

Wymondham
Network
Improvement
Strategy
September
2020



Norfolk County Council

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Executive Summary

The Wymondham Network Improvement Strategy (WNIS) has been produced in collaboration with stakeholders and has identified potential measures to help address existing transport network constraints and transport improvements to facilitate the growth identified in the Greater Norwich Joint Core Strategy (JCS) and the Wymondham Area Action Plan (WAAP). The strategy aims to deliver growth in housing and employment across the Broadland, South Norfolk and Norwich City districts and to provide suitable infrastructure developments to aid this growth. The strategy states Wymondham will provide a safe and healthy quality of life for locals and visitors, retain its attractive historical centre, enjoy greater economic prosperity and accommodate new housing. Norfolk County Council's (NCC's) Environment, Development and Transport Committee agreed to commission Market Town Network Improvement Strategies in 2017 to investigate transport problems and issues in Norfolk market towns and Wymondham is included in the second phase of this. The transport strategy for Wymondham is highly important in achieving the aims of the Greater Norwich Joint Core Strategy.

Various activities were undertaken to gather evidence and information to compile the WNIS including a committee discussion and stakeholder workshop, before scoping of potential study work to identify priorities was undertaken and agreed with the local community stakeholders. This feedback generated prime objectives of the WNIS:

- To understand the current transport issues in the cycle network, road traffic, parking and access to services and facilities.
- To understand the town's future situation such as the impacts of growth proposals on the local transport network, and the implications of future changes to the economy.
- To identify what infrastructure requirements are needed to help bring forward growth and develop appropriate implementation plans.

Consultants were then commissioned to produce two technical reports. The first carried out a road hump assessment of the Harts Farm estate. The second technical report covered walking and cycling infrastructure improvements, bus service improvements and Market Place improvements. The reports highlighted the key issues arising in these topics and provided recommendations on how these issues can be overcome and improved to achieve targets set out in the JCS and WAAP.

Key findings from these studies include:

- The identification of possible improvements to the gradient, surface and quantity of road humps in the Harts Farm estate
- The generation of a walking and cycling corridor which provides connectivity between important sites in the town
- Walking and cycling signage improvements are needed in the town
- Improvements that can be made to the bus service in Wymondham to encourage a modal shift from private vehicles to public transport.

- The generation of two Market Place improvement options which make the Market Place safer and more user friendly for buses, pedestrians and cyclists.

Based on the feedback from stakeholders and findings from the study work the Action Plan in Section 7 of this report recommends areas where consideration should be given in the form of high and low priority actions.

NCC does not currently have the funding to implement all the recommendations in the WNIS Action Plan. Therefore, by identifying what is high and low priority means that when funding does become available, projects can be completed in a manner which provides the greatest benefits. Given the nature of funding using NCC led proposals would allow for schemes to be delivered within the time allocations. It is important that, especially with larger actions such as the formation of walking and cycling corridors, NCC would have to work collaboratively with other organisations.

An example of the high and low priority actions can be seen in Table 1 below. The full table can be viewed in Section 7

High Priority		
Scheme	Why high priority?	Action
Walking and cycling Corridor 2	Corridor 2 was identified as being the best suited corridor to increase the number of people walking and cycling to help achieve the Government Target.	NCC will investigate funding opportunities for this project to be developed and for further feasibility work to be done.
Low Priority		
Scheme	Why low priority?	Action
Harts Farm road humps	The existing traffic calming measures are currently within the legal standards.	NCC will investigate funding opportunities for this project. If funding does become available, it could be used to implement these schemes after a further formal safety audit has been carried out.

Table 1: Example of high and low priority actions for the Wymondham Network Improvement Strategy

The study itself was completed before the Covid-19 pandemic and subsequent lockdown measures imposed. The county council is publishing this study now to complete the work but acknowledges that the WNIS – like all the other market town studies – would benefit from an early review to take into account the impacts of Covid-19, not least to see how some of the benefits arising from different behaviours, such as improved air quality, reduced carbon emissions and increases in levels of walking and cycling, can be captured in the longer-term. Any early review will be done with the engagement of stakeholders and taking into account workstreams the county council and partners are engaged in examining short-term responses to the pandemic and restarting the economy as lockdown eases.

Section 1: Introduction

Network Improvement Strategies

Norfolk has a population of around 891,000 people. The majority live in Norwich, Great Yarmouth, King's Lynn and 21 larger market towns. Market towns act as employment centres, commuter towns, retirement centres and/ or shopping destinations, and provide services to their surrounding rural populations. Many retain a historic core and are generally supported by seasonal tourism.

A number of market towns still hold regular markets however some have suffered in recent years due to online shopping and the decline of local employment in agriculture or other significant industries (eg fishing and textiles). The environment the town provides for people to live, work, shop and move about is fundamental to how it functions.

Market towns have, over the years, seen relatively significant growth, particularly residential development.

Norfolk County Council (NCC) is undertaking a series of transport network improvement strategies in the market towns to examine current and future issues within the towns to understand the role that transport infrastructure can have in ensuring that towns continue to thrive. These network improvement strategies will identify interventions and provide evidence to inform planning and policy making in the future.

Wymondham

With a population of 14,405, Wymondham is one of Norfolk's larger market towns and the largest settlement in South Norfolk. It is about 9.5 miles south west of Norwich city centre. The town covers an area of 4,431 hectares with a fast-growing population. It is served by the A11 trunk road between Norwich and London, with direct rail links to the Cambridge. The town's location along the Norwich Cambridge Tech Corridor and close proximity to the Norwich Research Park is likely to make Wymondham an attractive location for investment and housing growth. The town can be divided into three sectors: the historic town centre; industrial areas; residential areas.

Wymondham is a commuter town mainly to Norwich, Cambridge and London, with 73% of the adult population economically active, 3% unemployed and 17% retired. Its population is also well educated with 27% having post 18 qualification. Around 84% of households have one or more cars available to use, with nearly 1,000 households with no access to private cars.

Wymondham has a vibrant historic market town centre, with over 200 densely packed historic buildings and a market every Friday and on the third Saturday of every month. The 17th Century Market Cross remains the focal point of the town. There is a variety of locally owned shops and cafes, with a low business premise vacancy of 1.6%, considerably below the Norfolk market town average vacancy rate.

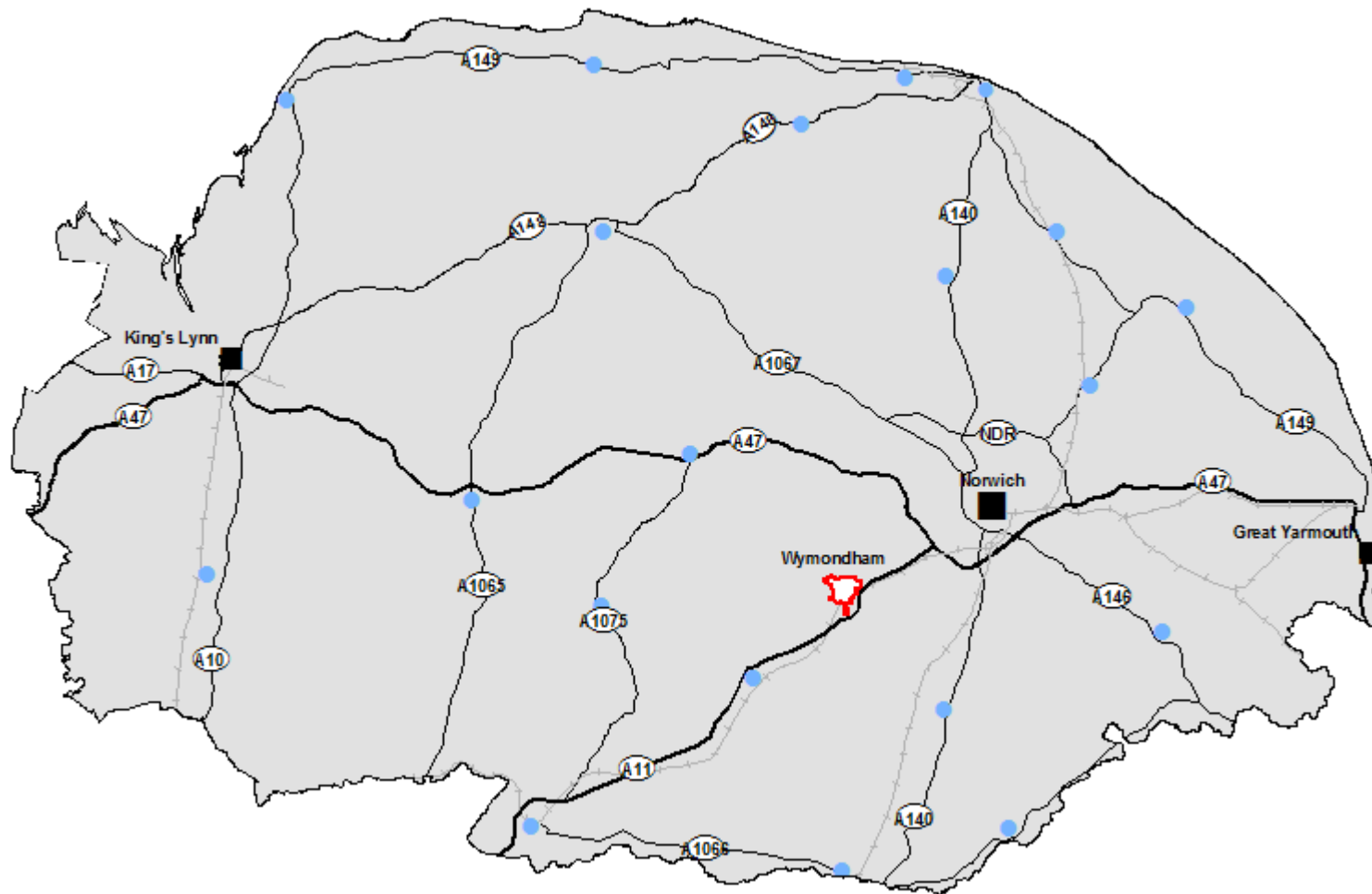


Figure 1: Location of Norfolk market towns, highlighting Wymondham's location.

Section 2: Strategy and Policy Context

The following policies and strategies have been identified as setting the context and baseline for this Network Improvement Strategy.

The overarching aims of the Network Improvement Strategies are to:

- Understand current transport problems and issues
- Understand the future situation
- Develop an implementation plan

National Policy

The National Planning Policy Framework (NPPF) July 2018 sets out the purpose of the planning system which is to contribute to the achievement of sustainable development, meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Section 9 of the NPPF directly refers to promoting sustainable transport and Para 102 sets out the various transport issues that should be considered as a part of plan making and development proposals, so that:

- The impacts of development on transport networks are being addressed
- Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised
- Opportunities to promote walking, cycling and public transport use are identified and pursued
- The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account

There is also a chapter dedicated to ensuring town centre vitality which states that “Planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation”. A range of considerations are set out in paragraph 85 with some being of particular relevance to this strategy:

- Promote their long-term vitality and viability
- Centres can grow and diversify in a way that can respond to rapid changes
- Town centres are accessible and well connected.

National policy recognises the importance of towns acting as service centres particularly in rural areas serving both the local and tourist population.

Norfolk and Suffolk Economic Strategy

The Norfolk and Suffolk Economic Strategy, produced by the New Anglia Local Enterprise Partnership, identifies the following sectors as being key to the Norfolk economy: energy, life sciences and biotech, ICT, tech and digital creative, advanced agriculture, food and drink, financial services and insurance, visitor economy-tourism, heritage and culture, transport, freight and logistics, construction and development and advanced manufacturing and engineering.

Local Transport Plan 3

Norfolk's 3rd Local Transport Plan, Connecting Norfolk, sets out the strategy and policy framework for transport up to 2026. It guides transport investment in Norfolk and is considered by other agencies when determining planning or delivery decisions. The strategy is accompanied by an implementation plan, setting out the measures to be delivered over the short term. It envisages "A transport system that allows residents and visitors a range of low carbon options to meet their transport needs and attracts and retains business investment in the county".

Six strategic aims underpin the vision, they are: maintaining and managing the highway network; delivering sustainable growth; enhancing strategic connections; reducing emissions; improving road safety; and improving accessibility.

This plan is in the process of being reviewed. A revised plan is programmed to be adopted by the county council at the end of 2020.

Greater Norwich Joint Core Strategy

The Greater Norwich Joint Core Strategy was adopted in March 2011 and contains strategic policies for the period 2008-2026. The Strategy has been prepared by the three councils of Broadland, Norwich and South Norfolk, working together with NCC. The Strategy is designed to deliver growth in housing and employment to key areas and provides a long-term vision and objectives in order to achieve this. The adopted Core Strategy seeks to:

- Increase walking and cycling in all settlements and the use of public transport between larger settlements
- Ensure market towns such as Wymondham are focal points for communities to have better access to quality jobs, healthcare, education and community facilities and shops.

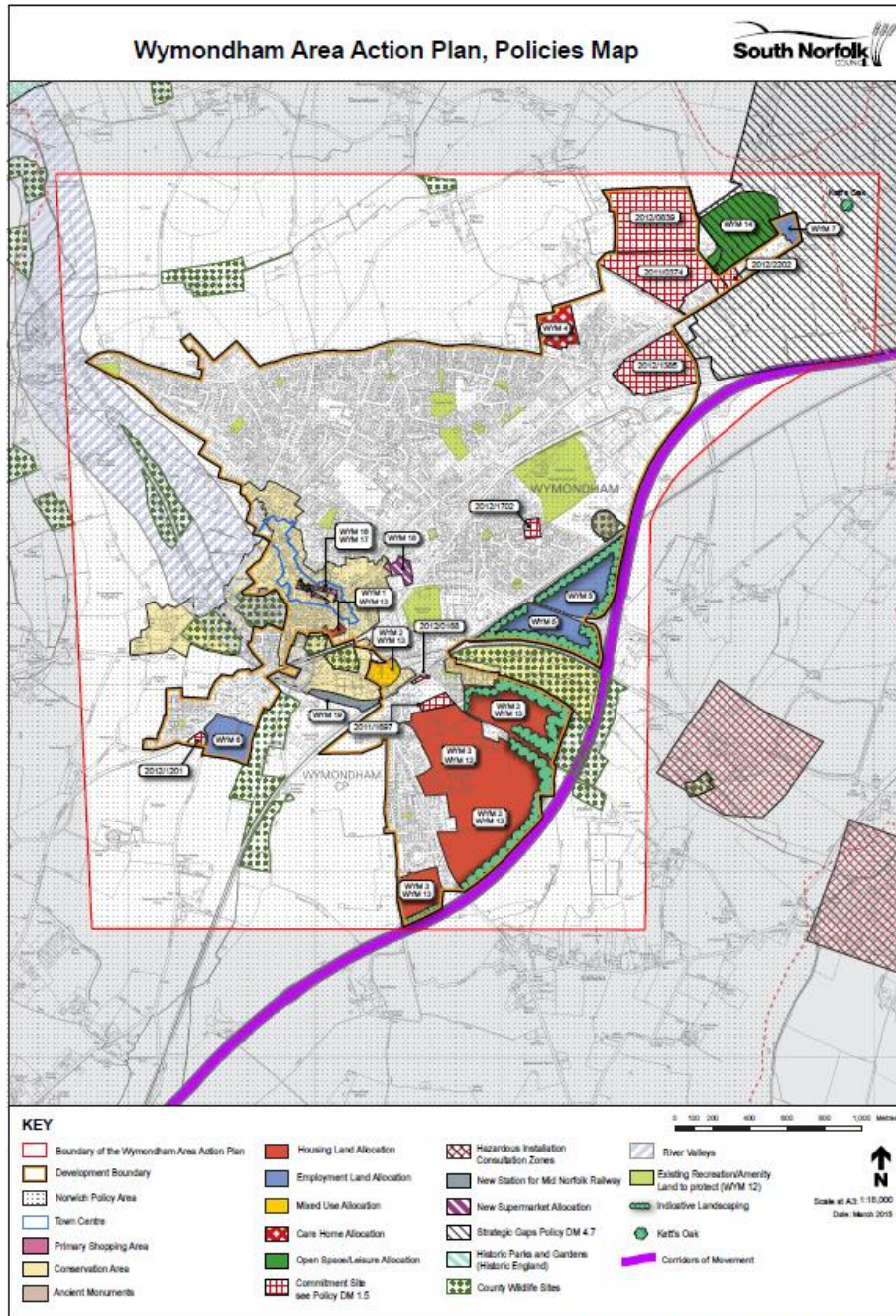
The strategy also states that the 4 main towns, including Wymondham, will:

- Provide a safe and healthy quality of life
- Retain attractive historical centres
- Enjoy greater economic prosperity
- Accommodate new housing with complements each town's form, function, historic character and quality, and incorporating good sustainable transport links to town centres, local employment locations and recreation, leisure and community facilities.

