



Norfolk County Council

Walking, wheeling and cycling strategy for Norfolk

Report for adoption

April 2024

Travel
Norfolk
Travel smart

Our Walking, Wheeling and Cycling Strategy executive summary

► Our vision

To create a healthier and greener Norfolk by enabling people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, supporting Government's target for 50% of the journeys in towns and cities to be completed by walking, wheeling and cycling by 2030.

► Benefits and opportunities

- It's great for your physical and mental health. 30 minutes of walking or 20 minutes of cycling a day can reduce mortality risk by at least 10%
 - It's a way of getting from A to B without emitting harmful emissions which helps improve air quality and mitigate climate change
 - It supports access to education, training, essential services and employment as well as supporting local businesses and public transport
 - New technology offers innovative solutions and the opportunity to go further in our rural county
 - A way of connecting to the environment, exploring the county and reducing social isolation
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► Challenges

- Securing funding to deliver projects and improvements
- Changing behaviours to active travel as the car is the dominant mode of transport. 28% of adults in Norfolk are currently physically inactive (Active Norfolk, 2021)
- Perceptions around safety and stereotypes can put people off
- A mix of rural and urban settings
- Join-up across different partners, stakeholders and communities
- Walking, wheeling and cycling is a broad subject and impacts many different groups of people who should all be represented
- Maintenance of our existing pavements, footpaths and cycleways
- Climate change adaptation (e.g shading may be more important for those using active travel)

► **Our 7 steps to achieve our vision, realise the benefits and overcome the challenges**

1. Engage with local communities and enable behavioural change
 2. Create a safe, connected and well-maintained walking, wheeling, and cycling network for all that gets people to where they need to be
 3. Build healthy places, spaces and communities
 4. Support multi-modal journeys
 5. Embrace new technology
 6. Remove barriers to provide a network that is accessible, inclusive and considers the needs of all users
 7. Work with our partners to achieve common ambitions
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► **Next steps and delivery:**

This strategy sits beneath our Fourth Local Transport Plan (LTP4) and takes account of other key national, regional and local policies. The strategy will be mostly implemented through the Countywide Local Cycling and Walking Infrastructure Plan (LCWIP) and Norfolk Access Improvement Plan (NAIP), which relates to Public Rights of Way, as well as other adopted and emerging plans to ensure walking, wheeling and cycling is at the heart of Norfolk County Council's (NCC's) decision making. Scale and pace of delivery will depend on ability to secure funding for our ambitions. We will monitor our strategy's success through these plans.



Foreword

Welcome to Norfolk County Council's new Walking, Wheeling and Cycling Strategy. This strategy sets out the ambitions of the Council to create a healthier and greener Norfolk, by enabling more people to take exercise, walk, wheel or cycle.

The benefits of choosing walking, wheeling and cycling are manifold, both for us as individuals but also for the places that we live and work in. Increasing levels of walking and cycling will help to improve air quality, and reduce illness exacerbated by poor air quality such as asthma.

Walking and cycling also helps to support physical and mental health and wellbeing, and tackle health problems linked with sedentary living, making us happier and healthier.

Choosing to walk, wheel or cycle a journey can also help to reduce congestion on our roads, support public transport and make journeys better for our environment. This helps to cut carbon emissions and positively impacts our economy, enhancing Norfolk's attractiveness as a place to live and do business, and making the county more sustainable.





It is therefore important that we recognise walking, wheeling and cycling as a key element of our transport strategy. We want to support government's ambitions to enable people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, to support government's ambition that 50% of journeys in towns and cities walked and cycled by 2030. The strategy is also an opportunity to show the public, local authorities, stakeholders and central government what areas NCC will focus on to achieve our vision for walking, wheeling and cycling and will support us to secure future funding for active travel schemes across our county.

The strategy has been developed collaboratively bringing together our local transport, environmental and public health ambitions and with wider stakeholders. It will not be delivered by just one organisation but requires all to play a part in making lasting change happen.



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Introduction

Here at Norfolk County Council (NCC) we have a collective ambition to ensure our communities grow, thrive and prosper for the future. In recent years, Norfolk has experienced impressive growth with a population of over 900,000 which is forecast to grow to more than a million by 2036. There are plans to build more than 80,000 homes over the next 20 years and with this comes increased travel and traffic. We want to support the growing Norfolk population by enabling more people to walk, wheel and cycle in the county and choose sustainable transport modes to get to where they need to be and for leisure. This will help us be more efficient in our use of transport space, create and support healthy communities, enable our transport network to run effectively and emit fewer harmful emissions, and help connect people to and protect our environment as much as we can.

Norfolk has a strong track record in attracting funding for active travel schemes. Since 2020, NCC has received over £5.5million from the Department for Transport's Active Travel Fund to deliver a step change in the provision of active travel and better streets for walking, wheeling and cycling. In addition, NCC has been able to deliver active travel schemes through successful funding bids with District, Borough and City Council partners through the Transforming Cities Fund and Town Deals. This has seen the delivery of new crossings, cycle parking facilities, cycle lanes and campaigns, to name a few, making Norfolk a safer, healthier, and more attractive place to choose to walk, wheel and cycle.





Norfolk also has a number of defined walking and cycling routes across the county, which are particularly prevalent in urban areas. Despite this, Norfolk still faces challenges to increasing levels of walking, wheeling and cycling which this strategy identifies, along with the opportunities our unique county presents. This strategy seeks to overcome these challenges and create a county where walking, wheeling and cycling are a natural choice.

This strategy sits beneath Norfolk's Local Transport Plan (LTP4) and is an update to our existing Walking and Cycling Strategy (2017) to bring together our local transport, environmental and public health ambitions, including NCC's net zero target outlined in the [Norfolk Climate Strategy \(2023\)](#) and [Ready to Change, Ready to Act Norfolk's new Public Health Strategic Plan](#). The strategy sets the context for our County-wide Local Cycling and Walking Infrastructure Plan (LCWIP) and enables a joined-up approach to our investment in walking, wheeling and cycling, in rural and urban areas, into the future. This will help create healthy communities, create an efficient transport network with reduced congestion, and to help protect our environment.

We want to support Government's ambitions to enable people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, supporting Government's target for 50% of journeys in towns and cities walked and cycled by 2030. Having a strategy in place will put us in a better position to secure the funding to help achieve this ambitious vision. The scale and pace of delivery of the strategy, and achievement of the vision, is dependent on our ability to secure future funding and achieving behaviour change in how people choose to travel.

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1. Summary

In Norfolk, 7.6% of people cycle and 28.4% walk for travel (getting from A to B) at least once a month, and for leisure **11.8% of people cycle and 73.5% walk** (DfT data, 2021). Norfolk has existing defined and strategic walking and cycling networks made up of the National Cycle Network, Norwich and Great Yarmouth Pedalways, Greenways, quiet lanes, Norfolk Trails, and Public Rights of Way. This strategy aims to make walking, wheeling or cycling for both travel and leisure the natural choice, particularly for short journeys or as part of longer journeys. Extending, linking and improving our network and encouraging activity, have many positive health and wellbeing, environmental and economic impacts.

The purpose of this strategy is to bring together the national, regional and local ambitions, plans and policies to create a walking, wheeling and cycling strategy for Norfolk and our residents. This strategy is high-level and outlines what our vision is for Norfolk, providing a direction for walking, wheeling and cycling investment and activity in Norfolk's urban and rural places and creating a journey to achieving the vision.

