more recently, offshore wind power. Despite this growth, parts of Great Yarmouth contain some of the most deprived neighbourhoods in the UK¹; with higher levels of unemployment than the average for both the East of England and Great Britain².

To support continuing economic development and the needs of residents, the adopted Local Plan Core Strategy identifies a need to deliver 7,140 dwellings within the Borough of Great Yarmouth over the course of the plan period (2013 to 2030)³. The majority of the planned growth is focused in the borough's main towns of Great Yarmouth and Gorleston-on-Sea, and the key service centres of Bradwell and Caister-on-Sea.

Transport improvements are fundamental to achieving sustainable housing and economic growth in Great Yarmouth, tackling inequality, improving health and supporting regeneration. Improving walking, cycling and public transport will enable existing and future residents, visitors and employees to choose cleaner and healthier ways to travel. A Transport Strategy is therefore required to enhance the existing transport networks to support existing and new communities.

This document sets out the transport vision for Great Yarmouth, highlighting the challenges and opportunities along with the transport infrastructure that needs to be delivered within the short and medium-term to enable growth to come forward sustainably as well as supporting the existing local communities.

The transport infrastructure presented in this strategy has been sifted from an initial long-list of options which have been subject to stakeholder engagement, appraisal and prioritised using a bespoke Strategic Assessment tool and the Department for Transport's (DfT) Early Assessment and Sifting Tool (EAST), which compares the Strategic, Economic, Managerial, Financial and Commercial case for each transport option. An Action Plan has then been produced to take forward the identified options along with a series of recommended next steps.

¹ Ministry of Housing, Communities and Local Government Indices of Multiple Deprivation 2015

² Office for National Statistics Annual Population Survey 2017

³ Great Yarmouth Borough Council is currently consulting on a lower housing target which considers the Government's latest policy and guidance on this matter. There is a possibility that the Council's housing target may be revised down to 5,139 dwellings for the same plan period at the point of adoption of the Local Plan Part 2

1 TRANSPORT STRATEGY CONTEXT

1.1 INTRODUCTION



Great Yarmouth. Photograph: Mike Page.

- 1.1.1. This Transport Strategy sets out the vision, objectives and short, medium and long-term transport infrastructure required to support existing and new communities in Great Yarmouth.

Vision: To support sustainable economic growth in Great Yarmouth by facilitating journey reliability and travel mode choice for all, whilst contributing to improved air quality and safety.

- 1.1.2. The Transport Strategy focuses on the main urban area of Great Yarmouth, Gorleston-on-Sea, Bradwell and Caister-on-Sea, but recognises the importance of the local rural communities and the wider Norfolk sub-region.
- 1.1.3. The development of this Transport Strategy was led by WSP and has been produced through engagement with a wide range of stakeholders, including Great Yarmouth Borough Council and Norfolk County Council.
- 1.1.4. This Transport Strategy has been developed to support the vision, strategic objectives and planned growth set out in the Great Yarmouth Local Plan (2013 to 2030) and the vision and objectives of the Great Yarmouth Town Centre Regeneration Framework & Masterplan and Norfolk's Local Transport Plan for 2026.
- 1.1.5. This Transport Strategy shares a common set of transport policy objectives including:
- Reducing the impact on the environment
 - Promoting sustainable developments / growth
 - Maintaining and improving Great Yarmouth's infrastructure
 - Promoting accessibility improvements at a local and strategic level
 - Promoting a reduction in car use
 - Promoting road safety
- 1.1.6. This Transport Strategy builds on the work undertaken by Norfolk County Council, Great Yarmouth Borough Council and New Anglia Local Enterprise Partnership to support economic growth within the town.

The main transport infrastructure and regeneration schemes currently being progressed include:

- *The Great Yarmouth Third River Crossing*
- *Growth Fund Congestion Relief Schemes*
- *Growth Fund Sustainable Transport Schemes*
- *Great Yarmouth Town Centre Masterplan*
- *Regeneration of underutilised land particularly in South Denes*

In summary, there is the opportunity for transport infrastructure solutions to:

- *encourage economic growth and regeneration by improving access to labour markets*
- *promote social inclusion by providing improved access to jobs and services*
- *help residents, workers and visitors have more active lifestyles through improvements to walking and cycling infrastructure*
- *reduce the emission of harmful air pollutants*

1.2 THE OPPORTUNITIES

- 1.2.1. As the principal service centre in the Borough, good transport connectivity is fundamental to sustainable housing and economic growth and the future success of the town.
- 1.2.2. Enhancing local and strategic transport connections to and within Great Yarmouth are critical to supporting the development of the port industries (including offshore natural gas and wind power), facilitating tourism and enabling sustainable housing and economic growth.
- 1.2.3. Improvements to local and strategic transport networks can help address social exclusion, by providing all residents of Great Yarmouth with access to jobs, education and leisure opportunities.
- 1.2.4. The compact nature of the town means that sustainable transport options have the potential to provide attractive alternatives to the use of a private car for shorter journeys. In turn helping residents, workers and visitors have more active lifestyles and reduce the emission of harmful air pollutants.

Characteristics of a good transport network that support sustainable growth are:

- *connecting people with jobs*
- *connecting businesses with their local, regional and global markets*
- *reducing social exclusion by providing access to everyday services, education and leisure opportunities*
- *providing attractive alternatives to the use of the car*
- *encouraging the use of sustainable modes of transport for shorter journeys*
- *limiting the emission of harmful air pollutants*

1.3 THE CHALLENGES

1.3.1. There are a number of challenges that impede the deliverability of transport infrastructure solutions in Great Yarmouth, and in turn, the deliverability of sustainable housing and economic growth in the town. These challenges are associated with both physical constraints and socio-economic conditions within the town.

1.3.2. The main challenges are:

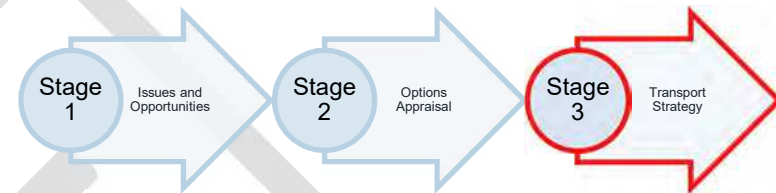
- the perceived remoteness of Great Yarmouth because of its coastal location and rural surroundings
- severance of Great Yarmouth and Gorleston-on-Sea by the River Yare
- high reliance upon the car for commuting outside the main urban area of Great Yarmouth and Gorleston-on-Sea⁴
- high levels of social and economic deprivation⁵
- a borough unemployment rate that is higher than the average for the East of England⁶
- education attainment rates of residents that are lower than the average for the East of England⁷
- lower than national average life expectancies of residents⁸
- a local workforce that lacks the skills and education to fill jobs in the off-shore growth sectors

⁴ 2011 Census Car or Van Driver Mode Share – Usual Residents Journey to Work

⁵ Ministry of Housing, Communities and Local Government Indices of Multiple Deprivation 2015

1.4 STUDY STAGES

1.4.1. The Transport Strategy is the final part of a suite of reports covering the three stages of the Study. A summary of the two previous stages of the Study is provided below:



- **Stage 1** of the Study was the production of an issues and opportunities report. This set out the existing transport situation in Great Yarmouth and served as an evidence base for the development of a long list of options for appraisal
- **Stage 2** of the Study was an options appraisal report. This was the appraisal of the long list of options using a three-step process, as outlined in **Section 5** of this Transport Strategy

1.4.2. The appraisal identified a shortlist of 56 non-committed transport infrastructure solution schemes for inclusion within this Transport Strategy (**Stage 3**).

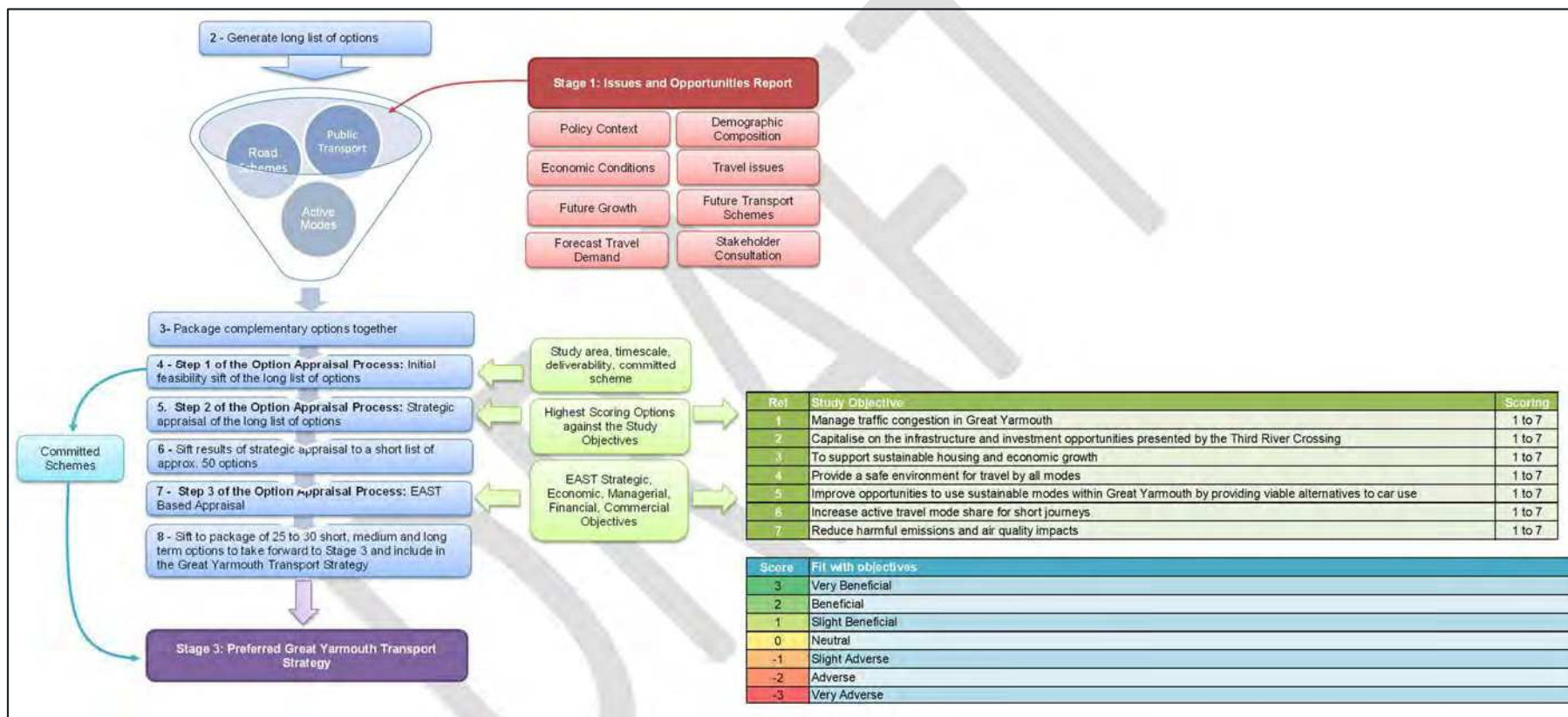
⁶ Office for National Statistics Annual Population Survey 2017

⁷ 2011 Census Qualifications Gained

⁸ Office for National Statistics National Life Tables

1.4.3. Any option identified as “committed” – a scheme with funding and a clear delivery timetable – has been taken forward for direct inclusion in this Transport Strategy and is summarised in **Section 4**.

1.4.4. The diagram below summarises the Study Stages and options appraisal process:



1.5 TRANSPORT STRATEGY PURPOSE

- 1.5.1. The purpose of this Transport Strategy is to support regeneration and to help unlock the significant potential of Great Yarmouth.
- 1.5.2. It sets out a focus and direction for addressing transport issues and opportunities in the town by understanding the transport barriers to sustainable housing and economic growth and identifying the short, medium and long-term infrastructure requirements to address these barriers.
- 1.5.3. The Transport Strategy concludes by setting out a high-level Action Plan to deliver improved transport infrastructure that addresses existing transport barriers and supports sustainable housing and economic growth.



Haven Bridge and Hall Quay

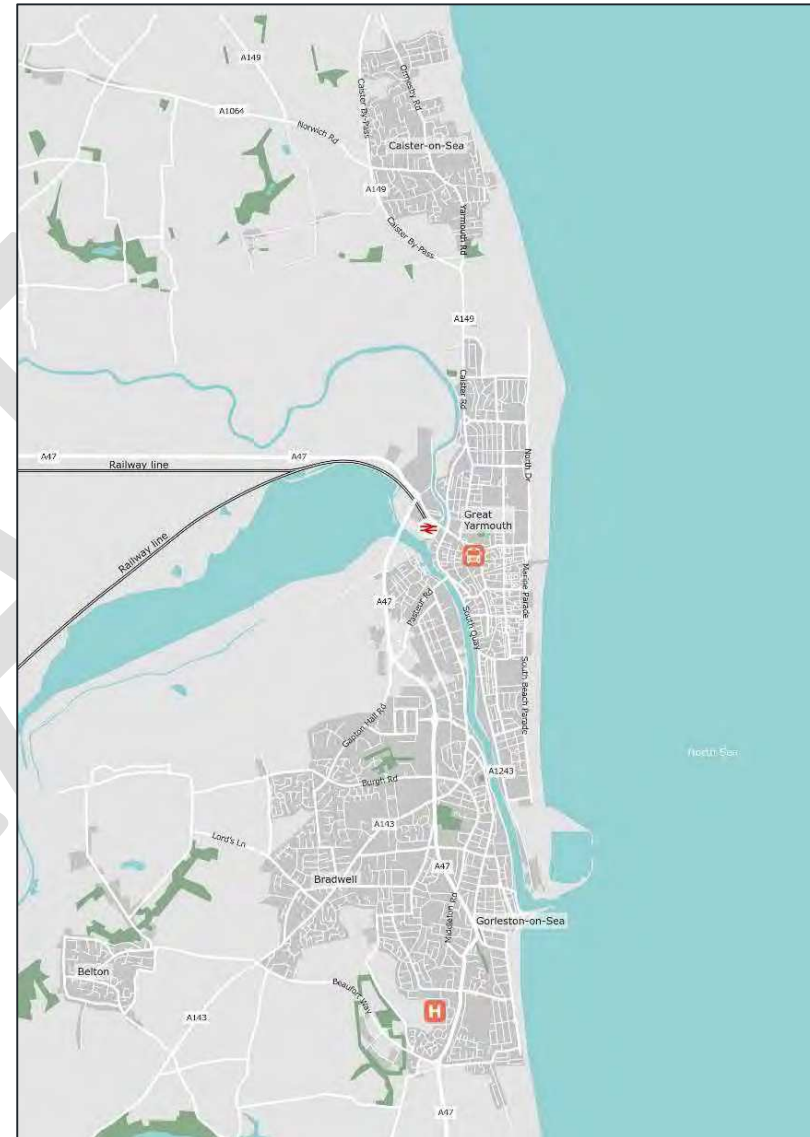
2 SPATIAL SCOPE & OBJECTIVES

2.1 SPATIAL SCOPE

- 2.1.1. The study area for the Transport Strategy is the main urban area of Great Yarmouth, Gorleston-on-Sea, Bradwell and Caister-on-Sea.
- 2.1.2. Whilst the focus for the Transport Strategy is the main urban area of Great Yarmouth, consideration has been given to the wider local and strategic transport network that connects Great Yarmouth with surrounding settlements. This includes consideration of Great Yarmouth's bus and rail service catchment areas and the A47, A143 and A149 corridors.

2.2 OBJECTIVES

- 2.2.1. The objectives of this Transport Strategy are to:
- Manage traffic congestion in Great Yarmouth
 - Capitalise on the infrastructure and investment opportunities presented by the Great Yarmouth Third River Crossing
 - Support sustainable housing and economic growth
 - Provide a safe environment for travel by all modes
 - Improve opportunities to use sustainable modes within Great Yarmouth by providing viable alternatives to car use
 - Increase active travel mode share for short journeys
 - Reduce harmful emissions and air quality impacts



Transport Strategy Study Area

3 TRANSPORT ISSUES

3.1 GREAT YARMOUTH AS A PLACE TO LIVE AND WORK

- 3.1.1. This section sets out the case for short, medium and long-term transport infrastructure interventions based on the existing transport issues in Great Yarmouth.

SUB-REGIONAL ACCESSIBILITY

- 3.1.2. Great Yarmouth is situated on the east coast of Norfolk, within the rural surroundings of the Norfolk Broads, approximately 35km (21 miles) west of Norwich and 17km (11 miles) north of Lowestoft.
- 3.1.3. The main strategic connections to the town by car and rail are the A47 (towards Norwich and Lowestoft) and the Great Yarmouth to Norwich section of the Wherry Line respectively.
- 3.1.4. Norwich is the primary service centre in Norfolk and is a major centre for housing and job growth. The centre of Norwich is accessible from Great Yarmouth Town Centre within a 40-minute drive via the A47 or 50-minutes by public transport.
- 3.1.5. To the south, Lowestoft, also has a strong synergy with Great Yarmouth, with both towns being recognised as national Centres for Offshore Renewable Engineering. Lowestoft is accessible within a 20 to 25-minute drive via the A47 or 40 to 50-minutes by public transport.

A47

- 3.1.6. The A47 forms part of the Strategic Road Network managed by Highways England. The road connects Peterborough to Lowestoft via Norwich and Great Yarmouth.



A47 Acle Straight

- 3.1.7. Between Norwich and Acle, the road is principally dual carriageway; however, between Acle and the Vauxhall Roundabout to the north-west of Great Yarmouth, the A47 is single carriageway.

- 3.1.8. At peak periods varying levels of delay and congestion occur along the Acle Straight, this is largely attributable to delays at the Vauxhall Roundabout, but also because of the numerous minor access roads that connect with the A47 along this link.
- 3.1.9. The strategic importance of this link and single carriageway nature of the route means that a minor accident, most typically rear end shunts, can lead to significant disruption. This gives rise to unreliable journey times with the route often being closed for hours at a time when incidents occur that block the road.
- 3.1.10. In 2017, to address safety issues along the A47 Acle Straight, Highways England implemented a package of safety improvement measures. This consisted of improvements to signage and road markings, installation of hazard posts and kerb re-alignment.
- 3.1.11. Whilst there are a number of committed improvement schemes for A47 junctions in the centre of Great Yarmouth, Highways England have no further improvement schemes planned for the A47 Acle Straight.
- 3.1.12. Stakeholders continue to lobby for improvements to the A47 Acle Straight, with the A47 Alliance identifying the dualling of this link as their top priority for inclusion in Highways England's Road Investment Strategy 2 (RIS2) which covers the period 2020 to 2025.

- *high levels of congestion and delay occur at peak periods along A47, particularly along the Acle Straight and on approach to the Vauxhall Roundabout*
- *the A47 Acle Straight is single carriageway. As a result, minor accidents can lead to significant disruption*
- *Highways England have committed improvement schemes for Vauxhall and Garton Hall Roundabouts, but there are currently no improvement schemes for the A47 Acle Straight*

Accessibility: the A47

- *the A47 is the sole strategic road network connection to Great Yarmouth*

Rail Services

- 3.1.13. Great Yarmouth Station is one of three terminuses on the Wherry Line⁹. The station is situated approximately 600m (0.4 miles) from the town centre, or a 5-10-minute walk via Vauxhall Bridge.



Great Yarmouth Railway Station

- 3.1.14. Currently, the absence of a regular bus service serving the station, limits the potential for users to interchange between bus and rail, or make use of integrated ticketing such as 'PLUSBUS'. Greater Anglia operate a "Bike & Go" cycle hire from the station; however, the uptake of this service is understood to be low.



Recently improved bus stop and bus shelter at Great Yarmouth Railway Station

⁹ Lowestoft and Norwich are the other terminuses on the Wherry Line.

- 3.1.15. Outside of the peak hours an hourly service operates between Great Yarmouth and Norwich with the majority of these services operating via the Acle branch of the line. The high cost and low frequency of rail services between Great Yarmouth and Norwich, means that there is strong competition with the X1 and X11 express bus services.



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Rail:

- Anytime Day Return is £10.90
- journey time between Great Yarmouth and Norwich is 45 minutes
- typically, one service per hour off-peak

Bus:

- Explorer Zone Adult First Day is £7.00

- journey time between Great Yarmouth and Norwich is typically 40 to 45 minutes
 - X1 and X11 operate up to every 15 minutes
- Prices correct as of May 2019

- 3.1.16. The main station building in Great Yarmouth serves as a poor gateway feature to the town. The building does not reflect the current aspirations of the town as a thriving seaside town or global centre for off-shore energy. Furthermore, the restricted operating hours of the main station building means that the limited facilities available at the station are unavailable to most commuters¹⁰.



Great Yarmouth Main Station Building

¹⁰ Works to improve the railway station forecourt were completed in September 2018. However, this work did not include improvements to the main station building

- 3.1.17. The line is reliant upon Victorian signalling infrastructure and uses old rolling stock. This infrastructure is less reliable than new technologies and restricts the potential to provide faster and more reliable journeys¹¹.

Accessibility: Rail

- *limited potential to interchange between rail and local bus services*
- *low usage of “Bike & Go” cycle hire scheme*
- *rail services compete with express bus services. Rail services between Great Yarmouth and Norwich are less frequent and more expensive than the X1 and X11 express bus services*
- *Victorian railway infrastructure and older rolling stock is less reliable than newer technologies*
- *the existing station building is a poor gateway feature to the town*
- *commuters are poorly served by the limited facilities and restrictive operating hours of the station building*

UNDERSTANDING THE LOCAL ECONOMY



Great Yarmouth Seafront

- 3.1.18. The economy of Great Yarmouth has historically been built on fishing and tourism; however, in recent decades it has grown to service and support offshore natural gas industries and more recently offshore wind power. This has been supported by a new Great Yarmouth and Lowestoft Enterprise Zone, with locations at South Denes Peninsula and Beacon Park.

¹¹ The signalling infrastructure of the Wherry Line is currently being upgraded by Network Rail as a part of their railway upgrade plan. Greater Anglia are currently in the process of delivering new rolling stock across the Greater Anglia Region. Further details are provided in Chapter 4 of this Transport Strategy

3.1.19. To support sustainable housing and economic growth, it is important that high quality sustainable transport links are provided between main residential areas and major employment destinations.

3.1.20. In Great Yarmouth the major employment destinations are:

- **James Paget University Hospital**
serves a population of 230,000 residents and employs more than 3,000 staff
- **Harfreys Industrial Estate**
a mixture of industrial and commercial units
- **Great Yarmouth Town Centre**
a variety of independent and chain restaurants, retail stores and cafes
- **Gorleston-on-Sea High Street**
variety of independent and chain restaurants, retail stores and cafes. The area is also surrounded by a number of light industrial and commercial units
- **South Denes Peninsula**
characterised by large offshore energy, port and logistic industries in addition to a number of smaller and medium sized industries. It also forms part of the Great Yarmouth and Lowestoft Enterprise Zone
- **Beacon Park**
25 acres of mixed office, industrial and leisure development. Established in 2012 it forms part of the Great Yarmouth and Lowestoft Enterprise Zone



Beacon Park. Photograph: Mike Page.

The main economic drivers in Great Yarmouth are:

- *energy and engineering*
- *electronics*
- *offshore gas exploration*
- *service and supply*
- *hydrographic survey*
- *geoscience*
- *engineering*
- *logistics*
- *port and logistics*
- *deep water harbour*

UNDERSTANDING THE PEOPLE WHO LIVE IN THE BOROUGH



Market Place

- 3.1.21. Great Yarmouth borough is home to a population of approximately 99,150, of which about 68,500 live within the study area of this Transport Strategy (Great Yarmouth, Gorleston-on-Sea, Bradwell and Caister-on-Sea)¹².

- 3.1.22. In recent years, population growth in Great Yarmouth has been lower than the average for Norfolk, the East of England and England as a whole. Between 2012 and 2016, the population of the borough grew by 1.6% compared to an average of 3.8% for the East of England.
- 3.1.23. Use of mobility scooters within the town is high and likely to be associated with the high proportion of elderly residents¹³. Despite the average age of residents of the Transport Strategy study area being lower than the average for the borough, 21% of residents are aged over 65.
- 3.1.24. Even with the growth associated with the off-shore energy sector in recent years, Great Yarmouth remains home to some of the most deprived neighbourhoods in England¹⁴, suggesting that much of the economic growth associated with these industries has not filtered down to residents.
- 3.1.25. Within the Transport Strategy Study area, the highest levels of social and economic deprivation have been recorded within the main urban area of Great Yarmouth, Gorleston-on-Sea and Bradwell.

¹² Office for National Statistics 2016 Mid-Year Population Estimates

¹³ High use of mobility scooters and potential conflict with pedestrians reported by Members of Great Yarmouth Borough Council at a Stakeholder Consultation Event

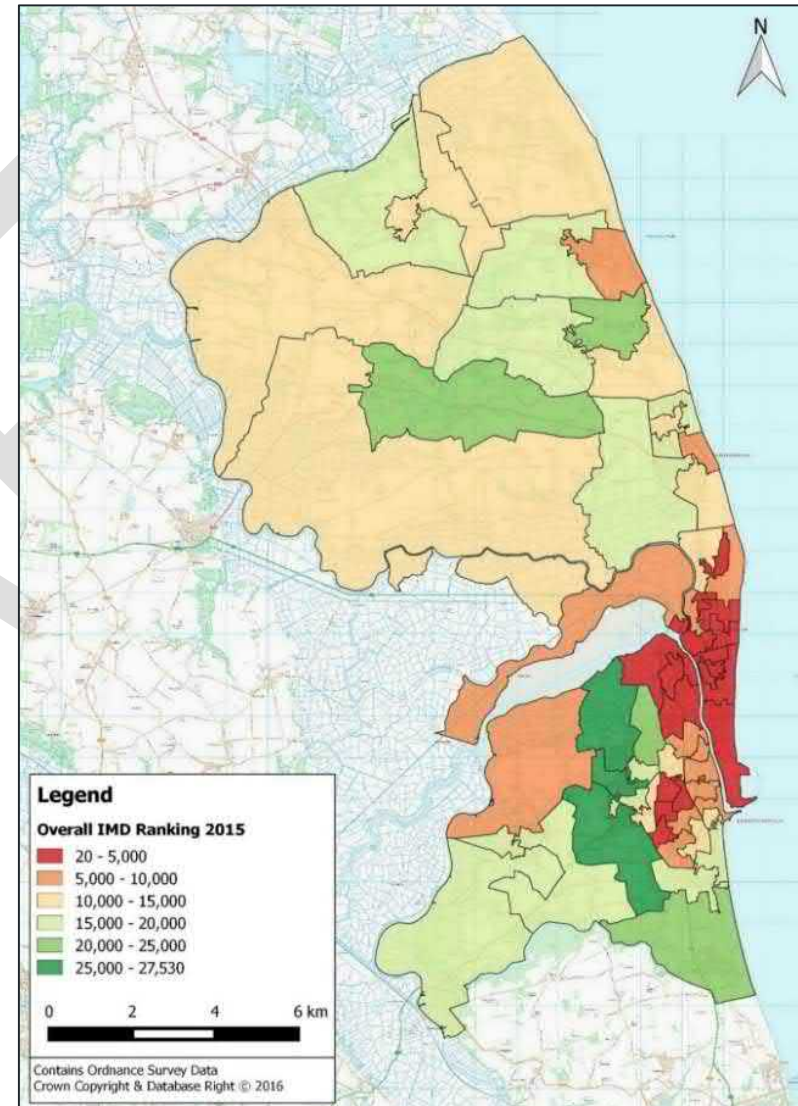
¹⁴ Great Yarmouth borough has the highest concentration of neighbourhoods within the most deprived 10% of neighbourhoods nationally. The Index of Multiple Deprivation considers seven domains of deprivation: income, employment, education, health, crime, barriers to housing and services, and living environment. (Ministry of Housing, Communities and Local Government Indices of Multiple Deprivation 2015)



Mobility Scooters at Hall Quay

The people of the borough:

- most of the population of Great Yarmouth borough lives within the settlements of Great Yarmouth, Gorleston-on-Sea, Bradwell and Caister-on-Sea
- a significant proportion of residents are aged 65+ and is likely to be correlated with the high use of mobility scooters within the town
- neighbourhoods in Great Yarmouth are some of the most socially and economically deprived in England



2015 Indices of Multiple Deprivation

3.2 ROLE OF GREAT YARMOUTH WITHIN THE WIDER REGIONAL ECONOMY



Great Yarmouth Outer Harbour: Photograph: Mike Page

3.2.1. The town has a local economy dominated by tourism, energy and engineering, and port and logistics which plays a pivotal role in supporting the wider regional economy of Norfolk:

- It is one of the global leaders in the off-shore energy sector
- It is the largest sea-side resort in Norfolk
- The Great Yarmouth and Lowestoft Enterprise Zone has already led to significant investment and business growth in the East Anglia region and has potential to encourage further growth



Great Yarmouth Outer Harbour



Wind Turbine on Great Yarmouth Outer Harbour

- 3.2.2. The town is a global centre for the off-shore energy sector. For over 50-years it has been the main operations and maintenance base for gas extraction in the southern North Sea. Today, it is at the forefront of the delivery of off-shore renewable energy with the world's largest wind farm, East Anglia ONE, being built from Great Yarmouth. This is part of a £39 billion energy investment over the next 20-years¹⁵.
- 3.2.3. Whilst some of the jobs in off-shore energy are the highest paying in Norfolk, many local residents earn less than the regional and national averages, suggesting many workers of these higher skilled jobs live outside the Borough.
- 3.2.4. Great Yarmouth is Norfolk's largest sea-side resort, an industry estimated to be worth more than £600 million each year¹⁵. The town is a gateway to the Norfolk Broads and a highly attractive destination for day trippers visiting from other parts of the county and further afield.



Great Yarmouth Seafront

- 3.2.5. Despite new job opportunities emerging in the offshore-energy sector unemployment rates in the borough of Great Yarmouth remain higher than the average for the East of England and Great Britain¹⁶. Whilst the tourism industry provides a large number of jobs for local residents, this work can be seasonal, with data showing an increase in Jobseeker Allowance and Universal Credit Claimants during the winter months¹⁷.
- 3.2.6. In 2012, the New Anglia Local Enterprise Partnership established the Great Yarmouth and Lowestoft Enterprise Zone to encourage further investment and business growth in the East Anglia region.
- 3.2.7. This enterprise zone is comprised of 121 hectares of employment land across six sites. Two of these sites are situated within Great Yarmouth, at South Denes and Beacon Park. By the end of March 2018 the Enterprise Zone had led to:
- 32 companies in situ
 - £33.4 million of private capital investment
 - 832 jobs
 - 33,289 sqm of new floorspace
 - 3,635 sqm of refurbished floorspace

¹⁵ Great Yarmouth Borough Council Estimate May 2018

¹⁶ Office for National Statistics Annual Population Survey 2017

¹⁷ Office for National Statistics 2016-2018 Claimant Count



Regent Street

Economy of Great Yarmouth:

- global leader in off-shore energy sector, providing high-skill and high-paid jobs
- point of delivery for the world's largest wind farm
- the Great Yarmouth and Lowestoft Enterprise Zone has the potential to encourage new businesses to the region
- Great Yarmouth is Norfolk's largest seaside resort
- tourism is an important part of Great Yarmouth's economy, but can lead to seasonal fluctuations in employment

3.3 CURRENT LOCAL TRANSPORT PROVISION

ACTIVE TRAVEL



Temple Road / Regent Road Pedestrian Crossing

- 3.3.1. The compact nature of the main urban area of Great Yarmouth means that for short journeys walking and cycling are highly attractive alternatives to the use of a private car.
- 3.3.2. The walking network in Great Yarmouth is generally good, with wide footways and streetlighting. An exception to this is the A143 south of Burgh Road.
- 3.3.3. An audit undertaken in August 2017 found this link to have:

- poor wayfinding infrastructure
- few opportunities to cross the carriageway
- sub-standard and poor-quality footway surfaces
- characterised by minor littering and vandalism

3.3.4. One of Great Yarmouth's unique features is 'The Rows'. These historic streets help to enhance east-west connectivity by providing a pedestrian cut through between the River Yare and Town Centre. However, the narrow nature of these streets, combined with poor lighting and graffiti has the potential to make these spaces unattractive and discourage their use, particularly at night¹⁸.



The Rows



3.3.5. Great Yarmouth is connected to an extensive network of long-distance footpaths which converge on the railway station. Whilst they provide connectivity to nearby settlements, none of these connect Great Yarmouth with Lowestoft.

Long distance footpath network in Great Yarmouth:

- *Norfolk Coastal Path (Hunstanton to Hopton on Sea)*
- *Angles Way (Great Yarmouth to Thetford)*
- *Weavers Way (Cromer to Great Yarmouth)*
- *Cross-Norfolk Trail (King's Lynn to Great Yarmouth)*
- *Wherryman's Way (Norwich to Great Yarmouth).*

3.3.6. A large number of cycle routes run through Great Yarmouth. These comprise local pedal-ways and National Cycling Routes. Whilst the existing cycle routes in the town provide relatively good north-south connectivity, the network is generally disjointed and characterised by an absence of signage at key decision points.

3.3.7. East-west cycle connectivity is relatively weak, particularly within Gorleston-on-Sea. The weak east-west cycle connectivity between Gorleston-on-Sea and Great Yarmouth is attributable to all cycle routes having to cross the River Yare via Haven Bridge. This crossing has no dedicated cycling provision and cyclists are either required to dismount and walk across the bridge on foot, or cycle on carriageway.

¹⁸ To address this Great Yarmouth Borough Council is currently progressing an improvement scheme as a part of their Town Centre Masterplan

- 3.3.8. A number of strategic cycle routes connect Great Yarmouth with surrounding settlements (such as National Cycle Route 517 between Great Yarmouth and Beccles via Lowestoft). However, outside of the main urban area of Great Yarmouth the majority of routes are on-road.