The Joint Core Strategy identifies Wymondham for large-scale growth of at least 2,200 new houses, up to 20 hectares of employment land and improved services and facilities including expansion of the town centre, enhanced public transport and new education provision. These allocations are shown on Figure 2 below. This strategy is also in the process of being reviewed.

Wymondham Area Action Plan (WAAP)

The WAAP was adopted in 2015 and is part of the South Norfolk Local Plan. The WAAP has the role of balancing the growth of the historic market town with protecting and enhancing the 'Ketts Country Landscape'; to strengthen the role of the Tiffey Valley; maintain the open land between Wymondham and Hethersett; conserve the landscape setting of the town and abbey and create connection and linkages between green infrastructure. The WAAP states as one of its objectives:

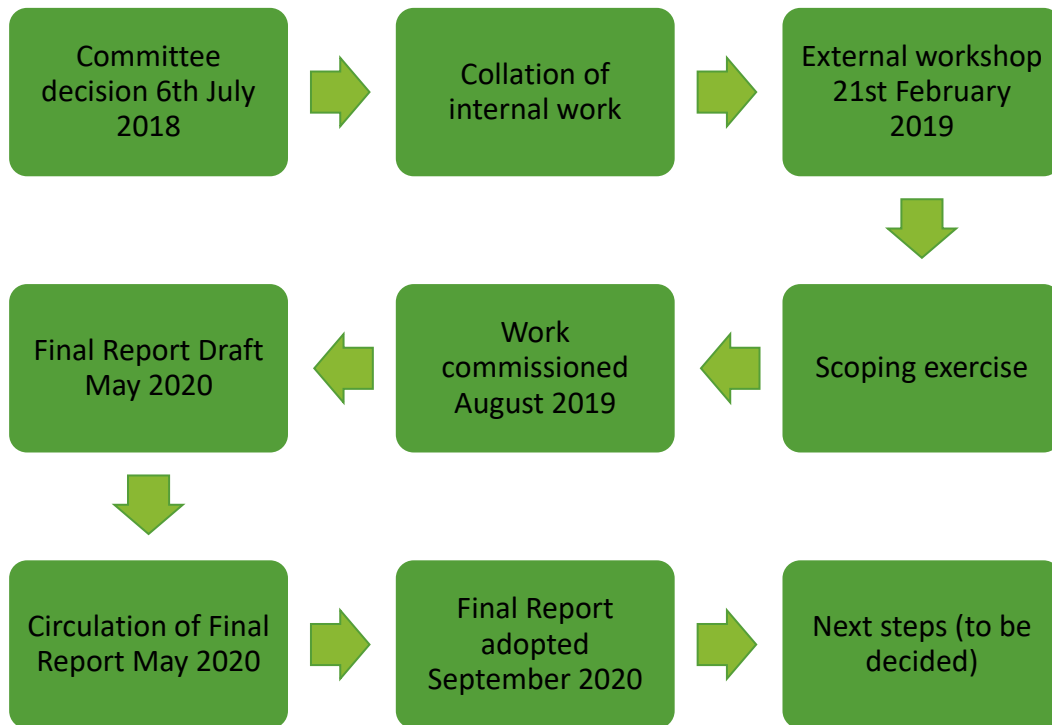


“The use of public transport (both bus and rail) will be maximised and safe and direct pedestrian and cycle routes will be provided to link key locations in and around Wymondham and to enhance longer distance access to Hethersett, the Norwich Research Park and employment expansion at Hethel.”

Figure 2: Wymondham Area Action Plan housing allocations.

Section 3: Programme of Activity

The purpose of the network improvement strategies is to identify issues, build a strong evidence base and help to bring forward solutions that support the delivery of future housing and jobs growth. To develop the understanding of the transport issues in Wymondham, the county council held stakeholder workshops, carried out site visits and liaised with highways colleagues to gather a range of views on which to base the strategy. The programme of activity and timeline of events is set out below.



Section 4: Transport in Wymondham today

This section considers whether current transport issues raise concerns that require further analysis through the NIS.

Casualties

The police are required to compile records of injury collisions. No record is maintained for collisions where no injury results. The maps below identify both slight and serious injuries in the period 2013-2018.

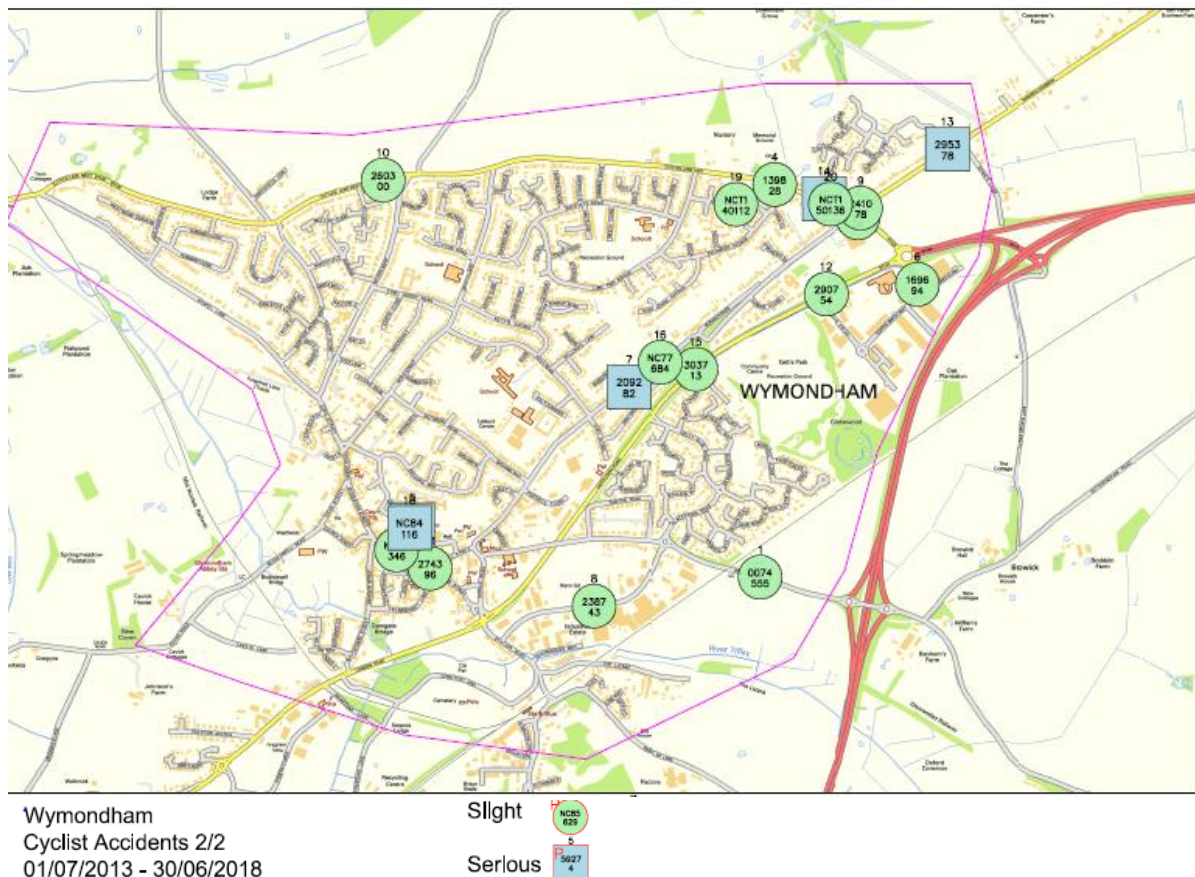
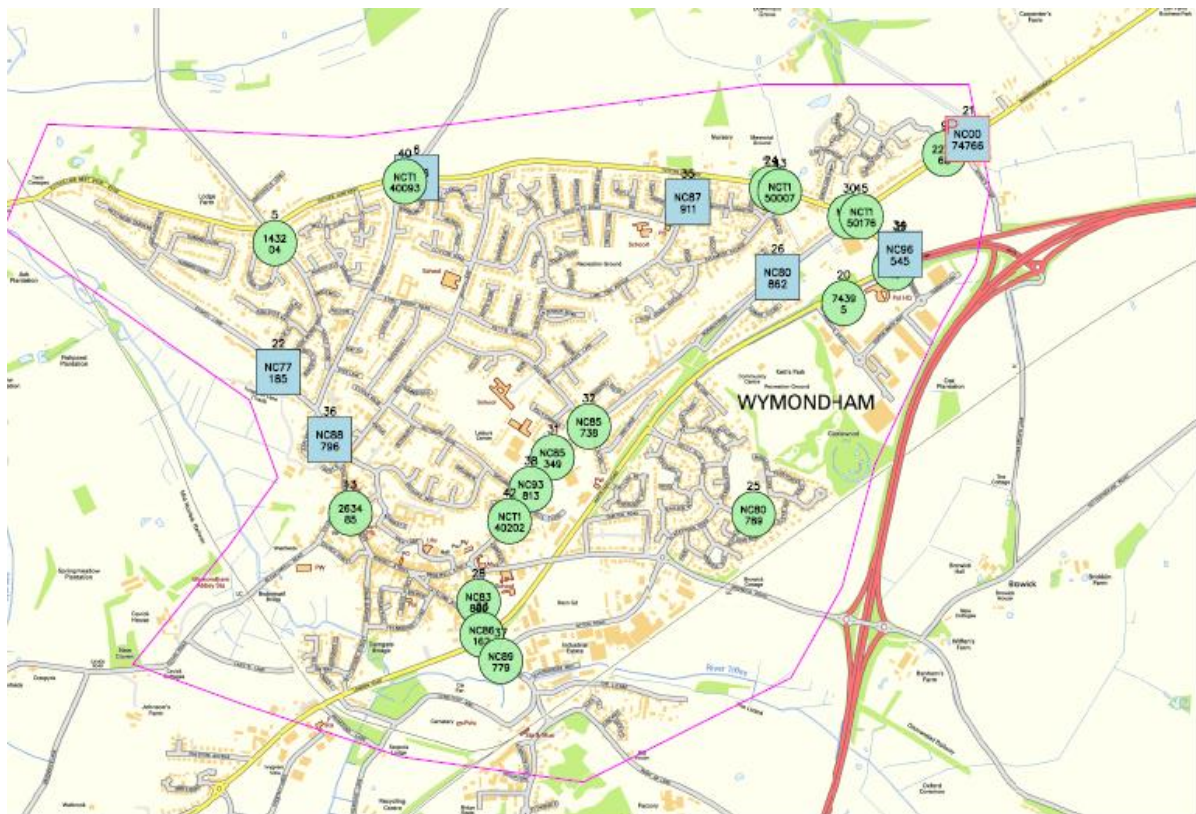


Figure 4.1: Collisions involving cyclists

Cyclist accidents – Figure 4.1 displays incidences of collision involving cyclists for the last 5 years. There were five collisions over a five-year period resulting in serious injury and fourteen in slight injury. Although the number of collisions is low they are clustered around B1172, Norwich Road and Tuttle Lane. The low number of collisions and their location suggested this was not a key issue for the NIS.



Wymondham
 Motorists Accidents 1/3
 01/07/2013 - 30/06/2018

Slight
 Serious



Figure 4.2: Collisions involving motor vehicles

As expected, there are more collisions involving motor vehicles, but the amount is typical of a market town for this period of time. Whilst there is no single hotspot, collisions are concentrated along key routes in and out of the town and in the town centre. Serious incidents occurred along B1172, Tuttle Lane and Chapel Lane. Minor collisions are spread along above-mentioned routes.

