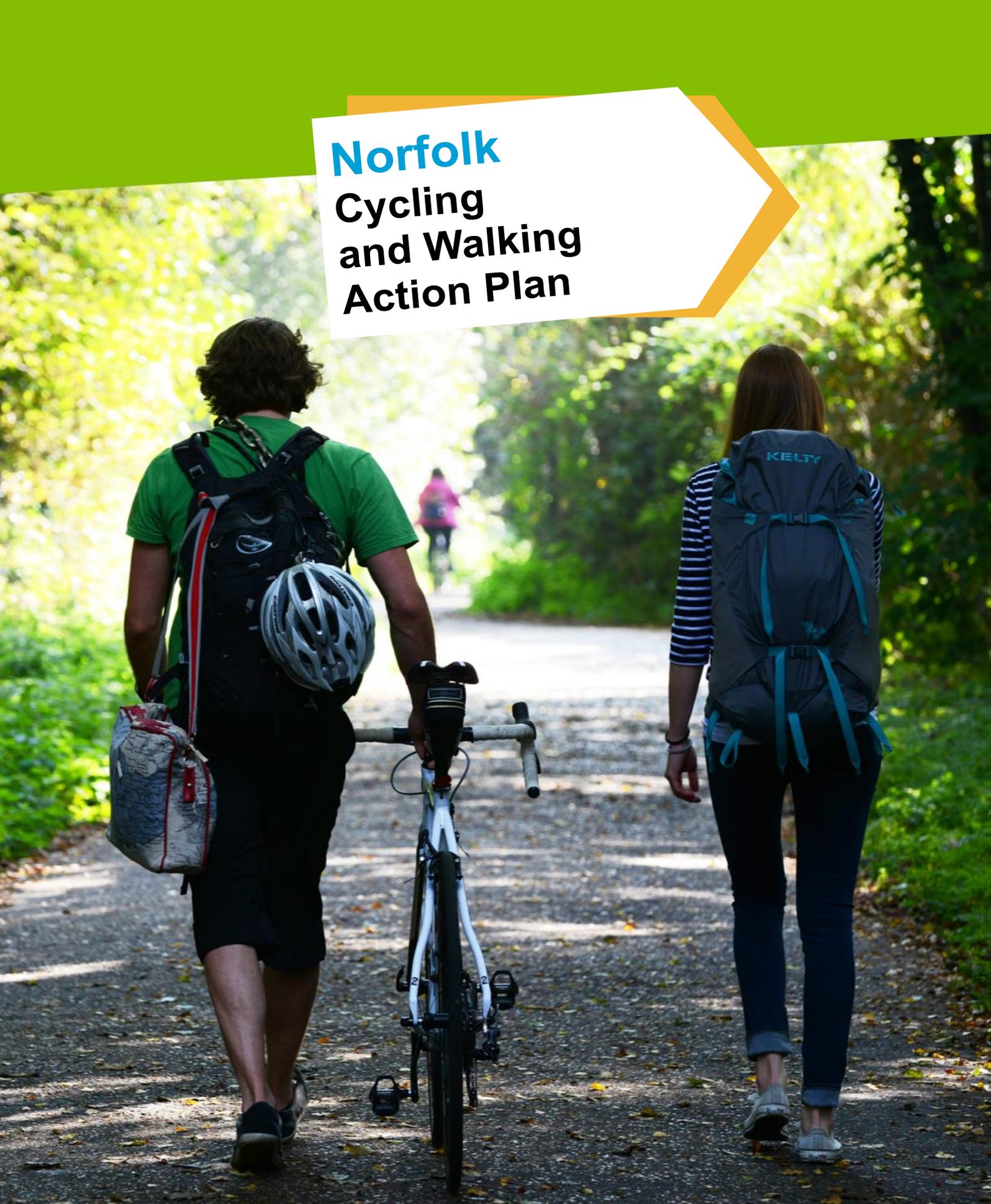


# Norfolk Cycling and Walking Action Plan





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## Foreword 1

### Investing in cycling and walking

Norfolk County Council and partners are committed to encouraging people to walk and cycle more.<sup>1</sup>

We recognise the significant range of benefits from this and have been working with partners to improve the county-wide walking and cycling networks in Norfolk and to encourage people to use them. We will continue to pursue this and see partnership working with government as a means to accelerate achieving our vision, which we share with government.

We have a strong record of partnership and extensive experience of developing cycle networks.

- In Norwich, a City Deal has been agreed between government and the partner authorities (Norfolk County Council, Norwich City, South Norfolk and Broadland Councils). We are working together to develop the Norwich cycle network using the funds that were allocated to the City Council as part of the Department for Transport's (DfT) cycle ambition programme. The Greater Norwich Development Area has qualified as a partner of DfT in relation to the area covered by the Norwich cycle network as part of the application process for the second round of cycle ambition funding that was announced on 2 March 2015. The closeness of the working relationship between the councils therefore means

that effectively the county council and neighbouring districts are also working in partnership with DfT in relation to the Greater Norwich area.

- Successfully secured *Cycling Ambition in National Parks* funding with our partners including the Broads Authority to deliver work on the Three Rivers Way route into the Broads National Park from the gateway at Wroxham.
- Successfully worked with Sustrans and the Ramblers very successfully in the past to deliver well-focused and high quality cycling and walking outcomes, including delivering a joined up cycling and walking network.
- Our larger towns, like King's Lynn and Great Yarmouth, have good cycle networks and good levels of cycling. Thetford was re-designed as a cycling and walking-friendly town in the 1960s during a major period of housing growth. A key aim is for these facilities to be further updated and developed with residential areas linked to key employment, leisure, and education facilities.

“ Various studies have shown cycling and walking schemes return benefits averaging 13:1, and investing in cycling outweighs risks by 20:1. ”

<sup>1</sup> Aims and objectives expressed in this document may be delivered by Norfolk Council and/or its partners. This is reflected in the use of 'we' throughout.



Norfolk is a very popular tourist destination with a visitor economy worth £2.96bn per annum<sup>2</sup>, 3.5% of the total for England supporting 59,671 jobs. Countryside and outdoor pursuits are the major reason for many visits to the county. It is a great county in which to both walk and cycle.

The walking facilities available in Norfolk include two National Trails: Peddar's Way and the Norfolk Coast Path, and a further nine long-distance paths managed to the same standard (see map).

Parts of this network are also available for off-road leisure cycling. Our coastal path is being extended through the Coastal Access programme sponsored by Natural England over the next 5 years and will, by 2020, encompass the whole of the Norfolk coast. Within the public rights of way network some 200 circular walks are promoted, with a total of 2,400 public rights of way available for walkers and in some cases, cyclists and horse-riders.



Promoted walking routes in Norfolk [www.norfolk.gov.uk/tourism](http://www.norfolk.gov.uk/tourism)

<sup>2</sup> Norfolk Economic Impact of Tourism Report Results 2014, Destination Research report 2015

# Norfolk Cycling and Walking Action Plan





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The health benefits of cycling and walking are well documented<sup>3</sup>. In Norfolk we have already begun to collect data for the Norwich area which will enable us to monitor and evaluate the health and other benefits of increasing active travel – through the publication of the Active Travel Account – and we will be seeking opportunities to expand this work to cover other areas of the county.

Norfolk boasts an array of both walking and cycling initiatives, notably a county-wide programme of volunteer-led health walks funded by Norfolk County Council (NCC) Public Health department and organised by Active Norfolk, called Fit Together. A number of cycling initiatives can be accessed across the county such as British Cycling's 'Sky-ride Local' programme which is being delivered as part of a 3-year partnership between British Cycling and Norwich City Council.

Travel planning is promoted by NCC with an emphasis on incorporating cycling and walking into all journeys. Encouraging cycling and or walking to school and work is a key aim.

*A Cycling and Walking Delivery Partnership* with government will accelerate our work. We will use Norwich as a model for further developing urban cycle networks and will look to extend these networks to the surrounding towns, villages and growth areas. We will further develop networks in market towns, again linking these to surrounding facilities, unlocking a range of

cross cutting economic and social benefits that enable growth. Our extensive rural networks of quiet lanes, trails and other public rights of way can be utilised more effectively, not only to encourage people to use them for leisure activities such as access to the Broads National Park, but to utilise them as networks for day-to-day journeys, joining up infrastructure to connect people to places.

Sustainable and active transport is also a shared aim with New Anglia, the Local Enterprise Partnership and with Suffolk County Council, which recently published its own Cycling Strategy for the county. Norfolk will continue to work with both, as well as with district-level government, to achieve the best combined outcomes. Resources within the Local Enterprise Partnership's growth fund are currently being directed towards sustainable and active transport in areas where this funding is appropriate.

We will also maximise funding opportunities, pooling resources where appropriate, and make cycling and walking key elements of our planning.

<sup>3</sup> Claiming the Health Dividend, Dr Adrian Davies, Department for Transport, November 2014

Norfolk Cycling and Walking Action Plan





## 2 Our vision for cycling and walking

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### Our vision is that by 2020 :

- More people walk and cycle to get to places of work and education, and for leisure;
- Walking and cycling are normal activities for most people, most of the time, and routes are direct, convenient and pleasant.
- Norfolk provides high quality facilities for active travellers, who will be welcomed as valuable customers for business, and as positive contributors to the community;
- Barriers to walking and cycling (such as concerns about safety and security) will have been addressed to ensure that residents and visitors are not put off from active travel;
- Norfolk delivers safe and attractive opportunities for cycling and walking for all types of user, including the elderly, those with chronic health conditions including physical and mental disabilities, people with visual impairment and young families;
- People can transfer between active travel modes to other public transport services easily due to well-designed interchanges and facilities.





## 2.1 Our strategy

To realise our vision we will:

- Engage with businesses and communities throughout Norfolk to share information about what positive actions are happening and what further barriers exist.
- Monitor the levels and patterns of active travel and disseminating this in support of actions and communications.
- Set challenging and realistic targets for changes in travel behaviour based on known trends and planned interventions.
- Co-ordinate programmes of investment and maintenance to support the other elements in the strategy.
- Evaluate the effects of changes in travel behaviour on our health and well-being, economy and businesses, and on the environment.
- Work with user groups to ensure we take account of the physical and social needs of different types of user, including those with physical or mental impairments.

### How will we do this?

We will do this by delivering projects on the ground that create an attractive environment for cycling and walking, and that encourage children and new cyclists through appropriate training and engagement programmes that boost confidence.

We will inspire a new generation of sports participants by offering entry-level rides on traffic-free routes, mass participation events and elite events and through support for local cycling, walking and running clubs.

In addition, we will ensure that we have the right policies in place to incorporate cycling and walking into new roads and developments including provision for those with physical access needs.





## 2.2 Evidencing success

### Success of the strategy will be evidenced as follows:

- Walking and cycling will become the natural choices for shorter journeys.
- Levels of cycling will double by 2025. ✓
- The percentage of children who usually walk or cycle to school will increase to 55% by 2025 in our urban areas in line with the government's target. ✓
- Cycling levels will double by 2025 in Great Yarmouth and King's Lynn.
- Cycling levels will double in Norwich between 2013 and 2023 as pledged in the cycle ambition applications.
- The mode share of cycling and walking will increase to 10% of all journeys by 2025 and to 25% by 2050. In particular we will promote more cycling and walking to work, to school and to college and minimise cycling and walking road accidents.
- The needs of users with special access requirements will be audited and met wherever possible, for example through the provision of better surfacing, access ramps, signage and interpretation.
- We will pool and co-ordinate cycle and walking spend to make best use of funding.

- Over £10 per capita per year will be spent on the Norwich cycle network until 2019 and we aim to sustain this into the following decade.
- Look to develop our progress and methods for measuring cycling and walking with government assistance.

### Norfolk's unique attributes for active visitors will be further communicated:

- By 2025 Norfolk will be a top cycling and walking destination for leisure and tourism.

Building on successes like the establishment of Cromer and Aylsham as "Walkers are Welcome" towns.



In line with government targets





## What we could try

‘Cycling and Walking for Fun’ conference to engage with local authorities, Sustrans, Ramblers, outdoor retailers, bike companies, tourist industry etc. to discuss the challenges of increasing leisure (not sport) cycling and walking in rural areas and communities. This could be in conjunction with the opening of the first section of the Three Rivers Way next summer.





