

Great Yarmouth

Local Cycling and Walking Infrastructure Plan



Main Report
February 2022

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ANNEX A: Programme of Cycling & Walking Infrastructure Improvements for Great Yarmouth (March 2022)

1. Introduction

Norfolk County Council is working in partnership with Great Yarmouth Borough Council to create a Local Cycling and Walking Infrastructure Plan (LCWIP) for Great Yarmouth and Gorleston.

Local Cycling and Walking Infrastructure Plans play an integral part in the delivery of the overall transport strategy for Norfolk. They also support Norfolk County Councils ambition to make Norfolk a walking and cycling county where walking and cycling are the natural choice for all types of user for both travel and leisure in both rural and urban areas.

The purpose of the LCWIP is to identify and prioritise improvement schemes which will enhance current levels of cycling and walking (active travel) over the short, medium, and long term.

A programme of public engagement was conducted between July and October 2021 to ensure that the proposed priority schemes within the LCWIP focus on the right developments and deliver an accessible active travel network for everyone in Great Yarmouth and Gorleston.

This report contains the detail of the priority cycling and walking network improvements schemes which have been identified by following the Department for Transport (DfT) LCWIP planning process.



This report provides detail about active travel network improvement schemes for Great Yarmouth & Gorleston

2. Why improve the cycling and walking network?

Research has shown that cycling and walking are good for our physical and mental health¹ and by making more journeys via active modes of transport, we can improve our quality of life, benefit the environment and enhance local productivity.

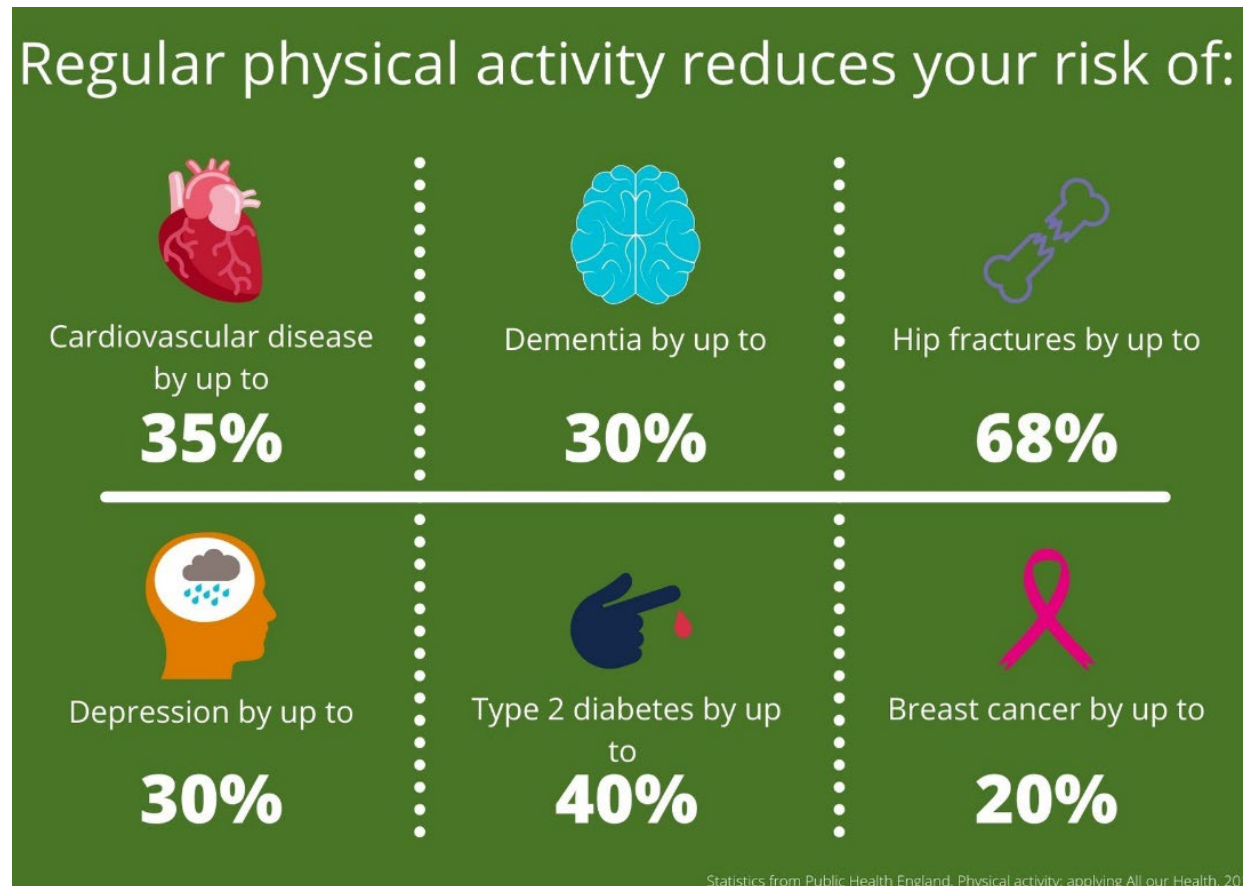


Figure 1: The medical benefits of cycling and walking



Figure 2: The benefits of increased levels of cycling and walking

When investing in cycling and walking networks, we can also help tackle some of the most challenging issues we face as a society by improving air quality, combatting climate change, addressing inequalities in society and tackling congestion on our roadsⁱⁱ.

Increased levels of cycling and walking has long term environmental, economic and health benefits

3. Why do we need a Local Cycling and Walking Infrastructure Plan?

In 2017, the Department for Transport (DfT) set out the national vision for cycling and walking and released the “Gear Change”ⁱⁱⁱ policy paper in July 2020, which provides local authorities with guidance on developing active travel networks.



The policy contains four themes, which group together the key actions that need to be taken:

Better streets for cycling and people – by providing safe, continuous, direct routes for cycling in towns and cities, physically separated from pedestrians and volume motor traffic, serving the places that people want to go.

Cycling at the heart of decision-making – by ensuring that new housing and business developments include appropriate provision for cycling. Assessing transport schemes’ value for money with more focus given to the provision of cycling schemes. Railways and bus routes working better with cyclists, more cycle parking, plus promoting cycling for the carriage of freight in towns and cities.

Empowering and encouraging Local Authorities – by enabling, encouraging and empowering local authorities to do more for cycling on their roads, including appropriate maintenance. In addition, £2 billion of new funding will be provided by central government over the next five years to support local authorities with well-defined Local Cycling and Walking Infrastructure Plans.

Figure 3: DfT Gear Change

Enabling people to cycle and protecting them when they do – by ensuring that every adult and child who wants it can be trained how to ride a cycle safely. Working more closely with the NHS and incentivising GPs to prescribe cycling and building cycle facilities in towns with poor health. Combating bike theft and make legal changes to protect vulnerable road users, plus improvements to road safety for all road users. Establish a national electrically assisted bike support programme.^{iv}

A Local Cycling and Walking Infrastructure Plan enables priority active travel network improvements to be identified and prioritised and also supports applications for government funding to help develop and deliver new schemes.

The planning process enables priority active travel network development schemes to be identified

4. How does the cycling and walking infrastructure planning process work?

The DfT 'Gear Change' policy document outlines six key planning stages which have been followed by Norfolk County Council.

Stage	Objective	How the objective was met for Great Yarmouth
1 Determining Scope	Establish the geographical extent of the plan, and arrangements for governing and preparing the plan.	The geographical extent and scope of the plan was jointly agreed between Norfolk County Council and Great Yarmouth Borough Council.
2 Gathering Information	Identify existing patterns of walking and cycling, and potential new journeys. Review existing conditions and identify barriers to cycling and walking. Review related transport and land use policies and programmes.	Existing patterns of walking and cycling and potential new journeys identified through the analysis of Census Data, Strava Metro Data (GPS) and existing traffic count data. Existing network conditions and barriers to cycling and walking identified by reviewing existing policies and network schemes and Project Officer site visits. A review of related transport and land use policies and programmes included a review of adopted Neighbourhood Plans and key strategic transport, environment and public health policy documents.
3 Cycle Network Planning	Identify origin and destination points and cycle flows. Convert flows into a network of routes and determine the type of improvements required.	Activities completed in order to create a cycle network plan have included a review of key attractors within Great Yarmouth, cycle propensity modelling, and a review of existing schemes identified through funding initiatives.
4 Walking Network Planning	Identify key trip generators, core walking zones and routes, audit existing provision and determine the type of improvements required.	Activities completed in order to create a walking network plan also included a review of key attractors within Great Yarmouth and a review of existing schemes identified through funding initiatives.
5 Prioritising Improvements	Public engagement and prioritise improvements to develop a phased programme for future investment.	A programme of public engagement was completed in July 2021 to help prioritise proposed network improvement schemes.
6 Integration and Application	Integrate outputs into local planning and transport policies, strategies, and delivery plans.	Next stage

Table 1: The six stages for developing a Local Cycling and Walking Infrastructure Plan

What are the outcomes of the planning process?

The three key outcomes of the planning process include:

- a cycling and walking network plan which identifies preferred cycling and walking routes and core zones for further development.
- a prioritised programme of cycling and walking infrastructure improvements which can be put forward for existing and future Active Travel funding opportunities.
- a report setting out the underlying analysis which has been carried out on the network and provides an explanation of how the network improvements have been identified.



Public engagement will help prioritise active travel network schemes for Great Yarmouth.