The updated strategy introduces the term 'wheeling' when discussing walking and cycling. This term includes people who use wheelchairs, mobility scooters, mobility aids, prams and similar modes that use pavement space at a similar speed to walking. In this strategy we use the terms walking and wheeling together to ensure the work we do is holistic and inclusive to enable people in Norfolk to walk, wheel and cycle more often.

The strategy vision is to create a healthier and greener Norfolk by enabling people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, supporting Government's target for 50% of the journeys in towns and cities to be completed by walking, wheeling and cycling by 2030. We want to enable everyone to have the opportunity and motivation to walk, wheel and cycle in our county wherever possible.

These ambitious plans require funding to deliver. We have a strong track-record in drawing down money for delivery and will be in a stronger position to continue to do this with this strategy.

► **We have outlined seven steps to achieve our vision which are:**

- 1. Engage with local communities and enable behavioural change**
- 2. Create a safe, connected and well-maintained walking, wheeling, and cycling network for all that gets people to where they need to be**
- 3. Build healthy places, spaces and communities**
- 4. Support multi-modal journeys**
- 5. Embrace new technology**
- 6. Remove barriers to provide a network that is accessible, inclusive and considers the needs of all users**
- 7. Work with our partners to achieve common ambitions.**

The strategy is also an opportunity to show the public, local authorities, stakeholders and central government what areas NCC will focus on to achieve our vision and will support us to secure future funding for active travel schemes.

Our strategy has been guided by engagement with our partners and departments, reviews of recent consultations and local data, and has many links into a variety of national, regional and local policies and plans including Norfolk's Local Transport Plan 4 (LTP4) to create a cohesive approach to the strategy (see Section 5 for more detail).

We aim to deliver our strategy through a number of plans and mechanisms but primarily through Norfolk's LCWIPs and the NAIP. Delivery is subject to securing government funding for our walking, wheeling and cycling projects.

We will monitor the success of our strategy through these plans as well as reviewing how we are progressing towards the outcomes we would like to see.

2.

Our Vision for an Active Norfolk

To create a healthier and greener Norfolk by enabling people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, supporting Government's target for 50% of the journeys in towns and cities to be completed by walking, wheeling and cycling by 2030.

Our vision is in line with central government's ambitious target for half of all journeys in towns and cities to be walked or cycled by 2030 (DfT, 2020). We want to support this vision and enable people in Norfolk to walk, wheel and cycle. Our Countywide LCWIP which supports the delivery of this strategy also looks to support this government ambition by creating a modern, well connected transport network that gives people across Norfolk's city, towns and villages an opportunity to travel actively.

Achievement of our vision is subject to securing funding from government. This strategy will put us in a strong position to be able to secure government funding as it enables us to demonstrate our ambition and vision for walking, wheeling and cycling in Norfolk.

The steps to how we aim to achieve this vision and the outcomes we want to see are shown in Section 6.



3.

Benefits and opportunities

Walking, wheeling, and cycling have huge benefits for both people and place and help us to achieve national, regional and local ambitions. By achieving our goal, we will be supporting Norfolk's people, economy and environment to thrive.

► Health

Physical activity helps both physical and mental health conditions and disease.

It is well documented that physical activity can help prevent and manage over 20 chronic conditions and diseases, as well as reducing stress and anxiety and increasing mental alertness and energy. Physical activity also leads to reduced costs for the NHS [Sustrans, 2022]. Nationally, physical inactivity costs the NHS £0.9 billion each year [Office for Health Improvement & Disparities, 2022].

Did you know:

Walking for 30 minutes or cycling for 20 minutes on most days reduces mortality risk by at least 10% [WHO, 2022].

Cancer-related mortality is 30% lower among bike commuters [WHO, 2022].

Enabling more walking, wheeling and cycling also provides an opportunity for health workers to prescribe active travel to patients to help people's physical and mental health. Active Travel England are trialling an active travel social prescribing scheme in 11 areas across the country [Active Travel England, 2022] looking to support reduced demand in healthcare appointments and reliance on medication due to more physical activity. A similar project is being developed in Norfolk with partners Active Norfolk.





► Education and employment

Increasing active travel can increase access to employment and has created safer environments around schools. Wider availability of cycling has the potential to reduce transport inequality and promote access to jobs and education (DfT, 2019). It can also improve the environment outside schools, as has been seen from NCC's School Streets trials which observed reduced congestion, and improved perception of safety by 37% outside the trial schools (NCC, 2023).

► Workplace

Cycling to work can increase productivity. 73% of employees who cycle feel it makes them more productive at work (The Prince's Responsible Business Network, 2011). Employees who are also physically active take 27% fewer sick days than their colleagues (National Institute for Health and Care Excellence, 2012), saving them, and their employer, time and money.

In Norfolk 12% of people travel less than 2km to get to work and 11% travel less than 5km to get to work (Census, 2021). These are generally considered walkable and cyclable distances respectively and offer the opportunity to enable people to walk, wheel or cycle these short journeys.

► Community

Walking, wheeling and cycling is a great way to explore and meet new people. Walking, wheeling and cycling can reduce social isolation and create a sense of place and community. Streets that cater for walking, wheeling and cycling lead to spaces where people feel safe, relaxed and welcome, where people choose to travel actively and where children can play, contributing towards Healthy Streets (an approach to design adopted by NCC).

► E-bikes

Electric bikes and scooters allow for increased travel distance. E-bikes offer an opportunity for people to travel further by bike as well as enabling more people to access cycling due to their power assistance. For example, in Holland e-bikes are more likely to be owned by over 65s and have been shown to increase trip length (Harms and Kansen, 2018). This is especially important in our rural county.

Did you know:

There are 114 e-bikes and 322 e-scooters available for use in Norwich and 104 e-scooters in Great Yarmouth through Beryl and Ginger share schemes and trials (2023).



► Economy

Low-cost transport option. Making it easier to walk, wheel and cycle is important to help people in Norfolk through the cost-of-living crisis and to grow our economy (Sustrans, 2022). They are relatively low-cost transport options.

Active travel also supports our local businesses and economy. People who walk to the high street spend up to 40% more than people who drive to the high-street (TfL, 2013). Cycle parking delivers five times the retail spend per square metre than the same area of car parking (Rajé and Saffrey, 2016).

Walking, wheeling and cycling can also support Norfolk's tourism industry by promoting exploration around the county via sustainable modes of transport and experiencing Norfolk's trails and quiet lanes.

► Environment

Walking, wheeling and cycling create a greener, healthier and safer Norfolk.

Giving people the opportunity to choose to walk, wheel or cycle supports a reduction in transport emissions, congestion, noise and air pollution because they can replace journeys that would have been otherwise undertaken by car. This mitigates climate change and supports cleaner air helping us to meet national and local decarbonisation and air quality targets whilst also making our county a nicer place to live for both people and nature.

Did you know:

People who switch just one trip per day from car driving to cycling reduce their carbon footprint by about 0.5 tonnes over a year, representing a substantial share of average per capita CO₂ emissions (Brand et al., 2021).

Transport in Norfolk is the highest emitting sector with 30% of total carbon emissions coming from road transport (BEIS, 2022). Transport is therefore one of the largest sectors where carbon savings need to be made in order to contribute to the global efforts to mitigate climate change for both people and the environment and meet local and national decarbonisation targets (Norfolk's Environmental Policy 2019 and Transport Decarbonisation Plan 2021). Giving people the opportunity and motivation to walk, wheel or cycle as the natural choice can help Norfolk achieve this target.

