

## Report for Resolution

**Report to** Executive  
24 February 2010

**Report of** Head of Transportation and Landscape

**Subject** Connecting Norfolk - Norfolk's third Local Transport Plan

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### **Purpose**

To provide the Executive with the opportunity to comment on the main themes that will influence the revision of the local transport plan for Norfolk.

### **Recommendations**

To agree a response to the consultation from Norfolk County Council on the third Local Transport Plan

### **Financial Consequences**

The financial consequences are detailed in the body of this report.

### **Risk Assessment**

Issues of risk are covered in the report

### **Strategic Priority and Outcome/Service Priorities**

The report helps to meet the strategic priority "strong and prosperous city – working to improve the quality of life for residents, visitors and those who work in the city now and in the future. It achieves the service plan priority of delivering the Local Transport Plan

**Executive Member:** Councillor Morrey - Sustainable City Development

**Ward:** All Wards

### **Contact Officers**

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### **Background Documents**

Connecting Norfolk – consultation on the third Local Transport Plan, and associated background documentation (<https://www.norfolk.gov.uk/connectingnorfolk>)

## **Report**

### **Background**

1. The Local Transport Plan (LTP) is the mechanism through which transport improvements are delivered throughout the County. The third LTP will set the direction for travel and transport across the County for the next 20 years. Attached as Appendix A is a copy of the consultation booklet issues by the county council.
2. To date, the first and second LTPs have been successful in achieving accident reduction, whilst increasing the use of more sustainable transport modes. However, changing climate, coupled with the need for growth, regeneration and improving overall quality of life now provide a serious challenge. This is particularly so in an economic environment where funding is likely to be more constrained than in the past. As a result, this LTP broadens its focus in comparison with its predecessors to take account of the wider challenges.
3. The Consultation concentrates on 4 main themes; each associated with a series of challenges, and includes a series of 30 questions. This report has been structured in the same way, to enable easy cross referencing with the consultation document. The full list of questions and the recommended response to each is provided in the Appendix B.
4. In preparing the response it is clear that the needs and requirements of a major regional city will be different from those of the rest of the county particularly market towns and rural areas. Therefore in addition to the response to the issues raised in the questionnaire it is also proposed that the following comments be submitted to the county council based on the four consultation themes.

### **Additional comments on the consultation themes**

5. The themes for this consultation are Climate change, Growth and regeneration, Equality of opportunity, and Quality of Life and Health

### **Climate Change**

6. There is a recognised need to reduce/mitigate climate change and this has resulted in a number of targets for reducing CO<sub>2</sub> emissions at a local, regional, national and international level. For example the current local transport plan has a target to reduce CO<sub>2</sub> emissions per capita by 10% by 2010. CO<sub>2</sub> Emissions from transport per capita across Norfolk as a whole are high, with some areas having twice the UK average. In Norwich, emissions per capita from transport are 43% below the national average, but still represent 16% of all emissions.
7. While there have been small decreases in CO<sub>2</sub> emissions from transport across Norfolk, at the current rate of change, the above target will not be achieved. The consultation document appears to give particular weight to

journeys of between 10 and 25 miles on the basis that they are the largest contributor to CO2 emissions. This view is not supported by evidence and it is clear that journeys of fewer than 10 miles are a greater contributor and these are also the journeys where alternative modes of transport are more likely to provide an effective and attractive alternative to car transport. On this basis the focus for investment to reduce CO2 emissions should seek to ensure high quality sustainable transport facilities for short to medium distance journeys in town and urban centres.

8. Climate change will influence transport routes across the county. Flooding, whilst mostly affecting more minor routes, is likely affect the major strategic routes in the county and rail services between Norwich and Yarmouth and increasing temperatures will result in increasing failure of road surfaces. Adjustments should be made to maintenance regimes prioritising important routes to help to cope with the effects of climate change.
9. It is, of course important that strategic routes are adequately maintained, but of equal importance is the need to reduce transport impact on the environment. Increased emphasis should be placed on travel planning, and infrastructure improvements to support modal change. This has been shown to be a very cost effective mechanism to make the best use of limited resources and should include the provision of Car Clubs, Car Sharing schemes, charges on business car parking spaces, travel planning, safe urban cycle networks and cycle storage

### **Growth and Regeneration**

10. Whilst there will be growth across the County, the greatest amount of employment and housing development will be in the Greater Norwich area and surrounding market towns. This growth will inevitably increase travel demand and potential congestion within the Greater Norwich area.
11. It is essential that growth is located in the most sustainable locations and is concentrated rather than dispersed where possible to enable use of existing infrastructure and promote public transport use. Sustainable transport opportunities should be maximised, both by the provision of appropriate transport infrastructure and supporting facilities within the new and existing communities.
12. In the context of the local transport plan infrastructure improvements should prioritise sustainable transport modes in Norwich to both manage increased travel demand and to mitigate the impact of traffic in residential neighbourhoods. Furthermore there is a particular requirement to see substantial improvements in service quality and journey times on the rail link to London.

### **Equality of Opportunity**

13. There are very clear issues relating to deprivation across Norfolk, with some of the most deprived wards in the Country in the urban areas, particularly in

Norwich. There are also issues relating to general accessibility of services by particular user groups.