Regent Street – Advisory on-road cycle lane (Cycle Route 7 – Town Centre Orbital)

- 3.3.9. Cycle parking provision within the centre of Great Yarmouth and along the seafront is generally limited and unlikely to be convenient for residents, visitors and workers travelling to key trip attractors within the town.



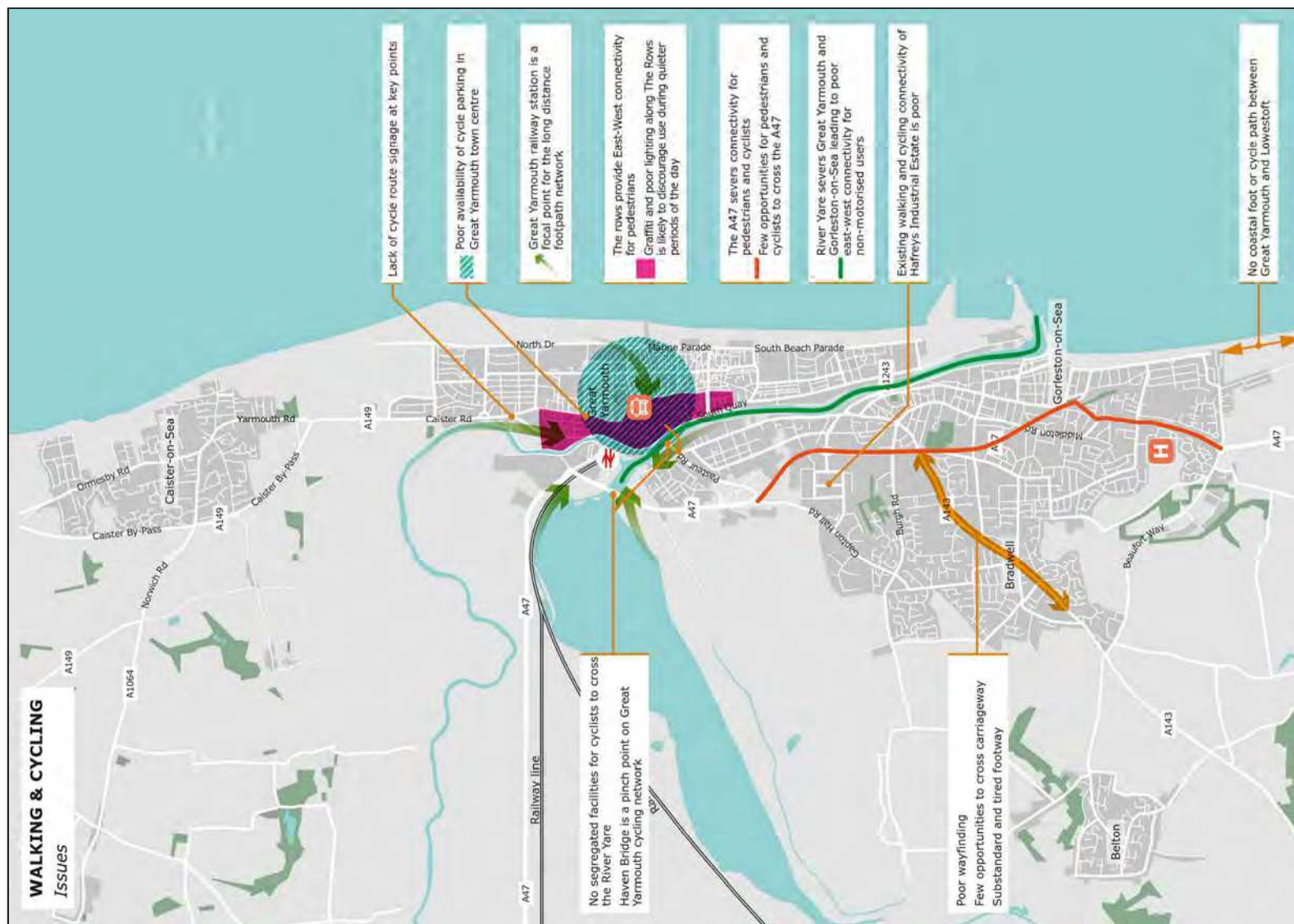
New cycle crossing between Great Yarmouth Railway Station and Vauxhall Bridge



Sheffield Stand Cycle Parking in the Town Centre

Active travel provision:

- *The Rows enhances east-west connectivity in the Town Centre; however, the amenity of these links is likely to discourage their use*
- *there is no continuous coastal path for pedestrians and cyclist between Great Yarmouth and Lowestoft*
- *the existing cycle network in the town is disjointed*
- *Haven Bridge has no segregated provision for cyclists and is a pinch point for cycle routes*
- *the River Yare severs Gorleston-on-Sea and South Denes Peninsula, restricting the potential to make journeys between these two locations on foot*
- *strategic cycle routes connecting Great Yarmouth with the wider surrounding area are principally on-road*
- *there is limited cycle parking near key trip attractors*

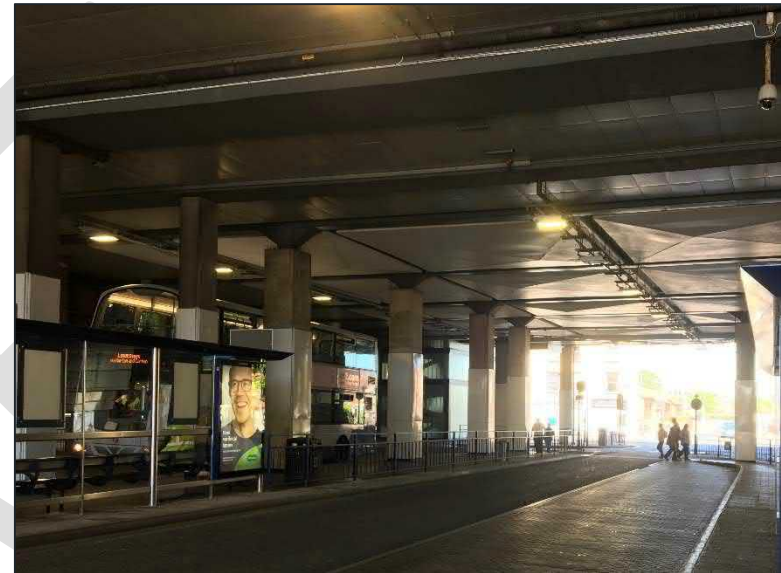


BUS & COACH SERVICES

- 3.3.10. Bus services cover the main corridors through Great Yarmouth, with all routes from outlying areas serving the town centre and Market Gates bus station.
- 3.3.11. Market Gates bus station is situated in the centre of the town beneath Market Gates Shopping Centre. Whilst recent improvements to lighting, barriers and signage have sought to enhance the amenity of the bus station, its general amenity remains poor and uninviting with a lack of natural surveillance.



Market Gates Bus Station



Market Gates Bus Station

- 3.3.12. Most bus services run in a north-south direction connecting Great Yarmouth with Caister-on-Sea to the north and / or Gorleston-on-Sea to the south, with many of these services continuing onto Lowestoft.
- 3.3.13. The majority of bus services route between Great Yarmouth and Gorleston-on-Sea via Haven Bridge which results in the South Denes Peninsula being poorly served by public transport.

- 3.3.14. A number of bus services serve the rural settlements that surround the town; however, many of these operate on a frequency of one bus per hour or less, making these services unattractive for regular commuting journeys.
- 3.3.15. Despite many bus services to and from Norwich routing past Great Yarmouth Railway Station, none of them stop there. This limits the potential for users to interchange between bus and rail or make use of “PLUS BUS” integrated tickets.
- 3.3.16. Except for the Fullers Hill right turn facility to the north of the town centre¹⁹, there are no dedicated bus priority measures in Great Yarmouth. The absence of bus priority measures, such as bus lanes, results in poor journey time reliability and buses being delayed in traffic along the main strategic routes within the town.



Bus travelling along Regent Street

- 3.3.17. Beach Coach Station is situated on the outskirts of the town centre and has parking for 100 coaches and HGVs. It is the principle parking location for coach trips to the town as there are no other formal coach drop off facilities in the town centre or along the sea front. The coach station has limited waiting facilities for passengers and is approximately a 10-minute walk from the town centre.

Bus and coach provision:

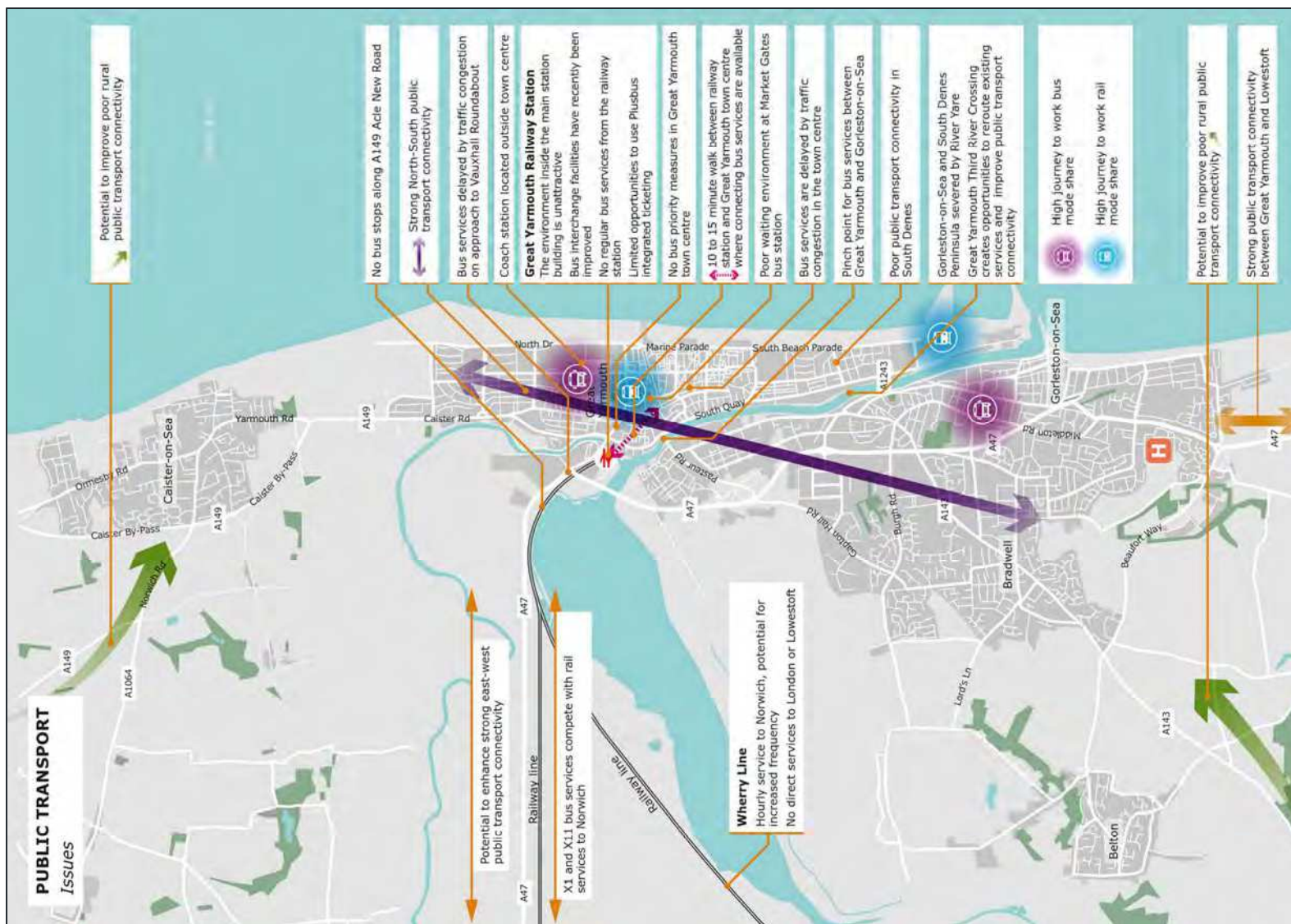
- *poor amenity of Market Gates Bus Station*
- *strong north-south public transport connectivity*
- *South Denes Peninsula is poorly served by existing bus services*

¹⁹ The bus only right turn restriction on Fullers Hill has been temporarily removed as a part of one-year trial.

- *poor rural public transport connectivity*
- *Great Yarmouth Railway station is not served by regular bus services*
- *limited potential for integrated ticketing*

- *limited bus priority measures*
- *the existing coach station is situated on outskirts of the town centre*

DRAFT



LOCAL HIGHWAY NETWORK

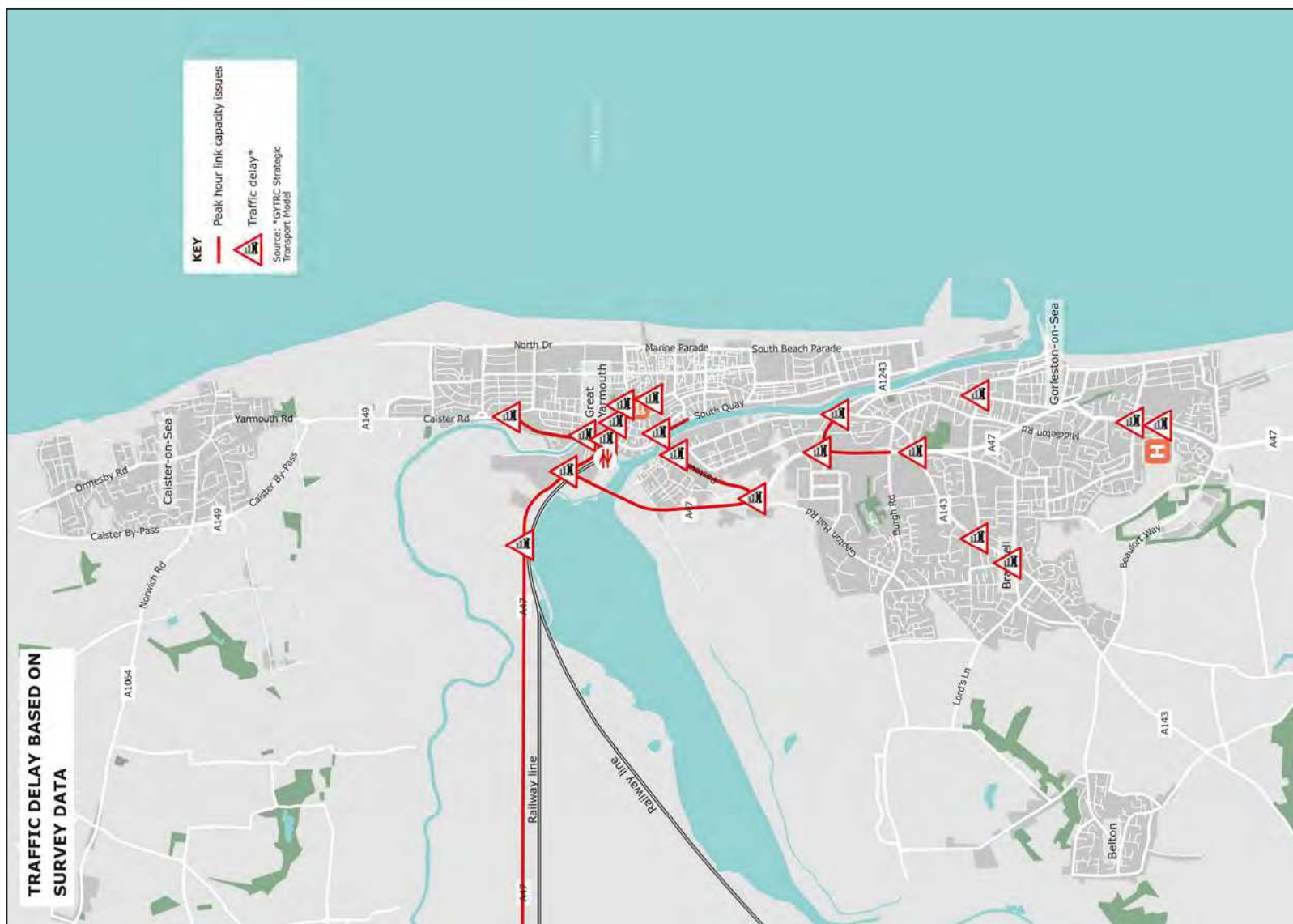
- 3.3.18. The local highway network in Great Yarmouth experiences significant delay and congestion at peak times.
- 3.3.19. Strategic modelling work undertaken for the Great Yarmouth Third River Crossing has identified a number of links and junctions in the town that experience significant levels of queuing and delay at peak periods.
- 3.3.20. The limited number of existing crossings of the River Yare create a pinch point on the local highway network. It is anticipated that the Great Yarmouth Third River Crossing will help alleviate these pinch points on the network and help reduce traffic and congestion to the north of Great Yarmouth.

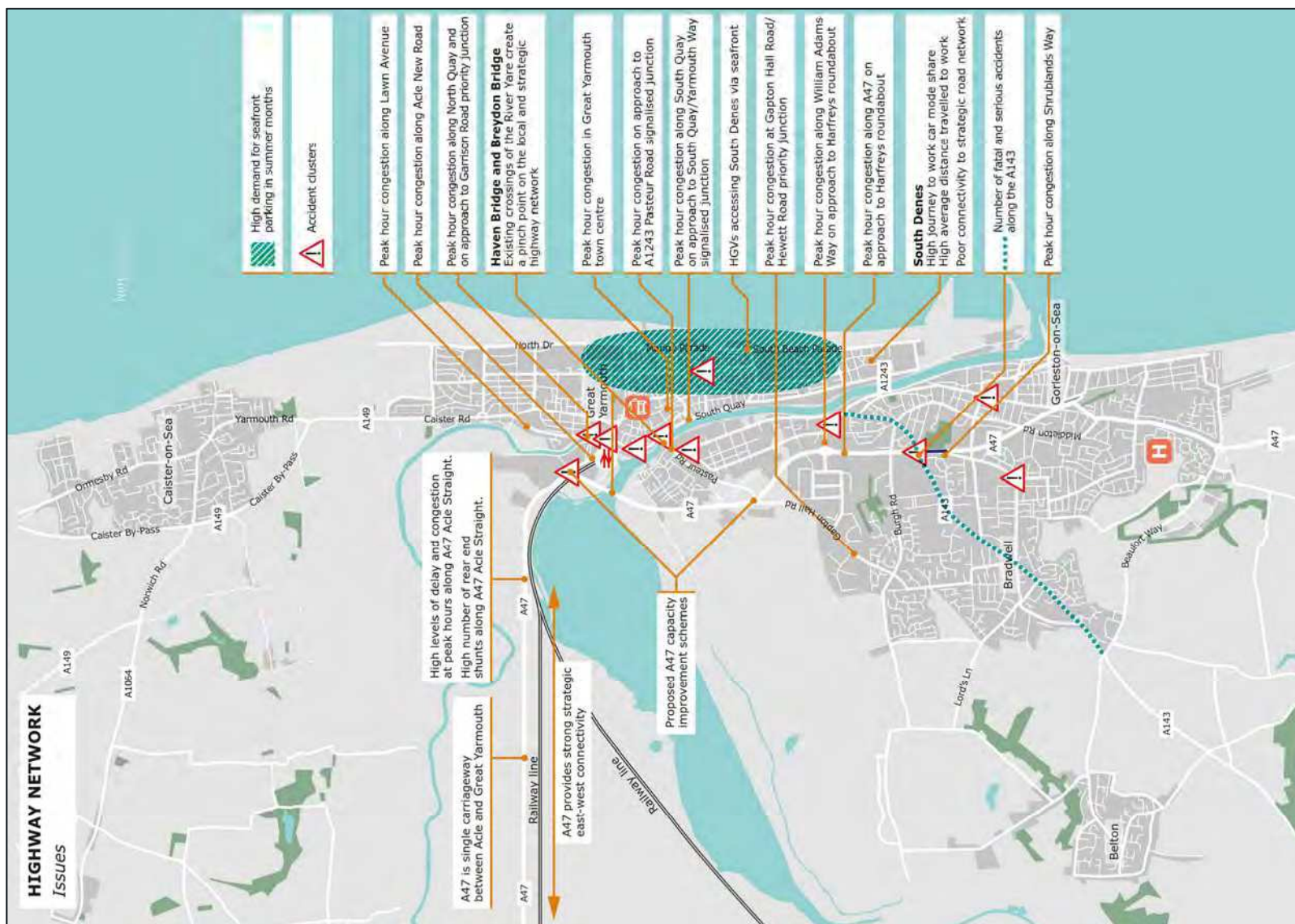
Local highway network:

- *existing crossings across the River Yare create a pinch-point on the local highway network*
- *significant delay and congestion and queuing at many junctions at peak periods*



Traffic Congestion along Hall Quay





PERSONAL INJURY ACCIDENTS

3.3.21. Between July 2013 and June 2018, a total of 637 personal injury accidents were recorded in the Transport Strategy study area, of these:

- 337 occurred at a junction
- 527 were of slight severity
- 106 were of serious severity
- 4 were fatal

3.3.22. Three of the fatal severity accidents occurred along the A143 Beccles Road. A description of these fatal accidents is provided below:

- Vehicle travelling along Beccles Road towards the town centre collided with the A47 concrete flyover support
- A pedestrian stepped out into the path of an oncoming vehicle at the junction with Crab Lane
- A passenger fell from the cargo area of a car when turning around a corner

3.3.23. The fourth fatal severity accident occurred on Burgh Road and involved a pedestrian walking into the path of a vehicle.

3.3.24. The highest concentration of personal injury accidents in the Transport Strategy study area occurred in the centre of Great Yarmouth, with clusters recorded at: Hall Quay; St Peter's Road between King's Street and Nelson Road Central; North Quay; Southtown Road between Station Road and Bridge Road; Fullers Hill Roundabout; and the A47 Vauxhall Roundabout.

3.3.25. Outside of the central area of Great Yarmouth the most significant accidents clusters areas are:

- A47 / A143 signalised junction; along Lowestoft Road / High Street between Clarkes Road and Cross Road
- A47 Garton Hall roundabout; A47 Harfreys roundabout
- Within the Magdalen Way / Trinity Way area

3.3.26. A high number of serious severity accident involving non-motorised users occurred along links with relatively poor provision for non-motorised users:

- **North Quay:** two serious severity accidents involved pedal cyclists and one involved a pedestrian
- **Haven Bridge:** two serious severity accidents involving pedal cyclists
- **Beccles Road, south of William Adam's Way:** two serious severity accidents involving pedestrians crossing the road

A47 Acle Straight

3.3.27. Outside of the main urban area of Great Yarmouth, a large number of personal injury accidents have been recorded along the A47 Acle Straight.

3.3.28. In total, 77 accidents were recorded along the A47 Acle Straight between January 2012 and December 2017. Of these 58 accidents were of slight severity, 15 serious severity and four were fatal.

- 3.3.29. Most accidents were associated with rear end shunts (44 accidents), whilst others were associated with head-on collisions, offside collisions, skidding or overtaking. Two of the fatal accidents were caused by rear end shunts, and two by head-on collisions. Only one accident involved a non-motorised user, whereby a pedal cyclist was struck by an overtaking car.
- 3.3.30. The high number of rear end shunts are reflective of the A47's single carriageway nature, high speed and frequency of side accesses which lead to stationary or slow-moving traffic.

Personal injury accidents:

- *highest concentration of personal injury accidents recorded within the centre of Great Yarmouth and at strategic junctions on the A47 and A143*
- *a number of serious severity accidents recorded along links with poor provision for non-motorised users*
- *a number of fatal severity accidents recorded along the A47 and A143*
- *a large number of rear end shunts along the A47 Acle Straight*

CAR PARKING

- 3.3.31. Car parking in the centre of Great Yarmouth comprises a combination of short and long stay car parks and on-street parking bays. At the time of the last audit in 2013, there were 2,647 public car parking spaces in the town centre and 2,778 public car parking spaces along the sea front. This was in addition to 3,098 spaces in private car parks.



Howard Street Car Park

- 3.3.32. Outside of the summer peaks there is generally a good availability of car parking within the town centre and along the sea front. However, in July and August, most car parks along the sea front are full by late morning.
- 3.3.33. No utilisation survey of car parking in Great Yarmouth has ever been undertaken, but car parking ticket sales suggest demand has remained relatively static.
- 3.3.34. Between 2014 and 2017 there was a 6% reduction in ticket sales; however, this is partly attributable to the introduction of initiatives to provide free parking at selected times; this included:

- Free car parking on selected town centre short-stay car parks every Wednesday from 12 noon
- Removal of overnight charges from 4pm on all town centre car parks

3.3.35. Great Yarmouth does not currently have a parking strategy. A parking strategy is important as it helps to balance the parking needs of residents, visitors and workers with the need to promote sustainable travel, whilst supporting local shops and businesses.

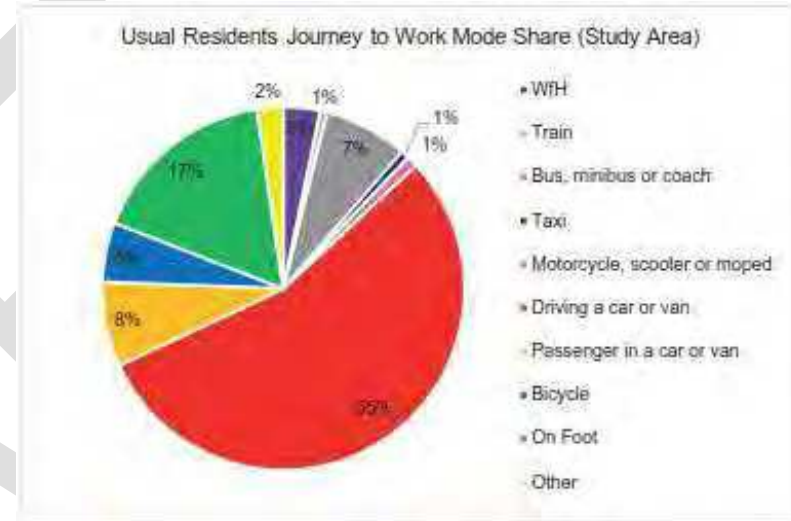
Car parking:

- *Great Yarmouth Borough Council car parking ticket sales have remained relatively static*
- *there is a high demand for sea front parking in the summer months*
- *Great Yarmouth currently does not have a car parking strategy*

3.4 CURRENT TRIP MAKING PATTERNS

- 3.4.1. The main mode of travel for journeys to work in Great Yarmouth is by car. Within the Transport Strategy study area 55% of resident's journeys to work are undertaken by car or van. This compares with an average of 61% for the Borough.
- 3.4.2. In the Transport Strategy study area active travel accounts for 22% of resident commuting trips (17% walking and 5% cycling) which is higher than the average for the Borough (13% walking and 4% cycling).

- 3.4.3. Journeys to work by public transport are predominately undertaken by bus (7%) and is in line with the average mode share for the Borough (6%).



- 3.4.4. In the Transport Strategy study area the highest car or van driver mode share was recorded in Bradwell (>50%) and the lowest was observed in Great Yarmouth town centre and the South Denes Peninsula (<10%). Outside of the Transport Strategy study area and main urban area of Great Yarmouth the car or van mode share is significantly higher at between 51% and 71%.
- 3.4.5. There is a high level of self-containment of commuting trips within Great Yarmouth with 63% of the employed population living and working in the Transport Strategy study area.

3.4.6. Furthermore, 74% of all residents living in the Transport Strategy study area and 76% of all workers working in the Transport Strategy study area live in the Great Yarmouth Borough. The high levels of self-containment support opportunities for commuting trips to be undertaken by sustainable modes of travel.

3.4.7. The relatively low journey to work car mode share is reflective of:

- the urban nature of the Transport Strategy study area
- strong north-south bus connectivity
- good availability of local services and facilities
- relatively high internalisation of commuting trips



Great Yarmouth Outer Harbour. Photograph: Mike Page.

3.4.8. The growth of the offshore-energy sector in the town has the potential to change commuting patterns to the town. The average commuting distance by Great Yarmouth workers is less than 20km; however in South Denes (where there has been a growth in off-shore energy industries) the average distance travelled to work is 31 to 41km.

3.4.9. Furthermore, the majority of workers in South Denes travel to work by car (81%-90%). To facilitate these commuting movements strong strategic road and public transport routes are essential.

Travel patterns:

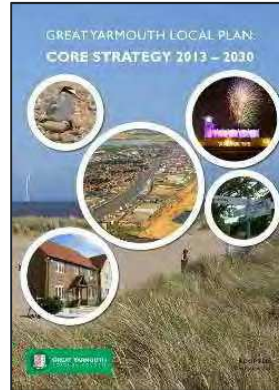
- the low journey to work car mode share is reflective of the high proportion of residents living and working within the Transport Strategy study area
- the offshore energy sector appears to be changing commuting patterns with workers commuting longer distances
- longer average commuting distances suggest many jobs in the South Denes area are not being filled by local residents

3.5 SUPPORTING PLANNED GROWTH

LOCAL PLANNED GROWTH

3.5.1. Great Yarmouth Borough Council's Local Plan sets out the planned growth for the Borough for the period 2013 to 2030. During this period, it seeks to deliver 7,140 dwellings.

3.5.2. The strategy identifies two key sites for development within the main urban area of Great Yarmouth. These are the 'Waterfront Area' and the 'Land to the south of Bradwell'.



Beacon Park – Policy CS18

This development will provide approximately:

- 1,000 new dwellings
- 10-15 hectares of new employment land to the south of the A47 / A143 link road and west of the existing Beacon Business Park

Great Yarmouth's Waterfront – Policy CS17

This development will provide approximately:

- 1,000 new dwellings of mixed types
- 16,500 sqm of employment floorspace
- 14,200 sqm of retail and leisure space

Supporting Infrastructure Improvements – Policy CS16

3.5.5. Policy CS16 of the Local Plan relates to improving accessibility and transport within Great Yarmouth, and identifies the following high priority schemes:

- Supporting proposals to dual the A47
- Supporting proposals for a Great Yarmouth Third River Crossing over the River Yare
- Upgrading Great Yarmouth Railway and Bus Station
- Supporting the port and its future development as a passenger and freight intermodal interchange

Emerging Local Plan Part 2

3.5.6. A variation to the current housing target set out in Local Plan Part 1 has been proposed via the emerging Local Plan Part 2, which may revise the housing target down to 5,139 dwellings for the same plan period 2013-2030.

GROWTH FORECASTS

3.5.7. Between 2018 and 2030 (the end of the current local plan period) it is forecast²⁰ that in the Transport Strategy study area:

- the population will grow by 11.24%
- the total number of households will grow by 15.29%²¹
- the total number of jobs will grow by 4.54%
- the total number of workers will grow by 5.93%

²⁰ TEMPro v7.2. This includes planning data from the Department for Transport's National Trip End Model (NTEM) and is used to forecast the growth in the trip origin-destinations (or product-attractions) up to 2050 for use in transport modelling

²¹ This does not reflect the changes set out in the emerging Local Plan Part 2

- 3.5.8. The growth forecast in the Transport Strategy study area is slightly higher than the average growth predicted across the borough as a whole.

Area	Period	Population	Households	Jobs	Workers
Great Yarmouth Borough	2018	100,768	44,924	44,675	38,604
	2030	111,983 (+11,214)	51,745 (+6,821)	46,686 (+2,011)	40,809 (+2,205)
	Growth	11.13%	15.18%	4.50%	5.71%
Transport Strategy Study Area (based on MSOA boundaries ²²)	2018	78,005	34,888	38,983	29,239
	2030	86,776 (+8,771)	40,223 (+5,335)	40,753 (+1,770)	30,973 (+1,734)
	Growth	11.24%	15.29%	4.54%	5.93%

- A47 south of Vauxhall Roundabout
- Acle New Road
- Fullers Hill
- Priory Plain
- Temple Road
- Haven bridge
- Garton Hall Road
- A47 / A143 Slip Roads
- South Quay
- Southgate Road

3.6 TRAFFIC GROWTH FORECASTS

- 3.6.1. Traffic flows in the Great Yarmouth area are forecast to increase by 14%-19% between 2018 and 2030²³. The highest levels of traffic growth are forecast within the centre of Great Yarmouth and Gorleston-on-Sea. The lowest levels of traffic growth are forecast within Bradwell.
- 3.6.2. The strategic transport model produced for the Great Yarmouth Third River Crossing shows that between 2018 and 2023, without the Great Yarmouth Third River Crossing, the highest increase in AM and PM peak hour traffic flows will be on:

²² Transport Strategy Study area based on combined boundary of Great Yarmouth 003, 004, 005, 006, 007, 008, 009, 010, 011, 013 MSOAs

²³ TEMPro V7.2. The software calculates the traffic growth factors through the use of the National Trip End Model (NTEM) and National Transport Model (NTM) datasets (dataset AF15)



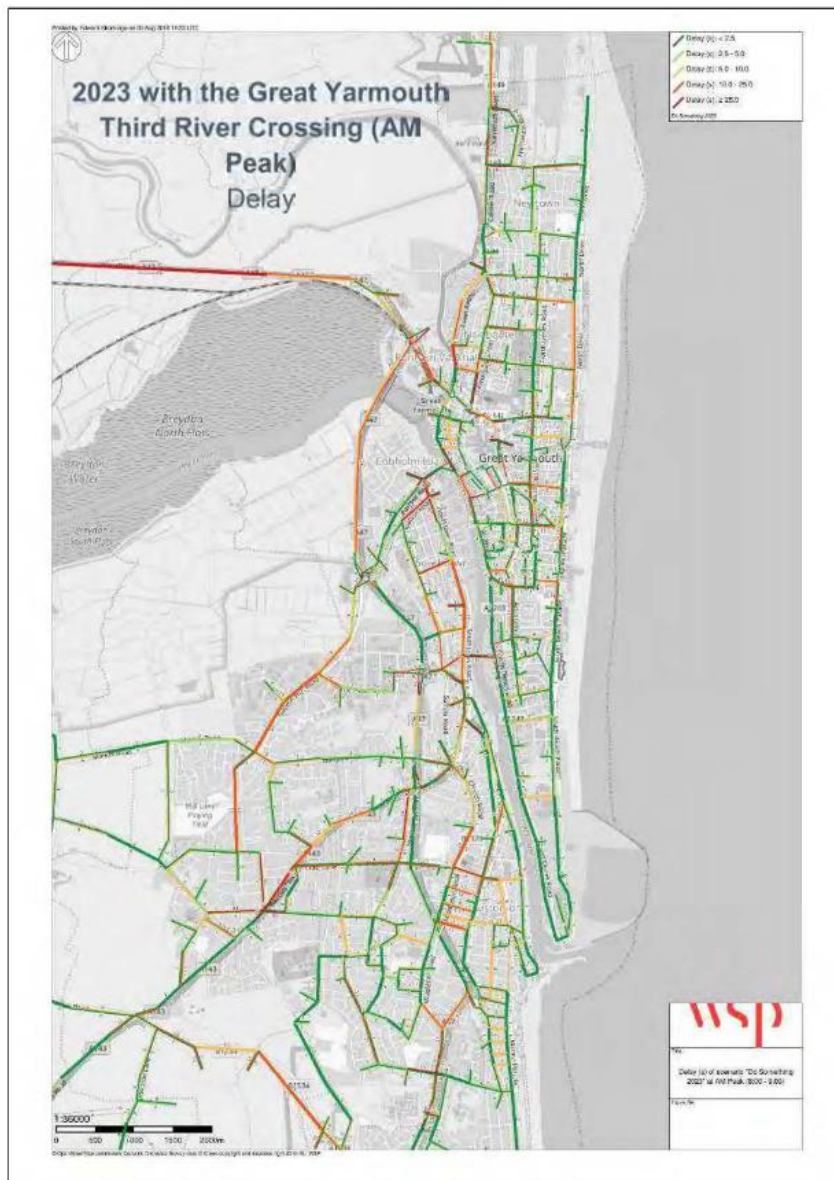
3.7 GREAT YARMOUTH THIRD RIVER CROSSING

- 3.7.1. The Great Yarmouth Third River Crossing is expected to lead to a significant redistribution of traffic on the local and strategic road networks in Great Yarmouth.
- 3.7.2. The scheme will principally reduce the volume of traffic using routes to the west and north-west of the scheme (A47 north of Harfreys Roundabout, Hall Quay, South Quay and Fullers Hill), but lead to an increase in traffic using routes to the south, east and north-east of the scheme (A47 south of Harfreys Roundabout and residential routes to the east of the River Yare that provide access to the town centre and sea front).



