

Great Yarmouth Third River Crossing

OUTLINE BUSINESS CASE

MARCH 2017

Supporting Document 13 – Stakeholder Consultation Report

Great Yarmouth Third River Crossing Consultation & Stakeholder Engagement Report March 2017

NB: This report is restricted under Purdah – not to be made publically available until 5th May 2017. After this date the report will be made available on www.norfolk.gov.uk/trc

Purdah restrictions - not to be published until 5th May 2017

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Executive Summary

The Third River Crossing is vital to the economic prosperity of Great Yarmouth. Great Yarmouth is part of a larger economic sub-region with a strong economic heritage including manufacturing, food and drink processing, tourism and leisure industries. Great Yarmouth is highlighted as a key growth location within the New Anglia LEP's Strategic Economic Plan.

Great Yarmouth is world-renowned as England's offshore energy sector capital, in line to share over coming decades in billions of pounds of private investment, including in offshore windfarms and gas platform decommissioning. Linking the port, new deep-water Outer Harbour and Enterprise Zone to the trunk road network will further boost the UK's prospects and prosperity, ensuring we are better placed to capture these jobs and investment for the nation.

A new Third River Crossing will provide linkages across the River Yare to the economic growth hub on the South Denes peninsula. The additional crossing would also support tourism, which is worth £577m per annum to Great Yarmouth and create jobs for 30% of the local workforce.

As part of the Outline Business Case submission for the Department of Transport Norfolk County Council, over a six month period, implemented an in-depth public consultation and engagement strategy that included:

- High level political interaction
- Engagement with MP Brandon Lewis
- High profile business engagement
- Working closely with our key stakeholder partners
- A series of intensive public stakeholder engagement events
- Public questionnaire

The engagement strategy presented officers with the opportunity to share emerging preliminary designs; to engage with key stakeholders on the Third River Crossing and the wider infrastructure improvements and investment planned for Great Yarmouth over the coming years and months; as well as to capture the strong local and political support for the Great Yarmouth Third River Crossing.

Public Consultation

The public consultation was officially launched to the public in November 2016 and continued to 31st January 2017. Included a detailed infrastructure questionnaire, supported by a number of stakeholder events held in Great Yarmouth Library, Gorleston Library and Great Yarmouth Town Hall. The questionnaire was widely distributed and generated a total of 479 responses.

The results from the questionnaire showed that there was a high level of support from the public for a new Third River Crossing for Great Yarmouth, **81%** of respondents stating that they would either be very likely, or likely to use a new Third River Crossing.

Analysis of the questionnaire showed that residents and businesses in Great Yarmouth suffer from congestion, with **71.4%** of respondents seeing this as either a serious or a very serious issue, with many being delayed for lengthy periods of time.

78.9% of respondents to the public questionnaire either strongly agreed, or agreed that the Third River Crossing would make their journey times shorter and **80%** either strongly agreed or agreed that congestion would be greatly reduced by a new crossing.

The Third River Crossing is considered by respondents to the questionnaire to be an important piece of infrastructure that will not only contribute to the revitalisation of Great Yarmouth but will help create jobs, improve quality of life, ease congestion considerable and generate business.

Stakeholder Support

Throughout the development of the outline business case there was and continues to be a high level of strategic support both politically and within the business community for the development of a Third River Crossing for Great Yarmouth.

MP, Brandon Lewis stated that the Third River Crossing will create a big boost to Great Yarmouth and a huge difference to our infrastructure.

Cllr Wilby Chairman of the Environment, Development and Transport Committee reiterated that the Third River Crossing unites councillors of all political parties and would have a huge benefit for Yarmouth, Norfolk and bring prosperity, reduced journey times and easing congestion.

The Leader of Great Yarmouth Borough Council Cllr Graham Plant has also been a strong vocal advocate of the importance of the Third River Crossing and strength of the business case is incredibly strong and there is absolute commitment from the public and private sector to help secure national funding and make the bridges benefits reality.

Chris Starkie, Managing Director of New Anglia LEP a key partner and funding contributor has stated the LEP's full support of the scheme, saying that it will boost productivity, attract inward investment and retain local talent. A Third River Crossing in Great Yarmouth will help create thousands of jobs, improved links across the town and the region.

The Great Yarmouth Chamber of Commerce have been and continue to be a strong advocate and supporter of the Third River Crossing with the new President of Great Yarmouth Chamber Council Neil Orford stating that the new crossing would provide much needed connections between the strategic road network and the fast growing energy-related Enterprise Zone, and that any improvements to the transport infrastructure will be of great benefit to businesses, residents and visitors to the town.

Meetings have been held with Peel Port, owners and operators of Great Yarmouth port, as a major stakeholder, have been fully engaged throughout the consultation process and during the development of the outline business case; in particular

relation to the specific details of the operation, detailed design of the structure and its potential impact on the port activity. These operational, design and mitigation details will continue to be developed with Peel Ports in the next phase of design and planning.

John Potter, Director, Potters Leisure Ltd a major business in Great Yarmouth employing 600 local residents and 200 staff from outside Great Yarmouth has given us their absolute support for the Third River Crossing. Stating that Great Yarmouth is cut off at every turn by some of the most deprived and suffocating transport links in the Country. Staff and visitors find themselves 'literally, economically and socially gridlocked on a daily basis'.

Jonathan Newman Manager Great Yarmouth Business Improvement District has expressed the absolute support of the 180 businesses the BID represents, stating that the bridge is vital in revitalising town centre businesses.

Summary

The evidence gathered during from stakeholders shows that the Third River Crossing continues to be a vital, strategic, piece of infrastructure that is central to the economic growth in the region and UK and is widely supported by residents and businesses.

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1.0 Background

The Third River Crossing is vital to the economic prosperity of Great Yarmouth. Great Yarmouth is part of a larger economic sub-region with a strong economic heritage including manufacturing, food and drink processing, tourism and leisure industries. Great Yarmouth is highlighted as a key growth location within the New Anglia Local Enterprise Partnership's Strategic Economic Plan.

The A47 and A12 provide strategic connectivity to and from the Great Yarmouth area and the government currently investing in a series of improvements along the A47 and the A12 to help issues of congestion and delay. Furthermore, through the LEP Growth Deal an investment of £9m is planned in Great Yarmouth to help connect employment sites, tackle congestion pinch points and enhance facilities for sustainable modes of travel.

Some of the specific challenges facing Great Yarmouth include:

- Severance caused by the River Yare between regeneration employment sites and residents in the southern part of the Great Yarmouth built up area;
- Poor connectivity between the South Denes brownfield area which is likely to be developed for port related activities;
- Limited road access to the peninsula of Great Yarmouth and the traffic congestion this causes;
- Accommodating the transport impacts from future commercial and residential developments and the expansion of the port, including heavy goods vehicles; and;
- Providing direct access to the centre of Great Yarmouth and the seafront with its leisure activities for car trips from the south and south west;
- Perceptions of remoteness that the Great Yarmouth area suffers;
- High unemployment rates, low participation in higher education, and a seasonal workforce.

Over the six months developing the Outline Business Case (October 2016 to March 2017) we developed a strong and robust public engagement strategy. The Great Yarmouth Third River Crossing has strong local support, however we wanted to re-engage and update our presumptions on that level of support.

This engagement included:

- Identifying and attending high profile networking and lobbying opportunities
- Working closely with MP Brandon Lewis
- Working closely with Norfolk County Council and Great Yarmouth Borough Council councillors
- A series of intensive public stakeholder engagement events in from mid-November to end January 2017

- Working closely with Peel Ports and other port users on operational concerns
- Engaging directly with businesses and attending a number of key events such as the well-attended business breakfast.

2.0 Scope

In September 2016 the Norfolk County Council Great Yarmouth Third River Crossing Board approved proposals for a co-ordinated programme of targeted engagement.

The aim of this engagement and consultation process for the outline business case running from September 2016 to February 2017, was to increase the understanding of progress towards the Great Yarmouth Third River Crossing; to ensure our key audiences would have clear and coherent information on the proposals for the bridge; and to show how they link to the wider package of improvements earmarked for Great Yarmouth.

We actively sought the views of politicians and key businesses in and around Great Yarmouth, in particular the port users including Peel Ports.

The main scope at this stage included:

- 1) The level of support for the Great Yarmouth Third River Crossing
- 2) The emerging designs for the Great Yarmouth Third River Crossing

Additional information but outside the scope of main purpose:

- 1) Highways England improvements to key junctions (Gapton Roundabout, Vauxhall Roundabout and Harfrey's Roundabout)
- 2) £9m sustainable transport improvements
- 3) Great Yarmouth Borough Council's master planning consultation

3.0 Engagement Activity

3.1 Key Stakeholder Audiences and Messages

Stakeholders are crucial to the successful delivery of the Third River Crossing. NCC have built an extensive stakeholder group with politicians, businesses, port users, residents and other interested parties.

Stakeholders will continue to be involved in the development of the Full Business Case for the scheme, and the delivery phase. The engagement and consultation will give all stakeholder groups a voice that is heard and any concerns are addressed at an early stage to ensure a successful outcome. Stakeholders are vital to the scheme's success, and we have identified key stakeholder groups having specific interests in the delivery and successful outcome of the Great Yarmouth Third Crossing project. Communications with each group will be tailored to their specific needs:

Audience 1 - Political

- We will continue to set out a clear case as to why the Third River Crossing is essential to the growth of the area and how we can accelerate financial investment.

- We will ensure political members that our processes are inclusive. As well as galvanising the political support we need to ensure successful funding allocations throughout the various rounds of funding bid submissions.
- We will engage with MPs to ensure the TRC is kept at the top of the political agenda for 'Place' and there is an agreement to ensure an understanding that the TRC is Norfolk's key infrastructure priority.

Audience 2 – Businesses

- We will ensure that the Third River Crossing is sensitive to the needs of local businesses, with economic growth not only bringing new business to the area but working for the benefit of those already there.
- We will provide regular information to key businesses on the progress of the TRC
- We will liaison closely with the landowners affected by the bridge
- We will ensure targeted consultation events

Audience 3 - Public

- We will reassure local people that that NCC are working on the Third River Crossing to ensure growth works in their best interests of local people.
- We will organise a number of high profile consultation events between November 2016 to January 2017, to engage local residents on the options

Audience 4 – Port Users

- We will engage with land owners directly affected by the bridge to understand their needs and concerns
- We will engage with land owners indirectly affected by the bridge to understand their needs and concerns

3.2 Methods of Engagement

The Third River Crossing project delivery board to agree on an engagement strategy using a range of communication methods and tools to reach each of the key audiences. In particular using:

Direct engagement

To garner support for the Great Yarmouth TRC among key stakeholders we met and engaged directly with key stakeholders. At appropriate times, we arranged meetings with relevant officials and politicians. We also organised a number of public engagement events in both Gorleston and Great Yarmouth library to engage with the public.

Website

We utilised the NCC website to provide a single source of credible information about our work on the Third River Crossing www.norfolk.gov.uk This website holds all the relevant documents and evidence reports, as well as explanations as to how NCC is working to make the Third River Crossing a reality.

Social Media

We used Norfolk County Council's social media (Twitter, Facebook and LinkedIn) to engage social media users for the Third River Crossing event promotion and engagement with businesses. Social media was used to promote the work ongoing on the development of the outline business case, reach a wider audience and monitor public support for the Third River Crossing.

Targeted media coverage

Norfolk County Council's press team issued a number of press releases updating on progress of the GYTRC, to promote events and promote the public engagement. The press have been and continue to be very responsive and positive in their media coverage with the Great Yarmouth Mercury and the Eastern Daily Press picking up on each press release and running it as a key story.

3.3 Stakeholder Activity timeline

Summary of consultation activity undertaken by the Third River Crossing delivery team September 2016 – February 2017:

Date	Activity
21 st September 2016	Third River Crossing Inception Meeting with Department of Transport Senior Officers met with Department of Transport to agree the scope of the outline business case.
7 October 2016	Department of Transport Exhibition Exhibition display for officials from Department of Transport who had visited Norfolk to see the Norwich Distributor Road.
18 th October 2016	Meeting with Peel Port Director and Maritime Expert Update meeting with Peel Ports Director on the maritime work and level of consultation with Peel Ports required to ensure a robust case. Peel Port are very helpful and willing to provide information as required.
20 October 2016	Update to all Norfolk MPs An update was sent to all Norfolk MPs on the Third River Crossing.