14. In this context there is concern that the consultation document is more focussed on improving accessibility more isolated areas, which is important, but at the same time it does not seem to recognise other issues that substantially affect people's ability to access services, education and jobs.
15. For example there is a need to make more bus stops accessible (75% are not accessible at present), both in terms of general access and DDA compliance. Currently many people are prevented from accessing existing services because neither the bus stops, nor the vehicles themselves are accessible. Pavement access to stops is often too narrow, or obstructed, making access by wheelchair users and parents with buggies difficult particularly on narrow pavements.
16. Equality impact assessments should be undertaken for developments at railway stations and it is a statutory duty to ensure that disabled people are included in the decision making process
17. Gender equality has not been mentioned, or evening/night time travelling. There are particular issues relating to evening and night time travel in Norwich which is increasing important in a 24 hour economy. Bus stops need to be well lit to improve confidence and safety.
18. Norwich City Council's statutory disability equality scheme for 2010-13 involved extensive consultation with disabled people in the community. This highlighted transportation as a key concern for example transport links to community leisure services were considered to be inadequate.

### **Quality of Life and Health**

19. Health and life expectancy can be improved through promoting behavioural change, such as encouraging travel by modes that are beneficial to health (in particular walking and cycling and enhancing the quality of passenger journeys on all networks to meet rising expectations.
20. The proportion of adults classified as obese in Norfolk is above the national average, and whilst Norwich has a lower level of obesity than other parts of Norfolk, there is still a significant issue to be addressed. A high proportion of people in Norfolk walk or cycle to work, and this are very high in Norwich. There are local issues with poor air quality in a number of locations and reducing vehicular traffic is one way of addressing this problem.
21. There should be some synergy between safety improvements, and encouraging walking (including access to bus stops) and cycling. Journeys need to be both comfortable and convenient will help to minimising transport's impact on the natural environment, biodiversity and heritage. The resultant change in behaviour will help to reduce environmental pollution (including noise and air pollution) whilst maximising the transport capacity of the network and minimising its visual intrusion. Targeting of high risk groups would have a substantial effect on the numbers of people killed and seriously injured, and is welcomed.

22. Re-allocation of road space to favour more sustainable transport modes is essential in urban areas and should reflect the use of the affected street, with pedestrians favoured in locations of high pedestrian movement (such as shopping streets). Greater provision should be made for cyclists and public transport on main routes, and any changes should be designed to encourage greater personal responsibility.

### **Safety and Security**

23. Local authorities have a duty to improve road safety. This has tended to focus on reducing the number and severity of casualties and there are national performance indicators that measure progress towards casualty reduction. These measures tend to have a greater policy priority. Recent policy from the Department for Transport focuses on the more serious accidents, particularly fatal ones and more vulnerable road users including pedestrians, cyclists and children.

24. Reducing crime and the fear of crime, as well as low level anti-social behaviour, is an important national policy. All new highways schemes and related proposals should be assessed for their likely effect on crime, disorder and the fear of crime to comply with the requirements of Section 17 of the Crime and Disorder Act 1998. The National Community Safety Plan has a number of policy approaches where transport may have synergies, including building stronger communities and contributing to community cohesion, and improving the overall safety of the environment. In addressing safety and security issues the local transport plan should direct investment to urban areas particularly where there is a vibrant night time economy.

25. While a significant proportion of serious accidents occur on the main road network outside of built up areas, those involving more vulnerable road users tend to be concentrated in the urban centres. Therefore the local transport plan should seek to address the needs of these road users and this would not only improve community safety but would also support the wider objectives of achieving a modal shift towards more sustainable transport modes.

**“Connecting Norfolk Questionnaire**

**Please tell us how effective the following options are in meeting the challenges identified in the leaflet.**

**Please rate each question by ticking the box next to the appropriate number, where:**

**1 = very effective, 2 = effective, 3 = not very effective, 4 = ineffective.”**

*Questions are numbered and reproduced from the consultation document. Recommended responses are included as bullet points below each question.*

**Climate Change – Questions 1-5**

1. Assess which parts of the network are likely to be most at risk from impacts like increased flooding, increased temperatures or coastal erosion and target measures like new heat resistant road surfacing on key routes.

- With limited resources, prioritising key routes to ensure that there is a functioning strategic network does appear to be an appropriate way forward. This should include all rail connections, and strategic public transport routes, even where these are not part of the ‘main road’ network

2. Maintain the main roads and the important rural links and in town and village centres.

- As Question 1

3. Encourage the take up of low emission vehicles and low carbon travel by supporting complementary infrastructure, like electric charging points.