5. How does the infrastructure plan support national and local policy?

The plan for Great Yarmouth and Gorleston supports local and national transport, environmental and public health policies:

Great Yarmouth & Norfolk Planning Policy	How the infrastructure plan supports the policy
Great Yarmouth Town Deal initiative Great Yarmouth Borough Council	The plan supports the ambitions of the Great Yarmouth Town Deal initiative by incorporating active travel network schemes which deliver improved public wayfinding and sustainable connectivity as well as physical enhancements and digital connectivity.
Great Yarmouth Local Plan: Core Strategy 2013-2030 Great Yarmouth Borough Council	The vision of the Core Strategy is for the borough to be a more attractive and aspirational place to live, work and play, with strong links to Lowestoft, the Broads, and Norwich. The infrastructure plan will support this by providing a coherent and attractive network of walking and cycling routes to key destinations in the borough, as well as providing wider connectivity to surrounding areas such as the Broads and Lowestoft, and to the train station, providing a link with Norwich.
Great Yarmouth Local Plan Part 2 2013-2030 Great Yarmouth Borough Council	The emerging plan supplements the policies within the adopted Core Strategy. It includes policies which seek to safeguard strategic walking and cycling routes across the borough and further to Lowestoft and the Broads, improved walking, cycling and wayfinding connections between Great Yarmouth Town Centre and the Great Yarmouth Seafront.
Norfolk access improvement plan (2019 – 2029) Norfolk County Council Broads National Park National Trails	By improving the cycling and walking network, this plan helps to provide an easy to use, safe, healthy and sustainable way to enjoy and connect with the Norfolk coast and countryside, key ambitions of the Norfolk Access Improvement Plan.
The Norfolk Delivery Plan Norfolk County Council	Increased cycling and walking as a mode of transport supports the response to the economic challenges of the pandemic and can help to maintain social distancing during the pandemic and avoid a car dominated recovery, enabling us to maintain the environmental benefits experienced during pandemic.

Table 2: Great Yarmouth and Norfolk planning policy and how the infrastructure plan supports this.

Local and National Transport Policy	How the infrastructure plan supports the policy
Department for Transport “Gear Change” and Cycle Infrastructure Design Guide (LTN 1/20).	The infrastructure plan closely follows the guidance outlined in the Department for Transport’s Gear Change document and the Cycle Infrastructure Design guidance. The plan also shares the ambition of encouraging walking and cycling by making it safer and more practical to travel via these modes of transport.
Great Yarmouth Transport Strategy (2020) Norfolk County Council Great Yarmouth Borough Council	Key objectives of the Great Yarmouth Transport Strategy are to manage congestion; provide a safe environment for all modes of transport; increase active travel on shorter journeys; improve air quality; and increase opportunities for people to use sustainable methods of transport by providing viable options to car use. This infrastructure plan seeks to support the delivery of all such objectives through the identification of improvements to Great Yarmouth’s walking and cycling network, promoting an increase in uptake of these modes of travel.
Norfolk Local Transport Plan 4 Strategy 2021 – 2036 (emerging) Norfolk County Council	The Infrastructure plan helps to deliver the objectives within the Norfolk Local Transport Plan 4 bid by: delivering a sustainable Norfolk, enhancing connectivity, enhancing Norfolk’s quality of life, increasing accessibility, improving transport safety and providing a well-managed and maintained transport network.
Norfolk Cycling and Walking Strategy 2017 Norfolk County Council	The plan will help to achieve the ambitions of the Cycling and Walking Strategy by encouraging an increase in the number of people cycling and walking for work, education and leisure, by providing safe and attractive opportunities to do so.

Table 3: Local and national transport policy and how the infrastructure plan supports this.

Environment & Air Quality Policy	How the infrastructure plan supports the policy
Norfolk County Council Environment Policy 2019	The ambition for Norfolk is to work towards net zero carbon emissions by 2030. In order to achieve this the use of sustainable modes of transport must be increased with a focus on walking and cycling.
25 Year Environment Plan HM Government	The Cycling and Walking Infrastructure Plan supports the Governments 25 Year Environment Plan by helping to reduce congestion and air pollution in the Great Yarmouth area.
The Climate Change Act Revision (2019) HM Government	Consideration has been given to this national policy with the ambition of net zero greenhouse gas emissions by 2050. The plan will deliver improvements to the cycling and walking network which will help towards reducing congestion and carbon emissions from transport in the region.
Clean Air Strategy 2019 HM Government	The plan supports the Clean Air Strategy by helping to reduce emissions from transport.
The Paris Agreement 2015 United Nations	International ambition to keep global temperature rise below 2 degrees Celsius above pre-industrial levels and to pursue efforts to keep this below 1.5 degrees Celsius. The improvements to the cycling and walking network will help towards reducing congestion and carbon emissions from transport in the region.

Table 4: Environment and air quality policy and how the infrastructure plan supports this.

Public Health Policy	How the infrastructure plan supports the policy
Joint Health and Wellbeing Strategy (2018-2022) Health and Wellbeing Board Norfolk & Waveney	The priorities of the Joint Health and Wellbeing Strategy are to support healthy, independent and resilient lives and providing support to those most in need. Increasing the uptake of walking and cycling is an important step for improving health and wellbeing, which is an integral part of what this infrastructure plan aims to promote.
Public Health England: Working Together to Promote Active Travel 2016	The infrastructure plan delivers improvements to the active travel network which are aligned to the policy and practical actions recommended by Public Health England.

Table 5: Public health policy and how the infrastructure plan supports this

The plan supports the Town Deal which is another potential source of short-term funding for active travel network improvements.

The plan supports national and regional transport, health and environmental policies.

6. What are the active travel network design standards?

The Department for Transport has created a set of 'Cycle Infrastructure Design'^v guidelines which help local authorities to deliver improvements to the active travel network and represent the essential requirements for enabling more people to travel by cycle or on foot, based on best practice both internationally and across the UK.

Design Principles

Government research and experience has found that when people are travelling by cycle they need cycle network routes which are coherent, direct, safe, comfortable and attractive. The application of design standards based on these principles helps to promote the use of active travel networks and to ensure that they can be accessed by everyone.

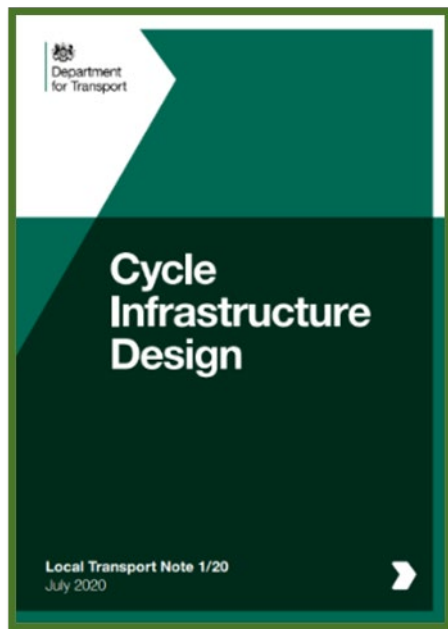


Figure 4: DfT Cycle Infrastructure Design Guidance

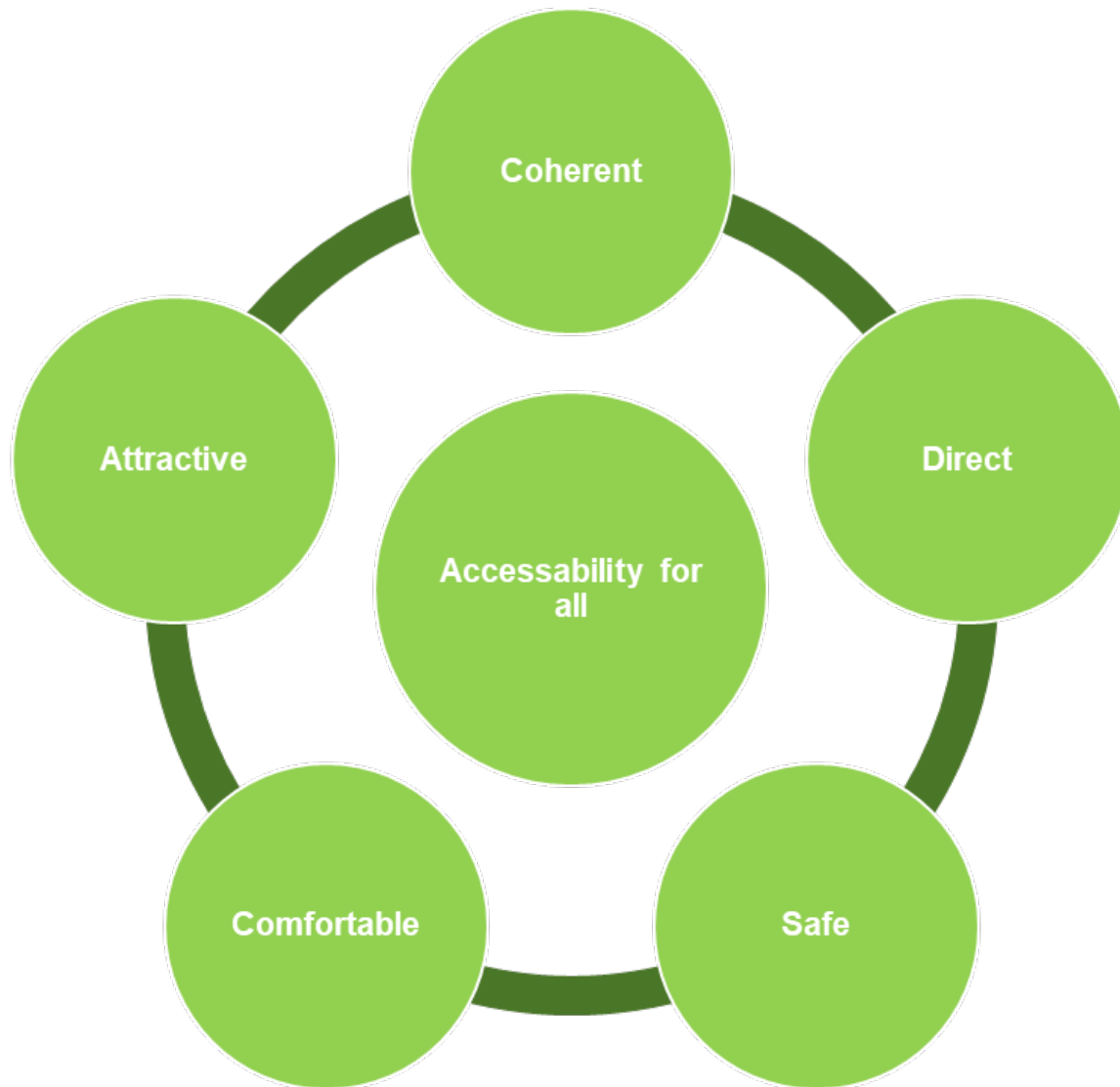


Figure 5: DfT Cycle Infrastructure Design Principles

Design principles in practice

The figure below illustrates what the DfT design principles mean and how they could be applied to the active travel network.