<p>14th November 2016</p>	<p>Meeting with Great Yarmouth Chamber of Commerce Great Yarmouth Area Board.</p> <p>Officers met with the Chamber to update the board. The Chamber were clear in their support.</p>
<p>17th November 2016</p>	<p>Meeting with Cllr Cliff Jordan, Leader of Norfolk County Council and Cllr Alison Thompson, Deputy Leader of Norfolk County Council</p> <p>A meeting to update our Leader and Deputy Leader on the project and secure continued support of the Third River Crossing.</p>
<p>21st November 2016</p>	<p>Update to Great Yarmouth Borough Council Economic Committee</p> <p>NCC officers updated the local members on the scheme.</p>
<p>25th November 2016</p>	<p>Meeting with Peel Port Strategic Directors</p> <p>A high level meeting to update Peel Ports on the scheme and secure their ongoing high level support for the scheme.</p>
<p>8th December 2016 – 31st January 2017</p>	<p>Public Consultation Exhibitions</p> <p>Public exhibitions in Great Yarmouth Town Hall, as well as Great Yarmouth Library and Gorleston Library. Met with a high level of interest; in particular the exhibitions in libraries.</p>
<p>8th December 2016</p>	<p>Look East Interview at Great Yarmouth Town Hall about the Third River Crossing</p> <p>An extremely positive showpiece from BBC Look East on the Third River Crossing, the LEP and the increase in funding available for Norfolk schemes.</p>
<p>19th January 2017</p>	<p>Sponsored Chamber of Commerce Business Breakfast</p> <p>Officers arranged to sponsor a business breakfast on the Third River Crossing and the wider work ongoing in Great Yarmouth on infrastructure.</p> <p>Over 80 businesses attended and officers received a high level of support for the scheme.</p>
<p>19th January 2017</p>	<p>Meeting with Town Centre BID Manager</p> <p>Officers met with the Town Centre Business Improvement District Manager Jonathan Newman who voiced strong support for the benefits the TRC would bring to the 180 retail businesses he represents.</p>

20th January 2017	<p>Meeting with Brandon Lewis MP</p> <p>Brandon Lewis MP met with officers from Norfolk County Council, Cllr Martin Wilby Chairman of Environment, Development and Transport Committee and Cllr Graham Plant Leader of Great Yarmouth Borough Council to discuss the Third River Crossing. Mr Lewis expressed his ongoing support.</p>
3rd February 2017	<p>Norfolk Chamber of Commerce MP Event</p> <p>Over 150 businesses attended to hear Brandon Lewis MP, Henry Bellingham MP, George Freeman MP and Richard Bacon MP talk about the importance of better infrastructure in Norfolk for the wider economy.</p> <p>In particular Brandon Lewis MP made crystal clear his 100% support for the Great Yarmouth Third River Crossing.</p> <p>Officers engaged directly with businesses who all voiced complete support, and emphasised the vital necessity of the Third River Crossing.</p>
7th February 2017	<p>Peel Port Meeting</p> <p>A meeting with Peel Port and their strategic directors to discuss the Third River Crossing scheme development.</p>
10th February 2017	<p>Facilitated Port Users Stakeholder Breakfast</p> <p>A key breakfast with the port users to discuss the technical detail of the scheme and engage them fully in the process. Outlining the next stages of work.</p>

3.4 Press Activity

Summary of press activity on the Third River Crossing:

Date	Article Title	Summary of Key Points
27th May 2016	<p>Third River Crossing Funding</p> <p>Local Transport Today: https://www.transportxtra.com/publications/local-transport-today/news/49076/norfolk-bids-for-great-yarmouth-bridge-cash</p>	Norfolk County Council bid for Third River Crossing funding.
6th August 2016	<p>Funding boost for Great Yarmouth Third River crossing</p> <p>EDP 24:</p>	The Department for Transport (DfT) has agreed to put £1,080,000 towards building a business case for the bridge project.

	http://www.edp24.co.uk/motoring/funding_boost_of_1m_for_third_river_crossing_in_great_yarmouth_1_4647101	
8th August 2016	<p>Funding boost of £1million for Third River Crossing very welcome</p> <p>Norfolk Chamber of Commerce News Desk:</p> <p>http://norfolkchamber.co.uk/news/policy-news/funding-boost-1m-great-yarmouth-third-river-crossing</p>	<p>More than £1million of government funding has been agreed to help move forward the third river crossing project in Great Yarmouth. The Department for Transport (DfT) has agreed to put £1,080,000 towards building the business case.</p>
8th August 2016	<p>Funding boost of £1m for third river crossing in Great Yarmouth</p> <p>Great Yarmouth Mercury:</p> <p>http://www.greatyarmouthmercury.co.uk/news/funding_boost_of_1m_for_third_river_crossing_in_great_yarmouth_1_4647101</p>	<p>MP for Great Yarmouth Brandon Lewis said it was great for the town on a day when Yarmouth's Regent Street had been hit by a devastating fire.</p> <p>"It's a big boost when we could do with some good news," he said, adding: "It will make a huge difference to our infrastructure."</p> <p>Mr Lewis said that developing the business case itself would be a huge piece of work.</p> <p>He stressed that although people talk about dualling the Acle Straight as a priority, this scheme would do a lot to alleviate traffic issues in the town.</p> <p>He added: "We have secured £10m for safety improvements on the Acle Straight and £30m to improve the Vauxhall roundabout. With the third river crossing, this would do a lot to tackle the traffic problems in the town. That will give us the position to then argue for dualling."</p>

<p>10th August 2016</p>	<p>Third River Crossing gets Funding</p> <p>Heart Radio:</p> <p>http://www.heart.co.uk/eastanglia/news/local/third-river-crossing-gets-1-million-of-funding/#KX6CLpciYiZzx0Bh.99</p>	<p>After last week's devastating fire in Great Yarmouth, the town can now welcome some promising news.</p>
<p>14th October 2016</p>	<p>Opportunities for Great Yarmouth including Third River Crossing</p> <p>Lovewell-Blake:</p> <p>http://www.lovewell-blake.co.uk/news/Great-Yarmouth-Mercury:-An-opportunity-for-Yarmouth-to-address-infrastructure-issues</p>	<p>The business community in Great Yarmouth will welcome this new government commitment to focusing on the kind of infrastructure issues which have for too long stood in the way of growth and prosperity for the town.</p>
<p>1st November 2016</p>	<p>Chamber of Commerce calls for infrastructure</p> <p>Chamber of Commerce:</p> <p>https://norfolkchamber.co.uk/news/policy/chamber-calls-infrastructure-projects-great-yarmouth</p>	<p>It has been great to see our town bustling with tourists visiting our beaches and leisure activities recently – mostly in the sunshine, for once! Although this is a boost for retail and tourism businesses in our area, it highlights the accessibility problems with our area for both visitors and businesses.</p>
<p>9th November 2016</p>	<p>Press Release from News Desk on Vital Traffic Surveys</p> <p>Norfolk County Council News Desk:</p> <p>https://www.norfolk.gov.uk/news/2016/11/traffic-surveys-to-help-inform-future-transport-investment-in-great-yarmouth</p>	<p>Traffic surveys to help inform future transport investment in Great Yarmouth</p>
<p>9th November 2016</p>	<p>Traffic surveys to help inform future transport investment in Great Yarmouth</p> <p>Norfolk Chamber of Commerce News Desk:</p> <p>https://norfolkchamber.co.uk/news/policy/traffic-surveys-help-inform-future-transport-investment-great-yarmouth</p>	<p>Traffic surveys designed to gather information to determine future transport provision in Great Yarmouth are set to be carried out in the town in the next two weeks</p>

9th November 2016	Beach Radio Interview	Senior Officers were interviewed by local radio on the importance of the Third River Crossing to Great Yarmouth.
9th November 2016	Norfolk Radio Interview	Senior Officers were interviewed by local radio on the importance of the Third River Crossing to Great Yarmouth.
9th November 2016	Chamber calls for infrastructure projects in Great Yarmouth Norfolk Chamber of Commerce News Desk: https://norfolkchamber.co.uk/news/policy/chamber-calls-infrastructure-projects-great-yarmouth	It has been great to see our town bustling with tourists visiting our beaches and leisure activities recently – mostly in the sunshine, for once! Although this is a boost for retail and tourism businesses in our area, it highlights the accessibility problems with our area for both visitors and businesses.
21st November 2016	Article Published in Great Yarmouth Council Magazine Norfolk County Council News Desk: www.norfolk.gov.uk	A key article highlighting the scheme and the up and coming consultation events
29th November 2016	Public's views sought on Great Yarmouth third river crossing Great Yarmouth Mercury: http://www.greatyarmouthmercury.co.uk/news/public-s-views-sought-on-great-yarmouth-third-river-crossing-1-4797947	Norfolk County Council has launched the exercise to find out about transport issues in the borough and how the new bridge might affect people living, working and visiting the area.
30th November 2016	Press Release from News Desk Seeking Views on the Third River Crossing Norfolk County Council News Desk: https://www.norfolk.gov.uk/news/2016/11/11/11-views-sought-on-potential-third-river-crossing-for-great-yarmouth	Norfolk County Council has launched a public consultation to find out about transport issues in Great Yarmouth and how its proposal for a third river crossing might affect people living, working and visiting the area.

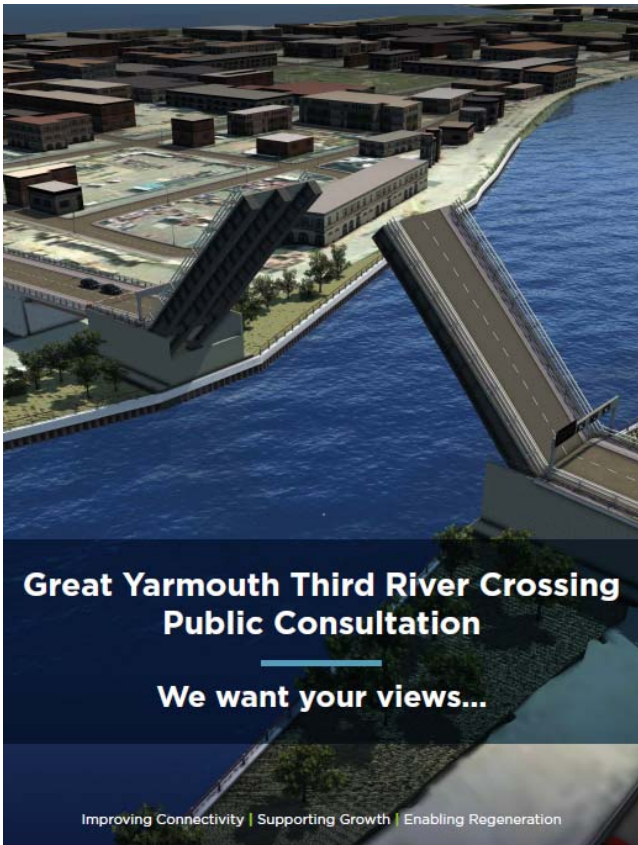
<p>23rd November 2016</p>	<p>Watch Now – Bite Size presentation to Chamber from Norfolk County Council on the Third River Crossing</p> <p>Norfolk Chamber of Commerce News Desk:</p> <p>http://norfolkchamber.co.uk/news/policy-news/watch-now-bite-size-norfolk-progress-third-river-crossing</p>	<p>Presenter: Major Projects Manager, David Allfrey, Infrastructure and Economic Growth Manager, Norfolk County Council, Tig Armstrong and Claire Sullivan Norfolk County Council.</p> <p>Chamber members can join us live for these 'Bite-size Norfolk' presentations and ask their questions live.</p>
<p>8th December 2017</p>	<p>Great Yarmouth Third River Crossing have your say.</p> <p>East Coast Plans:</p> <p>http://eastcoastplans.co.uk/planning-in-great-yarmouth-and-gorleston/great-yarmouth-third-river-crossing</p>	<p>Norfolk County Council has launched a public consultation to find out about transport and how a third river crossing for Great Yarmouth might affect the area in preparation for a bid for funding due to be submitted to government in March 2017.</p>
<p>12th December 2016</p>	<p>Warning that Norfolk will 'die on its feet' without more money for roads</p> <p>EDP24:</p> <p>http://www.edp24.co.uk/news/politics/warning-that-norfolk-will-die-on-its-feet-without-more-money-for-roads-1-4813445</p>	<p>Norfolk County Council today agreed to name three projects as its transport infrastructure priorities including the Third River Crossing for Great Yarmouth.</p> <p>Colleen Walker, Labour councillor, said it was vital that the third river crossing in Great Yarmouth happened.</p> <p>She said: "Norfolk is coming to a standstill. If we do not do something quickly, this place will die on its feet."</p>
<p>1st December 2016</p>	<p>Come to the Great Yarmouth Business Breakfast sponsored by Norfolk County Council on the Third River Crossing</p> <p>Norfolk Chamber of Commerce News Desk:</p> <p>http://norfolkchamber.co.uk/events/chamber-event/great-yarmouth-business-breakfast-0</p>	<p>Tig Armstrong, Infrastructure and Economic Growth Manager, and David Allfrey, Major Projects Manager, Norfolk County Council, will discuss the recent ongoings with the Third River Crossing, covering:</p> <ul style="list-style-type: none"> • The Borough's master planning work • Highways England junction improvement • Dualling the A47

		<ul style="list-style-type: none"> • Sustainable transport improvements in the town • The impact of the Third River Crossing to traffic and businesses in the area • Timescales of the project
2nd December 2016	<p>Share your views on the Third River Crossing</p> <p>Norfolk Chamber of Commerce News Desk:</p> <p>http://norfolkchamber.co.uk/news/policy-news/share-your-views-great-yarmouth-third-river-crossing</p>	Views on a proposal for a third river crossing in Great Yarmouth are being sought as part of a public consultation.
13th January 2017	<p>Third River Crossing would benefit Great Yarmouth</p> <p>Norfolk Chamber of Commerce News Desk:</p> <p>http://norfolkchamber.co.uk/news/policy-news/chamber-third-river-crossing-would-benefit-great-yarmouth</p>	The current lack of connectivity severely inhibits movement in Great Yarmouth resulting in congestion and ultimately limiting the economic potential of the town. Particular areas that could be affected include: the Great Yarmouth Enterprise Zone, the Energy Park, the South Denes Business Park and the deep water outer harbour. Norfolk County Council previously carried out a public consultation on a third river crossing in 2009, in which 92% of people supported a new crossing. The government have now given them the opportunity to bid for funding to move the bridge into the planning and detailed design phase.
18th January 2017	<p>Press Release from News Desk – Still time to give your views on the Third River Crossing</p> <p>Norfolk County Council News Desk:</p> <p>https://www.norfolk.gov.uk/news/2017/01/still-time-to-give-your-views-on-potential-third-river-crossing</p>	Since Norfolk County Council launched the consultation at the end of November 2016, more than 250 people have given their views, both online and at a series of consultation events that have taken place in Great Yarmouth and Gorleston.