- The current ‘typical’ emissions from cars in Norfolk are 186g/km. This is substantially higher than the UK average (165g/km). Whilst welcoming the suggestion that there should be increased complimentary infrastructure to provide (for example) electric charging points, substantial reductions in CO<sub>2</sub> emissions could be more effectively made through influencing vehicle choice across the County and this should be part of the travel awareness programme. The barriers to Electric Vehicle (EV) use appear to be around suitable promotion and purchasing, not around charging (as this tends to be undertaken overnight, at the user’s home) but the benefits of EVs should be included in Travel awareness programmes

4. Encourage the use of green travel options like walking, cycling and public transport by promoting their benefits.

- The promotion of more sustainable transport options is essential to achieve modal switch away from the private car (which provides not only environmental benefits, but reduces congestion and could contribute towards improved road safety). Increased emphasis should be placed on travel planning, and infrastructure improvements to support modal change. This has been shown to be a very cost effective mechanism to make the best use of limited resources and should include consideration of Car Clubs,

Car Sharing, charges on business car parking spaces, travel planning, safe urban cycle networks and cycle storage

5. Prioritise investment in green travel options where emissions are highest, which currently is for journeys between 10 and 25 miles.

- The premise that journeys of between 10 and 25 miles are the largest contributor to CO<sub>2</sub> emissions is not accepted. The figures (figure 12 of the Climate Change evidence base document) clearly show that journeys of fewer than 10 miles are a greater contributor. These are also the journeys where alternative modes of transport are more likely to provide an effective and attractive alternative to car transport. Priority should therefore be given to ensuring high quality facilities for short to medium distance journeys (particularly those into town and urban centres).

### **Growth and Regeneration - Questions 6-10**

6. Continue to make sure that housing and jobs growth is located in the right places.

- It is essential that growth is located in the most sustainable locations and is concentrated rather than dispersed where possible to enable use of existing infrastructure and promote public transport use. Sustainable transport opportunities should be maximised, both by the provision of appropriate transport infrastructure and supporting facilities within the new and existing communities. New jobs must be primarily located in areas which are not only accessible from the major growth areas, but are also well linked to existing populations

7. Concentrate on bottlenecks and improve key junctions in urban areas, and develop more effective network management plans for emergencies and incidents.

- Improvements to key junctions and bottlenecks should prioritise sustainable transport modes, if they are not to encourage growth in private traffic. It is essential that the quality of urban life is not undermined by increasing levels of traffic and pollution, particularly as the existing urban area is expected to accommodate a major proportion of the projected housing growth in the Norwich Policy Area. It is also important that the wider economic benefits that accrue to Norfolk from reducing congestion in Norwich are taken into consideration.

8. Focus on measures like improving walking and cycling, and working with bus operators to improve public transport in areas of growth.

- It is particularly important that sustainable infrastructure improvements continue to be made within the Norwich area. Increased traffic will not only result in a poorer living environment (and thus reduce the attractiveness new homes in the area) but will adversely affect the economy of both the City and Norfolk as a whole. This must apply to both the new urban areas, and existing areas that are expected to accommodate growth.

## Appendix B

9. Focus on getting improvements on strategic connections into, out of and within the county, particularly to connect to and promote the role of transport gateways and to key employment centres like Norwich.

- Strategic connections are of clear economic importance to the City and the County and there are improvements that are necessary to assure the long term success of the area. The continued improvement of these links is supported, and there is a particular desire to see substantial improvements in service quality and journey times on the rail link to London. It is important that strategic employment areas are well connected to this strategic infrastructure with particular emphasis on public transport links

10. Focus spending on achieving a high quality townscape in areas of regeneration.

- Research by CABI has shown that significant economic benefits accrue from investment in quality townscapes. Investment should prioritise areas of regeneration (currently in Norwich these are the North City Centre, St Stephens Area and the Rose Lane area). Furthermore, investment should also be made in established neighbourhoods to reduce the impact of vehicular traffic, to encourage more sustainable modes of travel and to assist with the environmental enhancement. Also, as a priority, improvements should be undertaken to the City gateways and major routes into the City Centre (such as is being developed for the Dereham Road Corridor).

### Equality of Opportunity - Questions 11-17

11. Ensure service delivery takes into account people's ability to get there.

- It is agreed that services should be accessible, but this should be achieved by co-location in existing centres (or planned centres in new developments). Services should be available as locally as possible and accessible by foot, cycle and public transport (the hierarchy of centres in Policy 19 of the Joint Core Strategy identifies these centres in the Greater Norwich area).

12. Work in partnership to deliver accessibility improvements for those people living in communities without services where public transport does not provide the journey options needed.

- Significant sections of the population cannot access even regular services because the stops and vehicles are inaccessible to them. Whilst it is sensible to work with providers to improve access for those who will never have access to public transport services, it would also seem sensible to pay some attention to ensuring that current service provision is as accessible as possible.

13. Concentrate on improving the availability of public and community transport by enhancing demand responsive transport, which complements regular bus services.

- Demand responsive transport is a sensible approach to public transport provision in more rural areas, but in urban areas particularly, investment should also ensure that existing provision is made as accessible as

possible, as this is likely to have a greater impact on the quality of life for disabled people.

14. Develop centres in our market towns and larger villages for the surrounding community to access a range of services, like healthcare, training, advice and guidance.

- This proposal is consistent with overall policy objectives in terms of land use planning.

15. Encourage businesses and training providers to offer transport for the people who work or study there.

- Travel planning initiatives could cover this issue, as well as ensuring that all transport options are explored.

16. Support investment in technology like Broadband to help people access more services from where they live.

- Investment in Broadband technologies is very worthwhile, particularly from an economic perspective and where it reduces the need to travel.

