



 Norfolk County Council

# Walking, wheeling and cycling strategy for Norfolk

**Executive Summary**

**April 2024**

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# 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.**

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## ► 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.





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