	<p>Diss Mercury:</p> <p>http://www.dissmercury.co.uk/news/still_time_to_have_your_say_in_great_yarmouth_third_river_crossing_consultation_1_4854_509</p>	
20th January 2017	<p>Chamber Third River Crossing Business Chamber breakfast</p> <p>Norfolk Chamber of Commerce News Desk:</p> <p>https://norfolkchamber.co.uk/news/general/infrastructure-updates-and-ample-networking</p>	<p>On Thursday 19th January, over 70 members joined us for a Business Breakfast at the Great Yarmouth Town Hall. The Assembly Room provided a grand and spacious setting where delegates could network over coffee upon arrival.</p>
27th January 2017	<p>Chamber urges business to support Great Yarmouth Third River Crossing</p> <p>Norfolk Chamber of Commerce News Desk:</p> <p>https://norfolkchamber.co.uk/news/policy/chamber-urges-business-support-great-yarmouth-third-river-crossing</p>	<p>Norfolk Chamber is urging businesses to submit letters of support, which will be sent to Chris Grayling, Secretary of State for Transport, for the proposed Great Yarmouth Third River Crossing</p>
6th February 2017	<p>Chamber meets MPs with infrastructure high on the agenda</p> <p>Norfolk Chamber of Commerce News Desk:</p> <p>https://norfolkchamber.co.uk/news/policy/chamber-members-question-region%E2%80%99s-mps</p>	<p>As the event resumed, members had the chance to hear from Brandon Lewis – MP for Great Yarmouth, in a pre-recorded video message. Brandon highlighted key growth in his constituency with the Great Yarmouth River Crossing development, and spoke of how Brexit must now become an opportunity for the UK.</p>

3.5 Consultation Leaflet

A consultation leaflet was produced that could be used for all our key stakeholder audiences:



Great Yarmouth Third River Crossing Public Consultation

We want your views...

Improving Connectivity | Supporting Growth | Enabling Regeneration



The Great Yarmouth Third River Crossing is a vital part of the economic growth strategy for the Great Yarmouth area

The new crossing will provide much needed connections between the strategic road network and the fast growing energy related Enterprise Zone. This proposal is crucial in providing linkages across the River Yare to the economic growth hub in the South Denes peninsula. The current lack of connectivity severely inhibits movement in Great Yarmouth resulting in congestion and ultimately limiting the economic potential of the Great Yarmouth Enterprise Zone, Great Yarmouth Energy Park, the South Denes Business Park and the deep water outer harbour, operated by Peel Ports Great Yarmouth.

- Norfolk County Council has invested close to £4m towards the scheme to date:
- 2003-2009: invested £1.1m to identify the preferred crossing type and route
 - 2009-2015: £2.8m to acquire properties and land to safeguard the route
 - 2015-2016: £2m funding secured via the New Anglia Local Enterprise Partnership
 - 2016: £1.2m bid submission to Department for Transport

A new crossing would support the town's role as part of the East of England Energy Zone, as a Centre for Offshore Renewable Engineering and provide the capacity for regeneration, economic growth and act as a catalyst for investment.

The crossing would also support tourism in East Anglia; tourism is worth £577million per annum locally to the borough of Great Yarmouth and creates jobs for 30% of the local workforce; and the borough of Great Yarmouth hosts more than a third of all tourists staying in Norfolk and a quarter of all tourists staying in Norfolk and Suffolk.



BENEFITS

- Helps to deliver up to 5,000 jobs
- Reduces congestion with up to 1,000 and 200 vehicles removed from Haven and Breydon Bridges respectively in peak periods
- Shorter journey times
- More attractive to major inward investors
- Improved quality of life for residents and employees
- Reduces high season congestion
- Gross Value Added (GVA) uplift of £150m per annum

CHALLENGES

- High unemployment and deprivation
- High congestion levels
- Perceptions of remoteness
- Severance between residential and employment areas
- Poor connectivity
- Limited road access to the Great Yarmouth South Denes peninsula
- Accommodating increased volumes of traffic in the future from commercial and residential expansions

East of England
Great Yarmouth, Lowestoft & Wells
Closest ports to Europe's largest offshore wind farms

CLOSEST PORTS TO EUROPE'S LARGEST OFFSHORE WIND FARMS

UK Offshore Windfarms
Other Offshore Windfarms
Southern North Sea Gas Fields
Airport
Harbour

2020-21

2021-22

£140m (estimate): Construction

Prepare Full Business Case

GREAT YARMOUTH

Third River Crossing Location

South Denes

PUBLIC CONSULTATION

Norfolk County Council has launched a public consultation to find out about transport issues in Great Yarmouth and how its proposal for a third river crossing might affect people living, working and visiting the area.

Anyone can respond to the consultation by answering a series of questions online which should take around 10 minutes to complete. Visit: www.norfolk.gov.uk/TRC

In addition, a number of consultation events are being held throughout December and January in the town where people can drop in to talk to representatives from the County Council about its proposal to build a third bridge across the River Yare, as well as the town's wider transport needs.

PUBLIC CONSULTATION DATES

- Thursday 8th December • 10am - 4pm • Great Yarmouth Town Hall
- Saturday 10th December • 10am - 2pm • Great Yarmouth Library
- Thursday 15th December • 10am - 4pm • Great Yarmouth Town Hall
- Friday 13th January • 10am - 4pm • Great Yarmouth Town Hall
- Thursday 26th January • 10am - 4pm • Great Yarmouth Town Hall
- Saturday 28th January • 10am - 3pm • Great Yarmouth Library

For more information, please contact:
Claire Sullivan, Infrastructure and Economic Growth
 T: 01603 223095
 E: claire.sullivan@norfolk.gov.uk
 W: www.norfolk.gov.uk/TRC
 @NorfolkCC #GY3RC

"Investment in improved transport infrastructure is an essential step to unlocking Great Yarmouth's true potential. The ability to attract opportunities will not only benefit existing businesses but also the communities we serve today and the future prosperity we can deliver tomorrow."
Richard Goffin, Port Director, Peel Ports Great Yarmouth

"Boosting connectivity is key to boosting 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, improving links across the town and the rest of the region as well as reducing congestion which costs our local business time, money and customers."
Chris Starkie, Managing Director of New Anglia Local Enterprise Partnership

3.6 Consultation Exhibition Material

We used a series of pull up display systems for all the exhibitions and at all the events we attended:

Great Yarmouth Third River Crossing



Support

"This is an issue that unites councillors of all political parties as the Third River Crossing would be a huge benefit for Yarmouth and Norfolk, bringing prosperity, reducing journey times and congestion in the town."

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

"Great Yarmouth is world-renowned as England's offshore energy sector capital, in line to share in billions of pounds of private investment over the coming decades, including in offshore windfarms and gas platform decommissioning. Linking the port, new deep-water outer harbour and enterprise zone to the trunk road network will further boost the UK's prospects and prosperity."


Councillor Graham Plant
 Leader of Great Yarmouth Borough Council

Benefits

- Helps to deliver up to 5,000 jobs
- Reduces congestion with up to 1,000 and 200 vehicles removed from Haven and Breydon Bridges respectively in peak periods
- Shorter journey times
- More attractive to major inward investors
- Improved quality of life for residents and employees
- Reduces high season congestion
- Gross Value Added (GVA) uplift of £150m per annum



Have your say on the Third River Crossing



Norfolk County Council has launched a public consultation to find out about transport issues in Great Yarmouth and how its proposal for a third river crossing might affect people living, working and visiting the area.


Anyone can respond to the consultation by answering a series of questions online via www.norfolk.gov.uk/TBC, which should take around 10 minutes to complete.

The Great Yarmouth Third River Crossing is a vital part of the economic growth strategy for the Great Yarmouth area.

The new crossing will provide much needed connections between the strategic road network and the fast growing energy related Enterprise Zone. This proposal is crucial in providing linkages across the River Yare to the economic growth hubs in the South Denes peninsula. The current lack of connectivity severely inhibits movements in Great Yarmouth resulting in congestion and ultimately limiting the economic potential of the Great Yarmouth Enterprise Zone, Great Yarmouth Energy Park, the South Denes Business Park and the deep water outer harbour, operated by Peel Ports Great Yarmouth.


Norfolk County Council has invested close to £4m towards the scheme to date:

- 2003 - 2008: Invested £1.7m to identify the preferred crossing type and route
- 2009 - 2015: £2.8m to acquire properties and land to safeguard the route
- 2015 - 2016: £2m funding secured via the New Anglia Local Enterprise Partnership
- 2016: £1.08m secured through the Department of Transport to fund the Outline Business Case

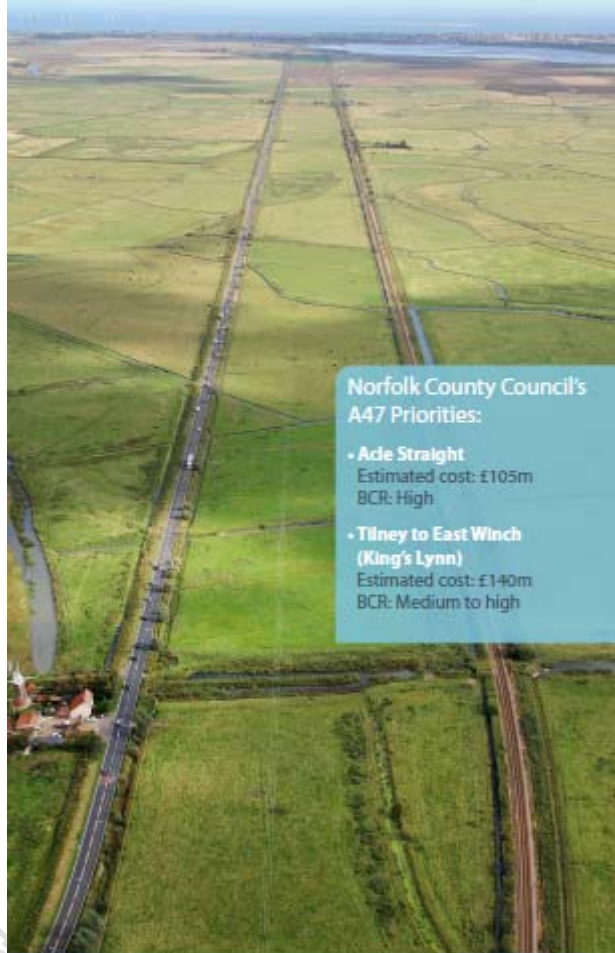


A new crossing would support the town's role as part of the East of England Energy Zone, as a Centre for Offshore Renewable Engineering and provide the capacity for regeneration economic growth and act as a catalyst for investment.

The crossing would also support tourism in East Anglia; tourism is worth £577million per annum locally to the borough of Great Yarmouth and creates jobs for 30% of the local workforce; and the borough of Great Yarmouth hosts more than a third of all tourists staying in Norfolk and a quarter of all tourists staying in Norfolk and Suffolk.



A47 – Gateway to growth



Norfolk County Council's A47 Priorities:

- **Acle Straight**
Estimated cost: £105m
BCR: High
- **Tilney to East Winch
(King's Lynn)**
Estimated cost: £140m
BCR: Medium to high



 **Norfolk** County Council

3.7 Website

Norfolk County Council updated their website to start to follow the same style as the Northern Distributor Road:

Norfolk County Council

Search

Services Accessibility | Sign in | Register

Home > Roads and transport > Major projects and improvement plans > Great Yarmouth > Third river crossing

Third river crossing

About the third river crossing

What and where the third river crossing is and why we need it

More about About the third river crossing

Benefits of the third river crossing

The benefits of a third river crossing and the existing problems it will solve

More about Benefits of the third river crossing

Public consultation on third river crossing

How and when you can have your say on the third river crossing

More about Public consultation on third river crossing

Costs of the third river crossing

How much a third river crossing would cost and where that money will come from

More about Costs of the third river crossing

The website was the main portal on which to reach the consultation questionnaire:

Public consultation on third river crossing

Norfolk County Council has launched a public consultation to find out about transport issues in Great Yarmouth and how its proposal for a third river crossing might affect people living, working and visiting the area.

[Have your say on the third river crossing](#)

You can also give us your views on Twitter, just use the hashtag #GY3RC.

In addition, a number of consultation events are being held throughout December and January in the town where people can drop in to talk to representatives from the County Council and Great Yarmouth Borough Council about its proposal to build a third bridge across the River Yare, as well as the town's wider transport needs.