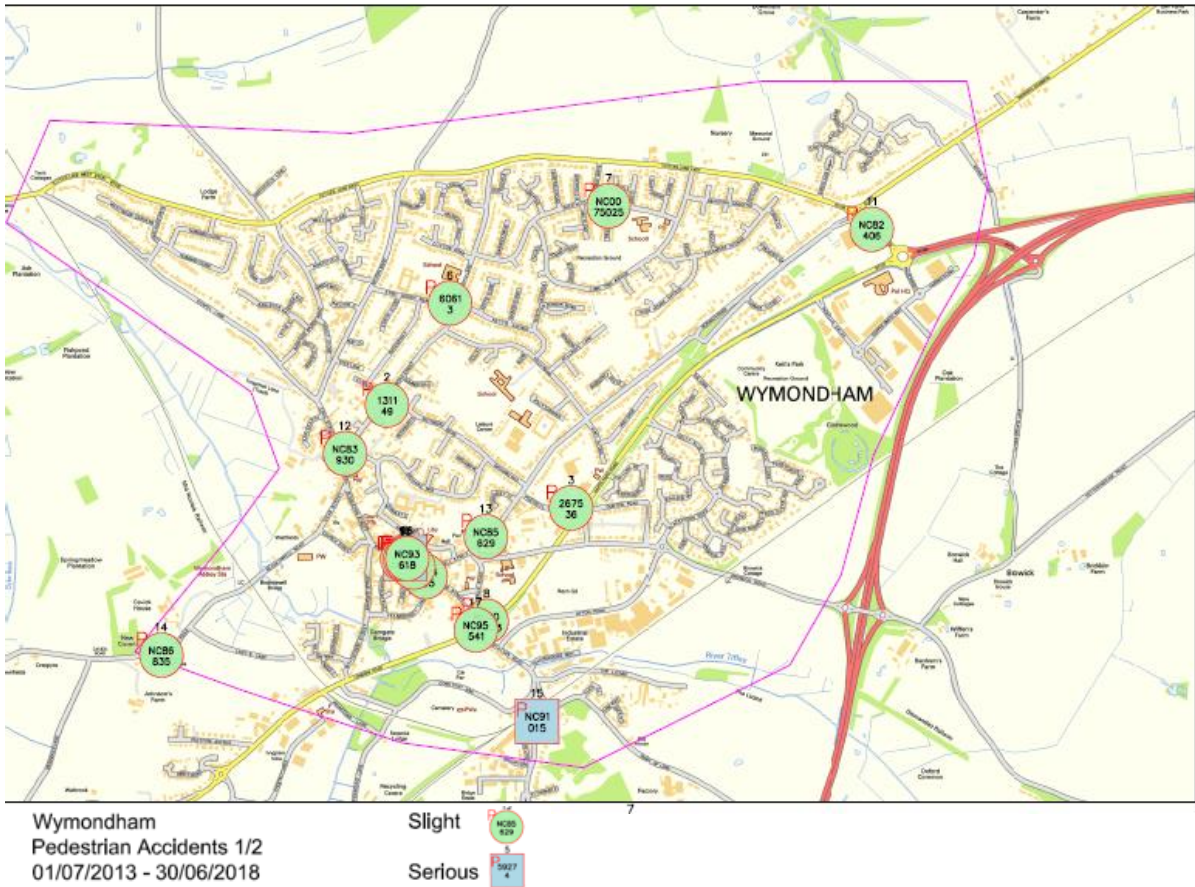


Figure 4.3: Collisions involving pedestrians

There have been fewer collisions involving pedestrians than cyclists, but their locations follow a similar pattern, reflecting the areas where there is more pedestrian and cyclist activity.

In summary, the casualty data for Wymondham is typical for a market town. Areas where collisions have occurred more frequently are associated with areas where more activity would be expected: along the B1172, Norwich Road and in the town centre. The analysis has not identified any exceptional issues for the NIS. The County Council will continue to monitor the issue.

Parking

The town centre is served by a number of car parks within a short walking distance. There are six main car parks in Wymondham – Market Street Car Park, Tiffey Car Park, Back Lane Car Park, Central Hall Car Park, Town Green Car Park and Cemetery Lane Car Park. These car parks are mostly owned by the local council however some are under private ownership. Feedback from stakeholders indicates while there were some concerns over the lack of parking space within the town centre, however, with the introduction of charging regime meant the car parks are now used more efficiently. Consequently, parking was not prioritised as issue for this strategy to explore at this time.

Action: No further action in this study.

Congestion and Traffic

The AM (Figure 4.4) and PM (Figure 4.5) peak traffic speed maps below show areas of congestion in the morning along the B1172 and minor roads adjoining Tuttle Lane. The PM peak reflects a similar pattern to the AM. In the PM peak there is also congestion along more minor roads such as Ethel Gooch Road, Folly Road and Lime Tree Avenue. The congestion along some of these roads could be attributed to its proximity to Robert Kett Primary School.

The feedback from external stakeholder group is that level of congestion within the town is not been perceived as a serious issue. This is to be expected given the town has effectively been bypassed from North to South with the construction of A11, and East to West with the existence of Tuttle Lane.

Action: No action required.

Figure 4.4: Wymondham Traffic Speeds AM peak

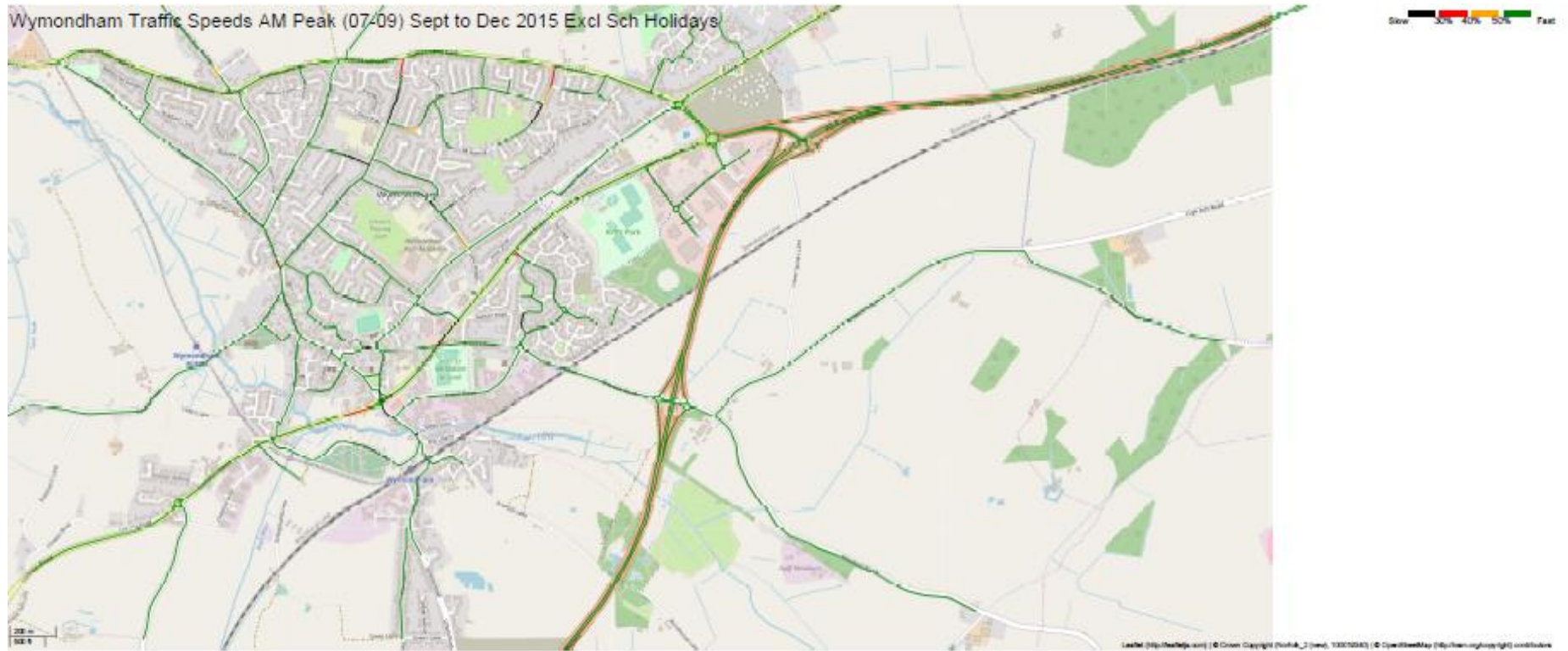
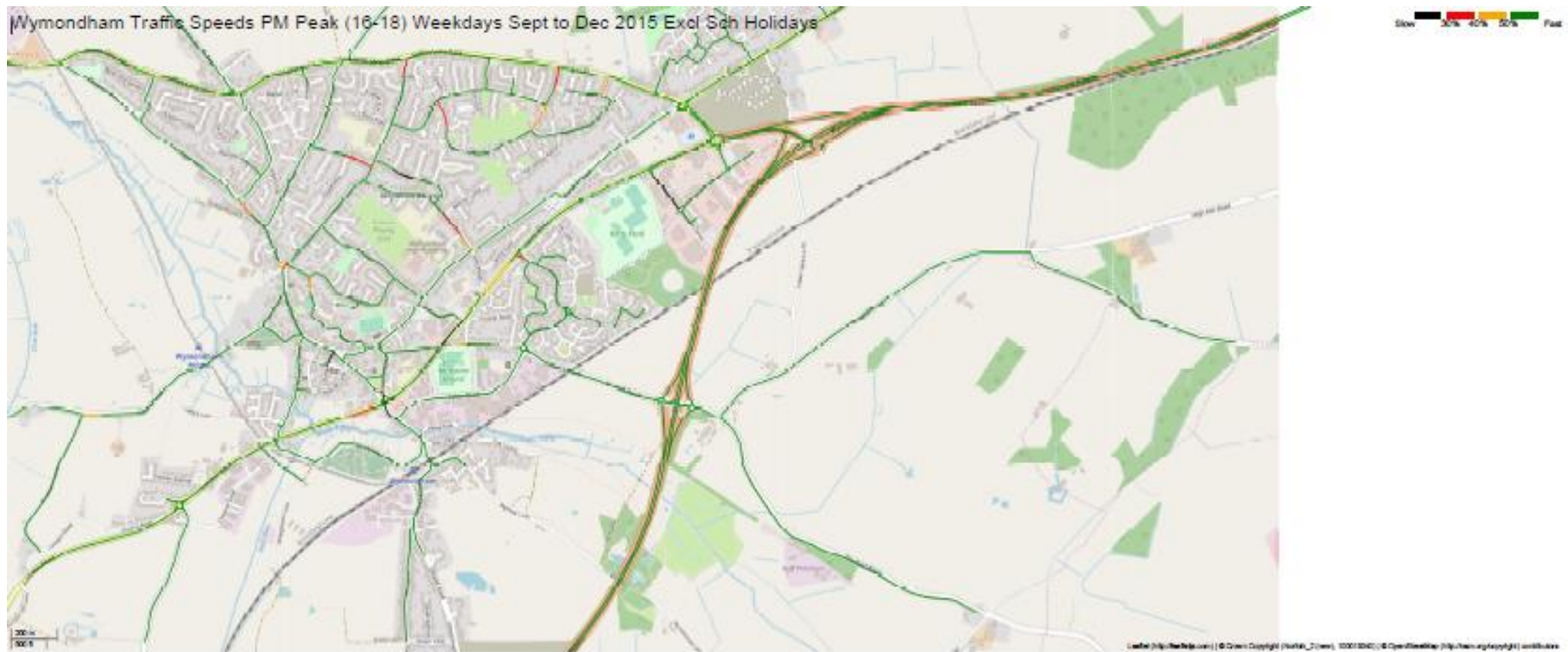


Figure 4.5: Wymondham Traffic Speeds PM peak



Access via public transport

Wymondham is connected to surrounding areas by both rail and buses. The town has two rail stations. The Wymondham Abbey station is situated to the west of the town and runs as a heritage railway linking with Dereham. The main rail station is located towards the south of the town. This station is well connected with an hourly service to Norwich and Cambridge and a service to Liverpool Lime Street which runs three times a day. (This service is due to cease and be replaced with a Norwich to Nottingham service, from where passengers will be able to change trains for services to the north west.)

Several concerns have been raised with regards to the access to Platform 2 at Wymondham Railway Station. Currently, the only way to access Platform 2 is via two stair cases, making it very difficult for passengers with luggage, people with pushchairs, elderly and disabled passengers, and cyclists to get to the platform. It should be noted that improvements to this access are being looked at as part of the Transforming Cities Fund. This is still in the early stages and NCC is now waiting for funding to be secured after submitting proposed works and a high-level cost of improvements to the Transforming Cities Fund bid. An announcement on this funding is expected in July 2020.

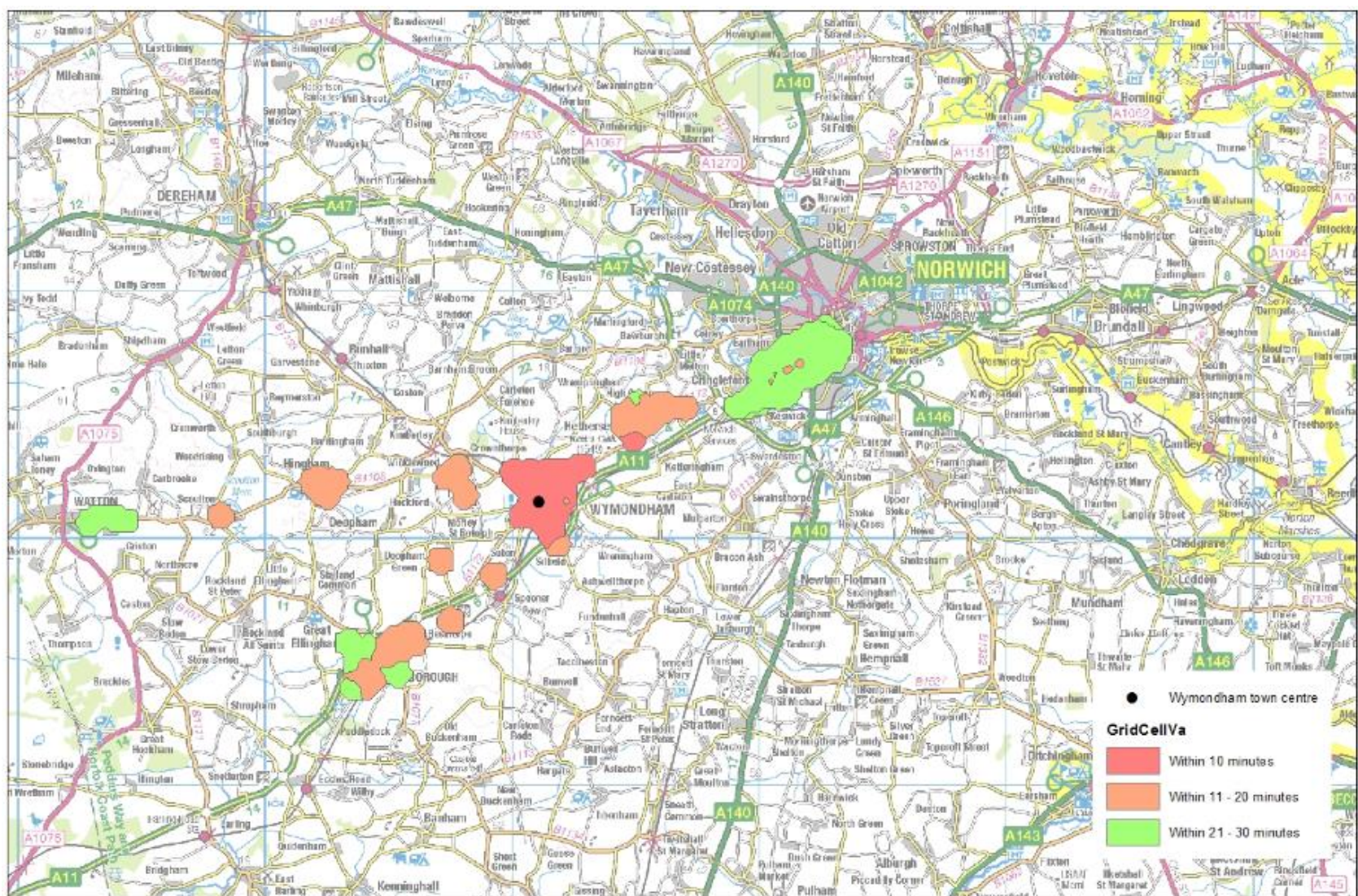
Wymondham is the focal point for local bus services. The town is served by a variety of bus operators, the largest of these are First Norfolk & Suffolk and Konectbus, which provide a regular service through the town. Concerns have been raised in stakeholder engagements with regards to buses at the Market Cross and the bus stopping arrangements here. Wymondham also has access to the 'Flexibus' which is a 'ring and ride' service which anyone can use. There is no fixed timetable as the bus follows a route set by pre booked requests. The 'Flexibus' is also fully accessible, with space for wheelchairs, child buggies and shopping. This is extremely useful for those living in more isolated areas or more vulnerable members of society and enables them to access the town with ease. The bus runs 9am-2:30pm, Monday to Friday, in the school term and 8am-4pm, Monday to Friday, in school holidays and offers pick-up and drop-offs in 35 neighbouring villages.