### 3 Leadership and partnership

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**“ There is a need to work across organisational boundaries to promote personal and public health and reduce the costs of physical inactivity, particularly among older people and women. ”**

Department for Transport 2014

The All Party Parliamentary Cycling Group’s report “Get Britain Cycling” identified senior political and executive commitment as essential to achieving growth in cycling. This is reiterated in the government’s Cycling Delivery Plan which highlights leadership as one of the pre-requisites for entering into a partnership with government.

Each of the Norfolk districts will appoint a senior officer or member as a cycle and walking champion to ensure that the Cycling and Walking Action Plan is properly funded and taken forward. A steering group is established to monitor progress and coordinate activities. This will take full account of other economic, health and outdoor strategies set out earlier in this report.

We will review and update any policies and design standards which relate to cycling and walking, particularly those which can influence the design and location of new housing, employment sites, schools and

hospitals. We will provide appropriate training for relevant design and planning staff and work with our consultancy teams to achieve the highest design standards.

We will ensure that strong local partnerships continue with relevant organisations through a process of consultation, regular communication, and where practicable, joint decision making and project delivery. Once this action plan is approved for publication, all key stakeholders will be consulted, seeking their commitment to a shared vision for cycling. Local Partnerships will provide training and work experience.

Norfolk Cycling and Walking Action Plan



Councillor Hilary Cox, NCC Cycling and Walking Champion.



## 4 Benefits

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### 4.1 Benefits from active travel

There are many expected benefits arising from creating the conditions for a shift to active travel choices:

- Productivity increases through healthier workers, extended labour markets and reduced traffic congestion.
- Residents will benefit from improved air quality, safer streets, and faster, more reliable journey times.
- The tourism sector will benefit from an attractive, cyclist friendly offer for families and visitors.
- Children and families will benefit from safer routes to school, healthier lifestyles and better opportunities to play and share quality time together.
- Everyone will benefit from safer streets, and in the longer term, active travellers can expect to live longer, healthier lives.

Using data which has been collected over recent months, a number of baseline levels will be established for use in the evaluation and development of our strategy. This information is important to have for making bids for funding as well as to steer our own resources.

Where there are gaps in our data we will involve others to help fill these and we will seek cost-effective ways to provide information about the strategy.

Suitable targets will be set as required for specific aims and objectives, which may be related to local community goals or the requirements of programme and project funding mechanisms.



## 4.2 Benefits for the local economy and tourism

- Employers can save money on car parking provision through providing for and encouraging cycling (e.g. Glaxo Smith Kline save £9900 per year per cyclist).
- Retail sales increase with more walking and cycling, particularly in urban places.<sup>4</sup>
- Norfolk possesses good infrastructure for outdoor activity:
  - ◆ two National Trails (Peddar's Way and the Norfolk / England Coast Path);
  - ◆ a further nine long-distance trails – Norfolk Trails;
  - ◆ 200 promoted circular walks;
  - ◆ 2,400 miles of public rights of way;
  - ◆ off-road cycle routes;
  - ◆ quiet country roads—Norfolk has more small country lanes than anywhere else in the country besides Cornwall.

Visitor expectations are growing and the competition from other parts of the country and parts of Europe is intensifying. If we want to grow the tourist economy, good infrastructure is a foundation for attracting visitors and ensuring that they enjoy their time here.

People appreciate the proximity of cycle tracks or bike hire facilities to their homes, and it helps make some areas more attractive to live in (as reflected in rent and property values).

Cyclists and walkers spend money locally rather than going to out of town supermarkets.

<sup>4</sup> Living Streets, *The Pedestrian Pound: the business case for better streets and places*





### 4.3 Benefits for physical and mental health

Physical inactivity is the fourth largest cause of disease and disability in the UK—nationally, over one in four women and one in five men do less than 30 minutes of physical activity a week, so are classified as ‘inactive’ (*Everybody Active, Everyday 2014*). The UK recommended levels of physical activity are 150 minutes of moderate, intensity physical activity per week (*Start Active, Stay Active, 2011*).

This regular, moderate-intensity physical activity, such as brisk walking, cycling, or participating in sports, has significant benefits for health. In particular, for adults, doing 150 minutes of activity a week helps to prevent and manage over 20 chronic conditions, including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health problems and musculoskeletal conditions. There are also numerous social, individual and emotional benefits to increased activity as well as increasing evidence that demonstrates positive correlations with educational attainment and workplace productivity.

Cycling and walking are two of the most accessible and cost-effective ways of incorporating physical activity into everyday lives, for example for the journey to work, local shopping trips, visiting family and friends, or the school run.

Cycling and walking have enormous potential to improve physical and mental

health and reduce health inequalities interlinked with the wider benefits as detailed in this strategy. This promotion of walking and cycling delivers a great return on investment. Studies on the economic benefits of walking and cycling interventions revealed an average return of £13 on every £1 invested (*Active Cities Report, Active Living Research, 2015*)

**A “whole system” approach is needed to promote and sustain increased cycle and walking activity to benefit health. This will be done by ensuring that the joint strategic needs assessment, the joint health and wellbeing strategy and other local needs assessments and strategies take into account opportunities to increase walking and cycling.**

Cycling and walking will also be considered alongside other interventions, when working to achieve specific health outcomes in relation to Norfolk’s population (such as a reduction in the risk of cardiovascular disease, cancer, obesity and diabetes, or the promotion of mental health and wellbeing).

## 4.4 Access for all

Appropriate upgrades to facilities for walking and cycling in Norfolk will bring benefits for user groups which include: disabled, visually impaired, young families and those with mental disabilities or illnesses such as dementia, depression and learning difficulties. The Cycling and Walking Action Plan will integrate with recommendations made in the Norfolk Rights of Way Improvement Plan (ROWIP), helping to turn pledges to identify and develop accessible routes, into action, wherever appropriate. Recommendations made in the ROWIP Include:

- Auditing of routes for easy access and identification where improvements can be made;
- Installation of easy access gates and ramps;
- Consultation with user groups and health and community professionals;
- Signs and information tailored to need.

We will also ensure that provision for any new cycling and walking routes take account of the needs of restricted mobility user groups.





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## 4.5 Safety and casualty reduction

Norfolk will advocate itself as a safer place to cycle and walk. Safeguarding our vulnerable road users whilst promoting increased physical activity will be considered as a main priority for this action plan.

The important thing to consider is that walking and cycling is a relatively safe activity: according to the National Transport survey, one cyclist is killed on Britain's roads for every 27 million miles travelled by cycle—the equivalent to over 1,000 times around the world. However, any injury or death to any road user is preventable and this action plan and the work of the Casualty Reduction Partnership will look to challenge behaviour of all road users to make the roads as safe as possible.

In Norfolk, between January 2006 and December 2015, 16 pedal cycle riders were killed and 336 were seriously injured on Norfolk's roads. Last year (2015), one rider was killed and 47 were seriously injured, whereas in 2006, 5 riders were killed and 28 were seriously injured. During the same 10 year period, 75 pedestrians were killed and 506 were seriously injured as a result of road traffic collisions in Norfolk. In 2015, 8 pedestrians were killed and 54 were seriously injured, whereas in 2006, 16 were killed and 65 were seriously injured.

The Norfolk Road Casualty Reduction Partnership continues to maintain a target of

a 33% reduction in the number of vulnerable road user KSI (Killed or Seriously Injured) casualties by 2020, with a target combined total of 63 annual vulnerable road user casualties.

All actions as a part of this plan will be cross referenced and in collaboration with the Road Casualty Reduction Partnership board and its subsequent sub-group on reducing the risk to vulnerable road users. There are a number of campaigns and other innovative intentions and ideas that will contribute to the promotion of activity whilst increasing safety and perception of risk. This includes challenging behaviours and promoting a 'respect' for all road users campaign.

Plans for walking and cycling will take into account safety of users which includes: education, attitudes towards other users, infrastructure and enforcement.

**“ In order to improve uptake, we need to improve safety. The relative risks associated with journeys by active travel methods are unacceptably high and must be reduced. ”**

## 4.6 Benefits for the environment

Each person switching from driving to cycling for a 4 mile each-way commute, saves half a tonne of CO<sup>2</sup> per year – or 6% of their personal carbon footprint.

Pleasant environments strengthen local economies (urban and rural), property values, workforce health and productivity and social community.

The average costs to society of every km cycled is 6.5 times lower than for every km driven.

**THIS ONE  
RUNS ON FAT  
AND SAVES YOU MONEY**



**THIS ONE  
RUNS ON MONEY  
AND MAKES YOU FAT**





# 5 Norfolk's cycling and walking network

Norfolk's cycling network is comprised of:

- Formal, built schemes which can be off-road, on-road or shared use. These have developed mainly in market towns, and more extensively in Norwich through the *Push the Pedalways* programme.
- Informal routes along existing, quieter roads.

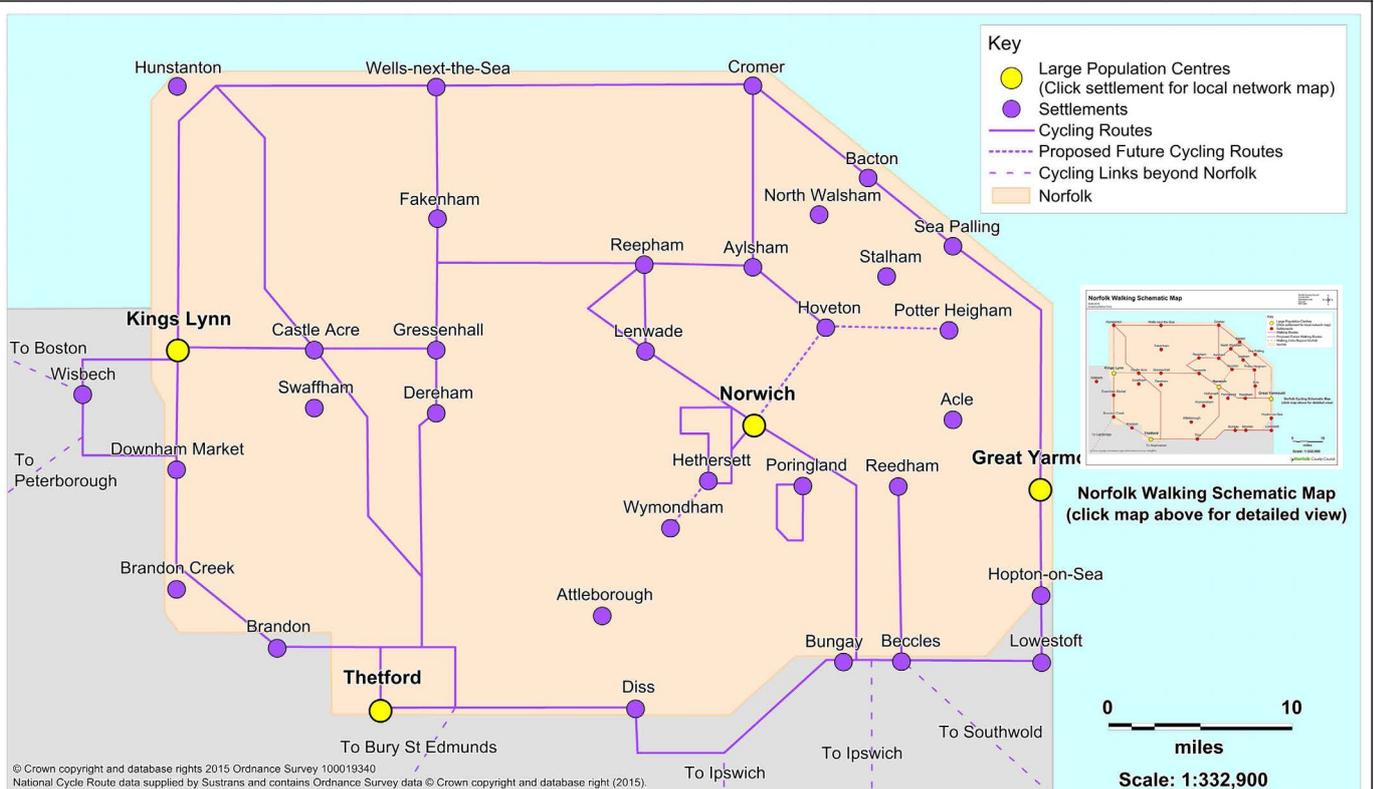
Their main purpose has been to link residential and commercial areas, schools, and provide (to a lesser extent) leisure routes connected with tourism. Their existence has been promoted through various maps made available through websites, council offices and tourist centres, and school travel plans.

