

**Marriott's Way**  
**Improvement &**  
**Delivery Plan**  
**2015—2025**



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The Marriott's Way is England's longest disused railway trail at 26 miles. Parts of the trail have been used for walking, cycling and horse riding since the 1970s. The route is entirely in public ownership; with the majority of the route owned and managed by Norfolk County Council and other sections owned and managed by Norwich City Council and Broadland District Council. Around 110,000 people walk, cycle or ride on the Marriott's Way annually. About 385 cyclists per day on average use the Marriott's Way to cycle into the City. It is part of Sustrans National Cycle Route No. 1, Dover – Shetland and of the North Sea Cycle Route which goes through eight different countries and is the longest cycle route in the world at 6000km. The trail is a diverse habitat, home to a number of rare species. It follows the route of the River Wensum (which has been designated as a Special Conservation Area) upstream as far as Lenwade. The whole length of the Marriott's Way has been designated as a County Wildlife Site. Marriott's Way ends in Aylsham, from where the Bure Valley Path (managed by Broadland District Council) continues through to Wroxham and Hoveton.

The four local authorities (Norwich City Council, Norfolk County Council, Broadland District Council and South Norfolk Council) are all working closely together to improve the Marriott's Way as a route for walkers, cyclists, horse riders, and as an important wildlife corridor. Marriott's Way is an important component in the Green Infrastructure Strategy for the Greater Norwich Growth Area. Recently the Greater Norwich Growth Board (GNGB) has allocated funding for making improvements to the Marriott's Way as a commuting route through the Community Infrastructure Levy (CIL). With significant growth in the Greater Norwich Area planned for it is important that linked Green Infrastructure keeps pace. Marriott's Way can act as a sustainable artery between the City and the Countryside for walkers, cyclists and horse riders. In the financial year of 2014-15, £60,000 was allocated from the CIL programme for improving commuting by bike. A further CIL grant of £259,000 has been awarded in the 2015-16 financial year to improve the route.

The aim of this Improvement and Delivery Plan is to identify projects that will improve the Marriott's Way over the next ten years and to prioritise these projects so as to maximise the benefits to be gained from the funding available.

## 2

## Background

### 2.1 History of the Trail

The routes of the Marriott's Way and Bure Valley railway were originally constructed in two phases, starting with the Midland & Great Northern line. This was completed in 1882 and linked the Midlands to Melton Constable through Themelthorpe and then onto Norwich. The second phase was the Great Eastern Line, which was completed in 1883 and ran from Themelthorpe to Aylsham, then connecting through to Wroxham. The line was used to move troops in the First and Second World Wars, and continued to service passenger traffic until 1959. It was kept running to service the concrete industry at Lenwade, with the Themelthorpe Loop constructed in 1960 linking the two lines together to facilitate transport of concrete through Norwich and onto the Midlands. The line finally closed to all rail traffic in 1985. In line with many railway closures during this period, most of the railway track was removed. Other infrastructure was left in place, but much of this has become hidden and has fallen into a state of disrepair. A number of station buildings have been reused, but other elements of the railway such as the platforms are now concealed by undergrowth.





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## 2.2 Strategic Context

Marriott's Way is a strategically important route in a number of ways. It forms part of the Sustrans Route 1 Cycle Route (Hull to Harwich) and is also part of the North Sea Cycle Trail, which goes through a number of European countries. Its significance as a part of the Green Infrastructure network for Greater Norwich was identified in the Green Infrastructure Strategy of 2007 (where it formed the basis of the Norwich-Reepham-Aylsham Sub-Regional Green Infrastructure Corridor) and again in the Green Infrastructure Delivery Plan of 2009. As an established Green Infrastructure corridor, it provides a place for new and existing residents to visit and thus helps to mitigate against damage to sensitive Broads sites from disturbance by the increased numbers of people in the Greater Norwich area. The Trail helps to deliver the aims of the Norwich Area Transport Strategy of 2006 by providing a core cycling route that links the city centre to villages within commuting distance (Policy 13) and by helping to promote Active Transport (Policy 80). It is part of the Red Pedalway within the identified Core Cycling Network. Other Norwich Area Transport Strategy objectives are also delivered by the Trail; providing a viable alternative off-road route for cyclists will result in less congestion and improved road safety on the existing road network.

There is a long-term strategic aim of creating a 'Green Loop'; a new Trail for walkers and cyclists that is made up of the Marriott's Way, the Bure Valley Path and a new path through the Growth Area between Wroxham and Norwich that has been provisionally called the 'Broadland Way'. This would provide a circular route of about 50 miles that would link Norwich, Aylsham and Wroxham.

## 2.3 Aims for the Trail

### **Commuting**

A key goal for the Marriott's Way is to increase the number of walkers and cyclists using it as a way of getting to and from work in Norwich. The main section of the Trail used for commuting by bike is between Thorpe Marriott and Norwich.

### **Leisure**

- Economic Development – Signposting key stop-off locations, such as Reepham, the Bure Valley Railway and Whitwell station, will bring economic benefits to the surrounding communities in terms of increased revenues. The Trail also provides economic benefits to the County through attracting more holiday-makers to Norfolk. Enhancing what is offered to visitors will encourage greater numbers of tourists to visit the county. The route will need additional promotion both within Norfolk and outside it to attract more leisure users.
- Well-being – The route is extensively used by walkers and cyclists for leisure. Horse riding is also popular on particular stretches of the trail.
- Health – There are opportunities to reduce health-related costs to the health service, since the route offers exercise opportunities to local communities, especially as the route passes through some areas of high deprivation.

### **Community Involvement**

As well as running through the Northern part of the city of Norwich, Marriott's Way goes through a number of towns and villages. It is a valued facility for a wide variety of people within these communities, including walkers, cyclists, runners, horse riders, naturalists, railway history enthusiasts, dog walkers and families. It is one of relatively few places where a family with young children can go cycling together in safety.

In addition to those who currently use the Marriott's Way, there are plans for significant increase in the local population with an allocation of 40,000 new houses in Greater Norwich. The need for public green spaces where these additional residents can go without putting more pressure on the sensitive sites within the Broads will grow along with the local population.

The aim is to protect and enhance the Marriott's Way for the people who use and value it at present, encourage more people to use it and to promote greater involvement in the Trail by offering volunteering opportunities to help to manage it.



## **Trees and Biodiversity and Landscape**

Trees and scrub dominate the vegetation forming an almost continuous corridor as far as Reepham, although this becomes more scattered between Reepham and Aylsham. The woodlands are typically oak and hawthorn with occasional other locally frequent species such as sweet chestnut in the woods at Attlebridge. Train Wood in Norwich is a wet woodland with alder, ash and willow present. Large patches of scrub dominate some stretches, including bramble, blackthorn and bracken, with gorse. Habitat management along the length of Marriott's Way can enhance the habitat through rotational coppicing and management of the shrub to prevent encroachment.

The aims are to:

- improve woodland structure and habitat connectivity
- enhance ecosystem services provided by the woodland
- complement other management aims
- enhance the appearance of the Trail through landscape design and management
- provide information to Trail users about the biodiversity of the Marriott's Way corridor.

All tree management must sit within the legal and safety frameworks (e.g. Tree Preservation Orders, Conservation Areas, NCC Tree Safety Management Policy, Wildlife Acts and designations).

A number of rare and protected species can be found within the Marriott's Way corridor:

- Barbastelle Bats (Classified as Near Threatened on the IUCN Red List, protected in the UK under the Wildlife and Countryside Act, 1981, and classified as a Priority Species in the UK Biodiversity Action Plan) are using the route as a corridor to get from feeding areas to their roosts
- Slow Worms (also protected in the UK under the Wildlife and Countryside Act, 1981, and classified as a Priority Species in the UK Biodiversity Action Plan) also use the route.
- There are badger setts in places on the more rural sections of the Trail.
- There may be other species at risk that are not currently identified or recorded.

In managing the Marriott's Way, the aim is to increase biodiversity in general and to create conditions in which the rare and protected species that use the Trail corridor can thrive.

The Habitat Management Plan which was drawn up for the Marriott's Way to cover the five-year period between 2006-2011 is now in need of being rewritten.

Another key aim for Marriott's Way is to provide an attractive place for residents of north and north-east Norwich to visit so that less of them travel

out to the more sensitive sites of the Broads. This is particularly significant in the context of the numbers of new houses due to be built in the area, which will significantly increase the local population and could potentially be very damaging to the vulnerable Broads ecosystems if visitor numbers there were to increase significantly.

### **Heritage**

Visitors to the Marriott's Way can still discover many signs of its past as a railway. This is a key part of the character of the route. We aim to:

- Conserve and enhance the key elements of the remaining built industrial railway heritage and provide information about them to the public.
- Explore and disseminate railway-related archival resources documenting the varied history of the railways, from films and photographs, to the original plans for the railway.
- Show how the vegetation and wildlife that have colonised the route relate to its previous life as a working railway.

In order to achieve these aims, it would be desirable to draw up a Heritage management Plan for the route.

### **Access for All**

Marriott's Way is designed to provide access for all users other than motor vehicles and carriage drivers: walkers, cyclists, horse-riders and wheel-chair users. Being a former railway line and therefore flat, it is particularly suitable for use by people in wheelchairs and those with push-chairs. We should aim to increase the accessibility of the Trail by:

- Ensuring that the surface of the main Trail is suitable for wheelchairs and push-chairs
- Improving access routes onto the Marriott's Way to make sure that they are, where possible, of a surfacing material and gradient suitable for wheel-chair users and push-chairs
- Ensuring that any barriers used to stop motorbikes using the Marriott's Way do not also stop wheel-chair users from accessing the route
- Considering the needs of people with disabilities such as visual impairment when designing interpretation materials





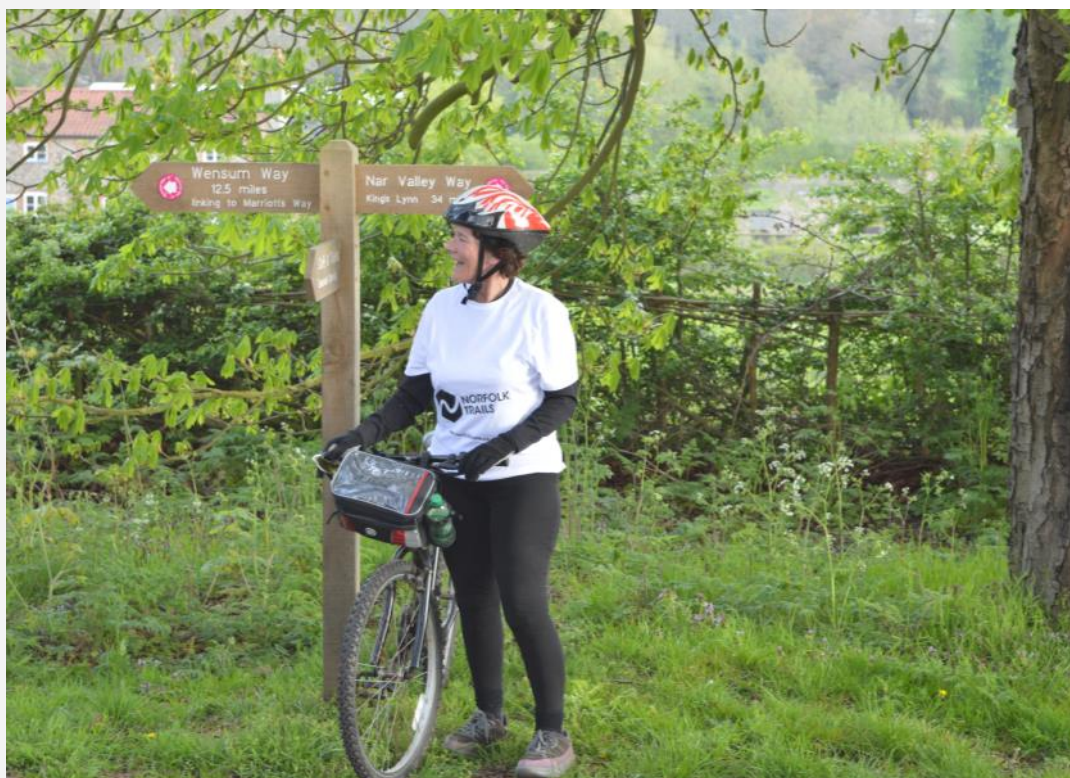


## 2.4 Trail users

Three 'people counters' have been installed on the Marriott's Way. These are located in the Themelthorpe Loop, at Woodgate Crossing near Aylsham and in Drayton.. They automatically record everyone who passes by them. Statistical analysis on this data, using the results of questionnaire surveys to determine the proportion of people who return on the same route, allows the calculation of a figure for the number of people using the Trail every quarter of the year.. There is also a bicycle counter at the Barn Road end of the Marriott's Way which records the number of cyclists that go past it.

The people counter results for the year 2014-15 suggest that there were 134,866 visits to the Trail during that year. The proportion of cyclists increases significantly in the section of the Trail between Thorpe Marriott and Norwich, where there is the greatest commuting use.

Sustrans carried out a questionnaire survey of users of the Marriott's Way over four days during February in 2015, asking questions of people using the Trail at Barn Road in Norwich. The results of this can be seen in Appendix 4.





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## 2.5 Management Structure/ Organisations Involved

### The Current Situation

At present, each section of the Marriott's Way is managed by the local authority that owns it. Norwich City Council manages the section within the city boundary with the exception of the Trail Wood section (which is owned by Norfolk County Council. Broadland District Council owns and manages the section between Costessey Lane in Drayton and Attlebridge, while Norfolk County Council looks after the rest. Co-ordination of management occurs through informal officer contacts rather than a formal management group. The route is promoted primarily through the Norfolk County Council 'Norfolk Trails' web-site ([www.norfolktrails.co.uk](http://www.norfolktrails.co.uk))

A number of other organisations have a role in the management of the Marriott's Way. These include:

- **Greater Norwich Growth Board (GNGB)**  
The partners consist of Broadland District Council, Norwich City Council, South Norfolk Council, Norfolk County Council, and the New Anglia Local Enterprise Partnership (LEP)) which work together to manage delivery of the joint Annual Growth Programme derived from the annual Business Plans of the partner authorities.
- **GNGB - Green Infrastructure Project Delivery Group**  
This group has been set up by the partner organisations within the Greater Norwich Growth Board to consider green infrastructure requirements and make recommendations to the Growth Board about project funding decisions.
- **Marriott's Way Green Infrastructure Project Delivery Group**  
This is one of the partnership sub-groups that have been set up to plan and deliver the projects identified by the Green Infrastructure Project Delivery Group. Its membership comprises officers from Norfolk County Council, Norwich City Council, Broadland District Council, South Norfolk Council, the Norwich Fringe Project and Sustrans.
- **Norwich Fringe Project**  
This is a partnership funded countryside management project: covering a 4-mile radius around Norwich. Their overall aim is to work with local communities to look after and manage the countryside on their doorstep. They have done a considerable amount of work in managing the section of Marriott's Way within the Norwich City Council administrative area.

## 2.6 Community Stakeholder Groups

A number of community-based groups along the route of the Marriott's Way have an interest in the route and can play an important part in its future development. These include the following:

- **Friends of Train Wood**  
They are a group who have come together to protect and enhance the Train Wood woodland, its rights of way, railway heritage, riverbank and the start of the Marriott's Way.
- **Friends of Norwich City Station**  
They are a voluntary group with a keen interest in preserving the remains of the M&GN Norwich City Station and Hellesdon Station.
- **Wensum River Parkway Partnership**  
The Wensum River Parkway Partnership, which is led by The Norwich Society, and Norwich HEART, was founded in order to improve the management and development of access to the River Wensum through the City of Norwich. It is working with Norwich City Council, Norfolk County Council and the Broads Authority to produce a Wensum River Parkway Strategy.
- **The Whitwell & Reepham Preservation Society**  
They are a Trust based in Whitwell station, and maintain a working railway, running steam and diesel engines on the line.
- **Walking groups**  
Norfolk Rambler groups help local people enjoy walking by organising regular walks led by local experts and help protect the places they walk. There are seven different local groups within Norfolk Ramblers.
- **Cycling groups**  
Sustrans is a leading UK charity enabling people to travel by foot, bike or public transport. Their National Cycle Route 1 follows the Marriott's Way from Norwich to Reepham. Norfolk CTC is part of the national cycling charity which promotes all forms of cycling and protects the interests of existing and would-be cyclists.



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## 2.7 Current Funding and Current Funding Bids

### **Community Infrastructure Levy (CIL)**

#### ***Project Name: Marriott's Way Walking and Cycling Improvements***

CIL funding of £60,000 for the Marriott's Way has been awarded for 2014/15 by the Greater Norwich Growth Board to make improvements that increase the numbers of commuters. A further £250,000 has been awarded for improvements to the route to be carried out during 2015/16. The Marriott's Way Green Infrastructure Project Group, working with local community groups, will complete the project.

### **Section 106 Funding in Aylsham**

A Section 106 agreement has been reached with the developers of a site adjacent to Marriott's Way in Aylsham which is being developed for housing and sports pitches. They will fund improvements to the surface of the Trail in the section between their development site and the end of the Marriott's Way in Aylsham.

### **Heritage Lottery Fund (HLF) bid (first stage pass given in June 2015)**

This project will bring together for the first time the industrial built heritage, documentary history and natural heritage of the Marriott's Way and Bure Valley Path (MW & BVP). The heritage we will make accessible and readily interpretable includes: maps, documents, photographs, railway portable materials (such as signs) and railway infrastructure (such as gates, signalling remains, culverts, platforms and bridges). We will engage people in oral history recording projects to capture their memories of the two railways, and we intend to explore the railways' First World War connections, making greater use of the existing artwork about the First World War on the route at Lenwade. Using documentary and physical sources, a series of stories will be collected describing the railway's story during this period when it was at its height as a conduit between Norfolk's small towns and villages, and international travel via Norwich and beyond.

The vision for the project also includes providing information on the 'after-life' of the railways, their adoption as walking, horse-riding and cycling routes, and the recognition of the Marriott's Way as an important habitat with its designation as a County Wildlife Site. This aspect of the project will explore how wildlife has colonised the railway and how best to manage the site in the future as a wildlife park with a volunteer management group. A really important aspect of the project is relating this change and more generally the importance of disused railways as nature reserves and habitats in a changing agricultural and settlement landscape.

### **Life + bid**

Green Infrastructure on the urban fringes of our towns and cities is a precious resource, but is often neglected and badly managed with inadequate attention given to it in the planning process and ends up being undervalued, underused and even derelict.

- The legislation and the planning process is complex and people have difficulty understanding it: professionals working in the planning sector often have a limited knowledge about the EU legislation and are worried when confronted with it; communities and local people recognise the value of green space but have difficulty engaging successfully with the planning process or management plans.
- Information to back up either professionals or the general public wanting to get involved in planning and managing their local Green Infrastructure is disparate and hard to find. Green Infrastructure often ends up being located in places that are convenient for developers but not close to populations and insufficient consideration is given to linking up habitats and species in a wider area.
- The centre of our historic towns and cities have been protected and cherished while commercial operations including distribution warehouses, small manufacturing and large retail sites have been pushed out to the urban fringes; the increasing pressure from car use has also generated road networks on the urban fringes which create barriers and sever Green Infrastructure corridors. Public, private and community sectors do not work effectively together to plan and manage the Green Infrastructure on the urban fringes.
- People are discouraged from using available Green Infrastructure in urban fringe areas for either commuting or leisure as it is unwelcoming, poorly lit and signed and perceived to be unsafe. People are also taking less exercise and using cars more adding to carbon emissions and putting pressures on the health service.
- This project will demonstrate the value of green infrastructure for the community through local pilot initiatives; communicate this to a wide audience of key stakeholders including professionals and planners, land-owners, developers, politicians and local communities; look at new innovative ways for public, private and community/ voluntary sectors working together to achieve the best outcomes for its management; and influence planning outcomes for the future..

## Survey of the Marriott's Way

# 3

A survey was carried out along the whole length of Marriott's Way in Winter 2014/15. The locations of features such as bridges, information boards and artworks were recorded using a GPS (Geographical Positioning System) device, and a photograph was taken of the feature. The same thing was done with any problem areas on the route, such as muddy sections or places where the existing path surface has been badly eroded.