The Figure 4.6 map below shows accessibility by bus within a 30-minute journey time to the centre of Wymondham. The town is well served by day time buses with services connecting the town to Norwich within 30-minutes. Bus accessibility is concentrated along key routes such as the A11 but accessibility for surrounding villages is mixed.

Given the rural nature of Norfolk the levels of accessibility were not seen as a key issue for investigation. However, a key concern was apparent related to the location of bus stops in the town centre. There are suggestions to move the bus stop to a more suitable location, offering more space and shelter for passengers. NCC therefore commissioned work to investigate options for a revised bus stop as part of this study.

Action: Commission work building to examine the options for revised bus stopping arrangements in Wymondham town centre. Results of this work can be seen in Section 6.

Figure 4.6: Bus Accessibility to key locations



Walking and Cycling

Wymondham has a high pedestrian permeability with nearly all its roads having adjacent footways and a number of pedestrians only links throughout the town. Wymondham is also host to various shared foot and cycleways, the most notable of these is the Blue Pedalway. This is a leisure and commuting route connecting Wymondham to Norwich via a mostly off-road shared footway and cycleway, making it a safe and comfortable journey for its users. In addition to this, Wymondham has a circular leisure route which also connects the town to Norwich however this takes a less direct route through neighbouring rural areas. This route is not signposted and is mainly on quiet roads.

Wymondham town centre and the railway station are both accessible within a 30-minute walk (Figures 4.7 and 4.8) from almost any point of the town. This illustrates potential for encouraging walking as a prominent mode of travel for short trips within the town. Similarly, the town centre and railway station are also accessible within a 30-minute cycle from any point of the town and also neighbouring villages (Figures 4.9 and 4.10). For example, cycling from Wymondham Town Centre to Hethersett would take between 15-25 minutes. Adding to the safety and ease of walking and cycling in Wymondham, within the last few years, the Tuttle Lane/Norwich Road roundabout has been improved increase the capacity of the roundabout and to enhance the cycle and pedestrian links in this part of the town.

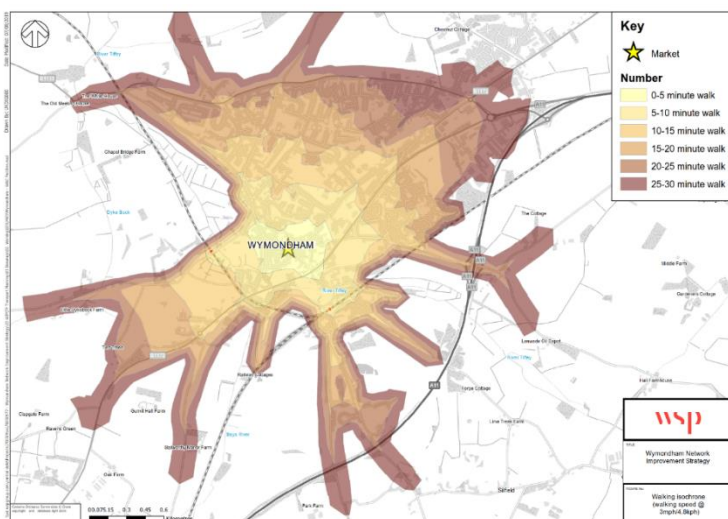


Figure 4.7: Walking isochrone from Market Cross

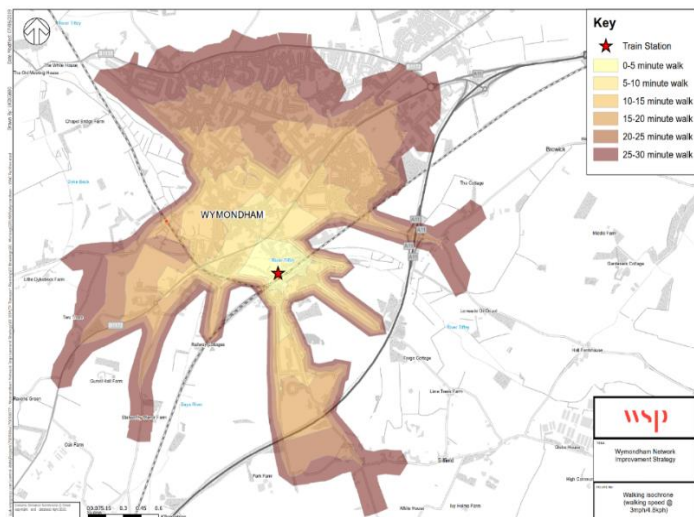


Figure 4.8: Walking isochrone from Wymondham railway station.

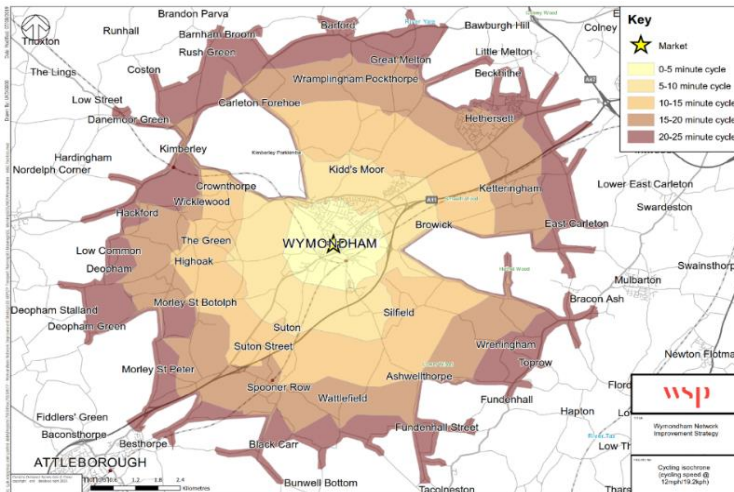


Figure 4.9: Cycling isochrone from the Market Cross

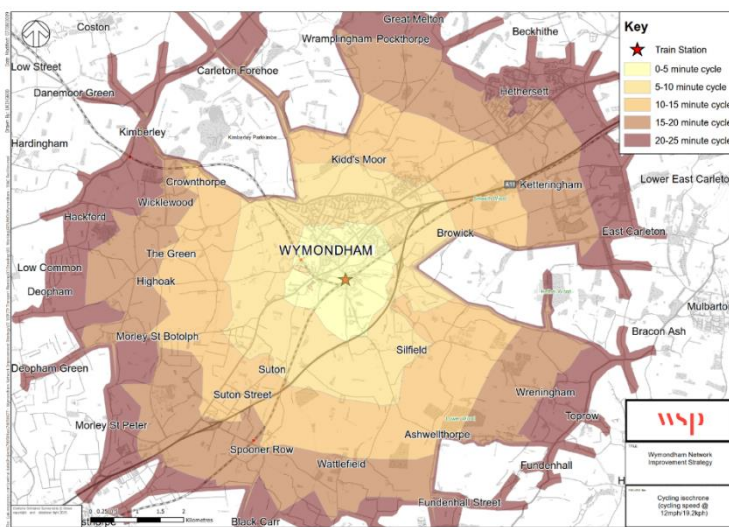


Figure 4.10: Cycling isochrone from Wymondham railway station.

Despite this, it has been noted that Wymondham’s narrow and one-way roads can discourage people from cycling due to their close proximity to other vehicles. On top of this, the road humps in the Harts Farm estate are deemed to be an uncomfortable height and surface for cycling which again, could discourage people from utilising this mode of transport.

Cycle storage facilities in Wymondham are concentrated in the town centre and at the railway station. Other bicycle parking racks are situated adjacent to the main points of interest in the town such as the supermarkets and the library. The majority of these cycle storage facilities satisfy the demand however, the storage facilities at the railway station need to be increased in order to meet current and future cycle parking demand.

During the stakeholder engagement meeting, the group welcomed the construction of the new cycle paths around Wymondham but highlighted that there are some notable gaps and inadequacies in the network which prevents cyclists from making the most of the facilities available. One main issue being these paths are not

connected in a user friendly or meaningful way particularly within the town centre, as very often these paths will cease at random points and do not connect cyclists onwards to another suitable path. There is also no existing cycle path connecting the town to the employment development site at Hethel. Better signage to raise people's awareness of the existence of the cycling paths has also been raised.

There is also concern that there is no designated pedestrian crossing in the town centre, and about the pedestrian connectivity between Morrisons, the museum and the town centre.

An additional concern which has been raised by residents several times over the last couple of years is regarding the safety of the footways on Tuttle Lane and more generally the 40mph speed limit along this part of the network. However, NCC have not agreed to a review of the speed limit on Tuttle Lane to lower it to 30mph as the road is fundamentally a bypass for the North of Wymondham and it is not an estate road.

Action: Review and study the existing and proposed cycle routes, key destinations, town demographic information and proposed developments. A high-level strategy for connecting the above areas will be developed in such a way as to provide high quality provision to as large a population (existing and future) as possible.

Review key destination signage, signing the town centre and main attractions/destinations from the major approach into the town centre. This will consist in looking at how Wymondham is signed for pedestrian/cycle way finding within the town and around.

The findings from this work can be seen in Section 6.

Road Humps

At the external stakeholder meeting held in February 2019, the issue of the road humps at the Harts Farm Estate was raised. Harts Farm is a residential area situated in the east of Wymondham and is connected to the strategic network via the B1172 to the northwest and Browick Road to the southwest. Traffic calming measures have been used in the estate to enforce the 20mph speed limit. Residents reported at the external stakeholder meeting that these traffic calming measures used in the estate are uncomfortable and too steep. Due to this, an assessment of these humps was commissioned as part of this study in order to identify the issues and to receive recommendations on how the situation can be improved.

Action: Commission road hump assessment of Harts Farm Estate. The findings from this study can be seen in Section 6.

Travel Patterns

Wymondham includes both the resident population and the working population. Some residents live and work in the town; others travel to work elsewhere; and some workers travel into the town from outside to work. This impacts upon the travel behaviours and patterns in the town. An understanding of these patterns helps to inform where there is a need for network improvements. The residential population density of Wymondham is highest to the east of the town. The workplace population density is primarily concentrated in the town centre.

Commuting

The majority of commuting trips from Wymondham are towards Norwich. A significant number of commutes are made to surrounding settlements such as Attleborough, Mulbarton, Hingham and Long Stratton. There is also a proportion of commuting trips from these locations into Wymondham.

Commuting habits in Wymondham are relatively similar to the Norfolk average with the majority of the Wymondham population, 71.8% (2011 Census), driving to work. The second most popular method of getting to work in Wymondham is walking, with 8.8% of the population using this mode. This is followed by 6.2% of the population using the bus (higher than the Norfolk average) and 5% car sharing. The number of people cycling (4.2%) and walking (8.8%) to work is below the Norfolk average which presents potential scope to encourage these modes.

In addition to this, census data shows 22.1% of usual residents in Wymondham travel less than 2km (walking distance) to work and 30.2% travel less than 5km (cycling distance) to work. This shows huge potential for a shift to the use of active modes of transport for commuting. Improvements to the walking and cycling network may be able to facilitate this shift. This study will therefore investigate what improvements are needed in order to increase the uptake of active modes of transport.

School Travel

NCC aim to increase the percentage of children walking or cycling to school to 55% by 2025, as stated in the Norfolk Cycling and Walking Action Plan. It is therefore important that walking and cycling corridors presented in this report consider school travel. As highlighted in the above Walking and Cycling sub-section, the entirety of the town is within a typical 10 minutes cycling time of any other point and thus this compact layout means there is a high potential for school travel to take place by walking and cycling.

Action: Commission work to identify walking and cycling network improvements to increase the proportion of people utilising these transport modes. The findings from this can be seen in Section 6.

Place Making

The quality of the public realm is an important element of a town's identity and selling points, with national policy stating that competitive town centres need to provide customer choice, a diverse retail offer and reflect the individuality of town centres.

The Wymondham Area Action Plan (WAAP), adopted in 2015, sets out a vision for Wymondham. The plan aims for Wymondham to be "a forward-looking market town which embraces sustainable growth to enhance its unique identity and sense of community, whilst ensuring that its historic character and natural environment are preserved and enhanced for future generations to enjoy". Improvements to infrastructure, outlined in this plan, will keep this vision in mind in order to ensure that the unique character and identity of the historic market town is maintained.

The South Norfolk Place-Making Guide promotes and secures high quality design in new development within South Norfolk. The guide expands upon the JCS and sets out a number of design principles based on recognised best practice. It is evident that the preservation of Wymondham's historic environment is important. The new infrastructure developments suggested in the Wymondham NIS will therefore aim to be sympathetic to this and enhance the place-making of the town.

Work commissioned by WSP will assess the layout of the Market Place area and suggest any improvements which could be made to enhance the character of Wymondham.

Action: Review the walking/cycling, bus and parking arrangement in the Market Cross area. The findings from this can be seen in Section 6.

Intelligent Transport Systems

The Norfolk and Suffolk Integrated Transport Strategy has considered economic and technological changes including digital connectivity, autonomous vehicles and new forms of public and shared transport. The strategy sets out what transport could look like by 2030, 2040 and beyond:

2030:

- Digitally connected transport networks underway and digital connectivity improved across the region allowing people to access opportunities from home including reliable home and remote working
- Key pinch points addressed, network capacity improved and better operational regimes will boost network capacity and make journeys more reliable and resilient
- Agile transport solutions in our Priority Places and better access to information will lead to 'peak' travel spread and allow people to make informed and personal travel choices with more certainty

2040:

- Connected and autonomous cars, trucks and buses will be the norm, improving safety and contributing to the smooth running of the network
- Traditional bus service provision will have reduced but will be supplemented by on demand, responsive services that offer efficiencies
- The move away from fossil fuels will be largely complete supported by alternative generation and storage solutions with communities benefitting from associated air quality improvements

Beyond:

- Digital access to services (including health and social care) and opportunities (including education and training) will help people be more productive on the move
- Direct rail access between key centres with faster journey times and higher capacity, and local lines will have benefitted from more reliable rolling stock and improved customer experience
- New service models will reduce costs and provide new services for hard to reach communities and on-account, seamless, barrier-less payment technologies will facilitate Mobility as a Service (MaaS)

Any transport improvements for Wymondham will need to help future proof the town for these changes.