A countywide network will enable schemes to be prioritised and matched to relevant funding streams. It will demonstrate our

## Norfolk Cycling Schematic Map

Scale at A3  
Compiled by Matthew Thorne

Norfolk County Council  
County Hall  
Martineau Lane  
Norwich  
NR1 2SG



ambition to develop and promote cycling and walking.

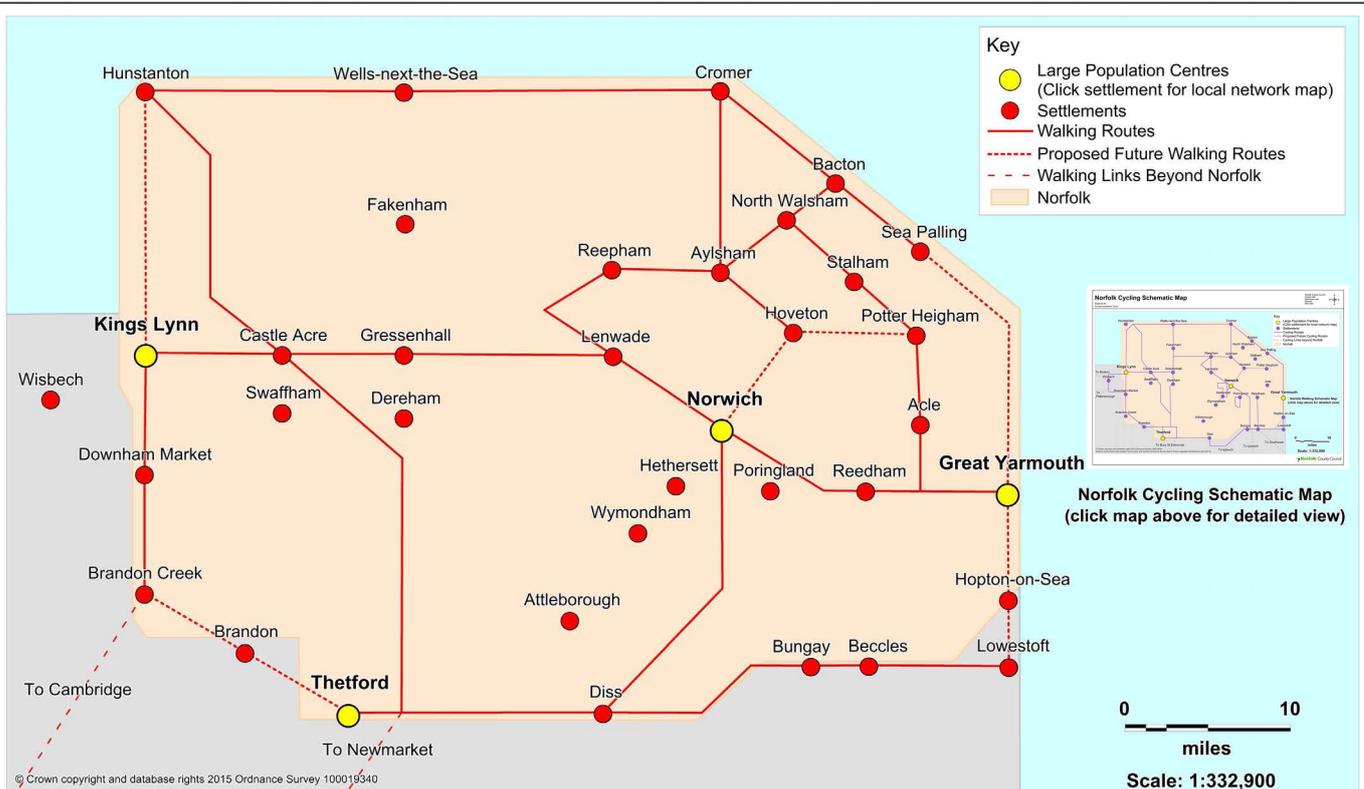
The schematic network maps for cycling and walking (below) show the arterial routes which are likely to maximise usage, by linking residential, employment and service centres, schools, public transport interchanges and popular cycling destinations. Links are also required with neighbouring urban centres and long distance cycle routes. More detailed local

network maps are available for Norwich, King's Lynn, Great Yarmouth and Thetford. These are accessible through clicking on their location on the schematic maps (also available in Section 11).

## Norfolk Walking Schematic Map

Scale at A3  
Compiled by Matthew Thorne

Norfolk County Council  
County Hall  
Martineau Lane  
Norwich  
NR1 2SG





## 6 Improvements to infrastructure

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### 6.1 Improvements to cycle routes

In urban areas, we aim to use the experience we are gaining in the roll-out of *Push the Pedalways* in Norwich. Here, we have identified a cycle network connecting the main locations such as the city centre, employment locations and education establishments. This network features strategic routes called pedalways. We are systematically upgrading the quality of the pedalways so that they can be used confidently by people of all ages and abilities.

We aim to use this model in our other main urban areas and market towns. We will identify a cycle network and use full segregation on the main cycle routes on busy traffic routes in urban areas, and where this is not possible we will introduce wider cycle lanes clearly separated from traffic. More priority for cyclists will be introduced at major junctions where practicable.

We will create 20mph zones in residential areas where appropriate to create a network of neighbourhood routes including safe routes to schools. The impact of changes on all road users will be considered as schemes are developed.

We will also identify a cycle network in rural areas. There is a huge opportunity to enhance the existing networks to make them better for cycling. This includes learning lessons from our earlier roll-out of

Quiet Lanes, and examining the use of existing facilities. These existing facilities include the extensive network of rural public rights of way, Norfolk Trails, bridleways or other links, whether having a statutory or permissive right across them. Old railway paths provide an opportunity to develop longer distance, traffic-free routes. Lower speed limits will be reviewed along rural roads which are popular leisure routes or which form important links in the network.

### 6.2 Review of cycle parking

We will review cycle parking needs in the main urban centres and work closely with our partners to improve facilities at important trip destinations such as rail stations, universities/colleges, schools and employment, on estates and in other areas of high housing density where secure communal storage or other customised solutions may be needed.

Photo © Cambridge bicycle racks by Christian Mercat  
licenced under GFDL via Commons



[https://commons.wikimedia.org/wiki/File:Cambridge\\_CMS\\_Bicycle\\_Racks.jpg#/media/File:Cambridge\\_CMS\\_Bicycle\\_Racks.jpg](https://commons.wikimedia.org/wiki/File:Cambridge_CMS_Bicycle_Racks.jpg#/media/File:Cambridge_CMS_Bicycle_Racks.jpg)

## 6.3 Public Spaces

City and town centres, vehicle-restricted areas and new developments will need to accommodate through cycle journeys where possible. High standards of urban design, cycle parking and signage will ensure that public spaces are attractive and offer a welcome to responsible cyclists whilst protecting pedestrian amenity.

## 6.4 Signage

Main cycleways will be clearly signed showing clear information about journey distance. Cycling and walking counters, visible to cyclists and drivers, can provide a strong marketing message along busy corridors and cycle routes.

## 6.5 Integration with public transport

The cycle network will aim to provide safe and direct access to all key rail and bus interchanges. We will aim to provide adequate, secure, covered cycle parking, prioritising the busiest, most well-used interchanges. We will work with partners and public transport operators to investigate opportunities for bike carriage as new vehicle fleets are purchased. We will work with the rail industry to improve access to trains and platforms.

## 6.6 Cycle hire

We will investigate opportunities with private sector providers to deliver cycle hire schemes where possible. There is also

scope to work with charities and social interest companies to provide not-for-profit cycle hire. Scope also exists for re-examining the cycle hire models used at public transport hubs to see if mixed retail, maintenance and sales models may be effective in some locations. Funding streams are being explored to research and experiment with different models.

## 6.7 Road design and route maintenance

We will liaise with Highways England on the government's proposals to 'cycle-proof' the Strategic Road Network. Highway maintenance programmes will review opportunities to improve facilities for cyclists. Maintenance of the strategic cycle network will be planned into future capital programmes.

## 6.8 Our plans for the walking network

Norfolk possesses good rural walking infrastructure with two National Trails and nine further long-distance paths, as well as 200 promoted circular walks and 2400 miles of public rights of way.

Walking routes in towns and cities are a key element of the transport network. Planning these routes needs to be done from a network perspective.





## 6.9 Planning for walking and cycling

New developments, both housing and employment, provide the opportunity to create attractive environments and to build in coherent, convenient and safe links for walking and cycling. We will work with promoters of developments, local communities and local planning authorities through the planning system (including the production of local plans) to ensure that new developments are designed to encourage people to cycle and walk. This will include ensuring that their layouts are well thought out and incorporate cycling and walking infrastructure, and green infrastructure.

We will secure this where appropriate through the planning system including in our discussions with developers, or obligations and conditions on consents. In addition programmes of work will make use of funding through the Community Infrastructure Levy (CIL) where this has been agreed and adopted. Within Greater Norwich the local authorities already pool funds, including CIL, and use this to bring forward cycling, walking and green infrastructure projects. We will work with local communities on neighbourhood plans to encourage a sustainable approach in these documents as well as help deliver appropriate infrastructure potentially through joint funding arrangements such as combining their share of CIL with our own funds. This can build on our already-successful Parish Partnerships work where

pooled funding is used to bring forward otherwise unaffordable community-led projects.



## Engagement 7

Travel behaviour is established early in life and most easily challenged when major life changes occur, for example when moving school, going to college, moving house, changing job or taking retirement.

Activities which promote cycling need to be carefully tailored to different ages and population groups and should adapt to peoples' readiness for change, offering practical cycling opportunities as far as possible.

### 7.1 Schools and Further Education

A package of work will include:

- Cycling engagement projects, supporting local champions to inspire a culture shift within the school community
- Cycle training for children and family members
- Annual school cycling challenge
- Investing in minor safety improvements and cycle parking

We will continue to work in partnership with the University of East Anglia and Further Education colleges, who have had success in implementing their travel plans.

### 7.2 Travel planning

Travel Plans including those from public transport hubs, are an essential tool for enabling development by creating sustainable transport access to, from and around the site. They represent a long-term

travel management strategy, using a package of practical measures designed to reduce single occupancy car use and promote a range of transport options including encouraging walking and cycling, public transport and car sharing.

For residential developments, Norfolk County Council offers a fully inclusive package covering the writing, implementation, on-going management and annual monitoring of a Travel Plan.

We will continue to work with developers, planning authorities, schools, residents and businesses to promote successful travel planning.

### Personalised travel planning

Personal Travel Planning (PTP) is a well-established method that encourages people to make more sustainable travel choices. It seeks to overcome the habitual use of the car, enabling more journeys to be made on foot, bike, bus, train or in shared cars. This is achieved through the provision of information, incentives and motivation directly to individuals to help them voluntarily make more informed travel choices.

We will seek to encourage and deliver PTP for residents and businesses across Norfolk.

### 7.3 Workplaces and Jobseekers

Norfolk County Council has made available a Business Travel Pack, which provides all businesses, big and small, access to all the





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information they need to encourage their staff to travel more sustainably by means of raising awareness of different travel options. This includes information on cycle training and the *Cycle to Work* bike purchase scheme. We will continue to promote the Business Travel Pack.

## 7.4 Active Norfolk – Promoting Cycling and Walking

Active Norfolk is an established County Sports Partnership which delivers and supports a range of national and local initiatives to engage, educate and inspire Norfolk residents of all ages to choose cycling and walking as an everyday activity, as well as promoting the sport of cycling.

Examples of these initiatives include:

### **School Games**

The Norfolk School Games is the largest school sport event ever held in Norfolk. During 2015 an estimated 18,000 young people from across the county took part in the Games in 45 different events.

### **Satellite Clubs**

Satellite Clubs are extensions, or outposts of community sports' clubs which are established at a new venue, usually a secondary school or college and are specifically aimed at the 11-25 age group.