The following maps show the results of the survey. The photographs referred to on the maps can be found in Appendix 1

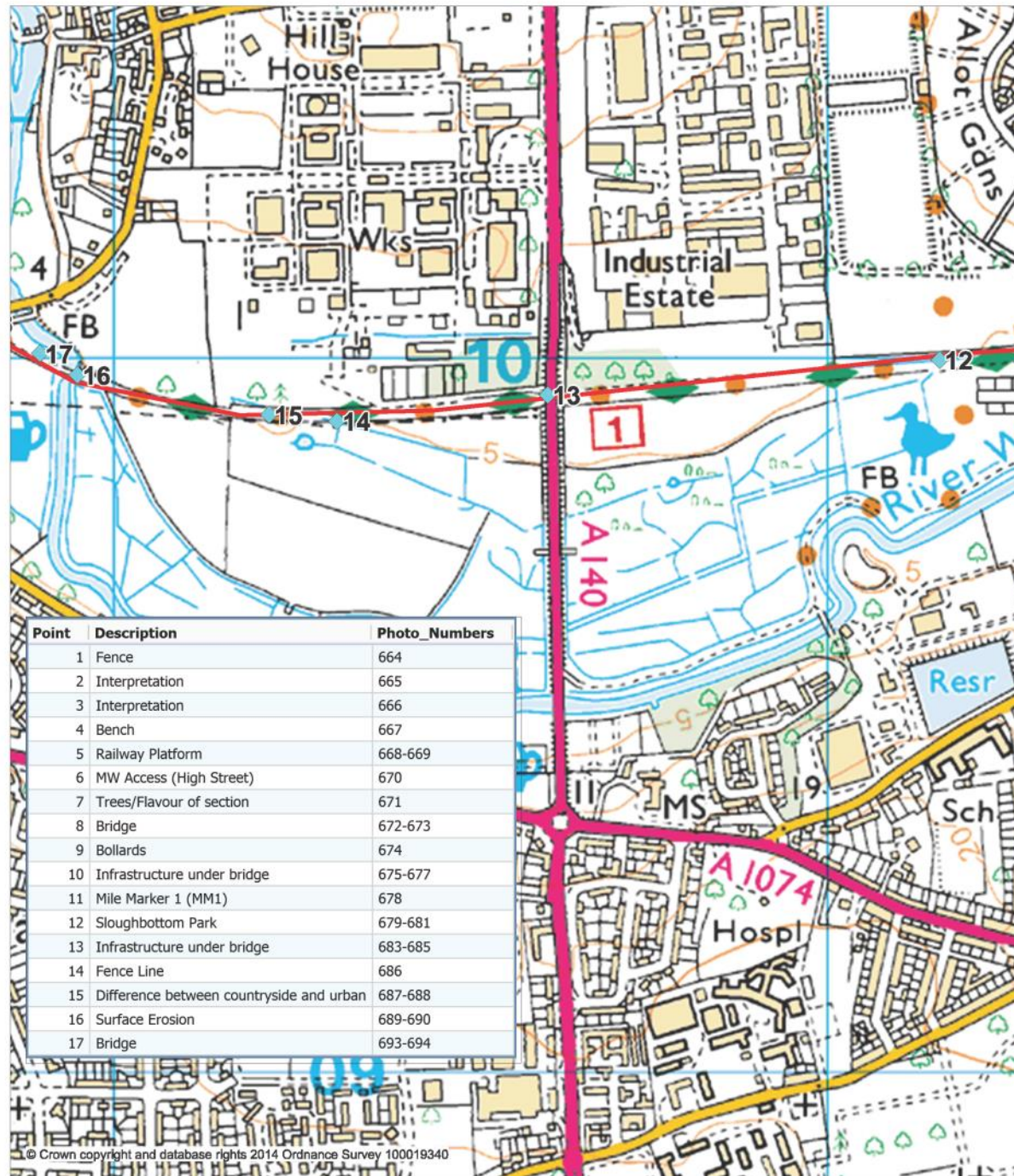




## Issues on Marriott's Way: Barn Road To Sweet Briar Road Bridge

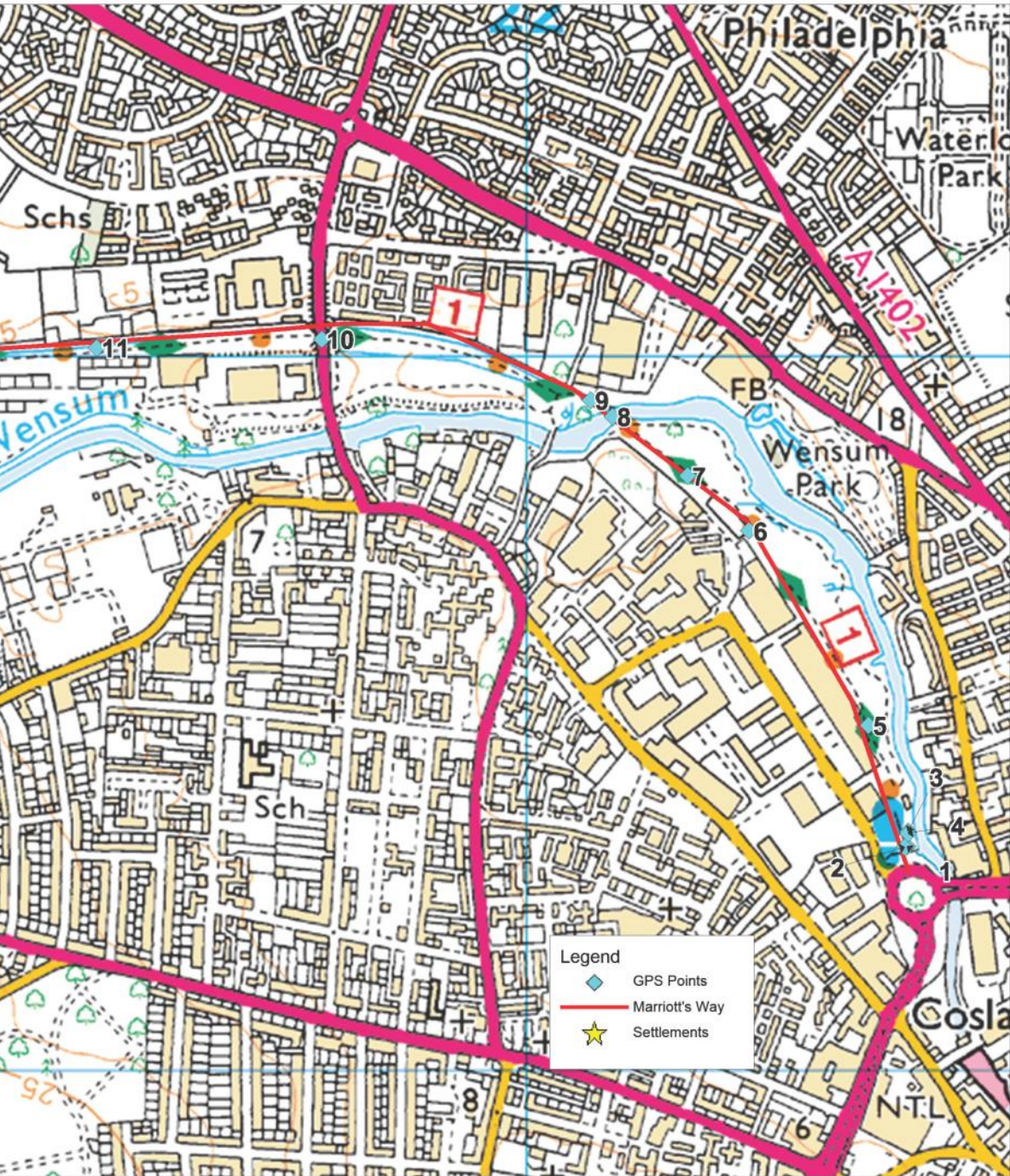
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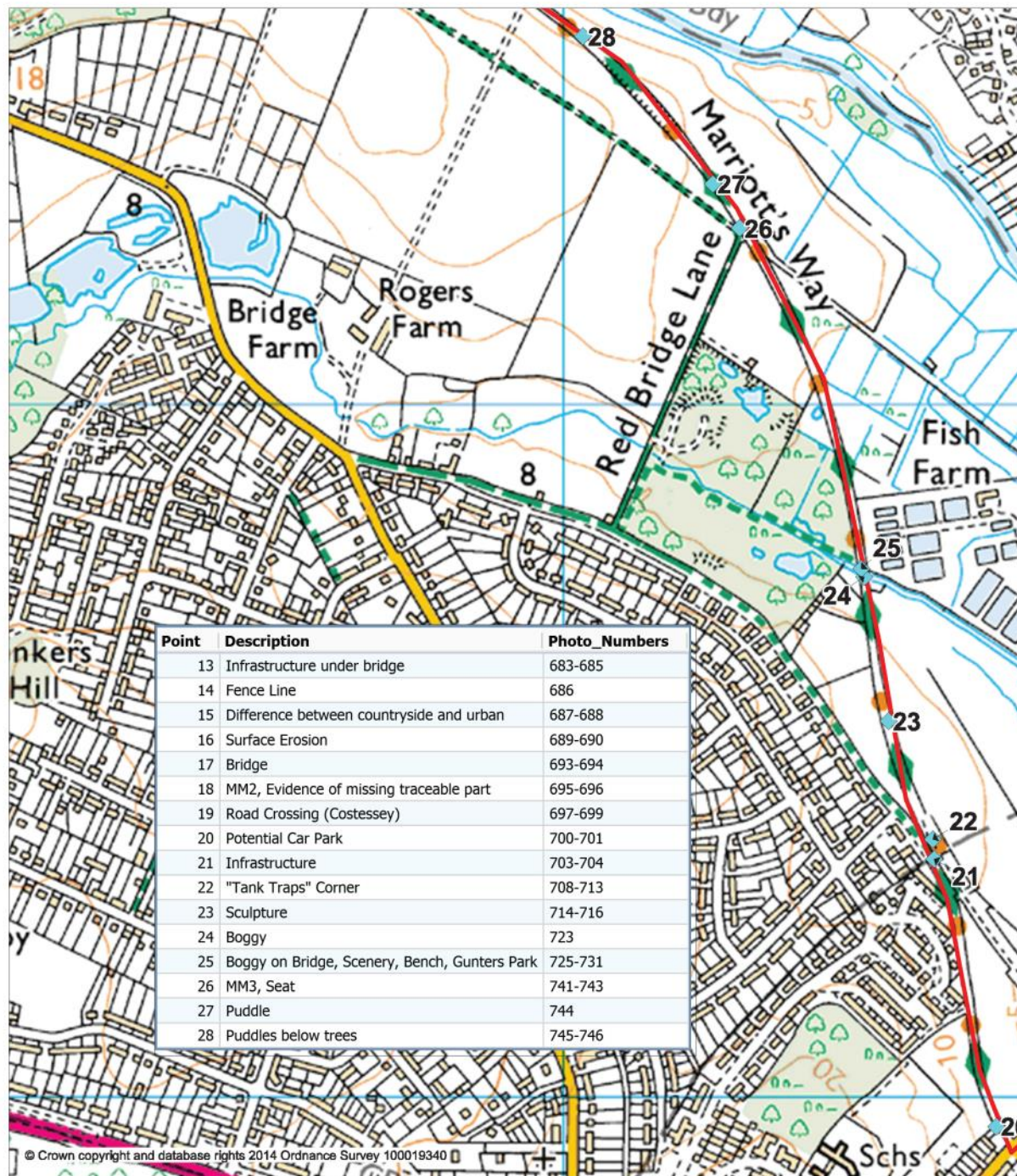




## Issues on Marriott's Way: Sweet Briar Road Bridge To Red Bridge

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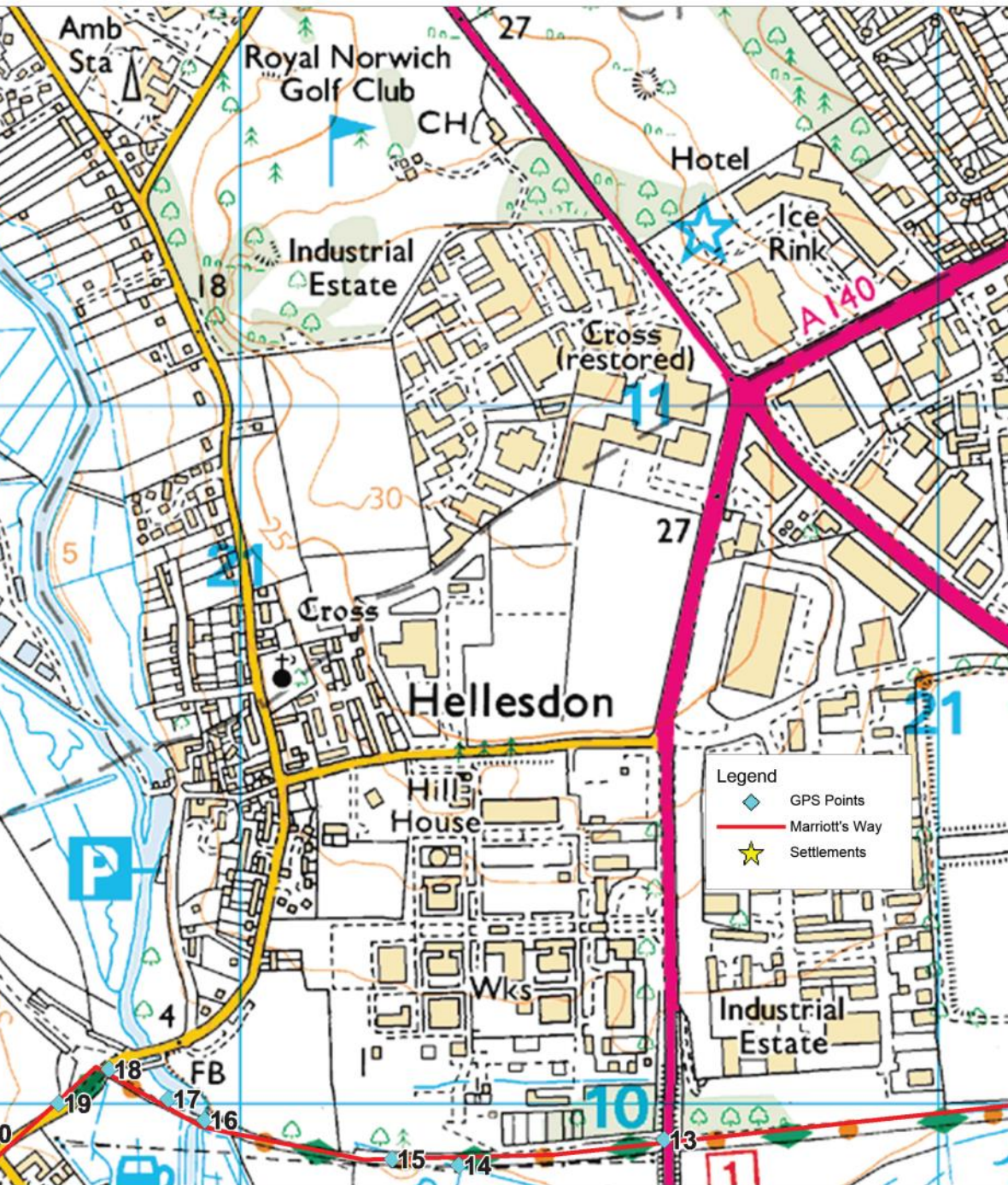
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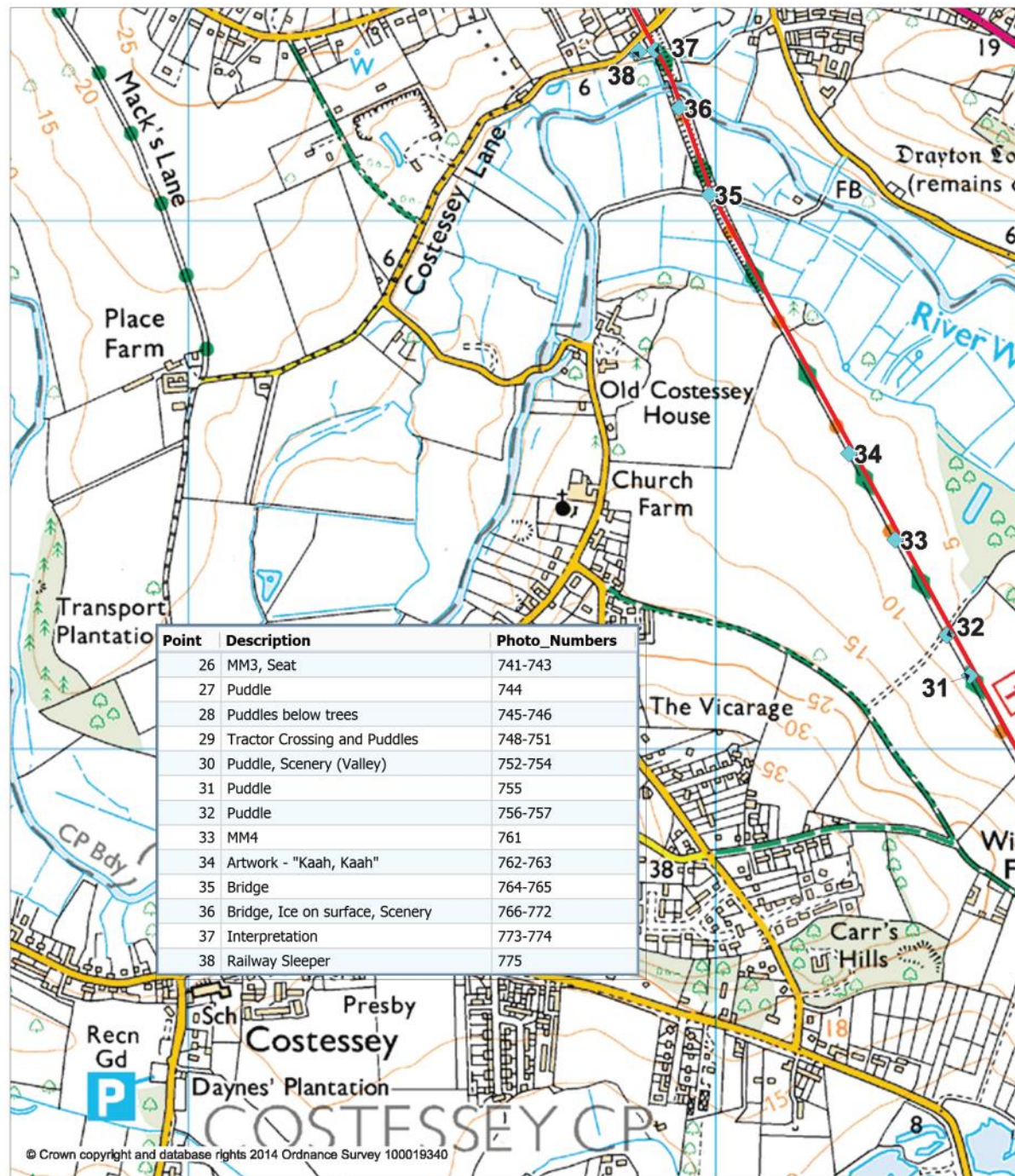




## Issues on Marriott's Way: Red Bridge Lane To Costessey Lane

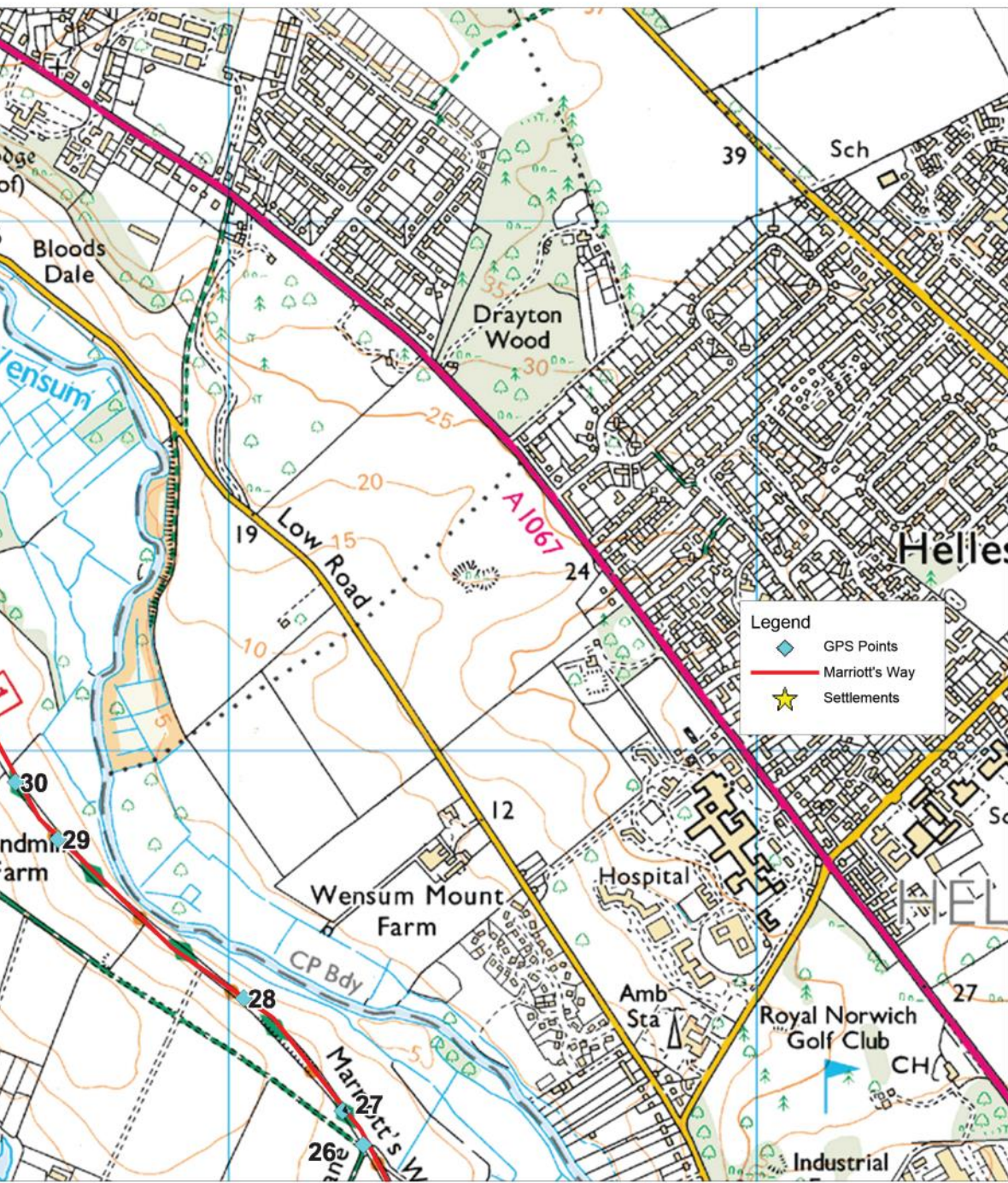
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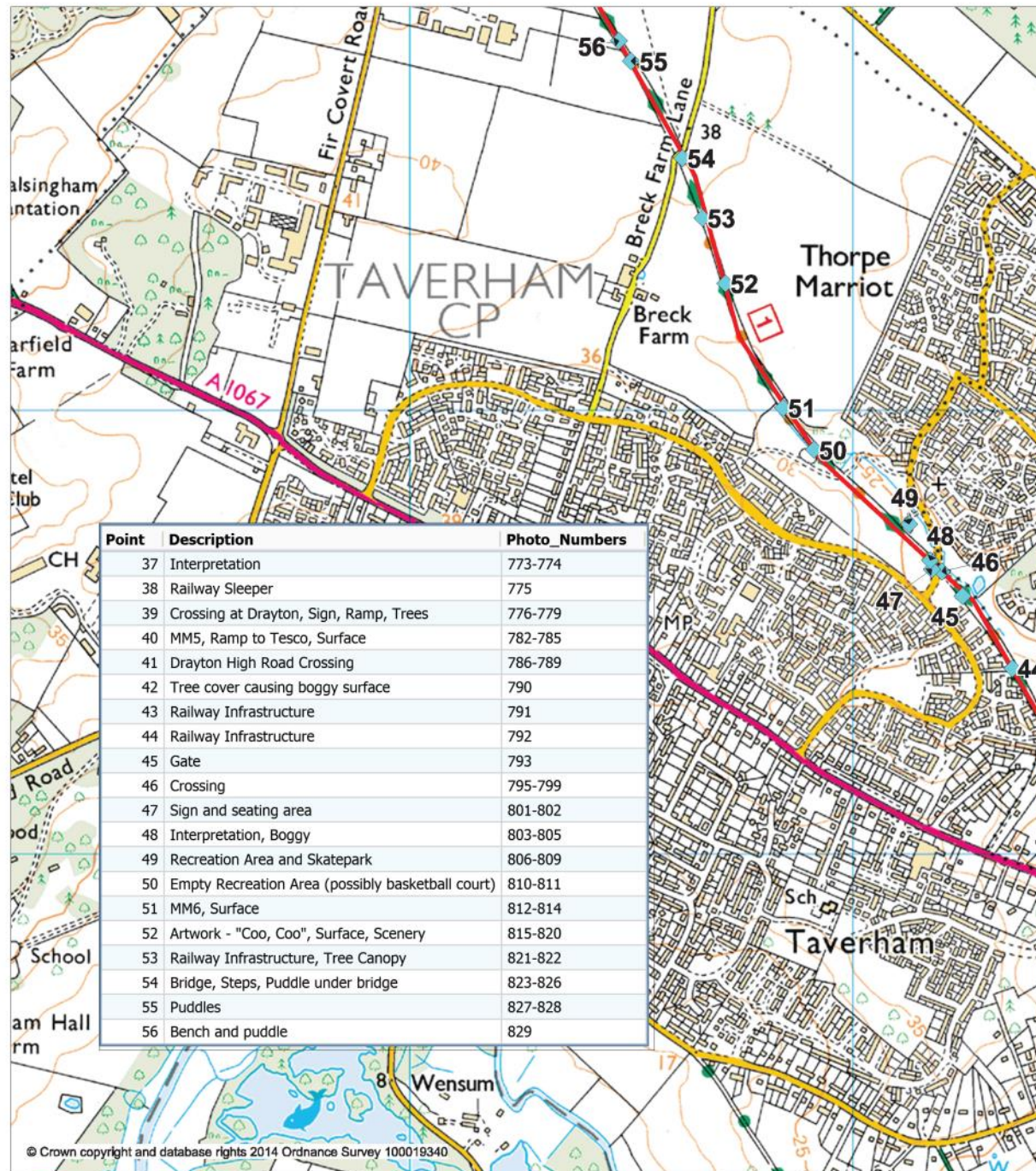