4.9% of mortality in Norfolk and 5.5% in Norwich is attributable to air pollution (Norfolk Insight, 2023). Increased walking, wheeling and cycling can help reduce this percentage.

► Public transport

Walking, wheeling and cycling can improve accessibility around Norfolk. Enabling people to walk, wheel and cycle more can also support use of and access to public transport. The rollout of the Beryl bike, e-bike and e-scooter scheme in Norwich has seen 42% of riders connecting to train journeys and 24% have connected to a bus journey (Beryl, 2022).

Did you know:

Norfolk is welcoming 70 electric buses over 2023 and 2024, making journeys greener.



► Cargo bikes

Cargo bikes can offer new opportunities for businesses to make last-mile journeys more cost effective and sustainable. For example e-cargo bikes can be used for business deliveries instead of vans which supports a reduction in emissions, congestion and business costs. Cargo bikes can also enable people to responsibly and easily transport their children or luggage on their bikes.

Did you know:

In Autumn 2023 NCC is launching an e-bike trial for businesses to use for free for up to eight weeks in Norwich.



► Funding

Increased investment for Norfolk and its residents. Enabling more people to walk, wheel and cycle in Norfolk creates more opportunities for us to receive funding from government to deliver further initiatives. Active Travel England are rating local authorities across the country on their active travel plans and provision, and their rating can influence the funding we receive (Active Travel England, 2023). By developing this strategy, we can show Active Travel England that we have strong leadership, comprehensive plans and significant ambition which can support us to obtain funding from government to deliver our strategy, as and when it becomes available.

4. Challenges

There are a number of challenges and barriers we face to achieving our vision to enable people in Norfolk to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of longer journeys. These challenges have been identified by collecting data, reviewing recent public consultations and undertaking workshops with departments within NCC and partners. The challenges we face and aim to overcome include:

► Levels of physical activity

Currently nearly one third of Norfolk adults are inactive. In Norfolk, 28% of adults are physically inactive (Active Norfolk, 2021) and a quarter of adults in Norfolk are obese (OHID, 2022). Insufficient physical activity is associated with one in six deaths in the UK (Public Health England, 2020).

The car is still the main mode to get to school and work in the region. In 2021, 54% of people in Norfolk drove a car or van to work, 8% walked and 3% cycled (Census, 2021). The percentage of physically active children is also lower in Norfolk than the regional and national averages (OHID, 2022).

This strategy aims to support everyone to enjoy an active lifestyle.





► Safety and speed

Feeling safe on Norfolk's roads. In 2022, there were 103 fatalities or serious casualties of people walking or cycling on Norfolk roads. Whilst this is on a downward trend, we must continue to reduce this to ensure people are safe and feel safe when walking, wheeling, and cycling in Norfolk. Recent consultation has shown that safety is a barrier to walking, wheeling and cycling in Norfolk. 63.5% of respondents to our recent Countywide LCWIP engagement survey said safer roads including slower driving speeds, less traffic and more considerate driving would encourage them to walk more and 61% said it would encourage them to cycle more. Vehicle speeds, vehicle type, lighting, road and pavement conditions and proximity to other modes contribute to this.

Safety can also present an issue with getting to school. Some children live within a walkable or cyclable distance to school but travel to school by car or organised transport due to the journey being deemed unsafe by their parents / carers or NCC.

This strategy aims to change this and to improve safety and confidence when walking, wheeling and cycling.

► Rural county

Norfolk is a large and rural county. Norfolk is a largely rural county with services focussed in market towns and urban centres. Some journeys can be too far to be travelled by solely walking, wheeling, or cycling, particularly for people with reduced mobility and active travel infrastructure in rural areas is often absent. Nevertheless, this strategy aims to promote cycling and walking in rural areas for both leisure and in our working and living environments by maximizing benefits from new technology such as e-bikes, and multi modal journeys.

This strategy aims to support sustainable movement in our rural county, including through multi-modal journeys. The LCWIP and NAIP also support rural movement through identification of a wider cycling network connecting rural areas and improvements to Public Rights of Way.



► Aging population

One quarter of the Norfolk population are over 65 years old. Norfolk has an older population with the proportion of residents 65 years or older rising from 25% to 28% over the next 10 years (Norfolk Insight, 2021). Norfolk has the 15th most elderly population in England. Streets and active travel infrastructure are not always suitable for those who are elderly or with reduced mobility. This acts as a barrier to people choosing to walk, wheel or cycle for their journeys, part of their journeys or for leisure.

This strategy aims to consider everyone's needs when implementing walking, wheeling and cycling projects to ensure everyone has the opportunity to be active.

► Inequalities

Transport inequalities exist whether that be based on gender, income, race and ethnicity, age, location, health or disability. People from ethnic minorities, young people not in education, employment or training, students, older people and women were all reported to be particularly at risk of transport poverty.

Levels of cycling to work are higher for males in Norfolk than females (ONS, 2021). Walking and cycling for leisure is also lower in groups that are most deprived than those with lower levels of deprivation.

Three key underlying factors that influence the relationship between transport and inequality are the way people are distributed (geographically and by social class), the way opportunities are distributed (jobs and education) and how accessible the transport system is (cost, accessibility, time and reliability) (DfT, 2019). Working closely with local planning authorities and integrating active travel into how we build spaces is essential to overcome this challenge.

Disabled people take 38% fewer trips across all modes of transport than non-disabled people (Motability, 2022). In England, disabled people take 30% fewer walking trips than non-disabled people (NTS, 2021). Pavement parking, pavement maintenance and distance to services are identified as key barriers disabled people face to walking and wheeling more often (Sustrans, 2023).

This strategy aims to ensure all residents and visitors have access to a walking, wheeling and cycling network suitable for them.



► Growth

Population growth in Norfolk is above average. The East of England experienced the largest population growth in England between 2011 and 2021. South Norfolk experienced the highest growth in the county with a growth of 14.4% making it 15th in the country for increase population growth. Population growth in Breckland and Norwich were also above the England average (Census, 2021). This means more people are using our transport network and forecasts show that the Norfolk population will be over a million by 2036. Ensuring new developments provide options for sustainable transport, such as walking, wheeling, cycling and public transport, can help ensure the growth in our county has a positive impact on our transport network.

This strategy aims to support growth in the county and enable residents in new developments to walk, wheel and cycle.

► Engagement

Taking into account the requirements of everyone in schemes we do. Norfolk has a strong sense of identity and place. There is a mix of urban, rural, and coastal communities, each with its own character, distinctiveness and needs and new infrastructure to support active travel needs to be appropriate to its location.

Representing the wants and needs of the county can be challenging. When designing new infrastructure or upgrading existing it is important that other users of public rights of way, such as horse riders, are not excluded. We need to do more to ensure that the requirements of everyone are taken into account so that walking, wheeling and cycling investment meets the needs of all.

This strategy aims to increase representation of Norfolk's residents when we engage on walking, wheeling and cycling projects.