The full list of consultation events is as follows:

- Thursday 8 December, 10am – 4pm, Great Yarmouth Town Hall
- Saturday, 10 December, 10am – 2pm, Great Yarmouth Library
- Monday 12 December, 10am - 4pm, Gorleston Library
- Thursday 15 December, 10am – 4pm, Great Yarmouth Town Hall
- Tuesday 10 January, 10am - 4pm, Gorleston Library
- Friday 13 January, 10am – 4pm, Great Yarmouth Town Hall
- Saturday 21 January, 10am - 2pm, Gorleston Library
- Thursday 26 January, 10am – 4pm, Great Yarmouth Town Hall
- Saturday 28 January, 10am – 3pm, Great Yarmouth Library

We previously carried out a public consultation on a third river crossing in 2009, in which 92% of people supported a new crossing. The government have now given us the opportunity to bid for funding to move

#GY3RC

Norfolk Council @NorfolkCC
Care about Great Yarmouth's future? Our consultation on a proposed third river crossing closes at midnight norfolk.gov.uk/trc #GY3RC

31 Jan

Warren Kingston Retweeted

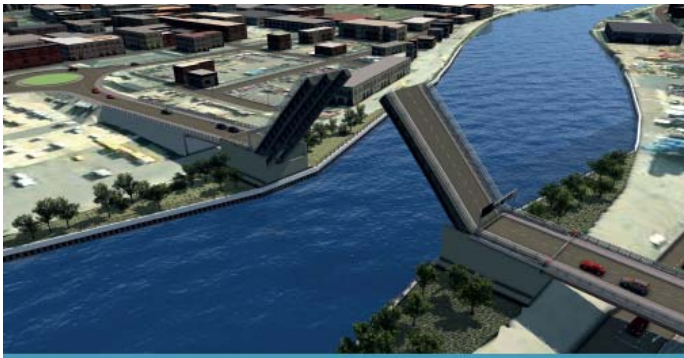
Brandon Lewis MP @BrandonLewis
Still time to have your say on the Third River Crossing for #GreatYarmouth #GY3RC norfolk.gov.uk/roads-and-tran...

30 Jan

Embed View on Twitter

3.8 Consultation Questionnaire

A questionnaire was designed with advice from Norfolk County Council's stakeholder engagement team. It was made available to access online via the Norfolk County Council website using Smart Survey. There were also paper copies with a freepost envelope available at all the exhibition events and in key locations in and around Great Yarmouth:



WE WANT YOUR VIEWS ON

TRANSPORT IN GREAT YARMOUTH

We want to find out more about your transport issues and how our proposal for a third river crossing in Great Yarmouth might affect you.

We will use this information to help us understand the issues people travelling around Great Yarmouth experience and to help support our case for more investment in infrastructure across this area. If you would like further information on the Third River crossing in Great Yarmouth or the Great Yarmouth Transport Strategy you can visit www.norfolk.gov.uk/TRC

Norfolk County Council will keep your answers safely and in line with the Data Protection Act. Thank you for taking the time to answer our survey. Please respond by 31st January 2017.

2 GREAT YARMOUTH TRANSPORT QUESTIONNAIRE

1. In the last 12 months how frequently have you travelled around Great Yarmouth and Gorleston using the following types of transport? Please select one answer on each row:

	Every day	Three or more times a week	Once or twice a week	Once or twice a month	More than twice a year	Once or twice a year	Less than that or never
Private car as a driver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private car as a passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking (for 20 minutes or more without stopping)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Here is a list of transport issues. Please tell us how you feel about each issue by selecting one answer on each row:

	This is a very serious issue	This is a serious issue	This is a minor issue	This is not an issue	Don't know
Congestion in the town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Congestion on approaching the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic queues caused by Breydon Bridge opening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic queues caused by Haven Bridge opening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of train service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of walking and cycling provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other - please write in below:

3. Looking in more detail at congestion, how often in the past 12 months, if at all, have you personally been affected by traffic congestion in and around Great Yarmouth and Gorleston? Please select one only:

- Every day
- Once or twice a week
- Three or more times a week
- Once or twice a month
- Less than that but more than twice a year
- Once or twice a year
- Less than that or never

4. Thinking about the last time you were delayed by traffic congestion, roughly how long was your journey delayed for? Please select one only:
- Less than 5 minutes 5 to 10 minutes 11 to 20 minutes 21 to 30 minutes
 31 to 40 minutes more than 40 minutes I have not been delayed by traffic congestion
5. Which of the following modes of transport do you think is most in need of investment in the Great Yarmouth and Gorleston area? Please rank in order with 1 being the most in need and 5 being the least in need:
- ___ Cycling ___ Walking ___ Car ___ Bus ___ Train
6. How likely or unlikely would you be to use a Third River Crossing? Please select one only:
- Very likely Likely Neither likely or unlikely Unlikely Very unlikely
7. If you think you would use a Third River Crossing how often do you think you would use it? Please select one only:
- Every day Once or twice a week Three or more times a week
 Once or twice a month Less than that but more than twice a year Once or twice a year
 Less than that or never
8. What types of journeys would you use a third river crossing for? Please select all that apply:
- Shopping Visiting friends / relatives Other personal business Freight/transport
 Commuting Holidays and day trips Business travel Port user
9. Here is a list of the benefits that we think a Third River Crossing could provide to Great Yarmouth and the surrounding area. How far do you agree or disagree that the proposed Crossing will help to deliver these? Please select one answer on each row:

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Don't know
Help to create more jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve the quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make journey times shorter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage businesses to invest in the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage more visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve access to the port / industrial areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



10. If you can think of other improvements that having a Third River Crossing could bring to Great Yarmouth, please write them in below:
-

11. If you have any other comments on proposals to build the Third River Crossing or on transport issues affecting Great Yarmouth and Gorleston please write them in below:
-

12. Please tick all that apply:
- I live in the Great Yarmouth Area I work in the Great Yarmouth Area
 I own a business in the Great Yarmouth Area I am a visitor to the Great Yarmouth Area
13. What is your postcode? Please write in below: (Please note - We will only use this information to help us understand the transport issues affecting people living in different areas.)
-

Thank you very much for taking the time to complete this survey. Your feedback is invaluable in helping us plan future infrastructure provision for Great Yarmouth and Gorleston.



Purdah restrictions - not to be published

3.9 Stakeholder Engagement Events

The Great Yarmouth Third River Crossing delivery team launched the consultation and engagement programme with a number of consultation events held throughout December and January in the town inviting residents, businesses and all stakeholders to engage directly with officers working on the scheme.

These events also provided an opportunity for officers to engage with the town on its wider transport needs.

The full list of consultation events is as follows:

Day	Date	Time	Venue
Thursday	8 December	10am – 4pm	Great Yarmouth Town Hall
Saturday	10 December	10am – 2pm	Great Yarmouth Library
Monday	12 December	10am - 4pm	Gorleston Library
Thursday	15 December	10am - 4pm	Great Yarmouth Town Hall
Tuesday	10 January	10am - 4pm	Gorleston Library
Friday	13 January	10am – 4pm	Great Yarmouth Town Hall
Saturday	21 January	10am - 2pm	Gorleston Library
Thursday	26 January	10am – 4pm	Great Yarmouth Town Hall
Saturday	28 January	10am – 3pm	Great Yarmouth Library

In total officers spent 49 hours meeting and talking with members of the public. All the events were very well attended with a high level of interest.

We estimate that we spoke directly to approximately 250-300 stakeholders at the consultation events.

3.10 Social Media

The use of social media was vital in engaging with the wider public. The team utilised social media from Norfolk County Council and Great Yarmouth Borough Council to promote activities, events and engage with stakeholders.

- Facebook - A high level of engagement was reached in particular via the Great Yarmouth Mercury Facebook page.

- Twitter – Using **#GY3RC** was used to engage with online users with a particular interest in the Great Yarmouth Third River Crossing.
- LinkedIn – Conversations were initiated via the Chamber of Commerce via LinkedIn.

A snap shots of social media interaction:



4.0 Questionnaire Analysis

As part of the engagement process we wanted stakeholders to have the opportunity using a formal questionnaire to give us their views on the Third River Crossing and the wider transport issues within and around Great Yarmouth and Gorleston. This questionnaire can be viewed as a follow up to the 2009 public consultation where we explicitly asked people if they supported a Third River Crossing for Great Yarmouth. The analysis showed that **92%** of people supported a new crossing at that time.

This questionnaire was a good opportunity to delve deeper into how often they might use the bridge and what benefits or otherwise they would see the bridge having. We saw this as an opportunity to build upon the initial high level of support and understand the day-to-day impact the TRC would have.

The time period for the questionnaire was from November 2016 to 31st January 2017.

In total **479** responses were received via Smart Survey Online survey on www.norfolk.gov.uk/TRC

Of the respondents 82% live in Great Yarmouth or Gorleston, 54% work in Great Yarmouth or Gorleston, 14% own a business and 12% were visiting Great Yarmouth.








4.1 Question 1: Modes of Transport

Question 1 focused on understanding the modes of transport used in and around Great Yarmouth and Gorleston and how often different modes of transport are used.

1. In the last 12 months how frequently have you travelled around Great Yarmouth and Gorleston using the following types of transport? Please select one answer on each row:

	Every day	Three or more times a week	Once or twice a week	Once or twice a month	More than twice a year	Once or twice a year	Less than that or never
Private car as a driver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private car as a passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking (for 20 minutes or more without stopping)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Every day	Three or more times a week	Once or twice a week	Once or twice a month	Less than that but more than twice a year	Once or twice a year	Less than that or never
Private car - as a driver	48.3% (196)	23.2% (94)	15.0% (61)	3.2% (13)	3.7% (15)	1.2% (5)	5.4% (22)
Private car - as a passenger	7.4% (23)	17.1% (53)	22.9% (71)	19.7% (61)	10.0% (31)	8.4% (26)	14.5% (45)
Taxi	0.7% (2)	0.0% (0)	3.4% (10)	13.8% (40)	14.1% (41)	21.0% (61)	46.9% (136)
Bus	2.6% (8)	7.1% (22)	6.5% (20)	10.6% (33)	11.9% (37)	10.3% (32)	51.0% (158)
Train	0.4% (1)	0.0% (0)	1.1% (3)	6.3% (18)	18.2% (52)	17.9% (51)	56.1% (160)
Cycle	3.1% (9)	5.5% (16)	3.1% (9)	7.2% (21)	7.5% (22)	5.5% (16)	68.2% (199)
Walking (For twenty minutes or more without stopping)	12.5% (40)	14.7% (47)	13.4% (43)	21.3% (68)	9.7% (31)	5.0% (16)	23.4% (75)

1.1. Private car - as a driver			Response Percent
1	Every day		48.2%
2	Three or more times a week		23.4%
3	Once or twice a week		14.8%
4	Once or twice a month		3.2%
5	Less than that but more than twice a year		3.9%
6	Once or twice a year		1.2%
7	Less than that or never		5.4%

1.7. Walking (For twenty minutes or more without stopping)			Response Percent
1	Every day		12.4%
2	Three or more times a week		14.6%
3	Once or twice a week		13.3%
4	Once or twice a month		21.4%
5	Less than that but more than twice a year		9.9%
6	Once or twice a year		5.0%
7	Less than that or never		23.5%

Key highlights:

- Private car usage is highest with **48.2%** of stakeholders using their cars daily
- Walking is reasonably well distributed with **40.3%** of respondents walking at least once or twice a week for a period of longer than 20 minutes.
- As part of the TRC design it will be important to ensure walking facilities are taken into account.

4.2 Question 2: transport issues






Question 2 asks stakeholders what they feel are the transport issues within Great Yarmouth and Gorleston. In particular, what is the reality of daily journeys crossing the peninsula? Do two existing bridges have an impact on journeys?





2. Here is a list of transport issues. Please tell us how you feel about each issue by selecting one answer on each row:






	This is a very serious issue	This is a serious issue	This is a minor issue	This is not an issue	Don't know
Congestion in the town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Congestion on approaching the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic queues caused by Breydon Bridge opening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic queues caused by Haven Bridge opening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of train service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of walking and cycling provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>






Other - please write in below:

	This is a very serious issue	This is a serious issue	This is a minor issue	This is not an issue	Don't know
Congestion in the town centre	34.8% (141)	36.5% (148)	22.7% (92)	4.0% (16)	2.0% (8)
Congestion on approaching the town	67.7% (281)	24.6% (102)	7.2% (30)	0.5% (2)	0.0% (0)
Traffic queues caused by Breydon Bridge opening	41.6% (171)	28.0% (115)	23.8% (98)	4.6% (19)	1.9% (8)
Traffic queues caused by Haven Bridge opening	42.4% (174)	27.8% (114)	23.7% (97)	3.9% (16)	2.2% (9)
Lack of bus services	8.4% (33)	19.0% (75)	24.1% (95)	22.3% (88)	26.1% (103)
Lack of train service	11.0% (43)	17.4% (68)	23.6% (92)	22.3% (87)	25.6% (100)
Lack of walking and cycling provision	10.7% (42)	14.2% (56)	31.6% (124)	25.7% (101)	17.8% (70)

2.1. Congestion in the town centre			Response Percent
1	This is a very serious issue		34.7%
2	This is a serious issue		36.7%
3	This is a minor issue		22.7%
4	This is not an issue		3.9%
5	Don't know		2.0%

2.2. Congestion on approaching the town			Response Percent
1	This is a very serious issue		67.5%
2	This is a serious issue		24.8%
3	This is a minor issue		7.2%
4	This is not an issue		0.5%
5	Don't know		0.0%