## Issues on Marriott's Way: Costessey Lane To Breck Farm Lane

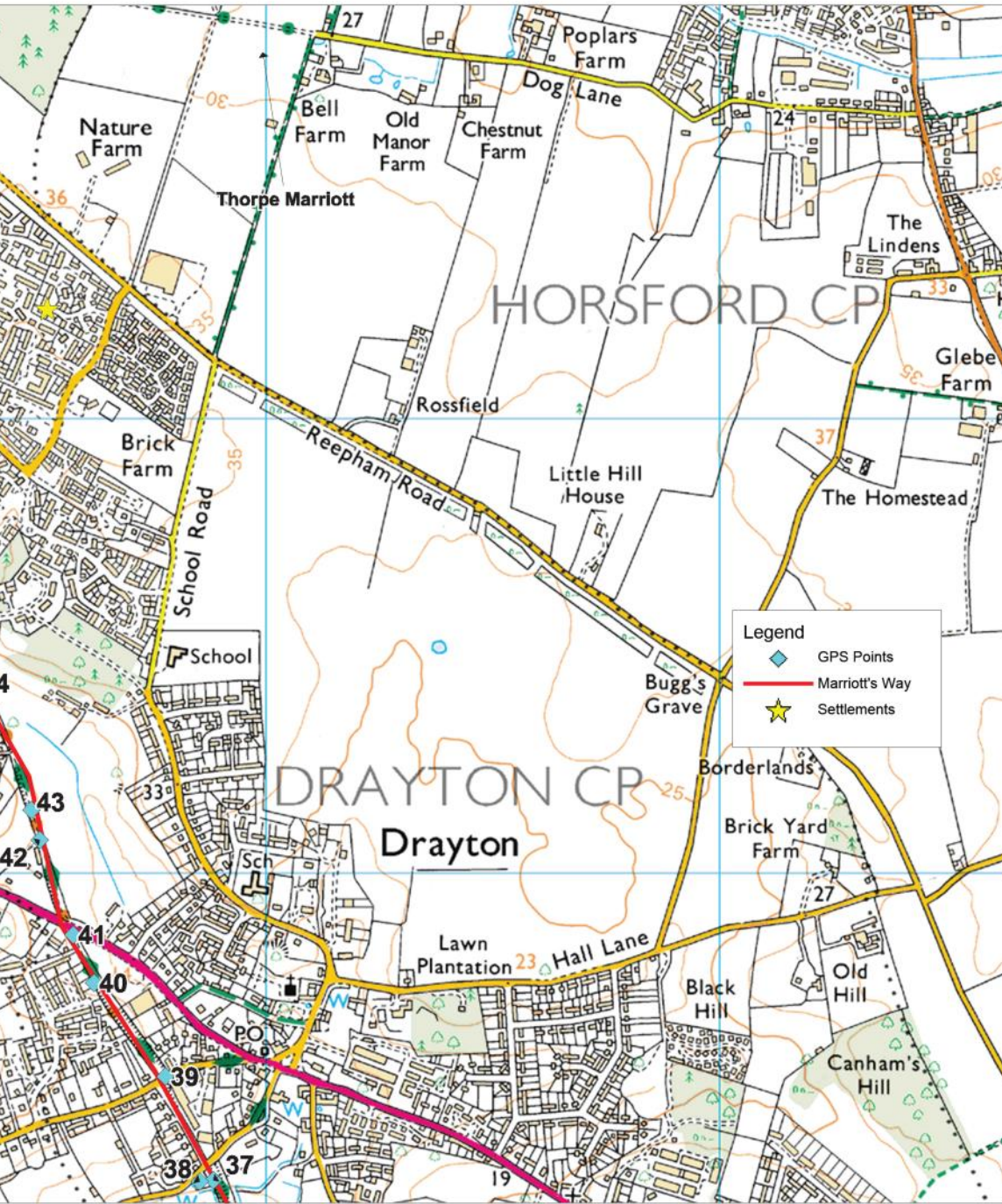
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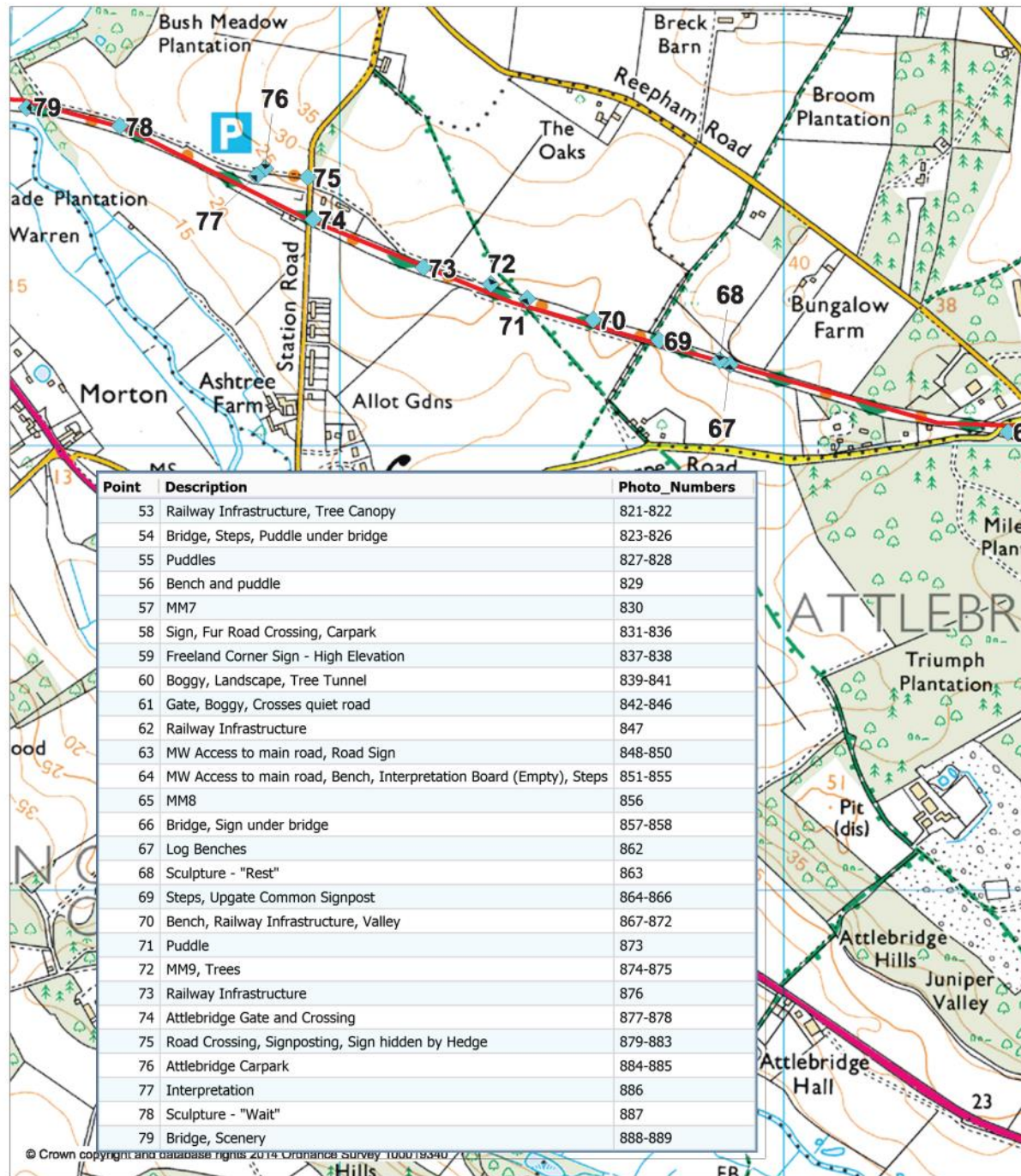




## Issues on Marriott's Way: Breck Farm Lane To Station Road

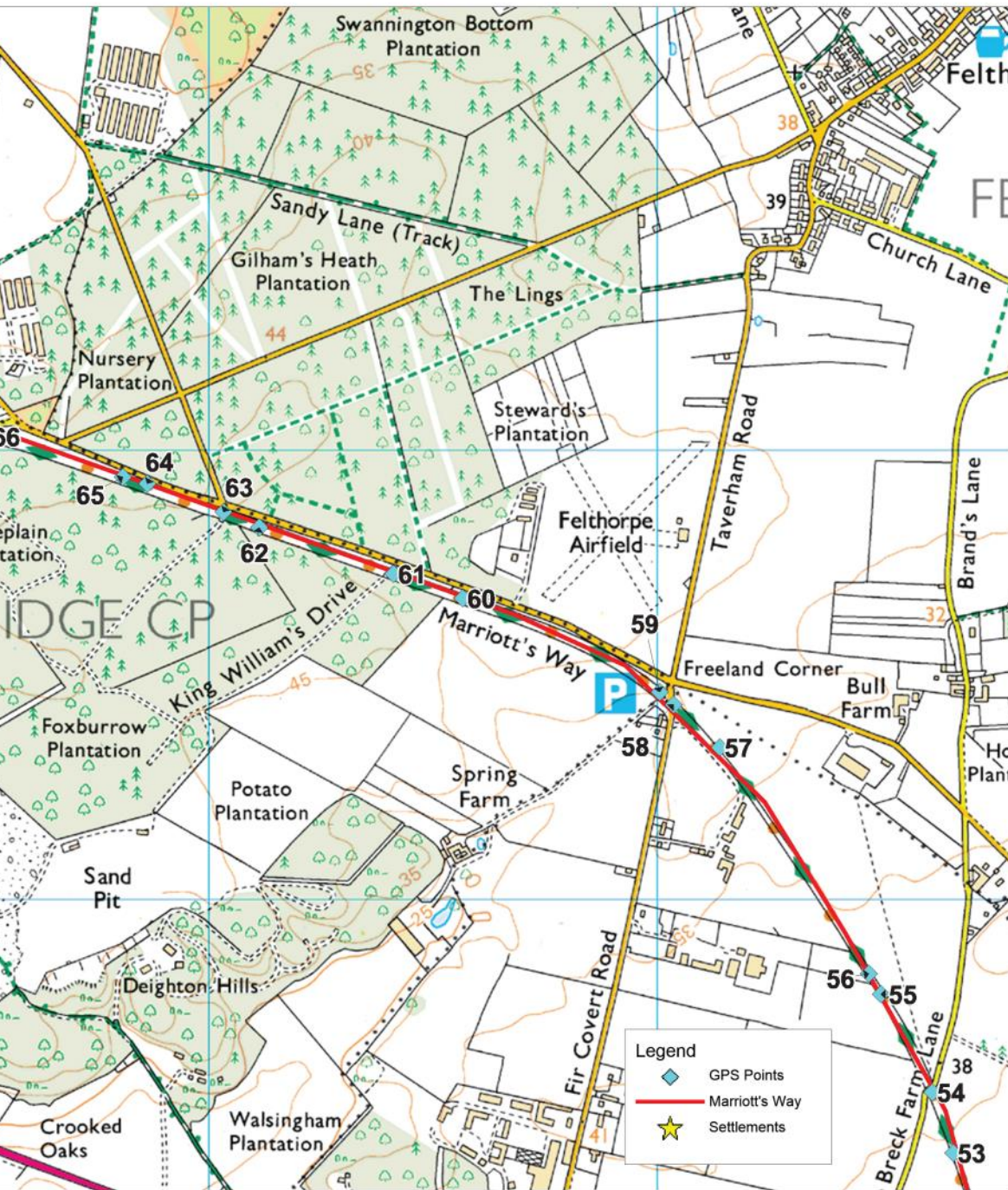
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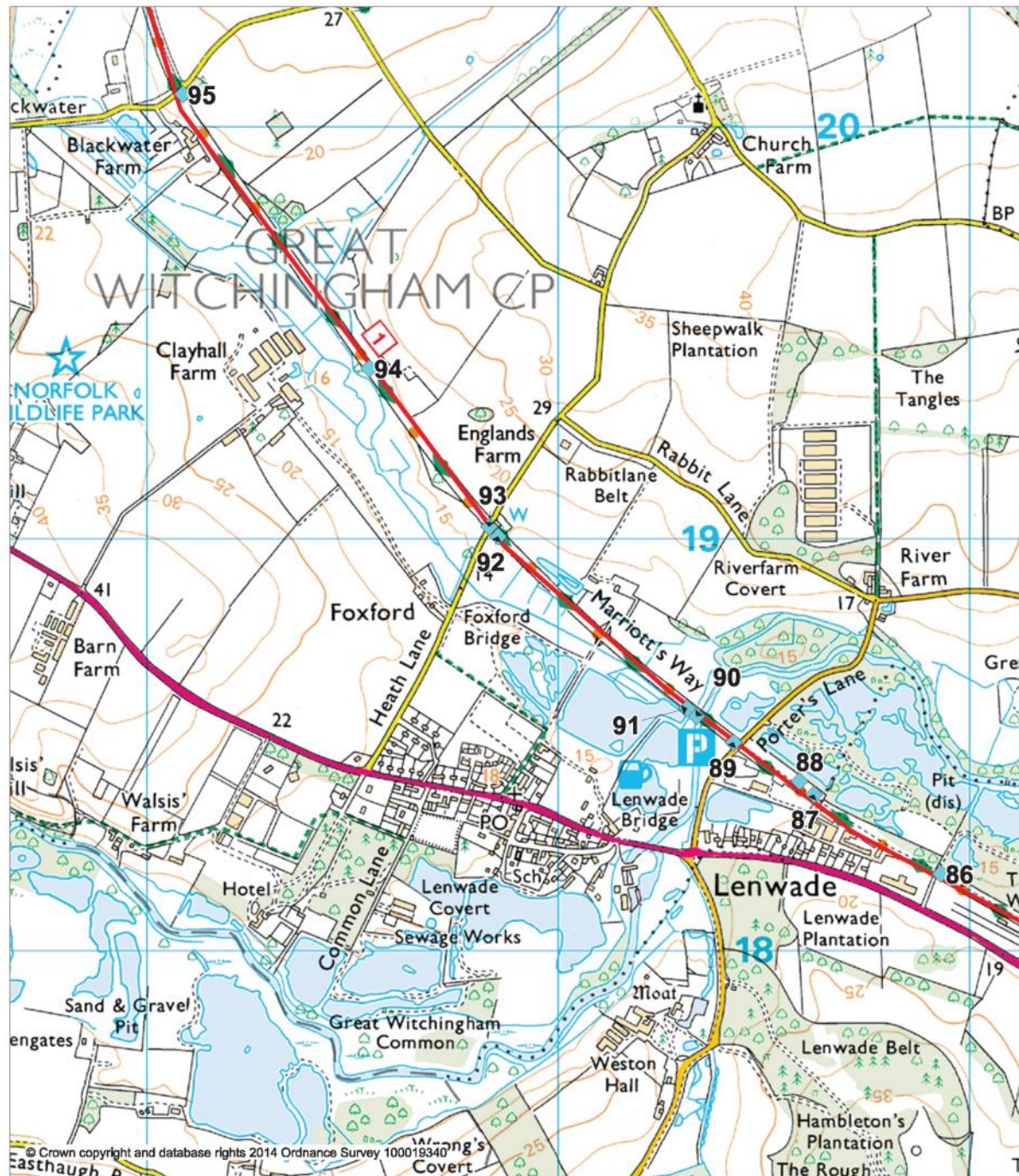




## Issues on Marriott's Way: Station Road To Blackwater Lane

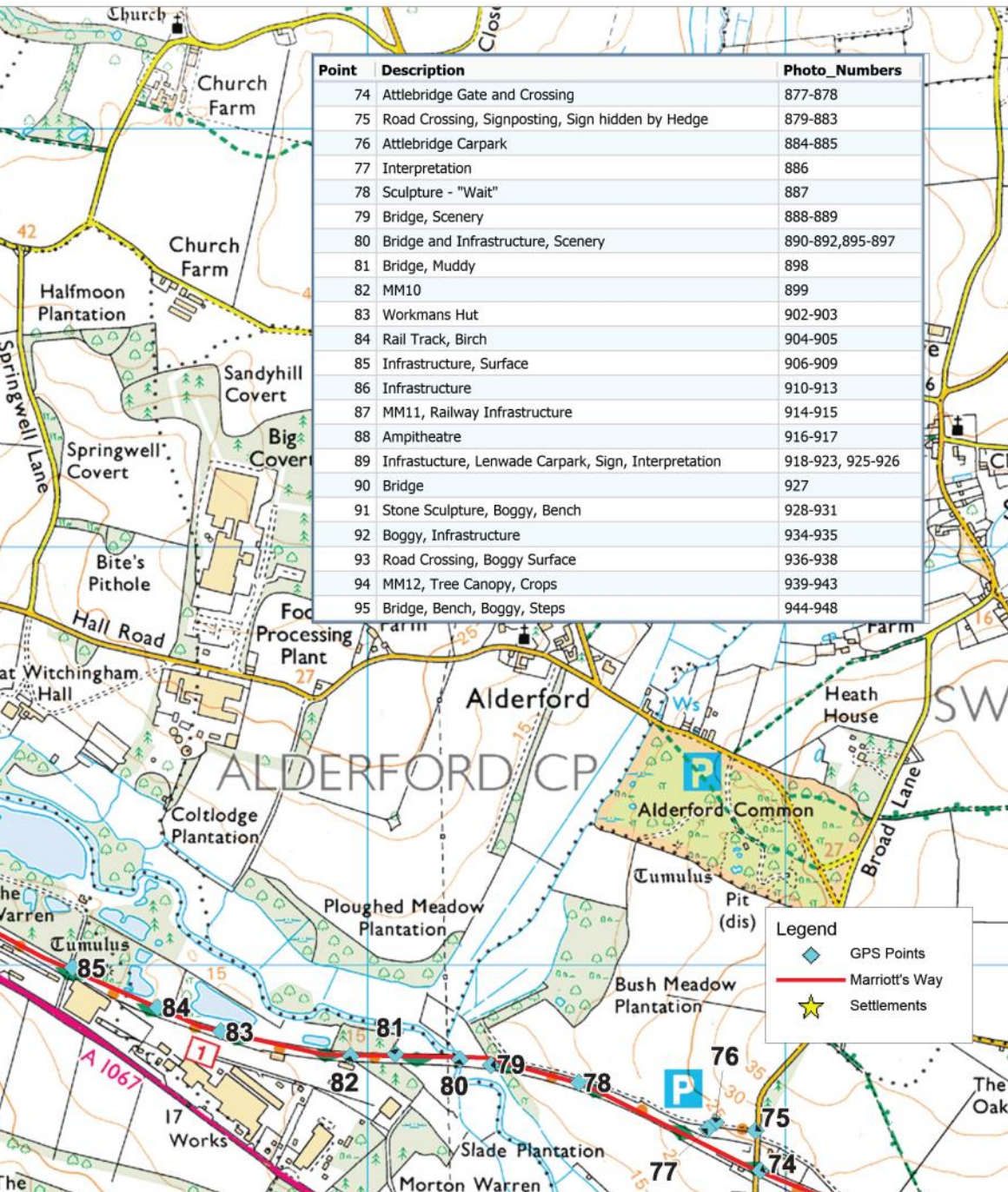
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Point	Description	Photo Numbers
74	Attlebridge Gate and Crossing	877-878
75	Road Crossing, Signposting, Sign hidden by Hedge	879-883
76	Attlebridge Carpark	884-885
77	Interpretation	886
78	Sculpture - "Wait"	887
79	Bridge, Scenery	888-889
80	Bridge and Infrastructure, Scenery	890-892,895-897
81	Bridge, Muddy	898
82	MM10	899
83	Workmans Hut	902-903
84	Rail Track, Birch	904-905
85	Infrastructure, Surface	906-909
86	Infrastructure	910-913
87	MM11, Railway Infrastructure	914-915
88	Ampitheatre	916-917
89	Infrastructure, Lenwade Carpark, Sign, Interpretation	918-923, 925-926
90	Bridge	927
91	Stone Sculpture, Boggy, Bench	928-931
92	Boggy, Infrastructure	934-935
93	Road Crossing, Boggy Surface	936-938
94	MM12, Tree Canopy, Crops	939-943
95	Bridge, Bench, Boggy, Steps	944-948