17. Establish work hubs in market towns and larger villages.

- This proposal is consistent with overall policy objectives in terms of land use planning. These hubs should, so far as is practicable, be co-located with other services.

18. Explore how to make travel more affordable for those most in need.

- Affordability is a key issue for all public transport users. Within Norwich, whilst services for most areas are relatively frequent, the cost of using them is disproportionate, particularly by comparison with rural services. Whilst this particularly affects the most financially deprived it is also an issue more generally, in that it makes services less attractive as an alternative to private car transport.

19. Enhance information about service availability for more vulnerable or isolated groups.

- High quality and up to date information is a critical element of any successful service. Whilst levels of information have improved substantially over recent years, there is a need for further investment generally in this area.

### **Quality of Life and Health – Questions 20-24**

20. Take a settlement wide approach to tackling environmental pollution problems like air quality rather than targeting specific problem areas.

- There are clear benefits in including environmental pollution as one of the drivers for area-wide transport planning, but there will still be need to take

specific action in locations where pollution levels exceed the statutory maximum.

21. Focus walking and cycling improvements in towns and urban areas including altering the layout to create high quality attractive public spaces.

- It is agreed the improvement of the pedestrian and cycling environment is critical to achieving both an increase in the use of these modes (with the potential health benefits) and a general improvement to the quality of the environment in terms of pollution and noise.

22. Focus on improving access to the countryside, promoting more active leisure pursuits in areas where obesity is highest.

- Long-distance paths and rights of way are undoubtedly desirable, it is clear that a more substantial impact on obesity levels could be achieved by focusing on transport solutions that encourage walking and cycling as part of daily routine.

23. Prioritise money on adapting streets, bus stations and train stations for people with disabilities, instead of spending money on new infrastructure like cycleways elsewhere.

- It is important that the built environment should be made as accessible as possible and it is also recognised that priorities will have to be set due to financial limitations. There is no particular reason, however, why improvements for disabled people should be at the expense of cycling improvements. Priorities should favour solutions that increase sustainability, over those that encourage further car use.

24. Take a community-led approach to delivering quality of life improvements.

- The requirement to involve the community in decisions relating to their locality is considered to be essential. The outcome of this involvement will, for certain initiatives, need to be balanced alongside wider community benefits.

### **Safety and Security – Questions 25-30**

25. Target improvement projects where there are concentrations of road casualties.

- In principle, an approach that prioritises locations where there are concentrations of accidents would seem sensible. However, such locations do not necessarily coincide with locations where vulnerable road users do not feel safe or secure, and if possible, there should be some synergy between safety improvements, and encouraging walking (including access to bus stops) and cycling.

26. Prioritise training and publicity measures to target high risk road user groups.

- Successful targeting of high risk groups would have a substantial effect on the numbers of people killed and seriously injured, and is welcomed.

27. Make improvements in urban areas to the street environment by re-balancing the competing demands for road space.

- It is particularly important in urban locations to re-allocate road space to favour more sustainable transport modes. The balance should reflect the use of the affected street, with pedestrians favoured in locations of high pedestrian movement (such as shopping streets), and greater provision for cyclists and public transport on main routes.

28. Change the appearance of minor rural roads and villages to make road users feel more responsible for their speed and behaviour.

- The redesigning of road space to achieve greater levels of responsibility should be an aim in other locations such as town centres, and more major urban routes, but the premise of this proposal is supported.

29. Work in partnership with a range of other agencies, especially in our urban areas, with a view to improving people's actual, as well as feelings of, safety and personal security during every stage of their journey.

- There is a need to work with other agencies, and particularly the Police, to ensure that the public are informed about the real risks and dangers that confront them to ensure that resources are focussed in areas where real improvements can be made

30. Work with others to monitor and respond to emerging threats.

- Multi-agency working is the best way of ensuring that responses to issues can be assessed and acted upon appropriately.

