



Stakeholder Briefing Document

‘Great Yarmouth Local Cycling and Walking Infrastructure Plan’ (LCWIP)

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1. Introduction and overview

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

The objective of the plan is to identify and prioritise improvements which can be made to the Active Travel (cycling & walking) network within the region over the short, medium and long term.

In 2017, the Government set out its ambition to make cycling and walking the natural choices for making short journeys in our towns and cities. To realise this ambition, a policy paper for cycling and walking infrastructure improvements was created.

Details of the policy can be found in the *Department for Transport's "Gear Change document"* which gives compelling reasons to invest in cycling and walking infrastructure, namely:

- Many people do not realise the health benefits from physical activity. Physical activity, such as cycling and walking, can help to prevent and manage over 20 chronic conditions and diseases, including some cancers, heart disease, type 2 diabetes and depression. Physical inactivity is responsible for one in six UK deaths (equal to smoking) and is estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone).
- A travel revolution in our streets towns and communities will make cycling and walking a mass form of transit. Cycling and walking will be a natural first choice for many journeys with half of all journeys in towns and cities being cycled and walked by 2030.
- Meeting the targets to double cycling and increase walking would lead to a saving of £567 million annually from air quality alone and prevent 8,300 premature deaths each year and provide opportunities to improve green spaces and biodiversity. ¹

¹ Reference: (5) Department for Environment and Rural Affairs (2019) Clean Air Strategy 2019 (online). Available at: <https://www.gov.uk/government/publications/clean-air-strategy-2019> and 25 year Environment Plan(2018) HM Government, <https://www.gov.uk/government/publications/25-year-environment-plan>

The LCWIP for Great Yarmouth plays an important part in delivering the Government strategy for encouraging people to cycle and walk more, especially when making short journeys in towns and cities. Increased levels of active travel, especially for shorter journeys in towns, will help to reduce congestion, improve air quality and benefit the environment.

2. Proposed routes and walking zones for Great Yarmouth

The Great Yarmouth LCWIP includes details on proposed changes and improvements to the active travel network and walking zones within Great Yarmouth and Gorleston.

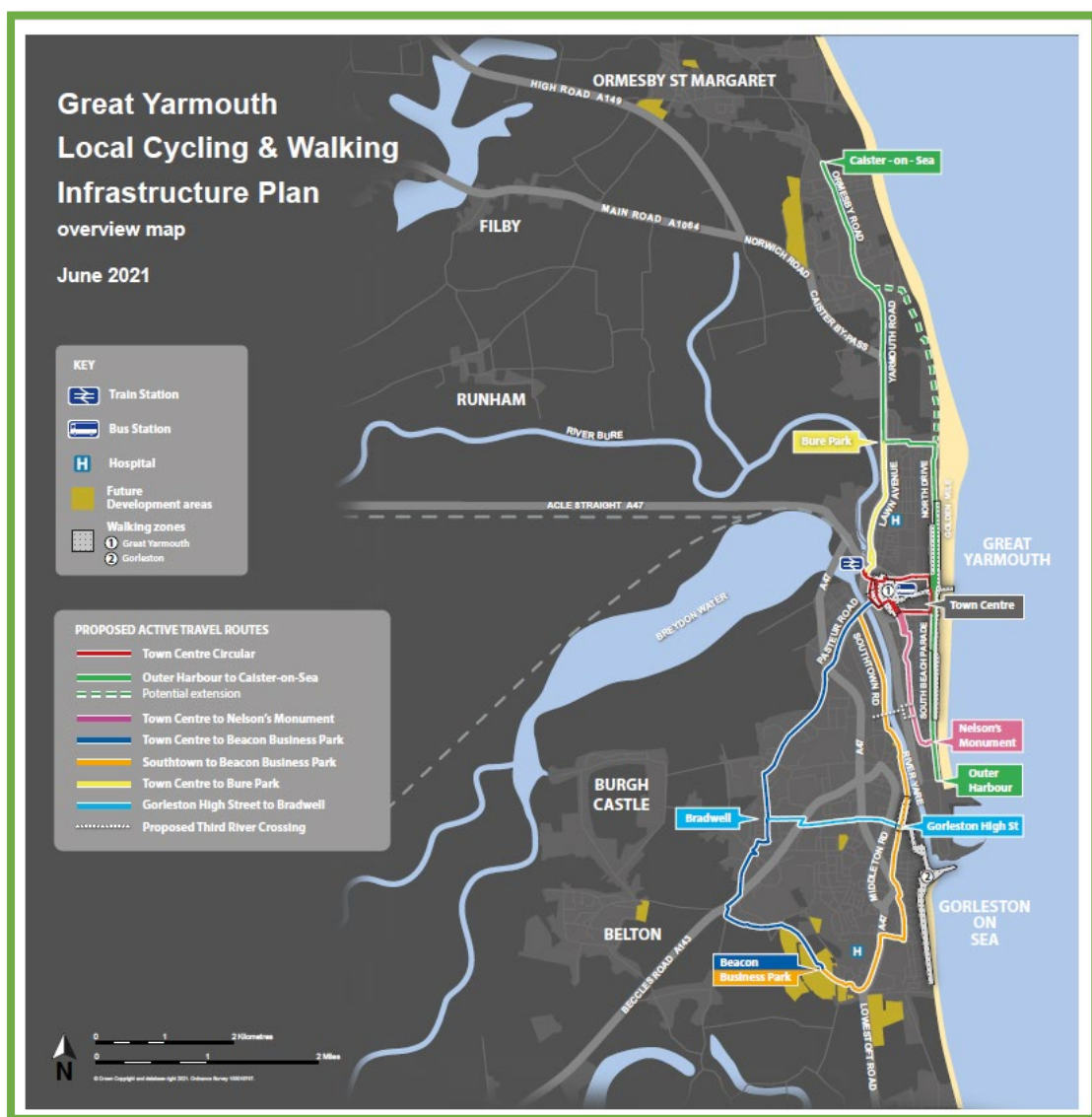


Fig 1: Map of Great Yarmouth and proposed priority active travel routes

Each priority route provides a link between key attractors including the town centre, residential areas, the train station, hospitals, schools, employment sites, green spaces as well as recreational areas along the coast and Broads network.