**Legend**

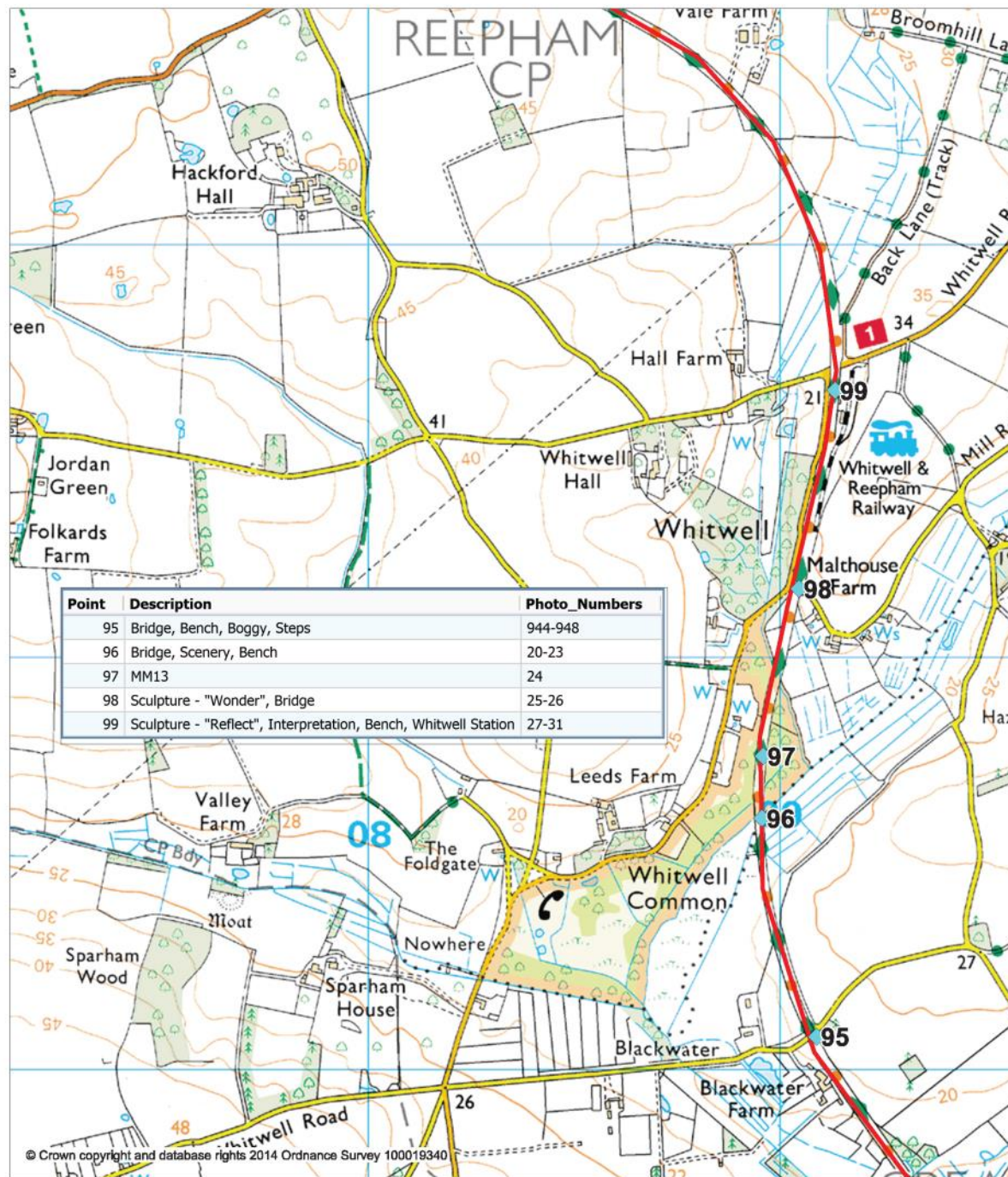
- GPS Points
- Marriott's Way
- Settlements



## Issues on Marriott's Way: Blackwater Lane To Whitwell Road

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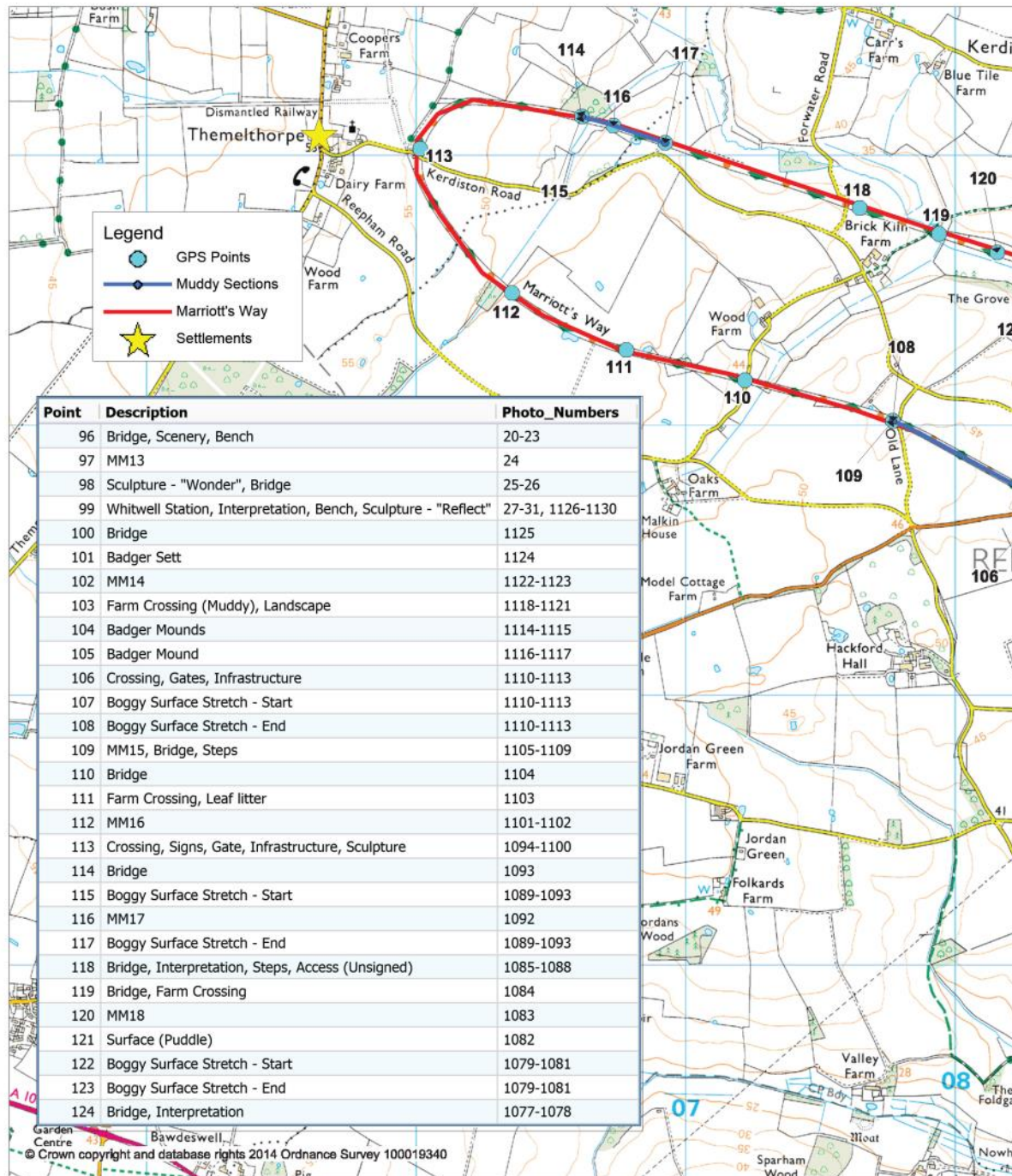
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## Issues on Marriott's Way: Whitwell To Reepham

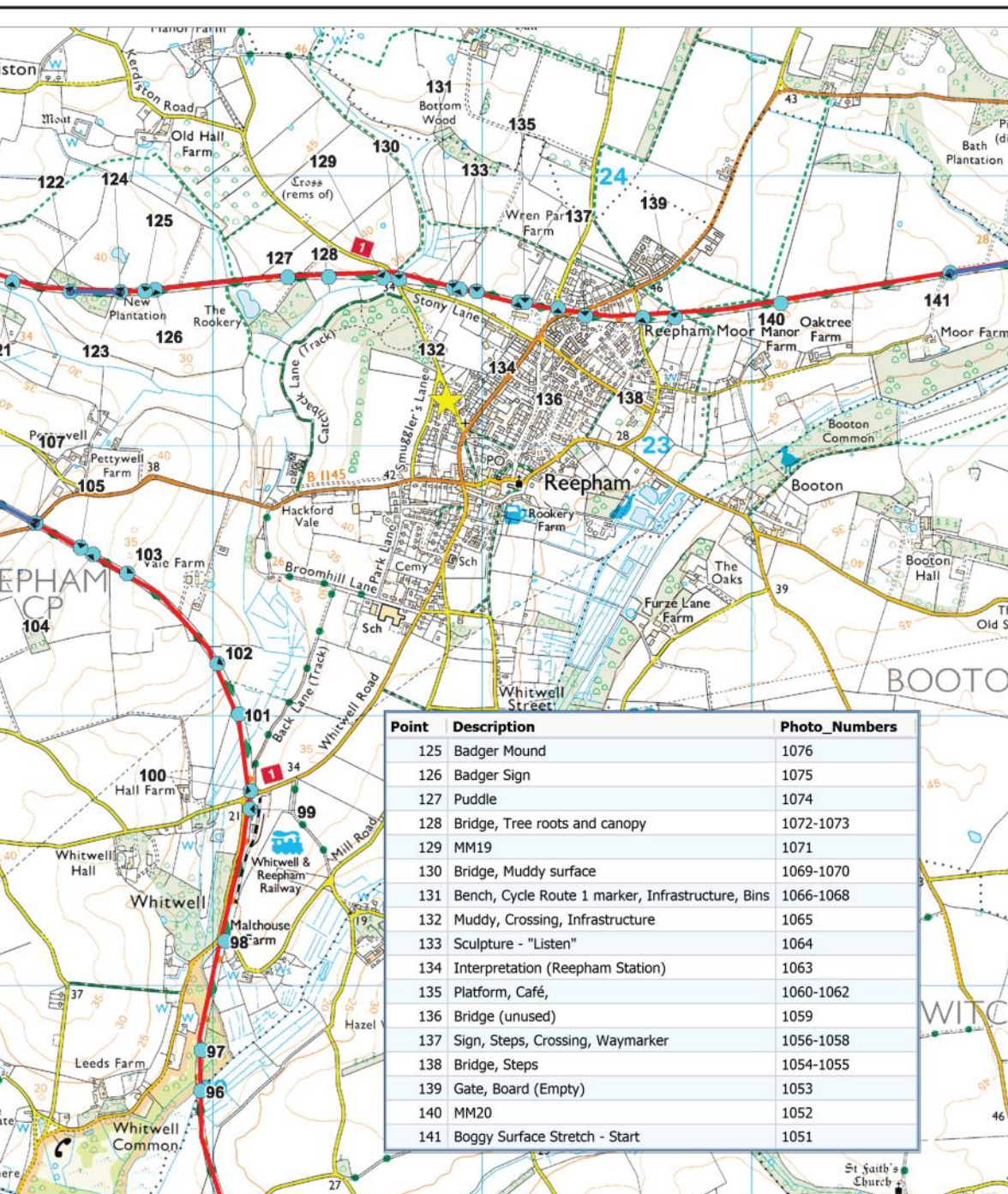
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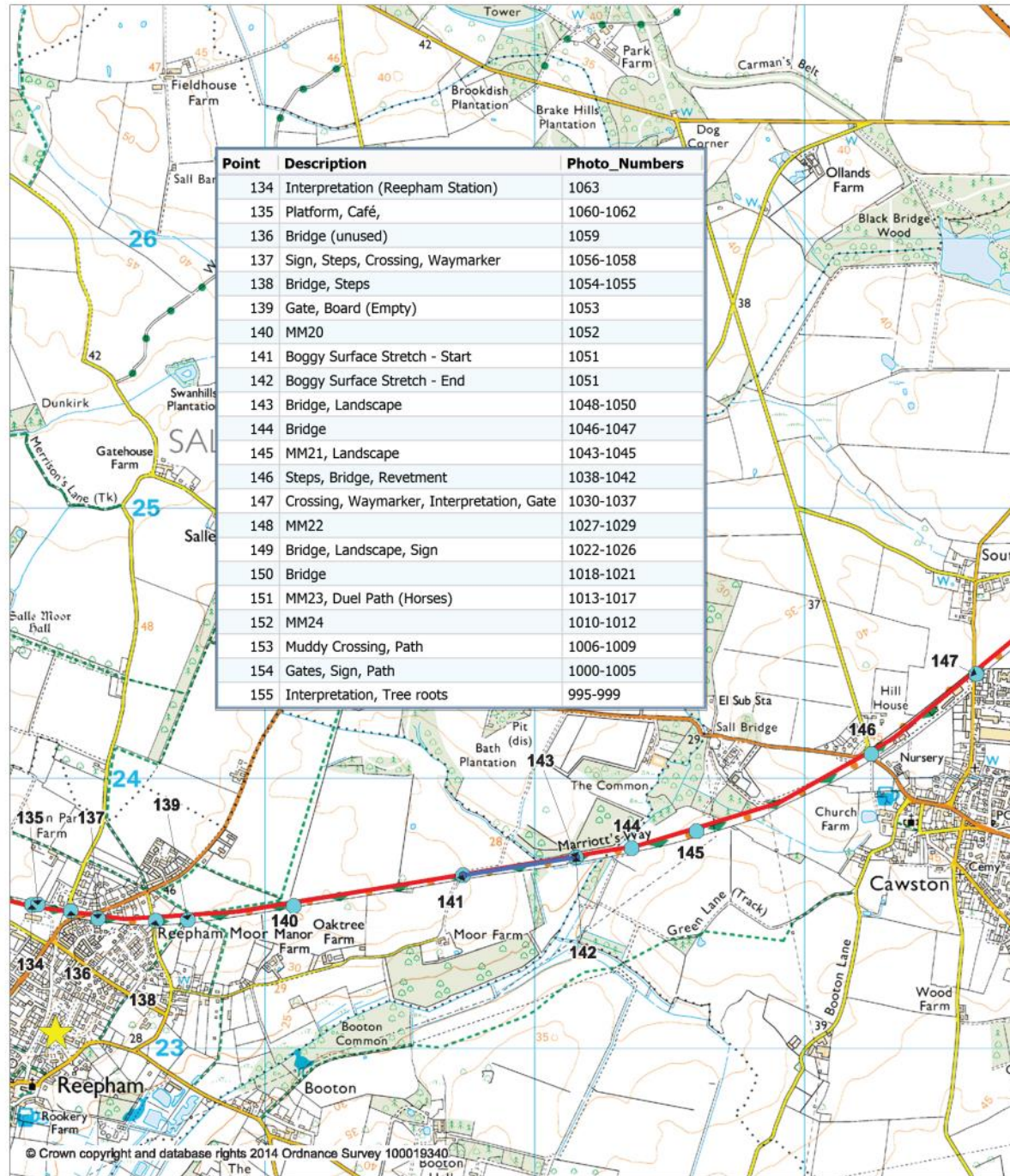
Point	Description	Photo_Numbers
125	Badger Mound	1076
126	Badger Sign	1075
127	Puddle	1074
128	Bridge, Tree roots and canopy	1072-1073
129	MM19	1071
130	Bridge, Muddy surface	1069-1070
131	Bench, Cycle Route 1 marker, Infrastructure, Bins	1066-1068
132	Muddy, Crossing, Infrastructure	1065
133	Sculpture - "Listen"	1064
134	Interpretation (Reepham Station)	1063
135	Platform, Café,	1060-1062
136	Bridge (unused)	1059
137	Sign, Steps, Crossing, Waymarker	1056-1058
138	Bridge, Steps	1054-1055
139	Gate, Board (Empty)	1053
140	MM20	1052
141	Boggy Surface Stretch - Start	1051



## Issues on Marriott's Way: Reepham To Sankence Lane

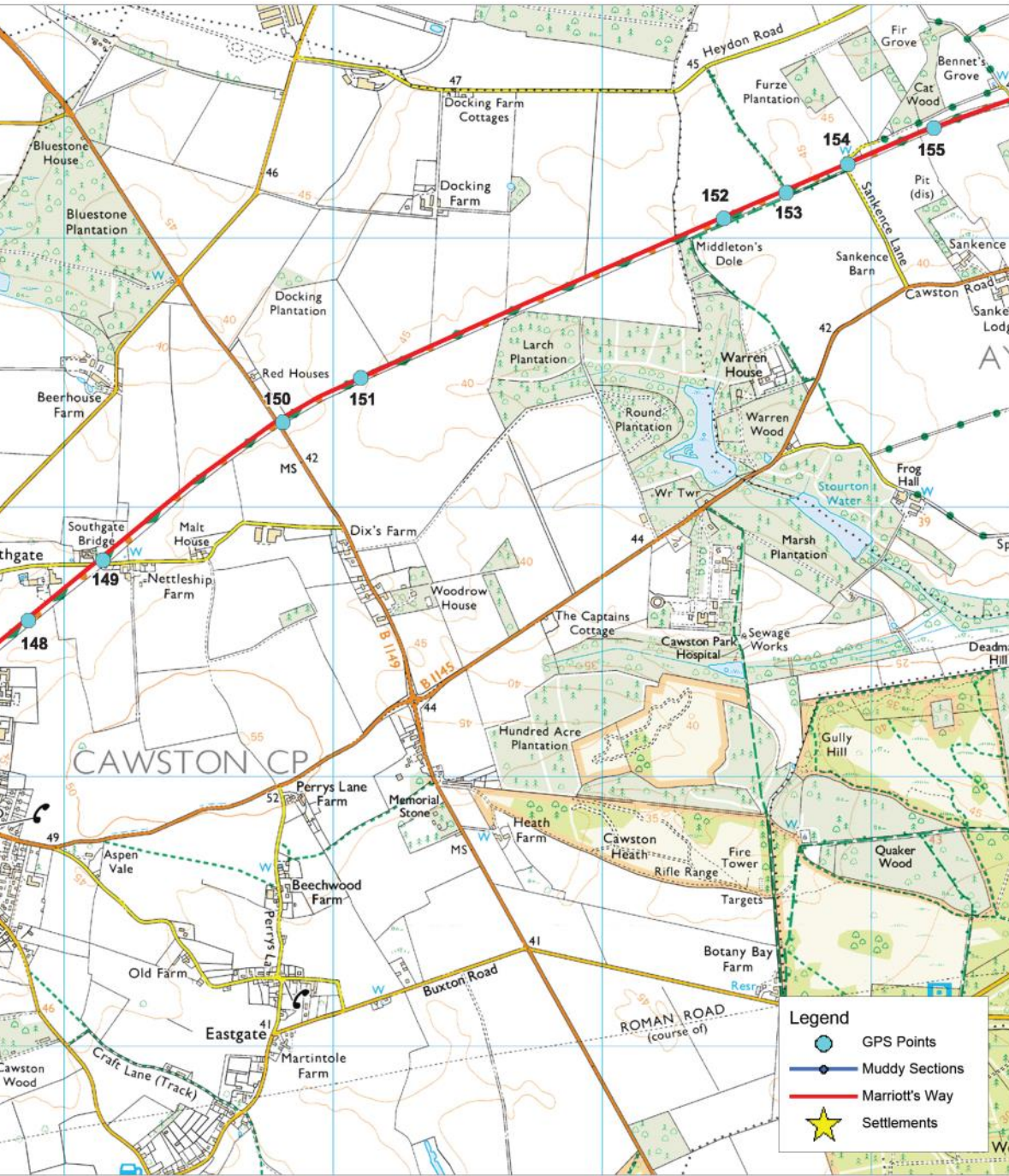
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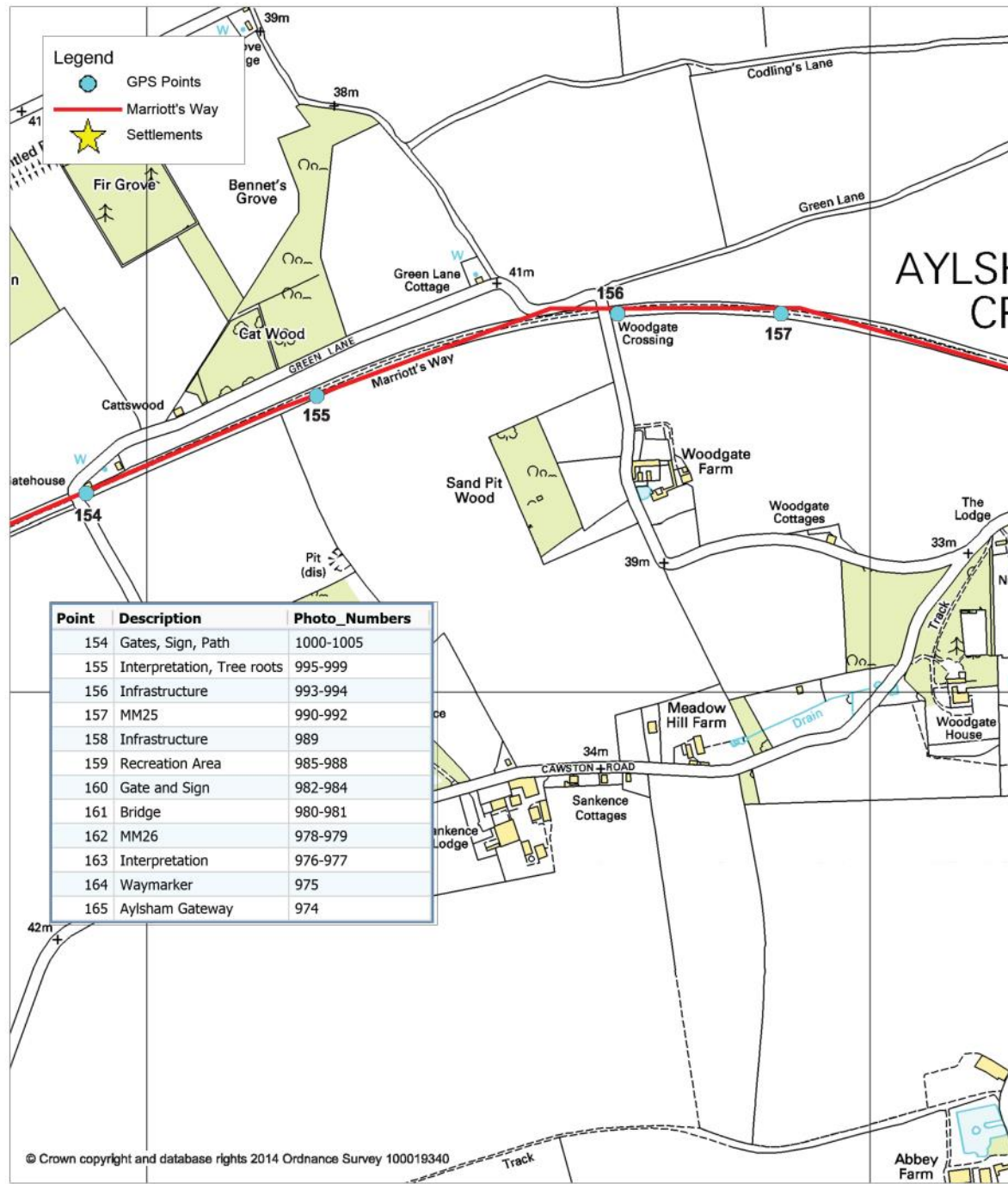
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## Issues on Marriott's Way: Sankence Lane To Aylsham

