Great Yarmouth
Third River Crossing

Building Futures
Welcome

Great Yarmouth is poised to become an economic success story for the UK. Unprecedented levels of investment are going into the town from the offshore energy sector and millions are being spent on ambitious projects to regenerate the area. We are determined to realise the potential of the opportunity that Great Yarmouth represents, for the good of its residents, the rest of Norfolk and the whole country. Vital to this is ensuring the town has the transport infrastructure to support economic growth — for me, it is unthinkable that this potential could be stifled by a road network that is congested with traffic.

Therefore, building a third river crossing in Great Yarmouth is an absolute priority for Norfolk County Council. We have the ambition, the evidence and the expertise to deliver this project, and we have invested £4 million in the scheme to date. We now need the financial backing from central Government to make this happen as soon as possible. This is an excellent project that provides good value for money, can be delivered to a fast and efficient timetable, and has wide-ranging support from the private and public sector and the local community.

I am convinced that the third river crossing needs to be built to help us realise Great Yarmouth and Norfolk’s potential — let us convince you over the following pages.

Cliff Jordan
Leader of Norfolk County Council

Great Yarmouth’s economic potential

Great Yarmouth is now the third largest seaside resort in the UK and the tourism industry contributes over £591m annually to the local economy through both overnight visitors and day visitors.

£59bn Capital Investment Forecast in Energy for the East by 2030

Fast Growing Port: 45% increase in tonnage between 2011 and 2015

Great Yarmouth Enterprise Zone Investment to date:

• Public Capital Investment: £17,932,367
• Private Capital Investment: £28,754,399

A £9m New Anglia Local Enterprise Partnership (NALEP) Local Growth Fund has been secured for a package of transport and highways improvements.

Building Futures
The case for the bridge

The Great Yarmouth Enterprise Zone has the potential to create 5,000 new jobs by 2025, and there are plans for 2,000 new homes and 20-30 hectares of employment development.

Attracting business and industry investment by...
- Reducing congestion
- Making journey times quicker and more reliable
- Improving transport links between the port and the Enterprise Zone, trunk roads and the rail networks
- Supporting regeneration in the town, and the visitor and retail economy as a result
- Making shopping and tourism areas more accessible

Enhancing quality of life by...
- Creating more skilled jobs
- Helping to build hundreds of new homes by 2030
- Creating a more direct route between employment and residential areas
- Reducing road casualties
- Improving resilience and response times for the emergency services
- Improving walking and cycling links
- Reducing traffic emissions

Evidence of strong support for the bridge
- 80% strongly agreed or agreed that congestion would be greatly reduced by a new river crossing.
- 79% agreed that the Third River Crossing would make their journey times shorter

Estimated project costs (2017 onwards) £120 million

Construction to begin - 2020
The case we are making is a compelling one. Improving connectivity is key to increasing our productivity, attracting inward investment and retaining local talent. A third river crossing in Great Yarmouth would support all three: helping to create thousands of new jobs, opening up our all-energy coastline and reducing congestion which costs our local business time, money and customers.

Chris Starkie, Managing Director, New Anglia Local Enterprise Partnership

“A third river crossing would provide much needed connections between the strategic road network and the fast growing energy-related Enterprise Zone. It would support tourism, worth £591m per annum to Great Yarmouth, and help create job opportunities for the local workforce - all of which will save businesses time and money, whilst allowing them to increase economic growth in our region.”

Nora Farleyih, Public Affairs Manager, Norfolk Chamber of Commerce

“A third river crossing would ensure ongoing development of, and investment in, the harbour area. As logistics specialists we see tremendous benefits for the local economy and our own business with an enhanced road infrastructure enabling us to continue to grow our business and stimulate growth in the local area.”

Paul Smith, Business Manager, Peterson Ltd

“The port continues to attract new and diverse business interests which serves to reinforce the assets available and the potential on offer in the region. Investing in improved transport infrastructure is an essential enabler to sustainable future growth benefitting both communities and businesses.”