Illustrative design of the Great Yarmouth Third River Crossing.





4 PLANNED INFRASTRUCTURE IMPROVEMENTS

4.1 LOCAL & STRATEGIC INFRASTRUCTURE IMPROVEMENTS

- 4.1.1. To address a number of the transport challenges and opportunities within Great Yarmouth a range of transport policy and infrastructure projects are already planned for delivery in the short and medium-terms. These schemes are being delivered by a variety of stakeholders including: Norfolk County Council, Great Yarmouth Borough Council, Highways England, Greater Anglia and Network Rail.

- 4.1.2. For the purpose of this Transport Strategy, short-term schemes are those that have either recently been completed or expected to be completed by the end of 2022, and medium-term infrastructure projects are expected to be delivered by the end of the current local plan period in 2030.

- 4.1.3. All of these schemes have a firm funding commitment from the relevant stakeholders and a clear delivery timetable. The following sections provide details on the short and medium-term policy and infrastructure improvements proposed in Great Yarmouth at a strategic and local scale. The schemes have been grouped based on the broad overarching aim of each option.

4.2 SHORT TERM (SCHEMES RECENTLY DELIVERED, OR EXPECTED TO BE DELIVERED BY 2022)

STRATEGIC IMPROVEMENTS

Schemes to encourage journeys by rail		
Reference	Scheme	Description
SC8	Improve amenity for passengers travelling on the Wherry Line	New rolling stock across the Greater Anglia Network. All of the trains will have plug and USB sockets, fast free Wi-Fi, air conditioning, accessible toilets, wheelchair spaces and bicycle spaces. The scheme is being funded by Great Anglia and all the new rolling stock should all be in service by the end of 2020.
SC9	Improve the reliability of train services on the Wherry Line	Network Rail is currently upgrading the existing Victorian signalling systems along the Wherry Line. This will improve the safety and reliability of the railway, operational flexibility, level crossing safety, sustainability and efficiency by using modern technology and reduce the duration of level crossing closures. The works are currently ongoing and a date for the new signalling system to be activated is currently unknown.


LOCAL INFRASTRUCTURE

Schemes to reduce delay and improve capacity of the local highway network		
Reference	Scheme	Description
SC1	Southtown Road / Bridge Road Area Improvement scheme	This scheme is the removal of the existing signals on the Southtown Road junction with Station Road, including the exit from Matalan car park. Along with the addition of 'right-turn' lanes, this is designed to keep traffic free-flowing and to reduce queuing and the time taken to exit the car park. A new toucan crossing and extension of existing cycle lanes will help those getting around by foot or bicycle, whilst a relocated bus stop on Southtown Road (closer to the toucan crossing) will make it easier for buses to re-join traffic lanes into town. The scheme will increase capacity of the junction and improve provision for pedestrians and cyclists. Norfolk County Council are currently consulting on this option.
SC2	Market Place / Fullers Hill Capacity Improvement Scheme	This scheme is the conversion of the existing bus only right-turn between Market Place and Fuller's Hill to all vehicles right-turn to improve the flow of traffic in the town centre area. This scheme was implemented in early 2019 on a one-year trial.


Schemes to better manage traffic on the local highway network

Reference	Scheme	Description
SC3	Traffic management measures to reduce HGV movements along the sea front	This scheme is the investigation of traffic management measures to reduce the number of HGV movements along the sea front. Possible measures could include width restrictions or new Traffic Regulation Orders (TROs). Investigative work to progress this scheme was undertaken by Norfolk County Council's Infrastructure Delivery Team in Summer 2018. This work concluded that no further action is needed at this time.

Schemes to improve bus interchange facilities and encourage travel on local bus services

Reference	Scheme	Description
SC5	Improve bus interchange facilities at Great Yarmouth railway station	<p>This scheme is to provide improvements to the rail station forecourt at Great Yarmouth railway station, including improvements to the existing bus interchange facilities (a new bus shelter and improvements to the existing bus stop).</p> <p>A railway station forecourt improvement scheme was completed in September 2018. This included improvements to the existing bus interchange facilities as well as improvements to the wider public realm in the station area and improvements to pedestrian and cycle connectivity.</p> <div data-bbox="840 957 1805 1324">  </div> <p><i>Great Yarmouth Railway Station Concourse Improvements</i></p>

Schemes to improve bus interchange facilities and encourage travel on local bus services

Reference	Scheme	Description
SC7	Upgrade and improvement works to the waiting facilities and general surroundings at Market Gates Bus Interchange	<p>This scheme is to improve waiting facilities and general surroundings at Market Gates bus station in Great Yarmouth town centre. The works include new bus shelters, replacement of pedestrian railings, additional cycle parking, cladding of concrete pillars, new information boards, improvements to lighting and retention of electronic passenger information screens. This scheme is currently ongoing.</p> <div data-bbox="840 512 1814 877">  </div> <p><i>Market Gates Bus Station</i></p>

Schemes to encourage journeys to be made on foot and bicycle

Reference	Scheme	Description
SC11	Improve pedestrian crossing facilities along Nottingham Way	This scheme is to improve pedestrian crossing facilities along Nottingham Way to make it safer and easier for pedestrians. This scheme will be delivered by Norfolk County Council's Infrastructure Delivery Team. Work on this scheme has not yet commenced.
SC12	Improve the pedestrian amenity of The Rows	This scheme considers improvements to the pedestrian amenity of The Rows, to make the area more enjoyable for pedestrians. This scheme is currently being progressed by Great Yarmouth Borough Council as a part of their Town Centre Masterplan.

Schemes to encourage journeys to be made on foot and bicycle

Reference	Scheme	Description
SC13	Simplify signalised arrangement / improve crossing facilities at junction of Fuller's Hill / Northgate Street	This scheme is the simplification of existing signalised arrangements and improvements to pedestrian crossing facilities. The previous arrangement was a pedestrian crossing for half of the Fuller's Hill / Northgate Street junction, with a full pedestrian crossing further down Northgate Street. The scheme will improve safety for non-motorised users and improve the operation of the junction. This scheme was delivered by Norfolk County Council and is now complete.
SC14	Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors	This scheme is the creation of a Town Centre Wayfinding Strategy to help improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors. This will help to direct pedestrians to their destinations more quickly and may help to make individuals more aware of the attractions on offer. This scheme is being progressed by Norfolk County Council.
SC15	Travel Planning	Norfolk County Council can already request that new expanding residential, commercial and educational premises to produce a Travel Plan.
SC20	Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park	This option explores improvements to facilities for pedestrians and cyclists around Gapton Hall Retail Park. There is currently a small amount of shared access paths, but a zebra crossing could be useful to help users crossing from one side of the retail park to the other.
SC21	Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction	This option considers improving pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction. There are currently no signalised pedestrian crossings – adding these would help to improve the safety for pedestrians.
SC24	Investigate reallocation of carriageway space within Great Yarmouth town centre to improve bus and pedestrian routes	This scheme is to investigate the reallocation of carriageway space for improved bus and pedestrian routes. This could include the removal of parking at the western end of Stonecutters Way to east right-turn movements for buses, realignment of the Stonecutters Way / Howard Street North junction to ease left-turn movements for buses, and improving pedestrian crossing facilities between Broad Row and Market Row. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme.
SC25	Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider Transport Strategy study area	This option explores assessing the current level of cycle parking and looks at adding new or upgraded parking in the town centre, along the sea front and close to large trip attractors. This would allow cyclists to leave their bikes in secure places and could encourage others to use their bikes more often.

Schemes to better manage parking

Reference	Scheme	Description
SC26	Update and improve signage of car parks in Great Yarmouth.	This scheme is the installation of new car parking signage within Great Yarmouth. The improved signage will assist residents, visitors and workers finding a car parking space in the town and help car drivers make more informed decision about where they choose to park. This scheme has recently been delivered.

4.3 MEDIUM TERM (SCHEMES EXPECTED TO BE DELIVERED BETWEEN 2022 & 2030)

STRATEGIC INFRASTRUCTURE

MC1 – Great Yarmouth Third River Crossing

4.3.1. The Great Yarmouth Third River Crossing is a new connection between the A47 and South Denes Peninsula, an area home to many businesses operating within the offshore energy sector. In the 2017 Autumn Budget the Government allocated a contribution of £98 million towards the construction of a crossing.

4.3.2. The Great Yarmouth Third River Crossing is needed to deliver the following objectives:

- to support Great Yarmouth as a centre for both offshore renewable energy and the offshore oil and gas industry, enabling the delivery of renewable energy Nationally Significant Infrastructure Projects (NSIPs) and enhancing the port's role as an international gateway

- to improve access and strategic connectivity between Great Yarmouth port and the national road network, thereby supporting and promoting economic and employment growth (particularly in the Enterprise Zone)
- to support the regeneration of Great Yarmouth, including the town centre and seafront, helping the visitor and retail economy
- to improve regional and local access by enhancing the resilience of the local road network, reducing congestion and improving journey time reliability
- to improve safety and to reduce road casualties and accidents, in part by reducing heavy traffic from unsuitable routes within the town centre
- to improve access to and from the Great Yarmouth peninsula for pedestrians, cyclists and buses, encouraging more sustainable modes of transport and also reducing community severance
- to protect and enhance the environment by reducing emissions of greenhouse gases and minimising the environmental impact of the proposed scheme

- 4.3.3. The project is expected to cost approximately £120 million, with £98 million being provided by the Department for Transport. The remaining cost will be locally funded from a range of sources. Construction of the crossing is due to start in late 2020 and the aim is for the bridge to be operational by early 2023. Delivery of this scheme is being led by Norfolk County Council.

MC2 – A47 Junction Improvements

- 4.3.4. To address congestion and delays at junctions on the A47, Highways England have identified two improvement schemes for the Vauxhall Roundabout and Gapton Hall Roundabout junctions.
- 4.3.5. The preferred option for Vauxhall Roundabout is a new larger signalised roundabout widened over the railway line and the preferred option for Gapton Hall Roundabout is the installation of traffic signals on the existing roundabout with the potential to improve provision for non-motorised users.
- 4.3.6. Following the announcement of the Great Yarmouth Third River Crossing, Norfolk County Council is currently working with Highways England to review the proposed improvement scheme at Vauxhall and Gapton Hall roundabouts. This is to consider whether the improvement schemes need to be amended to reflect, and be more compatible with, the benefits of the Great Yarmouth Third River Crossing. A final decision on the A47 junction improvements is expected in 2019.



Proposed Improvements: Vauxhall Roundabout (Highways England)



Proposed Improvements: Gapton Hall Roundabout (Highways England)

LOCAL INFRASTRUCTURE

MC4 – Hall Quay Improvements

- 4.3.7. Norfolk County Council's Infrastructure Delivery Team are currently developing an improvement scheme for Hall Quay. The initial focus of the scheme was the provision of new right-turn facilities between the A1243 Hall Quay and A1423 Bridge Road and reallocation of highway space to improve non-motorised user provision. However, initial transport modelling work undertaken by Norfolk County Council, showed that the right-turn facilities would increase delay and congestion at the junction. As a result, the focus of the scheme has shifted towards improving the public realm along Hall Quay and movement of non-motorised users. Work on this scheme commenced in Spring 2019 and is currently ongoing.

4.4 SCHEMES READY FOR DELIVERY (SUBJECT TO FUNDING)

- 4.4.1. Following the completion of the Stage 2 Options Appraisal Report in June 2019, it has not been possible to programme the delivery of 11 planned infrastructure improvement schemes. A key funding source is the Local Growth Fund and in order to spend the full allocation a degree of over programming was made. Unfortunately, there is insufficient funding for these schemes at this time.
- 4.4.2. The Council still has a commitment to delivering these schemes as and when a new funding source is identified. As such these schemes have been retained within the Transport Strategy as short and medium-term schemes ready for delivery, subject to funding. These schemes are summarised in the following sections

SHORT-TERM

Schemes to better manage traffic on the local highway network

Reference	Scheme	Description
SC19	Introduction of urban clearways on key strategic routes	This scheme is the introduction of urban clearways or loading restrictions on key strategic routes throughout the Transport Strategy study area. An urban clearway prevents vehicles from stopping on the carriageway for sustained periods of time, typically during the peak hours. Urban clearways encourage enhanced traffic flow during the busiest periods of the day, whilst allowing overnight and daytime stopping.

Schemes to encourage journeys to be made on foot and bicycle

Reference	Scheme	Description
SC10	Improve crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College	This scheme is improvements to pedestrian crossing facilities at the B1370 / Church Lane roundabout, as well as outside of East Norfolk Sixth Form College as currently there are no formal pedestrian crossing facilities at the B1370 / Church Lane roundabout. This scheme is being delivered by Norfolk County Council's Infrastructure Delivery Team. Work on this scheme has not yet commenced.
SC16	Improve lighting and tactile paving along northern section of esplanade	This scheme is to improve the lighting and tactile paving along the northern section of the esplanade in Great Yarmouth. These improvements would make the area safer for individuals and more accessible to all, as well as making the area more attractive to visit the area in the evening. Investigative work has not yet commenced.
SC17	Improve pedestrian crossing facilities along the A143 Beccles Road	This scheme is improvements to pedestrian crossing facilities along the A143 Beccles Road, including minor improvements to the existing uncontrolled crossings. This would allow for safer crossing space and make it easier for pedestrians to get across Great Yarmouth. Improvements could be made to signalised crossing to ensure that pedestrians have an appropriate amount of time to cross and space to walk alongside the A143.
SC18	Improvement to the access and signage and promotion of Norfolk's long-distance footpath network from Great Yarmouth	This scheme is to improve access and signage to Norfolk's long-distance footpath from Great Yarmouth. This includes: Norfolk Coastal Path (Hunstanton to Hopton on Sea), Angles Way (Great Yarmouth to Thetford), Weavers Way (Cromer to Great Yarmouth), Cross-Norfolk Trail (King's Lynn to Great Yarmouth) and Wherryman's Way (Norwich to Great Yarmouth).

Schemes to encourage journeys to be made on foot and bicycle

Reference	Scheme	Description
SC22	Improve wayfinding for cyclists in the centre of Great Yarmouth and along existing pedalways	This option explores improving wayfinding for cyclists in the centre of Great Yarmouth and along the existing pedalways. Wayfinding includes using signage to direct users to cycle routes, to make the navigation of the routes simpler. The areas of Wherryman's Way, Weavers Way, recreational cycle routes around Great Yarmouth and Angles Way have been highlighted for improved signage; Burgh Park and Cobham park have been highlighted for accessibility improvements; and the addition of Stalham to Great Yarmouth cycle facilities.
SC27	Review use and efficiency of traffic signals along Southtown Road	This option looks to review the efficiency of the traffic signals along Southtown Road to in order to increase junction capacity and improve efficiency capacity. Improvements could include upgrade to UTC or installation of MOVA at individual junctions.

Schemes to improve bus interchange facilities and encourage travel on local bus services

Reference	Scheme	Description
SC4	Enhanced bus interchange facilities at the James Paget University Hospital	This scheme is improvements to the bus interchange and waiting facilities at James Paget University Hospital. This scheme will be delivered by Norfolk County Council. Investigative work on this scheme has not yet commenced.
SC6	New / improved coach drop-off facilities in Great Yarmouth Town Centre	Great Yarmouth's coach station is currently situated on the outskirts of the town centre. The purpose of this scheme is to provide a drop off / pick up zone in the centre of Great Yarmouth. The location has not been finalised, but could include a drop off / pick up zone along Regent Street or Howard Street within the town centre one-way system. Surveys of the existing coach station are due to commence in Summer 2019.

MEDIUM-TERM

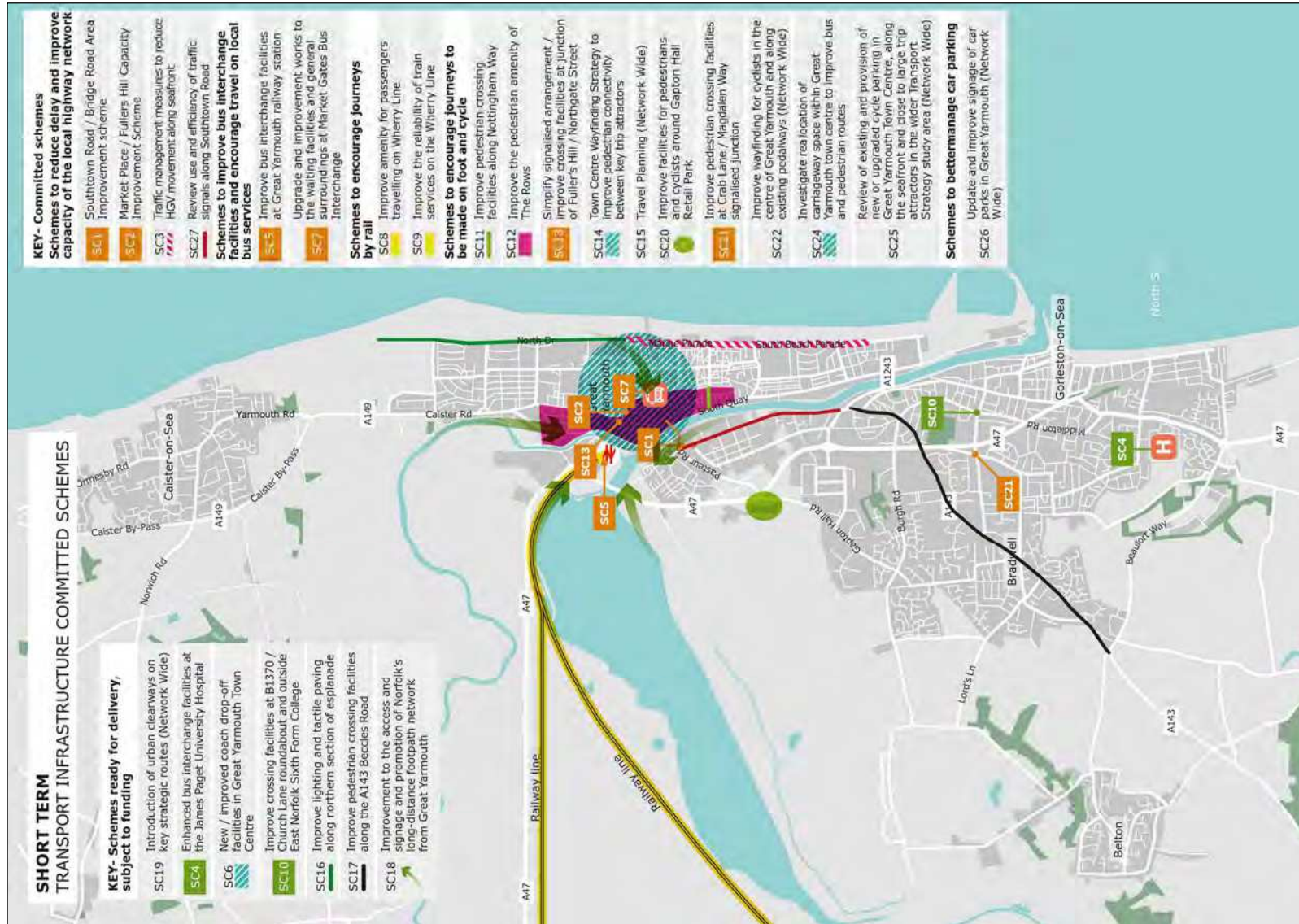
MC3 – Investigate ‘lay by’ bus stops on Acle New Road

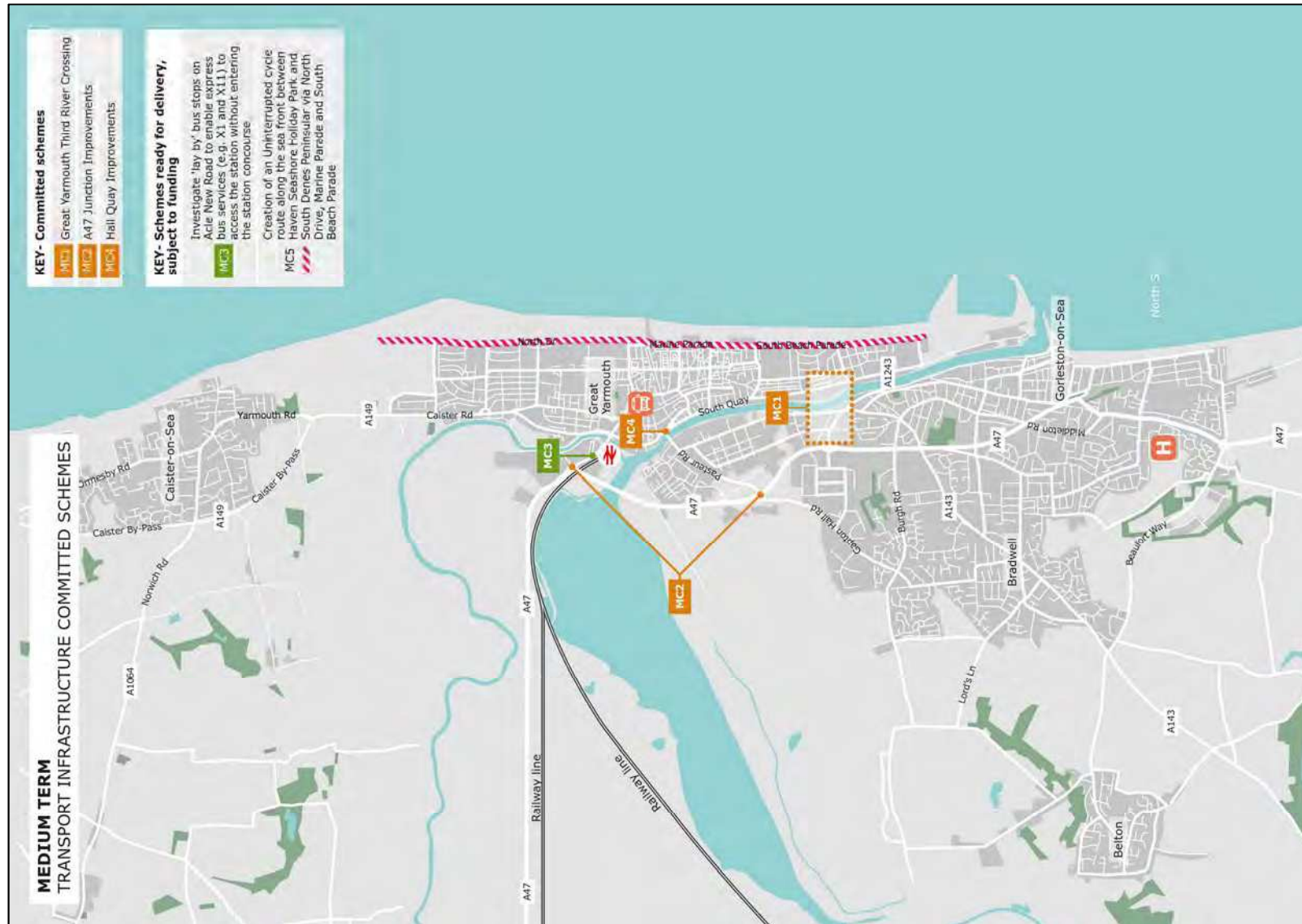
- 4.4.3. Norfolk County Council’s Infrastructure Delivery Team are currently investigating ‘lay by’ bus stops on the Acle New Road to enable express bus services including the X1 and X11 to serve Great Yarmouth Railway Station without entering the forecourt area. Currently no buses serve Great Yarmouth railway station, as such this will provide the potential for passengers to interchange with existing bus services. Investigative works for this scheme has not yet commenced.

MC5 – Creation of an uninterrupted cycle route along the sea front between Haven Seashore Holiday Park and South Denes Peninsula via North Drive, Marine Parade and South Beach Parade

- 4.4.4. This scheme is the creation of a new long-distance cycle route that will run along the sea front between Haven Seashore Holiday Park and South Denes Peninsula. Areas for improvement include the link between the cycle lane south of Britannia Pier and the shared space cycle facility north of Britannia Pier. This scheme is currently being progressed by Norfolk County Council’s Infrastructure Delivery Team.

There are currently north-south off carriageway cycle facilities south of Britannia Pier (shared-use path) and north of Euston Road (shared-use path) on the promenade east of the bowls green. The link between these two facilities currently requires cyclists to either dismount or to ride onto the carriageway around the cinema. Near the Pleasure Beach there are a number of pay and display parking bays which could be removed to allow the introduction of a dedicated cycle lane that connects with existing cycling infrastructure.





5 THE NEED FOR PRIORITISED INVESTMENT

5.1 TRANSPORT CHALLENGES & ISSUES

- 5.1.1. The transport issues set out in Section 3 have been used to inform the development of a long list of potential transport infrastructure interventions that can support the vision and objectives of this Transport Strategy.



Breydon Bridge. One of two existing road crossings of the River Yare. © Copyright John Fielding and licensed for reuse under this Creative Commons Licence: <https://creativecommons.org/licenses/by-sa/2.0/>

- 5.1.2. The development of this long list is discussed in more detail in the subsequent sections, however in summary the main transport challenges and opportunities that need to be considered are:

- **The existing crossings across the River Yare (Breydon Bridge and Haven Bridge) creates a pinch point for all road users.**

This results in significant delay and congestion on approach to these crossings at peak times, poor reliability of bus services and a disjointed cycle network.

- **The expansion of the off-shore energy sector appears to be changing commuting patterns in the town.**

Workers in areas of the town where there is a strong presence of off-shore energy industries commute significantly further than the average for Great Yarmouth.

- **Cycling infrastructure provision in Great Yarmouth is incomplete and disjointed.**

A large number of local and national cycle routes cross the town; however, the provision for cyclists along these routes is disjointed. For instance, despite there being no dedicated provision for cyclists, all cycle routes between Great Yarmouth and Gorleston-on-Sea route via Haven Bridge.

- **Walking and cycling improvements have the potential to help make jobs and local facilities more easily accessible by non-car modes.**

The compact nature of Great Yarmouth and high level of internalisation of commuting trips within the town means that there is strong potential for shorter journeys to be undertaken by active modes of travel. Improvements to walking and cycling networks would help facilitate sustainable economic growth, encourage mode-shift, encourage more active lifestyles and improve air quality.

- **Great Yarmouth has some of the most economically and socially deprived neighbourhoods in the UK.**

The high levels of deprivation can be associated in part with poor access to jobs and other everyday services and activities. In Great Yarmouth the severance created by the River Yare is likely to play a role in attributing to this. As such any improvement to transport networks in areas of high deprivation is likely to promote social inclusion.

- **The A47 experiences high levels of congestion at peak times.**

The A47 provides strategic connectivity to Norwich and Lowestoft. Many of the junctions along the A47 in Great Yarmouth are approaching capacity. The A47 Acle Straight is a single carriageway road with frequent side accesses. This results in stop-start traffic and is likely to be attributable to the high number of rear end shunts recorded along this road. The single carriageway nature of the road means that minor incidents can lead to significant delays and disruption.

Stakeholders including Great Yarmouth Borough Council, Norfolk County Council and the A47 Alliance have identified the Acle Straight as their top priority for inclusion in Highways England's Road Investment Strategy 2 (2020-2025). Whilst there are currently no committed improvement schemes along A47 Acle Straight, stakeholders continue to lobby for them.

- **Areas identified for growth currently have poor connectivity.**

The South Denes area, which forms part of the Great Yarmouth and Lowestoft Enterprise Zone, has weak local and strategic connectivity and is poorly served by public transport. This is reflected by a high journey to work car share amongst workers of South Denes.

- **The Great Yarmouth Third River Crossing has the potential to provide significant benefit to Great Yarmouth.**

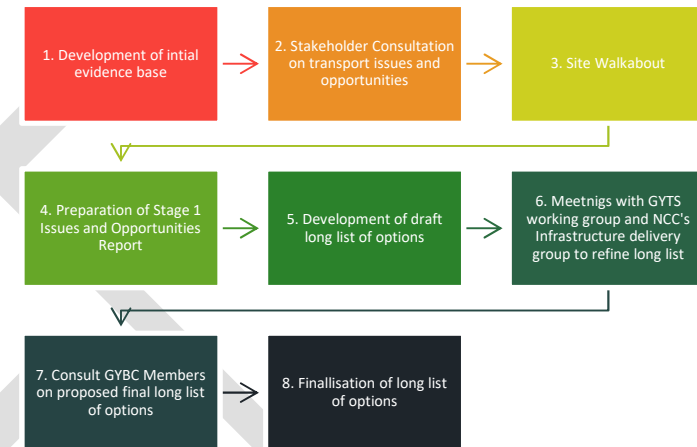
The crossing will significantly improve the local and strategic connectivity of Great Yarmouth and the South Denes Peninsula by providing improved access to the A47, helping to promote sustainable housing and economic growth. The crossing will also create new opportunities for bus, walking and cycling routes. It also has the potential to address the high levels of social deprivation experienced in the town by providing better access to jobs and services.

5.2 PRIORITISED INVESTMENT

- 5.2.1. To address the identified challenges and opportunities there is a need for prioritised investment in transport infrastructure. This can help address the reasons for social exclusion by providing better access to jobs and services, but also help promote sustainable housing and economic growth in the town by reducing the need to travel by car and improving access to supply chains and labour markets.
- 5.2.2. The investment in transport infrastructure is envisaged to be through a package of short, medium and long-term infrastructure interventions that could be delivered during, up to and beyond the current local plan period (up to 2030).
- 5.2.3. The following sections summarises the option development process used to identify a recommended shortlist of transport infrastructure schemes, currently uncommitted, that are recommended for progression over the next 10+ years.

5.3 TRANSPORT INFRASTRUCTURE OPTION DEVELOPMENT

- 5.3.1. The initial step was to develop a long list of short (0 to 3 years), medium (3 to 10 years) and long-term (10+ years) options based on the evidence base presented in the Stage 1 Transport Issues and Opportunities Report (summarised in Section 3 of this Transport Strategy), working group meetings with Norfolk County Council and Great Yarmouth Borough Council and consultation with stakeholders and Members of Great Yarmouth Borough Council.



- 5.3.2. No single option was considered capable of solving all the identified issues or achieve all the study specific objectives. Therefore, a number of overarching transport themes that are complementary to each other have been used to group the identified options. The transport themes are:



5.4 STAKEHOLDER ENGAGEMENT

- 5.4.1. A stakeholder consultation event was held on 14 June 2018. The purpose of this event was for the project team to introduce the Transport Strategy to key stakeholders and Council Members. The workshop consisted of a presentation by WSP setting out the transport issues and opportunities in the Transport Strategy study area.
- 5.4.2. The presentation was followed by a feedback session where key Stakeholders and Council Members could provide comment on the transport issues and opportunities identified in the presentation.
- 5.4.3. Comments were received in regard to:
- Walking and cycling infrastructure;
 - Travel patterns of residents;
 - Visitors and workers of Great Yarmouth,
 - Rail and bus services; and
 - The local and strategic road network.
- 5.4.4. Feedback received was incorporated into the Stage 1 Issues and Opportunities report and taken into consideration during the development of the long list of options.