► Monitoring

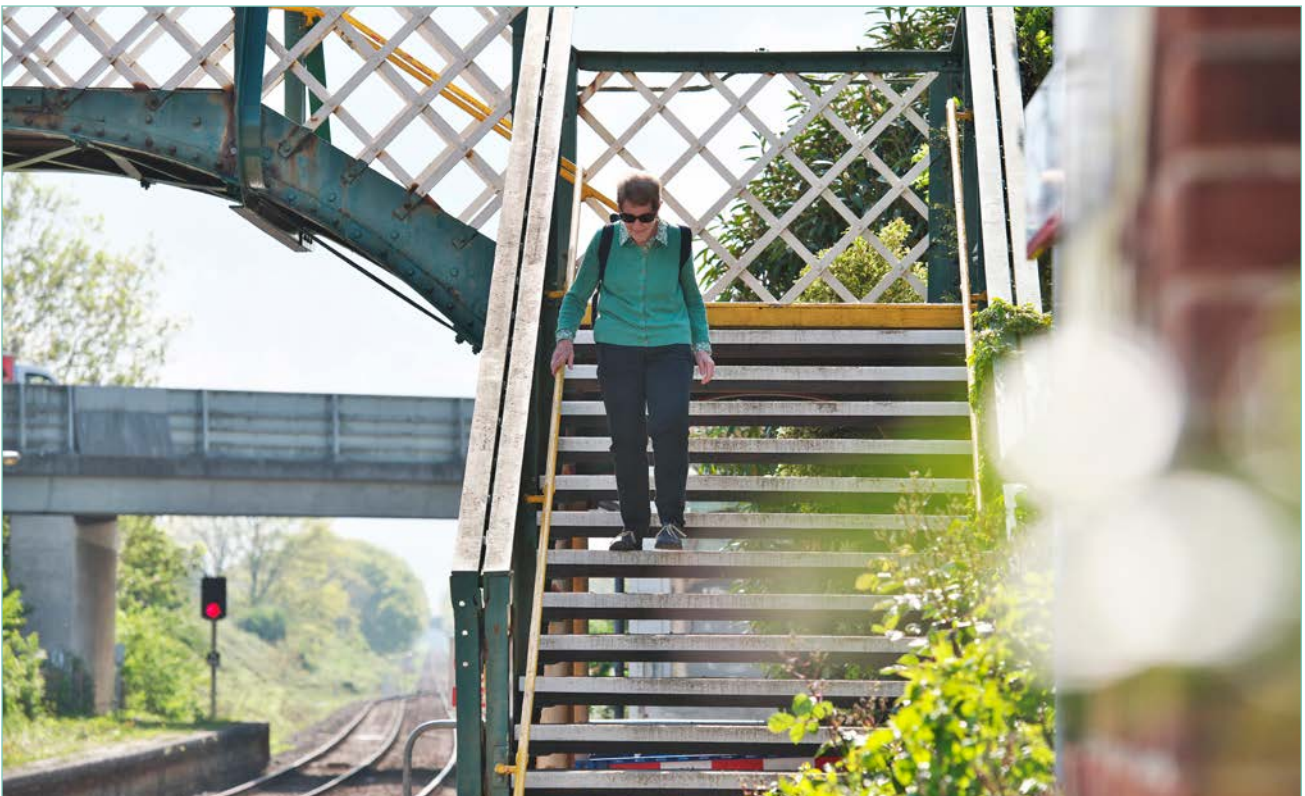
Monitoring is complex. Monitoring and data collection on walking, wheeling, and cycling activity is challenging, which can make it difficult to understand how parts of the network work for walking, wheeling and cycling, and where improvements can be made.

This strategy aims to address this challenge by embracing new methods and technology for monitoring and working within best practice.

► Maintenance

Well maintained infrastructure. Pavements, including shared use, are the second largest of the Council's assets and account for an estimated 7% of the total highway asset value (TAMP, 2022). Maintenance of walking and cycling routes has been raised in the LCWIP consultation as an important consideration with 69% of respondents stating that better maintenance of pavements and walkways would encourage them to walk more and 51% would cycle more if road surfaces were better maintained for cycling.

This strategy is linked to the Countywide LCWIP and NAIP helping to address challenges of maintenance of walking, wheeling and cycling infrastructure.



► Join-up

Wide landscape of stakeholders. We must ensure that we join-up the work we do with existing schemes and stakeholders. Norfolk is a large county and active travel is a broad subject with numerous stakeholders. We will strive to ensure join-up to deliver the best outcomes for Norfolk.

This strategy presents our ambition to work with partners and stakeholders to ensure join-up and take collective action to overcome barriers.

► Road space

Road layouts and designs can be a challenge. Space for walking and cycling, alongside other means of travel like in buses or cars, can be a challenge, particularly in locations such as Norfolk's historic market towns where roads can often be narrow. Recent Countywide LCWIP engagement showed that segregated cycle paths, particularly those off road, would encourage people to cycle more in their local area. Government design guidance, Local Transport Note 1/20 (LTN 1/20), looks to support more segregated cycle lanes where the conditions are right. Implementation of segregated cycle lanes is dependent on traffic speeds, volumes and type of traffic as well as the availability of space within the carriageway. The Countywide LCWIP aims for all schemes to comply with LTN 1/20 guidance, implementing segregation where the conditions are correct, whilst acknowledging this can be a challenge in narrow parts of our network. Parking or other obstacles on the pavement can also present a challenge to walking, wheeling and cycling by creating obstructions.

In the future, difficult decisions on road space will need to be made to ensure our transport network continues to function effectively and sustainably.

This strategy aims to work within best practice to support place specific solutions to competing modes and complex road layouts which can make walking, wheeling and cycling more difficult.



► Stereotypes and perceptions

Stereotypes and perception play a role. Stereotypes of ‘pedestrians’, ‘walkers’ or ‘cyclists’ can lead people to not identify with walking or cycling as a way of travel or means for leisure. This can put people off these modes and presents a barrier to getting more people walking, wheeling and cycling.

This strategy aims to show that walking, wheeling and cycling can be part of anyone’s journey.

► Habits and car ownership

New habits and changing behaviours. Car ownership in Norfolk is higher than the England average. 83% of households in Norfolk have at least one car compared to 76% for England (Census, 2021). Car ownership is lowest in urban areas such as Norwich. Habits of car use can present a challenge to getting more people walking, wheeling and cycling, particularly for short journeys where active travel is a viable option.

The pandemic also had an impact on how often people travel. In Norfolk, the number of people working mainly from home has grown by 20% (Census, 2011 and Census, 2021). The prevalence of needing to look after physical and mental health has also grown since the pandemic (Active Norfolk, 2021).

This strategy aims to create conditions where people feel confident to make the switch to walking, wheeling and cycling, supporting people to live healthy and active lives.