### **Sportivate**

Sportivate is a lottery-funded London 2012 legacy project that gives young people the chance to discover a sport that they love. Aimed at 14-25 year-olds, the scheme

provides access to six-to-eight weeks of free or subsidised coaching in a range of sports and activities, including cycling. In the first four years over 11,000 young people from across Norfolk attended.

### **Fit Together**

Fit Together delivers 1,700 free health walks per year around the county, varying from walks under 1 mile to 5 miles. More than 9,600 people have signed up to the scheme since 2008.

### **Fit4Work**

This project promotes the benefits of an active and healthy workforce to employers. It is free to be involved and currently engages over 400 workplaces in Norfolk.

### **Fun and Fit**

Fun and Fit is a research study that is being evaluated by UEA using a £450,000 Sport England 'Get healthy, Get Active' grant that was awarded in April 2013, with further contributions received from Norfolk County Council's Public Health team.

### **Get Into**

Provides adults with the opportunity to try new activities, return to a previously played sport, or support their progression from the Fun and Fit programme into more structured sport and physical activity environments.

### **Tour of Britain**

The Tour of Britain is the UK's biggest professional bicycle race and a centrepiece of the British sporting calendar as the country's largest free-to-watch live sporting

event, with many hundreds of thousands more following via television and online.

### **Go-Ride events**

Go-Ride King's Lynn is a self-sufficient cycling group which arranges off-road racing events for local youngsters. The group has an active membership of 50 with around 25 people turning up to weekly sessions.





## 8 Case studies and examples

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"Before completing the cycling course I had zero riding confidence. Although I grew up riding a bike, over the years I became less and less inclined to ride. Being fit and active in other sports it frustrated me that my bike filled me with dread. I signed up for the cycling course and the evening before I was due to start I was so nervous I nearly cancelled. Luckily, before I could cancel I received an email from Peter, the instructor. It was such a friendly, welcoming note I decided to go along, and I am so pleased I did.

The instruction that Peter gave, and the encouragement to make me believe I could conquer my fears, was amazing. I never thought I would cycle down hills and on busy roads in the middle of Norwich! I am still riding, perhaps not as often as I would like, but I now have the confidence to get my helmet on and ride." *Jill Copeland*



Deepdale Farm in Norfolk is an exemplar of farm diversification. Redundant farm buildings have been developed to create a highly successful hostel accommodation and tourist information business servicing the nearby Norfolk Coast National Trail.

The backpacking, camping and glamping complex has 50,000 bed night bookings each year, and has a turnover in excess of £300,000.

Burnham Deepdale Farm information centre

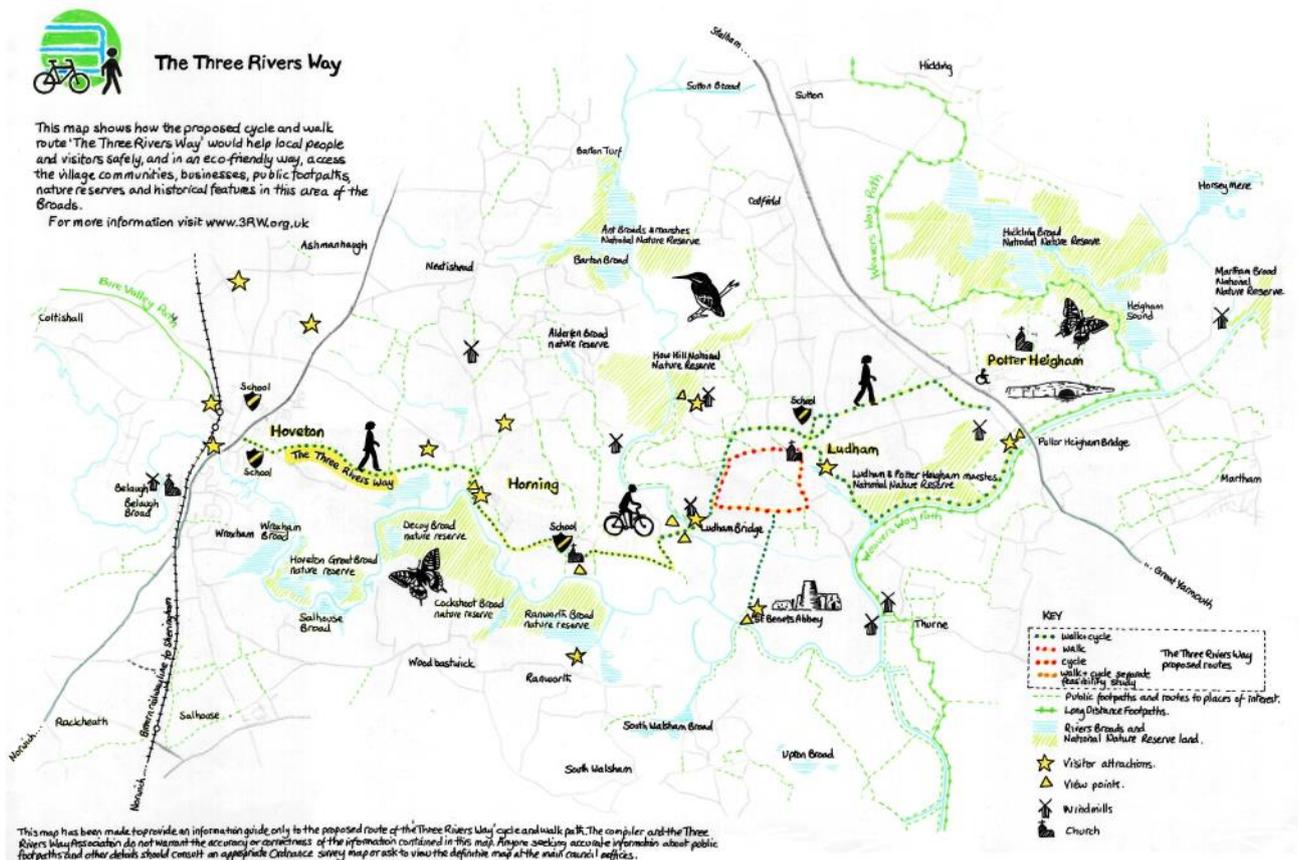


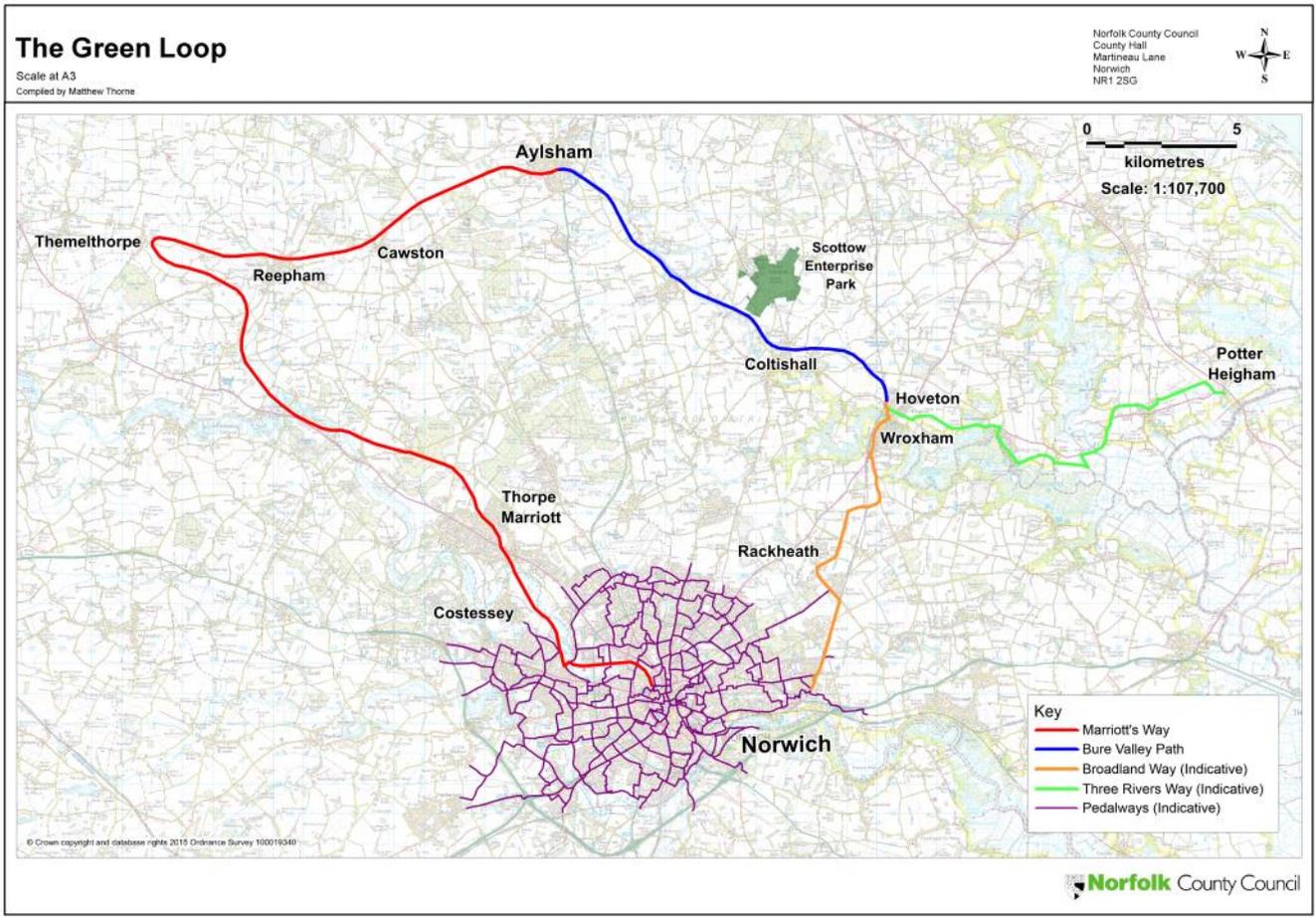


The “Three Rivers Way” will make the Broads more accessible to cyclists and walkers. The route links the communities of Hoveton and Wroxham for local and tourist users and avoids the busy A1062 road. It also links with the off-road Bure Valley Path

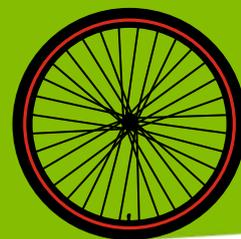
and ultimately, the Marriott’s Way.

Our Cycling and Walking Action Plan builds on this project, adding value by improving the connectivity of the Norfolk county-wide cycling and walking network.





The Norwich Green Loop is a new trail for walkers and cyclists that is made up of the Marriott's Way, the Bure Valley Path and a new path through the growth area between Wroxham and Norwich that has been provisionally called the "Broadland Way". This will provide a circular route of about 50 miles linking Norwich, Aylsham and Wroxham



## 9

# Targets and outcomes

### 9.1 Targets

- Positive change in levels of cycling and walking.
- Positive change in level of integration with public transport links.
- The effect on users' health.
- Change in levels of accidents.
- The effect on CO<sub>2</sub> emissions.
- The effect on NO<sub>x</sub>/NO<sub>2</sub> emissions.
- The effect on air quality.
- Employment and economic effects.
- The effect on congestion levels.
- Levels of awareness and perceptions of safety.
- Value for money.
- Economic benefits.
- Awareness of local cycling facilities.
- Satisfaction with cycling facilities
- General support for investment in cycling.

Our first action is to compile a set of baseline data for Norfolk. Whilst there is data available for the main urban areas of King's Lynn, Norwich, and Great Yarmouth, there may be less information currently available for market towns in the more rural parts of the county for example.

In addition, Norfolk County Council has adopted the following targets to:

- a. Quadruple the level of cycling and walking to work in Norfolk market towns by 2021 (current level is 1.5% in 2011 census).
- b. 10% of all secondary school pupils cycling to school by 2025 (current estimate is 1-2% based on last school census data 2010).
- c. Double the proportion of primary school pupils achieving Level 2 cycle training before they leave school by 2020 (currently about 5000 pupils are trained every year).
- d. Aim to increase the number of cycling and walking journeys in part or full to 10% of all journeys by 2025 and 25% by 2050, focussing particularly on journeys to work and school.
- e. Increase the overall spend on cycling and walking within Norfolk's public sector to £10 per capita.