Section 5: The future

We are living in a time when people are better connected than ever, and everything is instant. People are now 'always on' and always contactable via the super-fast connectivity which we now have. As a result, we are increasingly expecting services to be instant and to be able to access information fast, making our lives move in a quicker and easier manner. This is changing our day to day habits which in turn is altering how we use and view different forms of transport. The future trends and new habits must be considered in the Network Improvement Strategy to ensure towns like Wymondham are not left behind and are able to cope with new ways of moving.

Wymondham is a market town hosting a large working population, areas of employment, retail facilities and a historic core. It is possible the town could be impacted in the future by the new social norms and habits which are now arising and growing. These include:

- **New working habits.** Thanks to new super-fast connectivity technologies, it is now easier than ever to work from home by using laptops and carrying out video conferences. In line with this, new working habits also include new working hours. With the growth in popularity of flexi working, the future could see a decline in the peak congestion times and 'rush hour' when people start and finish work (usually around 09:00 and 17:00) because a growing number of people will be commuting at different times or not needing to commute at all. A large proportion of Wymondham's population are economically active and therefore this future trend may have some effect on the travel habits in and around the town.
- **Changes to the economy.** The increase of the 'gig' economy and technological developments has had and are predicted to have a huge impact on the economy. Growth in technology can provoke job losses as people are increasingly being replaced by machines. This can be seen especially in agriculture where a shift in employment has been seen, with more people working in transport, wholesaling, retail and food processing. These changes, especially the rise of the 'gig' economy, could see movement away from the traditional 9-5 commuting congestion. Due to this, towns including Wymondham could see these changes.
- **New shopping habits.** Popularity in ordering goods online has dramatically increased within the last few years. The development of the internet and connectivity has made shopping online far easier, quicker and in some cases cheaper than visiting shops. Companies such as Amazon provide a wealth of products at your fingertips which can often be delivered to your doorstep within 24hrs. Due to this, fewer people are making journeys to retail areas which could in the future take more vehicles off the road. However, this habit will lead to more delivery vehicles and longer distance journeys to deliver items as fewer people are buying local.
- **Improved customer experience on public transport.** Public transport is increasingly becoming more connected and convenient. For example, the provision of Wi-Fi on board trains and buses means people can stay connected on the move and continue to be productive. Due to this, there is potential for a modal shift and increased usage of public transport as being

able to work and stay connected is becoming of high importance to many people and may lead to people choosing to take public transport as it is the more attractive form of transportation. Live transport updates on arrival times, contactless payment for tickets and applications which plan your journey for you are also making the use of public transport as convenient as ever. New technologies like these are becoming more popular, hence it can be expected that there may be an increase in the usage of public transport in the future. The possibility should therefore be considered, ensuring that there is suitable provision for public transport in Wymondham to support the potential growth in its usage in the future.

- **E-Bikes.** Electric propulsion future trends would mean we would expect to see E-Bikes, or similar like e-scooters, becoming more common. They enable people to move around without emitting any carbon emissions and make it easier for people to cycle and travel longer trips than an ordinary bike. If these become more popular in the future, Wymondham, along with the rest of the country, would need to ensure there are, or there is potential for development of, adequate cycling facilities to strategic locations.

In addition to this, the emerging Greater Norwich Local Plan proposes two sites in Wymondham providing for 100 new homes. Also, there is a contingency for 1,000 new homes to be provided on currently unspecified sites, should they be required to support the delivery of housing in the plan. This gives a total deliverable housing commitment for Wymondham of 2,563 to 3,563 homes between 2018 – 2038. This will place considerable pressure on Wymondham's transport systems therefore the transport network must keep up with the growth of the town. This could see Wymondham needing to provide connections to new developments, improve public transport and highway connections to desirable locations and to try and promote low carbon modes of transport to ensure that the growth of the town does not negatively impact the environment.

Section 6: Findings

The assessment of transport issues in Wymondham, taking account of the need to target a limited budget, generated a list of four key objectives for the Wymondham Network Improvement Strategy:

- Review of the traffic calming ramps on the Harts Farm estate.
- Review specific cycling and walking routes around the town.
- Review of the public transport provisions.
- Review the walking/cycling, bus and parking arrangement in the Market Cross area.

This section will highlight the findings from these studies and present the improvements which can be made to achieve the aims of the strategies and policies presented in Section 2.

Harts Farm Road Hump Assessment

The purpose of this study is to assess the existing traffic calming measures present at the Harts Farm Estate to the east of Wymondham (see Figure 6.1). The issue of these speed bumps was raised at the External Stakeholder Meeting in February 2019. Residents considered these road humps as being too steep and comfortable. The study:

- Assessed the existing traffic calming measures
- Provided indicative cost estimates
- Provided recommendations



Figure 6.1 Study area and context

Existing Traffic Calming Measures

The study found that most of the road humps present in the study area follow the maximum allowable height of 100mm, listed in the Highways (Road Hump) Regulations 1999. This is above the recommended height of 75mm for road humps in Norfolk and the height recommended in the Cycle Infrastructure Design. It also noted that the gradient was steeper than desired, spacing between humps does not always accord with current guidance, and that the cobble setts surfacing present on some of the ramps was uneven and deteriorated.

In 2019, work was completed on the road humps in the Harts Farm Estate. This was funded through NCC's capital funding and was requested by the County Councillor. Works included the elongation of road hump ramps on Holly Blue Road and Blackthorn Road. This has much improved the existing road hump situation.

Costs of additional work to remove or remodel the measures could be in the order of £7,500 to £30,000 per hump, dependent on what changes were to be made. Because of this, and given the demands on the budget available to the county council for such measures, it is recommended that any further change is considered only when other work is programmed in the area. This would allow for funding to be utilised most effectively.

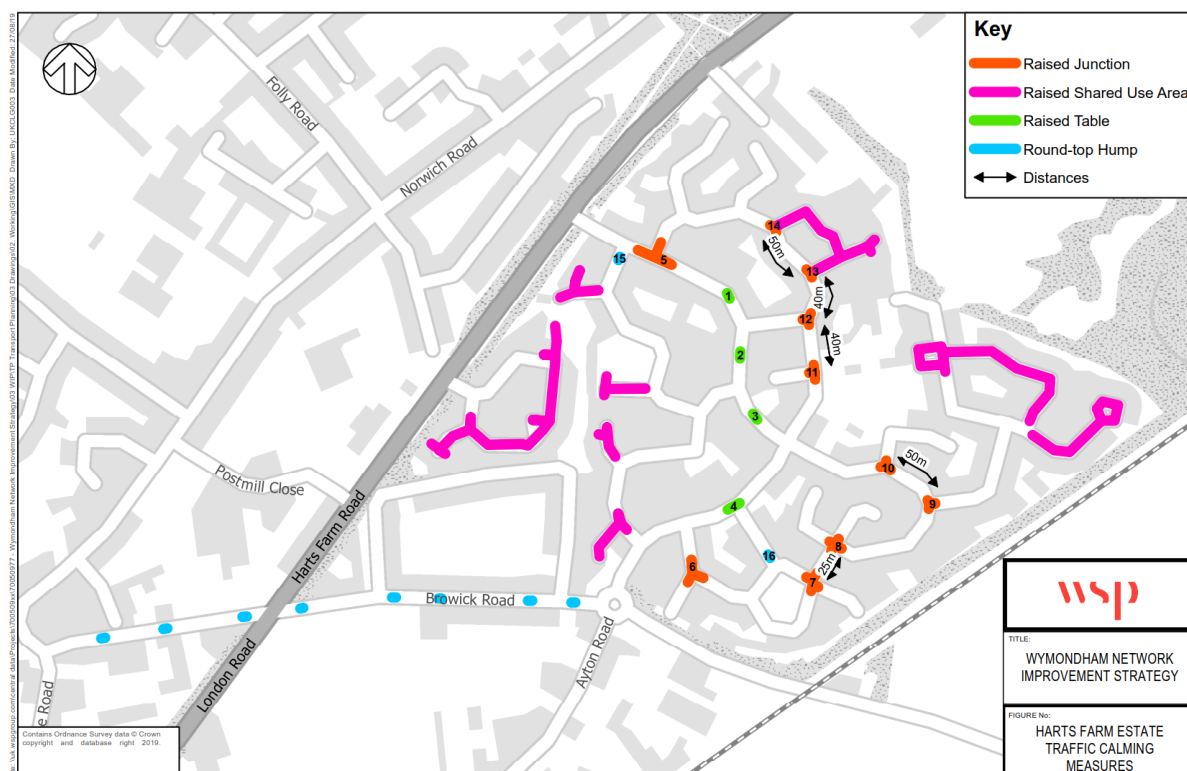


Figure 6.2 Study area and traffic calming measures

Walking and Cycling Improvements

The existing walking and cycling infrastructure within Wymondham is of a good standard and enables almost any point of the town to access the Market Cross and the railway station in under 30 minutes by walking or cycling. However, with only 9.6% of Wymondham residents walking to work and 4.2% cycling (2011 census), there is scope to increase the number of people walking and cycling within the town.

In order to address this and the issues raised in Section 4 regarding the current walking and cycling network in Wymondham, consultants were commissioned to:

- Appraise the existing walking and cycling network in Wymondham
- Develop key walking and cycling corridors for the town
- To assess these walking and cycling corridors and identify a preferred option.

It was agreed by stakeholders that consultants should focus on walking and cycling routes within the town and any potential for a route out to Hethel (a key employment destination). These routes are to serve a dual purpose for leisure and commuting and for both residents and people coming into the town from surrounding areas.

Further information on the existing walking and cycling network in Wymondham can be found in Section 4.

Walking and Cycling Corridors

In order to identify walking and cycling corridors in Wymondham, consultants used the Propensity to Cycle Tool (PCT). This tool provides an evidence base to inform the walking and cycling investment in Wymondham. The tool produces four scenarios which offer useful insights into the future by estimating cycling potential of both commuting and school travel trips. The commuting scenarios are:

- The 'Government Target' scenario which forecasts the achievement of the Department for Transport's Cycle Delivery Plan target of doubling cycling between 2013-2025
- The 'Gender Equality' scenario which sets the number of women cycling to the same as men to increase the overall amount of people cycling
- The 'Go-Dutch' scenario which predicts how many people would cycle if there was the same amount of cycle infrastructure and culture as the Netherlands
- The 'E-Bikes' scenario whereby all cyclists own an E-Bike.

The school travel scenarios are:

- The 'Government Target' scenario which is the same as above however for school cycle trips instead of commuting trips
- The 'Go-Cambridge' scenario represents what would happen if children in England were as likely as children in Cambridge to cycle to school
- The 'Go-Dutch' scenario represents what would happen if children in England were as likely as children in the Netherlands to cycle to school.

The tool also allows the user to see where cycling flows go, and which parts of the network may be busiest or more attractive, highlighting areas which could be a focus

for cycling. The tool is a good starting point however, it does not consider the local plan growth or strategic development plans which could change travel patterns dramatically.

The PCT identified three routes in Wymondham which will need to increase the number of cyclists in order to achieve the Government Target. These are along Norwich Road, Folly Road and Silfield Road to Station Road.

In addition to the findings from the PCT, the following aspects have been taken into account to develop the proposed corridors:

- The corridors will need to connect existing or planned residential areas with the town centre, employment, retail or educational areas
- A well-connected network of cycle paths would encourage cyclists to make the most use of them
- One of the objectives of the JCS and WAAP is to improve connections between Wymondham and Hethel Technology Park.

Taking these points into consideration, consultants generated four walking and cycling corridors, the location of which can be seen in Figure 6.3 below:

- Corridor 1: Silfield Road – Station Road – Town Centre
- Corridor 2: Town Centre – Norwich Road
- Corridor 3: Tuttle Lane East – Hewitts Lane – Folly Road
- Corridor 4: Wymondham – Hethel Technology Park

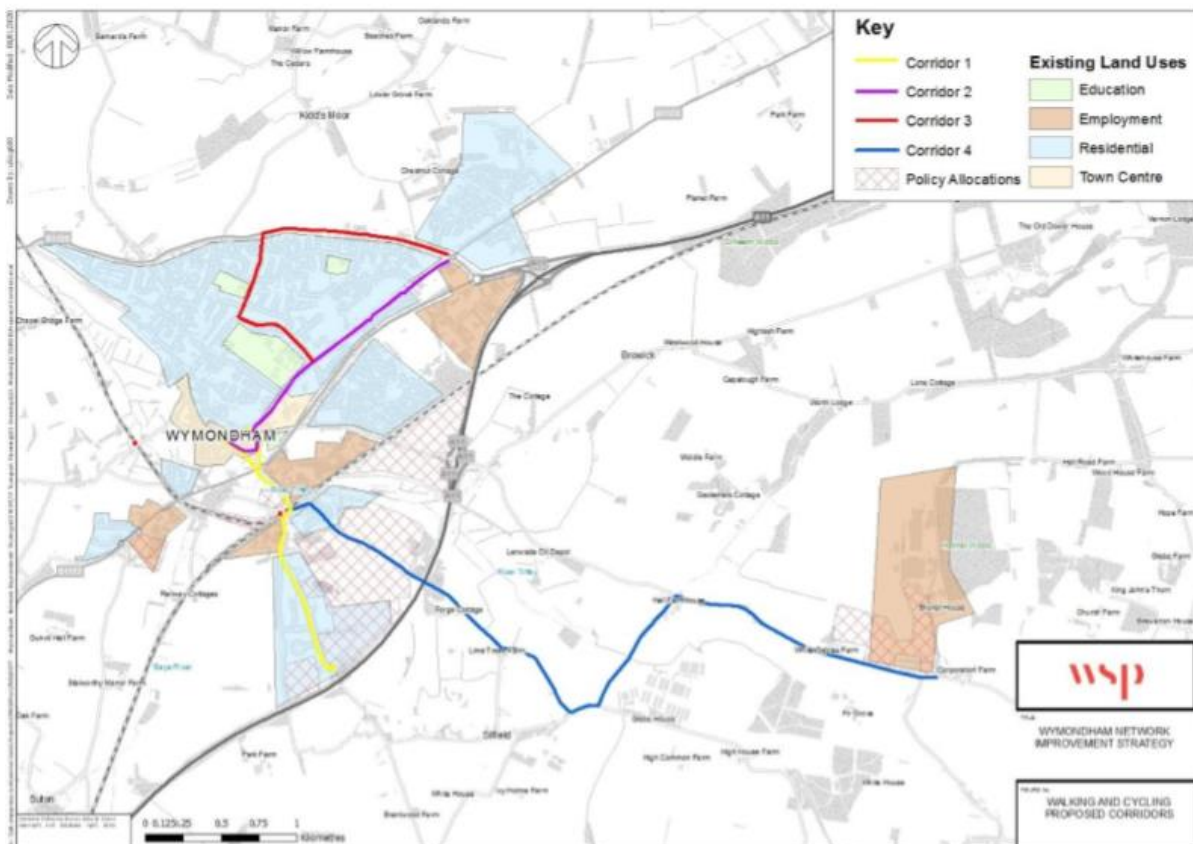


Figure 6.3: Walking and Cycling Corridor Options

Corridor 1: Silfield Road – Station Road – Town Centre

Corridor 1 connects the large residential area to the south of Wymondham with the railway station and town centre and bypasses existing employment (Ayton Road) as can be seen in Figure 6.4 below. The PCT highlighted this route as a route likely to experience a notable uplift in cycling for commuting trips.