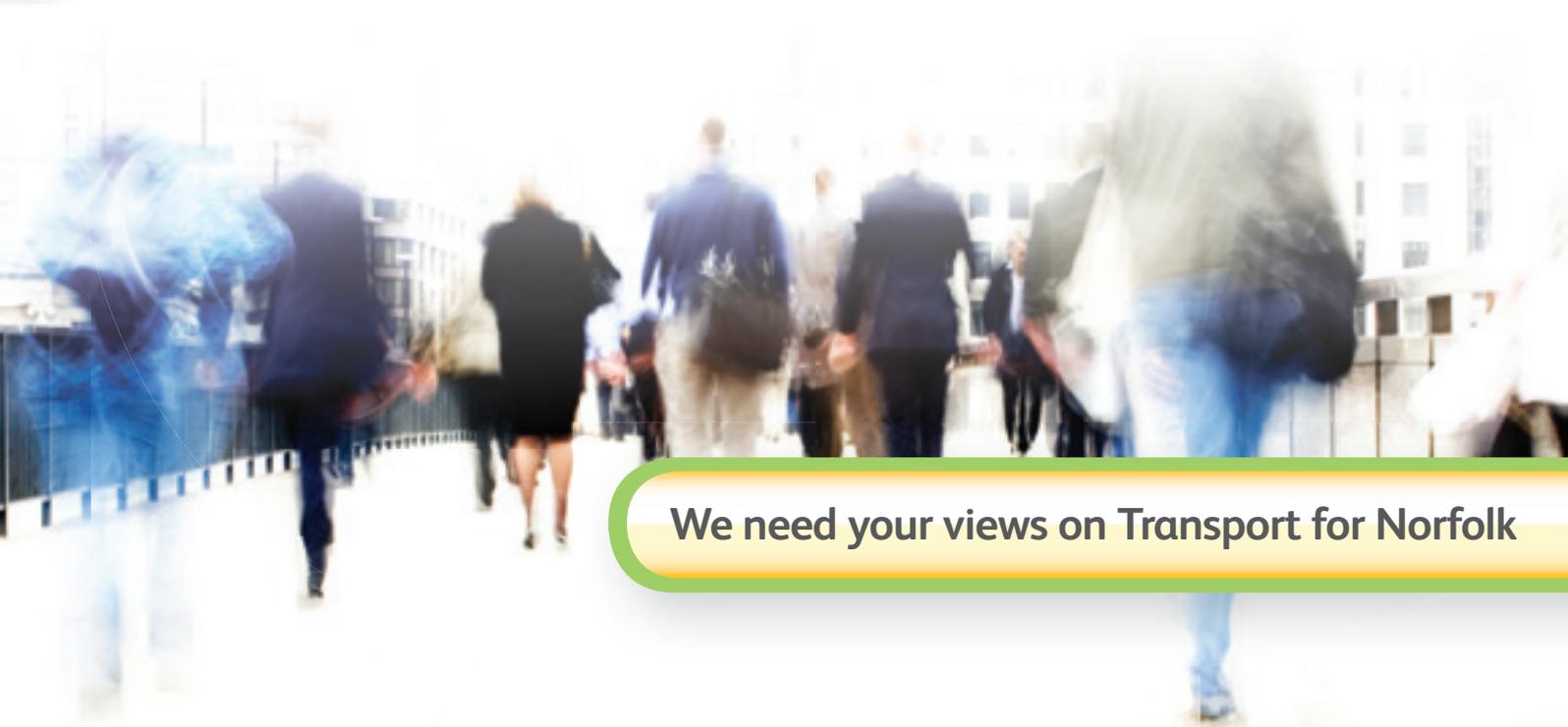


**have  
your  
say**



# Connecting Norfolk

consultation for the 3rd Local Transport Plan



**We need your views on Transport for Norfolk**



**Norfolk** County Council  
at your service



This consultation is a chance for you or your organisation to contribute towards developing the future of travel and transport in Norfolk.

Travel and transport are essential for people in their daily lives, providing access to jobs, services and leisure opportunities. They are also vital for business, and key considerations in growth and regeneration. At the same time, they need to become more sustainable, in response to climate change.

Norfolk County Council and other agencies are working together to develop Norfolk's 3rd Local Transport Plan. This will set the transport strategy for Norfolk up to 2031. This consultation is the first of two opportunities for you to help shape this plan.

Please complete the questionnaire enclosed within this booklet and return it to the freepost address. The closing date for responses is the 15 February 2010. You can also respond online at [www.norfolk.gov.uk/connectingnorfolk](http://www.norfolk.gov.uk/connectingnorfolk)



# Norfolk's Local Transport Plan

**Connecting Norfolk, the 3rd Local Transport Plan** will set the direction for travel and transport across the county for the next 20 years. We aim to build on Norfolk's record of excellence in planning and delivering transport improvements. The new plan must deal with two issues of growing concern and importance:

- How we cope with high levels of housing and jobs growth.
- How we meet the challenges of climate change.

There will also be less money available in the years ahead, so we need to look at innovative ways to deal with problems, getting more from less. This will involve working in partnership with key organisations, pooling resources to achieve shared aims, and carefully designing projects based on a broad understanding of the issues that effect people's travel choices and experience.

It will mean difficult decisions about what we can and cannot afford.

## What has already been achieved

The current Local Transport Plan has already brought about major improvements for people living, working and visiting Norfolk. Over the last two years it has:

- Received national recognition for the, 'Don't be a loser' and 'Hugger', road safety campaigns aimed at younger drivers and motorcyclists.
- 55% reduction in the number of people killed or seriously injured on Norfolk's roads in the last 10 years.
- Reduced motorcycle casualties to 25% below national average through a combination of campaigns, training courses and safety camera deployment.
- Achieved an increase in the number of people cycling, with over 250 new cycle parking spaces and more than 20 km of cycleway.
- Enabled people to cross the road more safely by building more than 46 new pedestrian facilities and 50 road crossing schemes.
- Led the way nationally for working in partnership to deliver accessibility improvements through our Access4life project.
- Worked with the local community in Reepham to establish the county's first rural car club.
- Set strong foundations for reducing carbon emissions, through schemes to improve and promote sustainable travel options.
- Reduced car journeys to school by 10% over the last five years, with every school now having an active travel plan and improvements on routes to schools.
- Delivered further public transport improvements, including three new Flexibus services, continuing the steady increase in public transport use in Norfolk.
- Received Government approval for a Norwich Northern Distributor Road between Broadland Business Park and the airport.
- Successfully bid for funding (CIF) to assist traffic growth, development and to mitigate air quality management in King's Lynn.