Richard Goffin, Port Director Peel Ports Great Yarmouth

Great for business

“Building the third river crossing is a great opportunity for Great Yarmouth. Reducing traffic congestion around the town will enable suppliers and employees to be even more productive, which in turn will benefit the local economy.”

Blair Ainslie, CEO, Seajacks

“Building the third river crossing would provide much needed connections between the strategic road network and the fast growing energy-related Enterprise Zone. It would support tourism, worth £591m per annum to Great Yarmouth, and help create job opportunities for the local workforce - all of which will save businesses time and money, whilst allowing them to increase economic growth in our region.”

Nora Farleyih, Public Affairs Manager, Norfolk Chamber of Commerce
“Greater Yarmouth is a busy and densely populated area which the river carves in two. A third bridge further along the Yare towards the river mouth would give us much greater local resilience, particularly in the early stages of larger or more complex incidents that require multiple fire engines or specialist support. It should enable us to increase our response areas and therefore make it easier to recruit retained firefighters.”

David Ashworth, Chief Fire Officer, Norfolk Fire and Rescue Service

“Great Yarmouth is England’s offshore energy capital, working internationally to capture for the UK billions of pounds of private investment, including in offshore wind farms and gas platform decommissioning. This vital third river crossing, linking the deep-water outer harbour, river port and Enterprise Zone to the trunk road network, will bring huge benefits for the economy, significantly improving traffic connections, creating jobs and unlocking further business, regeneration and economic growth opportunities.”

Cllr Graham Plant, Leader of Great Yarmouth Borough Council

““The third river crossing will be of huge economic benefit to the town and harbour, serving the growing offshore businesses, tourism and energy sectors. As a college we are closely aligned to employers’ training needs and regional priorities, and recognise that, in order to achieve growth in key sectors, the region must be supported with the appropriate infrastructure and travel networks. To this end I see the river crossings planned for both Great Yarmouth and Lowestoft as critical developments along with the dualling of the Acle Straight.”

Stuart Rimmer, Chief Executive Officer and Principal, East Coast College

“Great Yarmouth is a busy and densely populated area which the river carves in two. A third bridge further along the Yare towards the river mouth would give us much greater local resilience, particularly in the early stages of larger or more complex incidents that require multiple fire engines or specialist support. It should enable us to increase our response areas and therefore make it easier to recruit retained firefighters.”

David Ashworth, Chief Fire Officer, Norfolk Fire and Rescue Service

“Great Yarmouth is England’s offshore energy capital, working internationally to capture for the UK billions of pounds of private investment, including in offshore wind farms and gas platform decommissioning. This vital third river crossing, linking the deep-water outer harbour, river port and Enterprise Zone to the trunk road network, will bring huge benefits for the economy, significantly improving traffic connections, creating jobs and unlocking further business, regeneration and economic growth opportunities.”

Cllr Graham Plant, Leader of Great Yarmouth Borough Council

“Our patients are our priority – and we know that, in an emergency, time is of the essence. A third river crossing that helps keep traffic moving so urgent cases can arrive at our hospital more quickly can only be good for our patients and the dedicated team of staff who care for them.”

Christine Allen, Chief Executive, James Paget University Hospitals NHS Foundation Trust

“While we generally meet our target times for responding to emergency calls from the public, anything which could improve the town’s infrastructure would be welcomed, and could lead to these times being reduced further, therefore offering a better quality of service to people living, working and visiting the borough.”

Superintendent Roger Wilshere, Great Yarmouth Policing Commander

“Building Futures

Great Yarmouth is England’s offshore energy capital, working internationally to capture for the UK billions of pounds of private investment, including in offshore wind farms and gas platform decommissioning. This vital third river crossing, linking the deep-water outer harbour, river port and Enterprise Zone to the trunk road network, will bring huge benefits for the economy, significantly improving traffic connections, creating jobs and unlocking further business, regeneration and economic growth opportunities.”