► Funding

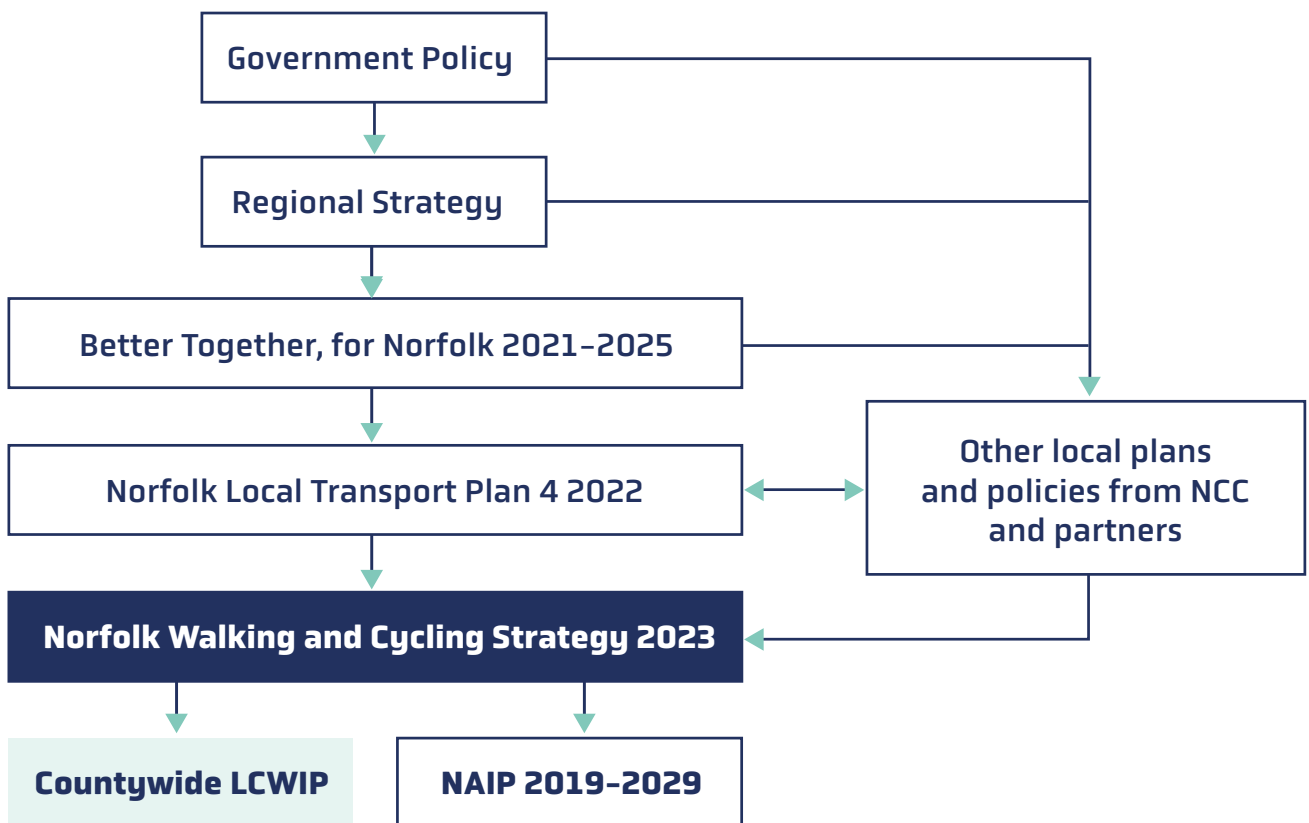
Local authority resources. Local authorities do not have unlimited budgets to deliver infrastructure or for other activities. Being able to achieve our ambitions and deliver this strategy will be dependent on our ability to secure funding and work with partners. Having a strategy puts us in a better place to be successful in doing this. The scale and pace of delivery of the strategy is dependent on our ability to secure future funding.

5.

The policy drive for a step change

Since we published our last Walking and Cycling Strategy in 2017, there has been a step change in policy which has placed emphasis on the need to increase walking, wheeling and cycling for health and wellbeing, the environment and the economy. We need to update our strategy to recognise this.

This strategy sits beneath [Norfolk's Fourth Local Transport Plan](#) and takes account of other key national, regional and local policies. The strategy will be mostly implemented through the [County Wide Local Cycling and Walking Infrastructure Plan \(LCWIP\)](#) and [Norfolk Access Improvement Plan \(NAIP\)](#) but will also be considered when delivering other schemes and plans to ensure walking, wheeling and cycling is at the heart of NCC's decision making. Read more on our LCWIP and NAIP in Section 9.





We aim to support the Government's Gear Change ambition of 50% of journeys in towns and cities to be walked or cycled by 2030.

In this strategy we also take account of the [Cycling and Walking Investment Strategy 2](#) and revisions to the [Highway Code](#) which places the people using active modes as high priority. [Government's Net Zero Strategy](#) and [Transport Decarbonisation Plan](#) are also key considerations in this strategy as these plans place emphasis on reducing carbon emissions from transport and highlight that active travel has a key part to play in this. The strategy also supports regional strategies including [Transport East's Active Travel Strategy](#).

The strategy is guided by [NCC's Better Together, for Norfolk, 2021-25](#) strategy and supports the ambitions for a sustainable economy, better opportunities for children and young people, enabling healthy and independent lives, creating strong, engaged and inclusive communities and a greener and more resilient future. We achieve this because enabling people to walk, wheel and cycle more, and as the natural choice, unlocks huge benefits for people, the economy and the environment.

Other policy developments in [public transport](#) (BSIP), [maintenance](#) (Transport Asset Management Plan), [public health](#) (Public Health Strategic Plan, Ready to Change, Ready to Act), [speed management](#) (Norfolk Speed Management Strategy), safety (Road Safety Partnership Strategy) [sustainable development](#) (Safe, Sustainable Development), climate (Norfolk Climate Strategy), Norfolk's sustainable tourism ambitions and partner strategies have also been aligned to in this strategy to ensure walking, wheeling, and cycling investment is joined up and tailor made for Norfolk. Alignment with the Greater Norwich Green Infrastructure Strategy will also be made once the strategy is published [expected in 2024].

6.

Our seven steps to success and achieving our vision

To unlock the benefits and opportunities, overcome the challenges and support our national, regional and local policies, we have identified seven steps to success to achieve our goal. These steps will help us to enable more people to walk, wheel and cycle in Norfolk more often and as the natural choice, particularly for short journeys or as part of a longer journey. Our success in achieving the seven steps, and how quickly we can move forward on this, will be dependent on our ability to find the means to provide the necessary resource.

1. Engage with local communities and enable behavioural change

Engagement enables people to help shape the design and delivery of walking, wheeling, and cycling schemes, as well as changing attitudes and behaviours. We aim to engage with both urban and rural communities and organisations to understand their needs, what motivates and influences them to make the choices they do, and how we can enable and encourage increased uptake of active travel.

We want to engage with people who may be new to walking, wheeling or cycling, or returning to it, to ensure everyone has the opportunity to be active. We want engagement to be representative of everyone in Norfolk to ensure no one is left behind.

Outcomes we want to see:

- Communities know the benefits of walking, wheeling and cycling and have the tools to engage in an active lifestyle
- People and organisations feel supported to change their travel behaviours
- Adults and children have the confidence, opportunity and motivation to walk, wheel or cycle to education and employment
- Projects are well informed by partners', stakeholders' and local communities' expertise and local knowledge ensuring projects meet their needs

We want to do this by:

- Engaging with communities to understand their needs and encourage and assist people to use more sustainable transport
- Targeting engagement based on data with increased granularity on demographics and behaviours to ensure engagement is representative of everyone in Norfolk, ensuring we strive to involve under-represented groups