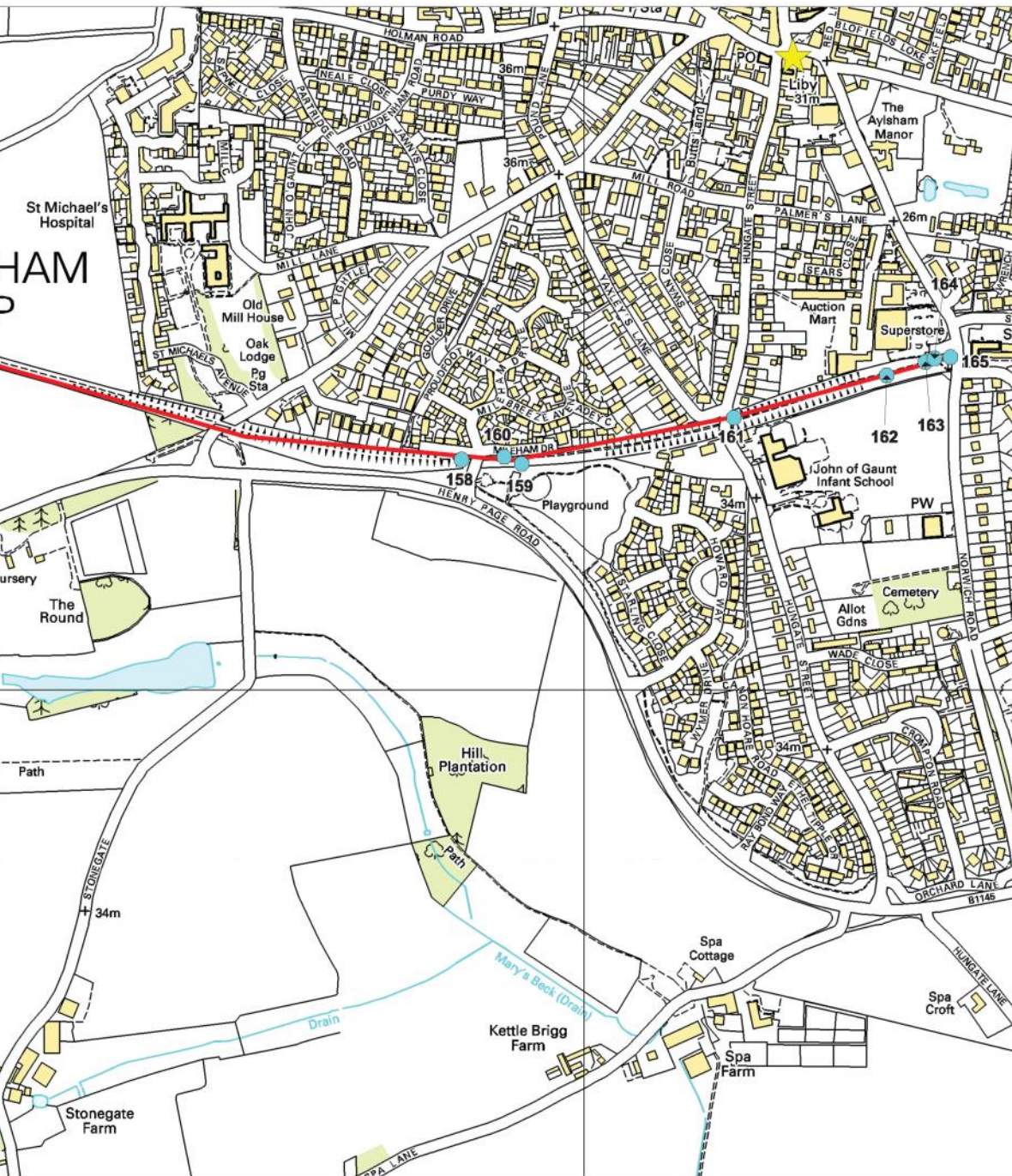
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Compiled by Matthew Thorne





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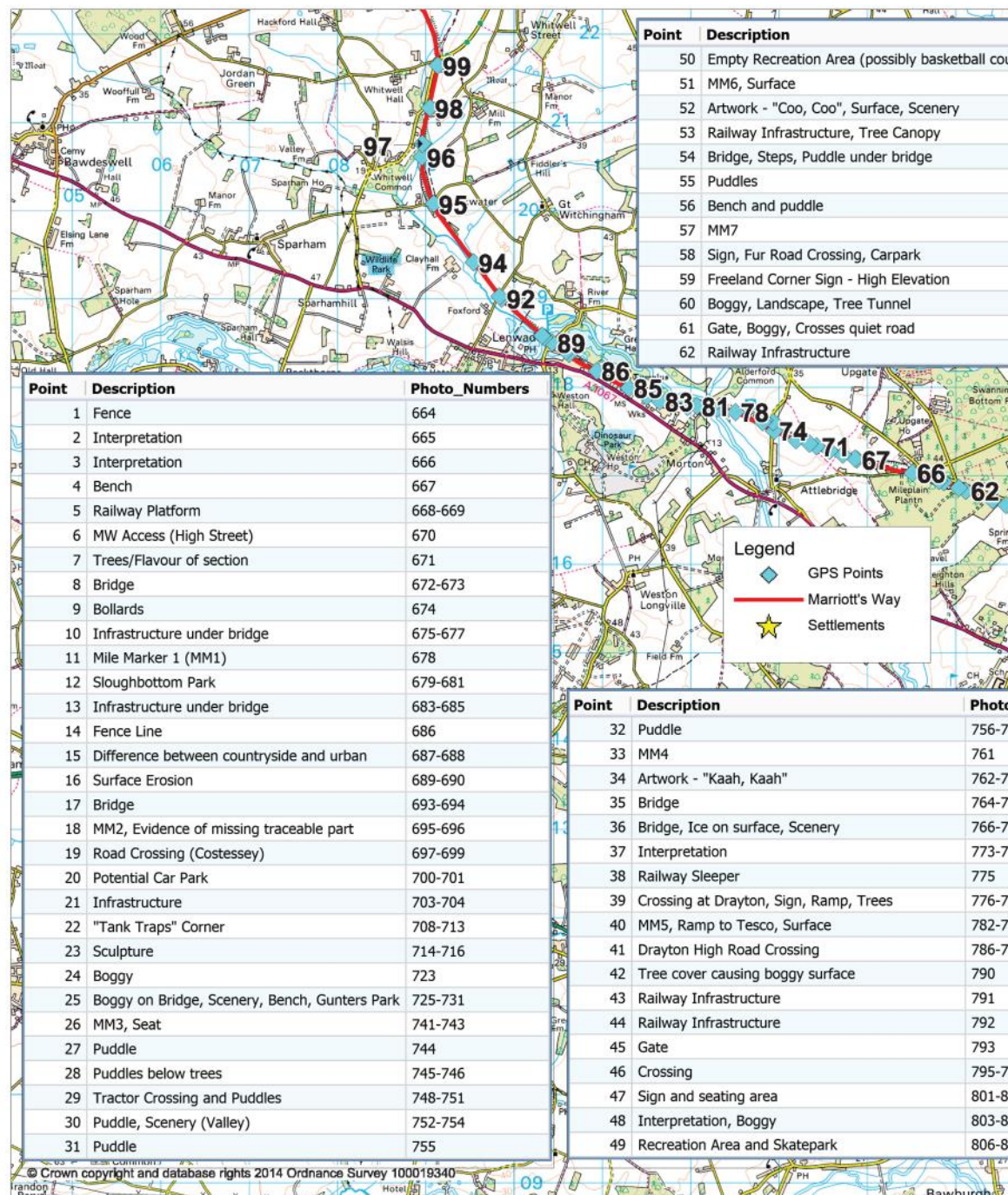




## Issues on Marriott's Way: Norwich To Whitwell Overview

Scale 1:86616.5

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Photo_Numbers	Point	Description	Photo_Numbers
810-811	63	MW Access to main road, Road Sign	848-850
812-814	64	MW Access to main road, Bench, Interpretation Board (Empty), Steps	851-855
815-820	65	MM8	856
821-822	66	Bridge, Sign under bridge	857-858
823-826	67	Log Benches	862
827-828	68	Sculpture - "Rest"	863
829	69	Steps, Upgate Common Signpost	864-866
830	70	Bench, Railway Infrastructure, Valley	867-872
831-836	71	Puddle	873
837-838	72	MM9, Trees	874-875
839-841	73	Railway Infrastructure	876
842-846	74	Attlebridge Gate and Crossing	877-878
847	75	Road Crossing, Signposting, Sign hidden by Hedge	879-883
	76	Attlebridge Carpark	884-885
	77	Interpretation	886
	78	Sculpture - "Wait"	887
	79	Bridge, Scenery	888-889
	80	Bridge and Infrastructure, Scenery	890-892,895-897
	81	Bridge, Muddy	898
	82	MM10	899
	83	Workmans Hut	902-903
	84	Rail Track, Birch	904-905
	85	Infrastructure, Surface	906-909
	86	Infrastructure	910-913
	87	MM11, Railway Infrastructure	914-915
	88	Ampitheatre	916-917
	89	Infrastructure, Lenwade Carpark, Sign, Interpretation	918-923, 925-926
	90	Bridge	927
	91	Stone Sculpture, Boggy, Bench	928-931
	92	Boggy, Infrastructure	934-935
	93	Road Crossing, Boggy Surface	936-938
	94	MM12, Tree Canopy, Crops	939-943
	95	Bridge, Bench, Boggy, Steps	944-948
	96	Bridge, Scenery, Bench	20-23
	97	MM13	24
	98	Sculpture - "Wonder", Bridge	25-26
	99	Sculpture - "Reflect", Interpretation, Bench, Whitwell Station	27-31



## Issues on Marriott's Way: Whitwell To Aylsham Overview

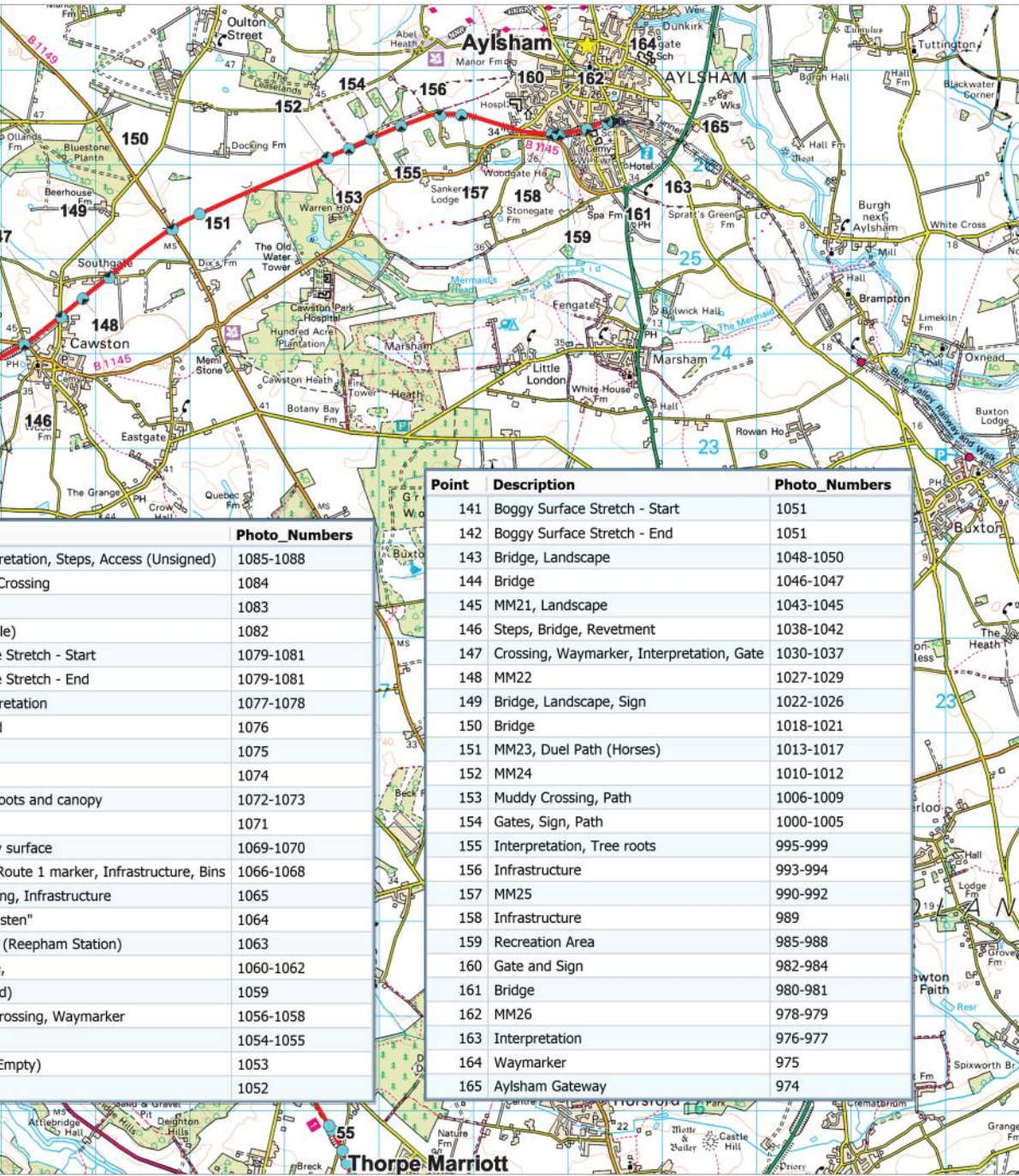
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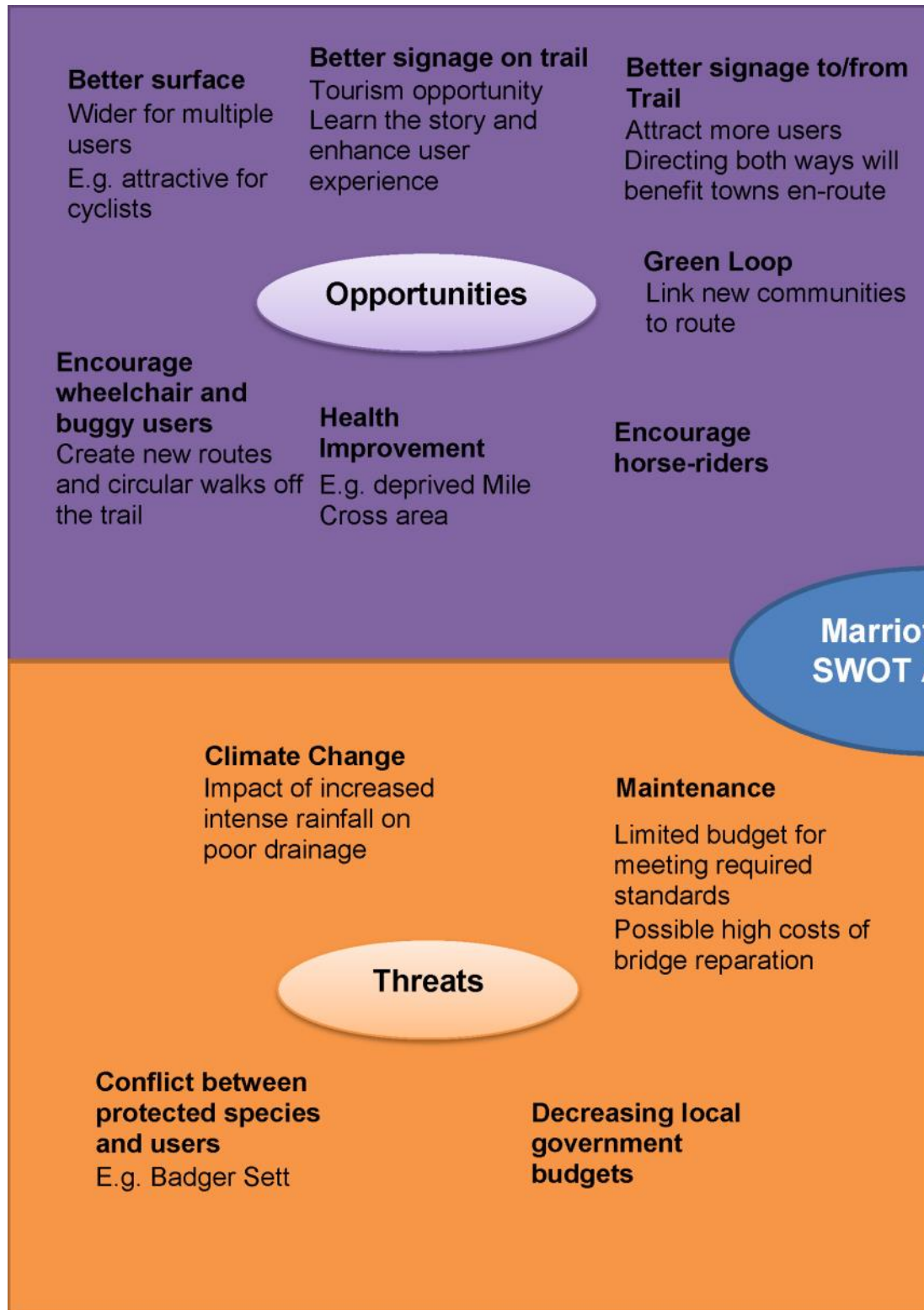


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4

## Strengths and Weaknesses; Opportunities and Threats (SWOT)





## tt's Way Analysis

**Off-road**

**Links the urban and rural**

**Public Ownership Management advantages**

**All-user Friendly**

**Best Wheelchair and buggy access in Norfolk**

### Strengths

**Connects significant settlements**

Many people live nearby

**Diverse Landscape**  
Runs alongside the river

**Extensive Heritage**  
Railway, Medieval, Pre-historic

**Rich in biodiversity**

**Lack of consistent approach to habitat management**

**Signage to the trail**

Not obvious where it starts

E.g. Drayton Tesco car park

**Lack of lighting on urban stretch**  
E.g. Difficult to cycle at night

**Multi-user conflicts**

### Weaknesses

**Finishes at Aylsham**

**Interpretation**  
Out of date  
Lacking information  
E.g. art or sculptures

**Narrow in places**  
E.g. the Cawston stretch

**Path Surface in places**  
Drainage Issues  
Rough for cycling

# 5

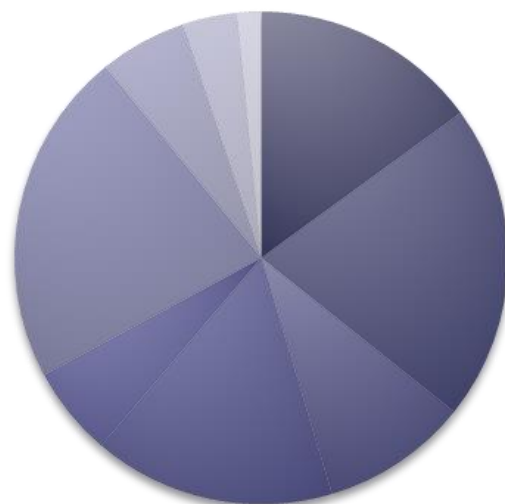
## Public consultation

In order to draw up the ten-year Marriott's Way Improvement and Delivery Plan, it was considered to be vital to give users and potential users of the Marriott's Way a chance to express their views on some of the key issues associated with the Trail and provide ideas as to how it could be improved. Three different consultation exercises were therefore carried out.

### 5.1 The online survey

An on-line survey was run for a month, between 14<sup>th</sup> February and 14<sup>th</sup> March 2015. This consisted of twenty-two questions. The questions covered areas such as the way in which the participant used the Trail, how they accessed it, what their views were about issues such as lighting, surfacing and vegetation management are and how the route might be improved. A number of methods were used to promote the survey, including press coverage, an interview about it on Radio Norfolk, posters on the Trail and an e-newsletter that was sent out to over 12,000 people on the County Council's distribution list. By the end of the survey period, 562 completed surveys had been received. Full results can be seen in **Appendix 2**.

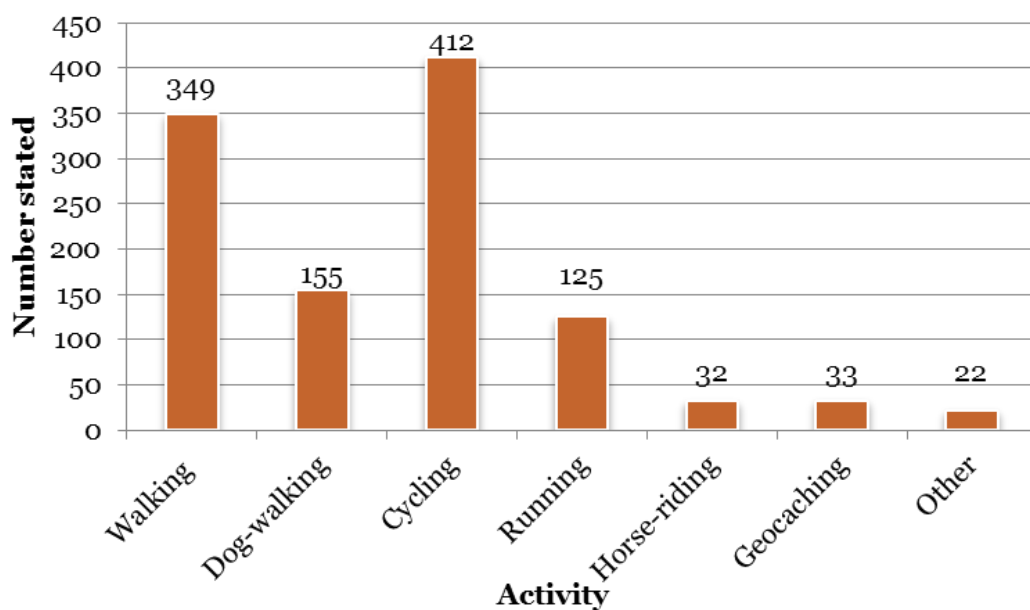
### Q1. How often do you use Marriott's Way?