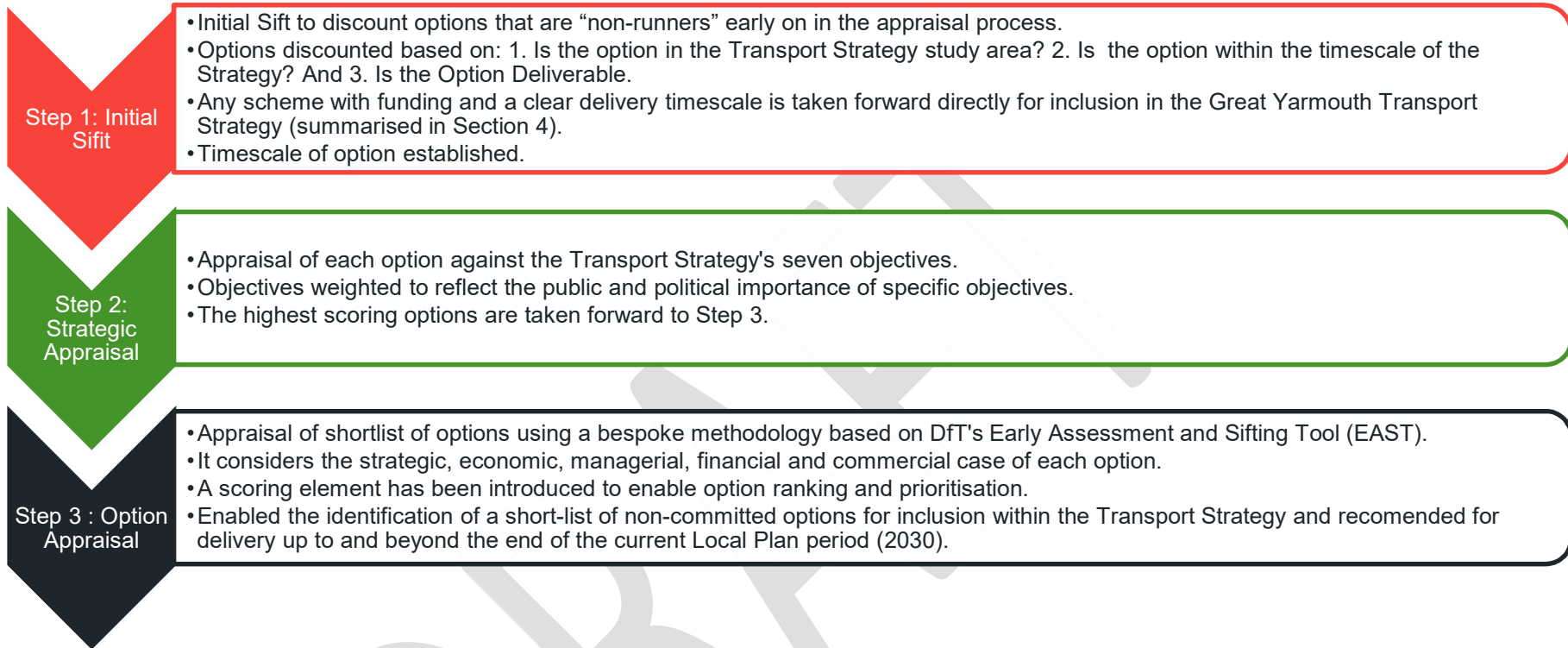
5.5 LONG LIST OF OPTIONS

- 5.5.1. In total, 118 conceptual options were identified for Great Yarmouth, this comprised:
- 12 General local highway improvement schemes;
 - 18 Local highway capacity improvement schemes;
 - 8 Strategic Road Network improvement schemes;

- 14 Bus service & associated infrastructure improvement schemes;
- 6 Heavy rail service and Great Yarmouth railway station improvement schemes;
- 16 Walking infrastructure improvement schemes;
- 32 Cycling infrastructure improvement schemes – of which 9 are area wide and 23 are area specific;
- 3 Parking policies / improvement schemes;
- 2 Electric vehicle schemes;
- 3 Car sharing / car club initiatives;
- 3 Smarter choices initiatives; and
- 1 Autonomous vehicle technology initiative.

5.6 OPTION APPRAISAL

- 5.6.1. It is not possible to deliver all of the options identified on the long list due to timescale, funding and deliverability constraints. Therefore, in order to identify a prioritised list of options for inclusion in the Transport Strategy an option appraisal of the long list of options was undertaken. This appraisal undertaken using a bespoke Strategic Assessment tool based on the Department for Transport's Early Assessment and Sifting Tool (EAST) which compares the Strategic, Economic, Managerial, Financial and Commercial case for each transport option.
- 5.6.2. The purpose of the option appraisal is to produce a shortlist of short, medium and long-term options recommended for delivery up to and beyond the end of the current local plan period (2030).
- 5.6.3. The appraisal was a three-step process:



5.6.4. The following section identifies the shortlist of short, medium and long-term options recommended for delivery by the end of the current local plan period (by 2030).

6 AN INTEGRATED TRANSPORT STRATEGY FOR GREAT YARMOUTH

6.1 OVERVIEW

- 6.1.1. This section sets out a package of short, medium and long-term options to address the transport issues in Great Yarmouth and support sustainable economic growth.
- **Short-term** options are planned for delivery by 2022;
 - **Medium-term** options are planned for delivered between 2023 and 2030 (end of the current local plan period); and
 - **Long-term** options are planned for delivery beyond 2030.
- 6.1.2. All of the options identified in this section of the Transport Strategy are non-committed, unfunded and have no confirmed timescale for delivery. As such the expected delivery should be treated as a recommendation and may change based on funding availability or following future development of the option.
- 6.1.3. It should be noted that all the options presented in the Transport Strategy are all unranked. Further detail on possible option prioritisation is provided in the Stage 2: Options Appraisal Report.

6.2 A MULTI-MODAL STRATEGY

- 6.2.1. One of the challenges faced by Great Yarmouth is its rural sub-region, whilst the compact nature of the town provides opportunities for movement by walking, cycling and public transport, access to the rural settlements that surround Great Yarmouth is more challenging by sustainable modes. As such the Transport Strategy include a range of strategic and local highway improvement schemes.
- 6.2.2. No one single mode or option can address the transport issues in Great Yarmouth. As such a package of measures are required including strategic and local car and non-car based options, that enhance:
- Local Highway Network capacity;
 - Strategic Highway Network capacity
 - The bus services and bus stops;
 - Rail services and Great Yarmouth Railway Station;
 - Walking infrastructure;
 - Cycling infrastructure;
 - Parking provisions and management; and
 - Smarter Choices (e.g. Travel Plans).

6.3 GEOGRAPHIC SCALES

- 6.3.1. The short and medium-term infrastructure options have been categorised based on geographic scale:
- **Strategic:** These options relate to the core transport corridors and networks that connect Great Yarmouth (such as the A47, Wherry Line and National Cycling Routes).

- **Area Wide:** These options relate to transport schemes or initiatives proposed across the Transport Strategy study area (e.g. transport policies, bus stop improvements etc.).
- **Local:** These options address local transport issues and are considered to have a localised benefit (e.g. local junction capacity improvement scheme or localised pedestrian infrastructure improvement scheme).

6.4 ACTION PLAN

- 6.4.1. In order to realise the ambitious aims of this Transport Strategy and help deliver the infrastructure solutions identified, an outline Action Plan has been developed. This is intended to:
- Help identify initial actions to develop each option; and
 - Identify stakeholder engagement likely to be required.
- 6.4.2. The initial actions are intended to help steer the development any business case for the programme of work as a whole as well as individual projects within the programme, and to secure funding.
- 6.4.3. The initial actions and stakeholders likely to be involved are provided alongside the description of each option in Sections 6.6, 6.7 and 6.8.

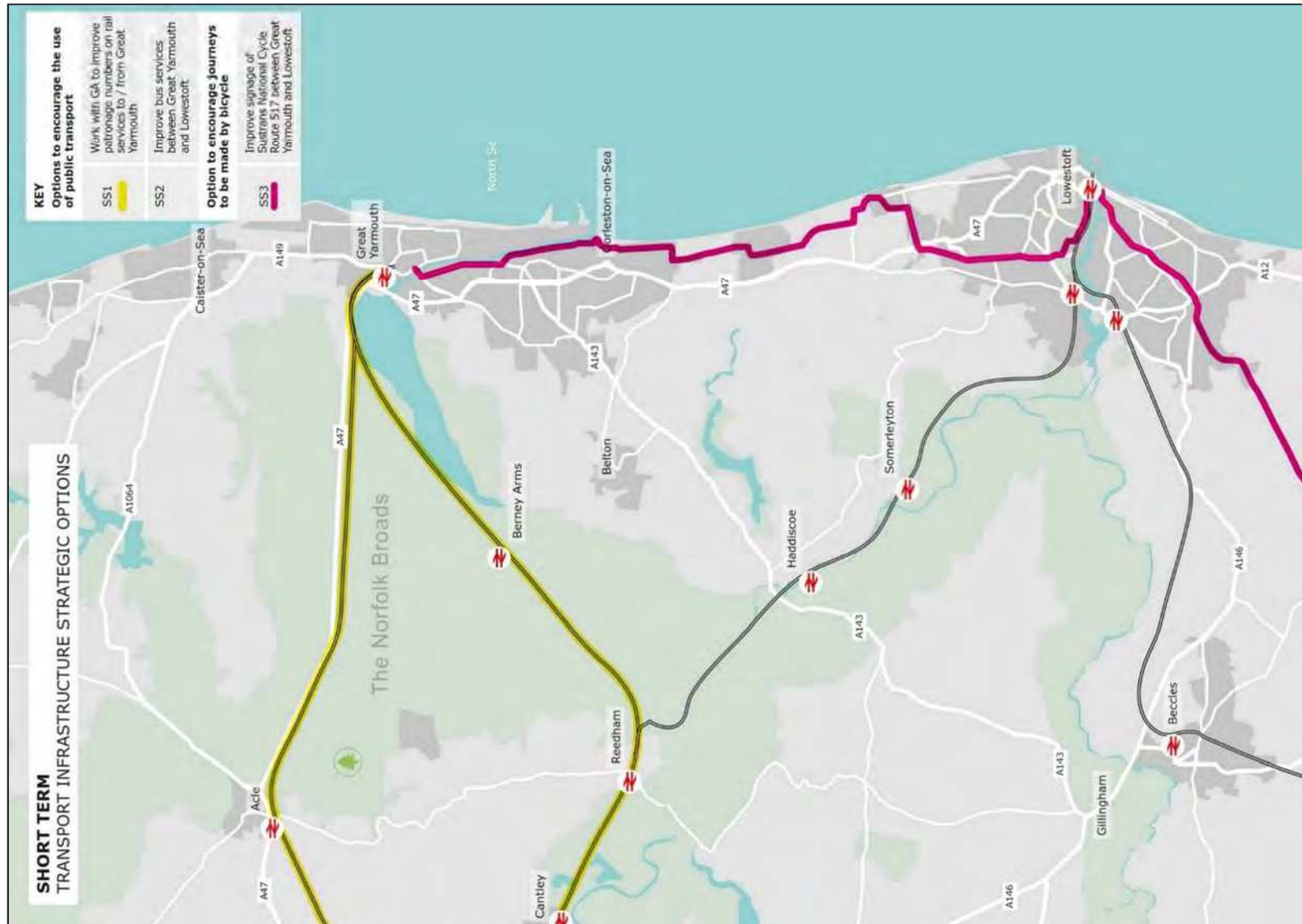
6.5 SHORT TERM (OPTIONS EXPECTED TO BE DELIVERED BY 2022)

STRATEGIC

Options to encourage the use of public transport						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SS1	Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth	Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.	Encourage modal shift through improve public transport facilities	Require wider changes (frequency / reliability) to increase patronage. Measures taken require cost with no guaranteed result.	Engage with Greater Anglia and understand existing use of train services and measures that could increase patronage.	Greater Anglia Norfolk County Council Developers
SS2	Improve bus services between Great Yarmouth and Lowestoft	This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).	Improve public transport strategic coastal connections. Encourage modal shift through improved public transport services.	Requires support of bus operators	Engage with bus operators to establish commercial viability. Identify future development that could support new services (through Section 106Developer contributions). Identify where new bus stop infrastructure may be required to support a new service.	Bus Operators Norfolk County Council Developers

Option to encourage journeys to be made by bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SS3	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.	<p>Promotes cycling.</p> <p>Helps users to identify the route.</p> <p>Improves accessibility of the bikeway system for all users.</p>	Route only go through part of Great Yarmouth	<p>Undertake detailed review of existing wayfinding provision.</p> <p>Establish wayfinding strategy for cyclists that is coherent across Great Yarmouth.</p> <p>Identify location for new wayfinding infrastructure.</p>	Norfolk County Council



AREA WIDE

Option to encourage the use of public transport

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA1	Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea	This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.	Encourage modal shift	No improvement to bus service frequencies or capacity of the public transport network	Engage with bus operators. Understand current situation regarding bus stops that have been recently improved, or are proposed to be improved.	Bus Operators Norfolk County Council Great Yarmouth Borough



*Left: Flag and pole bus stop cut into the Quayside on Southtown Road.
Right: Flag and pole bus stop on Admiralty Road.*

Option to better manage traffic on the local and strategic highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA2	Develop and introduce a signage strategy to inform drivers of car parking availability, congestion and, when implemented, status of the Great Yarmouth Third River Crossing	Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.	Help drivers make more informed decisions on their route choices / choice of car park Improve journey time reliability and reduced congestion, particularly when crossings are closed	Signage may be ignored, especially by drivers using Satnavs. Increase rat-running if drivers have knowledge of the local road network.	Understand signage strategy proposed as a part of the GYTRC. Work with GYTRC team to Develop signage strategy that could provide drivers with information on traffic and parking issues across Great Yarmouth.	Norfolk County Council

Options to encourage journeys to be made by bicycle

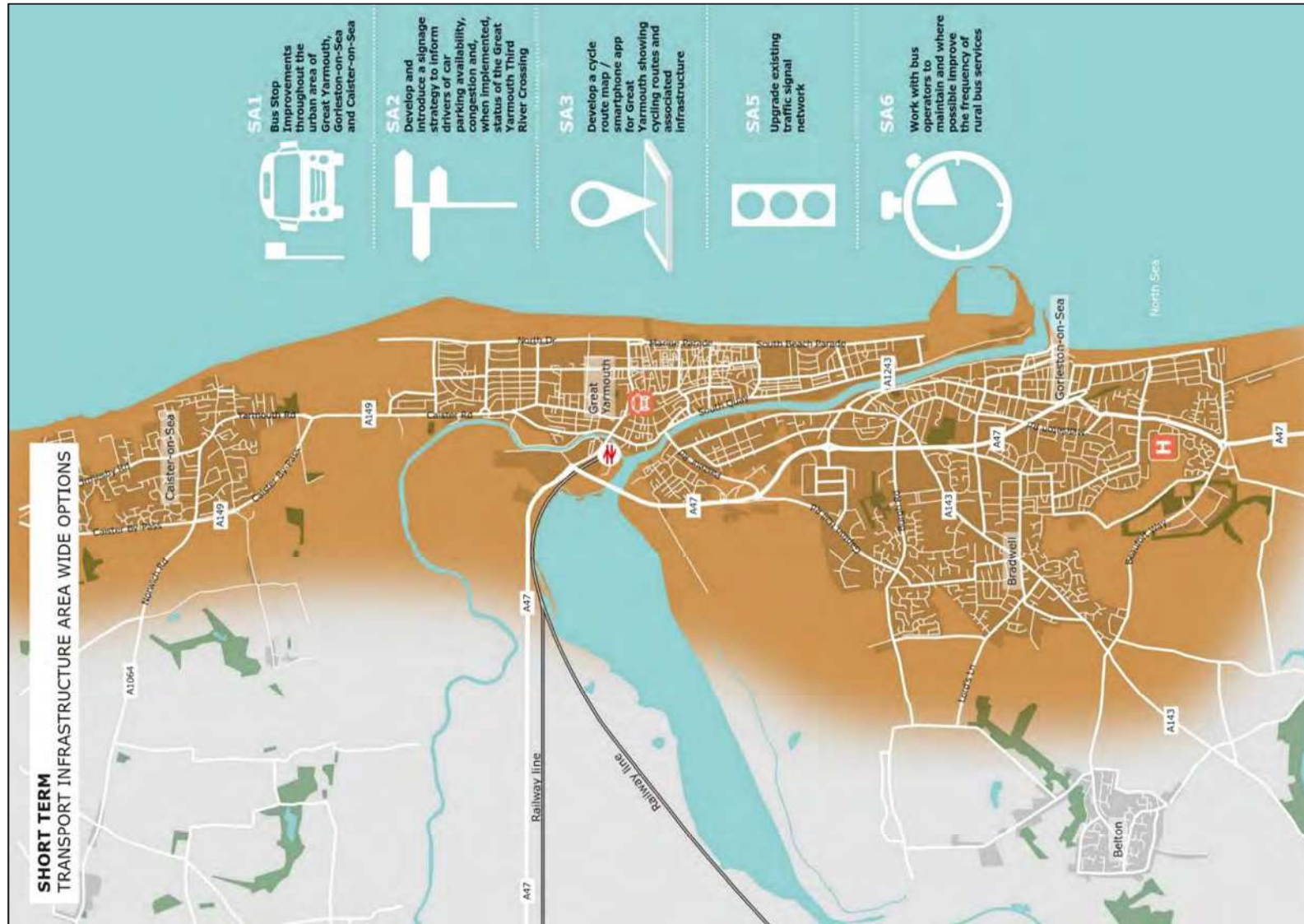
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA3	Develop a cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.	Helps a user to plan their cycling routes more effectively. May make users aware of new routes. May reduce journey times if routes can be planned beforehand.	Would have to be updated regularly to include all route upgrades or changes.	Understand whether existing / similar apps are available and offer same functionality. Identify availability of data / additional data requirements. Engage with app developers / graphic designers to understand cost and feasibility of producing app / updated route map.	Norfolk County Council Great Yarmouth Borough Council Cycling Groups / Organisations

Option to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA5	Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic	This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.	<p>Improve connectivity and reliability on the network by improving junction efficiency and capacity.</p> <p>Improve access to goods and services through reduced journey times</p>	Provides junction capacity benefits only, no increase in physical capacity of links	<p>Develop design for an improvement scheme.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	Norfolk County Council

Option to encourage journeys by public transport

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA6	Work with bus operators to maintain and where possible improve the frequency of rural bus services that serve villages to the north west and south west of Great Yarmouth	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.	Encourage modal shift through improve public transport facilities to rural locations	Dependent upon public transport operators	<p>Engage with bus operators to establish commercial viability of existing services.</p> <p>Identify future Development that could support existing / new services (through Section 106 Developer contributions).</p>	<p>Bus Operators</p> <p>Developers</p>



LOCAL

- 6.5.1. Following a review of the 2018 strategic modelling for the Great Yarmouth Third River Crossing a number of junctions have been identified as experiencing high levels of queuing and delay at peak periods. Whilst the intention of the options below is to address existing pinch points on the local highway network further work will need to be undertaken to determine the details of any highway intervention (including carrying out surveys and undertaking additional modelling).

Options to reduce delay and traffic congestion on the local highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL2	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	<p>Improve journey time reliability.</p> <p>Increase junction capacity and improve efficiency.</p> <p>Improve facilities for non-motorised users.</p>	<p>Benefit limited to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	<p>Identify capacity improvement options.</p> <p>Develop high level option plans.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	Norfolk County Council
SL3	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalling the junction or replacing the existing priority arrangement with a small roundabout.	<p>Improve journey time reliability.</p> <p>Increase junction capacity and improve efficiency.</p> <p>Improve facilities for non-motorised users.</p>	<p>Benefit limited to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	Identify capacity improvement options.	Norfolk County Council

Options to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL4	Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	<p>Improve journey time reliability.</p> <p>Increase junction capacity and improve efficiency.</p> <p>Improve facilities for non-motorised users.</p>	<p>Benefit limited to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	<p>Identify capacity improvement options.</p> <p>Develop high level option plans.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	Norfolk County Council
SL5	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.	<p>Improve journey time reliability.</p> <p>Increase junction capacity and improve efficiency.</p> <p>Improve facilities for non-motorised users.</p>	<p>Benefit limited to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	<p>Identify capacity improvement options.</p> <p>Develop high level option plans.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	Norfolk County Council
SL6	Capacity improvement at Fuller's Hill / Northgate street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. Any	<p>Improve journey time reliability.</p> <p>Increase junction capacity and improve efficiency.</p> <p>Improve facilities</p>	<p>Benefit limited to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	<p>Identify capacity improvement options.</p> <p>Develop high level option plans.</p> <p>Undertake option testing using existing transport models (e.g.</p>	Norfolk County Council

Options to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
		scheme would tie in with the recent improvement works at this junction (Scheme SC13).	for non-motorised users.		using GYTRC Paramics & Saturn models).	
SL7	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.	<p>Improve journey time reliability.</p> <p>Increase junction capacity and improve efficiency.</p> <p>Improve facilities for non-motorised users.</p>	<p>Benefit limited to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	<p>Identify capacity improvement options.</p> <p>Develop high level option plans.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	Norfolk County Council
SL9	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	<p>Improve connectivity and reliability on the network by improving junction efficiency and capacity.</p>	<p>Limited impact to individual junction.</p> <p>Potential to shift the problem to elsewhere on the network.</p>	<p>Identify capacity improvement options.</p> <p>Develop high level option plans.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	Norfolk County Council

Options to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL10	Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Improve connectivity and reliability on the network by improving junction efficiency and capacity	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models). Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
SL11	Highway works to improve operation of the Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. It has been suggested that existing on-street bus stops and taxi ranking contribute to queuing and delays at this junction. The operation of this junction could be improved through a review of on-street bus stops and taxi ranks within the immediate locality of this junction and / or junction capacity improvements (e.g. a review of phasing and timings and / or reallocation of carriageway space within the highway boundary to support the dominant movements).	Improve connectivity and reliability on the network by improving junction efficiency and capacity.	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council

Options to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL12	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Improve connectivity and reliability on the network by improving junction efficiency and capacity.	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
SL13	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.	Reduced congestion onto Station Road. Improve accessibility of Lidl and B&M.	Land ownership issues. Reduced car parking. Potential for "rat running" through car park. Increase traffic congestion on A1243 Pasteur Road.	Develop design for an improvement scheme. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council

Options to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL23	Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	<p>Improve journey time reliability.</p> <p>Increase junction capacity and improve efficiency.</p>	<p>Limited impact to individual junction.</p> <p>Potential to shift the problem to elsewhere on the network.</p>	<p>Identify improvement options.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).</p>	Norfolk County Council

Options to encourage journeys by public transport

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL16	Improve public transport connectivity of South Denes peninsula / South Denes Enterprise Zone through introduction of new bus services / extension of existing services	This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).	<p>Encourage modal shift through improve public transport facilities.</p> <p>Improved connectivity of public transport hubs to key employment areas</p>	<p>Unlikely to be run as a commercial service.</p> <p>Likely need for services to be subsidised or externally supported.</p>	<p>Engage with bus operators to establish commercial viability.</p> <p>Identify future development that could support new services (through Section 106 Developer contributions).</p> <p>Identify where new bus stop infrastructure may be required to support a new service.</p>	<p>Bus Operators</p> <p>Norfolk County Council</p> <p>Developers</p>

Options to encourage journeys by public transport

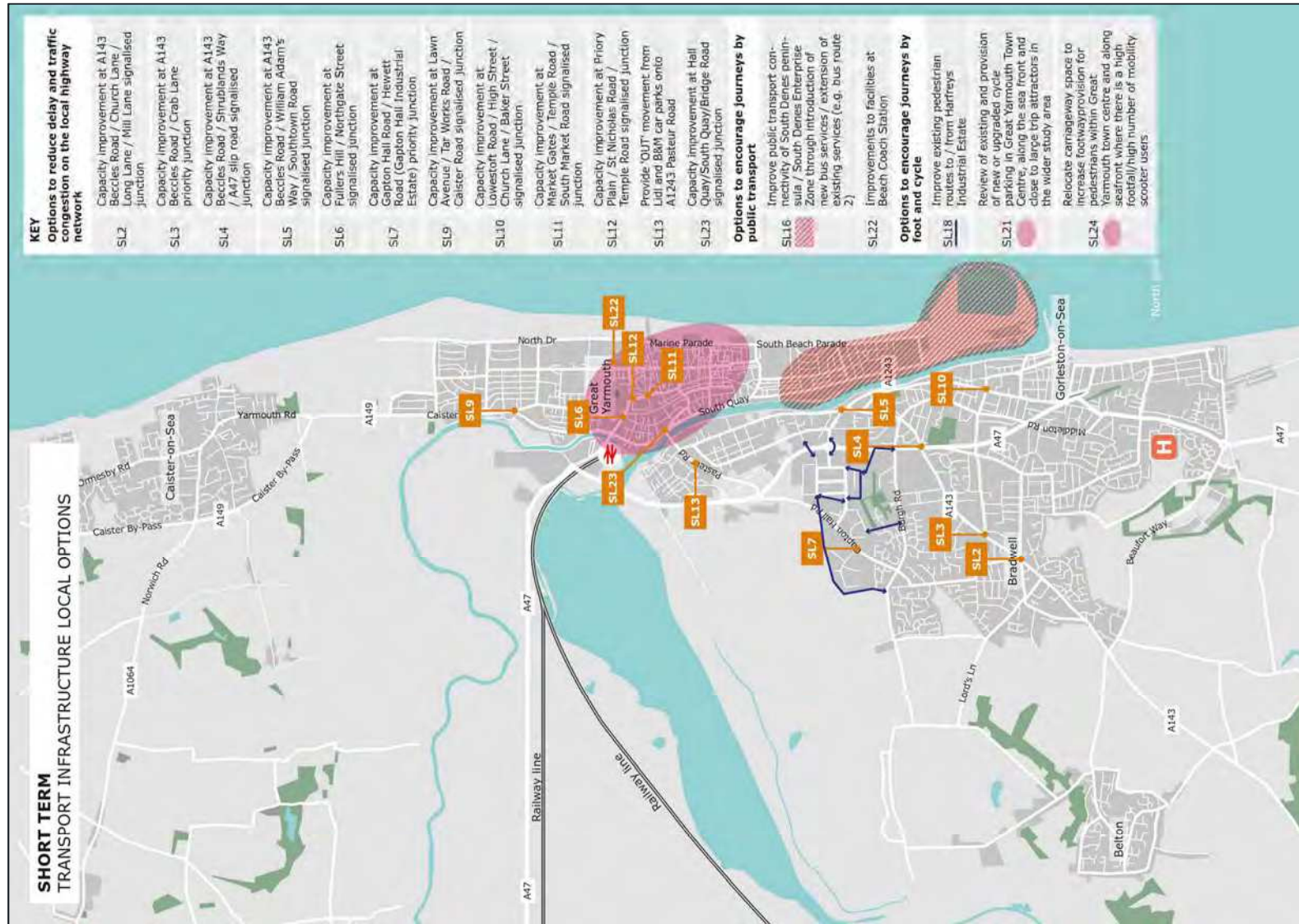
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL22	Improvements to facilities at Beach Coach Station	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.	Encourage more coach trips to Great Yarmouth. Encourage mode shift from car to coach.	Increase in coach services likely to be in summer months only.	Audit of existing coach station and NMU access	Norfolk County Council Great Yarmouth Borough Council Coach Operators



Informal pedestrian crossing facilities across the A47

Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL18	Improve existing pedestrian routes to / from Harfreys Industrial Estate	This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road (recently delivered). This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.	Improve access in and around Harfreys Industrial Estate. Safer walking routes.	Proposed pedestrian routes may not be seen as attractive. Routes may offer no / limited journey time benefit to workers of Harfreys Industrial Estate.	Survey existing pedestrian routes. Establish proposed upgrades (e.g. lighting, surfacing, signage etc.).	Norfolk County Council Great Yarmouth Borough Council
SL21	Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider Transport Strategy study area	This option explores assessing the current level of cycle parking and looks at adding new or upgraded parking in the town centre, along the sea front and close to large trip attractors. This would allow cyclists to leave their bikes in secure places and could encourage others to use their bikes more often.	Increase cycle capacity. Encourages use of bicycles, which could help to reduce the need for use a car to go about town.	Requires adequate road / cycleway infrastructure to support an increase in cycle numbers.	Undertake audit of existing cycle parking provision and survey its utilisation. Review survey results to understand need for additional cycle parking provision.	Operators of large trip attractors (e.g. Britannia Pier) Norfolk County Council Great Yarmouth Borough
SL24	Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users	This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.	Improve safety and amenity for pedestrians. Encourage shorter journeys to be made on foot.	May result in reduction in carriageway space for other road users.	Identify non-pedestrianised links with high footfall. Develop design for an improvement scheme.	Norfolk County Council Great Yarmouth Borough Council Town Centre Businesses and Residents



6.6 MEDIUM TERM (OPTIONS EXPECTED TO BE DELIVERED BY 2030)

STRATEGIC

Options to reduce delay and congestion on the strategic road network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MS1	A47 Acle Straight Dualling	Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.	<p>Improve road user safety.</p> <p>Improve journey times and journey time reliability.</p> <p>Create continuous dual carriageway between Dereham and Great Yarmouth.</p>	<p>May create new pinch points on network in Great Yarmouth.</p> <p>Requires consultation and coordination with Highways England.</p>	<p>Engage with Highways England on work undertaken to date.</p> <p>Undertake corridor study exploring possible improvement options along the A47.</p> <p>Work with Highways England to have the scheme allocated in the next Road Investment Strategy.</p>	<p>Norfolk County Council</p> <p>Highways England</p>
MS2	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.	<p>Increase junction capacity.</p> <p>Reduce traffic congestion.</p> <p>Improve journey time reliability.</p> <p>Improve road user safety.</p>	<p>Benefit restricted to single junction.</p> <p>Potential to shift the problem to other junctions on the network.</p>	<p>Identify improvement options.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).</p>	<p>Norfolk County Council</p> <p>Highways England</p>

Options to reduce delay and congestion on the strategic road network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MS3	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.	Improve access to Vauxhall Holiday Park. Potential to help reduce congestion on the A47 Acle Straight and at Vauxhall Roundabout.	Limit or prevent any future use of the rail sidings.	Engage with Highways England about the potential to incorporate the land into any future scheme for the A47 and Acle Straight.	Vauxhall Holiday Park Highways England Network Rail Norfolk County Council
MS4	Capacity improvements at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Capacity improvements at A47 / James Paget University Hospital signalised junction.	Capacity improvements at A47 / James Paget University Hospital signalised junction.	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).	Norfolk County Council Highways England
MS5	Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Increase junction capacity. Reduce traffic congestion. Improve journey time reliability. Improve road user safety.	Benefit restricted to single junction. Potential to shift the problem to other junctions on the network.	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).	Norfolk County Council Highways England

Options to encourage journeys to be made by rail

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MS6	Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building	Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station building and create a sense of arrival to the town. This could include new mixed-use development of the railway station building, public realm improvements and greater presence of railway operator personnel.	Aesthetically pleasing gateway features create a sense of arrival into the town. Encourage modal shift through improve public transport facilities.	Does not provide any direct benefits to transport and different modes of transport.	Work with Great Anglia to establish range of possible short, medium and long-term improvement options for the railway station concourse.	Greater Anglia Norfolk County Council
MS7	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.	Improved safety in the Transport Strategy study area. Improved connections between Great Yarmouth and Lowestoft.	Only possible if there is enough space, or where it's possible to close one motor vehicle lane. Does not improve connections outside of Great Yarmouth, other than Lowestoft.	Engage with Great Anglia and Network Rail. Seek to understand existing barriers to introduction of more frequent service. Work with Great Anglia and Network Rail to identify ways that rail services between Great Yarmouth and Norwich could be increased.	Greater Anglia Norfolk County Council Great Yarmouth Borough Council

Option to encourage journeys to be made by bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MS8	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.	Improved safety in the Transport Strategy study area. Improved connections between Great Yarmouth and Lowestoft.	Only possible if there is enough space, or where it's possible to close one motor vehicle lane. Does not improve connections outside of Great Yarmouth, other than Lowestoft.	Identify shortlist of route options. Understand existing land ownership (including highway boundary extent). Develop design for an improvement scheme based on option proformas.	Norfolk County Council Great Yarmouth Borough Council



AREA WIDE

Options to encourage journeys to be made by foot and bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MA1	New signed strategic cycle route between Great Yarmouth Town Centre and Gorleston-on-Sea that utilise Great Yarmouth Third River Crossing	This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre and Gorleston-on-Sea. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected. Norfolk County Council is currently investigating a possible cycle route scheme on both sides of the River Yare, however this is not a committed scheme.	Cycling in the area becomes more connected and easier to navigate around town. Encourage use of a sustainable method of transport.	Relies on the completion of the GYTRC, any time delays will impact on the when the cycle route can be used.	Work with GYTRC team to ensure proposed layout connects with existing cycle network. Work with GYTRC to introduce cycle route signage at and on approach to the crossing.	Norfolk County Council Great Yarmouth Borough Council
MA3	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to Mobike Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.	Availability of bicycles encourages use for shorter journeys. Does not require bicycle ownership. Does not require formal cycle parking facilities (e.g. Sheffield Standard).	Parked bicycles could block footways. Commercial viability.	Monitor dockless cycle hire schemes in other towns and cities in the UK. Hold discussions with dockless cycle operators. Explore infrastructure requirements to facilitate dockless hire cycle operators.	Dockless Cycle Hire Operators Norfolk County Council Great Yarmouth Borough Council

Options to encourage journeys to be made by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MA5	Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.	This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.	<p>Improves connectivity for vulnerable users.</p> <p>Encourage shorter journeys to be undertaken on foot.</p> <p>Help vulnerable users feel safer and more confident travelling in Great Yarmouth.</p>	May only be small pinch point improvement schemes and may not be able to provide any significant improvement in accessibility.	<p>Hold discussions with local action groups to identify existing issues and opportunities.</p> <p>Undertake audit of the current accessibility of the urban environment to vulnerable users.</p>	<p>Great Yarmouth Borough Council</p> <p>Norfolk County Council</p> <p>Local action groups representing vulnerable users</p>
MA6	Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.	This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.	<p>Improve safety for residents, visitors and workers travelling to Great Yarmouth's Holiday Parks by active modes of transport.</p> <p>Encourage shorter journeys to be undertaken by non-car modes of transport.</p>	Funding / commercial viability of shuttle bus service.	<p>Hold discussions with representatives of the Great Yarmouth Holiday Parks to understand existing travel patterns of residents, visitors and workers.</p> <p>Undertake audit of existing pedestrian and cycle routes to / from Great Yarmouth Holiday Parks.</p> <p>Develop improvement schemes / new pedestrian and cycle routes.</p>	<p>Great Yarmouth Borough Council</p> <p>Norfolk County Council</p> <p>Great Yarmouth Holiday Parks</p>