We will also set project-specific targets for our work in schools, workplaces and wider communities.

Monitoring and evaluation will be vital for the effective management of different projects and promotional messages. More investment will be required in automatic cycle counters and wider surveys. Schools and businesses will be encouraged to report progress with their travel plans.

## Funding and value for money 10

Government is encouraging a minimum of £10 spend per head of population each year to make a step change in cycling, equating to around £8.5m each year in Norfolk. There are a number of partner organisations supporting an uptake in cycling and walking in the county, ranging from spending on building cycle lanes through to supporting health outcomes by encouraging participation. Working together to deliver the cycling and walking action plan will enable these funds to be better aligned and pooled to be more effective.

We are working to identify the current level of spend and how we might secure funding to support delivery. Sources of funding may include:

- Department for Transport *Cycling and Walking Investment Strategy*.
- Norfolk's Local Transport budget.
- New Anglia Growth Deal (Local Enterprise Partnership).
- Local authority public health budgets.

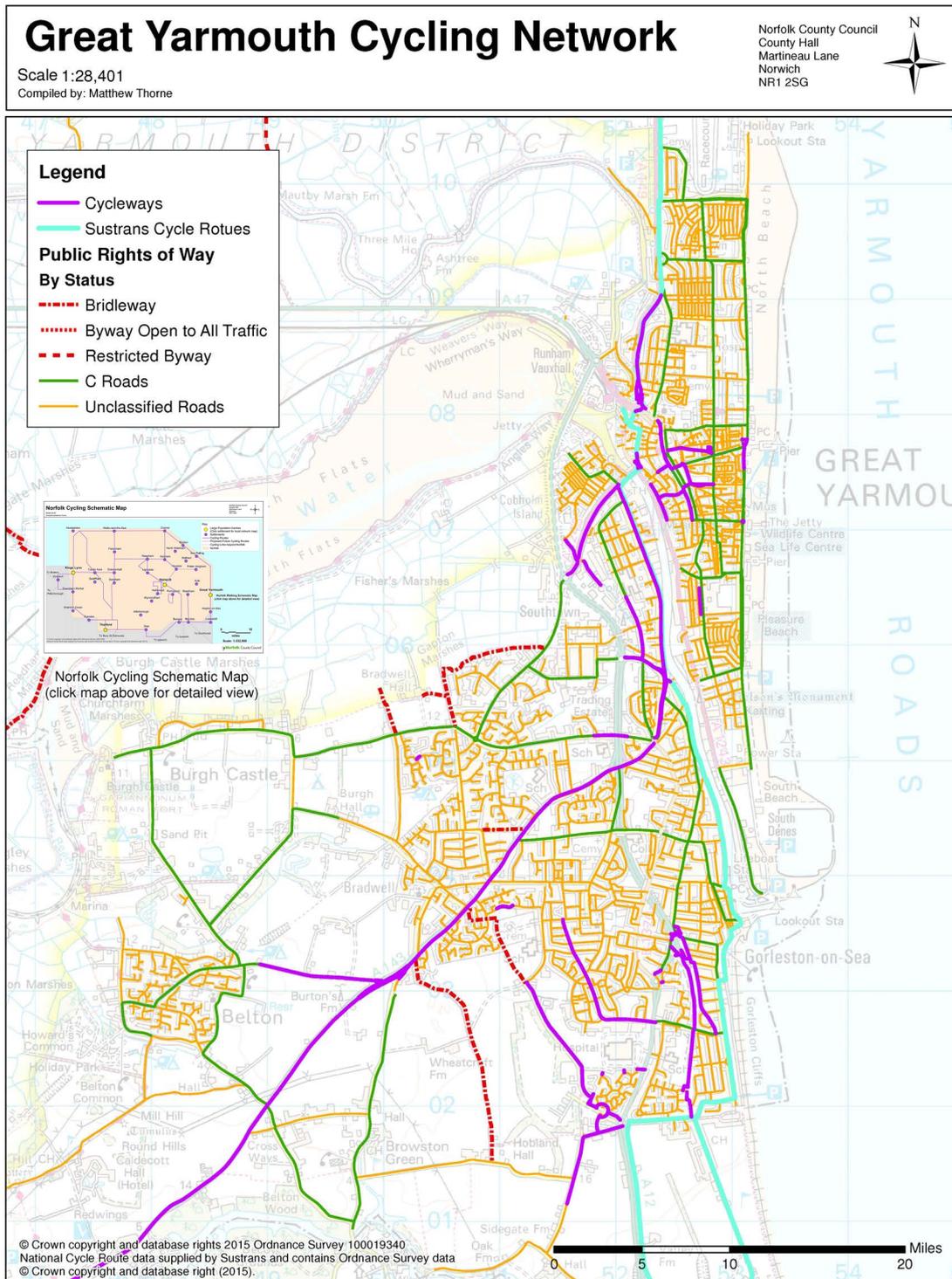
- Highway maintenance budgets.
- Community infrastructure levy.
- European structural funding.
- Contributions from partners, for example universities and rail operators.
- Grants via third sector organisations, for example landfill tax and lottery awards.

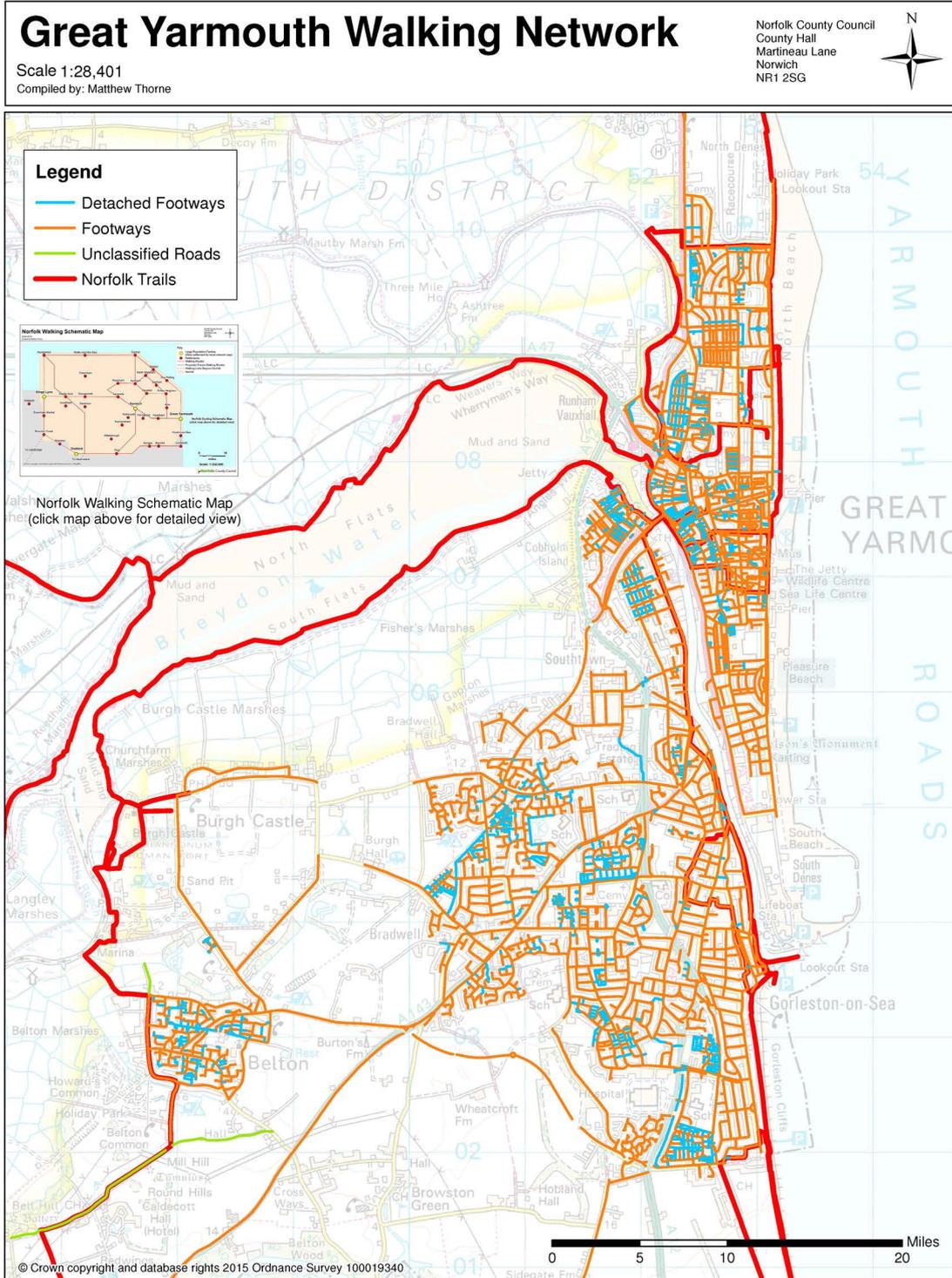
Measures to increase cycling walking can contribute to a wide range of social, economic and environmental objectives at a relatively low cost. Economic appraisal has shown high benefit cost ratios (BCRs) for investments in cycling, largely through congestion and health savings. Investment in the Cycling Demonstration Towns led to a 27% increase in cycling in just three years generating health benefits alone of £2.50 for every £1 spent. Area-wide investment in the London Cycle Network led to a return of approximately 4:1.





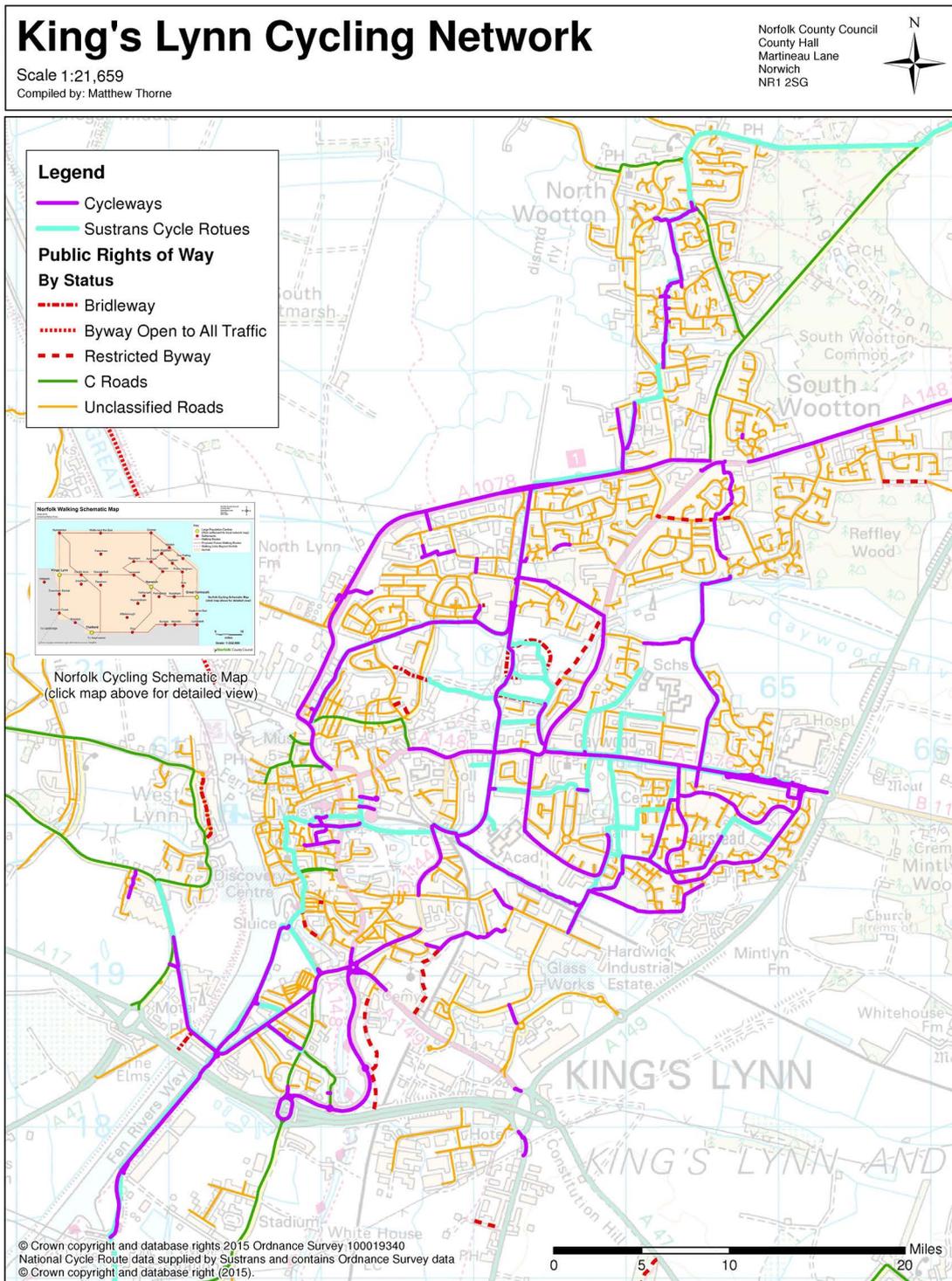
# Local walking and cycling network maps