We have already consulted widely on a transport implementation plan for the Norwich area, and are carrying out similar work in other areas like Great Yarmouth, King's Lynn and Thetford. This work will all help to feed into our 3rd Local Transport Plan, which needs to be finalised by March 2011.

## This consultation

In this leaflet we highlight the major challenges we face and suggest how we might tackle these. Not all options we have put forward will work well together – achieving one may work against another – so bear that in mind when you answer the questions.

**Return date for questionnaires is 15 February 2010.**

# Climate Change

**We would like Norfolk to set an example nationally for reducing carbon emissions and for taking steps to cope with the impact of unavoidable climate change.**

## Challenges

- Norfolk's vulnerability to climate change
- Maintaining the current transport network as well as its ability to adapt to current and future impacts of climate change.
- Reducing emissions from transport

More frequent coastal and inland flooding and higher summer temperatures, both likely impacts of climate change, will place increasing pressure on the transport network. There are already parts of our road network that flood on a regular basis .

To tackle this, we could assess which roads and railways are likely to be most at risk from flooding, higher temperatures or coastal erosion. We could then target measures, such as heat and flood resistant road surfacing, on the most important routes. This might mean that other vulnerable routes will be disrupted by climate change impacts like flooding in the future.

To add to this, the cost of maintaining all our roads is increasing and funding is harder to find. The overall road condition is likely to get worse.

To tackle this, we could target our limited funding on maintaining main roads, the most important rural links, and town and village centres.

Carbon emissions from transport make up around a fifth of total emissions nationally, but one third of emissions in Norfolk. Existing measures have brought about reductions and we are currently on track to achieve a 10% reduction in the near future. Nevertheless reducing CO2 from road transport is a real challenge in a rural county with a growing economy and population, but there are several ways in which emissions could be reduced.

We could encourage the take up of low emission vehicles and low carbon travel by supporting financial incentives and delivering complimentary infrastructure, like electric charging points for vehicles.

We could focus our investment in green travel options on journeys of 10-25 miles, where emissions are highest. This would mean providing better alternatives for people travelling into our urban areas, like public transport (including rail), Park & Ride, car clubs and carsharing.

Encourage and promote the use of green travel options through measures like travel planning.

# Growth & Regeneration

**We would like travel and transport to support investment in the economy, particularly the creation and retention of higher value jobs such as the financial industry. We also need to make sure that housing growth does not significantly increase congestion in urban areas.**

## Challenges

- Norfolk's ability to deliver growth in housing and jobs in a sustainable way
- Making best use of national and international transport gateways and connectivity
- Supporting Norfolk's competitiveness, economic vitality and ability to secure high value jobs
- Supporting regeneration in some of our market towns and urban areas.

A significant challenge we now face is how to accommodate more housing and jobs in a way that does not create a huge increase in car travel and cause further congestion in urban areas.

To tackle this, we could make sure that housing and jobs growth is close to where people live to minimise the amount of travel.

We could keep traffic moving by concentrating on removing bottlenecks in urban areas, and develop plans with the Highways Agency and the Police for emergencies and incidents. The higher cost of such schemes would reduce the money available for low-cost schemes like road crossings or new pavements in rural villages.

We could focus on areas of housing and employment growth, ensuring that walking, cycling, and public transport offer attractive alternatives to the car, reducing the impact on congestion.

Poor transport connections, including trunk roads (A11, A47 and A12) and the railways, may affect business investment in the county. Our international gateways, Norwich Airport and the ports of Great Yarmouth and King's Lynn, are also important to the economy. Local connections, such as links to employment centres, can also be troubled by congestion or other problems, affecting the operation of existing businesses and discouraging further business investment.

We could focus our efforts on trunk roads and strategic rail connections by lobbying Government, as in the successful campaign that secured a commitment to complete the dualing of the A11. We could also improve links from employment areas to these strategic routes and to our ports and airport, particularly where it would bring economic or regeneration benefits.

Norfolk's economy has a number of strengths, but it does not perform as well as other parts of the region and has areas of significant deprivation. Great Yarmouth is a priority area for regeneration. We face a key challenge in attracting higher value jobs increasing skills and raising wages.

In regeneration areas we could focus on creating high quality townscapes to encourage investment from businesses and others. It would mean that we could not spend so much money on improvements in other areas.



# Equality of Opportunity

**We need to make sure that everybody has access to the same services and opportunities, regardless of who they are or where they live in Norfolk.**

## Challenges

- Access to employment, education and training.
- Access to services and opportunities.
- Deprivation and inequality, including dispersed at-risk groups in rural areas.

Some people find it difficult to get to services and opportunities. This may be because of disability, or simply a lack of local services and public transport. Access to services for those without a car is particularly challenging in rural areas to the west of the county.

We could ensure that the availability of transport is considered when planning new services, such as doctors' surgeries or training centres.

We could work with partners such as health providers and transport operators to deliver accessibility improvements for communities that are poorly served by public transport.