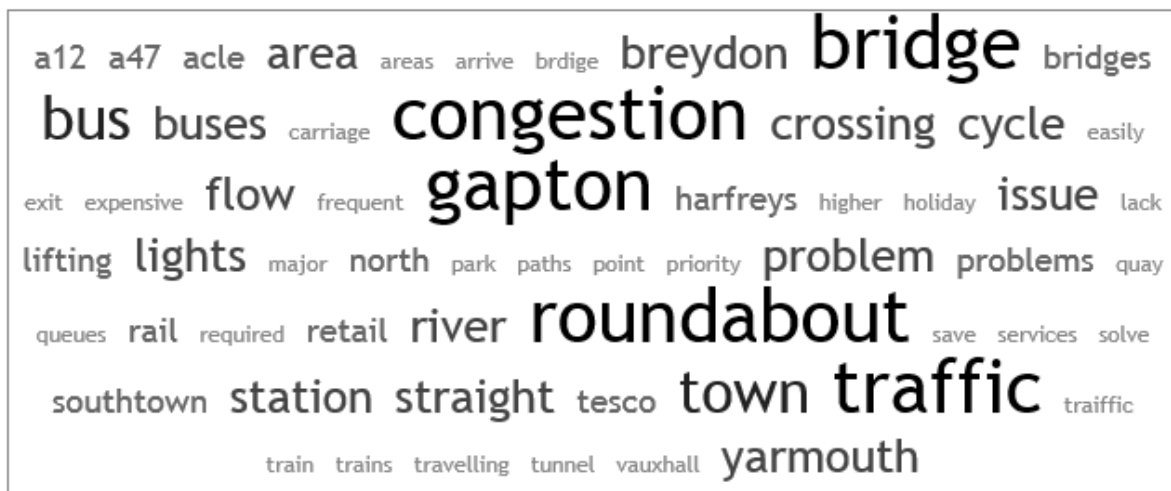
2.3. Traffic queues caused by Breydon Bridge opening			Response Percent
1	This is a very serious issue		41.5%
2	This is a serious issue		28.2%
3	This is a minor issue		23.8%
4	This is not an issue		4.6%
5	Don't know		1.9%

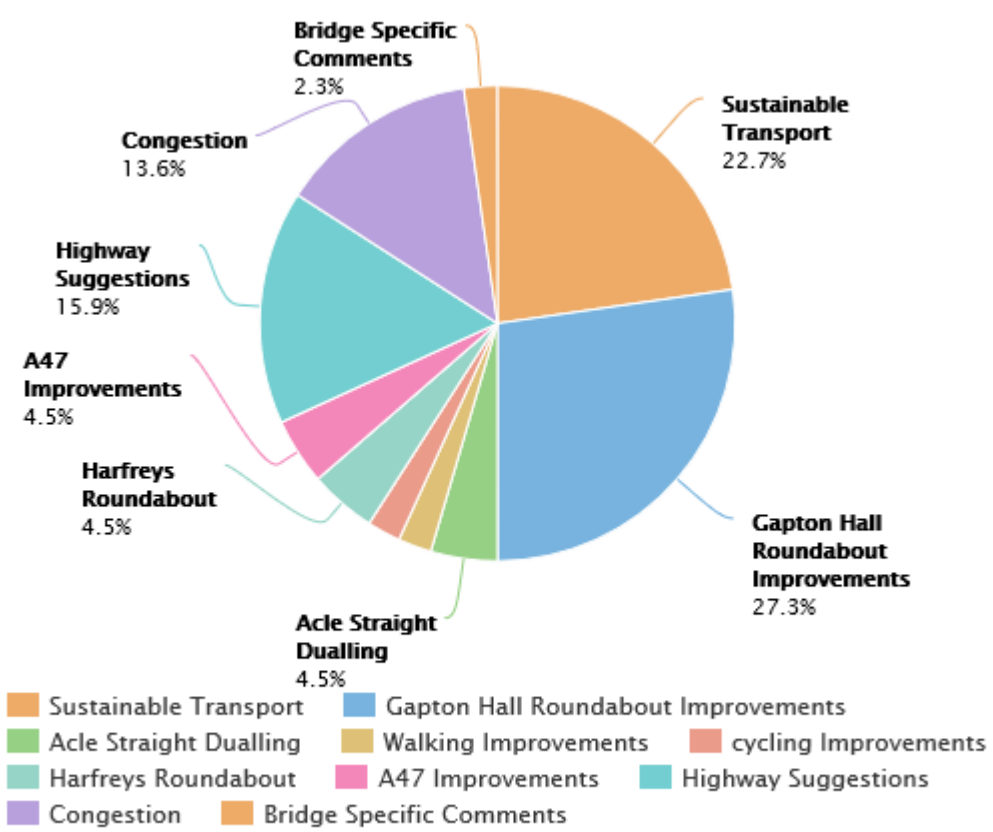
2.4. Traffic queues caused by Haven Bridge opening			Response Percent
1	This is a very serious issue		42.3%
2	This is a serious issue		28.0%
3	This is a minor issue		23.6%
4	This is not an issue		3.9%
5	Don't know		2.2%

Key highlights:

- **71.4%** of respondents see congestion is seen as either a serious or very serious issues in the town centre
- **92.3%** of respondents see congestion approaching the town as either a serious or very serious issues in the town centre
- **69.7%** of respondents find traffic queues caused by Breydon Bridge opening as either a serious or very serious issues in the town centre
- **70.3%** of respondents also find traffic queues caused by Haven Bridge as either a serious or very serious issues in the town centre
- **27.4%** of respondents feel that the lack of bus service as either a serious or very serious issues in the town centre
- **28.4%** of respondents feel that the lack of train services is a serious or very serious issues in the town centre

Question 2 had the option to give other views if respondents felt there were other transport issues in the town.





Other key issues included:

- Improvements to Gapton Hall Roundabout
- Improvements to Harfreys Roundabout
- Improvements to the wider highway network
- Sustainable transport improvements

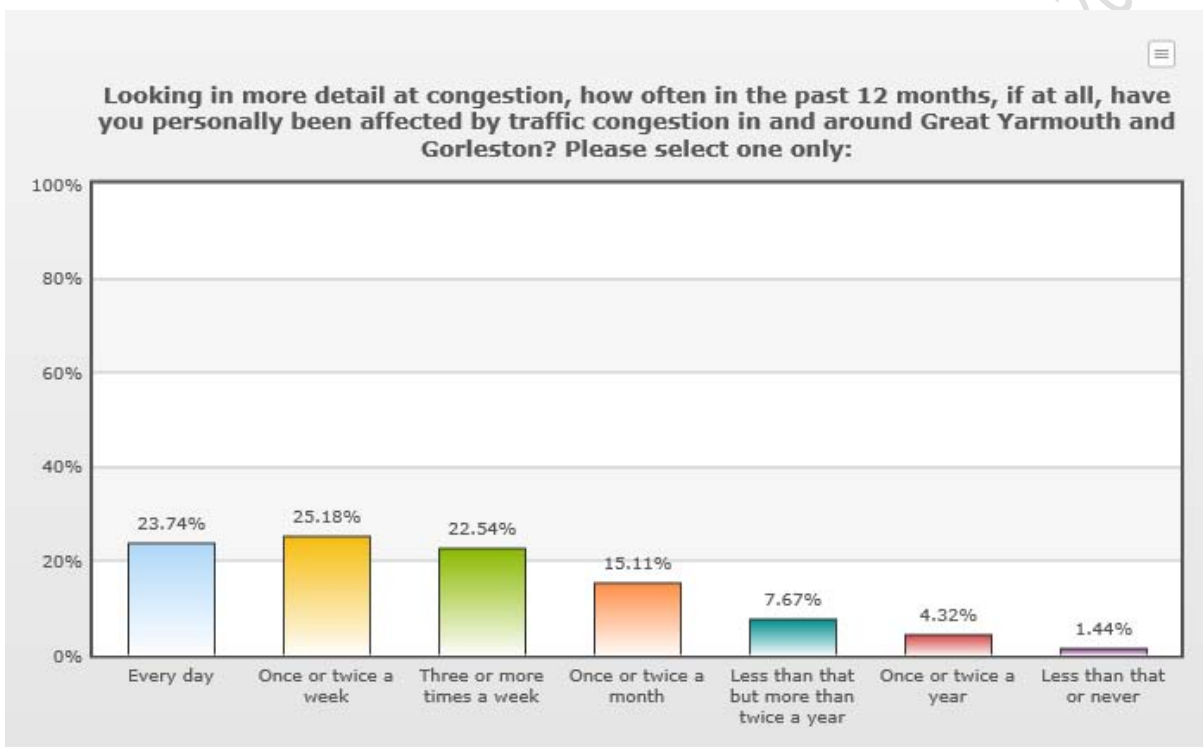
4.3 Question 3: Congestion

This question delves into the question around congestion and how often respondents are affected by it over an average year.

3. Looking in more detail at congestion, how often in the past 12 months, if at all, have you personally been affected by traffic congestion in and around Great Yarmouth and Gorleston? Please select one only:
- Every day
 - Once or twice a week
 - Three or more times a week
 - Once or twice a month
 - Less than that but more than twice a year
 - Once or twice a year
 - Less than that or never

3. Looking in more detail at congestion, how often in the past 12 months, if at all, have you personally been affected by traffic congestion in and around Great Yarmouth and Gorleston? Please select one only:

		Response Percent
1	Every day	23.74%
2	Once or twice a week	25.18%
3	Three or more times a week	22.54%
4	Once or twice a month	15.11%
5	Less than that but more than twice a year	7.67%
6	Once or twice a year	4.32%
7	Less than that or never	1.44%



Key highlights:

- A total combined **71.4%** of respondents have been affected by congestion in and around Great Yarmouth and Gorleston either on a daily basis, once or twice a week or three or more times a week.
- **23.7%** are affected on a daily basis
- **25.1%** are affected once or twice a week

4.4 Question 4: Average journey delays

Following on from question 3 we wanted to gain a further insight into people's perceptions of how long they are delayed on an average journey into Great Yarmouth or Gorleston.

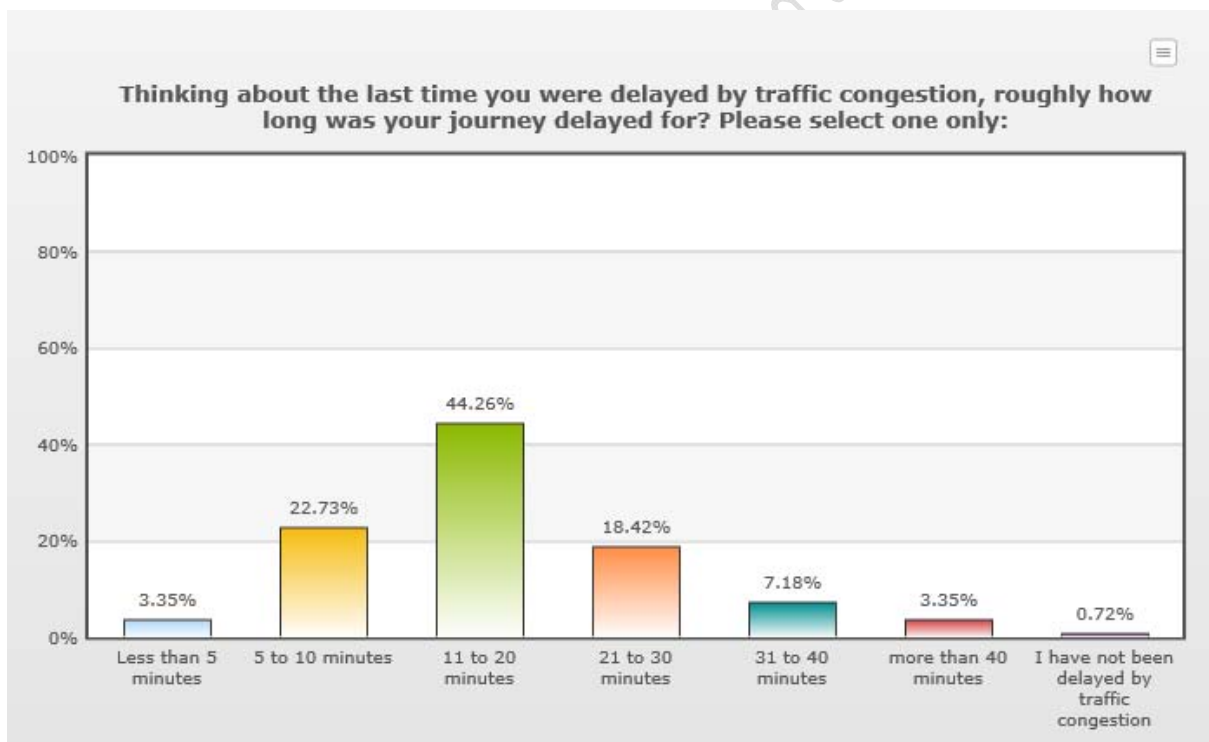
4. Thinking about the last time you were delayed by traffic congestion, roughly how long was your journey delayed for? Please select one only:

- Less than 5 minutes
 5 to 10 minutes
 11 to 20 minutes
 21 to 30 minutes
 31 to 40 minutes
 more than 40 minutes
 I have not been delayed by traffic congestion

Analysis:

4. Thinking about the last time you were delayed by traffic congestion, roughly how long was your journey delayed for? Please select one only:

		Response Percent
1	Less than 5 minutes	3.35%
2	5 to 10 minutes	22.73%
3	11 to 20 minutes	44.26%
4	21 to 30 minutes	18.42%
5	31 to 40 minutes	7.18%
6	more than 40 minutes	3.35%
7	I have not been delayed by traffic congestion	0.72%



Key highlights:

- **44.2%** suffer delays between 11 and 20 minutes on an average journey
- **95.9%** of respondents have suffered some degree of delay in their journeys lasting between 5 minutes and 40 minutes
- **73.2%** of respondents have experienced delays between 11 minutes and 40+ minutes
- **28.9%** of respondents have experienced delays between 21 minutes and 40+ minutes

- Only **0.72%** responded to say they have not been delayed on a typical journey

4.5 Question 5: Investment in modes of transport

This question wanted to delve further into the modes of transport respondents feel need further investment in Great Yarmouth and Gorleston. We asked people to rank their responses in order of importance.