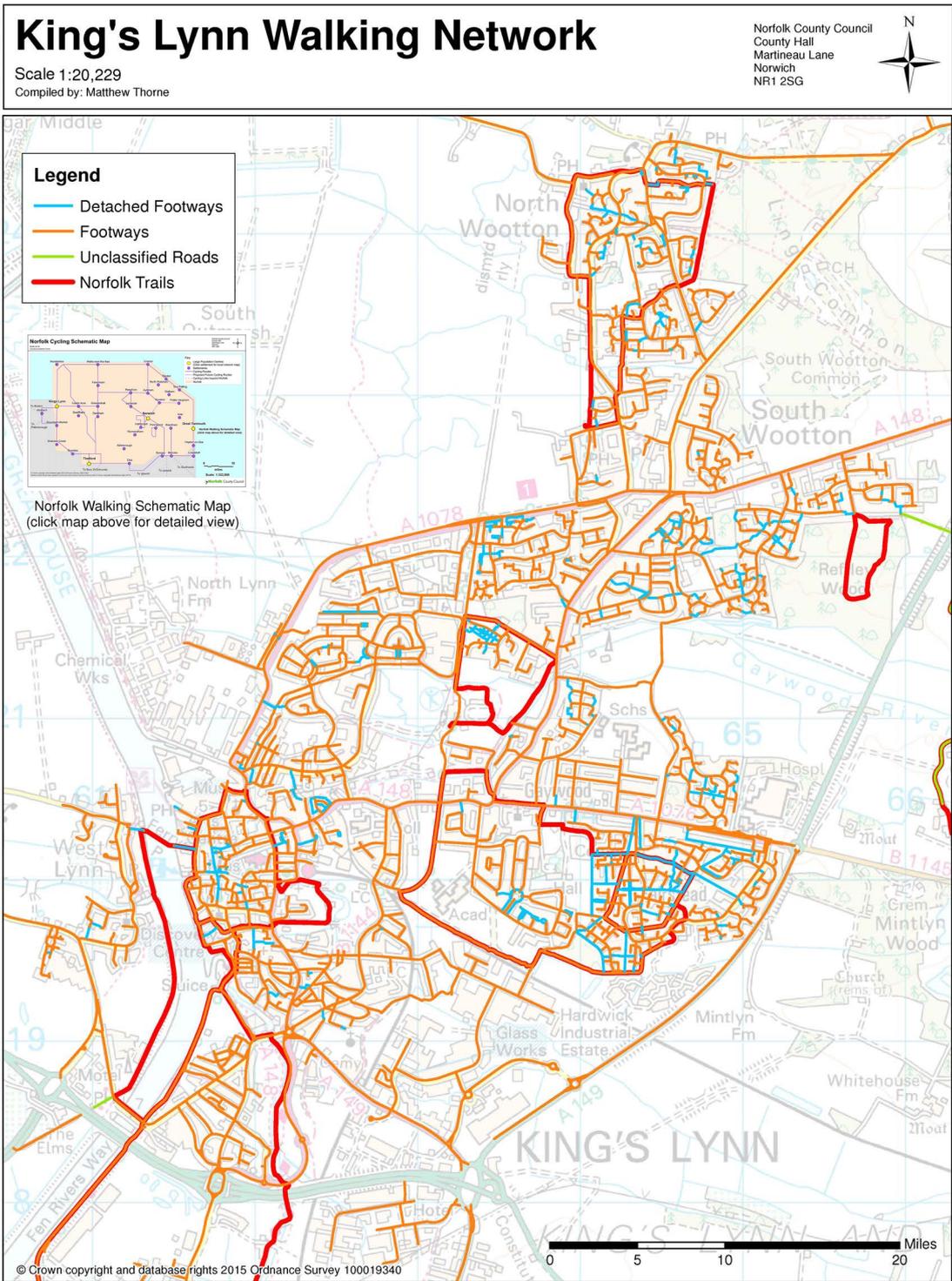






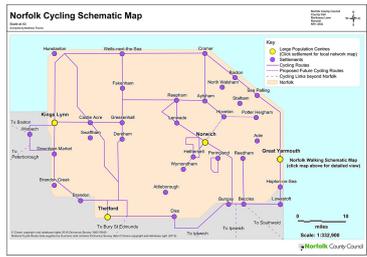
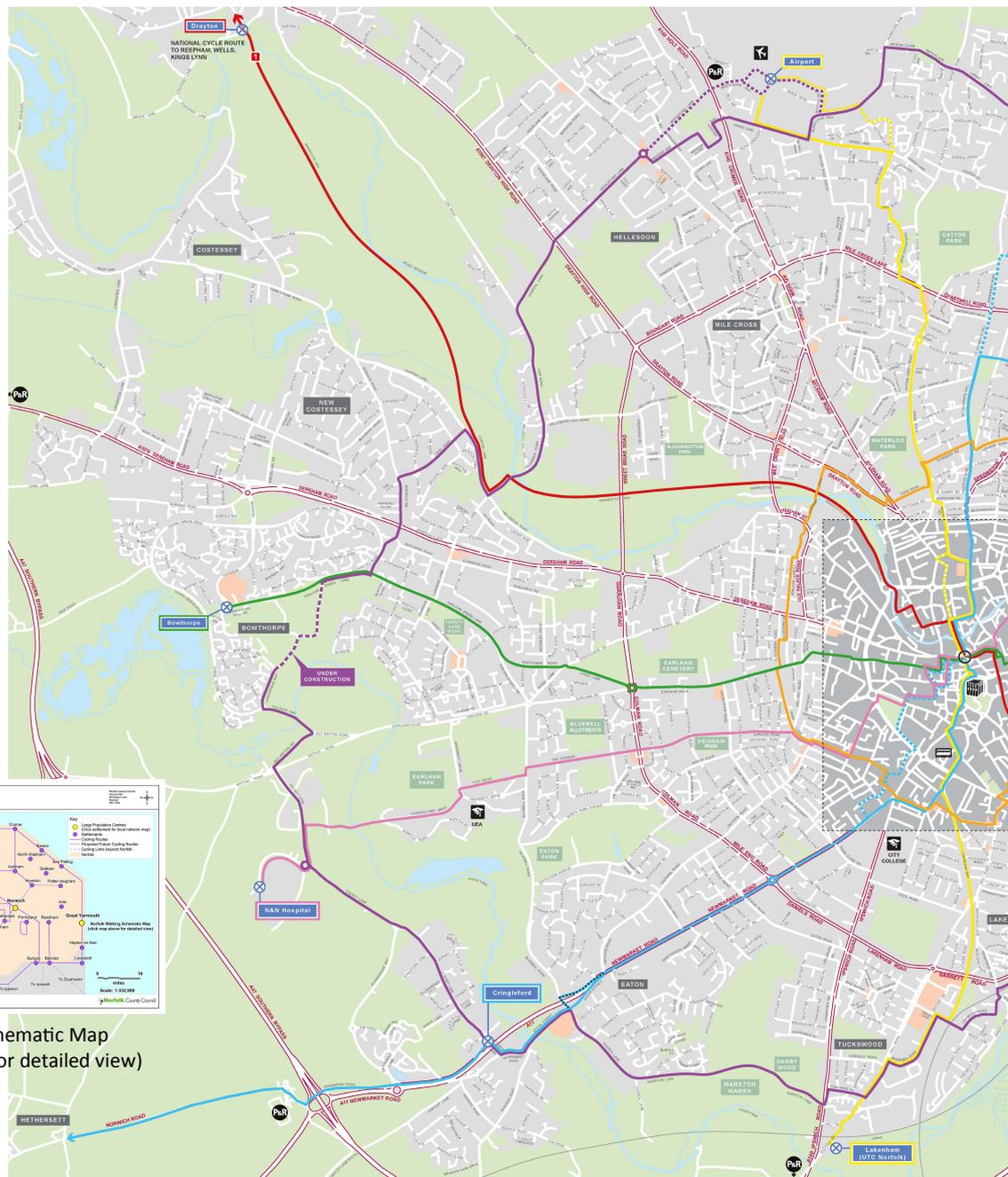
# Local walking and cycling network maps







# Local walking and cycling network maps



Norfolk Cycling Schematic Map  
(click map above for detailed view)



## Norwich Pedalways Norfolk cycling and walking action plan

DRAFT 16 Feb 2016

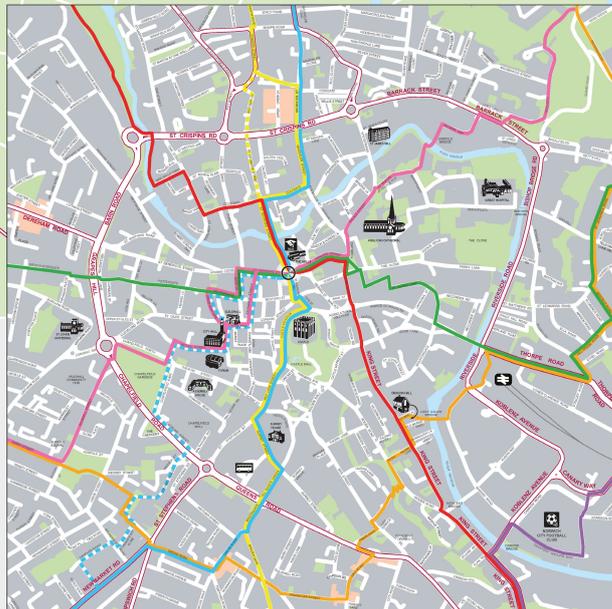
### Pedalways - 2016

- Drayton ↔ Whittingham (National Cycle Route 1)
- Bowthorpe ↔ Broadland Business Park
- N&N Hospital ↔ Heartsease
- Cringleford ↔ Sprowston
- Lakenham ↔ Airport
- Outer circuit
- Inner circuit

### Pedalways - proposed route changes

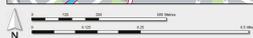
- - - - Proposed route alteration 2019  
Cringleford ↔ Sprowston
- - - - Route section deletion 2019  
Cringleford ↔ Sprowston
- - - - New route alteration 2019  
Lakenham ↔ Airport

# Norfolk Cycling and Walking Action Plan



es  
 ot to be used for wayfinding  
 purposes  
 neighbourhood routes not shown

-  St Andrew's Plain  
centre of the network
-  Train station  
(including cycle hire)
-  Bus station  
(including cycle hire)
-  Airport
-  Park & ride  
(cycle parking available)
-  Higher & further education
-  Local shopping centres