Accessibility for all				
Coherent	Direct	Safe	Comfortable	Attractive
				
Great Yarmouth Pedalway	Regent Street	Marine Parade	Beaufort Way	Train Station & Vauxhall Bridge
Design principle				
Cycle networks should be planned and designed to allow people to reach their day to day destinations easily along routes that connect, are simple to navigate and are of consistently	Cycle routes should be at least as direct – and preferably more direct – than those available for private motor vehicles.	Not only must cycle infrastructure be safe, it should also be perceived to be safe so that more people feel able to cycle.	Comfortable conditions for cycling require routes with good quality, well-maintained smooth surfaces, adequate width for the volume of users, minimal stopping and starting and	Cycle infrastructure should help to deliver public spaces that are well designed and finished in attractive materials and be places that people want to spend time using.
How the principles are applied				
Great Yarmouth currently has waymarking on its Pedalways network which is comprised of stickers on lampposts and road signs.	Regent Street contraflow cycle lane provides a direct route for cyclists from Hall Quay to the town centre. The motor vehicle restrictions along this road also provides a direct route when travelling in the opposite direction, towards Hall Quay.	Marine Parade experiences high volumes of traffic during the tourist season and has parking along much of the road. The segregated cycle lane provides a safe route away from people driving and exiting vehicles.	Beaufort Way's shared-use path provides a wide, well-surfaced path that is comfortable for both cycling and walking.	The redeveloped station forecourt and Vauxhall Bridge cycling and walking improvements provide an attractive entrance to Great Yarmouth when arriving by train.

Figure 6: DfT Cycle Infrastructure Design document - core design principles

DfT Cycle Infrastructure Design principles will be incorporated into all active travel network schemes.

7. What area does the cycling and walking infrastructure plan cover?

Core study area

The Local Cycling and Walking Infrastructure Plan area map represents the geographical area agreed between Norfolk County Council and Great Yarmouth Borough Council for the Local Cycling and Walking Infrastructure Plan.

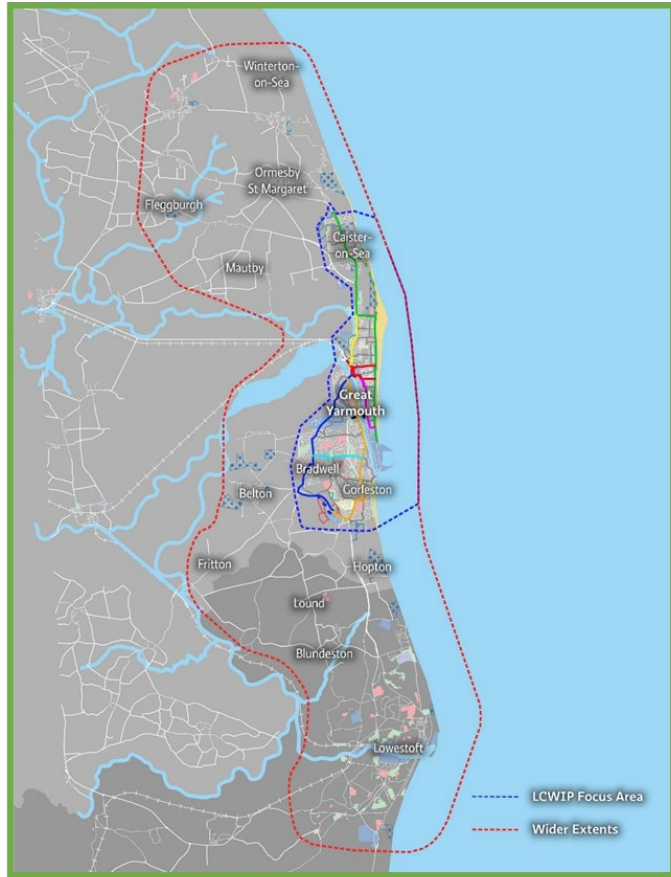


Figure 7: Local Cycling and Walking Infrastructure Plan area map.

The blue dotted line on the map outlines the focus area for the plan, which includes new and improved active travel routes and walking zones within the Great Yarmouth and Gorleston area.

Any potential cycling and walking improvement schemes which are located within the wider area of the map, indicated by the red dotted line, will be considered as part of future planning activities.

Proposed Great Yarmouth active travel network

The Great Yarmouth Cycling and Walking Infrastructure Plan has identified seven priority active travel routes across Great Yarmouth and Gorleston.

Each route has been colour coded and provides a link between key attractors such as the town centre, residential areas, the train station, hospital, schools, employment sites, green spaces as well as recreational spaces along the coast and Broads network.

The Third River Crossing (black dotted line), which is currently under construction, will also provide active travel connectivity between priority routes.

Walking and cycling infrastructure improvements will be prioritised along these routes, as well as the secondary neighbourhood which add an extra layer of connectivity across the network.

The proposed routes can be seen in Figure 8.



Figure 8: Great Yarmouth proposed priority active travel routes

Walking Zones

The infrastructure plan also includes schemes to improve the dedicated walking zones within Great Yarmouth and Gorleston.

A core walking zone gives priority and right of way to pedestrians overall all other forms of transport within the same shared space. It should be noted that walking zones do not exclude access by motorised vehicles.

The two designated walking zones give priority to pedestrians due to the high levels of walking traffic within these areas. Schemes within these walking zones will be given the highest priority.

Great Yarmouth Walking Zone

The first walking zone is in Great Yarmouth town centre with a link to the seafront. Enhanced connectivity between the town centre and the seafront through improved cycling and walking routes is a key ambition of the Great Yarmouth Town Deal. These are also key attractors in the town and areas of high levels of footfall.

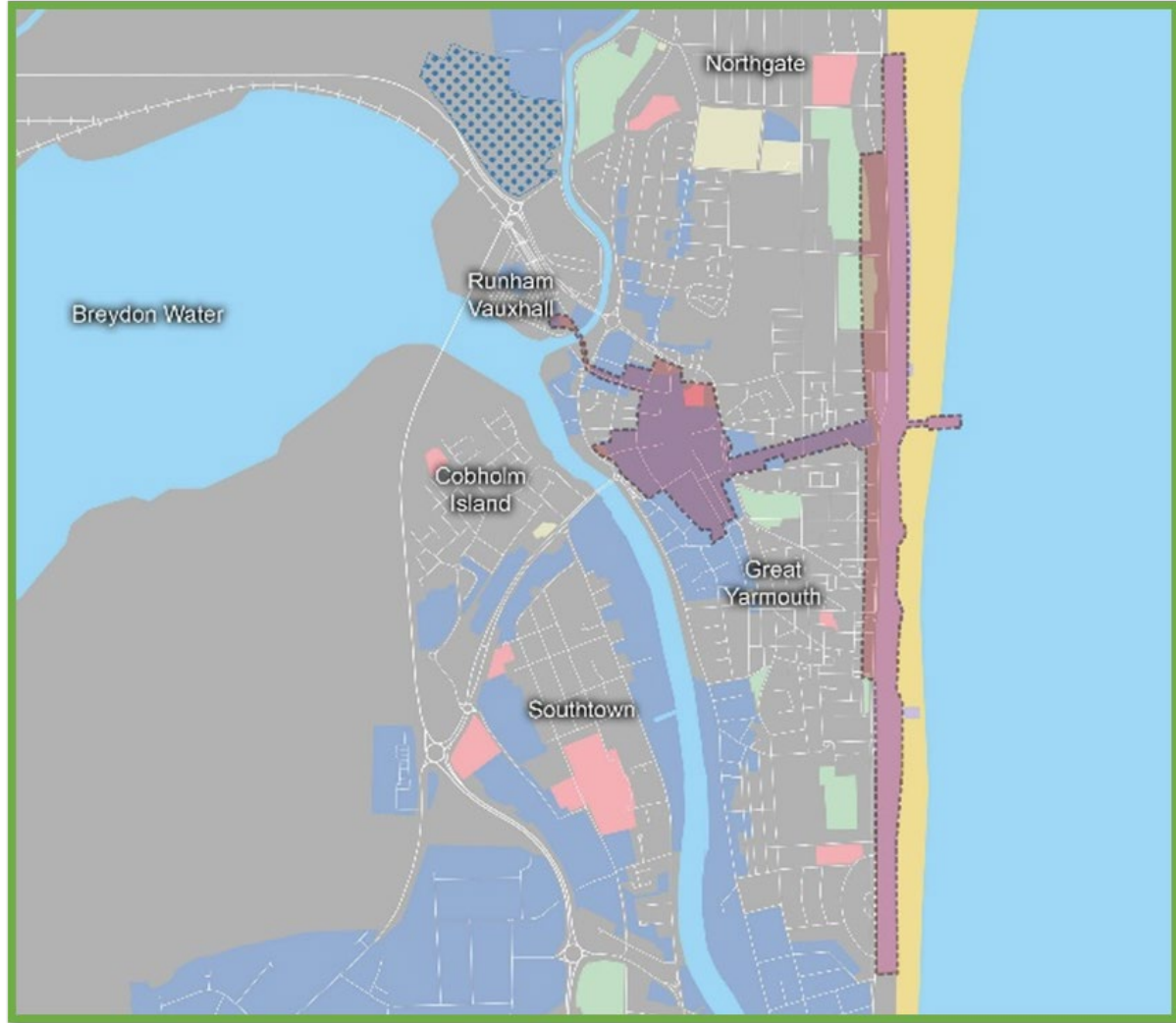


Figure 9: Great Yarmouth Walking Zone

Gorleston Walking Zone

The second walking zone is in Gorleston and stretches along the seafront and the high street, which are also areas of high footfall and contains key attractors in the town.