5. Which of the following modes of transport do you think is most in need of investment in the Great Yarmouth and Gorleston area? Please rank in order with 1 being the most in need and 5 being the least in need:

___ Cycling ___ Walking ___ Car ___ Bus ___ Train

5. Which of the following modes of transport do you think is most in need of investment in the Great Yarmouth and Gorleston area? Please rank in order with 1 being the most in need and 5 being the least in need:		
Item	Total Score	Overall Rank
Car	1869	1
Bus	1359	2
Cycling	1171	3
Train	960	4
Walking	866	5

Key highlights:

- The majority of respondents have ranked investment in infrastructure to improve car journeys as most important
- Bus improvements was ranked second
- Cycling was ranked third
- Train improvements was ranked fourth
- Ranked as least important was investment in walking facilities

4.6 Question 6: How likely are you to use a Third River Crossing

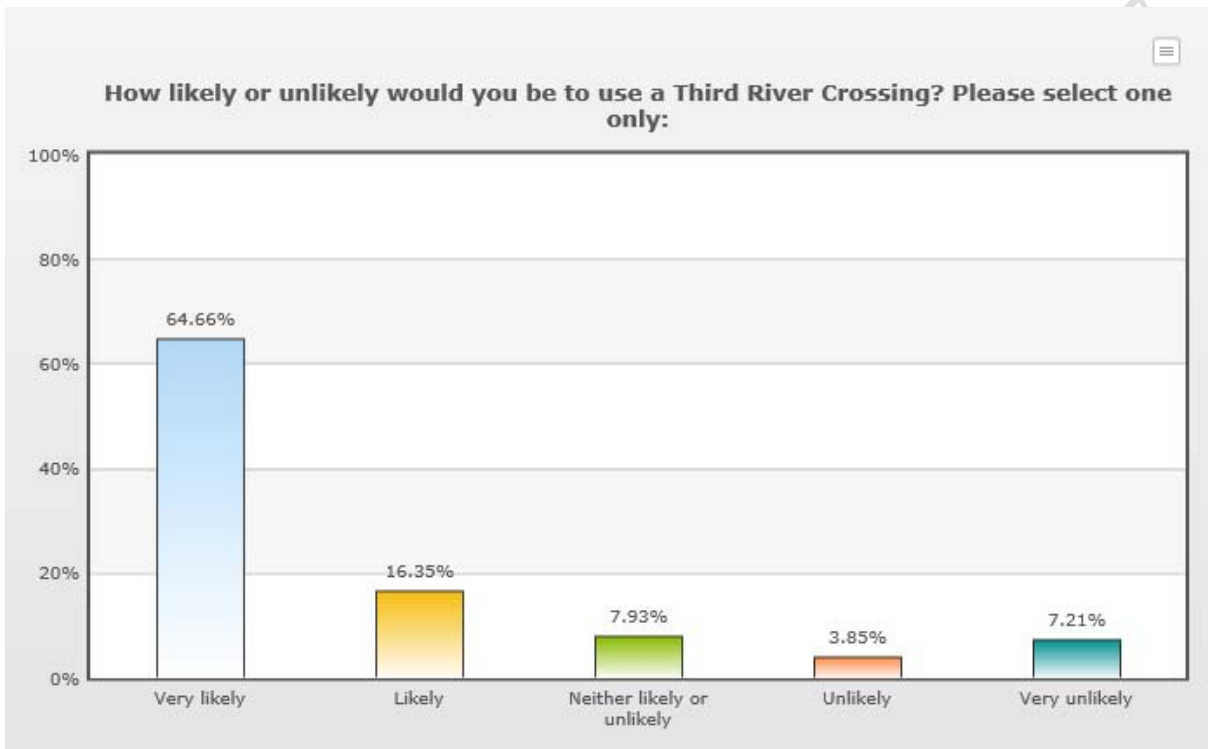
In 2009 the vast majority of respondents (92%) responded stating they would support the concept of a Third River Crossing in Great Yarmouth. Question 6 takes that statement further in asked people how likely they would be to using a Third River Crossing.

6. How likely or unlikely would you be to use a Third River Crossing? Please select one only:

Very likely Likely Neither likely or unlikely Unlikely Very unlikely

6. How likely or unlikely would you be to use a Third River Crossing? Please select one only:

		Response Percent
1	Very likely	64.66%
2	Likely	16.35%
3	Neither likely or unlikely	7.93%
4	Unlikely	3.85%
5	Very unlikely	7.21%



Key highlights:

- **81%** of respondents would either be very likely or likely to use a Third River Crossing
- **64.6%** of respondents stated that they would be very likely to use a Third River Crossing in Great Yarmouth
- **16.3%** of respondents stated that they would be likely to use a Third River Crossing in Great Yarmouth

4.7 Question 7: How often would you use a Third River Crossing








For the respondents who stated they would use a Third River Crossing, we asked how often they felt they would use it, daily, weekly, monthly or not very often.

7. If you think you would use a Third River Crossing how often do you think you would use it? Please select one only:

- Every day Once or twice a week Three or more times a week
 Once or twice a month Less than that but more than twice a year Once or twice a year
 Less than that or never

7. If you think you would use a Third River Crossing how often do you think you would use it? Please select one only:



			Response Percent
1	Every day		21.01%
2	Three or more times a week		28.99%
3	Once or twice a week		22.22%
4	Once or twice a month		11.11%
5	Less than that but more than twice a year		5.80%
6	Once or twice a year		5.31%
7	Less than that or never		5.56%

Key highlights:

- **72.2%** of respondents have stated they would use the bridge on a weekly basis, either daily, or a few times a week (*combination of every day, three or more times a week and once or twice a week percentages*)
- **11.11%** stated that they would use the bridge monthly

The analysis shows that the provision of a Third River Crossing in Great Yarmouth would become integral to a large number of residents' and businesses' daily lives.

4.8 Question 8: Journey type

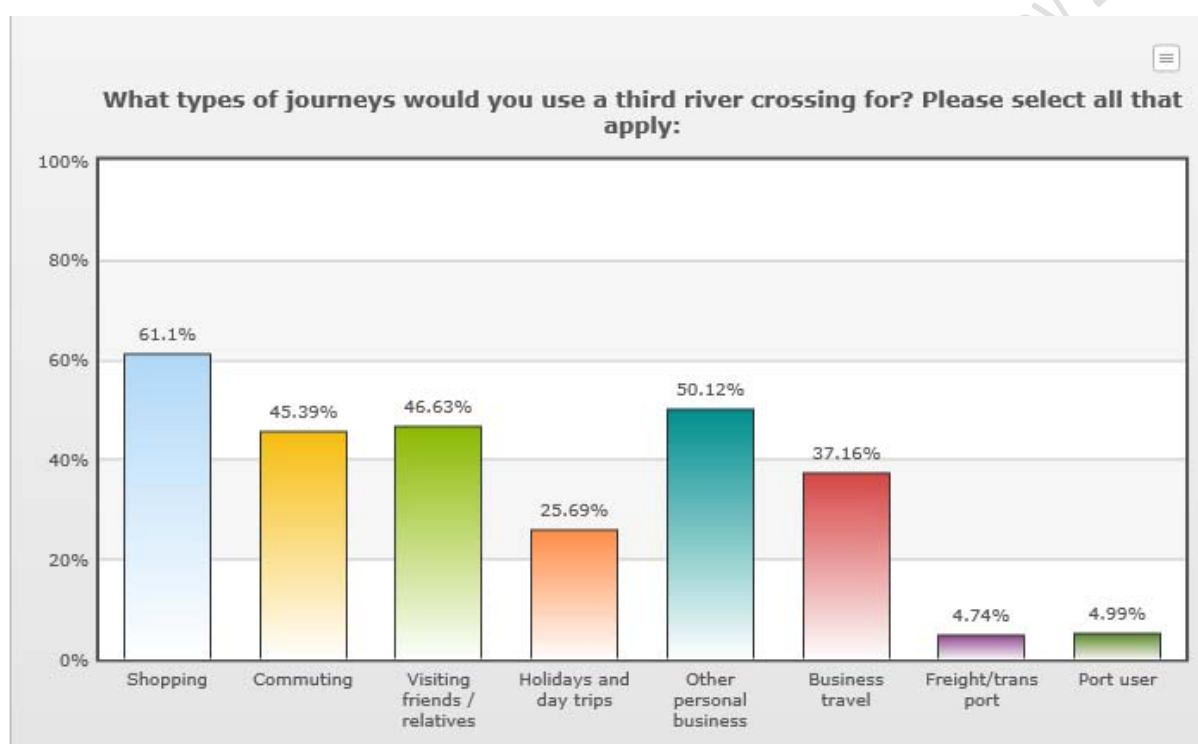
We wanted to analyse the types of journeys people would use the bridge to make. The revitalisation of the Great Yarmouth economy is the overarching aim of the bridge with a number of economic sectors likely to benefit significantly from this investment, from tourism, to retail, to the nationally important port.

8. What types of journeys would you use a third river crossing for? Please select all that apply:

- Shopping Visiting friends / relatives Other personal business Freight/transport
 Commuting Holidays and day trips Business travel Port user

8. What types of journeys would you use a third river crossing for? Please select all that apply:

		Response Percent
1	Shopping	61.10%
2	Commuting	45.39%
3	Visiting friends / relatives	46.63%
4	Holidays and day trips	25.69%
5	Other personal business	50.12%
6	Business travel	37.16%
7	Freight/transport	4.74%
8	Port user	4.99%



Key highlights:

- **61.1%** of respondents would use a new Third River Crossing to access shopping facilities
- **45.3%** use the bridge to improve their commute to work
- **46.6%** use the bridge to visit friends and family
- **25.6%** use it to go on holidays or day trips
- **37.1%** use it for business travel

The analysis shows that the Third River crossing would support a number of different uses and help towards revitalising the town centre with a potential increase in shopping trips.

4.9 Question 9: Benefits of a Third River Crossing

Having established that a Third River Crossing is an essential part of the Great Yarmouth infrastructure we asked people to tell us more about the benefits a Third River Crossing would bring to Great Yarmouth and Gorleston.







9. Here is a list of the benefits that we think a Third River Crossing could provide to Great Yarmouth and the surrounding area. How far do you agree or disagree that the proposed Crossing will help to deliver these? Please select one answer on each row:







	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Don't know
Help to create more jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve the quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make journey times shorter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage businesses to invest in the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage more visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve access to the port / industrial areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>







9. Here is a list of the benefits that we think a Third River Crossing could provide to Great Yarmouth and the surrounding area. How far do you agree or disagree that the proposed Crossing will help to deliver these? Please select one answer on each row:







	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Don't know
Help to create more jobs	38.4% (160)	32.4% (135)	16.3% (68)	7.7% (32)	3.4% (14)	1.9% (8)
Improve the quality of life	40.8% (171)	34.8% (146)	12.4% (52)	6.0% (25)	4.5% (19)	1.4% (6)
Reduce congestion	60.8% (253)	19.2% (80)	6.5% (27)	7.0% (29)	5.5% (23)	1.0% (4)
Make journey times shorter	57.5% (239)	21.4% (89)	8.2% (34)	6.5% (27)	5.5% (23)	1.0% (4)
Encourage businesses to invest in the area	44.5% (186)	30.1% (126)	13.2% (55)	6.7% (28)	3.8% (16)	1.7% (7)
Encourage more visitors to the area	29.2% (122)	31.1% (130)	22.5% (94)	9.6% (40)	6.0% (25)	1.7% (7)
Improve access to the port / industrial areas	61.4% (256)	27.8% (116)	4.3% (18)	2.9% (12)	2.4% (10)	1.2% (5)







9.7. Improve access to the port / industrial areas			Response Percent
1	Strongly agree		61.4%
2	Agree		27.8%
3	Neither agree or disagree		4.3%
4	Disagree		2.9%
5	Strongly disagree		2.4%
6	Don't know		1.2%







9.4. Make journey times shorter			Response Percent
1	Strongly agree		57.5%
2	Agree		21.4%
3	Neither agree or disagree		8.2%
4	Disagree		6.5%
5	Strongly disagree		5.5%
6	Don't know		1.0%

9.3. Reduce congestion			Response Percent
1	Strongly agree		60.8%
2	Agree		19.2%
3	Neither agree or disagree		6.5%
4	Disagree		7.0%
5	Strongly disagree		5.5%
6	Don't know		1.0%

9.5. Encourage businesses to invest in the area			Response Percent
1	Strongly agree		44.5%
2	Agree		30.1%
3	Neither agree or disagree		13.2%
4	Disagree		6.7%
5	Strongly disagree		3.8%
6	Don't know		1.7%

9.1. Help to create more jobs			Response Percent
1	Strongly agree		38.4%
2	Agree		32.4%
3	Neither agree or disagree		16.3%
4	Disagree		7.7%
5	Strongly disagree		3.4%
6	Don't know		1.9%

9.2. Improve the quality of life			Response Percent
1	Strongly agree		40.8%
2	Agree		34.8%
3	Neither agree or disagree		12.4%
4	Disagree		6.0%
5	Strongly disagree		4.5%
6	Don't know		1.4%

9.6. Encourage more visitors to the area			Response Percent
1	Strongly agree		29.2%
2	Agree		31.1%
3	Neither agree or disagree		22.5%
4	Disagree		9.6%
5	Strongly disagree		6.0%
6	Don't know		1.7%

Key highlights:

- **89.2%** of respondents either strongly agree or agree that access to the port would be improved by a Third River Crossing
- **78.9%** either strongly agree or agree that a new crossing would make journey times shorter
- **80%** either strongly agree or agree congestion would be reduced
- **74.6%** of respondents would either strongly agree or agree that a new Third River crossing would encourage businesses to invest in the area
- **70.8%** either strongly agree or agree that the bridge would help create new jobs in the area
- **75.6%** either strongly agree or agree that the bridge would improve their quality of life
- **60.3%** also either strongly agree or agree that the bridge would encourage visitors into Great Yarmouth

4.10 Question 10: Open question on Third River Crossing

We asked people to give us their own views on other improvements they think a new Third River Crossing would bring to Great Yarmouth and Gorleston.