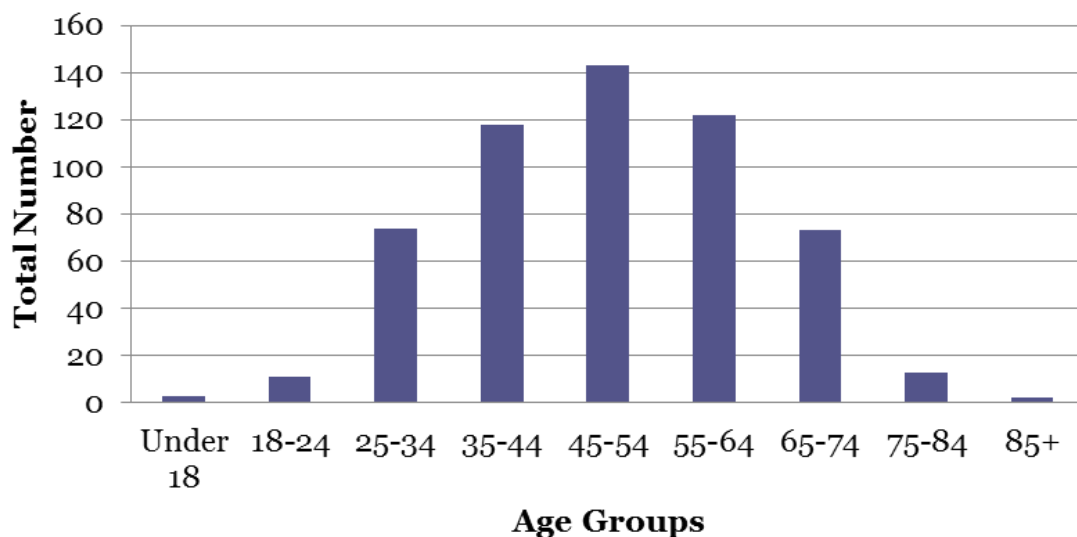
- Every day
- A couple of times a week
- Once a week
- A couple of times a month
- Once a month
- Once every few months
- Once a year
- Once every few years



### Q3. What activities have you undertaken on the Trail?



### Q17. Age of online survey respondents



5

Public consultation

5.2 The drop-in sessions

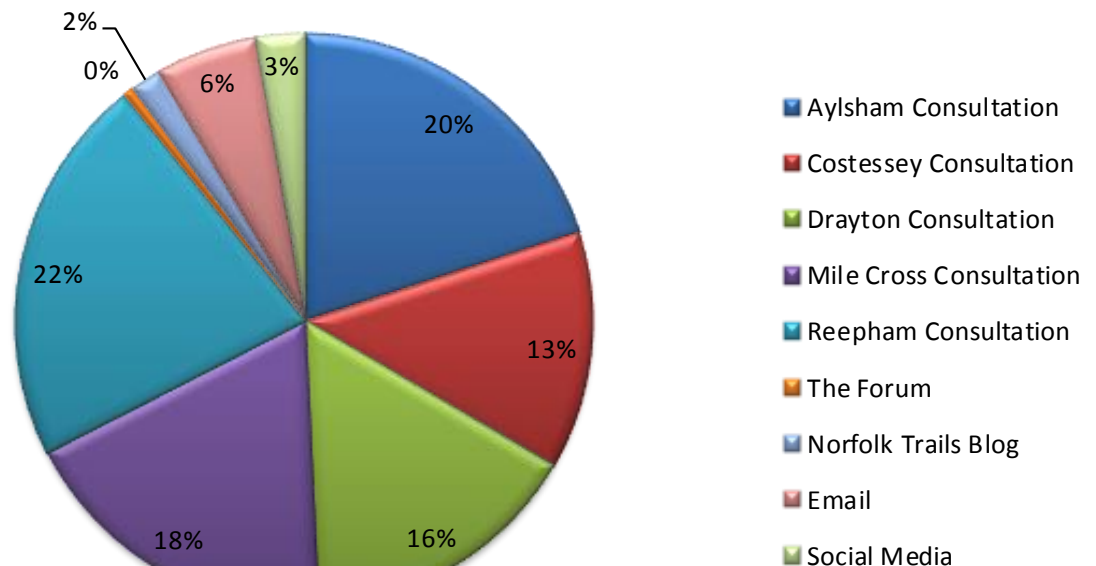
To complement the on-line survey, five 'drop-in' public consultation sessions were organised in towns and villages along the route of the Marriott's Way during the latter half of February 2015. These took place between 2pm and 6:30pm and were held in:

- The Norman Centre, Mile Cross, Norwich
- The Costessey Centre, Costessey
- Drayton Village Hall.
- The Bircham Centre, Reepham
- Aylsham Town Hall.

They were advertised using the same methods as were used to publicise the on-line survey.

The purpose of the drop-in sessions was to have a chance to talk in more depth to people with an interest in Marriott's Way, so as to get a better insight into their views about the Trail than would be possible from an on-line survey alone. A series of exhibition boards outlined the key issues affecting the Marriott's Way. Visitors to the consultation events were encouraged to record their thoughts about the issues and their ideas for improvements on post-it notes. These have been transcribed onto the table in **Appendix 3**.

**Proportion of the 335 consultation comments received from the different locations and sources**





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### 5.3 The Sustrans user survey

This survey took place over four days in February 2015 – two weekdays and two weekend days. Surveyors from the environmental transport charity Sustrans stopped people using the Marriott's Way near its end point at Barn Road in Norwich and asked them a series of questions about themselves, how often they use the Trail, whether they use it to commute to work or as a leisure activity and how long their journey on the Trail was that day in distance and in time. They were also asked to suggest the sections they considered to be most in need of improvement.

The results of the Sustrans User Survey can be seen in **Appendix 4**.

# 6

## Thematic analysis

### 6.1 Surfacing

#### The Current Situation

Several different types of surfacing have been used on different sections of Marriott's Way. The section between Barn Road in Norwich and Marl Pit Lane on the city boundary has a sealed surface of asphalt. Although mostly sound, there are a few places where the roots of adjacent trees have made the surface uneven. The rest of the route uses various different unsealed surfacing, which has been laid at different times. In 1999, there was a big project to resurface the stretches between Marl Pit Lane and Drayton and between Lenwade and Whitwell with Breedon Gravel (a compacted gravel). A similar surface has been used on the Aylsham section. The section between Drayton and Lenwade is surfaced with crushed carstone. This was carried out a few years before Breedon Gravel sections were laid. The surfacing of the Themelthorpe Loop pre-dates even this.

Some parts of the unsealed surfacing are becoming rutted or muddy. This is particularly apparent on parts of the Carstone section between Attlebridge and Thorpe Marriott and the Breedon Gravel section between Drayton and Costessey. The latter suffers from poor drainage in places, and problems are exacerbated by the heavy use of this section by **walkers**, cyclists and horse-riders.

#### The Key Issues

##### The Norwich Section (Barn Road to Marlpit Lane)

The path surface is in need of repair in a few places due to damage caused by the roots of adjacent trees. Should trees be removed where their roots are damaging the path, and replacements planted in positions where they will cause less damage?

##### Costessey to Thorpe Marriott

When the Costessey to Drayton section of the path was last resurfaced in 1999, the intention (following a public consultation) was to use an asphalt surface similar to that used for the section through to Barn Road. However, it proved to be beyond the budget that was available at the time, so Breedon Gravel was used instead. Asphalt would have the advantage of being harder-wearing, being a better surface for cyclists commuting to and from Norwich and of being 'adoptable' by the Highway Authority (which would result in higher levels of maintenance). The disadvantages would be that the appearance of the route would change to become more 'urban', it would be a less horse-rider-friendly surface and the greater speeds that cyclists could reach might increase conflicts with other path-users.



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There are some ways in which the disadvantages of having a sealed surface could be mitigated. Resin-bound gravel surfaces can be used, which look less urban but are more expensive to lay and repair. The appearance of asphalt can be made less 'urban' by incorporating golden gravel into it. Much of the Marlpit Lane to Costessey section is wide enough to provide space for other users (such as horse-riders) beside the surfaced path, provided that the vegetation is managed in the right way.

Whatever type of surfacing is used, there are problems with drainage in parts of this section that will have to be considered. This will involve works to ensure that rainwater and run-off is channelled into soakaways or existing drainage systems instead of remaining on the path.

#### Thorpe Marriott to Aylsham

As this section of the path is used more by leisure cyclists and walkers than commuting cyclists, the surfacing requirements are different to the other two sections. It is less likely that the additional cost of using a sealed surface would encourage greater use of the path. There is also an argument that the use of asphalt would result in the urbanisation of the appearance of the rural section of the route. The route is too narrow to allow for horse-riders and other users to avoid using the sealed path for most of this section.

The counter-argument in favour of using a sealed surface would be that the section from Reepham to Norwich forms part of Sustrans National Cycle Route 1 and that this section at least would benefit from the use of a surface that is more conducive to long-distance cycling.

If an unsealed surface is favoured, which should be used to resurface the sections most in need? Although it is now in need of repair in places, the Breedon Gravel surface that was laid in 1999 has provided a surface that has met the requirements of the route well and has been visually in keeping with its rural setting. Is this the material to use when resurfacing work is carried out on this section of the path?

As with the Marlpit Lane to Thorpe Marriott section, there are drainage issues in places in this section of the Marriott's Way. Work is required to improve this.

## **Recommendations**

### The Norwich Section (Barn Road to Marlpit Lane)

Where the path is bumpy because of tree roots under it, the surface should be improved by digging up the path, cutting back the tree root that is causing the damage and resurfacing. If the tree is so close to the path that cutting back the roots will potentially make it unstable, the tree should be cut down and a replacement planted further away from the path. There might sometimes be a case for using a different species as the replacement tree – for example, planting an Oak or Field Maple rather than a Willow if this will cause less root problems in the future.

### Costessey to Thorpe Marriott

The drop-in consultations and the on-line survey showed that opinion was split on the best form of surfacing to use. There was a majority in favour of using a compacted gravel (such as the Breedon gravel that was used for the Costessey to Drayton section when it was last resurfaced in 1999), but a significant minority who favoured a sealed surface such as asphalt. Those who wanted an unsealed surface did so for two main reasons – to retain the appearance of this section of the Marriott's Way as a countryside path which did not look too 'urban' and to prevent cyclists travelling along it too fast and becoming a hazard to other Trail users. Those who favoured a sealed surface tended to do so in order as they felt that it would be better for cyclists and would encourage more people to use their bikes to travel to and from the city, meaning less use of motorised traffic.

Views at the drop-in sessions in Drayton and Costessey were quite polarised on this question, with strong views expressed on both sides. The only thing that everyone agreed on is that the current surface requires improvement in places.

There are clear benefits to finding a surface that will encourage more people to cycle between their homes and the city. However, there was a strongly-expressed wish to keep the appearance of the Trail appropriate to its countryside setting (especially in the sections outside Drayton and Thorpe Marriott). There was also a wish from many people to address issue of pedestrians being surprised by speeding cyclists coming up behind them and, to a lesser extent, from cyclists worried about running into dog leads. It is therefore recommended that the goal that we should be aiming for is a situation where there are separate surfaces for cyclists and other users (where space allows). Breedon Gravel would be an appropriate surface for walkers and horse-riders. For cyclists, it is recommended that the surface should be a sealed one, but one that looks less harsh than plain asphalt. One option would be asphalt with a suitable high density of golden gravel rolled into it. Another would be a surface made up of aggregates and possibly some rubber from recycled tyres, bound together with a clear polyurethane binder.



This has the advantage of being permeable. Where the sample of such a material was shown to people at the drop-in sessions, it met with a generally favourable response. It would be possible to do a trial stretch of the Trail with this type of surface. For visual reasons, it would have to be all of one discrete section, such as the section behind Tesco's in Drayton.

#### Thorpe Marriott to Aylsham

While there are a number of places where the existing surface is in need to improvement in this section of the Trail, it is recommended that this should be done by improving drainage and using a compacted gravel surface rather than a sealed one.

There is, however, a case for using an asphalt-based hard surface in some of those short sections of Marriott's Way where a road crosses the Trail. There might be benefits from creating a few metres of sealed surfaced path between the road and the pinch-point on the trail (such as a gate).



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## 6.2 Lighting

### **The Current Situation**

At the moment, none of the Marriott's Way has lighting other than that provided by adjacent properties and road.

### **Key Issues**

#### **The Norwich Section (Barn Road to Marlpit Lane)**

This is the most urban section of the Marriott's Way, and the part with the highest number of commuting cyclists. Providing lighting along the route could help to increase the number of people who use the route in this way, and therefore reduce congestion on the roads, reduce the amount of fossil fuels being used, reduce carbon emissions and increase public health. Set against this would be the amount of energy used in providing the lighting. Providing lighting would also potentially increase the numbers of people using the path on foot, especially dog-walkers in the evenings of the autumn and winter. It would also reduce conflicts between walkers and cyclists after dark. The impact that lighting would have on anti-social behaviour is uncertain. While there is an argument that a better-lit area is less likely to attract such activities, it is also possible that lighting might attract groups of people to congregate, which might in turn lead to problems.

One issue that would have to be addressed in any lighting scheme would be the impact on protected species of wildlife, particularly on bats. Surveys show that bats do use the green corridor provided by Marriott's Way. Low-level bollard lighting would have minimal effect on bats, but is very vulnerable to vandalism. Lighting columns are the more practical choice in this location. However, there are ways in which the impact they have on bats can be minimised. One way is to make the lights motion-sensitive, so that they are only on when someone is moving along the path. This is the approach being used for the equally sensitive lighting scheme on Gurney Road in Norwich, which crosses Mousehold Heath. Another possibility would be to only have the lighting switched on for the early part of the night, so it is dark for most of the period when bats are active.

#### **Costessey to Thorpe Marriott**

As this section is heavily used by people cycling in to work and back, there would be benefits in providing lighting in this section. However, there are a number of issues that would make such an initiative problematic. Much of the route is directly adjacent to the Wensum Valley, which is a designated Site of Special Scientific Interest (SSSI) and Special Area for Conservation (SAC). These wildlife designations would mean that permission to provide lighting for the path could only be obtained if it could be shown that there would be no adverse impact on the wildlife of the protected area. The test for this would



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be much more stringent than it would be in the non-designated section from Marlpit Lane to Barn Road.

In the rural parts of this section of the route, there is an issue of light pollution and the urbanisation of the countryside.

The rural nature of much of the route (away from existing electricity supplies) would make the cost of installing the lighting very high.

### **Thorpe Marriott to Aylsham**

Most of this route is through unlit, open countryside. Lighting would not be visually appropriate and be very costly to install and maintain.

The only stretch where there might be a stronger case for lighting is in Aylsham, between the new housing development to the south-west of the town and the urban area. This is likely to be a key route by which residents in the new development walk or cycle into the town itself – a fact recognised by the funding provided by the developer to improve the surface of this section of the path. The same issues with wildlife as were the case for the Marlpit Lane to Barn Road section will apply. Again, if lighting were to be introduced, it would need to be column-mounted to avoid vandalism, and either be switched on by movement on the Trail or timed to be off for most of the night.

## **Recommendations**

### **The Norwich Section (Barn Road to Marlpit Lane)**

The majority of people who expressed an opinion in both the drop-in consultations and the on-line survey were in support of the principle of lighting the Norwich City section of the Marriott's Way. Opinion was evenly split on whether it would be better to do this using lighting that just illuminated the way ahead when someone was using the path (motion-sensitive) or which would be on all the time during the hours of darkness until a set time when they would be switched off by a time-switch. The view was expressed by some people that it would be more comforting to be able to see an illuminated path ahead rather than cycling into darkness and needing faith that the light would come on when you reached it.

More is becoming known about which of the two options would have the least detrimental effect on the bats that use the Marriott's Way as a flight corridor. This is likely to be a decisive factor in the decision about which of the two switching options to adopt.

### **Costessey to Thorpe Marriott Section**

Although some cyclists liked the idea of lighting the section of the Marriott's Way between Thorpe Marriott and the edge of the city, a majority of people at the Drop-in sessions were keen to keep the existing countryside character of the path in the rural sections. There was some support for lighting the built-up section between Drayton and Thorpe Marriott.

A more cost-effective lighting option for the rural section between Marlpit Lane and Drayton might be to work with local cycle equipment suppliers to offer subsidised high-powered cycle lights to people commuting by bike on this section. Details of how such a scheme would work would need to be worked out, but might include handing out vouchers to people using this section of the route.

**Thorpe Marriott to Aylsham Section**

One of the big issues that came up at the Aylsham drop-in session was the question of whether the final section of the route from the Bure Valley Railway station to the new housing development and sports pitches should be lit. The view of those attending the drop-in session was overwhelmingly against lighting. It is therefore proposed that there should be no lighting of the route anywhere between Thorpe Marriott and Aylsham.





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## 6.3 Vegetation Management and Biodiversity

### **The Current Situation**

The Marriott's Way forms part of very important green corridor that links the open countryside to the very heart of the city and into the towns it goes through. Part of the post-railway story is the colonisation of the former track by a wide range of flora and fauna. There are areas of meadow beside path in many places, and a large number of trees along the margins of the corridor. The whole of the route designated a County Wildlife Site and, for much of its length, it borders the Wensum Valley Special Area of Conservation. Amongst the protected wildlife that makes use of the Trail corridor are Barbastelle bats and Badgers.

### **Key Issues**

#### **Tree Management**

In order to minimise the risk of injury to Trail users caused by falling trees and branches, a system of tree inspection and management is needed. Norfolk County Council has a Tree Strategy for the management of trees on its land. This involves the identification of potential problem trees by people with a Level 1 tree inspection qualification, with any potential problems referred to one of the County Council's Arboricultural officers. With so many trees close to Marriott's Way on its 26 mile length, this is a big task. There is a particular issue at Train Wood in Norwich, which is the largest area of woodland within the Trail corridor and is one of the most heavily used. In parts of the urban area, the roots of trees planted close to the Trail have resulted in damage to the path surface. Where this has occurred, would it be best to fell the tree and replant one further from the surfaced path? Another reason for canopy management is to let more sunlight through and onto the Trail, in order to improve drainage. This might require the thinning out of trees and the pruning of branches. It would make the Trail less shady.

#### **Ash Dieback**

There are a lot of Ash trees in sections of the Marriott's Way, such as the stretch north of Whitwell. They are vulnerable to a disease called Ash Dieback, which is killing large numbers of Ash trees. If it were to affect the Ash trees on Marriott's Way, it would require wholesale felling. In order to prevent erosion on the embanked areas (which are in part protected by tree roots), replanting would be desirable in these areas. There might be an opportunity to increase the diversity of these wooded areas.

#### **Invasive Alien Species**

There is an area of Japanese Knotweed close to Dragon Bridge in Norwich. This is an invasive species that landowners have a legal responsibility to control if it is on their land. Measures have been taken to control it in the last

two years, but more work is needed to eradicate it.

In Lenwade-Attlebridge section, there is a large area of Himalayan Balsam which also needs to be treated.

#### **The Hedge at Cawston**

There is a particularly narrow section of the Trail at Cawston. One way to make the most use of the corridor owned by the County Council would be to remove the boundary hedge, which was planted in relatively modern times. It would be desirable to buy a strip of land to widen the corridor, which would allow the replanting of a mixed native hedge along the new boundary.

#### **A Revised Vegetation Management Plan**

The five-year Vegetation Management Plan that was drawn up in 2006 is now in need of updating. More is now known about the distribution of some of the important species that use the Marriott's Way corridor, such as Barbastelle bats. This should be taken into account in the way that the vegetation on the Trail is managed.

#### **The Barn Road Entrance to Marriott's Way**

The starting point of Marriott's Way at the Norwich end is not very noticeable. This is partly because it is hidden by a number of trees and ornamental shrubs from the road. It would be possible to create a better visual link to the start of the Trail by removing the ornamental shrubs and pruning the trees so as to raise their canopies.

### **Recommendations**

In the on-line survey, there was a strong majority in favour of managing the trees beside the Trail to let in more light and improve air circulation so as to make the path surface drier. There was also a majority (albeit less strong) for removing trees close to the Trail and replanting further away where tree roots are causing damage to the surface. It is therefore recommended that tree work is carried out where necessary to achieve these aims.

There were a few people at the drop-in sessions who suggested that improvements could be made to the way that the areas of grass adjacent to the main path are managed, particularly in terms of the timing of cuts. This, and other issues, would be addressed in a revised Vegetation Management Plan. It is recommended that one should be drawn up for the whole of the Marriott's Way, with the aim of increasing the biodiversity of the Trail. It should also address the issues of dealing with invasive alien species (such as the Japanese Knotweed near Dragon Bridge in Norwich and the Himalayan Balsam near Lenwade) and the best way to deal with the tree losses that could be caused by Ash Die-back.

Some concerns were raised about the removal of the hedge to widen the usable area where the Trail corridor is narrow at Cawston. It is recommended that consideration is given to the cutting back of the hedge rather than its



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complete removal to see if this provides an acceptable solution and only remove it if cutting back proves ineffective. In the long-term, it is recommended that opportunities should be sought to negotiate the purchase a strip of land from the neighbouring landowner to widen the Trail corridor at this section.

At the Drop-in consultation at Mile Cross, the point was made that the appearance of the City section of Marriott's Way could be improved by drawing up a landscaping scheme to improve the appearance of this area. Planting could be carried out to help to screen some of the less attractive features adjacent to the Trail. It is recommended that this should be done, and that the beginning of the Marriott's Way be made more visible from Barn Road by removing the ornamental shrubs that currently hide it and by raising the canopy of the existing trees through pruning.

One point that was made at a couple of the drop-in events was that the management of the trackside vegetation should be done in such a way as to create places where the surrounding landscape can be viewed, especially in places where there is a particularly attractive view.



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## 6.4 Signs, Information and Access Points

### **The Current Situation**

There are a variety of different styles of information boards and waymarkers on the Marriott's Way, dating back to different phases in the development of the route. Some are now in a poor condition.

Being twenty-six miles long, there are a considerable number of access routes onto the Marriott's Way. Some of these routes require the use of steps and some can get very muddy at some times of year. This could act as a barrier to some users getting onto the Trail. Signage onto the Trail from the places it passes through is also not very good in places. Road signs directing cyclists to the route have been put up in parts of Norwich and New Costessey in the past year or two, but other places such as Aylsham and Mile Cross are lacking in such directional signage.

There are currently no circular walks that are promoted in association with Marriott's Way.

### **Key Issues**

#### **Information Boards**

There are several different styles of information boards on Marriott's Way, dating back to different improvement projects in the past. Even the most recent ones are now showing their age. Some have been vandalised. Many are now difficult to read, and do not encourage people to find out more about the Trail. It would be desirable to replace them all with new, robust information boards.

#### **Smartphone or Tablet Apps**

While some people rely on information boards to find out about the history and wildlife of the Marriott's Way, others might benefit from this information being available digitally so that it can be accessed from a Smartphone or Tablet. Providing information through an app. has the potential to make it more closely related to the position of the user on the Trail. For example, it could show the Trail user a photograph from the heyday of the railway in the exact location where it was taken. While the operation of such an app would not require a mobile phone signal, one would be needed to download it. If having such an app available is thought to be useful, would it be a good idea to set up Wi-Fi 'hot-spots' on the Trail where the app could be downloaded to people's smart-phones or tablets?

#### **Signs to the Marriott's Way**

As a linear route along a former railway line, there is less need for way-markers to direct Trail users than there is on other routes. However, there is a need for more signs to let people know where the Marriott's Way is from



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the residential areas that it goes through. It would be desirable for these fingerposts to be consistent in style all the way along the Trail. One option would be to use cast iron fingerposts that in some way reflected the railway heritage of the route.

Additional directional signs would be particularly useful in two places along the route. In Aylsham, it would be desirable to create a signed link between the Marriott's Way and the Weavers Way. At Reepham, there would be benefits from providing a way-marked route directly to Whitwell, cutting off the Themelthorpe Loop. This would also encourage more Trail users to make use of the facilities available in Reepham.

#### **Access Routes onto the Marriott's Way**

Some of the paths which people use to get onto the Marriott's Way are in need of improvement. Amongst these are the link path from Heigham Road to Anderson's Meadow in Norwich, the path from Gunton Lane past Red Bridge in Costessey and the access point from Tesco's Car Park in Drayton. The latter could be improved by creating a ramped access route down to the Marriott's Way, which would require the removal of a few trees.