Option to encourage travel by smarter choices

Ref	Option	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MA2	Support and encourage non-residential developments to produce a travel plan	This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.	<p>Reducing peak time congestion.</p> <p>Reducing harmful transport emissions and energy use.</p> <p>Improving accessibility.</p> <p>Reduced cost of travel.</p>	<p>A reduction in car travel may not be possible for all people, such as a salesperson.</p> <p>The developments may not have the appropriate infrastructure to support a modal shift.</p>	<p>Review existing delivery of Travel Planning in the Transport Strategy Study Area.</p> <p>Look to understand proportion of non-residential Development that currently have a Travel Plan.</p> <p>Review success of existing Travel Plans.</p> <p>Identify particular areas / type of businesses to target as a part of a pilot study.</p> <p>Develop strategy (including marketing materials, presentations, guidance documents and templates) to help non-residential Developments produced their own Travel Plan.</p>	<p>Norfolk County Council</p> <p>Great Yarmouth Borough Council</p>

Option to better manage parking

Ref	Option	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MA4	Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.	This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.	<p>Help better manage car parking during peak periods (summer months).</p> <p>Help ensure availability of car parking for residents of Great Yarmouth.</p>	<p>Potential for new car parking charges to be introduced.</p> <p>Potential for removal of uncontrolled on-street parking in central locations.</p>	<p>Car Parking Utilisation Survey during summer months</p> <p>Survey of existing residents to understand issues / receptibility to introduction of permits</p>	<p>Norfolk County Council</p> <p>Great Yarmouth Borough Council</p>



LOCAL

Option to reduce delay and congestion on the local highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML1	New link road between Thamesfield Way and Suffolk Road	This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.	<p>Relieve congestion on Southtown Road and Pasteur Road.</p> <p>Provide an additional access into the Southtown area.</p>	<p>Land will need to be acquired in order to build the scheme.</p> <p>May lead to “rat running” by non-local traffic.</p>	<p>Establish land ownership.</p> <p>Develop option.</p> <p>Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).</p>	<p>Local land owners, residents and businesses</p> <p>Norfolk County Council</p>

Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML2	Package of Cycle Improvements along A143 Beccles Road	<p>This option is the delivery of a range of cycle infrastructure improvements along the A143 Beccles Road, including:</p> <p>Widening the existing shared-use route on the A143 Beccles Road between Burnet Road and New Road. This could lead onto the opportunity for a new segregated route;</p> <p>Adding a new cycle route along the A143 Beccles Road between Primrose Way and Beccles Road / Burgh Road Roundabout. Cycle crossing facilities could also be considered to make the route much more accessible and quicker for users;</p> <p>Developing the existing neighbourhood cycle routes between Bussey's Loke and Crab Lane to improve the east-west cycle connectivity (scheme currently being progressed by Norfolk County Council); and</p> <p>Exploring how the existing neighbourhood cycle route between Burnet Road and Sun Lane can be used to improve east-west cycle connectivity. The developments would include improvements to crossing facilities for cyclists at A143 / Sun Lane priority junction.</p>	<p>Create safer environment for cyclists.</p> <p>Encourage mode shift.</p>	May lead to reduction in road space for other road users.	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML3	Package of Cycle Infrastructure Improvements in Gorleston-on-Sea	<p>This option is the delivery of a range of cycle infrastructure improvements in Gorleston-on-Sea, including:</p> <p>Adding new or improving crossing facilities for pedestrians and cyclists along the A47 Lowestoft Road. Safer crossings could be added at major junctions to make it easier to cross the road; and</p> <p>Consideration of a new north-south cycle route along the B1370. A scheme could build upon the existing cycle route along Lowestoft Road.</p>	<p>Create safer environment for cyclists.</p> <p>Encourage mode shift.</p>	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML4	Package of Cycle Infrastructure Improvements in Great Yarmouth Town Centre	<p>This option is a range of cycle infrastructure improvements in Great Yarmouth Town Centre, including:</p> <p>Consideration of a new cycle route between The Conge and Regent Street to improve north-south connectivity. Initial improvements have been made to the Conge and it has been noted that there is a missing link between The Conge and The Minster. Cycle links between The Conge and the town centre could be improved either along Hall Quay and Georges Street, along Howard Street South or a north-south link across the edge of the Market Place from King Street to The Conge;</p> <p>Exploration of a new north-south cycle route between Fuller's Hill roundabout, The Conge and The Minster. The improvements to the roundabout would allow users to cross safely and could build upon the existing pathway around the roundabout; and</p> <p>Consideration of a new east-west cycle route between the town centre, Hall Quay and the Seafront. A contraflow cycle lane exists along most of the Transport Strategy study area, however there are some sections that could be improved. These improvements could be made to: junctions of King Street (both with Regent Road and with Regent Street), pedestrian crossings and eastern and western tie-in points to the network.</p> <p>All of these links are currently being investigated by Norfolk County Council, however none of these are committed schemes.</p>	<p>Create safer environment for cyclists.</p> <p>Encourage mode shift.</p>	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML5	Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park. Part of this scheme is currently being delivered between Vauxhall Roundabout and Acle New Road Bridge. The section at Vauxhall Roundabout will need to be delivered by Highways England and is not currently a committed scheme.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
ML6	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	This option considers improvements to facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently. A number of possible improvements are being investigated by Norfolk County Council, however none of these are committed schemes.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
ML7	New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing	This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc. A number of possible improvements are being investigated by Norfolk County Council, however none of these are committed schemes.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML8	Package of Cycle Infrastructure Improvements in North Quay	<p>This option is a range of cycle infrastructure improvements in the North Quay area, including:</p> <p>Improvements to the east-west cycling connectivity between Lawn Avenue and North Drive. Salisbury Road could provide a connecting route, but due to cars parking on both sides of the road, it may be difficult to fit in a cycle lane. Barnard Avenue (with a link to the A149 Caister Road) could provide a suitable platform, but the current road will need to be reduced to fit in the cycle lanes; and</p> <p>Improvements to the east-west route along Fuller's Hill and St Nicholas Road for use by pedestrians and cyclists. Existing highway boundary could be used to accommodate a new cycle lane and make it safer to cross the busy junctions.</p>	<p>Create safer environment for cyclists.</p> <p>Encourage mode shift.</p>	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle

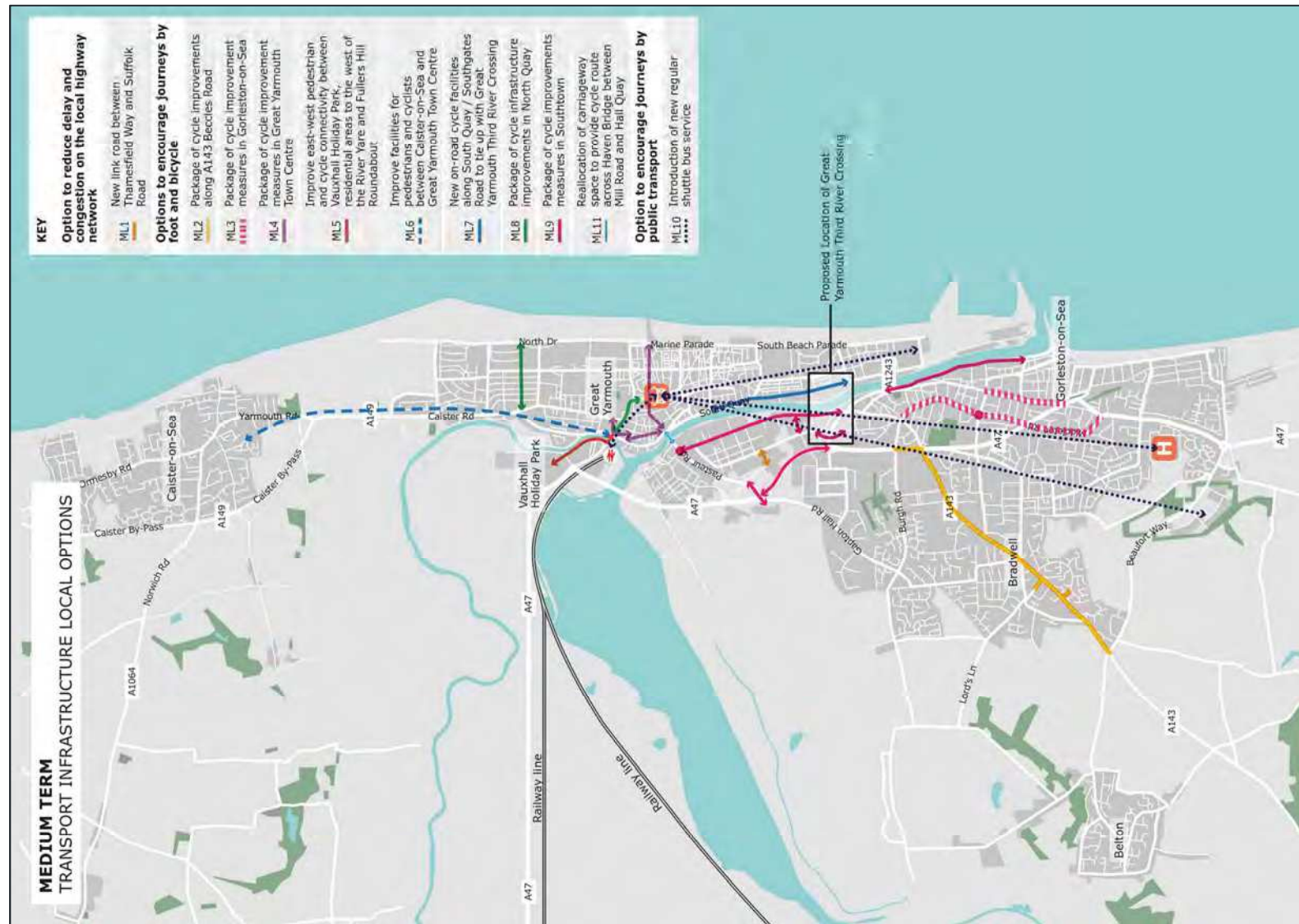
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML9	Package of Cycle Infrastructure Improvements in Southtown	<p>This option is a range of cycle infrastructure improvements in the Southtown area, including:</p> <p>Exploring improving cycle route and crossing facilities along Southtown Road. Particularly between the signalised and priority junctions;</p> <p>Exploring the measures that could be employed to improve cycling connectivity between Suffolk Road and Southtown Road. Improvements could involve adding dedicated cycle lanes on the road or on the pedestrian walkway.</p> <p>Consideration of the opportunities to improve cycling connectivity across William Adam's Way;</p> <p>Provision of a cycle bridge at Garton Hall roundabout or a segregated cycleway running alongside the A47 that connects with the overbridge north of Harfreys Roundabout;</p> <p>Improvements to the 1.5km route along Riverside Road for cyclists between Pier Walk and Williamson's Lookout (this has recently been delivered).</p> <p>Improvements to the pedestrian and cycling crossings at the B1370 / Church Lane roundabout. There are currently three uncontrolled crossings outside of East Norfolk Sixth Form College, however, due to how busy this road is, especially when the college opens and closes, a controlled crossing may be more beneficial.</p> <p>All of these improvements are currently being investigated by Norfolk County Council, however none of these are committed schemes.</p>	<p>Create safer environment for cyclists.</p> <p>Encourage mode shift.</p>	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML11	Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.	This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users. Potential to increase congestion on approach to Haven Bridge.	Develop design for an improvement scheme based on option proformas.	Norfolk County Council Great Yarmouth Borough Council

Option to encourage journeys by public transport

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML10	Introduction of new regular shuttle bus service	This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.	Increase capacity of public transport network. Provide new direct public transport connection between rail station and major employment sites.	Unlikely to be run as a commercial service. Likely need for services to be subsidised or externally supported	Engage with bus operators to establish commercial viability. Identify future Development that could support new services (through Section 106 Developer contributions). Identify where new bus stop infrastructure may be required to support a new service.	Bus Operators Norfolk County Council Great Yarmouth Borough Council



6.7 LONG TERM (OPTIONS EXPECTED TO BE DELIVERED AFTER 2030)

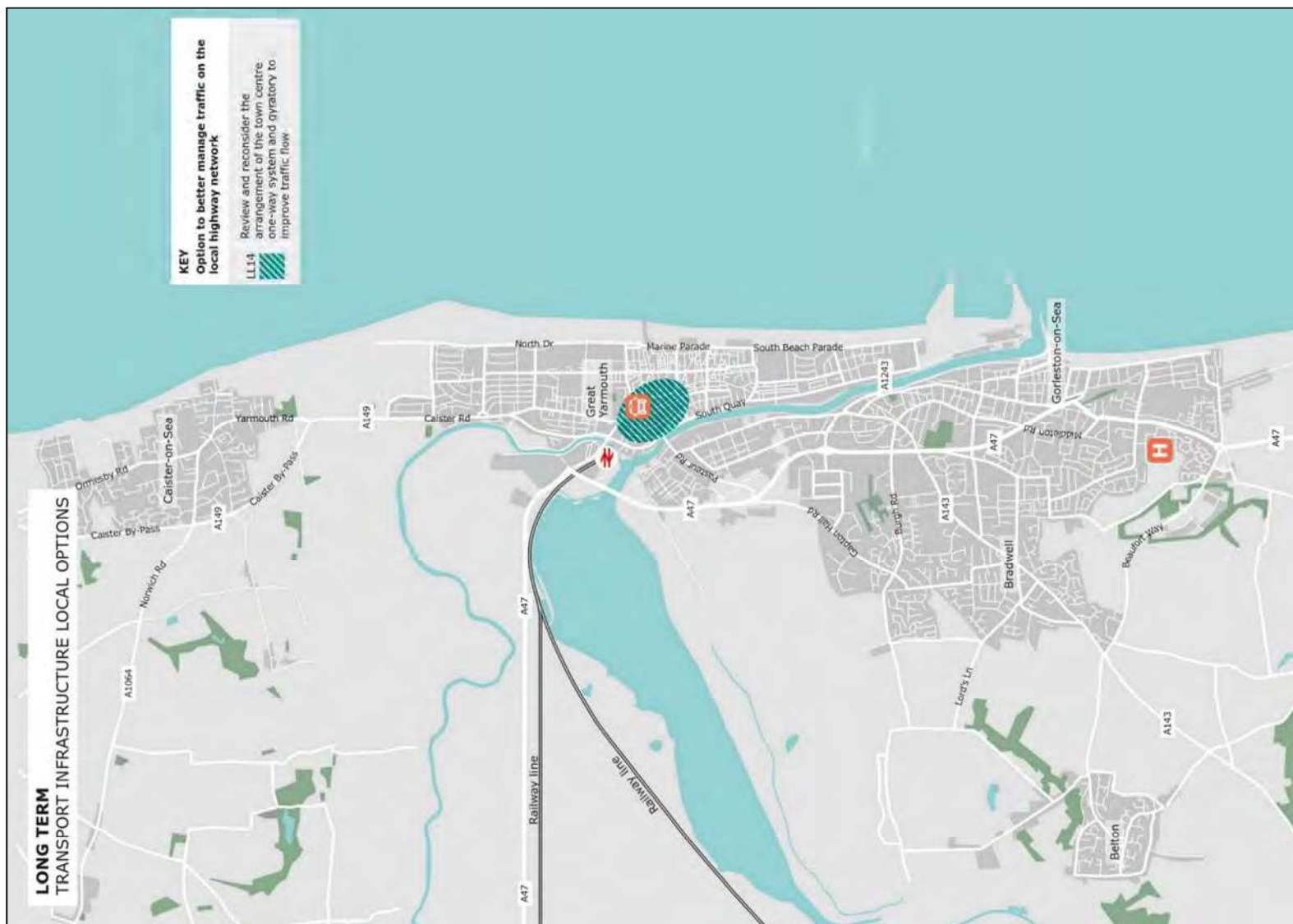
STRATEGIC

Options to encourage journeys by bicycle						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
LS1	Comprehensively join up and fill in the gaps in Great Yarmouth's cycling network to create a coherent network that allows uninterrupted journeys across the town by bicycle	This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle. Norfolk County Council are currently investigating / working on a number of schemes in Great Yarmouth to help deliver this option.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Identification of gaps in cycle network. Packaging of cycle schemes that address gaps in the network.	Norfolk County Council Great Yarmouth Borough Council

LOCAL

Option to better manage traffic on the local highway network						
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
LL14	Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow	This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.	Improve traffic flow by reconsidering the one-way system and gyratory. Improve connectivity and reliability on the network by improving efficiency and capacity.	Increase rat-running if drivers have knowledge of the local road network. Shifting traffic onto other areas of the local road network.	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council Great Yarmouth Borough Council Town Centre Residents, & Businesses





7 NEXT STEPS

7.1 OVERVIEW

- 7.1.1. This Transport Strategy has identified a short-list of about 50 non-committed transport infrastructure options to address the transport challenges and opportunities in Great Yarmouth and support the overarching vision and objectives.
- 7.1.2. Most of these options are at a very early stage of development and very high level, although a few are actively being developed by Norfolk County Council. The options identified in this Transport Strategy are intended to steer the development of more detailed options at a variety of spatial scales.
- 7.1.3. This section sets out the work required to progress the options presented in this Transport Strategy further.

7.2 COLLABORATIVE ACTION

- 7.2.1. One of the first actions will be to broaden the dialogue and engagement with local and strategic partners. A Great Yarmouth Working group should be established to help guide the development and delivery of options and include a range of Stakeholders. This should include:
 - Great Yarmouth Borough Council
 - Norfolk County Council
 - Highways England
 - New Anglia Local Enterprise Partnership
 - Network Rail
 - Greater Anglia

- 7.2.2. The level of collaboration required will depend on the scale of the options being progressed. Local options are likely to be developed by Norfolk County Council and Great Yarmouth Borough Council. Whereas strategic road or rail options, such as the dualling of the A47 Acle Straight will require greater collaboration with Highways England, Network Rail and Greater Anglia.

- 7.2.3. The priority of the working group meetings will be to establish the delivery priority of options, progress the development of options and identify possible funding options.

7.3 POLICY INTEGRATION

- 7.3.1. In order for the Great Yarmouth Transport Strategy to be successful, local and regional economic, transport and land use policies will need to be integrated and aligned.
- 7.3.2. Ensuring that policies support future developments in the Transport Strategy study area, be they in urban or rural settings, and deliver strong transport links is an imperative for sustainable economic growth in Great Yarmouth.

7.4 EVIDENCE BASE

- 7.4.1. To deliver as many of the options in the Transport Strategy as possible, a number of options will require a more detailed evidence base.
- 7.4.2. The strategic and microsimulation models produced for the Great Yarmouth Third River Crossing provide a robust tool for assessing the impact of highway interventions in Great Yarmouth, but this has a number of limitations:

- The microsimulation model is focused around the Great Yarmouth Third River Crossing and does not cover the entirety of the town; and
- The strategic model does not fully cover the route of the A47.

7.4.3. As such, new traffic surveys and new traffic models may need to be created to help develop a number of the local highway capacity improvement options.

7.5 SCHEME DEVELOPMENT

7.5.1. The Transport Strategy has presented a high-level list of short and medium-term options recommended for delivery by the end of the current local plan period (by 2030). However, before the options can be delivered, further work will be needed to develop the design and detail.

7.5.2. At this stage it is anticipated that this work will include:

- **Engagement with Stakeholders**, including:
 - New Anglia Local Enterprise Partnership
 - Norfolk County Council
 - Great Yarmouth Borough Council
 - Highways England
 - Network Rail
 - Great Anglia
 - Local bus operators
 - Local businesses
- **Ensure that the options align with Stakeholder's existing and emerging strategies**, including:

- Highways England's East of England Route Strategies;
- Norfolk County Council's Local Transport Plans;
- Great Yarmouth Borough Council's Local Plan; and
- Great Yarmouth Borough Council's Town Centre Masterplan.

- **Developing the design of the option** (e.g. identifying possible routes, alignments, layouts etc.).
- **Undertaking further feasibility assessments to ensure the option is deliverable.** This will be particularly important for strategic transport infrastructure schemes such as dualling the A47 Acle Straight.
- **Undertake a high-level costing exercise** to assist with identifying and securing option funding.
- **Option Assessment to understand the impact of the proposed option** (e.g. e.g. impact on other junctions, environmental impacts etc.).

Development of Highways Schemes

7.5.3. It is recommended that highway options are developed and assessed using Norfolk County Council's strategic and micro-simulation models of Great Yarmouth. These models cover large parts of Great Yarmouth and were developed to assess the traffic impacts of the Great Yarmouth Third River Crossing.

7.5.4. For Strategic Highway Schemes such as dualling the A47 Acle Straight, new traffic models may be required. This however should be established early on during stakeholder engagement with Highways England.

7.6 FUNDING

- 7.6.1. All the options identified in the Transport Strategy are currently un-funded. Critical to the delivery of the options in this Transport Strategy is the identification of possible funding sources.
- 7.6.2. There is the potential for options to be funded by both the public sector (Local Government and Central Government funding allocations and initiatives) and private sector (through other funding mechanisms and avenues).
- 7.6.3. Potential sources of funding include:
- **New Anglia Local Enterprise Partnership:** In 2017 the LEP was awarded £8.875 million from a Government Growth Deal to deliver a package of measures to improve public transport, walking and cycling links in Great Yarmouth.
 - **Highways England:** Funding allocation in their next Road Investment Strategy.
 - **Network Rail:** Funding allocation in their next Control Period.
 - **Central Government Funds:** Local Sustainable Transport Fund, National Productivity Investment Fund etc.
 - **Norfolk County Council**
 - **Great Yarmouth Borough Council**
 - **S106 Contributions / Planning Conditions**
 - **Private Operators:** (e.g. Greater Anglia, bus operators etc.).
 - **Social Enterprises:**

- 7.6.4. To identify and secure funding for the options outlined in this Transport Strategy it is recommended that relevant stakeholders are engaged early on during the scheme development.

7.7 BUSINESS CASE DEVELOPMENT

- 7.7.1. To access public funding streams and attract private funding business cases for the short and medium-term options will need to be developed.
- 7.7.2. This will build on the evidence base presented in the Stage 1 Issues and Opportunities Report and Stage 2 Options Appraisal Report.
- 7.7.3. It is expected that the business case will follow DfT guidance and set out the following:
- **A case for the scheme**, the strategic case
 - **The value for money**, the economic case
 - **Commercial viability**, the commercial case
 - **The financial affordability**, the financial case
 - **Achievability**, the management case
- 7.7.4. The decision-making process typically takes place in three phases:
1. Strategic Business Case
 2. Outline Business Case
 3. Full Business Case
- 7.7.5. After each stage is an investment decision point on whether to proceed to the next stage.

- 7.7.6. Critical to the business cases will be identifying funding sources including innovative funding streams across all modes.

7.8 CONTINUED REVIEW OF THE INTEGRATED TRANSPORT STRATEGY

- 7.8.1. The Transport Strategy has presented a package of high-level short and medium-term options for delivery at a strategic, area wide and local scale.
- 7.8.2. It is recognised that as options are developed and further studies are undertaken there is the potential for the scope, deliverability, funding options and delivery timescale of the options to change.
- 7.8.3. For this reason, the Transport Strategy will be a 'living plan' that will be regularly reviewed throughout the plan period as further studies are undertaken and as more detail on proposed option becomes available. This will include:
- Additional clarity and detail on the option proposals
 - Updates to the list of planned improvement schemes,
 - Updates to the delivery timescale, and
 - Updates to option funding sources



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Infrastructure and Development Select Committee

Item No. 10

Report title:	Trading Standards Service Plan 2020-21
Date of meeting:	11 March 2020
Responsible Cabinet Member:	Cllr Margaret Dewsbury(Cabinet Member for Communities and Partnerships)
Responsible Director:	Tom McCabe (Executive Director – Community and Environmental Services)

Introduction from Cabinet Member

The Trading Standards Service Plan and associated sub-plans (as annexed to the main plan) set out the service priorities for 2020-21, taking account of the service budget set in February 2020.

The Trading Standards Service's ambition is for a safe, fair and legal marketplace for Norfolk, that supports and benefits local businesses and communities. In alignment with Together for Norfolk, the six outcomes the service is seeking to achieve are:

Growing Economy:

- More businesses start, grow and invest in Norfolk
- The local economy is inclusive, and supports and benefits local businesses and communities

Thriving People:

- All families, older people and people with learning or physical disabilities are supported to live well and independently in their community

Strong Communities:

- People of all ages enjoy good health and increased wellbeing
- Services in communities are joined up and more able to meet people's needs
- Communities are safe and resilient

Executive Summary

This report introduces the Trading Standards Service Plan 2020-21 (Appendix 1) including:

- Annex I: The Enforcement of Age Restricted Sales and Illicit Tobacco Plan (Appendix 2) and
- Annex II: The Food and Feed Law Enforcement Plan (Appendix 3).

The Trading Standards service takes an evidence-based approach to strategic and tactical planning and decision making and the service plan has been developed using analysis of information (intelligence), such as consumer complaints recorded by the Citizens Advice Consumer Helpline, information about threats and rogue traders recorded on the Trading Standards' national intelligence database, and intelligence disseminated by enforcement partners such as the Food Standards Agency and the Office of Product Safety and Standards. This ensures that the service plan reflects the issues and problems Norfolk

people and businesses face, ensuring that our service is unique and focused on the needs of the county.

This report also includes the Trading Standards' Consumer Services Policy (Appendix 5), which has been revised to reflect the Together for Norfolk outcomes and to provide greater clarity on the services provided to consumers.

The Plan, Policy and associated appendices will be considered by Cabinet in April.

Actions required

- 1. To review and comment on the Trading Standards Service Plan including Annexes I and II**
- 2. To review and comment on the Consumer Services Policy**

1. Background and Purpose

- 1.1. The Trading Standards Service's ambition is for a safe, fair and legal marketplace for Norfolk, that supports and benefits local businesses and communities. In alignment with Together for Norfolk, the six outcomes the service is seeking to achieve are:

Growing Economy:

- More businesses start, grow and invest in Norfolk
- The local economy is inclusive, and supports and benefits local businesses and communities

Thriving People:

- All families, older people and people with learning or physical disabilities are supported to live well and independently in their community

Strong Communities:

- People of all ages enjoy good health and increased wellbeing
- Services in communities are joined up and more able to meet people's needs
- Communities are safe and resilient

- 1.2. Trading Standards has an important role in protecting the integrity of the food chain, from farmed animal welfare and disease control to food safety and standards. The service also ensures goods are safe and trading is fair and tackles underage and illegal sales of alcohol and tobacco, contributing to Public Health priorities.

The service supports businesses through the provision of:

- information and advice to ensure compliance with trading standards,
- calibration, verification and testing of weighing and measuring equipment
- ensuring unscrupulous and unfair practices are not allowed to prosper.

The service investigates criminal offences and civil breaches and takes legal action where necessary to protect individuals, in particular the vulnerable, as well as wider legitimate public and economic interests. The service also seeks to protect Norfolk people from scams, fraud and rogue traders through awareness raising and our No Cold Calling Zones and Trusted Trader scheme.

Trading Standards therefore has an important social and economic role in the county, helping communities to strengthen, people to thrive and the economy of Norfolk to grow.

- 1.3. The Trading Standards service takes an evidence-based approach to strategic and tactical planning and decision making and the service plan has been developed using analysis of information (intelligence), such as consumer complaints recorded by the Citizens Advice Consumer Helpline, information about threats and rogue traders recorded on the Trading Standards' national intelligence database, and intelligence disseminated by enforcement partners such as the Food Standards Agency and the Office of Product Safety and Standards. This ensures that the service plan reflects the issues and problems Norfolk people and businesses face, ensuring that our service is unique and focused on the needs of the county. This includes providing part of the 'national shield'; addressing both national issues that affect Norfolk and the impact of local businesses nationally and globally.

The service plan includes our 'plan on a page' (page 10) which summarises our strategic control strategy and focus on protecting the public and legitimate business. The plan is supplemented with functional specific plans which describe how we will address statutory responsibilities relating to underage sales (Annex I), food and animal feed safety and standards (Annex II), and farmed animal health, welfare and disease control (Annex III). These specific plans include information required by Government on the monitoring of our discharge of these functions.

2. Proposals

- 2.1. The Trading Standards Service Plan (Appendix 1) includes, and attention is drawn to:
- Annex I: Enforcement of Age Restricted Sales and Illicit Tobacco Plan 2020-21 (Appendix 2 to this report)
 - Annex II: Food & Feed Law Enforcement Plan 2020-21 (Appendix 3 to this report), and
 - Annex III: Delivery of Animal Health & Welfare Framework 2020-21 (Appendix 4 to this report).
- 2.2. The Enforcement of Age Restricted Sales and Illicit Tobacco Plan enables the County Council to discharge its statutory duty to annually consider and review its enforcement of the Children and Young Persons (Protection from Tobacco) Act 1991 and the Anti-Social Behaviour Act 2003.

- 2.3. The Food and Feed Law Enforcement Plan is a statutory plan required by the Food Standards Agency; which incorporates work that is intended to protect the food supply chain, covering both food production and control of animal feed used for animals intended for human consumption.
- 2.4. The Citizens Advice Consumer Helpline has recently launched its new free 'phone number. The service has taken the opportunity to redraft our Consumer Services Policy (Appendix 5) to reference the new number but also to reflect the Together for Norfolk outcomes and provide greater clarity on the services provided to consumers, albeit these have not changed since the policy was last reviewed in September 2016.

3. Impact of the Proposal

- 3.1. The Trading Standards service has a track-record of evidence-based strategic and tactical planning and decision making. Our service plan ensures that we target our resources at those areas of trade that cause the most detriment to Norfolk consumers and traders and anticipate emerging issues, such as the likely impact of EU exit. It enables us to work with partners to achieve complementary aims, such as our work with the police and HMRC to tackle organised crime groups involved in illicit tobacco supply and modern slavery. Our planned approach promotes an environment in which businesses and people can thrive.

For example, during the last year the Trading Standards Service:

- Conducted 5 successful prosecutions in relation to an unroadworthy car, fraudulent trading, animal welfare and the supply of illegal tobacco.
- Following successful prosecution for fraudulent trading in February 2019, saw two individuals imprisoned on 1 July 2019 for 4 and 2 years respectively and disqualified as company directors for their part in an enterprise offering fraudulent nutrition qualifications backed by a fake accreditation body.
- Through our programme of intelligence-led enforcement whereby we tackle the most detrimental trade sectors (home improvements and second-hand car sales) and most detrimental traders, has seen the number of traders triggering our complaint management process (InLEt) and referred for intervention more than halved compared to 2018. In that year 138 traders were referred for intervention whilst in 2019, 56 were referred.
- Instigated a number of unannounced inspections of retailers where intelligence indicated that illicit tobacco was being sold. The amount of illicit tobacco products seized from retail premises in the first three quarters of the 2019-20 service year was over 1.2 million illicit cigarettes and over 105kg of hand rolling tobacco. In addition, executed a warrant at a residential address in Norwich which was being used to pack counterfeit hand rolling tobacco. Around three quarters of a tonne of hand rolling tobacco was discovered, seized and forfeited.

4. Financial Implications

- 4.1. there are no financial implications. The activities within the proposed service plan can be delivered within the agreed budget.
- 4.2. As highlighted in the Service Plan itself, there is a risk that EU Exit will impact significantly on the Trading Standards service in terms of increased demands for business advice, market surveillance and investigation of scams. An additional £90,000 is identified as a pressure in the financial plan for 2020/21 to mitigate this risk

5. Resource Implications

5.1. Staff:

Sufficient suitably qualified and competent officers are required to undertake enforcement activities, including the use of statutory powers. The Trading Standards service operates a career development plan and has a learning and development framework to maintain a complement of qualified and competent officers. Skills and competency are assessed during annual staff personal development plan discussions and a programme of Trading Standards Practitioner Diploma (TSPD) qualification and continuous professional development is implemented to ensure the maintenance of essential knowledge and skills.

The service currently has two apprentices working towards the Regulatory Compliance Officer (RCO) apprenticeship and the Trading Standards Practitioner Diploma (TSPD) qualification. In light of the difficulties in recruiting qualified Trading Standards Officers to fill vacancies and for succession planning purposes, four further apprentices are due to join the service at the start of the 2020/21 service year.

5.2. IT:

The Trading Standards service has invested in a replacement case management system, which will be developed and launched during the 2020/21 service year. The Information Management Team (IMT) is providing technical support during the development and implementation phase and will provide ongoing technical support once the system is launched.

It is anticipated that, once fully implemented, the system will generate efficiencies in workflows, enhanced mobile working for officers and a reduction in the need for administrative and IMT support.

Internet connectivity has recently been upgraded at our Calibration, Verification and Testing Service laboratories based at Hethel Engineering Centre. This will reduce downtime caused by significant delays in dataflow, thus increasing workflow efficiencies for the team which in turn, should lead to an increase in income.

6. Other Implications

6.1. Legal Implications

Statutory duties are addressed in the Trading Standards service plan 2020-21 and associated plans.

The Trading Standards service is principally concerned with preventing or reducing crime and disorder. Enforcement activities are determined via our intelligence-led approach and enforcement action is undertaken in accordance with the CES Enforcement Policy.

Enforcement activities occasionally necessitate the use of covert surveillance or access to communications data, as regulated by the Regulation of Investigatory Powers Act 2000 (RIPA).

The service complies with the Act and the County Council's RIPA policy when considering the necessity and proportionality of such activities.

The service will have regard to corporate data protection policies and procedures and service specific policies in relation to data protection where it differs in a criminal justice context.

The service will have regard to corporate data protection policies and procedures and service specific policies in relation to data protection where it differs in a criminal justice context.

6.2. Equality Impact Assessment (EqIA)

There are no material changes to the consumer services provided by the Trading Standards service since the Consumer Services policy was last revised in 2016. The Trading Standards service is committed to supporting all consumers, whilst safeguarding vulnerable people, through:

- our partnership with the Citizens Advice Consumer Helpline,
- tackling non-compliance, focusing on the most detrimental trading,
- our market surveillance activities, and
- tackling scams, fraud and rogue traders, including through our Norfolk Against Scams Partnership (NASP), No Cold Calling Zones and Trusted Trader scheme.