Cllr Graham Plant, Leader of Great Yarmouth Borough Council

“Our patients are our priority – and we know that, in an emergency, time is of the essence. A third river crossing that helps keep traffic moving so urgent cases can arrive at our hospital more quickly can only be good for our patients and the dedicated team of staff who care for them.”

Christine Allen, Chief Executive, James Paget University Hospitals NHS Foundation Trust

“While we generally meet our target times for responding to emergency calls from the public, anything which could improve the town’s infrastructure would be welcomed, and could lead to these times being reduced further, therefore offering a better quality of service to people living, working and visiting the borough.”

Superintendent Roger Wilshere, Great Yarmouth Policing Commander

“Great Yarmouth is a busy and densely populated area which the river carves in two. A third bridge further along the Yare towards the river mouth would give us much greater local resilience, particularly in the early stages of larger or more complex incidents that require multiple fire engines or specialist support. It should enable us to increase our response areas and therefore make it easier to recruit retained firefighters.”

David Ashworth, Chief Fire Officer, Norfolk Fire and Rescue Service

“Great Yarmouth is England’s offshore energy capital, working internationally to capture for the UK billions of pounds of private investment, including in offshore wind farms and gas platform decommissioning. This vital third river crossing, linking the deep-water outer harbour, river port and Enterprise Zone to the trunk road network, will bring huge benefits for the economy, significantly improving traffic connections, creating jobs and unlocking further business, regeneration and economic growth opportunities.”

Cllr Graham Plant, Leader of Great Yarmouth Borough Council

“Our patients are our priority – and we know that, in an emergency, time is of the essence. A third river crossing that helps keep traffic moving so urgent cases can arrive at our hospital more quickly can only be good for our patients and the dedicated team of staff who care for them.”

Christine Allen, Chief Executive, James Paget University Hospitals NHS Foundation Trust

“While we generally meet our target times for responding to emergency calls from the public, anything which could improve the town’s infrastructure would be welcomed, and could lead to these times being reduced further, therefore offering a better quality of service to people living, working and visiting the borough.”

Superintendent Roger Wilshere, Great Yarmouth Policing Commander

“Great Yarmouth is a busy and densely populated area which the river carves in two. A third bridge further along the Yare towards the river mouth would give us much greater local resilience, particularly in the early stages of larger or more complex incidents that require multiple fire engines or specialist support. It should enable us to increase our response areas and therefore make it easier to recruit retained firefighters.”

David Ashworth, Chief Fire Officer, Norfolk Fire and Rescue Service

“Great Yarmouth is England’s offshore energy capital, working internationally to capture for the UK billions of pounds of private investment, including in offshore wind farms and gas platform decommissioning. This vital third river crossing, linking the deep-water outer harbour, river port and Enterprise Zone to the trunk road network, will bring huge benefits for the economy, significantly improving traffic connections, creating jobs and unlocking further business, regeneration and economic growth opportunities.”

Cllr Graham Plant, Leader of Great Yarmouth Borough Council

“Our patients are our priority – and we know that, in an emergency, time is of the essence. A third river crossing that helps keep traffic moving so urgent cases can arrive at our hospital more quickly can only be good for our patients and the dedicated team of staff who care for them.”

Christine Allen, Chief Executive, James Paget University Hospitals NHS Foundation Trust

“While we generally meet our target times for responding to emergency calls from the public, anything which could improve the town’s infrastructure would be welcomed, and could lead to these times being reduced further, therefore offering a better quality of service to people living, working and visiting the borough.”

Superintendent Roger Wilshere, Great Yarmouth Policing Commander

“Great Yarmouth is a busy and densely populated area which the river carves in two. A third bridge further along the Yare towards the river mouth would give us much greater local resilience, particularly in the early stages of larger or more complex incidents that require multiple fire engines or specialist support. It should enable us to increase our response areas and therefore make it easier to recruit retained firefighters.”