#### **Station Road in Drayton**

One of the few places that the Marriott's Way leaves the path of the former railway line is where it avoids Station Road in Drayton. This is a private, unmade road that has not been adopted by the highway authority and is quite rutted. It is not a very good surface for cycling, and is not in public ownership as the rest of the route is. Although the way-marked route now takes users along roads to bypass this section, it is still used by a lot of people.

#### **Circular Walks off the Main Trail**

The Marriott's Way passes through a variety of different landscapes over the course of its twenty-six miles, and close to some interesting features. It might be desirable to create some circular routes that would allow walkers, cyclists and horse-riders to explore the countryside that the main Trail passes through.

#### **The 'Green Loop'**

There is the potential to create a fifty-mile long route for walkers, cyclists and horse-riders to the north of Norwich, which the Marriott's Way would form part of. This would involve the creation of a new Trail between Norwich and Wroxham through the areas of Thorpe and Rackheath designated for housing development. It would then be possible to create the 'Green Loop' by making improvements to the Bure Valley Path, which goes from Wroxham to the end of the Marriott's Way in Aylsham.

## Recommendations

It is recommended that all of the information boards on Marriott's Way should be replaced with a new set designed with a consistent style. These will need to be robustly-constructed. They would have a focus on the railway history of the route and the post-railway colonisation by nature. Information should also be available digitally, with Wi-Fi hot-spots created along the route where a smartphone and tablet app. can be downloaded. This would allow the use of geographically-referenced information, such as showing old photographs in the positions where they were originally taken,

More fingerposts are needed to direct people to the Marriott's Way from the residential areas that it passes through. These should have a consistent style that reflects the railway heritage of the route.

Improved signage is needed to direct Trail users between the Weavers Way and the Marriott's Way in Aylsham, and between Whitwell Station and Reepham Station for those who want to cut off the Themelthorpe Loop (or use it as a circular walk).

Circular walks should be created off the Marriott's Way, ideally based around the centres of population or places where users can leave a car. Circulars should be developed for cyclists and horse-riders as well as walkers. Where possible, it would be advantageous to create more than one circular route from one 'hub', so people can do a go round more than one of they are feeling energetic. The circular routes should be designed to take people into the different types of landscape that the main route goes through.

Several particular issues with certain access routes emerged from the consultation drop-ins. Based on feedback from Reepham, it would be desirable to fit hand-rails to the sets of steps that take people onto the route where it is in a cutting or on an embankment. In Drayton, the access route onto the Trail behind Tesco's should be made into a ramp, and the slope down from the Fakenham Road made less steep. Other key access routes, such as that between Heigham Street and Anderson's Meadow in Norwich and Red Bridge Lane in Costessey should also be improved.

In Drayton and Costessey, several people commented on the difficulties of using the diverted route of the Marriott's Way that takes people along the Fakenham Road in order to avoid Station Road. While the difficulties in creating an easy-to-use cycle and walking route through Station Road are not to be underestimated, it is recommended that this should be the aim of the Marriott's Way Improvement and Delivery Plan.

Improvements to Marriott's Way need to be considered in the context of the wider Trails network. The benefit to the public of Marriott's Way would increase if it were better linked to Wroxham and to North Walsham through improvements for cyclists to the Bure Valley Path and to Weaver's Way respectively. The value of the Marriott's Way would be increased still further if



it were to form part of a Green Loop, which would be created if a new 'Broadland Way' Trail were to be created between Hoveton and Norwich. It is recommended that any opportunities to create these improved wider links should be vigorously pursued.



## 6.5 Other features

### **The Current Situation**

There are a number of different types of features on Marriott's Way that require maintenance. Some are legacies of its time as a railway, such as the bridges and other surviving railway features like former platforms and station buildings. Others have been added since the former railway route became a path, such as the seats, artworks and car parks.

There are the remnants of the old Norwich City and Hellesdon railway stations at the Norwich end of the route. Whitwell and Reepham stations are in a much better state of preservation, although the old platforms at Reepham do require conservation work. Other former railway buildings (now converted into private dwellings) can be seen along the route in places such as Lenwade and Attlebridge.

The artworks that can be seen along the trail originated in several different art projects. The stone and concrete pieces with words engraved onto them were created by the artist Les Bicknell in 2000. The benches with lines of poetry on were a legacy of the period in which Esther Morgan was poet-in-residence in the following year. The metal mile-markers with the panels for rubbings on were a collaboration between Fransham Forge and another artist. Since then, there have also been one or two art projects with local High Schools on the route, some of the results of which can still be seen.

There are three small car parks that are directly associated with Marriott's Way (at Freeland Corner, Attlebridge Station and Lenwade). Other car parks are close to the route, and used by users of the Marriott's Way. Some are in public ownership, such as Costessey Parish Council's car park off Gunton Lane. Others are not, such as the Tesco car park in Drayton and the Bure Valley Railway car park in Aylsham.

### **Key Issues**

#### **Railway History**

The old railway stations at the Barn Road end of Marriott's Way (Norwich City Station) and near Marl Pit Lane on the edge of Norwich (Hellesdon Station) are now overgrown with vegetation. Work has been done to reveal what remains of the old buildings and platforms by the 'Friends of Norwich City Station' group, but this has been hampered by the presence of various pollutants which make disturbing the soil problematic. More vegetation management in these areas would be beneficial. There are other pieces of railway infrastructure in evidence in these and other places along the route. However, these will continue to deteriorate if left unprotected.



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Whitwell Station is adjacent to Marriott's Way. It is operated by the Reepham and Whitwell Preservation Trust, who run steam trains along a short stretch of track, have a small railway museum, tea room and run events. There is scope to work more closely with them to bring to Marriott's Way more of its railway heritage. This might include building a railway bridge across the trail and possibly laying tracks on a short stretch beside the platform to allow trains to be boarded from there (provided that this could be done without significant inconvenience to Trail users).

### **Art**

There are a number of low-key artworks along the Trail, which are the products of three separate art projects over the years. However, there is very little information about them, and not much has ever been done to promote this aspect of the Trail. Would it be useful to have more information about the art on the Trail available?

There is scope for creating more artworks along the Trail. One possibility would be to create 'gateway' features to mark the ends of the Trail. This might involve the creation of features that helped to tell the story of the route in some way. There could also be spaces created on the trail where people can sit and contemplate the natural world.

### **Seating**

Most of the existing benches on Marriott's Way are made from landscape sleepers. They have short lines of poetry engraved on them, inspired by the location of the seat and written by Esther Morgan, who was the poet-in-residence on Marriott's Way in 2000. Although basic in design, they are robust enough to withstand most vandalism. Is there a need to have more seats on the Trail? If so, is the current design the most appropriate or would it be desirable to use the type of seats used on railway platforms in the heyday of the Midland and Great Northern Railway? Alternatively, would artist-designed seating add interest to the Trail?

### **Bridges**

There are a number of bridges on Marriott's Way, which takes the Trail over roads or rivers. The 'A' Frame bridges in Costessey and Drayton are amongst the most interesting parts of the surviving railway heritage of the route. All the bridges are regularly inspected by Norfolk County Council bridge engineers to make sure that they are safe.

The cost of the maintenance and repair of these bridges is potentially high. The section of the Marriott's Way where the bridge repairs was being done would probably have to be closed to the public while the work was being carried out.

### **Car Parking**

There are three small car parks that form part of Marriott's Way, as well as other places where cars can be parked by users of the Trail. Although there is an issue about how much encouragement should be given to people driving

out in cars to use the Trail, they do result in more people using the route. For example, by providing parking for horse-boxes and cars with bike racks, they encourage more use of the Trail by horse-riders and family cyclists.

The surface of the car parks in Taverham and Lenwade in particular are quite eroded and would benefit from resurfacing. Would this be a good use of funding? Would more car parking be desirable?

### **Recommendations**

Conversations with members of the public showed a great deal of interest in the railway heritage of the route. There is a strong case for providing more information about this heritage, and doing more to conserve it. This should take the form of the preservation of the physical pieces of railway infrastructure that are left, the collection of more information about it in the form of an archive (which should include recordings of people who remember the railway) and using accessible and innovative ways to tell people the story of the railway that once ran on the route.

There should be more interpretation of the existing artworks on the Trail. It is appropriate that they should be low-key – adding interest without demanding attention. However, information about them should be available to those who are interested. There is scope for more low-key art interventions along the route. The idea of creating a series of 'groves' along the route that could bring art and nature together and provide a place for quiet contemplation is one that could be pursued.

The prevailing view at the drop-in consultation events was that there is scope for more seating on the Marriott's Way, but that the most appropriate type for most of the route was the sort of robust benches made from landscape sleepers that have been used in the past with the lines of poetry on. These were felt to be sufficient for taking a short rest on and were strong enough to withstand vandalism. Places where there was more surveillance (such as Reepham Station) would be possible sites for more formal railway seats with backs.

Car parking wasn't one of the burning issues at the drop-in consultation sessions. Those people who did comment would welcome an improved surface in the existing car parks and more places where people can park in the Themelthorpe Loop and in the section between Reepham and Aylsham. It is recommended that opportunities to provide places to park (especially spaces large enough for Horse Boxes) be looked for in these areas.

Opportunities to reach agreements with the owners of private car parks close to the route that would allow these parking places to be promoted should also be sought.







## 7

## Potential Improvement Projects

### 7.1 For walkers

The main points expressed by people who use the Marriott's Way on foot (walkers for leisure, dog-walkers and runners) in the consultations were the problems caused by cyclists who race up fast behind them without warning and the desire to retain the feel of the Trail as a countryside path. There were also concerns about the muddiness of the surface in places.

Potential projects to improve the Marriott's Way for walkers and runners include:

- Publicising a Code of Conduct for users of the Marriott's Way that will help to minimise conflicts between different users of the Trail
- Working with local businesses that sell cycling accessories to subsidise the price of bicycle bells and to promote their use.
- Improve the drainage of the boggy sections of trail, and resurface them.
- Make sure that all sets of steps and ramps to and from the Trail have handrails.
- Increase the number of bins along the Marriott's Way in which bags of dog's faeces can be disposed of.
- Improve the surface of the car parks adjacent to the Marriott's Way.
- Negotiate with businesses adjacent to the Trail who have car parks and toilets to allow users of Marriott's Way to use the facilities.
- Create and promote new circular walks that use Marriott's Way for part of their length. Ideally, these should be connected to a car park. If possible, there could be more than one circular walk sharing the same 'hub' so users can do a longer walk if they wish to.
- Putting up signs on the roads that Marriott's Way crosses to warn motorists to look out for people crossing the road.
- Introducing more seating. The sort of simple, robust benches made from landscape sleepers that already exist on the Trail were felt to be the sort of thing that is needed by most people who expressed an opinion at the consultation drop-in events. Railway-style seats with backs might be appropriate close to the old railway buildings such as at Reepham Station.



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## 7.2 For cyclists

In the consultation, the main issues raised by cyclists were the poor surface conditions for cycling in places (with muddy, badly drained areas in places and areas where the surface is rough because of tree roots or ruts), the lack of lighting in the section most used by commuting cyclists and, to a lesser extent, conflicts with dog-walkers over the dogs on long leads and off the lead. There were differences in views between people whose main use of the Marriott's Way is to cycle to and from work and those for whom cycling is a leisure activity.

Potential projects to improve Marriott's Way for cyclists include:

- Resurfacing of the worst areas to create a path surface that is more pleasant to cycle on.
- A Code of Conduct for Marriott's Way users. This could be promoted through a leaflet for cyclists that would also encourage more people to use it.
- As well as the scheme to promote the use of bells through a subsidy scheme, a similar scheme could be introduced to encourage the use of powerful cycle lights through a sponsorship link to a business that sells cycling accessories.
- Introducing lighting to the urban section of the Trail between Barn Road in Norwich and the city boundary. This would be LED lighting. Solar charging could be investigated. Whether lights that were switched off at a certain time or were only on when triggered by someone approaching along the Trail were used would depend on which option was least disturbing to the bats who use the route.
- Introducing limited lighting in Thorpe Marriott at the places where the Marriott's Way is crossed by other routes could be investigated on the same basis as the Norwich section described above.
- A feasibility study into making the improvements to Station Road in Drayton that would be needed to make it possible to make it the route of the Marriott's Way again.
- Create and promote circular routes for cyclists that use Marriott's Way for part of their length.
- Look for opportunities to create places for mountain biking and BMX biking that are linked to Marriott's Way. The wide corridor of the Trail at Lenwade might provide such an opportunity.
- Create a Green Loop for cyclists by creating a new all-user Trail between Norwich and Hoveton, and improving the existing Bure Valley Path for cyclists.
- Create a cycle route that links Marriott's Way to North Walsham, using the cycleable sections of Weaver's Way.

- Remove the bumps in the Marriott's Way in the urban areas caused by tree roots breaking up the asphalt surface, by resurfacing and where absolutely necessary, removing the trees causing the problems and replanting them further back away from the path.





## 7.3 For Horse-riders

Horse-riders have different requirements to cyclists, in that horses prefer a softer surface. A hard, sealed surface is usable for a horse walking, but not for trotting, cantering or galloping. Several sections of Marriott's Way have livery stables close-by, and are used by horse-riders quite frequently. With roads so dangerous and easily accessible off-road bridleways relatively uncommon, Marriott's Way is a valued resource for many horse-riders.

Potential projects for horse-riders include:

- Creating circular routes for horse-riders that make use of Marriott's Way and adjacent bridleways. Ideally, these should include a place where a horse-box can be parked.
- Providing a rail to which a horse can be tethered close to a seat so that horse-riders have somewhere that they can take a rest every few miles along the route. These should be in places where the Trail corridor is wide enough.
- Promoting Marriott's Way as a place to go riding through the creation of a downloadable leaflet. This would also include information about the Code of Conduct.

The creation of a place on the Themelthorpe Loop where horse-boxes can be parked, so as to encourage more use of this section of the Marriott's Way by horse-riders.

## 7.4 Access for All

Marriott's Way is an all-user path, so it should be accessible to people who use wheelchairs and pushchairs. The projects to improve the path surface for walkers and cyclists that are described above would also increase access for all. There are a few additional projects that might also be considered:

- Create a ramped access route to Marriott's Way from the Tesco's car park in Drayton.
- Decrease the steepness of the slope of the path to the north from the road at the top of Station Road in Drayton.
- Commission an access audit of the route from the point of view of wheelchair users.
- Improving the path surface on access routes onto the Marriott's Way, especially where this route connects to a car park as is the case at Redbridge Lane in Costessey.
- Investigate the creation of an access for all hub in the area of Reepham Station.





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## 7.5 Biodiversity, Nature Conservation and Landscape

Marriott's Way goes through a variety of different landscape character types. It forms a very important wildlife corridor and is home to a wide variety of species (some endangered and in particular need to protection). Its proximity to the Wensum Valley Special Area of Conservation gives the section of the route from Costessey to Whitwell particular significance from a nature conservation perspective.

Vegetation management is carried out beside the path, with the meadows cut, encroaching shrubs cut back and tree work carried out where necessary. Potential projects to improve the value of the route for biodiversity, nature conservation and landscape include:

- Drawing up a new biodiversity and tree management plan for the route. This should include information about the existing biodiversity of the Marriott's Way, a five-year plan for the management of the Trail corridor that will increase it and a tree management plan that will take into account the potential effects of Ash Dieback, let more light onto the Trail surface in places as appropriate to help to dry out the path and open up 'windows' that will give users of the Trail views of the wider landscape.
- Continuing the programme to eradicate all invasive alien species of plants from the Trail corridor. This will include the treatment of the Japanese Knotweed near Dolphin Bridge in Norwich and the Himalayan Balsam at Lenwade.
- Creating circular routes off the main path that will provide path users with an opportunity to explore the varied landscapes that the Marriott's Way goes through.
- Develop forms of digital interpretation that will allow Trail users to find out what plants and animals might be seen in the area where they are at any given moment.
- Carry out a landscaping scheme at the Barn Road end of Marriott's Way, with planting to screen some of the less attractive parts, the dredging of the open drains to make them less smelly and unattractive, and the opening up of the views of the beginning of the Trail from the road by the removal of the shrubs and the raising of the tree canopy.



## 7.6 Heritage

Much of the character and interest of the Marriott's Way comes from its railway history. Many features dating back to the time when trains used the track-bed can still be seen. The consultations showed how much interest there is amongst the public about the route's railway heritage.

Potential projects that will conserve and promote the Marriott's Way's heritage include:

- Preserving the railway artefacts that have survived along the route but are slowly decaying.
- Recreating railway features where appropriate (e.g. replacing field gates with railway crossing gates where roads cross the path).
- Creating a digital archive of information about the Midland and Great Northern Railway route that now forms the Trail. This would include recordings of the memories of people who can still remember the railway in its heyday.
- Using 'augmented reality' techniques to allow people to see old photographs of the railway on a smartphone or tablet in the very places where they were originally taken.
- New information boards with more information on about the railway history of the Trail.
- Organising events such as community theatre 'promenade' performances or outdoor film shows that will tell the story of the railway in an innovative way.





## 7.7 Art

One of the things that makes the Marriott's Way different to the other Trails in the Norfolk Trails network are the artworks that can be seen along its length.

Potential new art projects that could be initiated on the Marriott's Way could include:

- Better interpretation and promotion of the existing artworks on the Marriott's Way
- The creation of new gateway features at the Norwich and Aylsham ends of the Trail. These could use art to help to tell the story of the railway.
- The creation of other new low-key, subtle artistic interventions in the landscape.
- The creation of spaces for quiet contemplation along the Trail, with seating, nature and artworks. These could be a place of remembrance for people, where seats or other features could be donated to the memory of a departed family member.
- The starting again of the scheme through which the students at a local school would create artworks that would be displayed along a section of the Marriott's Way. This could take the form of 'Tree Dressing'.



## 7.8 Young People and Education

A number of schools are close to Marriott's Way: Wensum Junior School in Norwich, Drayton Infant School, Great Witchingham Primary School, Reepham High School, Cawston Primary School and the Bure Valley School and John of Gaunt Infant School in Aylsham are all either adjacent or a short walk away from the route.

Being a safe, off-road route, it is much used by families with young children. Potential projects that would encourage the use of the route by young people and for education could include:

- Developing smartphone apps that give information about the natural and railway heritage of the Trail using the techniques found in computer games.
- As well as working with schools close to the Marriott's Way on art projects (as described above), geocaching could be used as a way to show how the route has changed over time, with a series of maps hidden in caches along the Norwich City section of the route. School groups use handheld GPS devices or Smartphones to locate the caches in a hi-tech treasure hunt.
- A geocache series between Aylsham and Reepham being set, with each cache containing a page from a fictional diary of a railway worker building the line in the 1880s.
- Outdoor education activities such as shelter building and scavenger hunting being organised in Train Wood.
- Students at Reepham High School looking at the best way to provide information about the wildlife that can be seen on and adjacent to Marriott's Way in their local area. This might lead to the creation of new facilities where this wildlife can be studied.





## 7.9 Communities and Volunteering

The Marriott's Way goes through, or close to, a number of wards, towns and villages over its 26 mile course. As well as being important to these geographical communities, it is also a valued resource for a number of different interest groups. The large response to the consultation from members of the public who use the trail shows how much people care about the route. There are already groups who are actively involved in the management and promotion of the Trail, such as the Friends of Trail Wood and the Friends of Norwich City Station in Norwich and the Aylsham 'Walkers are Welcome' group. There is great potential to develop projects that would give more people the opportunity to get actively involved. There might include:

- Erecting more signs to direct people to the Marriott's Way from the places where they live and the centres of the towns that the Trail passes close to.
- Setting up a 'Trail Ranger' scheme, through which people who walk regularly on the Marriott's Way agree to carry out an inspection of an agreed stretch four times a year and submit a report form with their findings. Those who want more 'hands-on' involvement can carry out management works as well.
- Local organisations carrying out improvement projects in a particular part of the Trail. An example of this is the work that is being done by the Aylsham Rotary Club on a section of the Weaver's Way, which includes vegetation management and the construction of an observation platform.
- Setting up a 'Friends of the Marriott's Way' group. The primary roles of this group would be to help to promote the Marriott's Way, organise events on the Trail and raise money to fund specific improvements. If members of the Friends group also wished to carry out practical management work, this could also be done.



## 7.10 Green Infrastructure

Green Infrastructure a term used to describe the network of linked green spaces with a number of different uses (such as providing sustainable transport links, places for recreation and habitats for wildlife). Marriott's Way has been recognised by the Greater Norwich Growth Board as a vital piece of Green Infrastructure, as it provides all of these things for the growing population to the north of Norwich. The value of the Marriott's Way in terms of Green Infrastructure could be increased through the though the following possible projects:

- Create better green links between the Marriott's Way and other green spaces close to the Trail corridor. This is particularly important in the urban and suburban sections. A first stage of this would be to do a study to identify what green spaces there are close to the Marriott's Way, and how green links could be created.
- Use the Marriott's Way as an example of good Green Infrastructure in a project to raise public awareness about the importance of the subject, in order to increase understanding of how the planning process can be used to deliver it and create something similar to the Marriott's Way in other areas where large amounts of new development are anticipated.
- Increase the value as Green Infrastructure of any new circular routes that are developed off the Marriott's Way by undertaking habitat creation adjacent to the paths through tree-planting, hedge improvement and meadow creation. This could be done through a countryside conservation grant scheme.
- Investigate the potential Green Infrastructure link between the Marriott's Way (which runs along the Wensum Valley) and the Yare Valley Path which runs around the western side of Norwich. The potential of this project has been recognised in the Broadland District Council Green Infrastructure Strategy for the North-east Norwich Development Area..





## 7.11 Businesses

Many businesses benefit from the custom of people using the Marriott's Way: pubs, cafes, cycle hire and shops that sell cycling and walking products, for example. There are a number of ways in which the opportunities presented to businesses can be maximised and in which businesses can contribute to the Trail. For example:

- A cycle hire facility and possible a cafe could be set up at the Train Wood end of Marriott's Way, linked to the facility at Whitwell Station.
- The scheme through which fingerposts are erected to direct people to businesses of interest to Trail users that are close to the Marriott's Way but out of sight to users of it. This is already done, but could be continued and expanded.
- Information boards on the Marriott's Way where it goes through a town or village that gives information about what businesses can be visited there. This would be funded through contributions by the businesses themselves. Hopefully, this would generate additional funding that could be used for the maintenance of the Trail.
- Better signage to and from the Marriott's Way and town and village centres.
- A 'visitor payback' scheme through which customers to businesses that benefit from the Marriott's Way would be encouraged to make a small additional payment to cover the maintenance of the route (e.g. an extra 5p on the price of a cup of tea or coffee at a cafe near the Trail or an extra 20p on the cost of hiring a bike to use on the Trail. It would be similar to the Broads Authority's 'Love the Broads' scheme.
- Sponsorship of some aspect of the Marriott's Way by a local business. This might take the form of participation in a scheme to circulate subsidised cycle bells or powerful cycle lights to people who cycle on the Trail, or might involve something like making a contribution towards the cost of a new publication in return for a chance to associate their name with it.