6.3. Health and Safety implications

The service follows the County Council's Health & Safety – “Our Commitments policy” and associated corporate policies. Service specific activities such as weights and measures inspections or potentially confrontational situations are managed through a comprehensive set of risk assessments, which are reviewed on an annual basis as part of our Health, Safety & Wellbeing Action Plan.

6.4. Sustainability implications

The Service is committed to reducing our impact on the environment, where possible. This includes:

- planning our business inspections to reduce business travel mileage,
- implementing the mobile working functionality of our replacement case management system and thus reducing our use of paper forms

- sign-posting businesses to online information and advice and providing bespoke advice via email and thus reducing our use of information leaflets and letters, and
- implementing MS Teams to negate the need to travel to meetings.

7. Actions required

- 7.1.
 1. To review and comment on the Trading Standards Service Plan including Annexes I and II
 2. To review and comment on the Consumer Services Policy

8. Background Papers

- 8.1. None

Officer Contact

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

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If you need this report in large print, audio, braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.

Trading Standards Service Plan 2020-21

Responsible Senior Officer Name: **Sophie Leney**

Period covered: **2020-2021**

Latest update: **6 February 2020**

What our service aims to achieve

The Trading Standards Service's ambition is for a safe, fair and legal marketplace for Norfolk, that supports and benefits local businesses and communities. In alignment with Together for Norfolk, the Norfolk County Council's business plan for 2019-2025, the six outcomes we are seeking to achieve are:

Growing Economy:

- More businesses start, grow and invest in Norfolk
- The local economy is inclusive, and supports and benefits local businesses and communities

Thriving People:

- All families, older people and people with learning or physical disabilities are supported to live well and independently in their community

Strong Communities:

- People of all ages enjoy good health and increased wellbeing
- Services in communities are joined up and more able to meet people's needs
- Communities are safe and resilient

Our priorities for the 2020/21 service year are:

- Investment in our workforce to develop a resilient service
- Impact of EU exit
- Online market surveillance, and
- Developing our commercial services.

The values that underpin all that we do are:

- Reducing our impact on the environment
- Offering help early to prevent and reduce demand
- Joining up our work
- Being business-like
- Making best use of digital technology, and
- Using evidence and data to target our work.

The things we do

1. Support the economy, by providing businesses with access to information and compliance advice, including through chargeable, bespoke services
2. Support the economy, through our traded service, by delivering calibration, verification, testing and hire to the public and private sectors
3. Safeguard vulnerable people and build community resilience with partners; by tackling scams, fraud and rogue traders; including through our Norfolk Against Scams Partnership (NASP), No Cold Calling Zones and Trusted Trader scheme
4. Protect consumers and support legitimate businesses by tackling non-compliance, focusing on the most detrimental trading
5. Through programmes of intelligence-led market surveillance, education and enforcement activities:

- a) Safeguard communities and public health by tackling the supply of age restricted products to young people

For further information see **Annex I: Enforcement of Age Restricted Sales and Illicit Tobacco Plan 2020-21**

- b) Ensure the safety, standards and quality of the food chain, including food, animal feeds and agricultural fertilizers

For further information see **Annex II: Food & Feed Law Enforcement Plan 2020-21**

- c) Safeguard the standards of animal health and welfare and reduce the risk of animal disease outbreaks and associated risks to the Norfolk economy and public health

For further information see **Annex III: Delivery of Animal Health & Welfare Framework 2020-21**

- d) Ensure fair trading of products and services, and the safety and legal measurement of products

Our service structure

The Trading Standards Service consists of four teams:

- Calibration, Verification & Testing Services
- Food and Farming
- Intelligence and Enforcement Support
- Safety and Fair Trading

The service has a full time equivalent staffing complement of 43.46 FTE with a headcount of 45. The service is delivered from three offices, County Hall in Norwich, Priory House in King's Lynn and Hethel Engineering Centre (Calibration, Verification & Testing Services only).

Norfolk's population is 903,680* and there are 33,225** active enterprises in Norfolk. With a net budget of £1,620,180, the annual cost of the Trading Standards service is £1.79 per head or £48.76 per enterprise.

*2018 Office of National Statistics figure (estimated)

**2018 Office of National Statistics figure from the Inter Departmental Business Register

Monitoring our outcomes/performance

We will know we have made a difference when:

- Businesses understand and comply with trading standards
- Communities can protect themselves and others from scams, fraud and rogue traders
- Traders who flout the law are brought to compliance and/or punished
- Illegal and/or unsafe products are prevented from entering or removed from the marketplace
- People and local businesses do not lose money to fraudsters and rogue traders

Measure	How we did in 2015/16	How we did in 2016/17	How we did in 2017/18	How we in 2018/19	How we did last year	Our target for this year
Percentage of businesses brought to broad compliance with trading standards	Target = 94% Actual = 96.44%	Target = 95% Actual = 95.30%	Target = 95% Actual = 94.69%	Target = 95% Actual = 95.66%	Target = 95% Actual (YTD) = 96.50%	95%
Number of (a) Norfolk people who are 'Friends Against Scams' and (b) partners in the Norfolk Against Scams Partnership (NASP); protecting people from financial abuse	New measure		(a) FAS Target = 600 (a) FAS Actual = 626	Discontinued	No targets set (a) 3,743 (b) 50	No targets set
Percentage of rogue traders and most detrimental businesses brought to compliance	74.47%	Target = 80% Actual = 85.58%	Target = 85% Actual = 78.10%	Target = 85% Actual = 86.16%	Target* = 95% Actual (YTD) = 97.78%	95%
Percentage of products, including foods and feeds, sampled or test purchased, which are found to be non-compliant and are subsequently brought to compliance or removed from the market place	Base-lining measure	Target = 90% Actual = 94%	Target = 93% Actual = 95.45%	Target = 93% Actual = 98.27%	Target = 93% Actual (YTD) = 99.15%	96%
Amount of money that, as a result of Trading Standards intervention, is not lost to or is recovered from fraudsters and rogue traders	New measure					Base-lining measure
*Revised definition						

During the last year, the Trading Standards Service:

- Maintained nine existing Primary Authority partnerships with businesses and formed a new partnership with one further company, who required extensive advice on food labelling to enable them to launch a series of new products.
- Has handled 750 requests for business advice and support and dealt with 2,190 consumer complaints.
- Is forecast to generate income of £502,500 through the provision of calibration, verification, testing and hire services to a wide variety of local and national businesses. The Calibration, Verification and Testing Services (CVTS) team will have completed over 1,500 jobs, calibrated 18,300 weights and weighing and measuring equipment, issued 3,300 certificates and attracted more than 40 new customers. The team is also responsible for maintaining Norfolk Trading Standards' own weights and measures and, via Section 101 agreements, those of Cambridgeshire, Suffolk, Bedfordshire and Luton. The CVTS team has worked closely with NorseCare to ensure medical weighing equipment meets CQC requirements and to generate savings for the company in equipment maintenance. They have also worked with a number of Hethel Engineering Centre (HEC) tenants to provide support services for their activities, including X-ray fluorescence (XRF) testing of manufacturing components and developed XRF testing arrangements with the Museums Service for finds and artefacts.
- Continued to work with the [Norfolk Against Scams Partnership \(NASP\)](#) to enable organisations to protect people and businesses from scams, doorstep crime and fraud and to help those who are defrauded. The Partnership has 50 public, private and voluntary sector organisations as members (to date), an increase of 47%. The Service received over 600 referrals from the National Trading Standards Scams Team (NTSST) and worked with the Scams Prevention Service (established this year through PCC funding), to support victims and raise awareness of scams.
- Has increased our number of Friends Against Scams (FAS) by 1,021 to 3,743 and SCAMchampions by 8 to 51, all working to raise awareness of scams and help to make Norfolk a scam free county. We continue to work in partnership with NatWest Community Bankers, as well as our SCAMchampions, who deliver FAS workshops and events on our behalf. We have worked with Norfolk Guides to trial, on behalf of the NTSST, the Young FAS pack for schools and youth groups. The pack was launched during Scams Awareness Month in June and was promoted at the Guides' annual training day where 90 units received a pack. Further packs have been distributed to other youth groups and schools. We have also worked with Registrars to produce a Guide to Scams following Bereavement and are developing an Easy Read Guide to Scams.
- Continued to promote No Cold Calling Zones, working with a number of housing providers to set up zones on their sites. There are currently 246 No Cold Calling Zones in the county covering over 11,000 Norfolk homes and interest has increased significantly since promotion in the Your Norfolk magazine.

- Through our programme of intelligence-led enforcement whereby we tackle the most detrimental trade sectors (home improvements and second-hand car sales) and most detrimental traders, has seen the number of traders triggering our complaint management process (InLEt) and referred for intervention more than halved compared to 2018. In that year 138 traders were referred for intervention whilst in 2019, 56 were referred.
- Conducted 5 successful prosecutions in relation to an unroadworthy car, fraudulent trading, animal welfare and the supply of illegal tobacco.
- Following successful prosecution for fraudulent trading in February 2019, saw two individuals imprisoned on 1 July 2019 for 4 and 2 years respectively and disqualified as company directors for their part in an enterprise offering fraudulent nutrition qualifications backed by a fake accreditation body.
- Conducted 12 prosecutions on behalf of Highways for the misuse of blue badges.
- Participated in the launch of a new Community Alcohol Partnership in Gorleston and Bradwell, including conducting 19 'Challenge 25' visits, during which seven of the retailers (37%) did not challenge our 19-year-old volunteer when purchasing alcohol. Follow up advisory and enforcement work is ongoing.
- Conducted two underage test purchases of knives with the police and four underage test purchases of Nicotine Inhaling Products (NIPs), resulting in one sale of a NIP to our 16-year-old volunteer.
- Instigated a number of unannounced inspections of retailers where intelligence indicated that illicit tobacco was being sold. The amount of illicit tobacco products seized from retail premises in the first three quarters of the 2019-20 service year was over 1.2 million illicit cigarettes and over 105kg of hand rolling tobacco. In addition, executed a warrant at a residential address in Norwich which was being used to pack counterfeit hand rolling tobacco. Around three quarters of a tonne of hand rolling tobacco was discovered, seized and forfeited.
- Prosecuted two illicit tobacco traders. The sentences handed down by the courts were 200 hours of Community Service and 1 year's imprisonment. Other illicit tobacco investigations and prosecutions are ongoing.
- In conjunction, with Norfolk Constabulary's Licensing Team continued to apply to revoke existing Premises Licences and prevent unsuitable applicants from obtaining them. Two licences were revoked, one was surrendered (a review was underway), one application was withdrawn by the applicant, and two applications were refused.
- Conducted 31 inspections at butchers' shops and took 39 samples of meat products, 29 of which (74%) were reported as unsatisfactory. Cross contamination of meat species was common. and five of the nine samples of lamb products had contamination with other meat species of between 5 and 60%.

Other issued included:

- a failure to identify sulphites ingredients in allergen information
- low fat claims which the products could not meet
- an extra lean claim when the product even failed to meet the requirements to make a lean claim
- meat contents being lower than declared
- an absence of meat content declarations
- use by dates incorrectly applied to frozen products, and
- other miscellaneous labelling issues.

Follow up visits and business advice and/or enforcement action is being undertaken.

- Found on analysis that 31% of the food samples taken at catering establishments where we had specifically requested the food to be free from an allergen, such as milk, eggs or peanuts, contained that allergen. Follow up advisory and enforcement work is ongoing. The service also raised awareness amongst 1,600 young adults at freshers' fairs and encouraged them to speak up about food allergies.
- Investigated a large number of animal welfare complaints both on farm and in transit, including heat stress in poultry due to several periods of hot weather. As well as serving a number of welfare improvement notices, one case resulted in a successful prosecution and the banning of the owner from keeping animals.
- Contacted almost 50 non-compliant letting agents regarding the change to the law in relation to tenant fees. Following 28 visits and further checks, 93% compliance was achieved, with the remaining agents currently being brought into compliance through advice and enforcement.
- Inspected and verified over 400 pieces of weighing and measuring equipment including bulk fuel tankers, weighbridges, non-automatic weighing machines, petrol pumps, dynamic axel weighers, intoxicating liquor measuring instruments and person weighers, including baby scales. We have also certified 15 public weighbridge operators. We have investigated a number of complaints relating to short measure of petrol, beer, pre-packed fuel and heating oil.
- Conducted targeted inspections at importers of consumer goods and sampled toys for general safety requirements and jewellery for heavy metals. We supported a Primary Authority business to conduct a product withdrawal as well as bringing businesses to compliance by way of voluntary sign-overs and withdrawals. Items removed from sale included toy putty and slime products, jewellery, silicone oven gloves, dummy clips, & baby rattles. The total number of products removed from the market was over 68,000; valued at over £300,000.
- Supported Public Health by investigating complaints about cot monitor cords and batteries in bone-anchored hearing aids with a view to raising awareness of the inherent dangers they pose to babies and young children. We have provided advice and information via social media on 'Gas Safety Week', Register My Appliance Day', Bonfire Night and Halloween costumes, as well as Christmas toys safety messages on social media and ITV Anglia News. We have also put out regular safety alerts to consumers via our twitter and Facebook accounts and Trading Standards alerts.

Feedback from our customers

Measure	How we did in 2015/16	How we did in 2016/17	How we did in 2017/18	How we in 2018/19	How we did last year	Our target for this year
Business satisfaction with Trading Standards services	Target = 90 Actual = 91.60	Target = 94 Actual = 91.20	Target = 93 Actual = 92.90	Target = 93 Actual = 93.50	Target* = 97% Actual (YTD) = 93.30%	97%
*Revised definition						

Our key risks

Risk (Managed and monitored via the Trading Standards Risk Register)

The Food Standards Agency, through its “Regulating our Future” Review and Strategic redesign, has determined that the current model for ensuring food is safe and as described is not meeting their expectations. The agency is seeking to work closely with Local Authorities to develop a new intelligence-led enforcement model for food standards.

EU exit may result in a number of potential risks to the service:

- The Service may experience an increased demand on resources as a result of the need for officers to familiarise themselves with new legislation and new institutions, new processes and new frameworks that underpin the operation of trading standards laws.
- The Service may experience an increased demand for advice from Norfolk businesses as they seek to understand new legislation and how it will operate in practice.
- If UK legislation diverges from EU legislation, the Service may lose the potential to generate income from chargeable business advice activities. Businesses that wish to trade within the EU market and need advice on EU law will seek advice from other sources as the Service will no longer be the statutory body for such law. Consequently, the Service may also lose contact and influence with Norfolk based businesses.
- EU exit will result in the loss of EU Notified Body Status for our Calibration, Verification and Testing Services (CVTS) unit at Hethel. EU notified bodies assess the conformity of certain products before they are placed on the EU market. There are proposals to give current EU notified bodies based in the UK a new “UK approved” body status but this will only apply to products to be placed on the UK market. This may result in a reduction in income for CVTS.
- If EU exit results in the removal of the free movement of goods imported from the EU, there may be a need to undertake additional market surveillance at points of import and inland. There may also be an increase in audits on UK market surveillance authorities by EU (and other international) regulators.
- If there is disruption in the animal feed or food chains, there may be increased farmed animal health and welfare concerns, requiring heightened enforcement.

Risk (Managed and monitored via the Trading Standards Risk Register)

- It will be necessary to increase enforcement and awareness raising to combat fraudsters who will exploit any confusion arising from new rules, such as in relation to citizen payments or pet passports, for example.

A loss of staff due to the service's aging demographic and/or continued austerity measures could result in a loss of specialist trading standards knowledge and skills, resulting in an inability to (a) deliver statutory duties and (b) generate the required income through our commercial activities of Primary Authority Partnerships, bespoke advice, calibration, verification and testing services.

Measures (to monitor risks)

Measure	How we did in 2015/16	How we did in 2016/17	How we did in 2017/18	How we in 2018/19	How we did last year	Our target for this year
Income generated through our commercial activities of calibration, verification and testing services	Target = £327,500 Actual = £361,846	Target = £339,500 Actual = £397,846	Target = £355,000 Actual = £410,533	Target = £375,000 Actual = £420,407	Target = £425,000 Actual (forecast) = £502,500	£452,000
Income generated through our commercial activities of Primary Authority Partnerships and bespoke advice	New measure	Target = £20,240 Actual = £868	Target = £20,580 Actual = £20,522	Target = £21,030 Actual = £15,485	Target = £21,280 Actual (YTD) = £22,068	£41,280
Proportion of Trading Standards Officers/Managers who hold necessary qualifications and current competencies to be authorised to deliver the Trading Standards Service priorities (as required by statute and as set out in the Control Strategy).	New measure	Target = 100% Actual: July = 90% Nov = 94%	Target = 100% Actual: April = 97% Aug = 99% Dec = 98.94% Mar = 99.64%	Discontinued		100%

Supplementary information

In addition to the local ambition, outcomes and priorities outlined on page 1 above, the Trading Standards Service Plan has regard to the National Regulatory Outcomes, which are:

- Economy: Support economic growth, especially in small businesses, by ensuring a fair, responsible & competitive trading environment
- Environment: Protect the environment for future generations
- Public and product safety: Ensure safe neighbourhoods and safe products
- Health & Wellbeing: Help people to live healthier lives by preventing ill health and harm and promoting public health
- Food Chain Infrastructure: Ensure a safe, healthy and sustainable food chain for the benefits of consumers & the rural economy,

the National Trading Standards (NTS) National Control Strategy priorities and the East of England Trading Standards Authorities (EETSA) regional priorities, which are:

Mass marketing scams	NTS	EETSA
Estate agency and lettings work	NTS	
Doorstep crime and cold calling	NTS	EETSA
Product Safety		EETSA
Animal Health		EETSA
Food		EETSA
Tobacco Control		EETSA
Fair trading: Energy-related fraud	NTS	EETSA
Age restricted sales of knives	NTS	
Fair Trading – used cars	NTS	EETSA
Fair Trading – other areas including travel	NTS	EETSA
Animal feed	NTS	
Intellectual property	NTS	

This Service plan is supplemented with our 2020-21 control strategy and with the following functional specific plans which describe how we will address statutory responsibilities relating to underage sales, food and animal feed safety and standards, and farmed animal welfare and disease control:

- Annex I: Enforcement of Age Restricted Sales and Illicit Tobacco Plan 2020-21
- Annex II: Food & Feed Law Enforcement Plan 2020-21
- Annex III: Delivery of Animal Health & Welfare Framework 2020-21.

Please see the Trading Standards Service's plan on a page below.

Service: Trading Standards

Plan on a Page

What we'll do

Ambition: A safe, fair and legal marketplace for Norfolk, that supports and benefits local businesses and communities

Outcomes

Growing Economy:

- More businesses start, grow and invest in Norfolk
- The local economy is inclusive, and supports and benefits local businesses and communities

Thriving People:

- All families, older people and people with learning or physical disabilities are supported to live well and independently in their community

Strong Communities:

- People of all ages enjoy good health and increased wellbeing
- Services in communities are joined up and more able to meet people's needs
- Communities are safe and resilient

Focus for 2020/21

Investment in our workforce to develop a resilient service
Impact of EU exit
Online market surveillance
Developing our commercial services

How we'll do it

Support the economy, by providing businesses with access to information and compliance advice, including through chargeable, bespoke services
Support the economy, through our traded service, by delivering calibration, verification, testing and hire to the public and private sectors

Safeguard vulnerable people and build community resilience with partners; by tackling scams, fraud and rogue traders; including through our Norfolk Against Scams Partnership (NASP), No Cold Calling Zones and Trusted Trader scheme

Protect consumers and support legitimate businesses by tackling non-compliance, focusing on the most detrimental trading

Through programmes of intelligence-led market surveillance, education and enforcement activities:

- Safeguard communities and public health by tackling the supply of age restricted products to young people
- Ensure the safety, standards and quality of the food chain, including food, animal feeds and agricultural fertilisers
- Safeguard the standards of animal health and welfare and reduce the risk of animal disease outbreaks and associated risks to the Norfolk economy and public health
- Ensure fair trading of products and services, and the safety and legal measurement of products

How we'll know if we've made a difference

Businesses understand and comply with trading standards

Communities can protect themselves and others from scams, fraud and rogue traders

Traders who flout the law are brought to compliance and/or punished

Illegal and/or unsafe products are prevented from entering or removed from the marketplace

People and local businesses do not lose money to fraudsters and rogue traders

Values that underpin everything

Reducing our impact on the environment

Offering help early to prevent and reduce demand

Joining up our work

Being business-like
Making best use of digital technology

Using evidence and data to target our work



Norfolk County Council

Community & Environmental Services

Trading Standards Service

Enforcement of Age Restricted Sales
and Illicit Tobacco Products



A review of our activities in 2019-20 and a strategy for 2020-21 to deter the sale of age restricted products to young people and the sale of illicit tobacco in Norfolk, with the intention of improving community safety and public health.



If you need this report in large print, audio, Braille, alternative format or in a different language please contact Emilee Bradford on 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.

Context

The Children and Young Persons' (Protection from Tobacco) Act 1991 requires a Local Authority to review its enforcement activity relating to the supply of cigarettes and tobacco to persons under the age of 18 on an annual basis. There are similar duties arising from Section 54A of the Anti-Social Behaviour Act 2003. The Trading Standards Service has a responsibility to enforce the compulsory health warning requirements on tobacco products and the age restrictions and composition legal requirements applicable to e-cigarette liquids which contain nicotine.

This plan fulfils these review obligations, as part of the overall work by Trading Standards to improve community safety and public health.

The supply of illicit tobacco products continues to be a problem in Norfolk. There is evidence of supply spreading to smaller market towns in addition to the larger urban areas of Norwich, King's Lynn and Great Yarmouth. These products fail to carry the health warnings of legitimate tobacco products and are often counterfeits of established brands. Their unknown composition presents an additional health hazard to smoking, already the major cause of death in the UK. The Service receives intelligence that sales of illicit cigarettes are being made to young people. The relative cheapness of these products makes them attractive to buyers; including those under 18 years old and undermines smokers' attempts to quit. This plan integrates the Trading Standards Service actions to tackle these illicit products along with the obligations outlined above.

Background

Trading Standards community safety activities are intelligence-led and focus on both national and local priorities. Improving community safety and public health by tackling illicit and age restricted products is a key priority for the service.

Trading Standards recognises that effective enforcement of legislation to prevent the sale of age restricted goods requires a multi-agency approach and seeks to work in partnership with a range of agencies and stakeholders to ensure accurate identification of priority and high-risk areas, share best practice and engage in collaborative work, such as joint operations and licence reviews.

Trading Standards aligns its service delivery, wherever possible, to support the priorities of other council services. In order to align its community safety activities with Public Health priorities, the Service will focus activities on:

- Preventing the sale of alcohol to young people
- Taking action through alcohol licensing requirements
- Preventing the sale of cigarettes, e-cigarette liquids and tobacco to young people
- Disrupting the supply of illicit tobacco products
- Working with the Norfolk Tobacco Alliance, and
- Working with Community Alcohol Partnerships (CAPs)

Service delivery will take place across the whole of the county; based on the intelligence derived from information received about the sale of age restricted products and illicit tobacco products.

Review of 2019-20

The amount of intelligence received regarding premises selling age restricted products to underage persons has remained low. This includes complaints made to the police and district council licensing departments in the county.

1. Alcohol

In the first three quarters of the 2019-20 service year, intelligence was received about 11 premises selling alcohol to underage persons. All premises were visited and advised on their responsibilities in relation to underage sales. Further follow up work was carried out in relation to 4 premises.

The Community Alcohol Partnership (CAP) launched in Great Yarmouth continues to take a multi-agency/organisation approach to reducing underage access to alcohol. A new Community Alcohol Partnership was launched in Gorleston & Bradwell in October 2019, building upon the success of the neighbouring Great Yarmouth CAP. The service will continue to support these initiatives during 2020-21 to ensure their continued success.

The Trading Standards Service is a Responsible Authority in licensing matters. Trading Standards continues to work closely with the other Responsible Authorities, in particular, Norfolk Constabulary Licensing Team, in order to ensure the licensing objectives are upheld in Norfolk. Where a premises is found to be selling alcohol to underage persons, Trading Standards, in conjunction with Norfolk Constabulary, will apply for a review of the premises licence. So far in the 2019-20 service year we have not had to use this approach in relation to alcohol but have used it in relation to premises supplying illicit tobacco.

2. Tobacco

In the first three quarters of the 2019-20 service year, we received 7 complaints about premises selling cigarettes or hand rolling tobacco to persons aged under 18 (excluding those premises selling illicit tobacco products). All premises were visited and offered advice and are now thought to be in compliance.

The Government's Tobacco Control Strategy is key to the Trading Standards Service's response in enforcing legislation in relation to both the supply of illicit tobacco and underage sales as well as ensuring that legal tobacco products are stored and labelled as required by legislation.

Trading Standards has instigated a number of unannounced inspections of retailers where intelligence has indicated that illicit tobacco is being sold. The amount of illicit tobacco products seized from retail premises in the first three quarters of the 2019-20 service year is over 1.2 million illicit cigarettes and over 105kg of hand rolling tobacco.

In 2019-20 two illicit tobacco traders were prosecuted and sentenced. The sentences handed down by the courts were 200 hours of Community Service and 1 year's imprisonment. Other illicit tobacco investigations and prosecutions are ongoing.

In addition, Trading Standards executed a warrant at a residential address in Norwich which was being used to pack counterfeit hand rolling tobacco. Around three quarters of a tonne of hand rolling tobacco was discovered, seized and forfeited.

Trading Standards, in conjunction, with Norfolk Constabulary's Licensing Team has continued to apply to revoke existing Premises Licences and prevent unsuitable applicants from obtaining them. In 2019-20, two licences were revoked, one was surrendered (a review was underway), one application was withdrawn by the applicant, and two applications were refused.

The service has continued to adopt a multi-agency approach during 2019-20 to tackle illicit tobacco. Partners include Norfolk Constabulary, district council Licensing teams and HMRC. We are also working with shop landlords with a view to the eviction of tenants who persist in breaking the law. We continue to work very closely with other local authorities in sharing intelligence as cross-border offenders have been identified.

3. Nicotine inhalation products (electronic cigarettes or NIPs)

The fluids used in nicotine inhalation products (NIPs) are subject to the same age restrictions as cigarettes and tobacco. No complaints were received in 2019-20 about underage sales of nicotine inhalation products.

Following complaints relating to other age restricted products, Trading Standards carried out underage test purchasing at 4 premises in 2019-20, of which 1 premises sold to the 16-year old volunteer. Formal enforcement action is in process.

4. Knives

Trading Standards received two complaints about premises in Norfolk selling knives to persons under 18 in the first three quarters of 2019-20. Both premises received advice on preventing sales to persons under 18. Both premises were tested with a 16-year old volunteer. No prohibited knives were sold to the volunteer. This work was carried out with Norfolk Constabulary as part of a national campaign, Operation Sceptre.

5. Fireworks

Figures continue to show a drop in the number of anti-social behaviour incidents involving fireworks in Norfolk. As a result of the recorded incidents not being attributed to juveniles, Trading Standards advised Norfolk Constabulary that we would assist in any action they were carrying out but would not lead. This will continue to be the case in 2020-21.

Trading Standards will respond to any intelligence received regarding the supply of fireworks to persons under 18.

6. Other Products

Intelligence regarding the underage sales of other products is rare and none has been received in the first three quarters of 2019-20. Where this is received the premises will be visited and offered advice. An underage test purchase to check compliance will be carried out, where necessary.

Looking ahead to 2020-21

Enforcement Activities (including test purchasing programmes)

Trading Standards will continue to focus its limited resources on alcohol, tobacco, nicotine inhalation products and knives. We will also respond to intelligence related to other products, where there is an identified need.

A scaled approach is adopted with due regard to the Community and Environmental Services Enforcement Policy. In respect of age restricted sales this includes:

- The provision and publicity of advice and support materials
- The delivery of advice and help to new retailers of age restricted products
- The investigation of complaints together with the delivery of advice and assistance to prevent the recurrence of underage sales
- Targeted test purchasing utilising young people and where appropriate, underage volunteers
- Recommendation to adopt a "Challenge 25" type policy
- Working with and supporting national or regional initiatives
- Multiagency/community group/industry partnership working, and
- Encouraging reporting of sales of illicit tobacco and sales of age restricted products to underage people and improving the flow of intelligence in this regard.

Enforcement Approach

Following the provision of advice and support, the service will test the business' underage sales policies. Where information continues to indicate that underage sales are taking place, test purchasing by underage volunteers will be undertaken with support from Norfolk Police.

We will also continue to provide officers and utilise Trading Standards young volunteers to support Norfolk Police, in relation to their lead role for 'on licence' premises.

The recruitment, selection and utilisation of young persons for test purchasing will only be in accordance with the protocols, systematic procedures and risk assessments adopted and developed in line with the Home Office and other guidelines. These protocols and procedures are maintained in the Service's Policies and Guidance System and are thus subject to rigorous internal audit. All officers involved in the test purchase programme have been subject to police vetting procedures.

Where Trading Standards carry out test purchasing using underage volunteers, this is carried out in accordance with the Regulation of Investigatory Powers Act 2000 (RIPA). Generally, test purchasing using underage volunteers is only used where other methods of preventing a business from selling age restricted products to underage persons have failed.

Enforcement activity will also be carried out at premises where intelligence is received regarding the sale of illicit tobacco. Much of the intelligence Trading Standards receives around illicit tobacco also alleges sales to young persons. This activity will include visits with specialist tobacco detection dogs to find concealed illicit tobacco. Formal action will be taken against businesses where it is found, as appropriate.

The Service, working with our police partners, will take a robust stand regarding anyone found to be purchasing alcohol or tobacco products on behalf of a young person.

We will, in conjunction with Norfolk County Council Public Health and with other agencies, as appropriate, promote ways of reporting sales of illicit tobacco and sales of age restricted products to young persons.

Tobacco

During 2020-21 it will remain a priority to gather and then act upon any intelligence received, including that received from our partners. Trading Standards is an active member of the Norfolk Tobacco Alliance and will be striving to help achieve CLear (Challenge, Leadership and Results) status in tobacco control for Local Government specifically for Norfolk County Council.

In line with our Enforcement Policy we will continue in 2020-21 to provide an effective response to secure compliance of and/or disrupt Norfolk businesses engaged in supplying illicit tobacco, including:

- Seizure and destruction of illicit tobacco
- Seizure of criminal assets (including vehicles & cash)
- Institution of proceedings with a view to prosecution and the issue of simple cautions
- Preventing the issue of and securing the revocation of Premises Licences
- Carrying out safety testing, where appropriate, on illicit cigarettes, and
- Working with the landlords of properties used for the supply or storage of illicit tobacco with a view to securing the eviction of tenants who continue to break the law.

Trading Standards, with partners, will carry out the highlighted activities at retail level. In parts of Norfolk, currently Great Yarmouth and Kings Lynn, criminal organisations are thought to control the illicit tobacco supply. It will be necessary to work with enforcement partners to effectively tackle these groups.

Knives

The Offensive Weapons Act 2019 will require age verification to take place both at the point of sale of a knife and at the point when the item is delivered. Both are important steps in preventing the sale of knives to a person under the age of 18.

When the Act is fully implemented, this is likely to lead to a new area of work for Trading Standards. Trading Standards will continue to work with the Police and other agencies in support of local and national initiatives to reduce knife crime. Trading Standards will assist Norfolk Constabulary with Operation Sceptre, a national initiative to reduce knife crime by carrying out joint advice visits to knife retailers.

Alcohol & anti-social behaviour

The link between anti-social behaviour and the consumption of alcohol and substance abuse is established. The strategy of preventing the upstream supply of a number of restricted products to underage persons and thus reducing the level of anti-social behaviour associated with the use of these products will continue to be supported.

This plan will contribute to community objectives and those arising from Government strategy for community safety and public health. Alcohol and associated anti-social behaviour will continue to be a particular focus. We will continue to support both the Community Alcohol Partnerships (CAPs) in Norfolk.

Proof of Age Schemes

The Trading Standards Service does not promote any specific proof of age scheme but supports those schemes that conform to the PASS Scheme criteria. Many retailers have adopted the “Challenge 25” policies in relation to all age restricted products.

Trading Standards will continue in 2020-21 to encourage all premises involved in the sale of any age restricted products to adopt a policy which achieves the aims of “Challenge 25”.

Our ‘Minor Sales Major Consequences’ pack includes a section on adopting a “Challenge 25” type policy. The Trading Standards Service will also encourage and promote the use of a ‘Refusals Log’ by traders to provide evidence that proof of age is being sought and sales refused in appropriate circumstances.



Norfolk County Council

Community & Environmental Services

Trading Standards Service

Food & Feed Law Enforcement Plan

2020-21



**Produced in accordance with the requirements of the
Food Standards Agency Framework Agreement**



If you need this report in large print, audio, braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.

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Food and Feed Sampling Policy

The Food Standards Agency (FSA) Framework Agreement requires Food & Feed Law Enforcement Plans to be laid out in a common format but recognises that, as local authorities may have corporate service plan templates, they may use the corporate format as long as the information requirements laid out in the Agreement guidance are included and are separately identifiable. Therefore, wherever possible this Annex makes reference to the applicable sections of the Trading Standards Service Plan 2020-21 rather than replicating the information it contains.

Section One: Trading Standards Service Aims and Objectives

1.1 Aims and Objectives

The Trading Standards service' ambition is a safe, fair and legal marketplace for Norfolk, that supports and benefits local businesses and communities. The six outcomes we are seeking to achieve are:

Growing Economy:

- More businesses start, grow and invest in Norfolk
- The local economy is inclusive, and supports and benefits local businesses and communities

Thriving People:

- All families, older people and people with learning or physical disabilities are supported to live well and independently in their community

Strong Communities:

- People of all ages enjoy good health and increased wellbeing
- Services in communities are joined up and more able to meet people's needs
- Communities are safe and resilient

1.2 Links to Corporate Strategic Ambitions

Our ambition and outcomes accord with the County Council's 2019-2025 plan for the County, **Together for Norfolk**, and its ambition, priorities and outcomes:

Ambition

For our County to be a place where we put people first, where everyone works together to create a better place to live. A place of opportunity: where we can fulfil our potential and lead productive, healthy and independent lives. A place where we all have the chance to contribute to and benefit from economic growth and regeneration, as well as protecting our unique environment. It will be a place where any of us can access the education we want, develop the skills we need, and gain the employment we seek.