A summary of the priority active travel routes includes:

Town Centre Circular

- A 3km circular route to enable people to cycle safely around the historic Great Yarmouth town centre.

Town Centre to Nelsons Monument

- Measures to calm traffic along a 2.5km route which connects the town centre with residential and employment areas in the south.

Town Centre to Beacon Business Park

- Improved cycling conditions along a 7.4km route to connect residential areas with the Beacon Business Park and the town centre.

Southtown to Beacon Business Park

- Improved safety measures for people to cycle along a 5.9km route which connects East Coast College to Beacon Business Park via Gorleston.

Town Centre to Bure Park

- A 2.2km route to provide wider network connectivity as well as access to residential areas and the railway station.

Gorleston High Street to Bradwell

- A 1.5km route that links the network with Gorleston High Street, the residential areas of Bradwell and East Norfolk Sixth Form college.

Outer Harbour to Caister-On-Sea

- An extension and safety improvements to a 10.5km coastal route connecting the Outer Harbour area, along the Golden Mile and onwards to Caister-On-Sea.

The plan also includes improvement schemes for two designated walking zones:

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

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

The plan also includes seven potential route extensions, as shown in Figure 2.



Fig 1: Map Great Yarmouth and proposed wider network connectivity

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

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

In summary, the proposed improvements identified within the Great Yarmouth LCWIP will help to increase active travel safety, connectivity and accessibility across the region and support the delivery of a sustainable transport system for Norfolk.

3. Priority active travel network support schemes

As well as improvements on the ground for Cycling and Walking Infrastructure we are also proposing additional network support schemes to make journeys easier and encourage people to choose cycling and walking as a greener and healthier alternative for getting around towns and cities. Examples of schemes include; secure cycle parking facilities; public cycle hire schemes, such as the **Beryl Bikes** launched in Norwich in March 2020 and the **Ginger e-scooters** pilot which launched in Great Yarmouth in March 2021; wayfinding signs designed to help guide those walking and cycling along defined routes and micromobility initiatives such as electric scooters, electric cycles and cargo bikes.

Developing, delivering and financing our plan

The plan enables priority infrastructure improvements to be delivered as soon as potential funding becomes available. Examples of short-term funding sources include the Great Yarmouth Town Deal [initiative](#) and the Department for Transport Active Travel fund.

The Department for Transport has also provided guidelines on how local authorities should develop Local Cycling and Walking Infrastructure Plans which includes six different stages of work to be undertaken when the plans are being prepared. Norfolk County Council and Great Yarmouth Borough Council are following these six stages (of which public and stakeholder engagement is a part).

When the stages of the Local Cycling and Walking Infrastructure Planning process have been completed, Norfolk County Council will have all the necessary information needed in order to create and deliver a program of cycling and walking improvements which meets the goals and aspirations of residents and stakeholders. Completing public and stakeholder engagement will also ensure that the final plan focusses on the right areas to develop and delivers the best possible cycling and walking network for everyone living in or visiting the region.

In the medium to long term, Norfolk County Council and Great Yarmouth Borough Council will continue to seek opportunities to deliver cycling and walking scheme improvements by working closely in partnership with private developers as well as local authority partners delivering major highways schemes and new infrastructure developments such as schools.

Local, regional and national transport, health and environmental policies

Whilst developing the Local Cycling and Walking Infrastructure plan Norfolk County Council and Great Yarmouth Borough Council have considered and drawn on guidance from Great Yarmouth Development Plan policies which support sustainable modes of transport. These include:

- **The Great Yarmouth Town Deal [initiative](#)** which supports active travel network schemes that deliver improved public wayfinding and sustainable connectivity as well as physical enhancements and digital connectivity.
- **The Department for Transport Cycle Infrastructure Design [guidance](#)** which provides a set of cycle route design principles which assists Local Authorities to deliver high quality networks across the country and helps to avoid past mistakes being repeated. The aim is to have well designed networks with uncluttered streets which are accessible to everyone. Government research and experience has found that when people are travelling by cycle they need cycle networks and routes which are coherent, direct, safe, comfortable and attractive.

- The process for identifying areas for future investment has included the **cycling propensity modelling** and **route usage data** to help identify existing patterns of walking and cycling and to identify potential new journeys.
- Norfolk County Council has also reviewed key destination data and feedback from existing public opinion surveys to help form the development proposals.

Engaging with our residents and stakeholders, getting them involved and asking for feedback

Norfolk County Council and Great Yarmouth Borough Council would like to encourage residents and stakeholders to review the potential cycling and walking improvements proposed in the plan and share feedback on their views. There is ongoing engagement via online surveys and resident feedback sessions, the findings of which will help to develop the final plan.

If you or your organisation require any further information about the Local Cycling and Walking Infrastructure Plan for Great Yarmouth or wish to share your feedback on the proposed schemes, please visit www.norfolk.gov.uk/activetravel and submit your feedback before **8th September** or contact us on haveyoursay@norfolk.gov.uk