- Providing schools, workplaces and communities with the tools and skills needed to encourage walking, wheeling and cycling. This would involve:
 - Delivering the [Norfolk Sustainable School Travel Strategy \(2022\)](#) including working with schools and colleges to promote take up of the cycling allowance, work with partners to create more walking and cycling routes available to school children and working with partners to reduce carbon emissions in schools. NCC's cycling allowance is available for any student resident in Norfolk who qualifies for support under the general school and college transport policy but cycles to school instead.
 - Continuing engagement with schools through projects such as road safety education courses, Modeshift Stars, Bikeability and offering Active Travel Audits and encourage home educated children and children not in regular education to access road safety and safe independent travel
 - Encouraging early conversations with students transitioning to next level education about what active travel options or pupil transport options are available
 - Working with Sustrans to raise awareness of sustainable and active travel options amongst workplaces and providing support packages
- Engaging with private and public sector partners, such as district councils, Active Norfolk, the NHS, schools and employers to ensure join-up across the county, contribution towards common ambitions, and draw on their expertise to collectively enable more people in Norfolk to walk, wheel and cycle
- Engaging communities as early as possible so that residents' views are considered when choosing, designing, and developing interventions
- Continuing to work with residents, schools and developers through A to Better to enable and encourage an increased uptake of walking, wheeling, and cycling
- Delivering the Road Safety Partnership Strategy and continue to deliver road safety campaigns, including promotion of the Highway Code
- Working with organisations to encourage sustainable tourism in the county
- Utilising social media to encourage people to walk, wheel and cycle and promote projects and tools which support people in doing this.
- Incentivising and encouraging sustainable travel for example through the delivery of AtoBetter and initiatives such as Good Journey in which people can get discounts on sustainable travel and days out if they get to attractions by bike, on foot or using public transport
- Continuing to build the capability of both officers and members through training. This will showcase strong local leadership on active travel initiatives and supports the delivery of effective measures which enable behavioural change and increased uptake of walking, wheeling and cycling in the county, supporting the achievement of our vision.
- Working to further support Norfolk in an ambition to become the UK's most sustainable tourist destination, by continuing to improve our travel and transport information/campaigns such as Travel Norfolk and Good Journey.

2. Create a safe, connected and well-maintained walking, wheeling, and cycling network for all that gets people to where they need to be

We will seek to develop Norfolk's network of walking, wheeling, and cycling routes which are safe, direct, convenient, accessible, comfortable and well maintained. We aim for the network to be inclusive and give everyone the opportunity, confidence, and desire to be active across Norfolk. Whether for travel or leisure, and whether you are a resident or visitor, we want to make active travel a natural choice for short journeys in urban areas and encouraged in rural areas. We aim for the network to take account of the needs of all types of users.

Outcomes we want to see:

- A walking, wheeling and cycling network that can be enjoyed by everyone
- Half of all journeys in Norfolk's towns and city being cycled or walked by 2030
- Parents and children feel confident and safe walking wheeling or cycling to school when living within a walkable or cyclable distance
- Comprehensive plans helping us secure government funding to deliver walking, wheeling and cycling projects
- Safer roads and road users to aid a reduction in the rate of fatal and serious casualties involving people walking, wheeling or cycling
- Well-maintained pavements and cycle paths that are appropriately designed for their location and accessible by all
- Residents and visitors can explore and enjoy Norfolk by utilising well connected and maintained paths, trails, cycle routes which are well signed and information about these readily available.
- Non-standard bikes, cargo bikes and e-bikes are more popular and attract new users.



We want to achieve this by:

- Preparing walking, wheeling and cycling projects so we are ready for when funding becomes available to deliver them in short timescales
- Aligning our work to the Department for Transport Gear Change vision and adjoining design guidance ([LTN 1/20](#)), working with Active Travel England and the Department for Transport to produce similar design guidance particularly for rural areas and taking account of the needs of all types of user
- Adopting and delivering the Countywide LCWIP which identifies a walking, wheeling, and cycling network that connects people to education, employment, and public transport in a safe, coherent, direct, and comfortable way
- Delivery of the wider strategic network included in the Countywide LCWIP will also support rural communities in accessing central key services and areas of employment, training and education as well as enabling connectivity with green spaces with appropriate infrastructure
- Delivering the actions identified in the NAIP, which includes improvements to Norfolk's footpaths and public rights of way. further information on the NAIP can be found in Section 9
- Delivering [Greenways to Greenspaces](#)
- Taking forward the actions identified in the Market Town Network Improvement Strategies and review and extend the work
- Liaising with National Highways on the government's proposals to 'cycle-proof' the Strategic Road Network
- Seeking to improve connectivity between rural areas and services in urban areas by connecting urban routes to long distance routes
- Supporting interventions to provide access to green and blue (environments that predominantly feature water) space in a 15-minute walk as stated in [Government's Environmental Improvement Plan 2023](#)
- Delivering NCC's revenue and capital programme for walking, wheeling, and cycling schemes
- Planning maintenance of the strategic cycle and footpath network into future capital programmes
- Supporting projects such as EXPERIENCE, which support the local tourism industry and businesses, through provision and promotion of walking, wheeling and cycling routes.
- Delivering street lighting when and where it is deemed appropriate, should funding be secured, in alignment to Norfolk County Council's policy and budgets on street lighting and in consultation with the Local Lighting Authorities to help provide a safe network
- Building the capability of NCC officers and members to deliver the best schemes for Norfolk. For example, offering training opportunities to share knowledge on the latest best practice and approaches. This has been successfully carried out in 2023 with the offer of Healthy Streets and LTN 1/20 Cycle Design Guidance training
- Seeking opportunities to enable more people to try out non-standard, cargo and/or e-bikes to remove some of the barriers currently faced by those wishing to do so.

3. Build healthy places, spaces and communities

We want to enable people in Norfolk to live physically and mentally healthy lives. This will be facilitated by ensuring places are planned to support people to live active lives, taking a Healthy Streets approach, supporting improvements to air quality, and putting people first. This strategy aims to support growth in the county and ensure new developments and residents can make walking, wheeling and cycling the norm.

Outcomes we want to see:

- New developments have good access to sustainable travel and active travel
- New developments, places and spaces give people the choice of walking, wheeling and cycling to education, employment, amenities and green spaces, and people feel safe when choosing to do so
- Places, spaces and communities offer viable sustainable transport modes such as walking, wheeling and cycling
- Air quality in urban centres is improved and measures are being taken to reduce air pollution both within Norfolk's Air Quality Management Areas (AQMAs) and beyond.
- The impact of our travel behaviours on the environment is minimised.



We want to do this by:

- Working with partners to deliver development that has active and sustainable travel in mind. This will help to ensure our developments meet Active Travel England's requirements as a statutory consultee and to encourage uptake of active travel. We seek to secure development layouts, along with off-site highway improvements to support and encourage active travel.
- Securing contributions to active travel infrastructure from developers so that any negative impacts from developments are minimised
- Securing and enacting travel plans for new developments
- Reviewing opportunities to consolidate freight within the urban network through last mile delivery hubs in combination with e-cargo bikes
- Exploring the need for a policy which covers NCC's approach to Parklets (see glossary) and following best practice
- Investigating best practice approaches to tackling pavement parking recognising there will be no 'one size fits all' answer and acknowledging more work is needed to find a suitable approach and to learn from others
- Considering the impact of each of our schemes on the environment to enable biodiversity net gain and ensure we have a positive impact and ensuring appropriate interventions are made in the right places
- Utilising the Healthy Streets Approach when delivering infrastructure and planning spaces and build capability within the council to do this
- Working closely with schools to ensure that they are clear what NCC can support with in terms of schools based travel interventions e.g. road safety training, cycle training, school streets, behaviour change work etc
- Continue to trial School Streets and take forward learnings from the scheme
- Exploring solutions to create neighbourhoods that give people the opportunity and confidence to walk, wheel or cycle
- Delivering the [Norfolk Speed Management Strategy](#).