Priorities

- Focusing on **inclusive** growth and **improved social mobility**
- Encouraging **housing, infrastructure, jobs and business** growth across the County
- Developing our **workforce** to meet the needs of the sectors powering our local economy
- Working to **reduce our impact** on the **environment**

Outcomes

- Growing Economy
- Thriving People
- Strong Communities.

- 1.3 How Trading Standards helps to deliver the County Council's ambition and strategy is captured in our plan on a page on page 10 of the Trading Standards Service Plan 2020–21.

Section Two: Background

2.1 Profile of the Local Authority

The population of Norfolk in 2018 was estimated to be 903,680¹. The age profile of Norfolk's population is much older than England as a whole with 24.3% of people being aged 65 and over, compared to 18.2% for England.

Norfolk is the fifth largest of the 27 two tier (or shire) counties in England, with a geographical area of 549,751 hectares. The population density is one of the lowest for any of these counties, giving Norfolk a predominantly rural character.

There are 33,225² active enterprises in Norfolk. Nearly two thirds of VAT registered businesses in Norfolk are located in rural locations with 90% of these being small enterprises employing 10 people or less.

Agriculture remains a large employment sector with 10.2%² of enterprises in this sector. The total farm labour force is large with nearly 12,500³ people employed on commercial holdings. In comparison with other local authority areas the county has one of the largest livestock populations of commercial poultry (15,515,558³) and pigs (539,174³).

The health and life sciences sector is also an important part of the economy in Norfolk. The Greater Norwich area in particular is home to a cluster of internationally renowned research organisations, such as the Quadram Institute. These organisations employ some 3,000 scientists, which is the largest concentration of health, food, plant and bio scientists in Europe. The Greater Norwich area has also been awarded Food Enterprise Zone Status.

2.2 Organisational Structure

The structure of the Trading Standards service is set out on page 2 of the Trading Standards Service Plan 2020-21.

The Trading Standards service currently reports, via the Director of Community, Information & Learning, Ceri Sumner, to the Executive Director of Community and Environmental Services.

The Executive Director of Community and Environmental Services, Tom McCabe, reports to the Council's Cabinet. The cabinet member for Communities and Partnerships is Councillor Mrs Margaret Dewsbury, margaret.dewsbury@norfolk.gov.uk.

¹ 2018 Office of National Statistics figure (estimated)

² 2018 Office of National Statistics figure from the Inter-Departmental Business Register

³ Defra Farming Statistics 2016

The Council has 84 elected Members. The current political make-up of the Council is: 54 Conservative council seats, 16 Labour, 11 Liberal Democrat, 2 Independent, and 1 Independent (non-aligned).

Feed and food law enforcement is the responsibility of the Food and Farming Section of the Trading Standards service. The section's functions are:

- Providing support for Norfolk based businesses in the food and farming sectors, to further economic growth:
 - delivering targeted business information to achieve compliance, promoting self-help
 - providing business advice and support on request, including chargeable advice
 - acting as 'primary authority' for food and farming sector businesses.
- Ensuring the standards of animal health and welfare; the quality, safety and hygiene of the food chain and metrology standards through delivery of intelligence-led compliance programmes, including sampling, inspections, verifications and market surveillance enforcement activities in the following areas:
 - Animal health and welfare, including disease control and licensing
 - Primary food production including fertilizers, animal feeding stuffs and food hygiene
 - Food standards
 - Legal metrology.
- Intelligence-led criminal and civil interventions and investigations, tackling issues emerging from the tasking and coordination process and focusing on the most detrimental offending within the food and farming sectors.

2.2.1 The manager responsible for the delivery of official feed and food controls is:

Jon Peddle
Food and Farming Manager
Email: jon.peddle@norfolk.gov.uk
Tel: (01603) 224380

The Lead Feed Officer is Colin Maxwell and the Lead Food Officers are Paula Crowson and Julie Smith, all of whom are based in the Food and Farming Team. The Food Law Code of Practice lays down the responsibilities and competencies of the Lead Food and Feed role (which may be more than one person) which are shared in the Service between Jon Peddle, Colin Maxwell (feed), Paula Crowson (food) and Julie Smith (food).

2.2.2 The Authority has contracted with Public Analyst Scientific Services Ltd (PASS) to provide the public analyst and agriculture analyst functions for the county.

2.3 Scope of the Animal Feed and Food Service

The Trading Standards service delivers a range of animal feed and food enforcement services. Specific functions are detailed below:

- Programmed inspections at animal feed and high-risk food premises
- Targeted enforcement activities
- Inspections and other enforcement activities arising from complaints and referrals
- Sampling of food and animal feed for analysis and/or examination as part of EU, national, regional and local programmes
- Primary Authority responsibilities
- Responding to food and feed safety incidents
- Provision of information, advice and support for businesses
- Publicity including public awareness campaigns
- Working in partnership with other agencies involved in the protection of the food chain including the Food Standards Agency (FSA); the Department of the Environment, Food and Rural Affairs (Defra); the Department of Health (DH); Public Health (PH); the other ten local Trading Standards authorities who together make up the East of England Trading Standards Authorities (EETSA); the seven District Council Environmental Health Departments in Norfolk and the Meat Hygiene Service.

The animal feed and food law enforcement service is delivered exclusively by officers employed by the County Council, alongside other similar services, for example, the inspection of weighing and measuring equipment.

2.4 Demands on the Animal Feed and Food Service

Using the appropriate risk scoring profile food businesses are scored on a high, medium or low risk basis. There are 61 high-risk, 5,546 medium-risk and 4,294 low-risk food businesses recorded on the Trading Standards service's database, totalling 9,901 food businesses. This represents an increase of 667 businesses or 7% (across the three risk categories) over the 2019/20 service year. This increase can be accounted for in part by the improvements we have made in gathering business information from district councils (new registrations for business rates as well as food business registrations).

There are 5,728 agriculture businesses recorded on the Trading Standards service's database. The appropriate risk scoring profile for feed businesses scores them on a frequency of inspection basis from 1 to 5 years with a score of 1 being the highest risk and 5 being the lowest. The inspection programme, based on risk, is agreed with the FSA as part of the grant funded audit and inspection programme.

A number of businesses are designated both food and feed businesses. The Trading Standards service conducts food standards, feed standards, feed hygiene and food hygiene at primary production inspections or a combination of these interventions at these businesses.

There are 504 food manufacturers in Norfolk, 5% of the sector, ranging from major multinational companies to cottage industries. The majority of food businesses are

caterers (6,448 = 65%) such as public houses, restaurants and hotels or retailers (2,871 = 29%) including general stores and bakers.

The county has 39 animal feed, including pet food, manufacturers as well as a very large number of on-farm mixers.

A significant percentage of the companies with which the Trading Standards service has a Primary Authority relationship are within the food and agriculture sectors.

The United Kingdom exited the European Union on 31 January 2020. The resultant transition period could have a significant impact upon the demands on the service, including the potential for increased requests for business advice and an increased need to undertake inland market surveillance, particularly with regard to imported food and feed. Any increases in demand, as a result of EU exit are, at present, unknown and have therefore not been included in this plan.

2.5 Enforcement Policy

The Community and Environmental Services (CES) directorate is responsible for a range of regulatory functions, including Trading Standards, Planning enforcement (mineral and waste sites), Flood and Water (land drainage), Norfolk Fire and Rescue (fire safety) and Highways (networks, maintenance and Blue Badge enforcement) and the CES Enforcement Policy has been implemented, having regard to the established legal framework for decision-making, the Code for Crown Prosecutors (CPS) and the “Regulators’ Code” published by the Office of Product Safety and Standards (OPSS).

Section Three: Service Delivery

3.1 Animal Feed and Food Premises Inspections (Interventions)

The Trading Standards service reviews its policy in relation to inspections (interventions) at business premises on an annual basis in accordance with the principles of better regulation, the Food Law Code of Practice (England) and the Feed Law Code of Practice (England). In relation to farm premises the service also considers the Animal Health and Welfare Framework Agreement and the Farm Regulators’ Charter.

- 3.1.1 In relation to feed businesses, this service leads the regional approach to feed enforcement with its East of England Trading Standards Authority (EETSA) partners and liaises with National Trading Standards (NTS) and the Food Standards Agency (FSA). At the time of compiling this plan the number of feed visits required by the NTS/FSA programme for the forthcoming year, based on a full risk-based inspection programme, is not confirmed but is expected to be the same as that required for the 2019/20 service year, with an estimate of 75 inspections at Norfolk based premises, out of a total of 250 inspections required across the EETSA region. This programme is entirely financed by grant funding provided by the FSA and administered by NTS. This proposed programme now takes full account of earned recognition for businesses that are members of an assurance scheme and covers equally the full range of feed businesses. Livestock and arable farms are the

main types of premises to be visited; reflecting the importance of having feed controls in place at primary production.

The NTS/FSA programme of interventions and activity is produced using agreed risk models and desktop modelling of our premises database. The programme is agreed by the FSA prior to commencement and funding. As such it is accepted that this programme satisfies the requirements for interventions laid down in the Feed Law Code of Practice (England).

- 3.1.2 In relation to food businesses, the service will inspect all food businesses in Norfolk that are deemed to be high-risk by virtue of the previous trading history or the appropriate risk scheme, on at least an annual basis. In addition, intelligence-led inspections or other interventions will be conducted at those business sectors presenting the highest risk to the food chain and consumers/other legitimate businesses. It will also be appropriate, on occasion, to respond with inspections or other interventions where intelligence is received via consumer/trader complaints or referrals from other enforcement agencies about the non-compliance with trading standards of individual businesses. In line with Hampton principles⁴ and the resources available the service will not therefore, as a matter of routine, carry out inspections at medium or low risk food businesses unless they are visited as a result of the aforementioned factors.

The above measures are intended to focus our available resources on the areas of greatest risk, using available intelligence, and as such the service will not be able to fulfil a food inspection programme in accordance with the requirements of the Food Law Code of Practice (England). This discrepancy is covered in greater detail under section 4: Resources.

- 3.1.3 The service has assessed the value of carrying out unannounced inspections as opposed to announced inspections. It applies the following policy on animal feed and food inspections and audits:
- (a) Where official controls take the form of an audit or there is a need to have the feed or food business operator present e.g. so that records can be examined, then such visits will be announced. In these cases, prior notification will be kept to a minimum.
 - (b) In all other cases and in particular where previous visits or intelligence suggests that serious non-compliances have occurred, visits will be unannounced. All establishments will be subject to ad hoc visits which will be unannounced.

The service will keep this policy under review and, if the policy leads to a disproportionate negative impact on the use of resources of both the service and Feed and Food Business Operators, it will be revised.

⁴ Reducing administrative burdens: effective inspection and enforcement: Philip Hampton – March 2005

The policy will also be kept under review in light of the enhanced requirements of the new Official Control Regulation (EU) 2017/625, and the requirement for competent authorities to perform regular and unannounced risk-based controls to identify fraudulent activities. The service believes that the above policy is still valid, as the requirements of 2017/625 are met by activities covered in part (b) of the policy.

3.1.4 The inspection programmes for food and animal feed are shown below:

Project Name	Project Description/Outcomes	Staffing/Other Resources*	
		2019/20	2020/21
Feed Hygiene & Standards Inspection Programme	To inspect 75 agriculture businesses, e.g. selected feed mills, importers, retailers and farms. To ensure compliance in relation to feed labelling/packaging, stock rotation/storage, feed hygiene, record keeping/traceability and sale or use of prohibited materials.	0.15 FTE	0.15 FTE
Inspection of High-Risk Food Businesses	To carry out inspections at 61 businesses identified as high risk for food.	0.85 FTE	0.85 FTE
*Excluding managerial, administrative and legal support but including revisits and follow up action			

Animal feed and food inspections are carried out by suitably qualified, competent and experienced Trading Standards Officers. Some targeted enforcement activities are carried out by Trainee Trading Standards Officers, studying for qualifications under the Chartered Trading Standards Institute (CTSI)'s Professional Competency Framework (CPCF), adequately supervised by qualified staff.

Feed/Food Standards Inspections are carried out in accordance with the Feed Law Code of Practice (England) and the Food Law Code of Practice (England).

3.2 Animal Feed and Food Complaints

Anticipated resource requirements for handling animal feed and food complaints are based on the complaint/contact numbers received in previous service years, the nature of those complaints/contacts and the level of enforcement response required. The number of food complaints/contacts is anticipated to be 230 and the number of agriculture complaints/contacts is anticipated to be 20.

The large increase in food complaints compared to the 2019/20 service year can, for the most part, be attributed to an increase in reporting of matters concerning allergen compliance. The staffing resources required are given overleaf.

Project Name	Project Description/Outcomes	Staffing/Other Resources*	
		2019/20	2020/21
Complaints and Referrals	To undertake reactive enforcement in response to complaints from other enforcement agencies, businesses and the general public in relation to animal health, agriculture and food matters to ensure legal compliance. Analysis will be undertaken to identify further proactive work, identify trends and report on significant outcomes and impacts.	0.05 FTE (feed)	0.05 FTE (feed)
		0.35 FTE (food)	0.80 FTE (food)
*Excluding managerial, administrative and legal support			

In addition to reactive complaints/referrals work, information and advice is made available to consumers. This is achieved through signposting to the Citizens Advice 'Advice guide' website via our website www.norfolk.gov.uk/business/trading-standards and through our social media posts on twitter and Facebook.

3.3 Home Authority Principle and Primary Authority Scheme

Following a change to our Business Services Policy in 2017, this service no longer offers the full range of functions under the Home Authority Principle. In particular, the service no longer offers free bespoke advice to businesses. Bespoke advice tailored to the individual needs of a business is now provided on a chargeable basis. The service supports Primary Authority Partnerships administered by the Office of Product Safety and Standards (OPSS).

The service will provide the following levels of service to Primary Authority businesses:

- Actively promote the benefits of the Primary Authority scheme to businesses within Norfolk and outside of Norfolk
- Designate Primary Authority Officer(s) to each partnered business, with the relevant competencies or access to the necessary expertise to be able to offer advice
- Respond to requests for advice and guidance
- Issue assured advice, where it is appropriate to do so
- Facilitate a response to enquiries raised by other authorities
- Maintain records of relevant incidents, business policies and diligence procedures, where known
- Maintain confidentiality in relevant circumstances
- Ensure businesses are aware of our procedure for dealing with complaints or disagreements
- Have in place arrangements to notify other authorities of indulgences relevant to "subsequently corrected" errors
- Participate in relevant sector groupings with enforcement partners where our Primary Authority Partners businesses operate in the applicable market sector
- Support national advice and conciliation procedures, where appropriate.

Primary Authority businesses will be inspected/visited or otherwise contacted:

- As part of the inspection programme for high-risk businesses, or
- As part of the planned series of targeted enforcement activities, or
- As a result of a complaint/referral received, or
- To maintain the Primary Authority Partnership relationship.

Currently, the service has Primary Authority Partnerships with three food businesses and three feed businesses. The resources required to handle complaints and service requests relating to these Primary Authority businesses are included in Sections 3.2 and 3.4.

3.4 Advice to Business

The Trading Standards service works with businesses to help them to comply with trading standards and to encourage the use of good practice. On receipt of business requests for advice we will respond in a number of ways including:

- directing the business to our website or that of a partner organisation, such as the Chartered Trading Standards Institute (CTSI)'s Business Companion
- referring the business to another agency
- providing leaflets produced by partner organisations, our business briefings or standard letters
- providing comprehensive bespoke information or advice via the telephone, email or a letter, on a cost recovery basis and/or
- visiting the business to provide comprehensive advice, on a cost recovery basis.

In each case, our response will be proportionate to:

- the potential risk to consumers caused by a failure on behalf of the business to understand the information/advice provided,
- the experience of the business in question, and
- the impact upon the economic prosperity of the business or its competitors in not achieving compliance in the respective area(s) of the law.

In line with our Business Services Policy, if a business requires more detailed or interpretative advice on trading standards law then we will provide the advice on a cost recovery basis at a pro-rata hourly fee.

In dealing with any requests for advice we will prioritise requests for advice from new businesses, Primary Authority businesses and members of our Norfolk Trusted Trader Scheme.

The Service reviews all information and advice it provides to consumers and businesses on an annual basis. This is with a view to signposting customers to the most appropriate source of online information available to enable self-service and assisted service.

Animal feed and food service requests will be handled by virtue of the projects detailed below and further projects developed during the 2020/21 service year. Anticipated resource requirements are based on the service request numbers received in previous service years, the nature of those service requests and the level of enforcement response required.

The number of food service requests is anticipated to be 100. The number of agriculture service requests is anticipated to be 170. This is significantly less than the previous year and reflects a reduction in feed hygiene proactive registrations (following a change in the criteria for feed registrations for keepers of a small number of animals).

As outlined in Section 3.3 above the service currently has Primary Authority Partnerships with three feed businesses and three food businesses. An estimate of billable hours of advice under Primary Authority Partnerships is included in these figures. In the recent past one Primary Authority feed business has required a large amount of resources to satisfy requests for advice and has amassed over 300 billable hours of advice. The business in question has now employed a former officer of this service so the expectation is that the demand from that business will reduce to a minimum. However, it is the case that the service has committed to doubling its income from chargeable business advice in 2020/21. As this develops, given the local business demography, it is likely that further food and feed resources will need to be committed.

Project Name	Project Description/Outcomes	Staffing/Other Resources*	
		2019/20	2020/21
Business Advice	To provide enforcement and compliance information and advice in relation to agriculture (animal feed, feed hygiene, pet food, fertilisers) and food in response to requests from businesses. Analysis will be undertaken to identify further proactive work, identify trends and report on significant outcomes and impacts.	0.40 FTE (feed) **	0.20 FTE (feed) **
		1.00 FTE (food) **	1.0 FTE (food) **
*Excluding managerial, administrative and legal support			
**Includes estimated hours of advice to be delivered under Primary Authority Partnerships			

3.5 Animal Feed and Food Sampling

The Trading Standards service's Food and Feed Sampling Policy is annexed to this Plan.

The Trading Standards service targets its proactive sampling at locally produced animal feed and foods, those products/ingredients from companies that manufacture in, are based in, or import into Norfolk. In line with a letter from the FSA (ENF/E/08/061) the service is committed to ensuring that at least 10% of all food samples are of foods imported into the European Union.

In addition, animal feed/foods are targeted which are causing current concerns. These are identified through communication with the Food Standards Agency (FSA) and the Department of the Environment, Food and Rural Affairs (Defra); through local, regional and national intelligence held by local authorities; and through consultation with the Public Analyst. The service's sampling programmes therefore include projects run in conjunction with the Food Standards Agency (FSA), the Chartered Trading Standards Institute (CTSI) and the East of England Trading Standards Association group of local authorities (EETSA).

Listed overleaf are sampling surveys that will be carried out in 2020-21. This list will be added to as, for example, intelligence identifies other animal feed/food that should be targeted. At the time of writing this plan the service planning cycle for food and feed sampling has not been concluded and further surveys will be added as a result of this process.

Through the examination of available intelligence and data the service is already aware that compliance with allergen requirements will again be an area of high priority for 2020/21. The Service will continue to develop activities under its long-term comprehensive programme of allergen compliance work, including sampling, business and consumer engagement and enforcement, if need be.

All sampling by officers is, wherever possible, undertaken in accordance with relevant legislation and all formal animal feed and food samples are taken in accordance with the Feed Law Code of Practice (England) or the Food Law Code of Practice (England) as applicable.

Samples are analysed and/or examined by the service's nominated Public/Agriculture Analyst in accordance with the procedures laid down in the Food Safety (Sampling and Qualifications) Regulations 2013, the Food Law Code of Practice (England) and the Feed Law Code of Practice (England). Alternatively, some samples are examined/tested in house, if it is appropriate to do so.

The Public/Agriculture Analysts appointed by the Authority are employed by Public Analyst Scientific Services Ltd (PASS). At the time of writing this plan the contract for such services is coming to an end and is subject to a new public tender process. As a result, the status of these appointments may change, depending upon the result of that tender process.

Project Name	Project Description/Outcomes	Staffing/Other Resources*	
		2019/20	2020/21
Agricultural Sampling	To undertake animal feed and fertilizer sampling to ensure compliance in relation to composition, safety, hygiene and labelling.	0.80 FTE £7,500 Purchase and analysis costs	0.80 FTE £5,500** Purchase and analysis costs
Surveys under the sampling project will include: <ul style="list-style-type: none"> • Feed materials which are the subject of a complaint to the service • Imported feeds/ingredients that have been the subject of feed hazard notifications • Finished feed for veterinary medicine carryover and labelling compliance. 			
Food Sampling Programme excluding Allergens Project	Targeting food sampling at areas identified as causing the most harm to consumers in terms of food safety, quality or nutritional standards	1.30 FTE £33,000 Purchase and analysis costs	1.30 FTE £33,000 Purchase and analysis costs
Surveys under the sampling project will include: <ul style="list-style-type: none"> • Undeclared allergens in non-prepacked foods • Sampling during the investigation of complaints • Sampling during the investigation of food fraud including meat speciation in meat products or preparations • Foods produced in Norfolk or imported by Norfolk based businesses • Foods imported from outside the EU • Foods identified by Food Standards Agency priorities 			
Allergens project		0.25 FTE	0.25 FTE
* Excluding managerial, administrative and legal support ** The Service's budget has been reduced. The FTE has remained the same as the vast majority of sampling activity is financed by grant funding (provided by the FSA and administered by National Trading Standards).			

- 3.6 Control and Investigation of Outbreaks and Food Related Infectious Disease
Food poisoning notifications do not usually fall within the remit of the Trading Standards Service. If, however, the service becomes aware of any incident of food poisoning or infectious disease, the facts will be reported to the appropriate authority.

- 3.7 Animal Feed/Food Safety Incidents
On receipt of any animal feed or food alert, the Trading Standards service will respond as directed and as appropriate and in accordance with the Feed Law Code of Practice (England) or the Food Law Code of Practice (England).

The Food Standards Agency (FSA) issues a "Product Withdrawal Information Notice" or a "Product Recall Information Notice" to let local authorities and consumers know about problems associated with food.

In some cases, a “Food Alert for Action” is issued which requires intervention action by enforcement authorities. 63 food alerts were issued by the FSA in 2019 (January to December). There were no food alerts for action by this service during 2019. The FSA also issued 116 allergy alerts.

During 2019, as a result of sampling activity, the service raised two food incidents with the FSA regarding undeclared allergens in prepacked foods as well handling 24 complaints in-relation to undeclared allergens in non-prepacked foods which caused illness/injury.

Feed alerts are far less frequent than food alerts. During 2019 the service was involved in 15 feed incidents raised by the FSA. This was predominantly as a result of the businesses notifying us of their sample failures, before then notifying the FSA themselves. The Service also raised two feed incidents itself, as a result of non-compliances discovered by our own feed sampling activities.

It is estimated that, for the coming service year, 0.10 FTE will be required for feed/food safety incident work.

In cases where the service receives reports of chemical contamination of food and there is a subsequent threat to human health, it will liaise with the appropriate district council environmental health department, with a view to taking over responsibility for the case, or for undertaking a joint investigation, as the situation demands.

3.8 Liaison with Other Organisations

The Trading Standards service works with a wide range of organisations, to varying degrees of formality, in carrying out its animal feed and food law enforcement function. These include the Food Standards Agency (FSA), the Department of Health (DH), the Department of Environment, Farming and Rural Affairs (Defra), the Animal Medicines Inspectorate (AMI), National Trading Standards (NTS), the other ten local authority Trading Standards Services in the East of England (EETSA) and District Council Environmental Health Departments.

The service maintains a strong commitment to the regional work of EETSA and officers from Norfolk contribute to the EETSA Food Group and the EETSA Agriculture Group, with the former group being chaired by a Norfolk officer. Via quarterly meetings and regional Knowledge Hub groups, the service aims to ensure that local food and feed enforcement activity is consistent with neighbouring authorities. The service participates in the National Food Standards & Information Focus Group and the National Agriculture Panel, with both being chaired by officers of this service.

The service also ensures co-ordination with Environmental Health Departments, the Meat Hygiene Service and the Health Protection Agency through the Norfolk Food Liaison Group (NFLG) set up to co-ordinate activities in line with the requirements of the Food Law Code of Practice (England).

The service is fully committed to working with the Food Standards Agency on its Regulating Our Future (ROF) programme, to determine a future delivery model for official food controls. At the time of writing this plan the service has expressed its interest to the FSA in participating in a pilot programme of work under ROF to help develop an intelligence-led approach to food standards delivery. This could represent a significant amount of work and, if we are asked to be a pilot authority, then plans for the 2020/21 year will have to be revised accordingly (as the forecast figure below does not account for this work).

The estimated staffing resource for liaison work during the year is 0.30 FTE.

3.9 Animal Feed and Food Safety and Standards Promotional Work, other non-official Controls and Interventions

Animal feed and food safety and standards promotional work for the year is linked to the results of our sampling and other enforcement projects, to any relevant prosecutions, and to information provided by our enforcement partners, primarily the Food Standards Agency (FSA). Promotional work consists of postings on our website www.norfolk.gov.uk/business/trading-standards; including scam alerts, postings via our twitter feeds and Facebook pages and regular press releases, locally, regionally and nationally. In addition, we have developed a specific promotional campaign to assist with our consumer and business education work on allergen compliance, through our “@ask for allergens” and #justask social media presence. Resources in relation to allergens promotional work have been accounted for in 3.5.

Information and intelligence gathering work is carried out by feed and food officers as part of their ongoing duties. Information and intelligence is also gathered and analysed by our intelligence analyst and technical support staff in the Intelligence and Enforcement Support Section. Such work informs our control strategy, tasking and coordination function and our service planning cycle.

Resourcing details are provided in the table below:

Project Name	Project Description/Outcomes	Staffing/Other Resources*	
		2019/20	2020/21
Promotional Work, Intelligence Gathering	Promotional work including results of market surveillance, enforcement projects, prosecutions and information dissemination. Promotion will include use of our website, social media pages and feeds, local, regional and national press releases and liaison with media organisations.	0.05 FTE (feed)	0.05 FTE (feed)**
	Intelligence gathering work will include complaints and information monitoring, review of local, regional, national and international data to inform market surveillance and enforcement activity.	0.05 FTE (food)	0.05 FTE (food)**
*Excluding managerial, administrative and legal support			
**Intelligence gathering work also undertaken by Intelligence and Enforcement Support Section.			

Section Four: Resources

4.1 Financial Allocation

The net budget for the Trading Standards service for 2020/21 is £1,620,180. A breakdown of the Trading Standards budget for feed and food enforcement is shown below:

	2019/20 Outturn (tbc)	2020/21 Estimate
Staffing	Total F&F: £646,220 Food & Feed: £248,208 (based on 5.65 FTE)	Total F&F: £655,720 Food & Feed: £262,288 (based on 5.90 FTE)
Sampling budget (Food & agriculture purchase and analysis)	£40,500	£38,500*
Subsistence/travel	Total TS: £32,020 (profiled budget) Food & Feed: £4,145 (based on 5.65 FTE)	Total TS: £25,000 (profiled budget) Food & Feed: £3,398 (based on 5.90 FTE)
*At the time of writing this plan the Service is proposing to apply for grant funding for feed/hygiene audits and feed sampling to supplement the 2020/21 sampling budget. The results of any grant bid will affect surveys proposed in Section 3.5 above. Whilst the overall grant funding is likely to be comparable to the 2019/20 funding, changes to the timing and allocation of these resources means we are unable to confirm at this time.		

The relative amounts allocated to food and feed law enforcement are based on the staff allocation breakdown given in Section 4.2.

- 4.1.1 The Food Law Code of Practice requires the service to inspect its food businesses over a prescribed cycle. In addition to the inspection of all high-risk businesses and other interventions detailed in this plan, the expectation is that all medium risk businesses will be inspected every 2 years and that an inspection or alternative enforcement strategy be undertaken at low risk premises once every 5 years.

The service has determined that, if it were to conduct the routine food inspection programme detailed above, the following resource would have to be redeployed from other enforcement activities, such as fair trading, animal health & welfare or product safety work:

Food Business Inspections:	• Medium risk	6.3 FTE
Food Business Alternative Enforcement Strategies	• Low risk	0.2 FTE

However, mindful of the recommendations of the Hampton⁴ and Macdonald⁵ Reviews which state the service should only carry out inspections of businesses where there is a clearly identified risk presented by that business, the service will, as in previous years, conduct intelligence-led inspections or other interventions within those business sectors or at those food business operators presenting the highest risk to the food chain and consumers/other legitimate businesses. A flexible approach to resourcing enables us to respond appropriately to incidents and our local approach to risk assessment and effective targeting of resources, rather than the conduct of a routine inspection programme, will provide the necessary protection to the county's food chain.

- 4.1.2 The service continues to invest in modern ICT systems and provides its annual Local Authority Enforcement Monitoring System (LAEMS) return via a direct download to the FSA. Access to the Internet, to the APP Civica database and to other information systems is seen as a vital resource for operational staff. The service currently uses the UK FSS iNet database for recording, managing and submitting food and feed sampling data. As a result of withdrawal of funding by the FSA the service is aware that UK FSS iNet, whilst still in operation, no longer benefits from external ICT support. At the time of writing this plan the service is awaiting further instruction from the FSA as to how the replacement system for data transfer will operate.

The service has recently procured the newest database product from Civica, the cloud based "CX" platform. During the 2020/21 service year the service will seek to introduce this database, to initially run alongside, and then replace our current "APP" Civica platform.

All food and feed law enforcement officers have been issued with laptops, smart mobile telephones (although some opt to retain talk and text 'phones) and digital cameras. At the time of writing this plan the service is looking to refresh its current issue of laptops with hybrid laptops that incorporate detachable tablets. The issue of such devices, along with the mobile working functionality of the CX platform, will allow officers to directly record and update database information whilst off site at business premises.

The service does not have an individual budget for ICT as such matters have now been transferred to corporate budgeting.

- 4.1.3 No fixed amount is set aside for legal costs with specific regard to food and feed law. However, a general legal cost subjective is allocated to the budget, the budgeted amount for 2020/21 being £47,000.

⁴ Reducing administrative burdens: effective inspection and enforcement: Philip Hampton – March 2005

⁵Review of Regulation in Farming: MacDonald – May 2011

4.2 Staffing Allocation

The current staffing allocation to food and feed enforcement has been calculated on the basis of the projects/activities described in Section 3 above as summarised and unless otherwise stated FTE figures quoted relate to competent staff:

Plan Section	Project/Activity	FTE			
		2019/20 Feed	2019/20 Food	2020/21 Feed	2020/21 Food
3.1	Feed Hygiene & Standards Inspection Programme	0.15		0.15	
3.1	Inspection of high-risk food businesses		0.85		0.85
3.2	Complaints and Referrals	0.05	0.35	0.05	0.80
3.4	Business advice	0.40	1.00	0.20	1.00
3.5	Agricultural sampling	0.80		0.80	
3.5	Food Sampling Including Allergens Project		1.55		1.55
3.7	Food/feed alerts		0.10		0.10
3.8	Liaison	0.15	0.15	0.15	0.15
3.9	Promotional Work, Intelligence Gathering (including non-qualified staff)	0.05	0.05	0.05	0.05
	Subtotal:	1.60	4.05	1.40	4.50
	Total:	5.65		5.90	

4.3 Staff Development Plan

The service focuses on the needs of both specialist feed and food law enforcement officers and other staff in terms of their training and continuous professional development (CPD).

The current training arrangements are reflected in the Learning and Development Framework and the Learning and Development Plan. Over recent years the number of qualified food and feed officers within the service has reduced, as officers have left the service. The service has invested in supporting trainees to study for the Trading Standards Practitioner Diploma (TSPD) in order to attain the qualifications necessary to be able to undertake food and feed standards work. At present the Service has two trainees, who joined the service in June 2019. At the time of writing this plan the service has recruited four further trainees, who are due to start at the beginning of the 2020/21 service year.

Skills and competency are assessed at annual staff personal development plan discussions, midyear reviews and 1-2-1 meetings and a programme of continuous professional development is implemented to ensure the maintenance of essential knowledge and skills.

The Food Law Code of Practice England (2015) laid down competency demonstration requirements for food officers (20 hours CPD per annum) which took effect from 1 April 2016 (which have been further clarified in the Food Law Code of

Practice England (2017)). The service ensures that sufficient time and resources are provided to allow food officers to attain the required 20 hours of CPD per annum.

Similarly, the Feed Code of Practice (England) (2018) requires that competent officers are able to evidence 10 hours CPD per annum. Again, the service ensures that sufficient time and resources are provided to allow feed officers to attain this CPD.

Section Five: Quality Assessment

5.1 Quality Assessment and Internal Monitoring

The following arrangements will be used to assess the quality of the Authority's service:

- All procedures and work instructions relating to feed and food law enforcement are subject to established in-house quality improvements and auditing procedures which apply to the whole of the Trading Standards service
- Evaluation surveys sent out to a sample of businesses following an inspection or request for advice
- Review of a random number of inspections, service requests and complaints by section/line managers
- Feedback at 1-2-1 meetings, midyear review and personal development plan discussions on individual performance
- Feedback at team meetings.

Section Six: Review

6.1 Review Against the Service Plan

The Service uses a performance measurement toolkit, "PMR", to collate, report and review performance on a monthly basis.

At monthly intervals the Trading Standards Management Team undertakes a performance review. The meeting includes recognition of any variance from target, the reasons for variance and any appropriate measures to be put in place to address such variance.

The Trading Standards Management Team also reviews progress against our Control Strategy Priority Actions of:

- Ensuring the safety, standards and quality of the food chain, including food, animal feeds and agricultural fertilisers, and
- Support the economy, by providing businesses with access to information and compliance advice, including through chargeable, bespoke services

at a monthly Tasking and Coordination meeting.