The benefits of this corridor include:

- A direct commuting route for new and existing residents
- The walking and cycling route is largely segregated from vehicular traffic
- The route utilises existing infrastructure. This can be seen on Silfield Road where there is an existing shared footway and cycleway.
- Improves walking and cycling provision at a number of existing pinch points
- Provides greater pedestrian and cyclist permeability in the town centre

The limitations of this corridor are:

- High indicative cost of circa £600,000 to provide this corridor
- Does not connect with educational facilities
- Primarily serves south of the town only

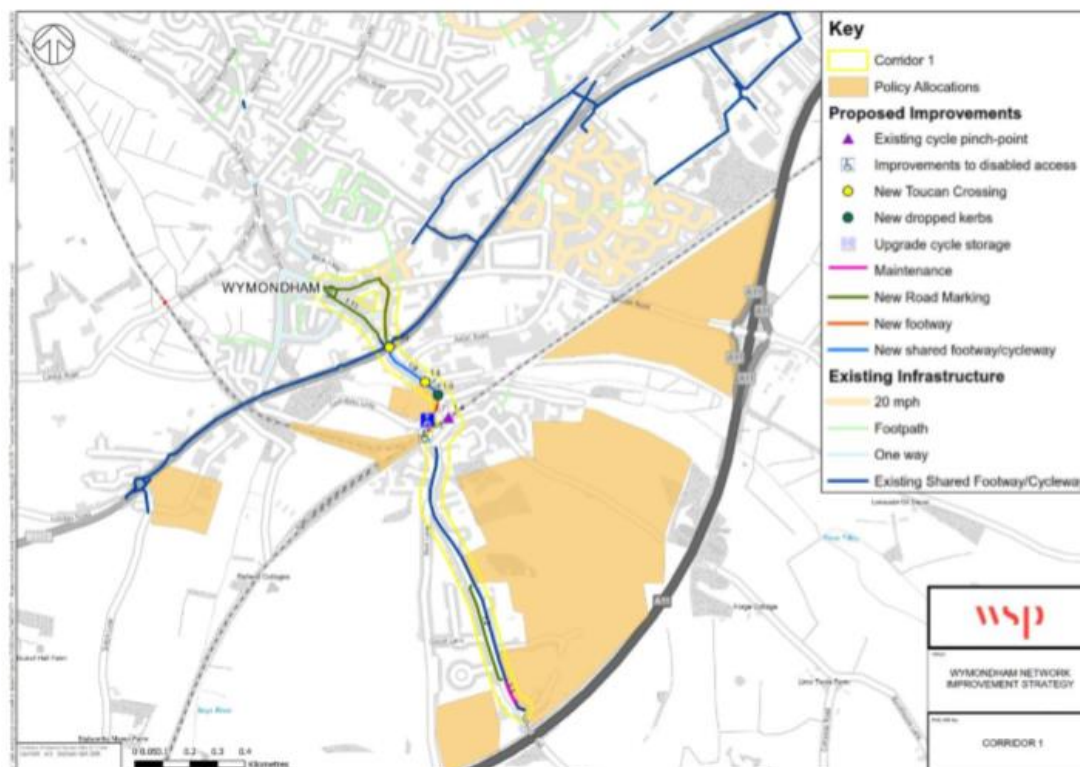


Figure 6.4: Corridor 1 routing from Silfield Road, to Station Road and ending at the Town Centre.

Works that can be implemented to improve Corridor 1, recommended in the consultants' technical report, include:

- Maintenance work required on existing shared footway and cycleway on Silfield Road
- New road marking on the side road of Silfield Road to alert other road users to expect the presence of cyclists

- Improvements to disability access at the station to allow accessibility to Platform 2. Improvements to the platform access are being looked at through The Transforming Cities Fund. This is still very much in the early stages and currently has not progressed further than an idea of proposed works and a high-level cost submitted for the Transforming Cities Fund bid. NCC are currently waiting for this funding to be secured. An announcement regarding this funding is expected in July 2020.
- The location where Station Road passes under Wymondham rail bridge is an existing pinch point for cyclists. The Greater Norwich Local Plan presents the potential for an underpass improvement to the railway station. This will be funded by developers and South Norfolk District Council are progressing this scheme with Network Rail in the coming years.
- Upgrade existing footway on west side of Station Road up to the crossing to an official shared footway and cycleway. This will require the addition of dropped kerbs at the Cemetery Lane/Station Road junction
- Extension of the footway along the south side of Cemetery Lane to facilitate safe access to the railway station.
- Upgrade cycle storage at the railway station to two-tiered shelters to accommodate high cycle parking demand.
- Upgrade zebra crossing to a toucan crossing on Station Road to facilitate crossing between shared footway and cycleway.
- New shared footway and cycleway on east side of Station Road from the crossing which will extend north linking to the B1172 London Road/ Station Road/ Avenue Road signalised junction.
- Simplify crossing arrangements and upgrade crossings to toucan crossings at the B1172 London Road/ Station Road/ Avenue Road signalised junction.
- New road marking on Fairland St, Market Pl, Bridewell St and Avenue Rd to alert other road users to expect the presence of cyclists, suggest a recommended line of travel for cyclists and indicating the route at the decision points.

Corridor 2: Town Centre – Norwich Road

Corridor 2 provides a direct commuter and leisure route between the town centre, recreational areas, retail sites, Wymondham High School and the housing development to the east of the town, as can be seen in Figure 6.5 below. The route also connects to the large employment area on Copper Smith Way and Penfold Drive which could help incentivise walking and cycling for commuting trips.

Benefits of the corridor include:

- Provides a direct commuter and leisure route for new and existing residents
- Utilises existing infrastructure such as the Blue Pedalway route
- The corridor covers the area between Morrisons, the Museum and the Market Place which was reported by stakeholders as being a concern for pedestrians and cyclists
- The route connects to local key amenities e.g. Wymondham Leisure Centre, Morrisons and Waitrose
- Improves cycling at a number of existing pinch-points and doubles as a traffic calming scheme along sections of Norwich Road
- Provides greater cyclist permeability in the town centre

- Least expensive of the four walking and cycling corridors with an indicative cost of circa £130,000

Limitations of the corridor include:

- Interaction with vehicular routes to the town centre
- Difficult to segregate cyclist and vehicular traffic along this route.

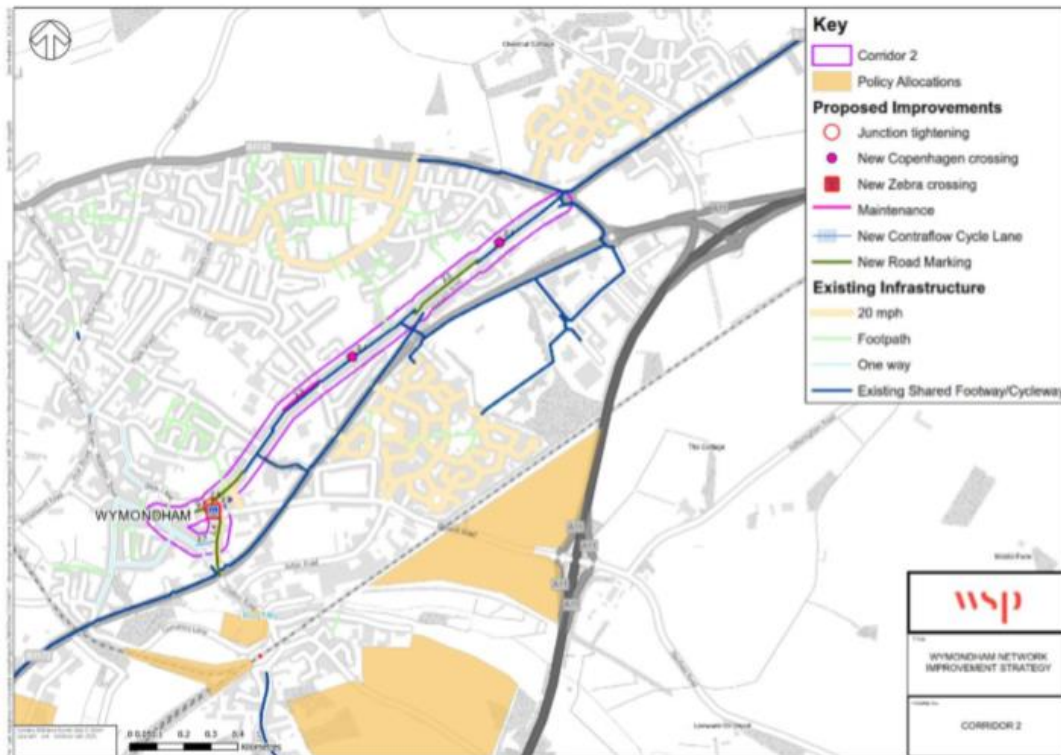


Figure 6.5: Walking and cycling Corridor 2 routing from the town centre to Norwich Road.

Works that can be implemented to improve Corridor 2, recommended in the consultants' technical report, include:

- A new continuous footway/cycleway on the following minor arm approaches to Norwich Road: Margaret Reeve Close and Oakwood Drive, to provide priority for pedestrians and cyclists.
- New road marking on the side road at the north of Norwich Road between Garage and Oakwood Drive bus stops to alert other road users to expect the presence of cyclists. New road markings are also recommended on Norwich Road between Morrisons and the Wymondham Heritage Museum and Avenue Road for the same reason.
- Maintenance work required on sections of Norwich Road as the worn cycling road markings should be made clear
- Tighten the Norwich Road/ Avenue Road/ Elm Terrace junction as reducing the corner radii encourages drivers to turn in and out more slowly and it reduces the crossing distance for pedestrians.
- Provide a zebra crossing at Avenue Road to facilitate safe crossing to Elm Terrace

- Allow contra-flow cycling on Fairland Hill which is one way eastbound to reduce journey times for cyclists

Corridor 3: Tuttle Lane East – Hewitts Lane – Folly Road

Corridor 3 connects the large employment area (Copper Smith Way/Penfold Drive) and the possible future housing development adjacent to Tuttle Lane East, in case that this site is allocated, with existing residential areas and education facilities (Figure 6.6).

Benefits of the corridor include:

- Direct commuter route for new and existing residents
- Utilises existing infrastructure such as the shared footway and cycleway along Tuttle Lane East and traffic calming measures on Folly Road
- Improves pedestrian permeability for the visually impaired with the installation of tactile paving
- Connects to Robert Kett Primary School and Wymondham High School which will potentially increase the number of school journeys made by bike or walking and help to achieve the 'Government Target'.

Limitations of the corridor include:

- Interaction with vehicular routes at Folly Road
- Does not connect with the town centre directly
- High indicative cost of circa £800,000

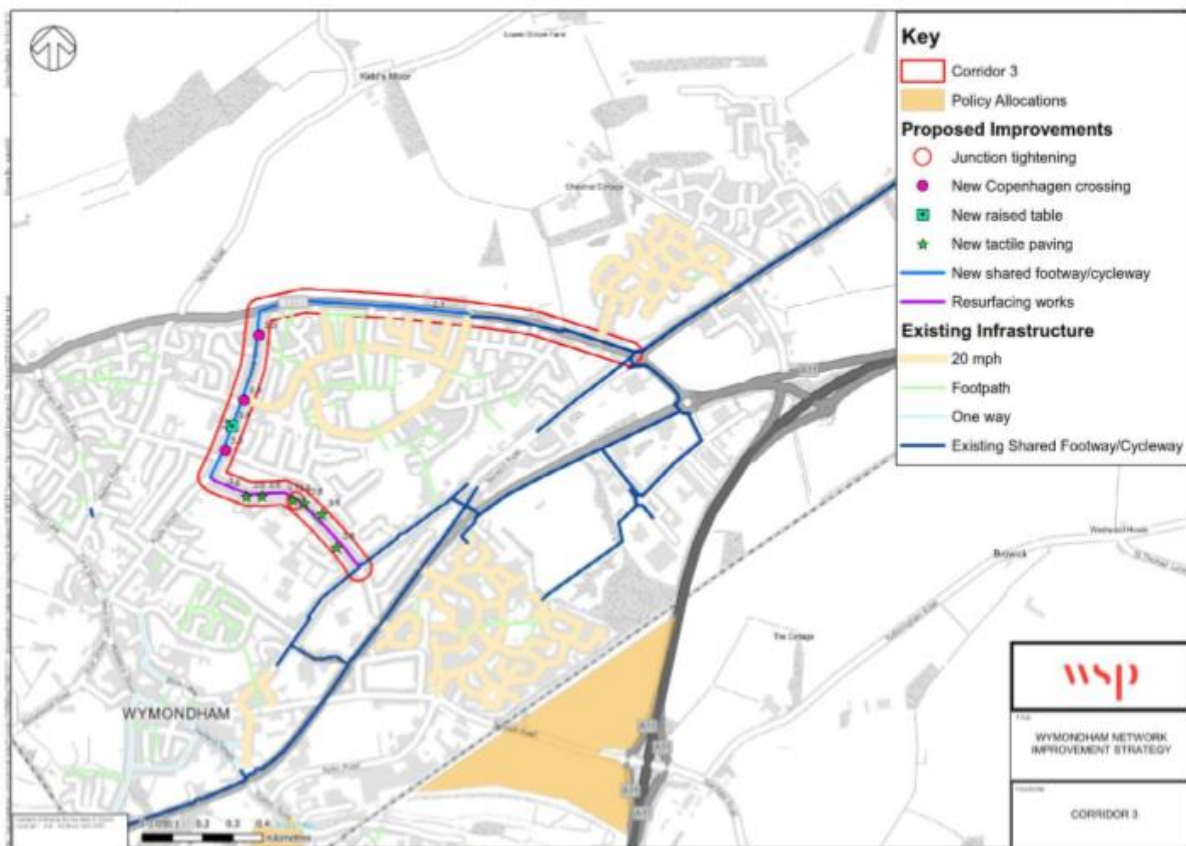


Figure 6.6: Walking and cycling Corridor 3 routing from Tuttlles Lane East, to Hewitts Lane and Folly Road

Works that can be implemented to improve Corridor 3, recommended in the consultants' technical report, include:

- Extension of existing shared footway and cycleway along the south side of Tuttlles Lane East to provide continuous walking and cycle link
- New shared footway and cycleway on the east side of Hewitts Lane which will extend south to link with Folly Road
- New continuous footway/cycleway on the following minor arm approaches: Dussindale, Sheffield Road, Kett's Avenue, to provide priority for pedestrians and cyclists which will allow continuity on shared use facilities
- New large raised table outside Robert Kett Primary School to enforce traffic calming and double up as a level crossing for accessing the school
- Suggest the consideration of resurfacing Folly Road during future roadworks
- New tactile paving for north-south movements down Folly Road at the following minor roads: Folly Close, Sir Thomas Beevor Close, Clere Close, Kett's Avenue, Bellrope Lane and Folly Gardens
- Tighten the Clere Close junction on Folly Road to reduce crossing distance for pedestrians

Corridor 4: Wymondham – Hethel Technology Park

Corridor 4 connects Wymondham to the Hethel Technology Park to the east of the town. It is a possible commuter and leisure route which avoids the busy Browick Road and its junctions with the A11 which may be a barrier to some cyclists. This route has the potential to capture a lot of future residents and workers and connect them to the railway station. As the route leaves the town, it could also encourage walking and cycling for leisure.