## 7.12 Health and Well-being

The health benefits of taking physical exercise, such as walking, running and cycling, are well-known. There is also an increasing body of evidence that shows the benefits to public health and well-being of encouraging more people to spend time outdoors in a green space in contact with the natural world. For both of these reasons, the Marriott's Way is an important health resource. The fact that it's route takes it through areas such as Mile Cross and North Drayton which have high levels of health problems such as obesity increases its strategic importance in this respect.

Amongst the potential projects that could help to improve public health and well-being are:

- Working with Clinical Commissioning Groups to organise a General Practitioners referral scheme in which people who visit the doctors with various health issues are prescribed a course of walking on the Marriott's Way rather than drugs. A first step would be to initiate a project with the Norman Centre in Mile Cross in Norwich.
- Organising walking activities for specific groups who might not otherwise go out walking, such as parents at home with pre-school children.
- Holding a Family Fun Day on Marriott's Way in the areas with high levels of health problems, aimed at introducing local people to the Trail and encouraging them to walk on it.













Details of improvements	Council Area
Surface and drainage Improvement are required on the route through rural areas. Breedon gravel is a potential option as it blends well into the rural landscape.	Broadland, Norfolk, Norwich, South Norfolk
Use of novel types of surface projects, such as: Recycled rubber or glow-in-the-dark surfaces	Broadland, Norfolk, Norwich, South Norfolk
The development of a Biodiversity and Aboriculture management plan will enhance the woodland structure and habitat connectivity, and complement other management aims.	Broadland, Norfolk, Norwich, South Norfolk
Seek advice from a protected species specialist to identify opportunities for habitat enhancement and issues that might impede management. This would need to include surveys on specific species during the surveying period.	Broadland, Norfolk, Norwich, South Norfolk
A floral survey and plan for preservation and enhancement	Broadland, Norfolk, Norwich, South Norfolk
Access for recumbent bikes, bike trailers and boats.	Broadland, Norfolk, Norwich, South Norfolk
Railings on one side of all steps (e.g. Orchard Lane, Heath Lane)	Broadland, Norfolk, Norwich, South Norfolk
Better promotion of the route as part of the Sustrans Cycle Route 1 and North Sea Cycle Route.	Broadland, Norfolk, Norwich, South Norfolk
Cycle Tourism promotion plan and establishment of cycling hubs	Broadland, Norfolk, Norwich, South Norfolk
Strengthening the links from the Marriott's Way into the countryside is important for improving the connections and profile of the route.	Broadland, Norfolk, Norwich, South Norfolk
Improve the safety of linking routes e.g. Bure Valley Way crossing through tunnel. There is space for second track, never installed. Divert path through tunnel and slow train at tunnel for safety.	Broadland, Norfolk, Norwich, South Norfolk
Better signage, segregated access and stops to/from the Weavers Way, Bure Valley Path and Wensum Way, including key location promotion (e.g. Blickling)	Broadland, Norfolk, Norwich, South Norfolk
Connecting more circular routes, including: cloverleaf routes off to allow extension of short circular walks and link between Bowthorpe and Costessey	Broadland, Norfolk, Norwich, South Norfolk
Create opportunities for mountain biking adjacent to Marriott's Way.	Broadland, Norfolk, Norwich, South Norfolk
Undertake a feasibility plan for the Broadland Way.	Broadland, Norfolk, Norwich, South Norfolk
Undertake an audit of Bure Valley Path to identify any necessary route and safety improvements.	Broadland, Norfolk, Norwich, South Norfolk

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Potential projects

Location	General Themes	Project Improvement Type
Non-specific	Signs, Information and Access Points	Green Infrastructure
Non-specific	Signs, Information and Access Points	Health and Well-being, Walking, Cycling, Horse-riding, Access for all
Non-specific	Signs, Information and Access Points	Health and Well-being, Walking, Cycling, Horse-riding, Access for all
Non-specific	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all
Non-specific	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all, Communities and Volunteering, Businesses
Non-specific	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all, Communities and Volunteering, Businesses
Non-specific	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all, Communities and Volunteering, Health and Well-being
Non-specific	Signs, Information and Access Points	Young people and Education, Access for all
Non-specific	Other Features	Access for all
Non-specific	Other Features	Art
Non-specific	Other Features	Art
Non-specific	Other Features	Art
Non-specific	Other Features	Art
Non-specific	Other Features	Art, Young people and Education
Non-specific	Other Features	Businesses
Non-specific	Other Features	Businesses



Details of improvements	Council Area
Create a consistent branding and promotion plan for the Green Loop.	Broadland, Norfolk, Norwich, South Norfolk
Create a consistent branding and promotion plan for the Green Loop.	Broadland, Norfolk, Norwich, South Norfolk
Have signs at road crossings to warn road traffic and route users	Broadland, Norfolk, Norwich, South Norfolk
Establishing a code of conduct for the route to minimise conflicts between different types of users and enhance user experience. This could be promoted in a leaflet for cyclists that would also promote the Trail.	Broadland, Norfolk, Norwich, South Norfolk
Replace the existing interpretation with new and more robust signage could lower maintenance costs and heighten the feasibility of forming a Marriott's Way brand identity. Use of the area surrounding the interpretation for businesses to advertise.	Broadland, Norfolk, Norwich, South Norfolk
Wayfinding and signage strategy	Broadland, Norfolk, Norwich, South Norfolk
More events and festivals on Marriott's Way, including: annual walking festival and cycling festival, Nordic walking, relay races.	Broadland, Norfolk, Norwich, South Norfolk
The development and introduction of augmented reality apps for the Marriott's Way would offer the opportunity to deliver greater information and provide a novel experience of the route which can be easily updated and managed from an office environment.	Broadland, Norfolk, Norwich, South Norfolk
Consider parking spaces at strategic locations along the route. Improve the quality and access to existing car parks, includes: opening Hellesdon car park and establishing a gate locking process at Dabblegate (Weavers Way).	Broadland, Norfolk, Norwich, South Norfolk
There is great potential to extend the amount of public art on the route.	Broadland, Norfolk, Norwich, South Norfolk
Increasing the awareness and interpretive value of existing art work on the route would be a effective way of enhancing user experience.	Broadland, Norfolk, Norwich, South Norfolk
Memorial glades along the route where people can commemorate loved ones, while contributing to the up-keep of the trail.	Broadland, Norfolk, Norwich, South Norfolk
Art projects for schools close to the trail, e.g. tree dressing.	Broadland, Norfolk, Norwich, South Norfolk
Astronomy art project involving models of the sun and planets appropriately placed along the trail. Possible link to app.	Broadland, Norfolk, Norwich, South Norfolk
The introduction of a charge for car parking could provide funding for maintenance costs, while promotion of a membership scheme could include free parking for members to encourage regular use. Further reflection and consultation is required in the development of the proposal.	Broadland, Norfolk, Norwich, South Norfolk
There may be opportunities for funding through partnership with local businesses or sponsors. Although further thought is needed on showing appreciation.	Broadland, Norfolk, Norwich, South Norfolk

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Potential projects

Location	General Themes	Project Improvement Type
Non-specific	Other Features	Businesses
Non-specific	Other Features	Cycling
Non-specific	Other Features	Green Infrastructure
Non-specific	Other Features	Heritage
Non-specific	Other Features	Walking, Cycling, Horse-riding, Access for all
Non-specific	Other Features	Walking, Cycling, Horse-riding, Access for all
Non-specific	Other Features	Walking, Cycling, Horse-riding, Access for all
Aylsham	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all, Communities and Volunteering
Aylsham	Other Features	Businesses
Aylsham Gateway	Signs, Information and Access Points	Access for all
Aylsham housing development	Signs, Information and Access Points	Green Infrastructure
Cawston	Vegetation Management and Biodiversity	Biodiversity, nature conservation and landscape
Reepham - Aylsham	Signs, Information and Access Points	Health and Well-being, Access for all
Reepham - Aylsham	Other Features	Access for all, Communities and Volunteering
Reepham Station	Signs, Information and Access Points	Access for all
Reepham Station	Vegetation Management and Biodiversity	Biodiversity, nature conservation and landscape
Themelthorpe Loop	Other Features	Art
Themelthorpe Loop	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all
Themelthorpe Loop	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all
Themelthorpe	Other Features	Horse-riding, Walking, Cycling, Access for all



Details of improvements	Council Area
Provision of toilet facilities and cafes throughout the route	Broadland, Norfolk, Norwich, South Norfolk
An increase in the provision of cycle rack and cycle parking facilities will enhance the experience for cyclists.	Broadland, Norfolk, Norwich, South Norfolk
Sustainability innovations on the route e.g. solar charged LED lighting	Broadland, Norfolk, Norwich, South Norfolk
Raise awareness of railway heritage, e.g. providing information about fruit trees from train passengers.	Broadland, Norfolk, Norwich, South Norfolk
More seating - a mix of benches, seats and picnic stations.	Broadland, Norfolk, Norwich, South Norfolk
Strategic plan to identify areas in need of new benches e.g. between Costessey Lane and the Costessey Mile Marker, or between Reepham and Aylsham.	Broadland, Norfolk, Norwich, South Norfolk
Improve existing seating, such as: add cushions or wooden sleepers to Mile markers, add bike stands to seats.	Broadland, Norfolk, Norwich, South Norfolk
Improvements to the signage in the Aylsham area.	Broadland
Sell Marriott's Way Merchandise through the Bure Valley Railway purchasing platform.	Broadland
Establishing a more pronounced Gateway to the Marriott's Way from Aylsham which is in keeping with the landscape identity.	Broadland
Green lanes to link Marriott's Way to Aylsham housing developments	Broadland
Widening of the route is required which will be facilitated by hedgerow management.	Broadland
Markers to show the 10km running route between Reepham and Aylsham.	Broadland
More seating, litter and dog bins, reinstated interpretation between Reepham and Aylsham	Broadland
Wheelchair access onto Marriott's Way for users at Reepham Station, making it a hub.	Broadland
Clearing off vegetation from platform opposite Reepham Station Café	Broadland
Increase artwork on the Themelthorpe Loop.	Broadland
Issue of cows getting on the trail in the North section.	Broadland
Easier and better marked shortcut to avoid Themelthorpe Loop	Broadland
There are possible opportunities to provide horse box and car parking to increase accessibility for a variety of users.	Broadland

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Potential projects

Location	General Themes	Project Improvement Type
Whitwell	Vegetation Management and Biodiversity	Communities and Volunteering, Biodiversity, nature conservation and landscape
Whitwell Station	Other Features	Heritage
Lenwade	Other Features	Access for all
Lenwade	Other Features	Businesses
Lenwade	Other Features	Walking, Cycling, Horse-riding, Access for all
Lenwade	Other Features	Art, Walking, Cycling, Horse-riding, Communities and Volunteering
Attlebridge	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all
Attlebridge	Other Features	Walking, Cycling, Horse-riding, Access for all
Freeland Corner	Signs, Information and Access Points, Other Features	Walking, Cycling, Horse-riding, Access for all
Fakenham Road and Pendulsham Rise	Lighting	Walking, Cycling, Horse-riding, Access for all
Fakenham Road - Drayton Tesco	Signs, Information and Access Points	Access for all
Drayton Tescos	Signs, Information and Access Points	Access for all
Taverham Road - Fakenham Road	Surfacing	Walking, Cycling, Horse-riding, Access for all
Taverham Road - A1068	Signs, Information and Access Points	Walking, Cycling, Access for all
Station Road Drayton	Signs, Information and Access Points	Access for all
Red Bridge	Signs, Information and Access Points	Access for all
Oval Road - Gunton Lane	Surfacing	Access for all
Costessey	Signs, Information and Access Points	Access for all, Green Infrastructure
Costessey	Vegetation Management and Biodiversity	Biodiversity, nature conservation and landscape



Details of improvements	Council Area
There is great potential for community involvement in biodiversity improvements.	Broadland
Enhancing the railway heritage at Whitwell station could provide additional benefits to the local community and businesses.	Broadland
Re-surfacing work is required at the car park.	Broadland
Better links with Lenwade businesses.	Broadland
Provision of seating and facilities would complement local community and route user needs.	Broadland
Reinstatement of the Amphitheatre and management plan for the area.	Broadland
Improve access and signage at Attlebridge station to ensure safety of road crossing, includes warning cars and route users.	Broadland
Improve picnic site at Attlebridge station.	Broadland
Expansion of access to and from the route at Freeland Corner and the improvement of the carpark.	Broadland
Lighting at key sites enroute, including: St Cripin's Road crossing and between Fakenham Road and Pendulsham Rise.	Broadland
The ramp down from the Fakenham road to the Tesco access point requires work.	Broadland
Ramp work to the route next to the Tescos supermarket would improve entry for wheelchair and buggy users as well as better connections to the route for the local community.	Broadland
Stretch is muddy and trees overhang the section	Broadland
Toucan crossing required with priority for MW cyclists and walkers.	Broadland
Carry out a feasibility study into the possibility of making the improvements necessary to return the route of Marriott's Way to Station Road in Drayton	Broadland
The establishment of a route from Red Bridge car park to the Marriott's Way would increase route access for users travelling locally and from further afield.	South Norfolk
Surfacing existing track, Access controls, signage	South Norfolk
Improving public access to Marriott's Way from surrounding residential areas through additional footpaths, new signage and promotion of circular walks linking with Marriott's Way, with the aim of increasing the number of local residents using the footpath.	South Norfolk
Improving ecological connectivity and increasing habitat by planting hawthorn hedges along the south-western edge of the Marriott's Way footpath to fill gaps and screen adjacent farmland, with the aim of enhancing the natural environment along the route.	South Norfolk

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Potential projects

Location	General Themes	Project Improvement Type
Costessey	Surfacing, Signs, Information and Access Points	Access for all, Walking, Cycling, Horse-riding
Thorpe Marriott - Marl Pitt Lane	Surfacing, Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all
Thorpe Marriott - Marl Pitt Lane	Lighting	Cycling
Hellesdon Road – Costessey Lane	Surfacing, Lighting	Walking, Cycling, Access for all
Hellesdon Station	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all, Heritage
Hellesdon Road (Junction with Marriott's Way)	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all
Outer ring road (Sweetbriar Road)	Signs, Information and Access Points	Access for all
Outer ring road (Sweetbriar Road) bridge	Signs, Information and Access Points	Access for all
Burnet Road (Sweetbriar Industrial estate)	Signs, Information and Access Points	Access for all
Burnet Road (Sweetbriar Industrial estate)	Signs, Information and Access Points	Businesses
Hellesdon Road – Sloughbottom Park	Surfacing	Walking, Cycling, Horse-riding, Access for all
Sloughbottom Park – Andersons Meadow	Surfacing, Lighting	Walking, Cycling, Horse-riding, Access for all, Biodiversity, nature conservation and landscape
Sloughbottom Park – Andersons Meadow	Vegetation Management and Biodiversity	Biodiversity, nature conservation and landscape



Details of improvements	Council Area
Improving the gateways and surface of the South Norfolk stretch of Marriott's Way to facilitate use by all sectors of the local community, but in particular anyone with mobility problems, pushchairs, cyclists etc. The aim is to widen the scope for using Marriott's Way for leisure purposes and journeys to services.	South Norfolk
Surface and drainage Improvement are required on the route. A feasible option that accounts for the management and access issues of this section would be a sealed surface. There is a viable opportunity for the maintenance of this section of the route to be adopted as highway.	Broadland/ South Norfolk/ Norwich
Encourage the use of more powerful bicycle lights.	Broadland/ South Norfolk/ Norwich
Bring up to an adoptable standard as a commuter route: - Realign onto original railway bed. - Hard surface path min. 3.0m width - Sensitive lighting	South Norfolk
Create a link past the old Hellesdon Station.	South Norfolk
Toucan crossing	Norwich
Access ramps	Norwich
Replace existing barriers with posts	Norwich
Improve existing access point: access controls, signage	Norwich
Marketing and Promotion of businesses on the estate	Norwich
Surfacing repairs	Norwich
Widen path to min. 3.5m by removing earth mounding. Remove trees close to path. Improve adjacent drainage ditch (convert to swale?) Lighting	Norwich
Clear rubbish Landscaping/planting Treat Japanese knotweed	Norwich

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Potential projects

Location	General Themes	Project Improvement Type
Mile Cross Road	Signs, Information and Access Points	Access for all, Cycling
Mile Cross Road bridge	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all
Andersons Meadow	Surfacing, Lighting, Vegetation Management and Biodiversity	Walking, Cycling, Horse-riding, Access for all, Biodiversity, nature conservation and landscape
Havers Road access point	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all
Barker Street access	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all
Dragon crossing	Other Features	Walking, Cycling, Horse-riding, Access for all
Norwich Gateway	Signs, Information and Access Points	Walking, Cycling, Horse-riding, Access for all
Norwich	Signs, Information and Access Points	Walking, Cycling, Access for all, Communities and Volunteering, Businesses
Barn Road to Hellesdon Road	Lighting	Walking, Cycling, Horse-riding, Access for all
Train Wood	Vegetation Management and Biodiversity	Biodiversity, nature conservation and landscape, Access for all



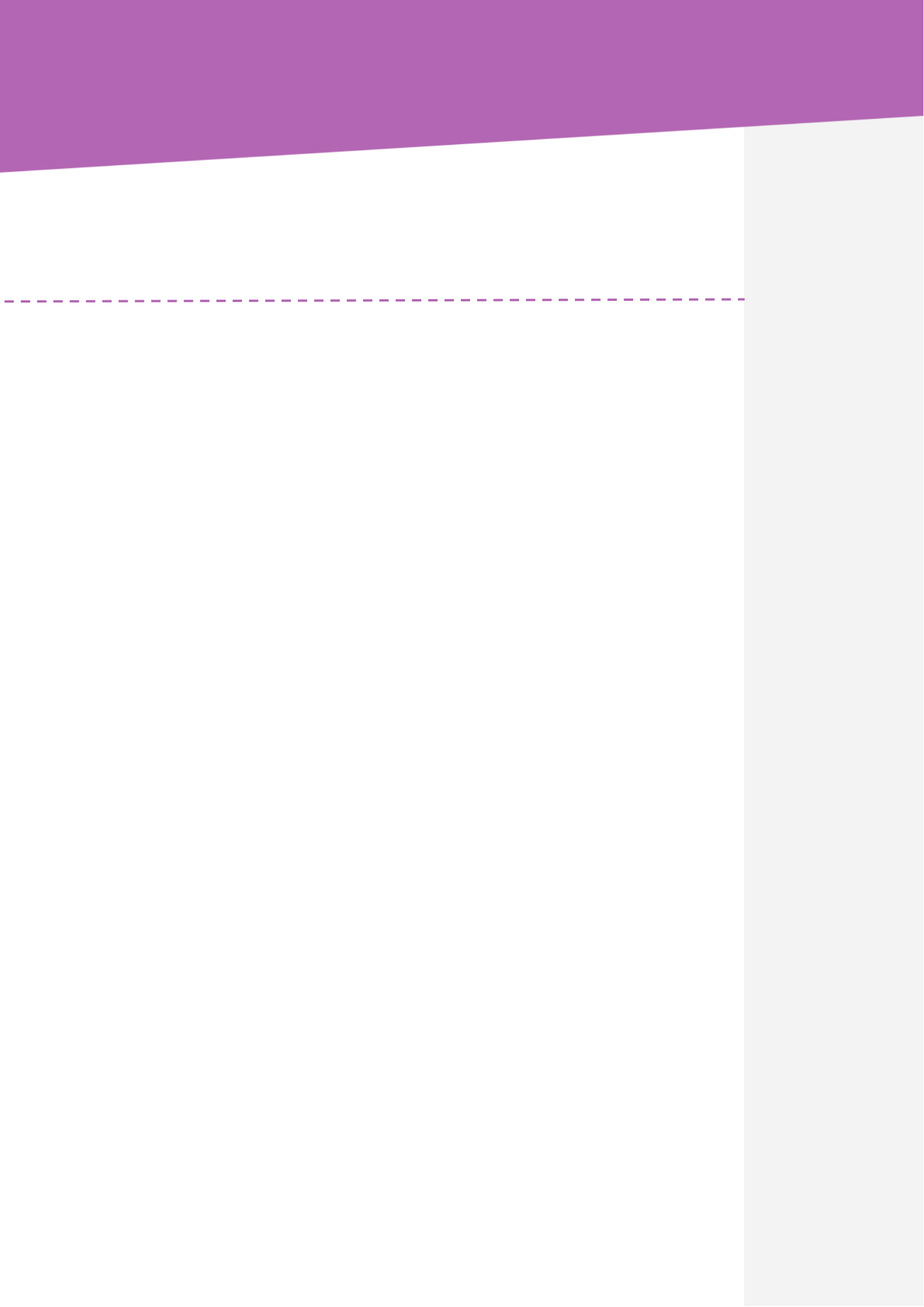
Details of improvements	Council Area
Improve existing access point Right turn facility for cyclists in centre of road?	Norwich
Replace existing barriers with posts	Norwich
Widen path to min. 3.5m Remove trees close to path. lighting Replanting of trees	Norwich
Re-align, flush kerbs and signage	Norwich
Improve layout and signage Replace post	Norwich
Complete repairs	Norwich
Establishing a more pronounced Gateway to the Marriott's Way from Norwich which is in keeping with the landscape identity.	Norwich
Signage through Norwich to direct people to the Marriott's Way would increase its profile and attract more users.	Norwich
Introduce lighting to the City section of the Trail	Norwich
Continue work of Norwich Fringe Project along Norwich City section.	Norwich

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## Putting the plan into action

The Marriott's Way Improvement and Delivery Plan has been drawn up to cover the period of 2015-2025. The consultation process that has been carried out has led to the creation of a long list of potential projects that could be carried out during this period. Some of these will be prioritised and be done in the financial year of 2015-16, when the Community Infrastructure Levy funding of £250,000 will need to be spent. Others will be carried out if current funding bids to the Heritage Lottery Fund and EU Life Plus Programme are successful. The rest will require new funding bids to be made if they are to be initiated. Even without an identified source of funding, it is useful to have a list of desirable projects so that the authorities who own the sections of the Trail can react quickly should any money become available. They will form an Action Plan, which will be updated throughout the ten-year period of the Marriott's Way Improvement and Delivery Plan and which will be one of its appendices. A methodology for doing a cost: benefit analysis on each of the project in the Action Plan has been developed as a tool to assist in the prioritisation process.

It is important to have a group of stakeholders who are able to ensure that the Marriott's Way Improvement and Delivery Plan is put into practice and that funding continues to be applied for where it is needed. It may also be necessary to update the Action Plan tables as circumstances change over the ten-year period of the plan. It is therefore proposed to retain the Marriott's Way Green Infrastructure Project Group to oversee the implementation of the Plan. As well as its existing membership of the four local authorities and Sustrans, it would be desirable to also include some representatives of stakeholder groups with a particular interest in different aspects of the Trail, such as 'Friends' Groups or heritage organisations. This group would also help to co-ordinate the management of the Trail.







 **Norfolk** County Council

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