4. Support multi-modal journeys

The ability to complete journeys using different forms of transport is important in both urban and especially in rural areas. People should be able to transfer between active modes of transport and Norfolk's public transport services (including bus and rail services) easily due to well-designed networks providing sustainable transport means, travel hubs, journey planners such as Travel Norfolk and facilities. This would help support usable alternatives to car travel for longer journeys, and support ambitions in [Norfolk's Bus Service Improvement Plan \(BSIP\)](#). We also recognise that multi-modal journeys can involve the car too, particularly for people living in rural areas. For example transitioning to active travel once people have reached towns and cities.

Norfolk's existing Park and Ride services are a good example of how interconnectivity with rural areas can be achieved sustainably. Delivering interventions to enable multi-modal journeys, for example secure parking and shower facilities, helps to support sustainable movement in our rural county and supports access to public transport.

Outcomes we want to see:

- Multi-modal journeys are simple and convenient enabling people to travel further and flexibly via sustainable modes (walking, wheeling, cycling, public transport and car shares)
- Walking, wheeling and cycling interventions and connectivity are contributing towards the Norfolk BSIP target to grow annual bus patronage in the county by 1% per annum between 2023 and 2027
- Multi-modal journeys are facilitating rural accessibility and contributing to the BSIP target to improve Norfolk's index of rural accessibility to 85% by 2027.
- Multi-modal freight, such as using cargo bikes, is a popular way to transport goods in urban areas

We want to achieve this by:

- Supporting the delivery of the BSIP by improving walking, wheeling, and cycling connectivity to bus interchanges and travel hubs and accommodate Cycle and Ride facilities. Also seek to improve connectivity to and facilities at other public transport interchanges such as train stations.
- Delivering Travel Norfolk to help people plan journeys via active modes to support Mobility as a Service (digital transport service platforms) and integrate sustainable modes
- Reviewing cycle parking in the county to ensure it caters for adapted and cargo bikes, ensure it is in the right places, and is designed and located in order to deter crime so that people feel confident locking their bicycles
- Working with bus and rail operators to facilitate multi-modal journeys
- Supporting shared micro-mobility schemes such as Beryl in Norwich and Ginger in Great Yarmouth which facilitate multi-modal journeys and exploring the feasibility of more share schemes in Norfolk.

5. Embrace new technology

Norfolk continues to support the delivery of shared micromobility schemes (such as cycle hire schemes, cargo bikes, e-scooters and e-bikes) and embracing new technologies which contribute to improved air quality, reduced congestion, reduced carbon emissions and reduced the dependency on private vehicles. E-cargo bikes offer new opportunities to move goods around as well as people. E-bikes offer an opportunity to extend the distances people can travel by bike as well as opening up cycling to different demographic groups, especially for older people or those living in more rural places.

The role of e-scooters in supporting active and sustainable travel is acknowledged within this strategy. NCC support the current trials of e-scooters using the same facilities as bikes. We note that new legislation regarding the use of private and hire scheme e-scooters is being drafted by government and will respond to any subsequent consultation based on our experience of their use in Norfolk.

We aim to continue to utilise technology to effectively monitor our transport network and explore ways of expanding this. Data from the Beryl share scheme has provided useful insights into how people are moving around Norwich. Monitoring helps us understand what walking, wheeling, and cycling interventions are needed and where, and how successful the schemes we implement are.

Outcomes we want to see:

- New technology is used to enable active travel and gain insight into the way people travel in Norfolk
- Achievement of the LTP4 target of net zero carbon emissions from transport by 2050
- Measures to adapt our walking, wheeling and cycling network to climate change
- Shared micromobility schemes are found across Norfolk facilitating low carbon travel.



We want to do this by:

- Continuing to support and monitor our live e-scooter trials including reporting to DfT monthly
 - Making provisions for shared micromobility for example infrastructure that supports cargo and adapted cycles, e-cargo bikes and charging facilities for e-bikes and e-scooters
 - Embracing new and innovative technology to help monitor and maintain our networks, provide information about travel and current performance of the network to users, and assess the effectiveness of schemes to ensure the schemes we invest in are beneficial to our local people and communities
 - Placing the foundation for monitoring now and work within best practice to ensure our work is benefiting local communities
 - Using technology to give people who are walking, wheeling or cycling more priority at signalised crossings
 - Exploring measures to adapt our network to climate change as outlined in our [Climate Strategy](#)
 - Working in partnership with the private sector to bring about innovation.
-

6. Remove barriers to provide a network that is accessible, inclusive and considers the needs of all users

We want to remove barriers to walking, wheeling and cycling so that all our residents and visitors have a network they can access and use. Delivering this strategy will help us to give everyone the opportunity and motivation to walk, wheel or cycle in Norfolk and support people who may have barriers to this at present whether that may be due to reduced mobility, health conditions or impairments, or socioeconomic reasons. The Disabled Citizens Inquiry found that 73% of disabled people say that stopping vehicles parking on pavements would help them walk or wheel more (Sustrans, 2023). This strategy aims to enable everyone to enjoy an active lifestyle and to enable walking, wheeling and cycling to be a part of anyone's journey.

Outcomes we want to see:

- All residents and visitors have access to walking, wheeling and cycling networks that take account of their needs
- Infrastructure considers the needs of all users
- Walking, wheeling and cycling are activities that can be undertaken by all whether for travel or leisure and whether you are new to, returning to, or already walking, wheeling or cycling.

We want to do this by:

- Ensuring streetscape, spacing, wayfinding and infrastructure design (including for electric infrastructure eg charging, parking, signposting) will take account of accessibility for all including those with reduced mobility, health conditions and impairments
- Following guidance and best practice to ensure our projects enable accessibility for all, including the outdoor accessibility guidance (Paths for All, 2023)
- Working with Sustrans to create Paths for Everyone (Sustrans, 2018)
- Using a Healthy Streets Approach when planning to provide spaces that are accessible and comfortable for all, including places to stop and rest
- Ensuring that when we engage it is meaningful and representative of everyone in Norfolk. We want to give everyone the motivation and opportunity to walk, wheel and cycle in Norfolk and ensuring we are representing everyone in our community when we engage is an important step towards this.
- Pilot walking, wheeling and cycling initiatives to reduce inequalities
- Investigating best practice approaches to tackling pavement parking recognising that there is no 'one size fits all' answer and acknowledging more work is needed to find a suitable approach and to learn from others
- Exploring the feasibility of expanding cycle share and rental schemes
- Delivering existing plans and strategies which support barrier removal such as the [LCWIP](#) and [NAIP](#)
- Working with partners and special interest groups to utilise their expertise and ensure our projects are inclusive
- Taking forward learnings from projects such as SAIL (Staying Active and Independent for Longer) and MONUMENT (More Nurturing and More Empowerment Nested in Technology) to deliver initiatives to support our aging population to have active lifestyles and support carers of people living with dementia in accessing the outdoors and its associated benefits
- Working with partners to deliver road safety campaigns which inform people on how to safely and considerately pass vulnerable road users and promote the Highway Code
- Providing support for those with Special Educational Needs and/or Disabilities to access road safety campaigns, for example through Norfolk County Council's TITAN travel training
- Auditing all areas of our network. In Norwich, we have audited the pedalway network to assess how accessible is for e-cargo bikes and other adapted/non-standard bicycles and we will be working up plans looking to source funding to address those barriers.

7. Work with our partners to achieve common ambitions

To deliver this strategy and enable people in Norfolk to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, it is essential that we work with our partners.