David Ashworth, Chief Fire Officer, Norfolk Fire and Rescue Service

“Great Yarmouth is England’s offshore energy capital, working internationally to capture for the UK billions of pounds of private investment, including in offshore wind farms and gas platform decommissioning. This vital third river crossing, linking the deep-water outer harbour, river port and Enterprise Zone to the trunk road network, will bring huge benefits for the economy, significantly improving traffic connections, creating jobs and unlocking further business, regeneration and economic growth opportunities.”

Cllr Graham Plant, Leader of Great Yarmouth Borough Council

“Our patients are our priority – and we know that, in an emergency, time is of the essence. A third river crossing that helps keep traffic moving so urgent cases can arrive at our hospital more quickly can only be good for our patients and the dedicated team of staff who care for them.”

Christine Allen, Chief Executive, James Paget University Hospitals NHS Foundation Trust

“While we generally meet our target times for responding to emergency calls from the public, anything which could improve the town’s infrastructure would be welcomed, and could lead to these times being reduced further, therefore offering a better quality of service to people living, working and visiting the borough.”

Superintendent Roger Wilshere, Great Yarmouth Policing Commander

“Great Yarmouth is a busy and densely populated area which the river carves in two. A third bridge further along the Yare towards the river mouth would give us much greater local resilience, particularly in the early stages of larger or more complex incidents that require multiple fire engines or specialist support. It should enable us to increase our response areas and therefore make it easier to recruit retained firefighters.”

David Ashworth, Chief Fire Officer, Norfolk Fire and Rescue Service

“Great Yarmouth is England’s offshore energy capital, working internationally to capture for the UK billions of pounds of private investment, including in offshore wind farms and gas platform decommissioning. This vital third river crossing, linking the deep-water outer harbour, river port and Enterprise Zone to the trunk road network, will bring huge benefits for the economy, significantly improving traffic connections, creating jobs and unlocking further business, regeneration and economic growth opportunities.”

Cllr Graham Plant, Leader of Great Yarmouth Borough Council

“Our patients are our priority – and we know that, in an emergency, time is of the essence. A third river crossing that helps keep traffic moving so urgent cases can arrive at our hospital more quickly can only be good for our patients and the dedicated team of staff who care for them.”

Christine Allen, Chief Executive, James Paget University Hospitals NHS Foundation Trust

“While we generally meet our target times for responding to emergency calls from the public, anything which could improve the town’s infrastructure would be welcomed, and could lead to these times being reduced further, therefore offering a better quality of service to people living, working and visiting the borough.”

Superintendent Roger Wilshere, Great Yarmouth Policing Commander
Investing in Norfolk

Norfolk County Council is investing millions of pounds in major infrastructure projects, designed to support the county’s economic growth.

Transport for Norwich
A programme of strategic improvement projects designed to encourage the use of more sustainable forms of transport in and around the city, such as public transport, cycling and walking, while also improving the capacity of the road network.

Norwich Northern Distributor Road
Backed by the Department for Transport, the Northern Distributor Road has the potential to bring more than £1 billion of economic benefits to Norfolk.

The new 12.5 mile dual carriageway will open in early 2018 and is expected to ease congestion in and around the city and greatly improve connectivity to the Norwich Airport. It will also provide jobs and help businesses make a significant contribution to the national economy.

Better Broadband for Norfolk
More than £60 million has been committed to date in Norfolk County Council and BT’s programme, backed by central Government, to make superfast broadband widely available across Norfolk. Since it got under way in 2012, the programme has helped to double access to high-speed broadband in the county.

International Aviation Academy – Norwich
A first-of-its-kind, purpose-built training academy based at the Norwich Airport Industrial Estate that will create the next generation of aviation professionals, with up to 80 new aviation engineers being trained per year.

A47 Alliance
Highways England has already committed investment and will be working closely with the A47 Alliance to deliver major improvements to the A47 from the A1 at Peterborough to Great Yarmouth. The improved transport link will provide a high quality alternative route between the A1 and the east coast, helping to stimulate economic growth for Great Yarmouth.