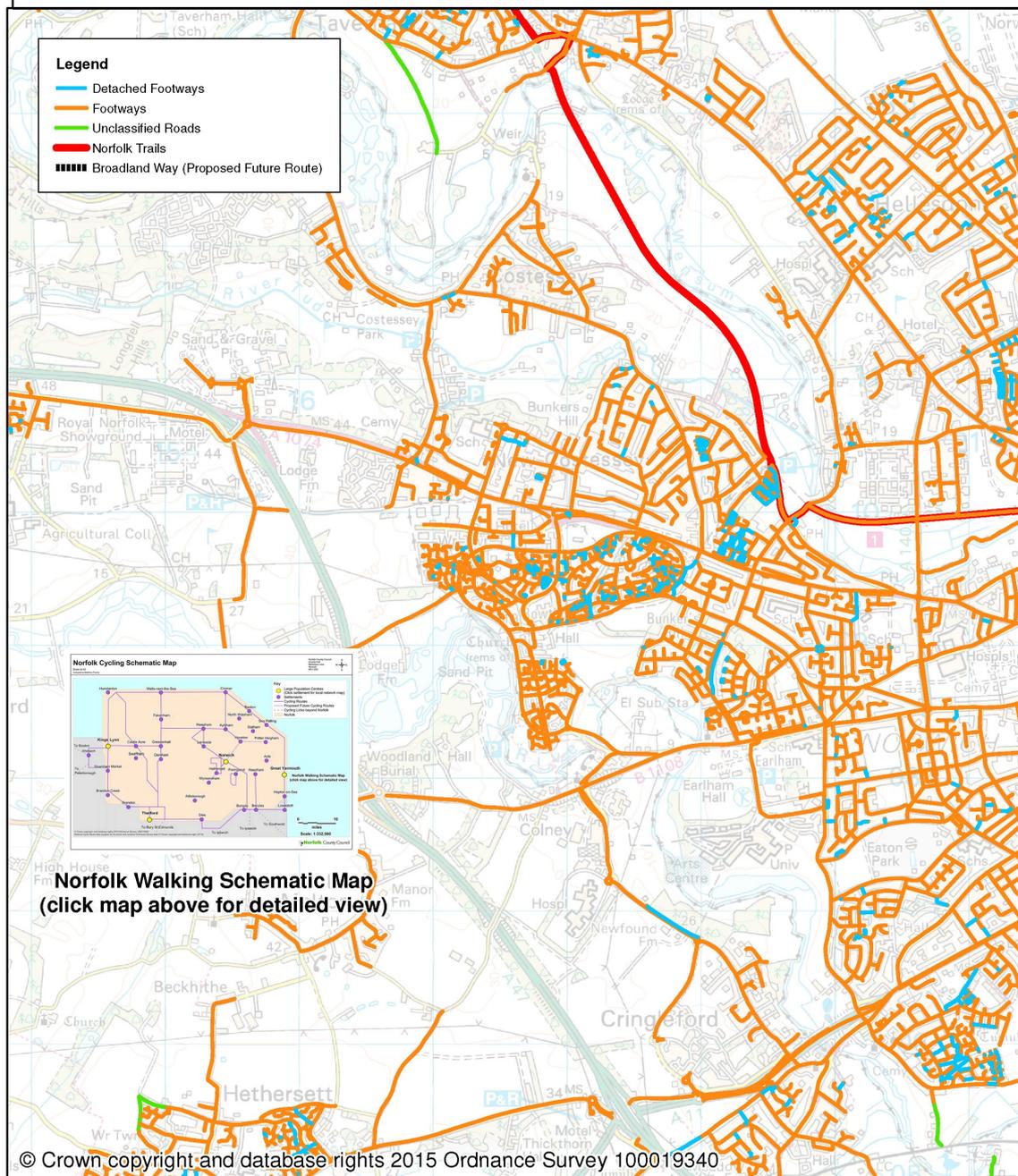


# Local walking and cycling network maps

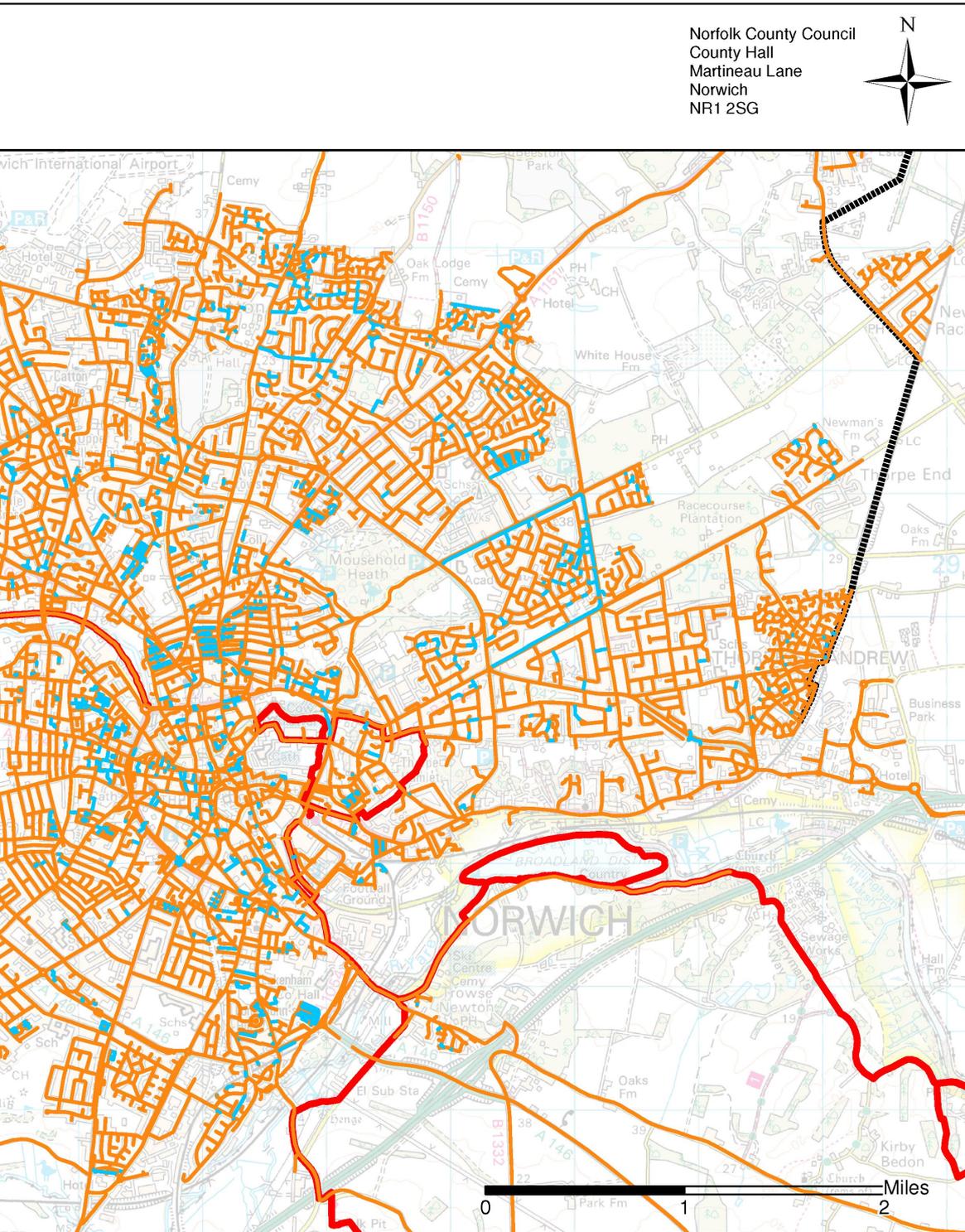
## Norwich Walking Network

Scale 1:37,278

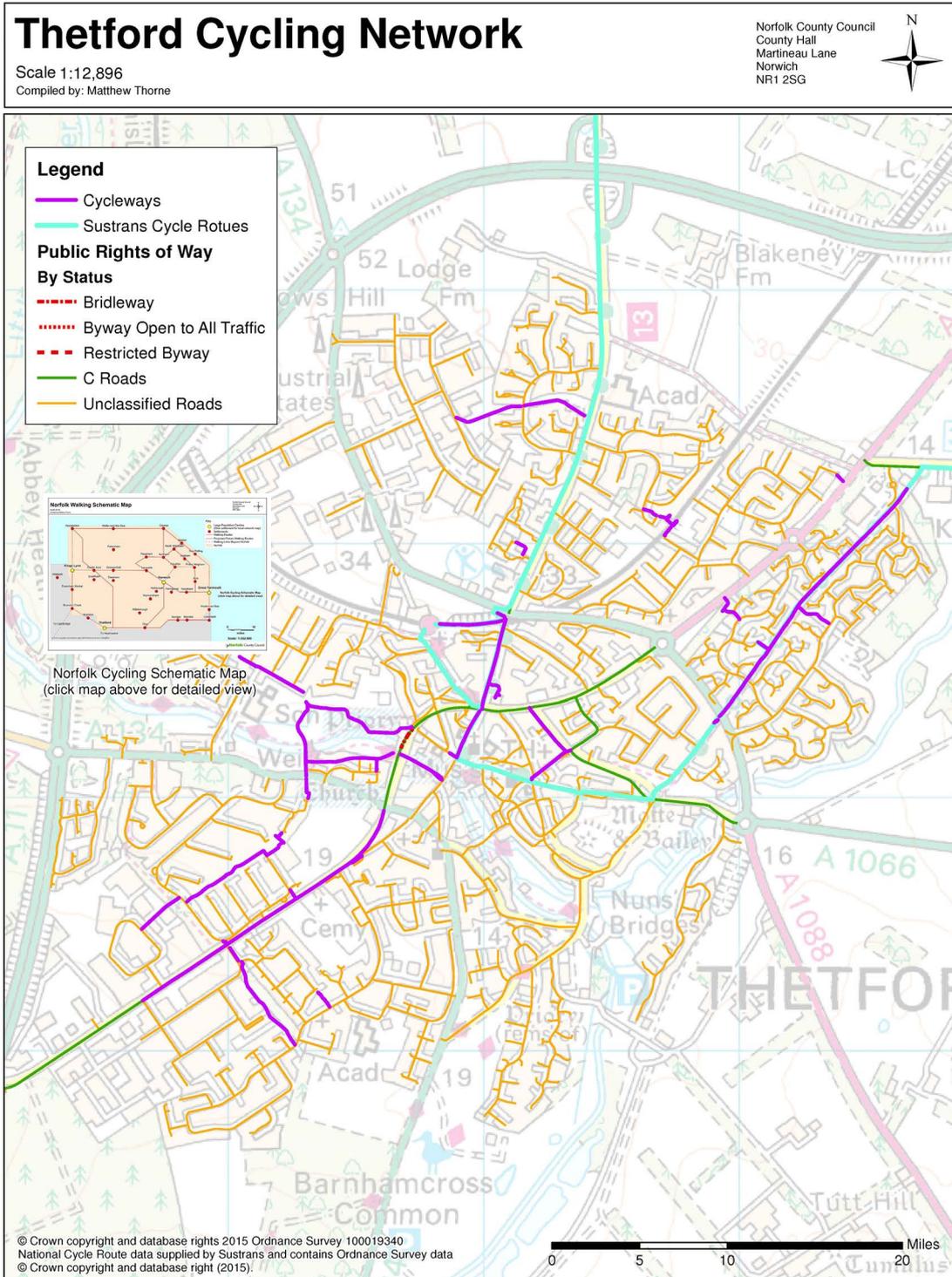
Compiled by: Matthew Thorne

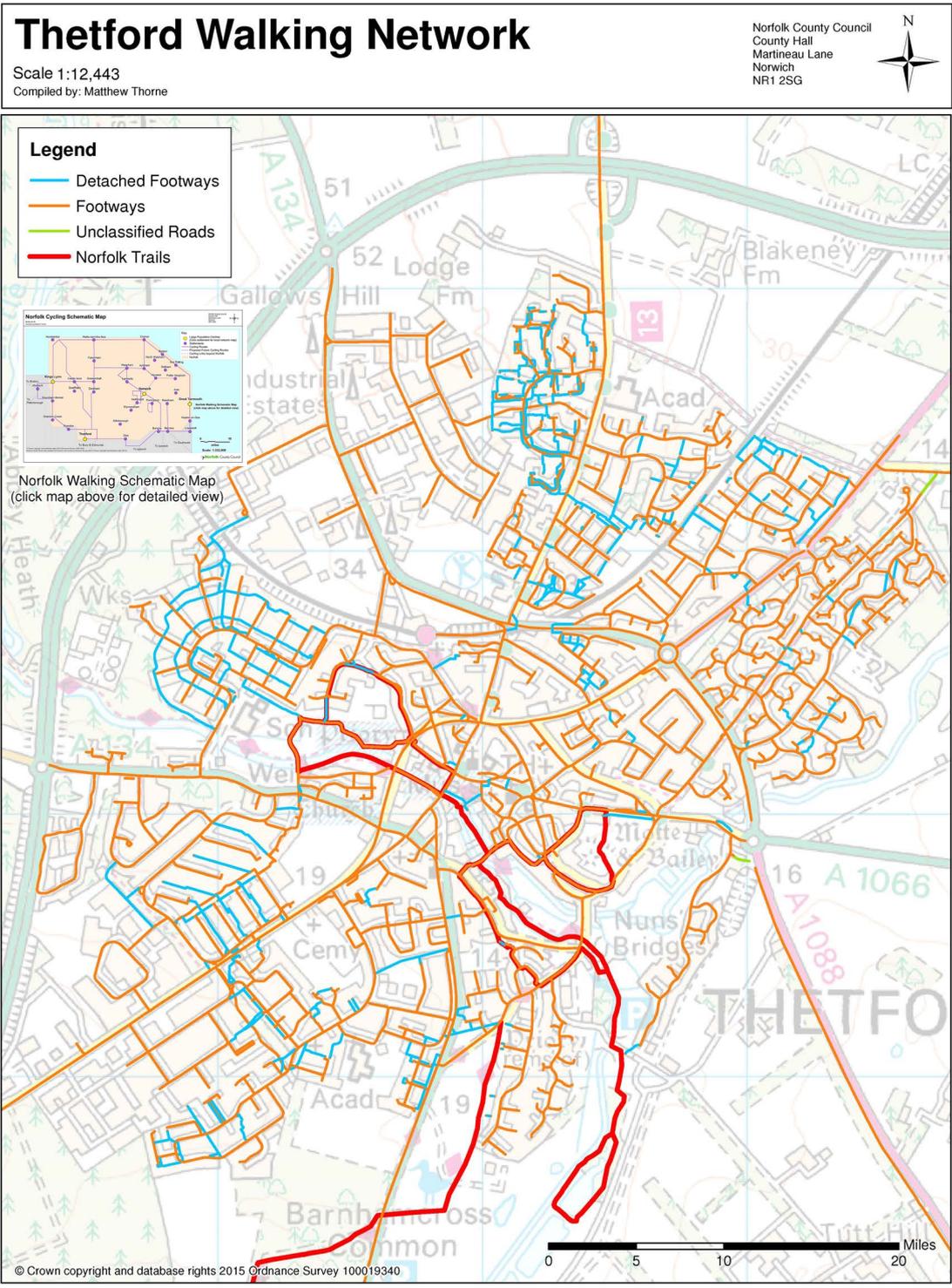


# Norfolk Cycling and Walking Action Plan



# Local walking and cycling network maps





# 12 Cycling and walking projects list

5 year Capital Improvement Programme

<u>ID Number</u>	Description and Location
PE3038	Rackheath - Eco town to Sprowston - Cycle Link (cycling scheme)
PE0098	Broadland Way cycle scheme (feasibility) (cycling scheme)
	Norwich – Cycle network implementation (cycling scheme)
PE4117	Liberator Road (cycling scheme)
	Spitfire Road - Hurricane Way (cycling scheme)
	Hurricane Way - Heyford Road (cycling scheme)
	Taylor's Lane (connector) (cycling scheme)
PE4101	Fifers Lane / Ives Road / Heyford Road roundabout (cycling scheme)
PE4099	Ives Road - Weston Road industrial estate (cycling scheme)
PE4100	Bussey Road - Ives Road (cycling scheme)
	Mile Cross Lane (Fiddlewood - Catton Grove Road) (cycling scheme)
PE4108	Woodcock Rd / Catton Grove Rd roundabout (cycling scheme)
PM4103	Mile Cross - Angel Road via Pointers Field (cycling scheme)
	Angel Road (cycling scheme)
	Shipstone Rd / Angel Rd / Waterloo Rd junction (cycling scheme)
	Edward Street north (cycling scheme)
PE4112	St Crispins (St Georges - Botolph Street) Crossing (cycling scheme)
PE4113	All Saints Green / Brazengate / Queens Road (cycling scheme)
	Lakenham Way (cycling scheme)
PR3486	Sandy Lane (Bessemer - Lakenham Way junctions) (cycling scheme)
PE4104	Hall Road (Bessemer - Old Hall Road) (cycling scheme)
PE4107	Ipswich Road - Old Hall Road (cycling scheme)
	20 mph areas (yellow) (cycling scheme)
	Cycle parking at hubs (yellow) (cycling scheme)
	Wayfinding and clutter reduction (yellow) (cycling scheme)
	Monitoring infrastructure (yellow) (cycling scheme)
	Centre of old Cringleford (cycling scheme)
PE4110	Bluebell Road (connector) (cycling scheme)
	Newmarket Road (Unthank Road - ORR) path upgrade (cycling scheme)
	Newmarket Rd (ORR - Hannover Rd) (cycling scheme)
PE4109	Wessex Street approach to Chapelfield Rd (cycling scheme)
PE4114	Magdalen Road (cycling scheme)



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Funding (£)	Estimated Timescale (Start)	Estimated Timescale (End)
£1,109,300.00	2017/18	2018/19
£30,000.00	2015/16	2015/16
N/A	N/A	N/A
£106,200.00	2015/16	2017/18
£18,300.00	2015/16	2016/17
£55,000.00	2015/16	2016/17
£14,000.00	2015/16	2017/18
£325,000.00	2015/16	2016/17
£50,000.00	2015/16	2015/16
£30,000.00	2015/16	2015/16
£548,000.00	2015/16	2017/18
£327,000.00	2015/16	2016/17
£59,000.00	2015/16	2015/16
£22,000.00	2015/16	2016/17
£327,000.00	2015/16	2016/17
£219,000.00	2015/16	2017/18
£989,000.00	2015/16	2017/18
£602,000.00	2015/16	2016/17
£445,000.00	2015/16	2017/18
£215,000.00	2015/16	2016/17
£380,000.00	2015/16	2016/17
£27,200.00	2015/16	2016/17
£327,500.00	2015/16	2017/18
£75,500.00	2015/16	2016/17
£30,000.00	2015/16	2015/16
£20,000.00	2015/16	2015/16
£91,000.00	2015/16	2017/18
£326,500.00	2015/16	2017/18
£326,000.00	2015/16	2016/17
£842,000.00	2015/16	2017/18
£108,500.00	2015/16	2016/17
£271,000.00	2015/16	2016/17



# 12 Cycling and walking projects list

5 year Capital Improvement Programme

ID Number	Description and Location
PE4111	St Clement's Hill (entrance to Sewell Park College) (cycling scheme)
	Chartwell Road / St Clements Hill / Spixworth Road (cycling scheme)
	North Walsham Road (George Hill - edge of urban area) (cycling scheme)
	North Walsham Road CBT improvement scoping (cycling scheme)
	20 mph areas (blue) (cycling scheme)
	Cycle parking at hubs (blue) (cycling scheme)
	Wayfinding and clutter reduction (blue) (cycling scheme)
	Monitoring infrastructure (blue) (cycling scheme)
PE4105	St George's Street / Colegate junction on both routes (cycling scheme)
PM4102	Opie Street / Castle Meadow on both routes (cycling scheme)
	City centre access strategy for cyclists (cycling scheme)
	Eaton A11/32 Newmarket Road Toucan Crossing (cycling scheme)
PE4106	Wymondham - Hethersett cycle link (cycling scheme)
	A11 north slip to Cringleford (cycling scheme)
PK1000 & PK5072	Norwich Northern Distributor Road and Postwick Hub(Dft and NCC Corporate funding) (major scheme)
	Easton / Longwater (A47/A1074) Junction h) Cycle and pedestrian bridge over the A47 –
PF3040	Norwich-provision of dropped kerbs (walking scheme)
PH2103	Norwich- future road crossings (walking scheme)
	Norwich- future walking schemes (walking scheme)