When we travel, we do not always remain within our district council or county council borders, particularly for people who live close to these. Where people live and where they need or want to get to could be across borders and our impact on the environment, such as emissions from our vehicles, often know no borders. We want to ensure consistency and join-up of our walking, wheeling and cycling initiatives to achieve the best outcomes for Norfolk, helping people to live healthy and active lives and doing our bit to protect the environment and mitigate climate change.

We also don't pretend to have all the answers. By working together with partners and stakeholders we can draw on a plethora of expertise and local knowledge to ensure the work we do has a real and lasting positive impact on our local communities and environment. We need to set the direction on how we will work with partners and stakeholders to take collective action to overcome the barriers to walking, wheeling and cycling.

Outcomes we want to see:

- NCC and partners understand their role in enabling people in Norfolk to walk, wheel and cycle as the natural choice
- We are collectively reducing our impact on the climate, air quality and environment
- Walking, wheeling and cycling interventions, whether infrastructure or behavioural change, are well informed and joined-up with other local policies, plans and projects
- We have strong working relationships with our partners and are overcoming our collective challenges.

We want to do this by:

- Engaging with private and public sector partners and charities, such as district councils, [Active Norfolk](#), the NHS, [Pathmakers](#) (a charity helping improve access to the Norfolk countryside for people of all abilities and backgrounds), schools and employers to ensure join-up across the county, contribution towards common ambitions, and draw on their expertise to collectively enable more people in Norfolk to walk, wheel and cycle
- Learning from the best practice of partners, other authorities and other countries to deliver the best outcomes for Norfolk
- Convening and continuing regular forums where we meet with partners to discuss and guide the work we are doing and where join-up can be made. An example of this includes the [Norfolk Local Access Forum](#).

- Building stronger partnerships with community services to improve health outcomes and quality of life, and to ensure that people remain healthy and independent for as long as possible
- Striving to work across all sectors and all willing partners to lay foundations for future solutions to barriers to walking, wheeling and cycling, and create a more accessible Norfolk
- Working with our partners to take a whole-system approach to our collective challenges
- Working with our partners in the public and voluntary sectors to create joined up networks of information and advice on walking, wheeling and cycling
- Working with our partners to achieve 'Net Zero' carbon emissions across our estates by 2030 as stated in the [Norfolk Environmental Policy](#) and our [Climate Strategy](#)
- Working with partners to inform decisions about new development ensuring they are well connected to maximise use of sustainable and active transport options.



7.

What next?

We have engaged with the public and stakeholders on our Strategy. Once adopted, we will begin delivery of the strategy and will expand on many of the actions outlined above when we complete our Countywide LCWIP, deliver the NAIP and a variety of other local strategies such as the [LTP4 Implementation Plan](#), [Norfolk Climate Strategy](#), [Transport for Norwich Strategy](#), [King's Lynn Transport Strategy](#), [Great Yarmouth Transport Strategy](#), [Norfolk's Bus Service Improvement Plan](#), the emerging Road Safety Partnership Strategy and review our [Market Town Network Improvement Strategies](#).

By engaging with local communities and partners, creating a safe and connected walking, wheeling and cycling network for all that gets people to where they need to be, building healthy places, spaces and communities, supporting multi-modal journeys and embracing new technology, we will enable people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of longer journeys.

8.

Monitoring and evaluation

The strategy will be monitored and evaluated to understand how successful it has been in enabling people in Norfolk to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, supporting Government's target for 50% of journeys in towns and cities walked and cycled by 2030.

Monitoring and evaluation will take place as part of the plans and strategies mentioned above. We will also monitor against the outcomes outlined earlier in this strategy. Data has been collated to provide a context and a baseline for the strategy.

The scale and pace of delivery will depend on ability to secure funding for our ambitions.

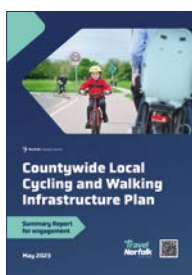
Upon refreshing this strategy, an evaluation of how successful the strategy has been and what we have learnt from it will be undertaken.



9.

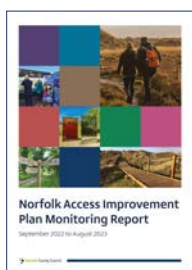
Our LCWIP and NAIP

Our LCWIP and NAIP are the key documents that are beginning to deliver on our Walking, Wheeling and Cycling Strategy. Here is a short summary of what these important documents are.



LCWIP

We are creating an LCWIP for Norfolk. We have already completed LCWIPs for Norfolk’s large urban areas of Norwich, Great Yarmouth and King’s Lynn. We have identified potential active travel networks for 20 towns in Norfolk. The purpose of the LCWIP is to enable increased levels of cycling, walking, and wheeling across the county, helping to create a modern, well-connected transport network that gives people more alternatives to travelling by car. Our LCWIP will play an important part in the delivery of our Walking, Wheeling and Cycling Strategy for Norfolk, as well as our other key transport policies and plans in Norfolk including LTP4. It will also support the Government’s ambition for “Cycling and walking to be the natural first choice for many journeys with half of all journeys in towns and cities being cycled or walked by 2030”.



NAIP

The NAIP sets out priorities for increasing public use and enjoyment of Norfolk’s rights of way network. The NAIP’s Statement of Actions shows how we will work in partnership with countryside access users, volunteers and local communities to ensure that the network evolves to meet the changing needs of Norfolk’s residents and visitors and to address environmental challenges. Our NAIP plays an important part in the delivery of our Walking, Wheeling and Cycling Strategy, ensuring access to Norfolk’s countryside, involving communities and working with parish councils, volunteers and other community organisations, protecting our environment and enabling and encouraging exploration of Norfolk’s attractive routes for health, leisure and accessing services.

For more detail on how we are already creating and will continue to create a healthier and greener Norfolk by making walking, wheeling and cycling a natural choice for shorter journeys, or as part of a longer journey, take a look our [Countywide LCWIP](#) and [NAIP](#) documents.

10.

Glossary

Cyclable distance – We have taken 8km to be a cyclable distance, though e-bikes are enabling more people to go further.

Healthy Streets – Healthy Streets is a human-centred framework for embedding public health in transport, public realm and planning. There are 10 Healthy Streets Indicators which focus on the human experience needed on all streets, everywhere, for everyone [Healthy Streets, 2023].

Last mile – The last step of a journey from transportation hub to final destination. These journeys are often made by delivery vehicles such as Light Goods Vehicles (LGVs).

Leisure – We define leisure as walking, wheeling or cycling for the purpose of recreation, health, competition or training.

Mobility as a Service – Digital service platforms that enable users to access, pay for and get real-time information on a range of public and private transport options.

Multi-modal – Using different modes of transport within a journey. For example, this could look like cycling to a train station, getting a train for part of the journey and then changing to a bus for the final part.

Parklet – An area transforming kerbside space into a place for the community such as creating places to stop and rest, areas for children to play, and space for planters.

Physical inactivity – is defined as doing less than 30 minutes of moderate intensity physical activity per week.

Sustainable travel – includes modes such as walking, wheeling, cycling, public transport and micromobility.

Walking, wheeling and cycling for Travel – We define travel as walking, wheeling or cycling to get from place-to-place for example, commuting, going to school / college, visiting a friend or going to the supermarket. We also consider freight travel as part of this, including cargo bikes.

Walkable distance – Walkable distance is 2km.

Wheeling – using wheelchairs, mobility aids, prams and similar modes that use pavement space at a similar speed to walking.

11.

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