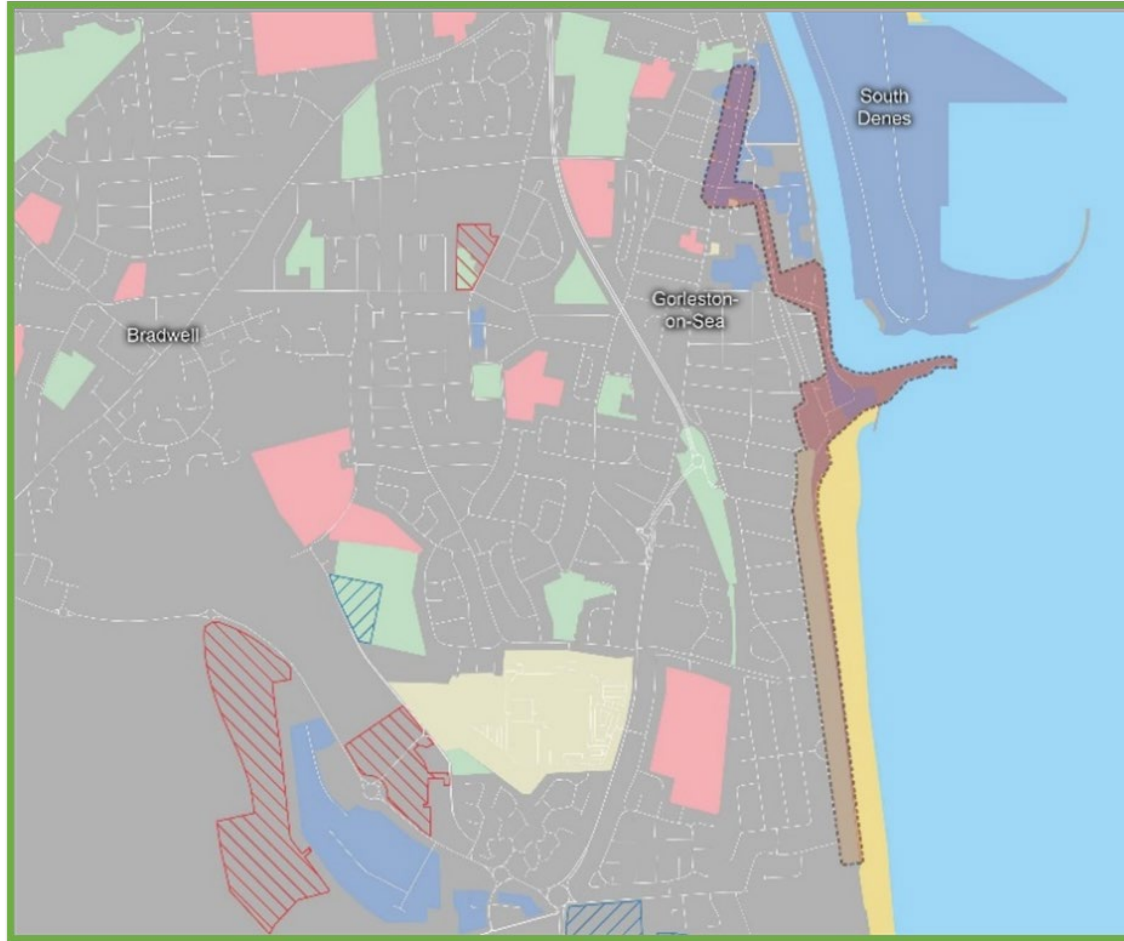


Figure 10: Gorleston Walking Zone

Wider network connectivity

The Local Cycling and Walking Infrastructure Plan also includes seven potential extensions into the wider study area, as shown in Figure 11.

The purpose of these extensions is to provide residents and visitors to the region with sustainable transport access to nearby settlements, green spaces, recreational spaces along the coast and the Broads network.

The proposed extensions will provide wider network connectivity by linking with the National Cycle Network as well as the National Trail and Norfolk Trails networks.



Figure 11: Wider network connectivity map

The plan includes cycling and walking route improvements in Great Yarmouth and Gorleston.

8. Priority active travel development schemes

8.1 Cycling routes

Outer Harbour to Caister-on-Sea (Green)



Figure 12: Outer Harbour to Caister-on-Sea (Green) route

Route Description

This is a 10.5km route which follows the coastal side of Great Yarmouth before extending north to the centre of Caister on Sea. The route passes through one of the major employment areas of the docks to the south, along the beach front and past the pleasure beach and pier before turning slightly more inland through residential areas. This corridor continues north to link up the large neighbouring village of Caister on Sea which has a population of 8,901 (2011 census), Caister Academy, and the large Haven holiday park.

Existing Condition

The route begins on South Beach Parade along a wide road with no cycle provision. Although the road provides sufficient space for cycling, it serves as access to several industrial buildings and will be used by large vehicles. Continuing north along South Beach Parade, a segregated cycle lane can be used from the junction of King's Road. This wide segregated lane continues along Marine Parade until reaching Britannia Pier where cyclists are required to join the road and continue to Euston Road. Cyclists can continue on the road along North Drive, which is a wide road, but parking is permitted for the majority of it, until reaching the residential streets of Milton Road, Madden Avenue and Beatty Road. The route then connects to Caister Road using Jellicoe Road that also requires on-road cycling but sees high volumes of traffic. Caister Road provides sections of segregated and shared-use path, but these are very narrow and require resurfacing. Yarmouth Road provides a short section of mandatory cycle lane and then the requires cycling on the road without any provision. This continues along High Street, which sees high volumes of traffic, before a short section of advisory cycle lane leading up to the traffic lights at the junction of Ormesby Road. The route follows Ormesby Road beginning with a short uphill section bordered by a wall and hedge, which would prevent refuge from traffic should a cyclist struggle with the gradient. On-road cycling is required for the remainder of the route along Ormesby Road up to Caister-on-Sea.

Schemes

Reference	Location	Timescale (Years)	Description
01-01	South Beach Parade	3-5	Continuation of segregated cycle lane from Kings Road roundabout to end of corridor. As the cycle lane is on the eastern side of the road, access for northbound travel will need to be included.
01-02	North Drive	3-5	Creation of segregated lane along North Drive from Marine Parade to Euston Road. Existing feasibility studies recommend shared-use due to the requirement to remove parking spaces; however, this should be reviewed in light of latest DfT guidance.
01-03	North Drive	3-5	Create stepped segregated cycle lanes and review parking
01-04	Madden Avenue / Milton Road	1-3	Traffic calming along both roads and provide priority for cyclists at junction where both roads connect.
01-05	Jellicoe Road	1-3	Segregated cycle lanes between Caister Road and Beatty Road as per Active Travel Fund scheme. Roundabout improvement to provide access to Beatty Road.
01-06	Caister Road	1-3 Prioritise	Improve segregated cycle lane and upgrade shared-use sections between Jellicoe Road and Yarmouth Road
01-07	Yarmouth Road / High Street	3-5	Add light segregation to existing cycle lanes and provide provision along other sections. Improve approach to traffic lights at junction of Ormesby Road
01-08	Ormesby Road	5+	Narrow road with gradient may require diverting route to Roman Way. Alternatively, review option of advisory cycle lanes to reduce overtaking.
01-09	Ormesby Road	5+	Create segregated cycle lane
01-10	North Drive / Beach Road	5+	Scheme to connect Beach Road, Caister to North Drive. The preferred alignment for this section would utilise the remains of the existing railway track bed between the existing car park at Beach Road, and the northern end of Seashore Holiday Park, at which point the alignment would cross the existing sand dunes as far as North Drive.

Table 6: Schemes - Outer Harbour to Caister-on-Sea (Green) route

Town Centre Circular (Red)



Figure 13: Town Centre Circular (Red) route

Route Description

This 3km town centre corridor is a circular route which allows cyclists to navigate the one-way systems in the historic centre. It joins the Caister on Sea to Outer Harbour, Bure Park to Town Centre, Beacon Park Development to Town Centre and Nelson's Monument to Town Centre corridors together, whilst avoiding the heavily used pedestrian only Regent Road. It passes through retail employment areas and along Saint George's Park. The town centre is also home to the bus station and the marketplace.

Existing Condition

The route begins on Trafalgar Road with a shared-use path along the southern side of the road up to Alexandra Road. Dene Side and King Street are one-way streets that provide access for northbound and southbound travel respectively. There is no cycle provision for either road; however, the narrow width of each should keep traffic speeds low. The route continues along King Street and Regent Street that is a one-way bus and cycle route with a contraflow cycle lane for southbound and eastbound travel. Howard Street provides access when travelling northbound requires on-road cycling with sections of the road being one-way. If travelling to the train station, a shared-use path can be used along The Conge, Lime Kiln Walk and over Vauxhall Bridge. From the train station there are two routes available: the first option follows the shared-use path back along The Conge to the marketplace. Cyclists are required to dismount to cross the marketplace and carpark to join St Nicholas Road. The route follows St Nicholas Road and Euston Road back to the seafront that comprises of on-road cycling with high volumes of traffic. The second option also utilises the shared-use path along The Conge before travelling along George Street. George Street is primarily a residential street with low traffic speeds, but the on-street parking could cause hazards. George Street connects to Hall Quay via a short section of footpath that requires cyclists to dismount. Hall Quay provides a section of mandatory cycling lane and on-road cycling before connecting back to Regent Road.

Schemes

Reference	Location	Timescale (Years)	Description
02-01	Vauxhall Bridge Path	1-3	Remove or protect against barbed wire along fencing
02-02	The Conge	1-3	Improve raised tables at junctions of George Street and Falcon Court
02-03	The Conge	3-5	Provide parallel crossing at junction with Market Place
02-04	Market Place	1-3	Provide a shared-use cycle path through Market Place car park to connect The Conge and St Nicholas Road
02-05A	St Nicholas Road / Euston Road	5+	Shared-use path along St Nicholas Road between Marketplace and Priory Plain. Advanced stop lines at Priory Plain / Temple Road junction.
02-05B	St Nicholas Road / Euston Road	3-5	Light segregation along St Nicholas Road and Euston Road Between Priory Road and North Drive
02-06	Broad Row	1-3	Upgrade row to shared-use path from Georges Street to Stonecutters Way. Some feasibility work has already been carried out.
02-07	Hall Quay	3-5	Segregated cycle lane between Stonecutters Way and Regent Street. Some feasibility work has already been carried out.
02-08	King Street	3-5	Provide right-turn provision for southbound access at junction of Regent Road
02-09	Dene Side	1-3	Traffic Calming
02-10	King Street	1-3	Traffic Calming

Table 7: Schemes - Town Centre Circular (Red) route

Town Centre to Nelson's Monument (Pink)



Figure 14: Town centre to Nelson's Monument (Pink) route

Route Description

This 2.5km route links the town centre to Nelson’s Monument towards the southern end of Great Yarmouth. It passes through large residential areas towards the northern end, as well as linking in large areas of industrial employment towards the south.