Benefits of this corridor include:

- Connects the Hethel Technology Park with the railway station
- Serves as a commuting route for Hethel Technology Park
- Goes through quiet roads
- Improves walking provision at a number of existing pinch points
- Potential to be partially funded by private developers

Limitations of this corridor include:

- High indicative cost of circa £810,000
- Does not connect with the town centre
- Does not connect with educational facilities
- Primarily serves the outskirts of the town only
- Requires large amount of land acquisition
- Big slopes at Rightup Lane and Bridge Road which may discourage walking and cycling

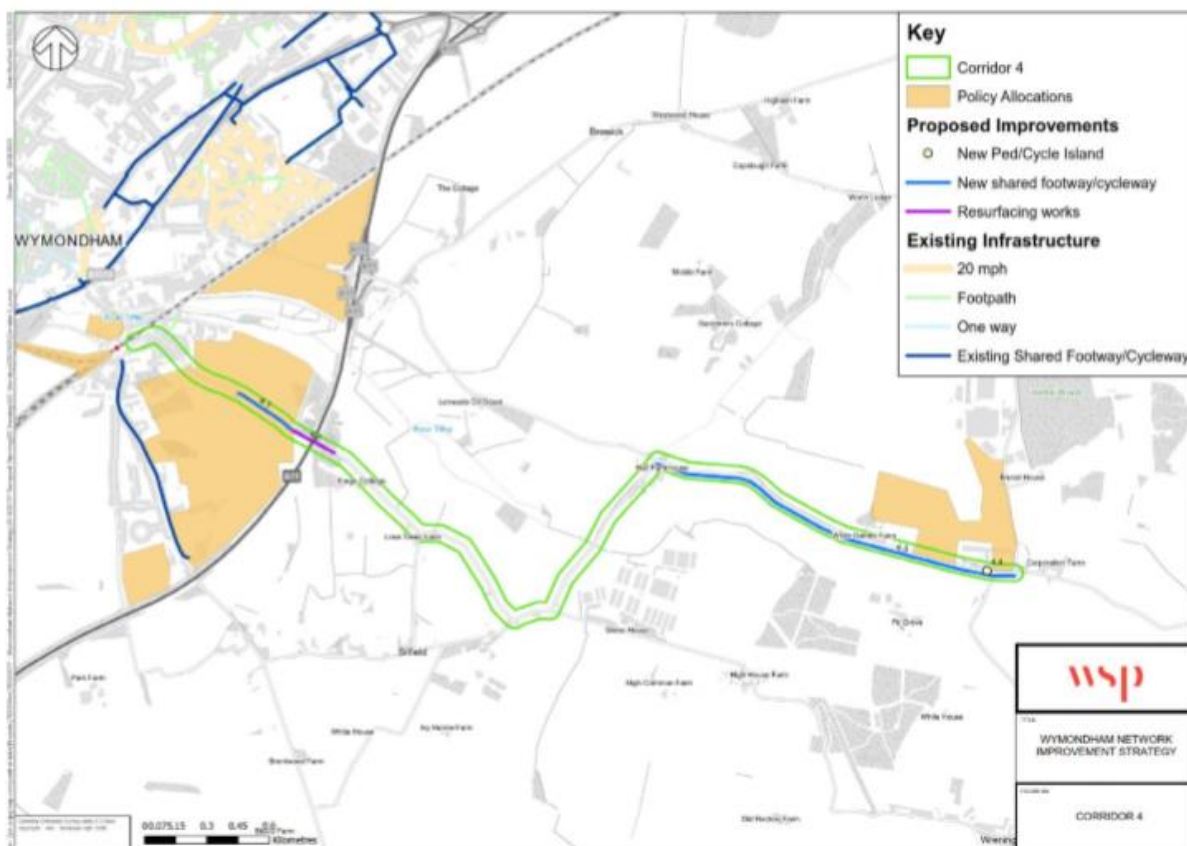


Figure 6.7: Walking and cycling Corridor 4 routing from Wymondham to Hethel Technology Park.

Works that can be implemented to improve Corridor 4, recommended in the consultants' technical report, include:

- Maintenance work required on the footpath over the A11
- Potential for a new shared footway and cycleway on the south side of the Stanfield Road between the Bridge Road and Hethel Road junctions
- New refuge island on the Stanfield Road to the west of the Hethel Road junction to connect the proposed shared path on the south with the existing one on the north side of the road
- Rightup Lane will continue to mainly serve pedestrians and cyclists between the new access road for the South Wymondham development and the A11 footbridge (south east end of Rightup Lane). The downgrading of the road to walking and cycling only has been recommended by consultants, however this would have a small effect on the road's current usage. This will therefore not be included in the WNIS action plan. Downgrading could be reconsidered if the situation changes.

Corridor Costs

It is to be noted that none of the corridor costs include land purchase costs, detailed design, construction and traffic management, utilities, nor other constraints which may become apparent during the next stage of design.

Recommendations

A RAG assessment was carried out, ranking the four corridors against the proportion of existing town served including active development sites, strategic site options and

Local Plan allocations served, the level of walking and cycle provision and priority, leisure route potential, flexibility of route, school connectivity, employment/retail/leisure connectivity, impact on vehicular traffic, and cost. The RAG assessment showed Corridor 2 as being the best suited walking and cycling corridor for further development, refinement and design. Corridor 2 scored very highly on the proportion of the town serves, pedestrian and cycle priority, leisure route potential, connectivity, cost and funding potential. This was followed by Corridor 3 as the second most suitable route, Corridor 1 as the third and Corridor 4 as the fourth.

Walking and cycling signage

Walking and cycling signage was identified as a concern during the stakeholder engagement meeting. Consultants were therefore commissioned to review the existing directional signage located in the town in order to understand how pedestrians and cyclists are routed to, and from, the key destinations in the town.

The key destinations and main attractions in Wymondham are shown on the map below in Figure 6.8.

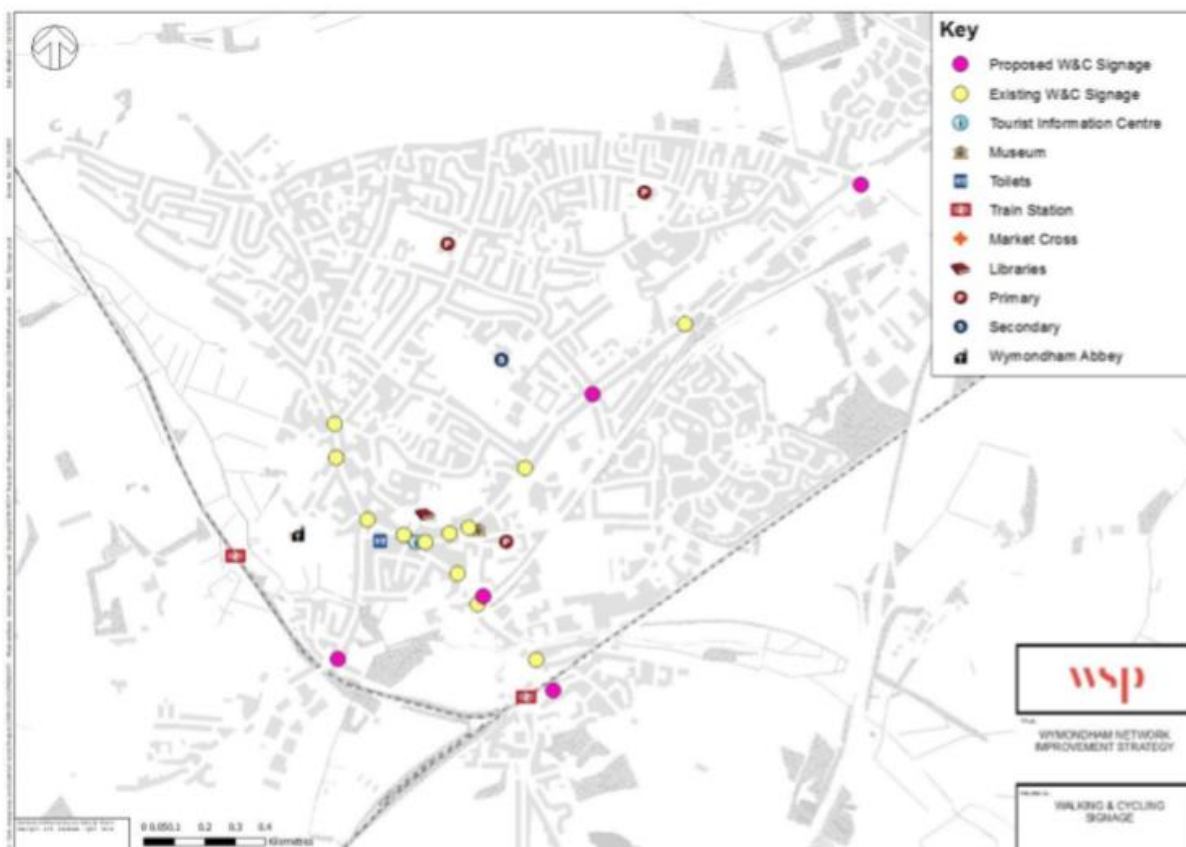


Figure 6.8: Key destinations and main attractions in Wymondham

Existing signage is generally good for pedestrians and cyclists approaching Wymondham from the north (Town Green and Middleton Street) and south (Station Road). Signage for pedestrians and cyclists however, is less apparent when approaching the town from south, east and west.

Current signage issues in Wymondham include:

- The signage towards the town centre is cluttered and can be unclear to read, especially for cyclists
- The existing signage does not provide times to key destinations for cyclists
- Educational facilities are not directed to on existing signage
- Signage does not adequately direct pedestrians and cyclists to key destinations from the east and west

To encourage pedestrians and cyclists to take direct and safe routes to key destinations in Wymondham, improvements to existing signage should be

considered. The suggested improvements recommended in the consultants' technical report are listed below:

- The addition of timings for cyclists on signage
- Decluttering existing signs to improve clarity,
- Proposing new signage on the B1172 London Road, in order to better direct pedestrians and cyclists approaching the town from the west to key destinations such as: Wymondham Railway Station, Wymondham Abbey and the town centre
- Proposing new signage to the northeast of the B1172 London Road/ Station Road/ Avenue Road signalised junction to provide directions and timings for pedestrians and cyclists approaching the junction from the north and east
- New signage at the Silfield Road/ Station Road/ Rightup Lane mini-roundabout to provide directions to pedestrians and cyclists approaching the town from the south, namely to Wymondham Railway Station
- New signage at key junctions on Norwich Road to provide directions and timing to the town centre and Wymondham High School

The costs for this signage are included in the relevant walking and cycling corridor costs above.

Bus Services Assessment

The Wymondham Area Action Plan (WAAP) aims to maximise the use of public transport. According to the 2011 Census, the percentage of commuters using the bus for their trips in Wymondham is higher than the Norfolk average. However, the use of the private vehicle is also higher than the Norfolk average. Therefore, in order to help encourage a modal shift out of private vehicles and onto buses, consultants were commissioned to assess Wymondham's bus services and recommend improvements which could be made to increase the use of public transport.

The study investigated the bus timetables and assessed the suitability of these for commuters. The data collected for this indicated that Norwich, one of the most popular commuting destinations, is well served by the buses during the morning commute from Wymondham. A number of other important destinations such as the Broadland Business Park and the Norfolk and Norwich University Hospital (NNUH) can be reached by a direct bus from Wymondham. However, it has been expressed that buses are delayed upon arrival to Wymondham which is mainly due to congestion in Hethersett and congestion at the Tuttle Lane/Norwich Road roundabout. In recent years the Tuttle Lane/ Norwich Road roundabout has undergone improvements to increase the capacity of the roundabout. This will have had an effect on the congestion levels at this location.

The study found that there are minimal commuting bus services to the towns surrounding Wymondham. The bus service to Watton, which could be used by commuters to Hingham, is likely too late to accommodate most commuters and other surrounding towns such as Mulbarton and Long Stratton have no bus services. In addition to this, there are no bus services to Hethel Technology Park, a strategic employment site.

The study also investigated the bus catchment area in Wymondham (Figure 6.9). It identified that whilst the town centre is well served by buses, there is only one bus line which serves the south of Norwich Road. This service goes to the NNUH and does not provide a direct route into Norwich city centre. The study highlighted that there is scope to improve the bus service coverage to the south of the town, especially as there are currently no bus stops in the vicinity of the railway station, the closest being 260 metres away on Station Road. The Harts Farm estate to the east of the town is also poorly served by buses. The area south of the town is also expected to host employment and residential development, hence adding to the necessity of improving the bus service coverage here.

A summary of the main issues of the bus services in Wymondham is that there is a lack of coverage for the south of the town and Hethel Technology Park, there is poor interaction between modes of transport in the area surrounding the railway station, there are often delays on bus services. A variety of improvements have therefore been suggested by consultants to address these issues, as can be seen below.



Figure 6.9: Bus catchment area in Wymondham (400m)

Improvements suggested for Wymondham's bus services, recommended in the consultants' technical report, include:

- Extend the bus route 9 (NNUH service) to serve the new development east of Silfield Road. Once the land south of Wymondham is fully developed, the route could be modified to pass by either Rightup Lane and serve the existing housing site at the north end of Rightup Lane.
- Connect Mulbarton and Hethel Technology Park by bus to Wymondham. This service would need to be subsidised as it is an area of low population density and hence would not be profitable. This situation could change however if major development way built between Hethel and Wymondham.
- Improve the integration between the train and bus services in Wymondham. This could be done by bringing the bus stop on Station Road closer to the railway station and generating a transport interchange or mobility hub. This would be a strategic improvement as it would be beneficial for the Cambridge Norwich Tech Corridor as it would enable quick access to the Norwich Research Park. This is forming part of the Transforming Cities Fund bid for a bus service linking Norwich Research Park, University of East Anglia and the Norfolk and Norwich University Hospital from the city centre and Wymondham Train Station. An announcement on this is expected in July 2020.
- Reduce delays by improving the highway network removing bus operation inefficiencies or implementing public transport priority measures.