10. If you can think of other improvements that having a Third River Crossing could bring to Great Yarmouth, please write them in below:



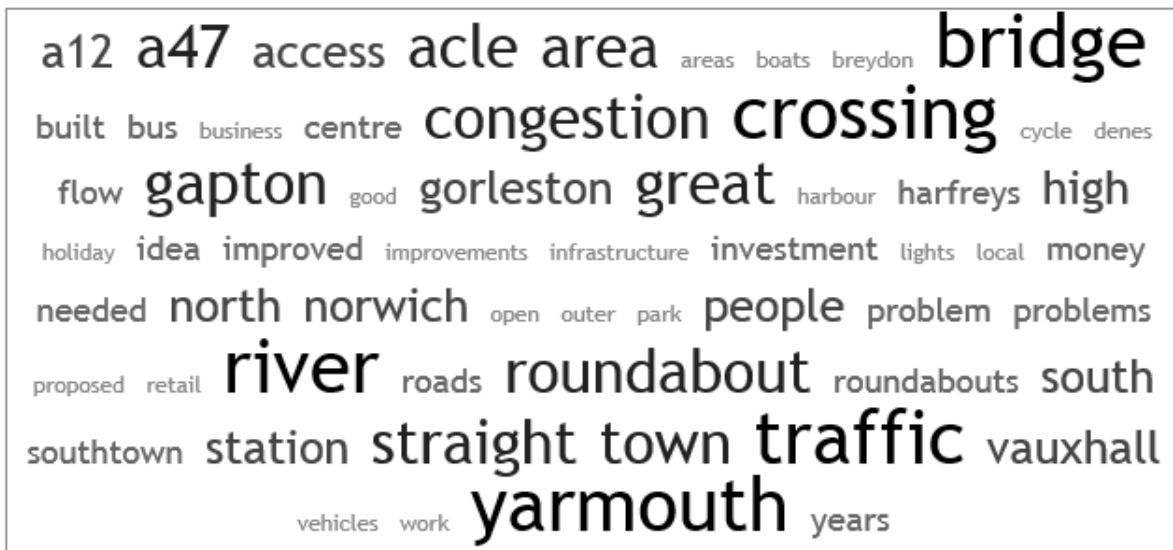
The responses show that residents and people who live and work in Great Yarmouth have other infrastructure concerns:

- Roundabouts in particular Gapton Roundabout
- Congestion
- A47
- Access improvements

4.11 Question 11: Open question on infrastructure

The final question was left open for people to leave any comments they wished to make about the Third River Crossing or the wider infrastructure improvements in Great Yarmouth or Gorleston.

11. If you have any other comments on proposals to build the Third River Crossing or on transport issues affecting Great Yarmouth and Gorleston please write them in below:



5.0 Summary of Support

5.1 Political

There is a high level of political support from all political leaders and parties in relation to the Great Yarmouth Third River Crossing. A summary of their main points:

Brandon Lewis MP:

Mr Lewis has provided us with his speech delivered to the Chamber of Commerce meet the MP event.

Mr Lewis has stated his clear and unequivocal support for the Third River Crossing in Great Yarmouth, stating that ‘It’s a big boost ... making a huge difference to our infrastructure. We have secured £10m for safety improvements to the Acle Straight and £30m to improve Vauxhall Roundabout. With the Third River Crossing, this would do a lot to tackle the traffic problems in the town. That will give us the position to then argue for dualling.’

Mr Lewis also reiterated that it was great for the town on a day when Yarmouth’s Regent Street had been hit by a devastating fire. “It’s a big boost when we could do with some good news,” he said, adding: “It will make a huge difference to our infrastructure

Mr Lewis said that developing the business case itself would be a huge piece of work and stressed that although people talk about dualling the Acle Straight as a priority, this scheme (Third River Crossing) would do a lot to alleviate traffic issues in the town.

He added: “We have secured £10m for safety improvements on the Acle Straight and £30m to improve the Vauxhall roundabout. With the third river crossing, this

would do a lot to tackle the traffic problems in the town. That will give us the position to then argue for dualling.”

Chris Starkie, Managing Director of New Anglia LEP:

A key partner and funding contributor to the Great Yarmouth Third River Crossing the New Anglia Local Enterprise Partnership has given full support to the scheme, saying that the bridge “Boosting connectivity is key to boosting 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, improving links across the town and the rest of the region, as well as reducing congestion which costs our local business time, money and customers”. The LEP is responsible for the Strategic Economic Plan of which the Great Yarmouth Third River Crossing is an important component. Regular reports have been made via the project board which includes LEP representative.

Cllr Martin Wilby Chairman of the Environment, Development and Transport Committee at Norfolk County Council

Cllr Wilby has stated that the Third River Crossing unites councillors of all political parties as it would be a huge benefit for Yarmouth, Norfolk and nationally bringing prosperity and reducing journey times and congestion in the town.

“I want us to be in the strongest possible position to demonstrate what and where investment is needed to ease congestion in Great Yarmouth and Gorleston. We hope we can use the information gathered through the consultation to help us secure funding to make it easier to get to and around the Yarmouth area. This is obviously good for people living and working there, but it should also pay dividends for Great Yarmouth’s future prosperity.”

Cllr Wilby has encouraged residents and businesses to get involved in the consultation process saying “This is your chance to get your thoughts and frustrations about transport in the town off your chest, and we hope it will help us secure funding to make getting around Great Yarmouth easier.

“This is obviously good for people living and working there, but it should also pay dividends for Great Yarmouth’s future prosperity.”

Cllr Graham Plant, the leader of Great Yarmouth Borough Council.

Cllr Plant, as Leader of Great Yarmouth Borough Council, has been a strong advocate of the importance of the Third River Crossing stating that “The business case for Great Yarmouth’s Third River Crossing is incredibly strong and there is absolute commitment from public and private sector partners to help secure the necessary national funding to make it and its benefits a reality.’

“This strategic infrastructure, so central to economic growth in the region and UK, will significantly improve traffic connections, create thousands of jobs and unlock further business, regeneration and investment opportunities.’

5.1 Businesses

Throughout the development of the outline business case we have been actively working with the Chamber of Commerce to engage businesses within and around Great Yarmouth.

To summarise some of the key points made by businesses:

Neil Orford, President of Great Yarmouth Chamber Council.

“The new crossing would provide much needed connections between the strategic road network and the fast growing energy related Enterprise Zone. It provides linkages across the River Yare to the economic growth hub on the South Denes peninsula. The additional crossing would also support tourism, which is worth £577m per annum to Great Yarmouth and create jobs for 30% of the local workforce.”

Mr Orford was also very pleased to see vital traffic surveys being carried out in Great Yarmouth to support the Outline Business Case submission, saying I am pleased to see a survey being carried out in Great Yarmouth to support future transport investment in the Town. Any improvements to the transport infrastructure will be of great benefit to businesses, residents and visitors to the Town.”

As the new president of the Chamber in Great Yarmouth he stated that they were delighted to hear the Great Yarmouth Third River crossing had received this vote of support from Whitehall.

The Chamber Council received an informative presentation about the scheme earlier in the year and have pledged our support to help Norfolk County Council drive this forward. It will significantly benefit the growing business area in Yarmouth.

It is proposed that the bridge, which could cost between £100m to £120m, will run from the Harfrey’s roundabout on the A12 and cross the River Yare to South Denes. If the scheme is approved, an estimated start date for the project is 2021. It is thought around 9,000 jobs could be created through its construction and afterwards, and it would make the town much more attractive to investors.

Andy Penman, previous president of Great Yarmouth Chamber Council

Mr Penman, while President of the Chamber in Great Yarmouth recognised, the need for the Third River Crossing saying, “Pressure needs to be stepped up over the third river crossing for Great Yarmouth. Norfolk Chamber will also call on our local MPs to lobby for the necessary funding to deliver the river crossing for Great Yarmouth. A crossing at this point would relieve traffic congestion, improve connectivity to the South Denes employment area and open up more regeneration opportunities, which are vital for the improvement of Great Yarmouth.”

Richard Goffin, Port Director, Peel Ports Great Yarmouth

Peel Ports, as a major stakeholder in the consultation process and development of the outline business case, has said that "Investment in improved transport

infrastructure is an essential step to unlocking Great Yarmouth's true potential. The ability to attract opportunities will not only benefit existing businesses but also the communities we serve today and the future prosperity we can deliver tomorrow."

Throughout the outline business case development and the past work in Great Yarmouth we have developed positive close working relationships with the new Peel Ports directorship. Technical detail meetings have been held throughout the consultation process and during the development of the outline business case. In particular in relation to the specific details of the operation, detailed design of the structure and its potential impact on the port activity. These operational, design and mitigation details will continue to be developed with Peel Ports in the next phase of design and planning.

John Potter, Director, Potters Leisure Ltd

A major business in Great Yarmouth employing 600 local residents and 200 staff from outside Great Yarmouth has given us their absolute support for the Third River Crossing.

Mr Potter's great grandfather started the business in 1920. John Potter has stated emphatically that he cannot express the relief the Third River Crossing would bring to his business in Great Yarmouth.

Stating that Great Yarmouth is cut off at every turn by some of the most deprived and suffocating transport links in the Country. They find themselves 'literally, economically and socially gridlocked on a daily basis'. He said he could never have imagined how the area would be so blighted with transport issues.

A number of key issues are highlighted by Mr Potter including the negative impact to the supply chain, the inability to attract and retain highly skilled staff and the congestion suffered by visitors. Mr Potter states that they are equally hampered going north and south and that there is no escaping the delays.

Like all businesses Potters Leisure need to attract a skilled workforce. They have 580 staff at one resort and often require specialised skills. They attract staff from the surrounding areas including Norwich and negotiating the Acle Straight adds to the problem. There is also the problem of Gapton Roundabout (often called Gapton Halt) and Harfreys Roundabout, adding to the delays.

Potters also run a local restaurant, beauty salon, hairdressers, ten pin bowling and health club with 1500 members many of whom suffer congestion on approach. They host many high profile televised events and have lost contracts stating that the accessibility and infrastructure issues having been a deciding factor in these decisions. The poor road and rail links contribute to an invisible loss of regeneration to Great Yarmouth.

Mr Potter also talks about the development of a software business that supplies the passenger cruise industry which operates 150 small, medium and very large cruise ships across the globe. However they were forced to move from their base in Great Yarmouth to better served locations.

He urges the government to bring Great Yarmouth back to its former glory and support the infrastructure improvements in Great Yarmouth.

Jonathan Newman, Manager, Great Yarmouth Business Improvement District

The Great Yarmouth BID represents 180 retail businesses within the centre. He believes the bridge if successful will have a positive impact on the future development of the town centre businesses. By connecting the truck road network to the centre of Great Yarmouth it will reduce congestion, help regenerate the town centre and help the town businesses prosper.

The current lack of connectivity severely inhibits movement in and around Great Yarmouth resulting in congestion and ultimately limits the economic potential of the town.

The BID are also keen to ensure that the Great Yarmouth Third River Crossing continues to be seen as a high priority both locally and in Westminster and wanted to show the level of support the scheme has and the importance of the bridge to the people and businesses within Great Yarmouth.

Huw and Wendy Sayer, Directors

Wendy and Huw, Directors of a well-known business have urged the government to support a Third River Crossing in Great Yarmouth. They recognise that the town has demonstrated great potential as a centre for servicing the offshore energy sector in the North Sea, and that a Third River Crossing is essential in supporting its economic growth, creating jobs and raising living standards in the borough and surrounding areas.

Wendy and Huw are keenly aware through conversations with local business leaders of the need for better infrastructure to link the regions business zones. The Third River Crossing is particularly important as it would link the A road network with the port of Great Yarmouth and the South Denes regeneration zone.

They are aware that the local MP Brandon Lewis has shown strong support for the bridge and that the Norfolk Chamber of Commerce also backs the development. They all recognise its importance and how vital it is to the regeneration of Great Yarmouth.

The new crossing would reduce congestion in the town and shorten journeys from the A12 to the service port. This would encourage more energy and engineering companies to base operations in the area, which would boost Norfolk's wider economy. It would also boost tourism, which is worth over £500m a year to the local economy and employs (directly and indirectly) some 30% of the workforce.

Regional growth is essential if we are to rebalance the UK economy and put it on a more sustainable footing. Our expertise in offshore energy and advanced engineering are two of our great export services. This is something that Westminster needs to encourage post Brexit.

Huw and Wendy are among many businesses who urge the Secretary of State and the Government to make the Great Yarmouth Third River Crossing a high priority project to boost the local economy and help us compete internationally.