Existing Condition

Beginning from the town centre, Dene Side and King Street are one-way streets that provide access for northbound and southbound travel respectively. There is no cycle provision for either road; however, the narrow width of each should keep traffic speeds low. The route continues along Blackfriars’ Road, Camden Road and Admiralty Road with no cycle provision for either direction. Monument Road is used to connect to South Beach Parade that also has no cycle provision and is used for parking and access for large vehicles.

Schemes

Reference	Location	Timescale (Years)	Description
03-01	Admiralty Road, Camden Road and Blackfriars Road.	3-5	Traffic Calming

Table 8: Schemes - Town centre to Nelson's Monument (Pink) route

Town Centre to Beacon Business Park (Blue)



Figure 15: Town Centre to Beacon Business Park (Blue) route.

Route Description

This 7.4km route links the town centre with the proposed development to extend Beacon Park business park. It passes areas of employment to the east of Southtown Road before entering Harfreys Industrial Estate. Before getting to the enterprise area to the south of Beaufort Way, this corridor goes through Bradwell (population 10,528 in 2011) centre, with links to schools and green spaces, including the large Mill Lane Playing Field.

Existing Conditions

The route begins at Bridge Road that requires cyclists to dismount to cross the bridge. A shared-use path continues along Bridge Road, Pasteur Road, Gapton Hall Road and Blackbird Close. Several junctions along this section have difficulty with poor visibility and waiting times. The route continues along Mill Lane, Briar Avenue, Homefield Avenue, Morton Crescent and Green Lane, all of which are residential streets. A shared-use path along Beccles Road and Beaufort Way continue to the end of the route at the Beacon Park development. Priority will be considered for improvement schemes which include junctions along the Blue Route in response to safety concerns raised following public engagement.

Schemes

Reference	Location	Timescale (Years)	Description
04-01	Bridge Road	5+	Cycle provision over bridge
04-02	Bridge Road	3-5	Improve surface of shared-use path between bridge and Southtown Road. Improvement required to prevent debris being washed onto path from Matalan site.
04-03	Pasteur Road	1-3	Raised table over junction to Lidl
04-04	Pasteur Road	3-5	Widen pedestrian island on roundabout at junction of Jones Way
04-05	High Mill Link Road	1-3	Review cycle chicane barriers to ensure they are suitable for all users (including non-standard cycles) and resurface path
04-06	Gapton Hall Road	3-5	Move crossing back from junction with raised table and toucan crossing
04-07	Gapton Hall Road	3-5	Raised table and improve visibility splay at Hewett Road junction
04-08	Gapton Hall Road	1-3	Raised table at Hunter Drive
04-09	Gapton Hall Road	3-5	Improve visibility splay and install raised table at Burgh Road roundabout
04-10	Blackbird Close	5+	Review cycling infrastructure between Burgh Road and Mill Lane. Morrisons junction and carriageway access from end of shared-use path near Mill Lane require improvements.
04-11	Green Lane	1-3	Create access to shared-use path before Beccles Road junction

Table 9: Schemes - Town Centre to Beacon Business Park (Blue) route.

Southtown to Beacon Business Park (Orange)



Figure 16: The Southtown Centre to Beacon Business Park (Orange) route.

Route Description

This 5.9km route links the blue route near East Coast College to Beacon Park via Gorleston. It takes in Priory Gardens and Gorleston high street before going along Victoria Road Park. It runs alongside James Paget University Hospital before its destination of the Beacon Park business park. This corridor also has an opportunity to link in with the pink corridor when the Third River Crossing has been completed. NB scheme 05-14 is the agreed alternative route replacing schemes 05-04 to 05-08. See adjacent map, which will be updated in the next version of this report.

Existing Conditions

The route begins following Southtown Road that provides advisory cycle lanes in both directions. On-road cycling is required along Malthouse Lane and Ferry Hill. The route then continues on the road along the High Street, Lowestoft Road and Victoria Road, which all see high volumes of traffic. A shared-use path through Victoria Road Park along the Yarmouth-Lowestoft line can then be used. Cyclists are then required to dismount to use a narrow path that connects to Orde Avenue. This avenue is a residential road that connects to Lowestoft Road. The underpass is used to cross Lowestoft Road, but the barriers on the cycle path greatly reduce access. A shared-use path along Lowestoft road can be used, but the cyclist dismount signs along the road adjacent to bus stops prevents continuous use. Beaufort Way's shared-use path can then be used to access Beacon Park.

Schemes

Reference	Location	Timescale (Years)	Description
05-01	Beaufort Way	1-3	Improve desire line at barriers of roundabout with Jenner Road
05-02	Lowestoft Road	3-5	Segregated cycle lane from Brasenose Avenue to Beaufort Way changing to shared-use path at bus stop
05-03	Lowestoft Road	1-3	Improvements to junction of Brasenose Avenue to widen footway approaching the crossing and to widen the refuge island to provide suitable width for pedestrians and cyclists.
05-09	Malthouse Lane	3-5	Segregated cycle lane along section of Malthouse Lane - from junction of Beccles Road for 160m
05-10	Malthouse Lane	1-3	Improve shared-use path access and junction at Beccles Road
05-11	Southtown Road	3-5	Cycle lanes along entire length with light segregation.
05-12	Southtown Road	3-5	Segregated cycle lane from Bridge Road to Beccles Road with short sections of shared-use path adjacent to St Mary's Church and Beccles Road traffic lights
05-13	High Street	3-5	Segregated cycle lane from junction of Ferry Hill to Garnham Road changing to shared-use path at bus stop
05-14	Middleton Road	1-3	Mandatory 1.5m cycle lanes in both directions and replacement of pedestrian refuges with zebra crossings.
05-15	Lowestoft Road	3-5	Segregated cycle lane from Middleton Road to Brasenose Avenue changing to shared-use path at bus stop.
05-16	Church Road	3-5	Segregated cycle lane from Middleton Road to Garnham Road. Also review option of continuing cycle lane along Church road to the White Horse roundabout to connect with Beccles Road

Table 10: Schemes - The Southtown Centre to Beacon Business Park (Orange) route.

Town Centre to Bure Park (Yellow)



Figure 17: Town Centre to Bure Park (Yellow) route

Route Description

This 2.2km route joins the town centre with the Caister-on-Sea (green) route. It has links to the railway station at the other side of the River Bure and the large residential areas of Northgate and New Town before linking to the green route at Bure Park.

Existing Condition

This route begins on a shared-use path on North Quay that utilises the underpass to cross the Fuller's Hill Road and then North Quay road north of the roundabout; however, cyclists must dismount when using both underpass paths. Advisory cycle lanes are present to allow cycling along North Quay and Lawn Avenue. Upon reaching Caister Road, a shared-use path can be used for the remainder of the route. A controlled crossing at the end of the route, to access the Caister-on-Sea route, does not have cycle provision and the refuge island is not wide enough for a bicycle.

Schemes

Reference	Location	Timescale (Years)	Description
06-01	North Quay	1-3	Raised table over junction to Aldi carpark
06-02	North Quay	5+	Toucan crossing north of A149 roundabout to allow cyclists to cross North Quay when travelling northbound - current provision requires use of underpass, which is not accessible for all users.
06-03	Lawn Avenue / North Quay	3-5	Light segregation and improved road markings along existing cycle lane up to junction of Laughing Image Corner
06-04	Lawn Avenue	1-3	Upgrade existing controlled crossing over Lawn Avenue (at Caister Road / Tar Works Road crossroad) to toucan crossing to allow southbound users to join cycle lane
06-05	Caister Road	3-5	Remove shared-use path and provide bidirectional segregated cycle lane along carriageway on western footway. Raised tables required at junctions, including entrance and exit of petrol station.
06-06	Caister Road	1-3	Widen island near junction to Jellicoe Road
06-07	North Quay	5+	Review options to improve crossing of Fuller's Hill. Existing provision requires cyclists to dismount at underpass.

Table 11: Schemes - Town Centre to Bure Park (Yellow) route

Gorleston High Street to Bradwell (Cyan)

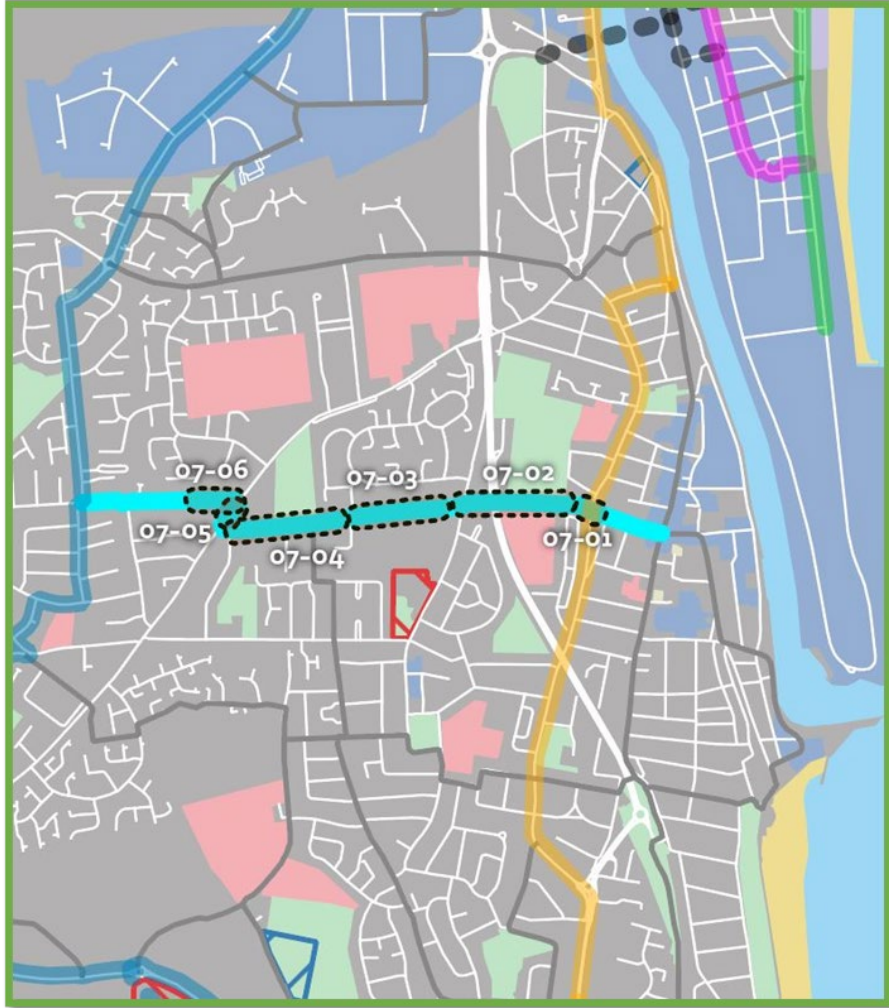


Figure 18: Gorleston High Street to Bradwell (Cyan) route.