It should be noted that most bus services are operated on a commercial basis by the bus operators and therefore extensions of, or changes to, services, would be a matter for the bus operators. Services are often only run by commercial bus companies if there is a commercial return or profit. The county council will therefore raise the findings of the report to the relevant operators.

Market Place Improvements

The Market Place is in the town centre of Wymondham and therefore it focuses multiple activities (leisure, shopping, bus travel, servicing etc) into a relatively limited area. There has been concern about the existing bus and parking facilities in the area, which will need to be improved at the same time that the use of sustainable transport modes is promoted. For these reasons, it is very important to give consideration to all uses when redesigning the Market Place area. Concerns included:

- The proximity between pedestrians and buses manoeuvring around the Market Cross
- The lack of bus stop infrastructure
- Parking in the Market Place
- Raised crossing on Market Street.

Alternative locations for the bus stops at Market Place have been considered as part of this NIS, however most of these will result in alteration of the bus routes and additional walking time for bus users, which is especially bad for concessionary users, leaving it to just two options: the existing location and combine the two bus stops into one at the southern side of the Market Place. These options are explained below and will need further investigation.

It should be noted that at the time of writing this report, alterations to Wymondham town centre are likely to occur in response to the Covid-19 pandemic and the need to enable social distancing as businesses begin to reopen. The situation is constantly changing and therefore NCC is unable to confirm any measures that will be taken at this time though it could include the temporary widening of pavements to enable social distancing and temporary cycle lanes. The Wymondham Network Improvement Strategy focuses on the long-term infrastructure improvements and most of those made in response to Covid-19 are temporary. However, NCC will regularly review the Network Improvement Strategies to take into account any longer-term measures that have resulted from Covid-19 recovery.

Potential alternative arrangements

With regards to alternative bus-stopping options for the town centre, consideration has been given to whether new bus stops could be introduced on any other road to optimise accessibility. A suitable location for a new bus stop needs to have a length of at least 14 metres of uninterrupted pavement along a road with a sufficient width for other traffic to pass a stationary bus. There are only two locations which would be able to accommodate this requirement:

- North side of the Market Place (current location)
- South side of the Market Place (in front of the Cross Keys pub)

Option 1: Existing location

The existing location is the least intrusive and the most accessible option for all types of bus users. However, some improvements will be needed in order to solve the problems with the current layout (Figure 6.10). These improvements could be:

- Widen the northern footway to accommodate a bus shelter with real time information, so passengers can wait in a proper location and not at the co-op
- Set the bollards on the north side of the Market Place back to increase space to pass a stationary bus
- Remove a parking bay on the southern side of the Market Place, move the taxi bay backwards and extend the double yellow line to help buses turning towards the Market Street bus stop
- Realign the kerb around the Market Cross to help buses turning towards the Market Street bus stop
- Add additional bicycle storage at the start of the Market Street



Figure 6.10: Market Place Improvements Option 1

Benefits:

- Improves the bus waiting facilities
- Improves passenger information
- Improves the manoeuvring of buses

Limitations:

- Reduces the market area on north side
- Removes a parking bay on the south of the Market Place

Option 2: Opposite Location

This option looks to combine both bus stops into one at the southern side of the Market Place, in front of the Cross Keys Pub (Figure 6.11). This option does not require the re-routing of any bus service and will be an accessible option for all bus users. However, the taxi bay on the Markey Place could be compromised, unless it

can be accommodated for next to the bus stop. This will need to be further investigated. This option would require:

- The removal of the two existing bus stops and combining them on the southern side of the Market Place
- Removing the parking bays on the southern side of the Market Place
- Widening the southern footway to accommodate a bus shelter with real time information, so passengers can wait in a proper location
- Setting the bollards on the south side of the Market Place back to increase space to pass a stationary bus, additionally the bollards on the north side could also be displaced towards the north
- Realigning the kerb around the Market Cross to help buses turning
- Adding additional bicycle storage at the start of Market Street



Figure 6.11: Market Place improvements Option 2

Benefits:

- Improves the bus waiting facilities
- Improves passenger information
- Improves the manoeuvring of buses
- Removes the bus stop on Market Street, which could increase safety/visibility in the area and allows widening of the footway

Limitations:

- Could require relocating the taxi bay
- Reduces the market area on south side
- Removes all parking bays on the south of the Market Place

Both Option 1 and Option 2 will need further investigation and assessment if one is to come to fruition. It should also be noted that these are very high-level options and

if one of the schemes were to be taken forward, there would be consultations in order to ensure people's concerns can be raised and considered.

Section 7: Action Plan

Based on the feedback from stakeholders and findings from the study work the Action Plan recommends areas where consideration should be given in the form of high and low priority actions. NCC does not currently have the funding to implement all of the recommendations in the Action Plan. Therefore, by identifying what is high and low priority means that when funding does become available, projects can be completed in a manner which provides the greatest benefits. Given the nature of funding using NCC led proposals would allow for schemes to be delivered within the time allocations. It is important that, especially with larger actions such as the formation of walking and cycling corridors, NCC work collaboratively with other organisations when carrying out these actions.

The list of schemes proposed through this strategy can be found in Table 2. The high priority actions are the actions NCC should take when the funding becomes available. The low priority actions are the actions NCC should take once the high priority actions have been completed and there is money left to do so.

It should be noted that at the time of writing this report we are on the cusp of changes to the transport network due to Covid-19. NCC have received a £400,000 emergency fund to implement temporary social distancing measures in Norfolk including schemes such as widening of pavements and creation of new cycle paths. As this work is still in its very early stages, NCC are unable to confirm the exact measures that will be taken and where therefore, these are not listed in the below Action Plan. Due to Covid-19 and the constantly changing picture, NCC will repeatedly review the Wymondham Network Improvement Strategy to update it and the action plan as the effects of Covid-19 become more apparent.

Table 2: Wymondham Network Improvement Strategy Action Plan

High Priority				
Scheme type	Scheme	Why high priority?	Indicative cost	Action
Harts Farm estate road humps	Rectifying ramps to 1:15 gradient	The surface and gradient of the ramps are currently very uncomfortable for cyclists which will potentially discourage this mode of transport. The current gradient of the ramps is steeper than the desired recommendations for normal traffic (1:10) and for roads with bus routes (1:15). The lowering of the gradient therefore also has the potential to enable buses to be through the estate in the future.	Unknown	Identify any programmed work in the area to identify if amendments to the road humps could be incorporated as part of the works.
	Replace the cobbled surface of the ramps with a smoother surface			
Walking and Cycling Corridor 2	A new continuous footway/cycleway on the Margaret Reeve Close and Oakwood Drive minor arm approaches to Norwich Road to provide priority for pedestrians and cyclists.	Corridor 2 was identified as being the best suited corridor to increase the number of people walking and cycling to help achieve the Government target. Area between Morrisons and the Wymondham Heritage Museum was highlighted by	£131,800	NCC will investigate funding opportunities for this project to be developed.
	New road makings on the side road at the north of Norwich Road between Garage and Oakwood Drive bus stops and between Morrisons and the Wymondham Heritage Museum and Avenue Road.			
	Maintenance work on Norwich Road to make worn cycling road markings clear			

	Tighten Norwich Road/Avenue Road/Elm Terrace junction.	stakeholders as a concern for pedestrian and cycle safety.		
	Provide a zebra crossing at Avenue Road to facilitate safe crossing to Elm Terrace			
	Allow contra-flow cycling on Fairland Hill.			
Walking and Cycling Corridor 1	Improvements to Platform 2 access at Wymondham Railway Station	Currently the only way to access Platform 2 is via two stair cases which is unsuitable for elderly, disabled, those with luggage, prams and bicycles.	Unknown	<p>Work to improve access to Platform 2 at Wymondham Station is being looked at through the Transforming Cities Fund. This is still very much in the early stages and currently has not progressed further than an idea of proposed works and a high-level cost submitted for the Transforming Cities Fund bid. NCC are currently waiting for this funding to be secured. An announcement on this is expected in July 2020.</p> <p>Underpass improvements at the railway station will be funded by developers and South Norfolk District Council are progressing this scheme with Network Rail in the coming years.</p>
	Potential for underpass improvement to the railway.			
Bus service assessment	Provide a bus service linking Mulbarton and Hethel Technology Park to Wymondham	These schemes would provide strategic connections between Wymondham and surrounding areas of employment and housing. They would also help	Unknown	Raise bus service changes with commercial operators to establish if they can be provided as this provision
	Improve integration between train and bus services by moving the bus stop closer to the railway station.			

			towards encouraging a modal shift to public transport for commuting trips and also satisfy the WAAP objective of connecting Wymondham to Hethel Technology Park and maximising public transport use.		will often only occur if there is a commercial return. Further investigation into whether these schemes are feasible and to provide a more robust indicative cost. The integration between buses and the train station is being looked at through the Transforming Cities Fund bid for a bus service linking NRP, UEA and the NNUH from the city centre and Wymondham Train Station. An announcement on this is expected in July 2020.
Market place improvements	Option 1	Widen the northern footway to accommodate a bus shelter with real time information.	There is potential for changes to the Market Place to come about as a result of Covid-19 and the emergency fund granted to local authorities to implement social distancing measures on the transport network such as widening of pavements, closing of roads and creation of cycle routes.	Unknown	Further investigation into Option 1 and 2 needed. Work is currently being carried out to assign the £400,000 Covid-19 emergency fund for social distancing measures in Norfolk. There is potential that this could result in changes to Wymondham's transport network. At the time of writing this report, nothing has been confirmed therefore this report will be
		Set bollards on the north side of the Market Place back.			
		Remove a parking bay on the southern side of the Market Place, move the taxi bay backwards and extend the double yellow line.			
		Realign the kerb around the Market Cross to help buses turning towards the Market Street bus stop.			
		Add additional bicycle storage at the start of the Market Street.			

					regularly reviewed to update it on any Covid-19 measures in place in Wymondham.
	Option 2	Remove the two existing bus stops and combine them on the southern side of the Market Place.			
		Remove the parking bays on the southern side of the Market Place.			
		Widen the southern footway to accommodate a bus shelter with real time information			
		Sett bollards on the south side of the Market Place back.			
		Realign the kerb around the Market Cross.			

Low Priority				
Scheme type	Scheme	Why low priority?	Indicative cost	Action
Harts Farm estate road humps	Lower the raised tables and kerbs to 75mm	The existing traffic calming measures are currently within the legal standards and funding for changes unlikely to be considered a high priority.	Unknown (lowering of raised tables) £20,000 - £30,000 (removal of raised junction and resurfacing)	NCC will investigate funding opportunities for this project. If funding does become available, it could be used to implement these schemes after a further formal safety audit has been carried out.
	During future roadworks, reconsider the distribution of raised junctions and remove those which do not conform with the recommended spacing.			

			of the road)	
Walking and cycling Corridor 3	Extend the existing shared footway and cycleway along the south side of Tuttle Lane East.	Not the highest priority corridor as it does not provide as many benefits as Corridor 2. However, it does still provide some benefits to the town and should therefore be considered if funding were to become available.	£798,500	NCC will investigate funding opportunities for this project. If funding does become available, the corridor may be developed depending on further feasibility studies.
	New shared footway and cycleway on the east side of Hewitts Lane linking with Folly Road.			
	New continuous footway and cycleway on the Dussindale, Sheffield Road and Kett's Avenue minor arm approaches.			
	New large raised table outside of Robert Kett Primary School.			
	Resurface Folly Road during future roadworks.			
	New tactile paving for north-south movements down Folly Road.			
	Tighten the Clere Close junction on Folly Road.			
Walking and cycling Corridor 1	Maintenance work on shared footway/cycleway on Silfield Road.	Corridor 1 came in third on the RAG assessment as it did not provide as many benefits as Corridor 2 and 3. This corridor does still provide benefits to the network and aspects of it should be considered if funding were to become available. The Greater Norwich Local Plan presents the potential for an underpass improvement to the railway station. This will be	£608,120	NCC will investigate funding opportunities for this project. If funding does become available, the corridor may be developed depending on further feasibility studies.
	New road markings on Silfield Road.			
	Upgrade existing footway on the west side of Station Road to an official shared footway and cycleway.			
	Extension of the footway along the south side of Cemetery Lane.			
	Upgrade cycle storage at the railway station.			
	Upgrade zebra crossing to a toucan crossing on Station Road.			
	New shared footway and cycleway on east side of Station Road			

	<p>Simplify crossing arrangements and upgrade crossings to toucan crossings at the B1172 London Road/ Station Road/ Avenue Road signalised junction.</p> <p>New road markings on Fairland Street, Market Place, Bridewell Street and Avenue Road.</p>	funded by developers and South Norfolk District Council are progressing this scheme with Network Rail in the coming years.		
Walking and cycling Corridor 4	<p>Maintenance work required on footpath over the A11.</p> <p>Potential for a new shared footway and cycleway on the south side of the Stanfield Road between the Bridge Road and Hethel Road junctions.</p> <p>New refuge island on the Stanfield Road.</p>	This corridor scored least suitable in the RAG assessment. However, it does provide an important link to Hethel Technology Park which is one of the objectives in the JCS and the WAAP. Therefore, this corridor should still be considered if funding were to become available.	£811,500	NCC will investigate funding opportunities for this project. If funding does become available, the corridor may be developed depending on further feasibility studies.
Walking and cycling signage	<p>The addition of timings for cyclists on existing signage.</p> <p>Decluttering existing signs to improve clarity.</p> <p>New signage on: B1172 London Road, the B1172 London Road/Station Road/ Avenue Road signalised junction, Silfield Road/ Station Road/ Rightup Lane mini-roundabout, and the Norwich Road.</p>	The existing signage has been reported as generally good for pedestrians and cyclists approaching Wymondham from the north and south. This scheme also does not have as much of a drastic impact on walking and cycling on the town as other schemes. However, the scheme should still be considered if funding were to become available as it makes walking and cycling more encouraging and potentially safer.	£1,600	NCC to investigate funding opportunities for this project.
Bus service assessment	Extend the bus route 9 to serve the new development east of Silfield Road.	Other bus service improvements are high	Unknown	Further design and development will be

	<p>Reduce delays by improving the highway network, remove bus operation inefficiencies or implement public transport priority measures.</p>	<p>priorities for the JCS and WAAP, hence why these are lower priorities. Benefits are still to be had from these schemes however, hence they should be considered if funding were to become available.</p>		<p>required to ensure these schemes are feasible and beneficial to the network.</p>
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