These priority actions include the provision of business advice, liaison with regulatory and business partners, intelligence led market surveillance and enforcement activities, including risk-based inspection and sampling.

The allocation of suitable resources to tackle any emerging food or feed issues or trends can also be raised for consideration by the Trading Standards Management Team at the monthly Tasking and Coordination meeting.

Information on performance measures and targets is set out on pages 3, 7 and 8 of the Trading Standards Service Plan 2020-21.

6.2 Identification of any Variation from the Service Plan

As outlined in Section 6.1 above the Service, on an ongoing basis, monitors its performance using the above means and takes action to address variance from target throughout the year.

6.3 Areas of Improvement

The service is committed to addressing areas of improvement highlighted by the ongoing quality assessment and internal monitoring as outlined in Section 5.1 above and the monthly reporting as outlined in Section 6.1 above.

Food and Feed Sampling Policy

Background

The six outcomes we are seeking to achieve are:

Growing Economy:

- More businesses start, grow and invest in Norfolk
- The local economy is inclusive, and supports and benefits local businesses and communities

Thriving People:

- All families, older people and people with learning or physical disabilities are supported to live well and independently in their community

Strong Communities:

- People of all ages enjoy good health and increased wellbeing
- Services in communities are joined up and more able to meet people's needs
- Communities are safe and resilient

Introduction

This policy outlines our general approach to the sampling of food and animal feed. This policy is produced in accordance with the service's obligations under the Framework Agreement on Official Food and Feed Controls and the respective Food and Feed Codes of Practice.

Policy

This service recognises that sampling and analysis is an essential part of food and feed standards enforcement, which enables authorised officers to assess compliance with food and feed standards, composition, safety and labelling requirements. This includes using sampling and analysis as part of proactive market surveillance and reactive responses to complaints.

The service is committed to maintaining a contract with a suitably qualified Public/Agriculture Analyst for the analysis of formal food and feed samples.

On an annual basis we will formulate and commit resources to a sampling programme for food and animal feed products. This programme will be developed taking into account factors including the nature of the food and feed businesses in the county, our intervention plan, Primary Authority functions, the Food Standards Agency (FSA) food and feed priorities and other available local, regional and national intelligence pointing to areas of most concern. We will also develop our sampling programme in consultation with the service's appointed Public/Agriculture Analyst.

This service is committed to participation in national and regional sampling surveys where proposed sampling/analysis fits in with the above-mentioned factors.

Although developed as an annual programme, this service will continue to monitor intelligence for emerging issues and will change or amend the sampling programme as necessary.

This service will target its proactive sampling at locally produced animal feed and foods, those products/ingredients from companies that manufacture in, are based in or import into Norfolk. In line with guidance issued by the FSA this service is also committed to ensuring at least 10% of all food samples are foods imported into the European Union.

All formal food and feed sampling will be taken in accordance with the Food Law Code of Practice (England) or the Feed Law Code of Practice (England), as applicable. All formal samples are analysed and/or examined by the service's nominated Public/Agriculture Analyst in accordance with the applicable legislation. Officers who take formal samples are suitably qualified and competent to do so in accordance with the respective Food and Feed Codes of Practice.

Where it is the case that informal samples are taken by officers, wherever it is possible, these samples shall be taken in accordance with relevant legislation.

All food/feed samples and the result of examination/analysis will be recorded. Food and Feed Business Operators will be notified of both the samples taken and the results of analysis. Where sample results are considered to be unsatisfactory, the service will take appropriate action to ensure compliance is achieved. Any action will be carried out in accordance with the CES Enforcement Policy.



Norfolk County Council

Community & Environmental Services

Trading Standards Service

Delivery of Animal Health & Welfare Framework
2020-21



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Norfolk County Council Trading Standards Service: Delivery of Animal Health & Welfare Framework 2020-21

County councils, metropolitan boroughs and unitary authorities in England have a statutory duty to help local communities comply with laws to prevent the spread of animal disease and protect the welfare of animals. It is compliance with these laws that gives our farming industry the freedom to trade freely and thrive, ensuring that the food we eat is safe and as described, shaping our countryside and making a major contribution to local economies.

The agriculture sector is a major industry in Norfolk and is synonymous with the character of the county. Just over 10%¹ of active enterprises in Norfolk are in the agriculture, forestry and fishing sector. The total farm labour force is large with nearly 12,500² people employed on commercial holdings. In comparison with other local authority areas, the county has one of the largest livestock populations of commercial poultry (15,515,558²) and pigs (539,174²) in the United Kingdom.

Central and local government partners have produced an updated [Animal Health and Welfare Framework](#)³ that offers local authorities a set of practical principles to help deliver duties under animal health and welfare legislation in a way that:

- Is responsive and accountable to local communities;
- Is focused on high risk activities to make best use of limited resources;
- Recognises why national consistency is important for businesses, the public and to protect against animal disease;
- Delivers controls in a way that supports European and international trade agreements;
- Promotes collaborative working.

The Framework is a partnership agreement that aims to increase mutual understanding and collaboration between the Department for Environment, Food and Rural Affairs (Defra), the Animal and Plant Health Agency (APHA) and local authorities in relation to animal health and welfare work. It includes responsibilities for all partners to achieve this. The table on the following pages outlines the responsibilities for Norfolk County Council Trading Standards and how these are achieved.

1 2018 Office of National Statistics Inter- Departmental Business Register

2 Defra Farming Statistics 2016

3 Produced in partnership between [Defra](#), [the Animal Plant Health Agency \(APHA\)](#), the [Association of Chief Trading Standards Officers \(ACTSO\)](#) and the National Animal Health and Welfare Panel (NAHWP). It is supported by the [Local Government Association \(LGA\)](#).

Responsibilities of Local Authorities

	Action Required	Planned Service Delivery
1	Undertake annual service planning based on the principles in the Animal Health and Welfare Framework.	<p>This document, outlining the responsibilities of local authorities under the Animal Health and Welfare Framework, is included as an annex to the Trading Standards Service Plan.</p> <p>Safeguarding the standards of animal health and welfare and reducing the risk of animal disease outbreaks and associated risks to the Norfolk economy and public health is a defined priority action in the Service Plan and the Trading Standards service's control strategy.</p>
2	Develop a risk based, consistent and accessible process for responding to complaints relating to animal health matters on farms.	<p>The actions of the Service are informed by the CES Enforcement Policy. The policy includes reference to the Farm Regulators' Charter and the Regulators' Code.</p> <p>The service has adopted the Intelligence Operating Model (IOM) to direct its activities and prioritise its resources. Safeguarding the standards of animal health and welfare and reducing the risk of animal disease outbreaks and associated risks to the Norfolk economy and public health is a defined priority action of the service's control strategy and activities take account of local, regional and national priorities.</p> <p>The service operates a duty system where all matters that have the potential to require further action, including complaints relating to animal health matters on farms, are reviewed by a Lead Trading Standards Officer. If further action is required, the Lead Trading Standards Officer allocates matters to qualified/competent staff, providing handling instructions to ensure a consistent approach. Whilst the service does not have a separate process for dealing with animal health and welfare complaints, it has a number of guidance documents that have been developed to aid the duty team to respond consistently to such matters including:</p> <ul style="list-style-type: none"> • a flow diagram for allocating animal health matters • guidance on how to deal with abattoir and welfare in transport notifications • a TB work instruction, and • instructions for dealing with missing ear tag referrals.

	Action Required	Planned Service Delivery
		<p>A procedure is currently being piloted that will mandate a peer review of animal health and welfare activities where it is evident the service is having to issue compliance advice/notices on multiple occasions in quick succession to address the non-compliances of a particular livestock keeper. This will assist in us making a judgement on balancing the risk of continued use of such advice/notices to address inconsistent compliance, against the likelihood that, were we to instigate formal proceedings against the livestock keeper at too early a juncture, any conviction we achieve will not result in sufficient a penalty to deter future non-compliance.</p> <p>Where a specific animal welfare matter generates a number of complaints from members of the public covering the same issues a senior officer will be allocated to establish a dialogue with a community representative, where possible, to ensure that complainants receive information that is timely, consistent and as detailed as possible.</p>
3	Provide transparency about how the local authority responds to animal welfare complaints, including collaborative arrangements with other partners and charities.	<p>As outlined in 2 above, the service does not have a separate policy or protocol for dealing with animal welfare complaints. Such complaints will be dealt with and governed by the standard policy and protocols outlined in 2 above.</p> <p>The Enforcement Policy and the Trading Standards Service Plan, including this framework annex are published.</p> <p>The service has an information exchange protocol with Norfolk Constabulary and has information sharing agreements with Citizens Advice and World Horse Welfare. In addition, the Service has the following memorandums of understanding with:</p> <ul style="list-style-type: none"> • the East of England Trading Standards Association (EETSA), to enable the use of a shared intelligence database • Suffolk Trading Standards, to share resources in the event of an animal disease outbreak or major animal welfare event • the Animal and Plant Health Agency (APHA) (facilitated for the service by the Association of Chief Trading Standards Officers (ACTSO)), outlining roles and responsibilities to deal with the safe disposal of anthrax carcasses. <p>Referral handling instructions, covering matters including animal welfare complaints, are maintained for Citizens Advice and Norfolk Police.</p>

	Action Required	Planned Service Delivery
		<p>Where appropriate, the Service will arrange joint visits with Veterinary Officers (VO) from the Animal and Plant Health Agency (APHA) to investigate welfare complaints.</p> <p>Where a complaint raises serious welfare concerns the service will seek to investigate the matter within 24 hours of receipt.</p> <p>Liaison is also maintained with other appropriate agencies to try and establish if the subject of the complaint is the subject of any other complaints/investigations, so a consensus on how to move forward can be agreed.</p>
4	Identify high risk businesses and activities on an annual basis.	The service uses a business risk assessment scheme based on that promoted by the Food Standards Agency (FSA) and has adopted the National Trading Standards Intelligence Operating Model (IOM) to inform its activities and prioritise its resources. The service uses available intelligence sources to risk-assess businesses and identify high risk businesses and activities on an ongoing basis. This informs our priority activities outlined in our control strategy and informs tasking and coordination decisions.
5	Produce an annual programme of interventions for all high-risk businesses and activities based on the risk presented by the activities carried out, intelligence, history of compliance and available resources.	The service produces an annual programme of interventions for all identified high risk businesses. In producing the programme, the service considers factors including risk, compliance history, local, regional and national priorities and any other available intelligence. Progress against targets (for interventions carried out) is monitored monthly by the Trading Standards Management Team via reports provided by Lead Trading Standards Officers.
6	Undertake an annual audit of each livestock market and collection centre in partnership with APHA to review documentation and procedures. Produce an annual programme of interventions based on the	<p>There are one livestock market and three poultry sales operating in Norfolk and the service regularly liaises with the market operators.</p> <p>The service works with officers from APHA to undertake the annual audit of the livestock market, reviewing the market premises and their systems, processes and documented arrangements. This audit informs our agreed programme of interventions with the market, which is fed into our annual intervention programme, as outlined in 5 above.</p>

	Action Required	Planned Service Delivery
	outcomes of the audit, which remains flexible to changing risk through the year.	
7	Actively engage in regional animal health and welfare groups, attending meetings where possible and contributing to regional discussions about the implementation of the Framework. Ensure membership of the KHub.	<p>The Service contributes significantly to regional and national groups. A Lead Trading Standards Officer with a Service Lead role in animal health and welfare was, until recently, the long-time chair of the East of England Trading Standards Authorities (EETSA) Animal Health and Welfare Regional Group and remains an active member of that group. This lead officer also sits on the National Equine Liaison Group.</p> <p>The EETSA regional group is active and members support each other with the mutual provision of information and advice to ensure a consistent approach to the application/interpretation of legislation.</p> <p>The EETSA regional group also maintains a close working relationship with the National Animal Health and Welfare Panel. Officers of the service are members of the Animal Health and Welfare group on KHub (a public service digital platform).</p>
8	Work closely with other local authorities to share knowledge and expertise, including opportunities for shared training, joint inspections, opportunities for contracting and peer to peer reviews.	<p>In addition to that outlined in 7 above, the service has an ongoing commitment to work closely with Suffolk Trading Standards. The service has agreed a Memorandum of Understanding with Suffolk Trading Standards to enable sharing of resources (including cross border authorisation arrangements) to respond to animal disease outbreaks and animal health and welfare issues. Other collaborative working areas with Suffolk Trading Standards include a combined intelligence function, joint strategic management meetings to identify and share best practice, a common enforcement policy and shared learning and development activities.</p> <p>The EETSA Animal Health and Welfare Group has provided and maintains a regional store of equipment to facilitate responses to breaches of the legislation controlling rabies.</p>
9	Proactively exchange and use information and intelligence to inform the delivery of animal health and welfare controls, using national intelligence	<p>As outlined in 3 and 4 above the service has adopted a number of information sharing agreements/protocols and memoranda of understanding, and the National Trading Standards Intelligence Operating Model (IOM).</p> <p>All operational officers have access to the national intelligence database, IDB, and are encouraged to make submissions and review IDB intelligence in relation to their activities.</p>

	Action Required	Planned Service Delivery
	databases where appropriate.	<p>The service has produced an easy protocol to allow officers to add to IDB from data stored on our own database (APP Civica) using an “add to IDB” action line.</p> <p>The service employs an Intelligence Analyst and an Intelligence Technical Support Officer to support and facilitate our intelligence led approach.</p> <p>The Intelligence Analyst scrutinises all incoming complaints, received via the Citizens Advice portal, and partner referrals, such as those from APHA, all of which come in through the secure “intel” email inbox.</p> <p>Each month the Intelligence Analyst produces a tactical assessment for the Tasking and Coordination meeting. This assessment includes analysis (from IDB and APP Civica) by subject area (including “Animal Disease Control Measures”), the level of IDB submissions and horizon scanning for areas of concern. The report also highlights the level of use of IDB by individual officers via their last timed login.</p> <p>On a day to day basis if the Intelligence Analyst receives any intelligence that raises a concern relating to a matter that had the potential to be a cross border issue this matter is sent to the EETSA Regional Intelligence Analyst (RIA) for further dissemination.</p> <p>The Intelligence Analyst and Animal Health Officers of the service have given training to Norfolk Constabulary Control Room staff on Trading Standards matters, including those relating to animal health. The Intelligence Analyst and an Animal Health Officer from the Service have attended the Norfolk CRAG (Crime Rural Advisory Group) meetings. These measures have and will improve the channels of communication and sharing of intelligence relating to matters concerning animal health and welfare.</p> <p>In the forthcoming year the service will seek to use the framework of measures we already have in place to tackle the most complained about Trading Standards sectors (such as home improvements and second hand cars) and adopt these more rigorously in relation to animal health matters, to further promote the gathering of intelligence in this area and augment our ability to highlight known or emerging issues in the farming sector.</p>

	Action Required	Planned Service Delivery
10	Regional groups to discuss and agree how each local authority will be involved in the recording, accessing and analysis of intelligence relating to animal health and welfare with the aim of making a staged improvement in the level and quality of intelligence recorded and the influence this has on service planning across the region.	The Regional Intelligence Analyst (RIA) for the EETSA region has previously attended a meeting of the EETSA Animal Health and Welfare regional group and given advice on how to improve the quality and frequency of intelligence recording on the national intelligence database, IDB, relating to animal health and welfare matters. The EETSA regional group maintains communication with the EETSA RIA. The Intelligence Officer from APHA also regularly attends the EETSA regional group.
11	Each regional group to review the level of intelligence being recorded and use the intelligence to identify any potential threats on at least an annual basis. Steps should be taken to resolve any concerns about the level or type of intelligence being recorded and a response be formulated to any criminal activity that has been identified.	<p>As per 10 above the EETSA Regional Intelligence Analyst (RIA) has previously attended the EETSA Animal Health and Welfare regional group and given advice on how to improve the quality and frequency of intelligence recording on IDB relating to animal health and welfare matters.</p> <p>The EETSA RIA produces a tactical assessment in anticipation of each bi monthly meeting of the EETSA Regional Tasking Group. The RIA will also highlight any concerns about the level or type of intelligence being recorded within the region. Such concerns are disseminated through senior management meetings within EETSA.</p> <p>The EETSA RIA produces an annual strategic assessment document that includes reference to the regional and national priorities.</p>

	Action Required	Planned Service Delivery
12	All local authorities should actively engage in the sharing of environmental, political, legislative or organisational changes at regional meetings that may influence service planning and activities.	<p>Such information is shared at the EETSA Animal Health and Welfare regional group. It is also shared at the EETSA Senior Management Group meetings, where progress of the agreed EETSA regional animal health and welfare workstream is reviewed on a quarterly basis. Issues of particular strategic importance are also discussed at EETSA Heads of Service meetings.</p> <p>In addition, as outlined in 8 above, such information is shared with Suffolk Trading Standards through a programme of collaborative working including a combined intelligence function, joint strategic management meetings to identify and share best practice, a common enforcement policy and shared learning and development activities.</p>
13	Ensure that services consider the requirements laid down in the On Farm Charter and Regulators' Code where appropriate.	The Community and Environmental Services (CES) Enforcement Policy has been devised with due regard to the Regulators' Code and the Farm Regulators' Charter and both documents are referenced in that policy.
14	Complete statutory data returns in a timely manner.	The service has a programme, outlining all the required national and regional statutory returns, which is monitored for progress. This programme includes the statutory animal health returns such as the annual return relating to inspections carried out under the Welfare of Animals (Transport) (England) Order and the bi annual return relating to the number of animal health prosecutions.
15	All services should consider how they meet EU standards for the delivery of Official Controls and any future standards that support trade agreements.	<p>The service is aware of the requirements of Article 6 of 2017/625 and the requirement to have transparent and accountable audit processes in place.</p> <p>The service has an annual programme of internal audits that can deal with all aspects of service delivery. If the need arises this programme would include an audit of official controls. Officers who undertake animal health and welfare activities must maintain a level of competency. The service has devised a definition of competency (including required qualifications) for this area of delivery. Officers must complete a learning and development log form where they evidence competency. This evidence can include reference to work completed (including the handling of reactive complaints). This log form is reviewed by line managers at least twice a year. Demonstration of competency is linked to the service's</p>

	Action Required	Planned Service Delivery
		<p>warrant issue process. Our modular approach to warrants means that we can add or revoke service delivery areas in officers' warrants in line with their individual competency review. Individual officers are also subject to the Council's performance management framework with annual goal setting and performance monitoring against those goals occurring at regular intervals during the year. In addition, line managers routinely quality monitor work undertaken by officers and give feedback as part of their 1-2-1 meetings.</p> <p>As stated in 14 above the service makes returns as per the government's single data list; including mandatory returns relating to official control delivery.</p> <p>The service has a number of performance measures that are reported to Councillors and senior managers of the council. These performance measures, which can include aspects of official control delivery, are reviewed against target on a monthly basis by the Trading Standards Management Team.</p> <p>As stated in 4 above, the service has adopted the National Trading Standards Intelligence Operating Model (IOM). This helps to manage prioritised threats and identified risks through enforcement and other activities, as well as reviewing the effectiveness of measures taken.</p> <p>Norfolk County Council also carries out audits of services within its organisation to ensure compliance with, for example, financial controls.</p> <p>The service is monitoring and horizon scanning to keep up to date with issues posed by EU exit.</p>

	Action Required	Planned Service Delivery
16	Each local authority must have an up to date animal disease contingency plan in place, which is shared internally and with partners. Contact details are to be revised as changes happen. The plan should be updated within two years of any changes to the national template.	The service is in the process of adopting the national template for our Exotic Notifiable Disease Contingency Plan. Our former plan was a combined document for both this service and partner members of the Norfolk Resilience Forum (NRF). The first phase of adopting the template has been completed and a separate plan for NRF partners has been produced. A plan, solely for the activities of this service, will now be produced in line with the latest version of the national template which was published in November 2019. This will ensure consistency of approach with other local authorities and partners. It will also enable the service to use the national template updates rather than devising their own bespoke update documents.
17	Local authorities should ensure that contact details on the Local Authority Master Contact List are updated in a timely fashion. This information is used by APHA to communicate details of possible animal disease outbreaks, make referrals and share intelligence.	The list of Norfolk contacts is currently up to date. The Senior Manager within the Service with responsibility for animal health and welfare is responsible for ensuring the currency of the information provided to the Master Contact List.

	Action Required	Planned Service Delivery
18	Officers involved in the delivery of animal health and welfare controls should be trained and qualified in line with local standards and authorisation processes. Local processes should ensure officers are competent in the delivery of effective animal health and welfare controls. As with all responsible employers, local authorities should support staff with personal development processes and training.	<p>The service's approach to ensuring officers are qualified, maintain their competency and are suitably authorised is outlined in 15 above.</p> <p>In addition, as part of the annual service planning process, a learning and development plan is produced. This will include input from Lead Trading Standards Officers, including those who have a specialist lead in animal health and welfare matters, to ensure that required courses and briefings for the forthcoming service year are provided to line managers for discussion at proposed attendees' personal development plan discussions. Lead Trading Standards Officers are also responsible for ensuring that learning and development requirements are identified on an ongoing basis and are delivered, often through LTSO-led workshops.</p>
19	Use the Framework to promote the delivery of animal health and welfare controls to managers and local politicians.	The annual Trading Standards Service Plan includes as an annex this document relating to the Animal Health and Welfare Framework Agreement. This plan is reviewed and agreed by the Trading Standards Management Team and then put forward for approval by members of the Council's Cabinet.



Norfolk County Council

Trading Standards' Consumer Services Policy

Community and Environmental Services



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February 2020

Consumer Services Policy

In providing consumer services we aim to contribute to the Together for Norfolk outcomes of:

- **Strong Communities**
 - People of all ages enjoy good health and increased wellbeing
 - Services in communities are joined up and more able to meet people's needs
 - Communities are safe and resilient
- **Thriving People**
 - All families, older people and people with learning or physical disabilities are supported to live well, independently in their community
- **Growing Economy**
 - More businesses start, grow and invest in Norfolk
 - The local economy is inclusive and supports and benefits local business and communities

We achieve this by concentrating on the following key areas of activity:

- Safeguarding vulnerable people and building community resilience with partners; by tackling scams, fraud and rogue traders; including through our Norfolk Against Scams Partnership (NASP), No Cold Calling Zones and Trusted Trader scheme
- Protecting consumers and supporting legitimate businesses by tackling non-compliance, focusing on the most detrimental trading
- Through programmes of intelligence-led market surveillance, education and enforcement activities:
 - Safeguarding communities and public health by tackling the supply of age restricted products to young people
 - Ensuring fair trading of products and services, and the safety and legal measurement of products

We will deliver these by working with partners, where possible, to obtain the best outcomes for consumers.

1. Working with the Citizens Advice Consumer Service which provides consumers with information and advice

We work in partnership with the Citizens Advice Consumer Service (CACS) which provides information and advice to consumers to enable them to:

- Avoid problems with traders,
- Make informed choices in future transactions, and
- Deal with problems should they arise.

The CACS provides information via their Advice guide website:

<https://www.citizensadvice.org.uk/>

A problem with a trader or a product can be reported to Trading Standards by contacting our partners the [Citizens Advice consumer service](#) via:

- Telephone: 0808 223 1133, open Monday to Friday 9am-5pm. Closed on bank holidays.
- Textphone: 18001 03454 04 05 06, or
- [Online enquiry form](#)

The Citizens Advice Consumer Service will provide information about how to resolve the consumer issues raised. They will then share the information with Trading Standards so that we can tackle wider problems with businesses at a local level. We use the information that Citizens Advice Consumer Service shares with us to direct our resources to the areas of greatest need. We might use this information to take action to stop the trader from acting unfairly, for example by educating them about the law. If necessary, we may take legal action against them to stop their illegal practices.

The Citizens Advice Consumer Helpline will immediately transfer to us those matters considered to be urgent. For example:

- Doorstep rogue traders – uninvited traders in the middle of work or returning later
- Safety complaints – where an unsafe product has caused injury or damage to property or there is an immediate risk of injury
- Short measure deliveries of heating fuel, coal or sand and ballast.

What we can't do – consumer advice and redress

We do not provide consumer advice. If a consumer need consumer advice or has a consumer complaint, they should contact our partners Citizens Advice Consumer Service as above.

We will not obtain redress on behalf of consumers and we are not able to pursue cases in the civil courts for them. Consumers have rights if they pay for faulty goods or a substandard service. CACS will give them professional advice and assistance on their rights and how to obtain appropriate redress. This may require the consumer to take the matter to a civil court.

We are not able to provide feedback on individual complaints to CACS. After a consumer has reported a matter to the CACS we will only make contact with them if we need further information or cooperation. We will only provide feedback if formal action has been taken to deal with the matter reported.

2. Safeguarding vulnerable people and building community resilience with partners; by tackling scams, fraud and rogue traders; including through our Norfolk Against Scams Partnership (NASP), No Cold Calling Zones and Trusted Trader scheme

We work with the National Trading Standards Scams Team (NTSST), Norfolk Against Scams Partnership (NASP) and the Scams Prevention Service to safeguard vulnerable people and build community resilience to scams.

National Trading Standards Scams Team

We work with the National Trading Standards Scams Team to tackle mass marketing scams and disrupt the operations of perpetrators behind mail scams. With the team, we identify and support victims of mass marketed frauds. In addition, we participate in and promote the Friends Against Scams scheme. This initiative aims to protect and prevent people from becoming victims of scams by empowering people to take a stand against scams. We commission the delivery of training sessions, by Community Champions, on how to spot the signs of scams and what to do if you suspect you or someone you know is a victim of a scam. With increased knowledge and awareness, people can make scams part of everyday conversation with their family, friends and neighbours; which will enable them to protect themselves and others.

Norfolk Against Scams Partnership (NASP)

We participate in the Norfolk Against Scams Partnership (NASP), a partnership of organisations committed to taking a stand against scams. The partnership's aim is to make Norfolk a scam free county. Partners work together to support residents and businesses in Norfolk to help protect them from scams, doorstep crime and fraud.

Scam Alerts

Consumer Scam Alerts are available via our [website](#), our Twitter account @NorfolkCCTS and our Facebook page.

No Cold Calling Zones are designated areas where the resident community declares they no longer wish to accept traders calling at their homes without an appointment. The main aim of the zones is to reduce cold calling by unwanted traders. We will support a community to set up an NCCZ where this is suitable and will proactively seek to set up NCCZs where information and intelligence suggests this would be beneficial to the community. We work with the community and community representatives such as Neighbourhood Watch coordinators.

Trusted Trader Scheme

Our Trusted Trader scheme provides information to help consumers find reputable traders. Traders on the scheme agree to comply with consumer protection law and to follow good business practice. Consumers can check out customer feedback via our website prior to engaging with a trader, and there is a dispute resolution procedure via Ombudsman Services, a national scheme which operates independently to resolve complaints between consumers and businesses that are signed up to the scheme.

Consumer Champions

The Consumer Champion network is an initiative from Trading Standards to reach out to Norfolk residents to build resilience against rogue traders and scams and ensure people can access their consumer rights.

The initiative engages and involves local community members and organisations to ensure that the residents within their community have the information and knowledge to:

- Recognise a scam and protect themselves from them
- Say no to rogue traders and ensure the vulnerable in the community are safe from them
- Access advice and information on consumer issues.

Community Champions

We also run a parallel scheme designed for organisations, to ensure that the customers and clients with whom they connect have information and knowledge about staying safe from scams and rogue traders.

3. Protecting consumers and supporting legitimate businesses by tackling non-compliance, focusing on the most detrimental trading

Most Detrimental Traders and Sectors

We receive a wide range of information, intelligence and data from our partner agencies, including CACS, industry bodies, national and regional professional bodies and enforcement agencies. We monitor this data and identify trading malpractice by individual traders or market sectors. We target our resources towards those businesses or sectors which are causing the greatest detriment to consumers. We do this by providing information, advice and support to the businesses, or sometimes, by taking formal enforcement action.

Enforcement action is undertaken in accordance with our [Enforcement Policy](#). Whilst recognising that most traders want to comply with legal requirements, we also recognise that some will operate outside the law (both intentionally and unintentionally). A staged approach to enforcement is adopted with advice and informal action fully explored to resolve the matter in the first instance, if appropriate. However, we will consider taking immediate formal action for the most serious breaches, which include:

- Where there is a significant risk to public health, safety or wellbeing, or damage to property, infrastructure or the environment, or
- Fraud or deceptive/misleading practices that affect the collective interests of Norfolk based businesses or consumers.

What we can't do – enforcement

We are not able to investigate or take action on all matters reported to us. We prioritise our finite resources to tackle the issues which cause the most detriment to Norfolk businesses and consumers.

Where we take enforcement action because of information we receive the focus is on bringing the business(es) into compliance with trading standards. We do not resolve individual disputes with a trader; although our enforcement action will provide support to victims. This may include seeking compensation during legal proceedings.

- 4. Through programmes of intelligence-led market surveillance, education and enforcement activities:**
- **Safeguarding communities and public health by tackling the supply of age restricted products to young people**
 - **Ensuring fair trading of products and services, and the safety and legal measurement of products.**

We provide advice and support to Norfolk based businesses to ensure they comply with trading standards.

We undertake intelligence-led market surveillance programmes to monitor traders and their practices and products to ensure that trading standards are being maintained in the county. This includes inspections at high-risk businesses, sampling and analysis of food against legal standards, test purchasing and testing of consumer products against safety standards and testing of weighing and measuring equipment.

We focus on new and existing threats, identified through intelligence, local strategic and tactical assessments and working collaboratively with partners.

We take steps to prevent illegal and/or unsafe products from entering the marketplace or to remove them from the marketplace. This work is undertaken in line with our [Enforcement Policy](#).

Infrastructure and Development Select Committee

Item No. 11

Report title:	Forward Work Programme
Date of meeting:	11 March 2020
Responsible Cabinet Member:	N/A
Responsible Director:	Tom McCabe (Executive Director, Community and Environmental Services)
Executive Summary This report sets out the Forward Work Programme for the Committee. Actions required 1. To review and agree the Forward Work Programme for the Select Committee.	

1. Forward Work Programme

- 1.1. The existing Forward Work Programme for the Select Committee is set out in Appendix A, for the Committee to use to shape future meeting agendas and items for consideration.

2. Member Task and Finish Groups

- 2.1. At the meeting in May 2019, the Select Committee agreed that, to help ensure a manageable workload, there will be no more than two Member Task and Finish Groups operating at any one time. There is currently one Task and Finish Group: -
- **Local Transport Plan** - Cllr Graham Middleton (Chairman), Cllr Tony White, Cllr Brian Watkins and Cllr Danny Douglas. The terms of reference for this group were approved by the Select Committee in September 2019.

3. Financial Implications

- 3.1. None

4. Resource Implications

- 4.1. **Staff:** None.

4.2. **Property:** None.

4.3. **IT:** None.

5. Other Implications

5.1. **Legal Implications:** None.

5.2. **Human Rights implications:** None.

5.3. **Equality Impact Assessment (EqIA):** N/A.

5.4. **Health and Safety implications:** N/A

5.5. **Sustainability implications:** N/A

5.6. **Any other implications:** None.

6. Actions required

6.1. 1. To review and agree the Forward Work Programme for the Select Committee.

7. Background Papers

7.1. None

Officer Contact

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

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Tel No.: 01603 222867

Email address: Sarah.rhoden@norfolk.gov.uk



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Infrastructure and Development Select Committee – Forward Work Programme

Report title	Reason for report
Meeting: 20 May 2020	
Policy and Strategy Framework – annual report	To enable the Select Committee to understand the relevant Policies and Strategies for the relevant services.
Norfolk Parking Principles	To review and consider the updated principles, developed with district councils.
Forward Work Programme	To review and agree the Forward Work Programme for the Select Committee.
Local Transport Plan Strategy	To receive feedback and recommendations from the Member Working Group and to review and consider the emerging strategy of the Local Transport Plan
Meeting: 15 July 2020	
Highway and Transport Network Performance	To consider the performance of the network and identify any priorities to be considered as part of the annual review of the Transport Asset Management Plan (TAMP) in the light of this performance.
Performance of key highways contracts	To review the performance of key contracts for the highways service, including customer service.
Forward Work Programme	To review and agree the Forward Work Programme for the Select Committee.
Meeting: 16 September 2020	
CES Enforcement Policy – Annual review	To review any proposed changes to the policy.
Forward Work Programme	To review and agree the Forward Work Programme for the Select Committee.
Meeting: 11 November 2020	
NCC Environmental Policy	One year one from the agreement of the NCC Environmental Policy, and in light of progress made, to review and consider the Policy document.
Local Transport Plan strategy	To receive feedback and recommendations from the Member Working Group and to review and consider the emerging Local Transport Plan implementation plan
Transport Asset Management Plan (TAMP)	To consider proposed amendments/updates for the TAMP
Norfolk Strategic Infrastructure Delivery Plan	To review and consider the latest version of the Plan.
Forward Work Programme	To review and agree the Forward Work Programme for the Select Committee.
Meeting: 28 January 2021	
Forward Work Programme	To review and agree the Forward Work Programme for the Select Committee.
Meeting: 17 March 2021	
Forward Work Programme	To review and agree the Forward Work Programme for the Select Committee.

Regular reports

Regular items	Frequency	Requested committee action (if known)
Policy and Strategy Framework – annual report	Annually - May	To enable the Select Committee to understand the relevant Policies and Strategies for the relevant services.
Highway and Transport Network Performance	Annually - May	To consider the performance of the network and identify any priorities to be considered as part of the annual review of the Transport Asset Management Plan (TAMP) in the light of this performance.
Performance of key highways contracts	Annually - May	To review the performance of key contracts for the highways service, including customer service.
Transport Asset Management Plan (TAMP)	Annually - November	To consider proposed amendments/updates for the TAMP
Forward Work Programme	Every meeting	To review and agree the Forward Work Programme for the Select Committee.
CES Enforcement Policy – Annual review	Annually - September	To review any proposed changes to the policy.
Trading Standards Service Plan	Annually – March	To review and consider the policy elements of the service plan.