Route Description

This 1.5km route connects Gorleston High Street to the residential area of Bradwell and provides a link between the Beacon Park Development (blue) and Blue Bell Woods (orange) routes. It also provides access to greenspaces, such as Gorleston Recreation Ground and Gorleston Cemetery, and access to East Norfolk Sixth Form.

Existing Condition

The route begins at the Church Lane / High Street crossroads, which only provides advanced stop lines for cyclists to assist in crossing. Following Church Lane requires cycling on the road. Although much of the road is quite wide, this is reduced by parking permitted along both footways and the potential for high volumes of traffic at peak times. The route continues over the roundabout that has no cycle provision. From the roundabout to Crab Lane, on-road cycling continues past East Norfolk Sixth Form. Once again, this section of road is wide but is likely to see high volumes of traffic and buses during peak times. The route continues along Crab Lane that requires cycling on the road. Accessing Beccles Road to connect with Bussey's Loke can be difficult due to the high volumes of traffic causing long waits at the junction. Bussey's Loke is a quiet access road for a small number of properties that can be used by pedestrians and cyclists to access Willow Avenue. The route continues along a short section the residential street Willow Avenue to connect to the Beacon Park Development route (Blue).

Schemes

Reference	Location	Timescale (Years)	Description
07-01	Church Lane	3-5	Feasibility study required at roundabout to look at including cycle provision
07-02	Church Lane	1-3	Traffic calming and 20mph from Church Road roundabout to Crab Lane junction
07-03	Crab Lane	1-3	Segregated cycle path to the north of Crab Lane between Shrublands Way and Forsythia Road. Toucan crossing, or review alternative crossing provision, on Church Lane and Shrublands Way to provide access to cycle path
07-04	Crab Lane	1-3	Traffic calming from Forsythia Road to Beccles Road
07-05	Beccles Road	1-3	Shared-use path and toucan crossing to connect Crab Lane and Bussey's Loke
07-06	Bussey's Loke	1-3	Review cycle chicane barriers to ensure they are suitable for all users (including non-standard cycles) and resurface path

Table 12: Schemes - Gorleston High Street to Bradwell (Cyan) route.

8.2 Walking zones

Great Yarmouth Town Centre Walking Zone

Zone Description

The Great Yarmouth Walking Zone encompasses the full town centre area as outlined in the Great Yarmouth Town Council Masterplan (2017), with extensions to the north west and to the east.

The town centre is a large employment area with most of the town's shops and the marketplace as well as St Nicholas Priory CE VA Primary School.

To the north west, there is a pedestrian link to the railway station using the foot bridge over the River Bure. To the east, the town centre is linked to seafront using the pedestrianised Regent Road.

The seafront is also included in the walking zone from the Venetian Waterways to the north, to the Pleasure Beach to the south.

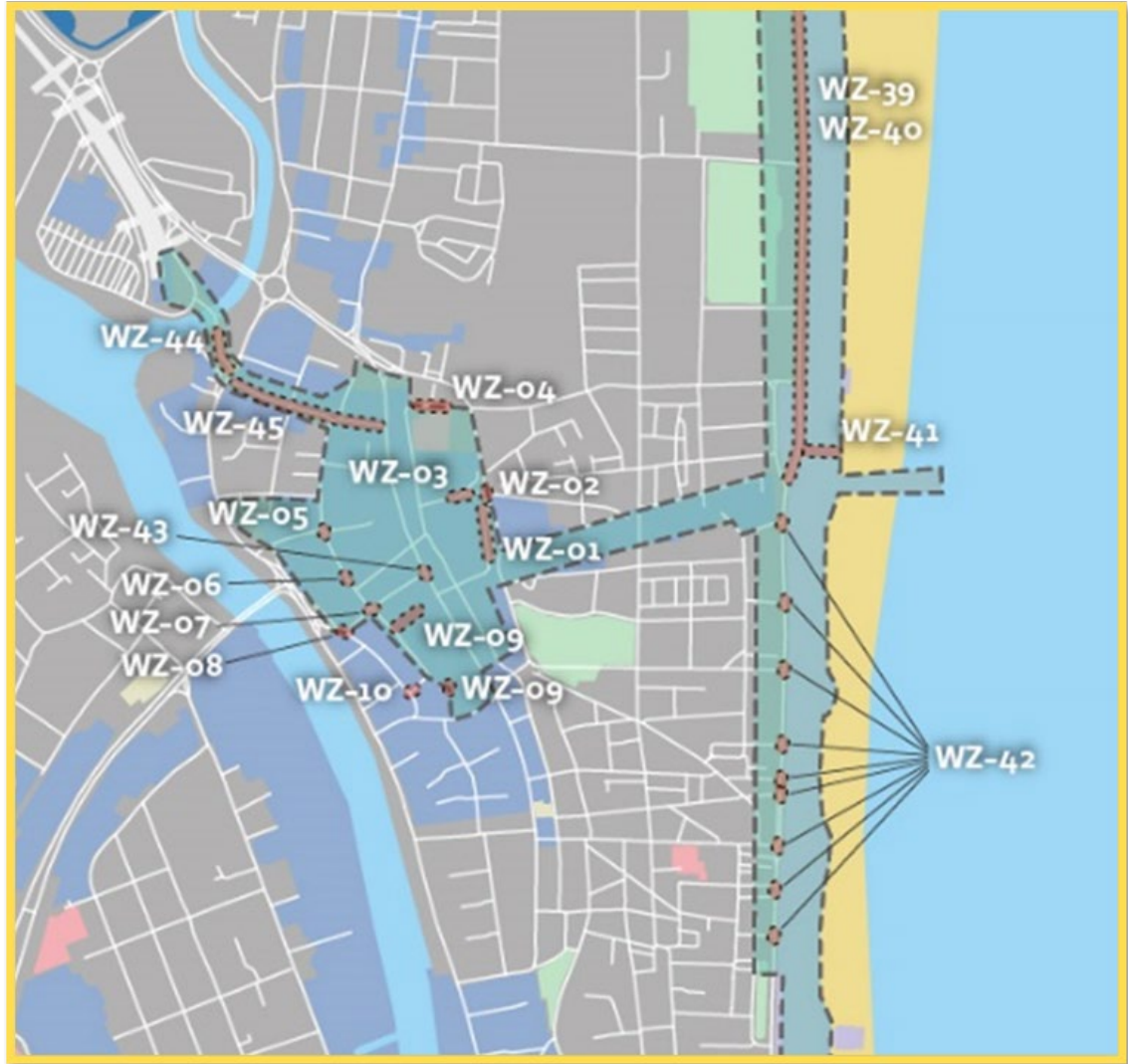


Figure 19: Great Yarmouth walking zone

Schemes

Reference	Location	Timescale (Years)	Description
WZ-01	Regent Boulevard	5+	Footway realignment to improve width currently restricted by concrete supports
WZ-02	Temple Road	1-3	Surfacing improvements at crossing of Market Gates to prevent pooling
WZ-03	Market Gates	1-3	Surfacing improvements across junction of Market Gates delivery access
WZ-04	St Nicholas Road	3-5	Footway widening outside school
WZ-05	Stonecutters Way / Howard Street	3-5	Widen footway at junction with tactile paving
WZ-06	Howard Street	3-5	Footway widening adjacent to The Mariners PH
WZ-07	Howard Street	1-3	Install tactile paving at junctions with Regent Street
WZ-08	Regent Street	1-3	Install tactile paving at junction of Hall Plain between Regent Street and Hall Quay
WZ-09	King Street - Car Park	3-5	Improve footway access to car park on Howard Street, from Great Yarmouth Way and Row 78
WZ-10	Greyfriars Way	1-3	Install tactile paving at junction with Howard Street
WZ-39	North Drive seafront	5+	Improve surveillance along seafront and look at possible lighting options
WZ-40	North Drive seafront	1-3	Defects along seafront path (resurfacing)
WZ-41	Marine Parade	1-3	Review barrier north of pier that restricts access
WZ-42	Marine Parade	1-3	Resurfacing to repair minor defects at junctions of Marine Parade
WZ-43	Theatre Plain	1-3	Tactile paving required at junction opposite Theatre Tavern
WZ-44	Vauxhall Bridge	3-5	Improve natural surveillance of path connecting bridge and Lime Kiln Walk
WZ-45	The Conge	1-3	Relocate signage restricting footway (opposite NatWest)

Table 13: Schemes - Great Yarmouth Town Centre Walking Zone

Gorleston Walking Zone

Zone Description

The Gorleston Walking Zone covers Gorleston High Street and the seafront. The High Street provides employment to large numbers of people and links to Riverside Road which is another employment area. The Promenade is a long shared-use zone which is heavily used for tourism and other leisure activities including parkrun.