We could enhance demand responsive transport (such as the Flexibus) to complement regular bus services running on main routes.

We could develop centres in our market towns and larger villages for the surrounding community to access a range of services, like healthcare, training, advice and guidance.

Access to employment, education and training can also be a challenge. At the moment around a quarter of people have no choice but to use their own transport to get to work. Some children and young people travel almost three hours a day getting to and from school or college. Additionally, large parts of the county do not have Broadband, or existing connections are slow.

To tackle this, we could provide incentives for businesses and training providers to offer transport for the people who work or study there, overcoming any lack of public transport.

We could support investment in technology like Broadband, helping people access more services from home and reducing the need to travel.

We could establish 'work hubs', bringing together services and businesses in market towns and larger villages. As well as offering business opportunities, an increase in the number of people travelling to work hubs, could make bus services viable.

Communities in parts of Norwich, Great Yarmouth and King's Lynn are some of the most deprived in the country. However, up to 50% of deprived people live in rural areas, where they tend to be quite dispersed, making it more difficult to address their needs.

We could explore how to make travel more affordable for people on low incomes or young people. This could mean diverting funding away from some rural bus services and would depend on innovative new approaches working with operators and partner bodies.

We could enhance information about the full range of services, from public transport to healthcare, that is available for more vulnerable or isolated groups.

# Quality of Life and Health

**We would like to enhance the quality of the environment in which we travel, make it easier for people to choose more active travel such as walking and cycling, and reduce the impact of transport on the environment.**

## Challenges

- The quality of the natural and built environment.
- Obesity and low levels of physical activity.
- The quality and effectiveness of the transport infrastructure.

Norfolk has a high quality built and natural environment, that we want to preserve and enhance. In some places transport can impact upon the environment, like in our urban areas where there are five places where air quality falls below national standards due to transport emissions. It is a challenge to ensure that we solve the problems without simply moving them elsewhere.

To tackle this, we could take a wider approach to improving air quality rather than targeting specific problem areas. It would mean a range of measures like car-sharing, travel planning and campaigns to get people to use less-polluting forms of transport.

To improve the built environment as well as encourage more active travel we could focus walking and cycling improvements in towns and urban areas including the creation of high quality attractive public spaces that people want to use.

More adults are obese in Norfolk than nationally and physical activity rates are the lowest in the country. Childhood obesity and physical activity rates are a problem in 4 of our districts with the proportion of obese children varying significantly across the county. Car dependence in rural areas limits people's ability to be active.

We could focus on improving access to the countryside, promoting more active leisure pursuits like walking and cycling in areas where obesity is highest. For example, we could deliver this by promoting the use of Public Rights of Way and long distance paths.

Many people find it difficult to get about due to the layout of roads. For example, people who use wheelchairs or prams can find it difficult to use steps or pavements if these are blocked by parked cars or signposts.

To tackle this, we could prioritise money on adapting streets, bus stations and train stations for people with disabilities. However, there would be less money for new facilities such as cycleways elsewhere.

Overall, we could take a community-led approach to delivering quality of life improvements. Local communities would decide how to spend the money set aside for transport improvements in their area.



# Safety and Security

**Norfolk has an excellent record in casualty reduction and we would like to continue to make our roads and public spaces safer for people and enhance travel choice by making places feel safer.**

## Challenges

- Continuing to reduce the number of people killed or injured on our roads.
- Protecting vulnerable road users.
- Perceptions of safety and security.
- Maximising public safety.

Although the casualty rate is falling within Norfolk, there are still too many people getting killed or injured on our roads.

To tackle this, we could target improvement projects where there are concentrations of road casualties.

Our research shows that younger drivers, motorcyclists, older drivers and cyclists are the most likely people to be injured on Norfolk's roads.

A solution could be to target these high risk groups for road safety training and publicity campaigns.

Traffic is a worry for many people, in both urban and rural areas. The speed of traffic makes people feel unsafe, discouraging walking and cycling and contributing to additional problems like congestion around schools. Additionally, one in five people in Norfolk have told us they are concerned about walking in their local area or using public transport at night because of fear of crime.

We could make improvements in the street environment, re-balancing competing demands to improve the safety and attractiveness of walking and cycling, and creating more attractive public spaces.

We could change the appearance of the minor rural roads and villages to make road users feel more responsible for their speed and behaviour. We are already trialling this approach, as part of the Rural Demonstration Project, in parts of the county where we are removing unnecessary traffic signs and white lines to make the roads feel more rural.

To tackle this, we could work with other agencies, to change perceptions and reassure people of their safety throughout their journey. This might mean providing things like better lighting or travel information, or help points at public transport interchanges.

Recent events have meant the issue of public safety has risen up the government agenda.

To address this we could work with other agencies like the police to monitor emerging threats and develop an appropriate response.

# Connecting Norfolk Questionnaire

To fill this out online go to [www.norfolk.gov.uk/connectingnorfolk](http://www.norfolk.gov.uk/connectingnorfolk)



## A) Please tell us how effective the following options are in meeting the challenges identified in the leaflet.

Please rate each question by ticking the box next to the appropriate number, where:

1 = very effective, 2 = effective, 3 = not very effective, 4 = ineffective.