They recognise that the project has the overwhelming support of the local community. We look forward to hearing your commitment to this project when Norfolk County Council submits the outline business case in March 2017.

Purdah restrictions - not to be published until 5th May 2017

**Great Yarmouth Third River Crossing
Letters of Support
March 2017**

Brandon Lewis MP

Message at Norfolk Chamber of Commerce MP Event



Brandon Lewis Message to Businesses.wpl

Cllr Graham Plant

Great Yarmouth Borough Council

Purdah restrictions - not to be published until 5th May 2017



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DX:41121 – Great Yarmouth 1

Web: www.great-yarmouth.gov.uk
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Our Ref: GP/TBB

10 February 2017

Dear Tom

As the Leader of Great Yarmouth Borough Council I am writing in full support of the strong business case for the Great Yarmouth Third River Crossing.

By better connecting the trunk road network to the South Denes peninsula in Great Yarmouth where the expanding 'Peel Ports Great Yarmouth', offshore energy Enterprise Zone and Energy Park are located, it will help create thousands of jobs and new investment opportunities. The scheme's cost-benefit analysis has always been high, the Gross Value Added will be significantly uplifted and it will increase the attractiveness to major offshore energy inward investors.

The business case is strong as a third river crossing in Great Yarmouth will improve north/south traffic flows and reduce congestion/journey times throughout the urban area, with significant numbers of vehicles removed from the existing Haven and Breydon bridges respectively in peak periods.

By improving connections between the offshore energy Enterprise Zone sites (Beacon Park performing particularly well) and other employment areas, it is expected that the full offshore energy potential can be realised. The New Anglia Local Enterprise Partnership recognises the significance of the energy coast as a key economic driver across Norfolk and Suffolk which has national Centre for Offshore Renewable Engineering status. With over 50 years of Southern North Sea expertise here in the east of England, the jobs growth potential in the

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construction, operations & maintenance of some of the world's largest offshore wind farms and other activities such as gas platform decommissioning are tangible.

The New Anglia Local Enterprise Partnership, A47 Alliance and Norfolk County Council recognise the strategic importance of the Great Yarmouth Third River Crossing. They have given a high level of support to this important infrastructure project, as reflected in their latest forward plans, which is proven to facilitate significant jobs growth.

The Great Yarmouth Third River Crossing is a significant piece of strategic infrastructure identified in: the corporate 'Plan' for Great Yarmouth Borough Council (2015-20), the recently adopted Great Yarmouth Local Plan Core Strategy 2013-30 where the preferred route alignment is identified and in the supporting Great Yarmouth Infrastructure Study.

Yours sincerely



Cllr Graham Plant
Leader of Great Yarmouth
Borough Council

Jonathan Newman
Great Yarmouth Town Centre Partnership

Town Centre Partnership (Great Yarmouth) Ltd.

Town Centre Manager, Unit 5, Wilkinson's Yard, Market Gates, Great Yarmouth, NR30 2AX
Telephone: (01493) 745828; Fax: (01493) 332208; Email: tcm@gytcp.co.uk

Transport minister Rt Hon Chris Grayling MP

02 February 2017

Dear Sir,

A Third River Crossing for Great Yarmouth

The Great Yarmouth Town Centre Partnership would like to take this opportunity to urge you to support the Great Yarmouth Third River Crossing. The Third River Crossing is crucial to the economic success and revitalisation of the town centre of Great Yarmouth.

The Great Yarmouth BID represents 180 retail businesses within the centre. The bridge if successful will have a positive impact on the future development of the town centre businesses. By connecting the trunk road network to the centre of Great Yarmouth it will reduce congestion, help regenerate the town centre and help the town businesses prosper.

The current lack of connectivity severely inhibits movement in and around Great Yarmouth resulting in congestion and ultimately limits the economic potential of the town.

We are keen to ensure that the Great Yarmouth Third River Crossing continues to be seen as a high priority both locally and in Westminster and we wanted to show you the level of support the scheme has and the importance of the bridge to the people and businesses within Great Yarmouth.

Yours sincerely



Jonathan Newman
Town Centre Manager
Town Centre Partnership (Great Yarmouth) Ltd.



Great Yarmouth
Town Centre Partnership



Mr John Potter

Managing Director Potters Leisure Ltd



For the attention of:
Claire Sullivan
Infrastructure & Economic Growth Planner
Norfolk County Council
Martineau Lane
Norwich
NR1 2UA

Re: Great Yarmouth Third River Crossing

Dear Ms. Sullivan,

Please find enclosed a copy of my letter written directly to the Rt Hon. Chris Grayling MP at the Department for Transport, offering my support and reasons for a third river crossing in Great Yarmouth.

Wishing you every success,


John Potter
Managing Director
Potters Leisure Ltd



John Potter
Managing Director
Potters Resort
Coast Road, Hopton-on-Sea
Norfolk, NR31 9BX

For the attention of:
The Rt Hon Chris Grayling MP
Department for Transport
Great Minster House, 33 Horseferry Road
London, SW1P 4DR

Re: Great Yarmouth River Crossing

Dear Sir,

I write with hope of gaining your support, as an entrepreneur and businessman in the Tourism and Software sectors directly employing 600 staff directly in the borough of Great Yarmouth and approaching 200 staff outside of the area, as well as supporting many more jobs and companies directly and indirectly in the locality. I cannot express the literal 'relief' the third river crossing scheme would bring to our best efforts here in Great Yarmouth.

We strive to be competitive in an area that has frankly not been dealt the best hand of late on many socio-economic yardsticks. Despite this, Great Yarmouth still harbours much hope in our community which is striving to turn a corner but is 'cut off' at every turn by some of the most deprived and suffocating transport links in the country that have been repeatedly and consistently overlooked by successive administrations.

We find ourselves literally, economically and socially gridlocked on a daily basis and whilst many in Westminster may joke that the pace of life in Norfolk may indeed be a little 'slower' it really is no joking matter on the roads around Great Yarmouth.

One of my businesses is Potters Resort, situated only a few miles from the proposed crossing. When my great grandfather Herbert Potter cycled from Norwich to Great Yarmouth in 1920 to start what was then the 'first ever' permanent holiday camp in the country, he could not have envisaged that the idyllic and tranquil site by the sea he chose would be so blighted with transport issues in its future transformation by future generations into the Visit England 5 Star Resort that it is today, with 1/4 million guest bed nights a year on one Resort and serving just under a million meals per annum. The service we give to win re-bookings has to overcome our guests first and last memory of their holidays with us, namely the hold ups getting to and from Potters around Great Yarmouth; a story far too often recounted at Reception on arrival and departure days.

The supplies for these 1 million meals, the associated drinks and the many other supplies required to support our Resort on the edge of town are regularly hampered by access from the Great Yarmouth direction to the north. Combined also with the Lowestoft bridge access from the south, there is no escaping the delays whichever way one turns. Clearly this makes attracting business and supplying that business even more challenging than it already is, without the impasse.

Like all businesses we need to attract a skilled workforce. We have 580 staff on the one Resort and we are often requiring additional and specialised skills within those ranks to run a successful village as we are. As such, we have to attract staff from the surrounding areas including, for the more senior skilled positions, the local city of Norwich. These travel-weary souls not only have to negotiate the infamous 'Acle Straight' (which is worthy of its very own tome) but then also the Great Yarmouth entry roundabouts and Gapton Hall (or 'Gapton Halt' as it is often appropriately described). Negotiated twice a day can often add up to an hour on an already lengthy commute and I have lost countless good team members who genuinely say on exit interview that they love working at Potters Resort but simply cannot endure these challenges on a daily basis.

We also run a local Restaurant, a Beauty Salon, Hairdressers, a Ten Pin Bowling Alley and a Health Club with 1,500 local members, with many a member defecting simply citing congestion on the approaches to their workouts, clearly making us 'unfit' for business.

We host many events at Potters Resort, including the BBC World Indoor Bowls Championships which concluded on television only yesterday as I write, the Sky Premier League Snooker Finals and The English Open Table Tennis to name a few of the more notable televised examples. However, for each event contract we win, I could share multiple stories of more tenders we lose simply because of our lack of transport infrastructure with poor road and rail links in the area, preventing us from ticking the accessibility box on any potential event organiser's must-have list. Sadly, each one is chalked off as an invisible loss in the regeneration efforts so needed for Great Yarmouth.

In the same area I have set up travel businesses in the form of a foreign holiday tour operation business and separately a cruise travel agency (including ironically, river cruises!). Again, these endeavours require experienced staff that we simply cannot attract to take on the journeys by the Great Yarmouth rivers which is now resulting in the closure of the physical travel agency that requires such staff, to instead operate solely online; another red light to the redevelopment of an area much in need of your green light for better links.

I have also developed a software business that supplies the passenger cruise industry with Reservations, Property Management and Customer Relationship System software, which now operates over 150 small, medium and very large cruise ships across the globe, and around the clock. Despite being born in Great Yarmouth, the transport links, or lack of, played a major factor in us being forced to move the 100+ operational, support and software teams to better served locations away from our Great Yarmouth base. Again, another example of the missed opportunities that Great Yarmouth will never be credited with whilst we are starved of the necessary infrastructure to compete on a local level, let alone on a global level as was this lost opportunity for the area.

I urge you to help us to help our Great Yarmouth in perhaps, one day, getting back to somewhere near its former glory when my Great Grandfather cycled that 25 miles from Norwich with no doubt hardly a car in sight, and as Potters Resort has since moved with the times, we yet again call on the government to catch up and do the same for our transport links.

Please join the Right Honourable Brandon Lewis MP for Great Yarmouth (who will I am sure be able to argue our case more eloquently than I) should you need any further persuasion to help us free the wheels of business in Great Yarmouth.

I cannot sign off without just one more mention of that Acle Straight; the missing link in my World(!) and the only other transport project that I would consider ranks above this much needed river crossing in our area.

Thank you for taking the time and I remain,

In hopeful anticipation of your much needed support.



John Potter
Potters Leisure Ltd
Great Yarmouth
07803 345 345

cc
Rt Hon Brandon Lewis MP
Claire Sullivan – Infrastructure & Economic Growth Planner at Norfolk County Council

PURU

Wendy Sayer and Huw Sayer Directors



Secretary of State for Transport
The Rt Hon Chris Grayling MP

30 January 2017

Dear Sir

Please may we urge you to support a third river crossing in Great Yarmouth? This town has already demonstrated great potential as a centre for servicing the offshore energy sector in the North Sea. A Third River Crossing is essential to supporting its economic growth, which will create jobs and raise living standards in the borough and the surrounding district.

Our company, Business Writers Limited, services many organisations in the East of England. We are keenly aware, through conversations with local business leaders, of the need for better infrastructure to link the region's business zones. The Third River Crossing is particularly important since it would link the A-road network with Port of Great Yarmouth and the South Denes regeneration zone.

You will be aware that the local MP, Brandon Lewis, has already shown strong support for this bridge. The local business community, particularly through the Norfolk Chambers of Commerce, is also backing this development. They all recognise how vital it is for the continued regeneration of Great Yarmouth.

The new crossing would reduce congestion in the town and shorten journeys from the A12 to the service port. This would encourage more energy and engineering companies to base operations in the area, which would boost Norfolk's wider economy. It would also boost tourism, which is worth over £500m a year to the local economy and employs (directly and indirectly) some 30% of the workforce.

Regional growth is essential if we are to rebalance the UK economy and put it on a more sustainable footing. Our expertise in offshore energy and advanced engineering are two of our great export services. This is something that Westminster needs to encourage post Brexit.

We would urge you and the Government to make the Great Yarmouth Third River Crossing a high priority project to boost the local economy and help us compete internationally. The project has the overwhelming support of the local community. We look forward to hearing your commitment to this project when Norfolk County Council submits the outline business case in March 2017.

Yours sincerely

Wendy Sayer and Huw Sayer
Directors

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Neil Orford President Great Yarmouth Chamber Council Norfolk Chamber of Commerce



**Norfolk
Chamber of
Commerce**
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**Secretary of State for Transport
The Rt. Hon Chris Grayling MP**

06 March 2017

Great Yarmouth Chamber Council would like to take this opportunity to urge you to support the Great Yarmouth Third River Crossing. The Third River Crossing is crucial to the economic success of businesses in Great Yarmouth and beyond.

By connecting the trunk road network to the Great Yarmouth peninsula and the port and regeneration area in South Denes Great Yarmouth can continue to grow and prosper.

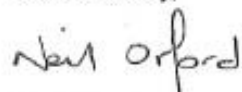
We are pleased that our local MP Brandon Lewis has shown strong support for the bridge and recognises how vital it is for the continued regeneration of Great Yarmouth.

The bridge has extensive support from the local business community and the Norfolk Chamber of Commerce and a new crossing would not only resolve congestion issues within the town, but would boost the wider economy of Norfolk because of its role in supporting not only for our own organisation but also the fast growing energy sector and a wealth of established growing businesses based in the town.

The current lack of connectivity severely inhibits movement in and around Great Yarmouth resulting in congestion and ultimately limiting the economic potential.

We are keen to ensure that the Great Yarmouth Third River Crossing continues to be seen as a high priority both locally and in Westminster. We wanted to take this opportunity to demonstrate the strength of the scheme and are hopeful of a positive outcome when Norfolk County Council submit the outline business case in March 2017.

Yours sincerely,



**Neil Orford
President of Great Yarmouth Chamber Council**

Purdah restrictions - not to be published until 5th May 2017