Figure 20: Gorleston Walking Zone

Schemes

Reference	Location	Timescale (Years)	Description
WZ-11	Marine Parade	1-3	Improve dropped kerbs at junctions along western footway
WZ-12	Marine Parade	5+	Review streetlighting along footway that restricts width
WZ-13	Marine Parade	1-3	Install zebra crossing across Marine Parade (upgrade to existing crossing space between Clarence Road & Avondale Road at entrance to park)
WZ-14	Cliff Hill	1-3	Resurfacing section of footway adjacent to property 3 Cliff Hill
WZ-15	Cliff Hill	1-3	Dropped kerb at junction of Springfield Road
WZ-16	Cliff Hill	5+	Review removal of southern footway to allow widening of northern footway along northern side of Cliff Hotel
WZ-17	Upper Cliff Road	1-3	Dropped kerb at junction with Cliff Road
WZ-18	Beach Road	1-3	Extend existing island to create pedestrian island for crossing at junction with Pier Walk
WZ-19	Pier Gardens	5+	Footway widening on southern side outside Ocean Room
WZ-20	Lower Esplanade	5+	Feasibility study required to assess gradient of access paths of Lower Esplanade to ensure accessible for all
WZ-21	Quay Road	3-5	Review crossing solutions for Quay Road near Pier Road junction
WZ-22	Pier Gardens	3-5	Review crossing solutions outside Pavilion Theatre
WZ-23	Quay Road	1-3	Tactile paving required at junction of Fiske's Opening
WZ-24	Pier Gardens	1-3	Tactile paving required at junction with Pier Road

Reference	Location	Timescale (Years)	Description
WZ-25	Lower Esplanade	1-3	Improved dropped kerb at (652985 , 303421)
WZ-26	Pier Plain	1-3	Resurfacing along entire length of footway
WZ-27	Pier Plain	5+	Footway widening required outside Bar 1
WZ-28	High Street	1-3	Resurfacing from Baker Street to Blackwall Reach
WZ-29	High Street	5+	Footway widening along sections of eastern footway and opposite the Green Bear PH on western side
WZ-30	High Street	1-3	Raised table at junction of Horsey's Lane
WZ-31	High Street	1-3	Review signage and streetlighting poles in footway restricting access
WZ-32	Pier Walk	3-5	Review crossing solutions near Pier Plain
WZ-33	Pier Plain	1-3	Upgrade crossing to Zebra near Baker Street
WZ-34	Pier Plain	5+	Footway improvements to increase visibility at Baker Street junction
WZ-35	Quay Road	1-3	Tactile paving required at junction with Pavilion Road
WZ-36	High Street	1-3	Tactile paving required at junction with Palmer Road. Tactile paving and dropped kerb required at junction with Cross Road.
WZ-37	Baker Street	1-3	Tactile paving and dropped kerbs required at junctions with Pier Plain and junction with Blackwall Reach
WZ-38	Church Lane	5+	Footway widening required on southern side adjacent to the Coral betting shop near Lowestoft Road

Table 14: Schemes - Gorleston Walking Zone

8.3 Wider connectivity schemes

Caister on Sea to Winterton-on-Sea (route 1)

This route connects Winterton-on-Sea to Caister on Sea which is at the northern end of the Green corridor of the focus area of the LCWIP. Sustrans Route 30 connects these two villages via Ormesby St Margaret, 2km inland from the coast, whereas the England Coast Path runs very closely to the sea, passing through California, Scratby and Newport.



Figure 21: Wider Connectivity Routes

Schemes

Timescale	Ref	Location	Description
Short-term	WC-01	Newport, Scratby and California	Feasibility study to identify route through quiet residential streets as recommended in Sustrans report
Medium-term	TBC	To be identified following feasibility study	
Long-term	TBC	To be identified following feasibility study	

Table 15: Schemes - Caister on Sea to Winterton-on-Sea (route 1)

Ormesby St Margaret to Potter Heigham (route 2)

This route connects Ormesby St Margaret to Potter Heigham, spurring west from Sustrans Route 30 passing through Martham. Potter Heigham is a popular tourist destination for The Broads due to its proximity to Hickling Broad and its medieval bridge over the River Thurne. Potter Heigham also links to Stalham via Weavers' Way, which can be cycled to Aylsham via North Walsham.

Schemes

Timescale	Ref	Location	Description
Short-term	WC-02	Various locations	Feasibility study to identify routes
Medium-term	TBC	To be identified following feasibility study	
Long-term	TBC	To be identified following feasibility study	

Table 16: Schemes - Ormesby St Margaret to Potter Heigham (route 2)

Caister-on-Sea to Acle (route 3)

This route connects Caister on Sea to Acle via a series of quiet roads and public rights of way. It passes through several small villages before entering Acle from the north on Old Road. Acle is home to a railway station on the Norwich to Great Yarmouth line, offering public transport options for cyclists. Acle also offers links to Norwich using quiet roads to the north of the A47.

Schemes

Timescale	Ref	Location	Description
Short-term	WC-03	Various locations along existing cycle route	Safety audit to identify improvements
Medium-term	TBC	To be identified following safety audit	

Table 17: Schemes - Caister-on-Sea to Acle (route 3)

Bradwell to St. Olaves (route 4)

This route connects Bradwell to St. Olaves via Belton. It follows the Angles Way for some of its route, using public rights of way and quiet roads. Across the river from St. Olaves is the Haddiscoe railway station, which is on the Norwich to Lowestoft line. The route could potentially follow a disused railway line running between, Great Yarmouth and Broads via Bradwell, Belton, St Olaves and Haddiscoe.

Schemes

Timescale	Ref	Location	Description
Short-term	WC-04	Various Public Rights of Way	Feasibility to identify route using existing rights of way.

Table 18: Schemes - Bradwell to St. Olaves (route 4)

Bradwell to Belton (route 5)

This is a short route which connects Bradwell to Belton using an off-road shared use cycle path which runs along Beccles Road and New Road.

Schemes

Timescale	Ref	Location	Description
Short-term	WC-05	New Road	Widening and resurfacing of existing shared-use path alongside 'New Road'. (Scheme completed)

Table 19: Schemes - Bradwell to Belton (route 5)

Bradwell to Oulton (route 6)

This route allows access into The Broads with Oulton Broad being a popular tourist destination, just outside of Lowestoft. It is an alternate quiet lane route south across the Suffolk boarder, to the coastal route from Gorleston. This route also links in with Somerleyton and Angles Way for some of its length. Work will be carried out on this route in partnership with Suffolk County Council.

Schemes

Timescale	Ref	Location	Description
Short-term	WC-06	Various Public Rights of Way including any connecting Suffolk LCWIP routes	Feasibility study with Suffolk County Council to identify route using existing rights of way

Table 20: Schemes - Bradwell to Oulton (route 6)

Gorleston-on-Sea to Lowestoft (route 7)

This route follows the coast south out of Gorleston to the large port town of Lowestoft, Suffolk. It follows the line of the Sustrans National Cycle Network Route 1 for a large proportion of the route, whilst also making use of the disused railway line which once made up the Yarmouth – Lowestoft line.

Schemes

Timescale	Ref	Location	Description
Short Term	WC-10	Links Road Development	Feasibility of potential cycling links through current county schemes (Links Road development) to provide alternative (to A47) cycling route between Gorleston & Hopton.
Short Term	WC-11	Linkages between Norfolk and Suffolk	Feasibility with Suffolk County Council to identify routes from Suffolk LCWIP 'upwards' e.g. considering North Lowestoft (NLOW) development area at Corton for linkages between the two county borders (for better strategic connections between Gorleston & Lowestoft).
Short-term	WC-07	Warren Lane	Traffic data analysis to determine actual volume and speed
Short-term	WC-08	A47	Feasibility study to look at resurfacing and widening of shared-use path as per Sustrans' report
Medium-term	WC-09	Warren Lane	Following analysis, implement surface improvements traffic calming and signage as per Sustrans' report

Table 21: Schemes - Gorleston-on-Sea to Lowestoft (route 7)

9. Priority active travel network support schemes

Active travel network support schemes are services, facilities and physical infrastructure which help and encourage people to use the active travel network. Examples include cycle parking facilities, cycle hire schemes, wayfinding signs, cycle training and walking and cycling incentives.

Norfolk County Council are actively developing the following schemes to help make the network accessible, safe and enjoyable.

Public Cycle Hire Schemes



Public cycle hire schemes provide members of the public with safe, easy and affordable access to cycles which enable short trips to be made without relying on motorised transport.

Norfolk County Council recently partnered with Beryl Bikes and launched a cycle hire scheme in Norwich in March 2020. Currently Beryl Bikes have a fleet of 580 cycles available in Norwich and have recently introduced e-scooters which can be found at one of the 80 parking bays located around the city.

Beryl Bikes users in Norwich have covered the equivalent of six and a half laps around the globe, according to figures from Beryl, saving 43.92 tonnes of carbon dioxide emissions.

Figure 22: Beryl fleet of E-scooter, E-bike and standard bike. Source: Beryl, 2021

Great Yarmouth Borough Council are also working with Ginger who are providing a hire scheme for 35 e-scooters across Great Yarmouth. The scheme is part of a government pilot and in the first two weeks of launch attracted 1,512 registered users who travelled a total of 11,183 miles.

Public cycle hire schemes help to provide easy and cost-effective access to cycles

Route Wayfinding

Wayfinding signs help guide cyclists and pedestrians along a defined route without the need to refer to a map or mobile device. They are positioned along the journey at key decision points such as junctions, and sometimes in-between for reassurance.



Figure 23: Great Yarmouth wayfinding signs. Photograph sourced from the Great Yarmouth Transport Strategy

They also help maintain user safety, cut down on user conflict and keep people informed and connected while they travel.

The signs also serve to create awareness of active travel routes and encourage people to use them. Wayfinding signs can be found in Great Yarmouth to guide people to key destinations within the Town.

New wayfinding interventions, which comply with design guidelines, will be incorporated into any new network schemes which are put forward for future funding bids.

Wayfinding signs help to connect active travel routes and encourage people to use the network.

Secure Cycle Parking

Secure cycle parking facilities provide cyclists with the peace of mind that their cycle is safe and secure when not in use. The design of the parking will vary depending on where it is located and how long the cycle is being stored.