### Climate Change

1. Assess which parts of the network are likely to be most at risk from impacts like increased flooding, increased temperatures or coastal erosion and target measures like new heat resistant road surfacing on key routes. 1  2  3  4
2. Maintain the main roads and the important rural links and in town and village centres. 1  2  3  4
3. Encourage the take up of low emission vehicles and low carbon travel by supporting complementary infrastructure, like electric charging points. 1  2  3  4
4. Encourage the use of green travel options like walking, cycling and public transport by promoting their benefits. 1  2  3  4
5. Prioritise investment in green travel options where emissions are highest, which currently is for journeys between 10 and 25 miles. 1  2  3  4

### Growth and Regeneration

6. Continue to make sure that housing and jobs growth is located in the right places. 1  2  3  4
7. Concentrate on bottlenecks and improve key junctions in urban areas, and develop more effective network management plans for emergencies and incidents. 1  2  3  4
8. Focus on measures like improving walking and cycling, and working with bus operators to improve public transport in areas of growth. 1  2  3  4
9. Focus on getting improvements on strategic connections into, out of and within the county, particularly to connect to and promote the role of transport gateways and to key employment centres like Norwich. 1  2  3  4
10. Focus spending on achieving a high quality townscape in areas of regeneration. 1  2  3  4

### Equality of Opportunity

11. Ensure service delivery takes into account people's ability to get there. 1  2  3  4
12. Work in partnership to deliver accessibility improvements for those people living in communities without services where public transport does not provide the journey options needed. 1  2  3  4
13. Concentrate on improving the availability of public and community transport by enhancing demand responsive transport, which complements regular bus services. 1  2  3  4
14. Develop centres in our market towns and larger villages for the surrounding community to access a range of services, like healthcare, training, advice and guidance. 1  2  3  4
15. Encourage businesses and training providers to offer transport for the people who work or study there. 1  2  3  4
16. Support investment in technology like Broadband to help people access more services from where they live. 1  2  3  4



## Questionnaire (continued)

17. Establish work hubs in market towns and larger villages. 1  2  3  4
18. Explore how to make travel more affordable for those most in need. 1  2  3  4
19. Enhance information about service availability for more vulnerable or isolated groups.  
1  2  3  4

### Quality of Life and Health

20. Take a settlement wide approach to tackling environmental pollution problems like air quality rather than targeting specific problem areas. 1  2  3  4
21. Focus walking and cycling improvements in towns and urban areas including altering the layout to create high quality attractive public spaces. 1  2  3  4
22. Focus on improving access to the countryside, promoting more active leisure pursuits in areas where obesity is highest. 1  2  3  4
23. Prioritise money on adapting streets, bus stations and train stations for people with disabilities instead of spending money on new infrastructure like cycleways elsewhere.  
1  2  3  4
24. Take a community-led approach to delivering quality of life improvements. 1  2  3  4

### Safety and Security

25. Target improvement projects where there are concentrations of road casualties. 1  2  3  4
26. Prioritise training and publicity measures to target high risk road user groups.  
1  2  3  4
27. Make improvements in urban areas to the street environment by re-balancing the competing demands for road space. 1  2  3  4
28. Change the appearance of minor rural roads and villages to make road users feel more responsible for their speed and behaviour.  
1  2  3  4
29. Work in partnership with a range of other agencies, especially in our urban areas, with a view to improving people's actual, as well as feelings of, safety and personal security during every stage of their journey. 1  2  3  4
30. Work with others to monitor and respond to emerging threats. 1  2  3  4

**B) If you are responding on behalf of an organisation please tell us which one?**

**C) If you answered "ineffective" to any of the questions, please tell us why you think this?** (please enclose your answers on a separate piece of paper)

**THANK YOU** for taking time to fill in this questionnaire

**Your views are important to us. Have your say!**

Please return the completed questionnaire and any subsequent pages you wish to submit, in an envelope addressed to: **Norfolk County Council, FREEPOST, NC22093/8, Planning & Transportation, Connecting Norfolk, Martineau Lane, Norwich, NR1 2BR.**

**have  
your  
say**



## Please respond to this consultation

Your views will help us to decide the priorities for transport over the next 20 years. Next summer we will be asking for views on what types of schemes are needed, and where, in order to deliver the outcomes you have told us are important.

### Key Dates

<b>Early 2010</b>	Consultation on options for addressing the challenges
<b>Summer 2010</b>	Consultation on measures for delivery
<b>Autumn 2010</b>	Agreeing the 3rd Local Transport Plan with stakeholders
<b>Spring 2011</b>	3rd Local Transport Plan submitted to government
<b>March 2011</b> on	Partners deliver the transport measures in the plan



If you would like the information in this document on tape, in large print or other suitable media, or if you want more information about the County Council generally, please write to: Department of Planning and Transportation, County Hall, Martineau Lane, NORWICH, NR1 2SG or Phone: 01603 222143 or Fax: 01603 223219 or Email: [pt@norfolk.gov.uk](mailto:pt@norfolk.gov.uk)



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**Norfolk** County Council  
at your service

have  
your  
say

# Connecting Norfolk

consultation for the 3rd Local Transport Plan