Figure 24: Cycle Parking Examples

Cycle parking for short stays near busy locations such as shops, cafes and town attractions can take the form of simple tubular stands, either on their own or in large quantities depending on demand.

On-street cycle parking hangers can provide secure storage in residential areas where storing a cycle at the home is not possible.

Cycle hubs can be found at locations that cater for large numbers of cyclists storing their cycle for long periods of time. Typical locations for cycle hubs are railway stations, central bus stations, places of education and work.

In the short to medium term Norfolk County Council will work with partners to identify opportunities for new secure cycle parking sites with a focus on sites close to key attractors (such as the train and bus station) and also, in the longer term, look to secure cycle parking in residential areas where there is a lack of cycle parking facilities.

Access to secure cycle parking provides people with peace of mind when storing their cycle.

Micromobility

Micromobility' is the use of small lightweight electric vehicles to transport people and goods around towns and cities. Examples of these vehicles include low speed electric cycles and electric scooters as well as cargo cycles which are used by businesses to transport goods within central locations.

Increasing the availability and usage of these vehicles helps to reduce traffic congestion, free up parking space and improve air quality which supports a more healthy and sustainable transport system.

In the short-term Norfolk County Council will be working with strategic partners to pilot the use of lightweight electric vehicles to help transport people and goods within the Great Yarmouth area.



Figure 25: Ginger e-scooters in Great Yarmouth



Figure 26: Example of an E-cargo bicycle. Source: Zedify, 2021

Adopting small lightweight electric vehicles in towns and cities can reduce congestion and improve air quality

Mobility Hubs

A Mobility Hub connects multiple modes of public and non-public transport and offer services which help make journeys safe, convenient and as reliable as possible.

The features and services within a Mobility Hub will be influenced by its location as well as the volume and type of traveller who will be using it.

Examples of additional transport services which may be available include cycle and scooter hire, cycle parking, car charging and parking facilities, cycle repair services, storage lockers, map and transport information services, shelter from the weather and refreshments.

Mobility Hubs help to raise the profile of shared mobility services which can increase their use and commercial viability. In addition, they support low car use lifestyles which could lead to lower demand for car parking spaces in central locations with space being reallocated for housing or public area improvements.

In the short-term Norfolk County Council will be creating a mobility hub within Great Yarmouth and will be working with strategic partners to identify potential new locations to grow the network over the medium term.



Mobility Hubs enable people to connect with multiple modes of transport

Mobility-as-a-service (MaaS)

Mobility as a Service (MaaS) is a term used to describe a digital transport service platform that enables users to access, pay for, and get real-time information on a range of public and private transport options.

These platforms may also be linked to the provision of new transport services. They can save people time and money and help them to stay digitally connected with live transport updates whilst on the move.

Working with Government and strategic partners, Norfolk County Council will seek opportunities to invest in digital transport services for Norfolk to enable easy and efficient connectivity through the region.



MaaS is a digital planning and information service connecting people with multiple transport modes

Cycling and Walking Incentives

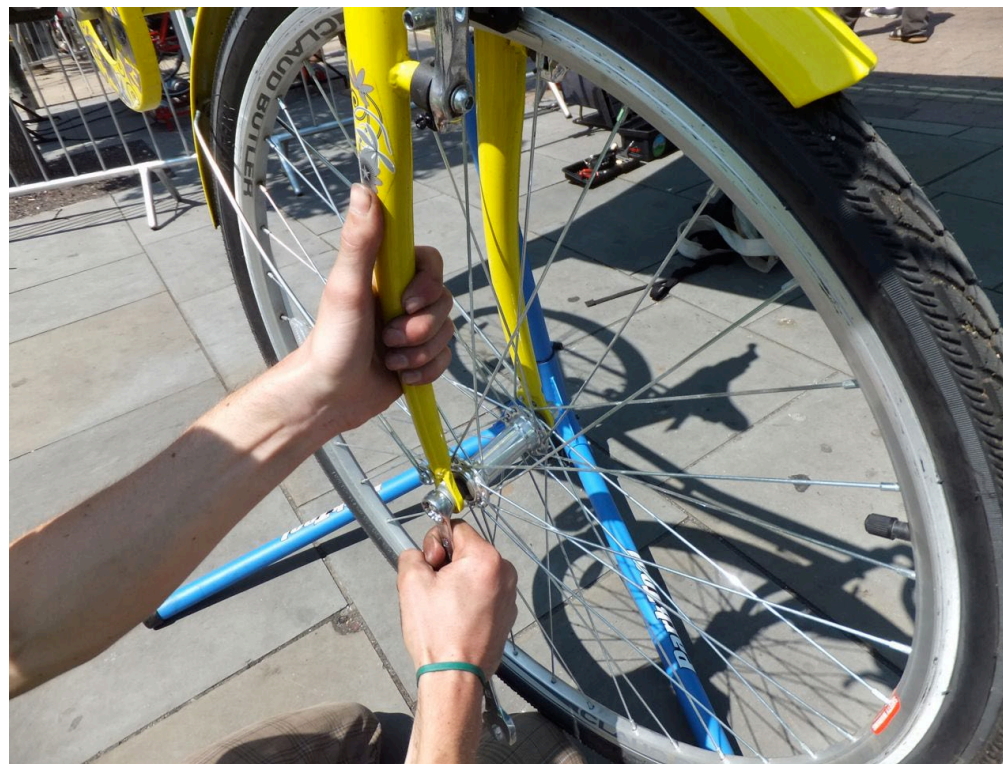
Cycling and walking incentives are designed to encourage people to use and enjoy the cycling and walking network.

Examples of incentives can include:

- cycle training and maintenance programmes for schools and communities,
- support for workplaces with cycle parking,
- network maps,
- cycle loan schemes,
- plus, competitions to win cycling and walking equipment.

The variety of incentives offered by local authorities can change over time depending on the needs of the local community and the level of funding available.

Norfolk County Council currently offer a programme of walking and cycling incentives through the “Pushing Ahead” project. For information, go to [Pushing Ahead Norfolk Website](#). We will continue to develop programmes like this over the short and medium term to help communities and businesses within Great Yarmouth to use and adopt the cycling and walking network.



Incentives encourage people to use and enjoy the active travel network

Supporting network infrastructure scheme list:

Scheme	Timescale	Description
Public Cycle Hire Schemes	Short-term	Norfolk County Council will continue to work with third party cycle hire scheme providers and seek public feedback to help develop and extend schemes within Great Yarmouth and Gorleston over the short to medium term.
Secure Cycle Parking	Short/ Medium-term	Investigate funding opportunities for cycle parking solutions within the Great Yarmouth region.
Wayfinding (for Cycling and Walking)	Short/ Medium-term	Following infrastructure improvements, deliver improved wayfinding which publicise the priority routes and the destinations they serve.
Micromobility	Short/ Medium-term	Investigate opportunities for public/ private partnerships for Micromobility pilots including (but not limited to) e-scooters and e-cargo bikes.
Mobility-as-a-service (MaaS)	Short/ Medium-term	Working with Government and strategic partners, Norfolk County Council will seek opportunities to invest in digital transport services for Norfolk.
Cycling and Walking Incentives	Short/ Medium-term	Development of a targeted behaviour change programmes to encourage more people to walk and cycle for economic, social, health and environmental benefits. This will be developed alongside key stakeholders, including Public Health England.

Table 22: Supporting infrastructure schemes

Supporting infrastructure schemes make journeys easier and encourage people to choose cycling and walking.

10. How will the priority cycling and walking schemes be delivered?

The plan contains cycling and walking priority schemes which will be delivered over the next 10 years through new and existing funding sources.

Any schemes which require a new funding application will be assessed by the Government inspectorate 'Active Travel England'.

The role of the inspectorate is to assess all new applications with the power to refuse funding bids which are not supported by an LCWIP.

By creating an LCWIP for Great Yarmouth and Gorleston Norfolk County Council can confidently put forward robust active travel development funding bids to access existing and new sources of funding.

Potential funding sources include;

- the **Great Yarmouth Town Deal** initiative which aims to enhance physical and digital connectivity within the Town.
- the **Active Travel Fund** which was announced by the Government in May 2020 to support short and long term cycling and walking projects.

In addition to obtaining funding for new schemes, funding will also be required longer term to maintain the condition and standard of the Great Yarmouth Active Travel network.

The plan enables priority infrastructure improvements to be delivered as soon as funding becomes available.

11. How will the success of the schemes be measured?

In 2017 the Government published an investment strategy paper for cycling and walking networks, which includes four indicators for measuring active travel network performance:

a. Cycling activity

Norfolk County Council will monitor the number of people cycling in the Great Yarmouth region in order to measure any changes in activity.

b. Walking activity

Norfolk County Council will monitor and measure actual walking activity and compare data against recent trends in order to measure any changes in activity.

c. Cycle safety

Key indicators of cycle safety will be monitored including, safety data counts and safety survey responses which provide a measure of actual incidents and the public perception of cycling safety.

d. Active travel for education

Norfolk County Council will measure changes in the adoption of cycling and walking as a mode of transport for all pupils traveling to a place of education, including primary and secondary schools as well as places for higher education.

In addition to these measures Norfolk County Council will also monitor the levels of access to the active travel network, levels of single occupancy car use, improvements in road capacity and improvements in air quality.

The Local Cycling and Walking Infrastructure Plan for Great Yarmouth will be reviewed on a regular basis and residents and stakeholders will have the opportunity to provide feedback on current schemes and contribute new scheme ideas.

Increases in active travel network access and use are key measures of success.

12. References

Beryl. 2021. Photograph of Beryl Fleet provided by Beryl. Webpage: [Beryl Website](#)

Canva. 2021. Infographics. Webpage: [Canva Website](#)

Zedify. 2021. Photograph of E-cargo bike provided by Zedify. Webpage: [Zedify Website](#)

ⁱ Physical activity: applying All Our Health - GOV.UK. Webpage: [GOV UK Website](#)

ⁱⁱ Department for Transport: Gear Change, A bold vision for cycling and walking

ⁱⁱⁱ Department for Transport: Gear Change, A bold vision for cycling and walking

^{iv} Department for Transport: Gear Change, A bold vision for cycling and walking

^v Cycle Infrastructure Design (publishing.service.gov.uk)