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Funding (£)	Estimated Timescale (Start)	Estimated Timescale (End)
£107,500.00	2015/16	2016/17
£406,000.00	2015/16	2017/18
£505,000.00	2015/16	2017/18
£10,000.00	2015/16	2015/16
£315,000.00	2015/16	2017/18
£47,000.00	2015/16	2016/17
£40,000.00	2015/16	2015/16
£20,000.00	2015/16	2015/16
£75,000.00	2015/16	2015/16
£25,000.00	2015/16	2015/16
£250,000.00	2015/16	2017/18
£330,000.00	2016/17	N/A
£1,429,000.00	2015/16	2018/19
£109,000.00	2015/16	2016/17
£144,195,000.00	2015/16	N/A
N/A	N/A	N/A
£75,000.00	2015/16	2020/21
£148,500.00	2015/16	2020/21
£150,000.00	2015/16	2020/21



# 12 Cycling and walking projects list

Rights of Way Improvement Plan: 2015 Onwards

ID	Description and Location
1a	Develop and promote the “green loop”; linking the Marriott’s Way and Bure Valley path with a new trail between Wroxham and Norwich (Thorpe St Andrew) called The Broadland Way.
1b	Improve the Ketts Country Path to Norfolk Trails standard.
1c	Develop a new long distance path along the disused railway line between King’s Lynn and Huntstanton (that runs in conjunction with coastal access stretch 4 timescale).
1d	Influence planning to protect and enhance existing public rights of way; improve infrastructure and seek additional access in and around future developments.
1e	Extension of Norwich Wensum River Parkway to create a direct walking and cycling link from Norwich City Centre to Whitlingham Country Park.
1f	Encourage user groups and communities to submit applications for unrecorded public rights of way. This is particularly important for routes that were established before 1949 as if these routes remain unrecorded by 1 January 2026 then they will be lost (Countryside and Rights of Way Act 2000).
2a	Design bespoke projects and identify funding to engage those typically hard-to-reach inactive populations experiencing physical and mental health issues in outdoor activity on trails and other PRow.
2b	Make stronger links with CCGs
2c	Develop partnerships between the environment and health sectors to deliver effective projects that connect people with nature and improve health as a result.
2d	Develop an approach to working with major health charities such as MacMillan and BHF
2e	Evaluate the usage of PRow and health and wellbeing benefits that PRow provide communities to feed in to evidence base for upgrading and improving the network.
3a	Audit routes (PRow and Trails) to assess current provision for wider access such as surface condition and infrastructure suitability for wheel/power chairs and buggies or appropriateness of signage for users with visual impairments or mental health difficulties such as dementia. This should also include access for those without cars.
3b	Conduct user needs assessments to identify where trails and PRow need upgrading to cater for all ability access.
3c	Undertake improvement of infrastructure and signage on trails and PRow where needs are identified.
3d	Develop promotional material suitable for a range of target users and ensure the website is accommodating for those who may have visual impairments.
4a	With a Local Access Forum lead, engage further with parishes and develop agreements for local ownership of path monitoring and maintenance, producing exemplar models to help attract other parish involvement. Identify further funding sources to enable this; potentially linking with Local Action Groups.



Estimated Funding (£)	Estimated Timescale
> 500,000	Spring 2016 Onwards
5000 - 50,000	Funding-dependent
> 500,000	Spring 2016 Onwards
< 5000	Ongoing
50,000 - 500,000	Planning application submitted; timescale dependant on planning process
5000 - 50,000	January 2026 (10+ years)
50,000 - 500,000	Oct 14 - Apr 2017
< 5000	Ongoing
50,000 - 500,000	Funding-dependent
5000 - 50,000	Autumn 2016
5000 - 50,000	May-17
< 5000	5 routes annually to be audited
5000 - 50,000	May-17
5000 - 50,000	Ongoing
< 5000	Dec-16
5000 - 50,000	Ongoing



# 12 Cycling and walking projects list

Rights of Way Improvement Plan: 2015 Onwards

ID	Description and Location
4b	Develop and expand the Trail Rangers voluntary scheme across trails and by including networks of PRow in parishes – potentially introducing PRow Rangers. Deliver training sessions to volunteers to equip them with the necessary knowledge to fulfil the role effectively. Develop an interactive web forum/tool box for Rangers on the Trails/PRow websites.
4c	Set up user focus groups in communities engaged in the Marriott's Way HLF project bid to help complete user needs assessments for multi-use trails.
4d	Facilitate the set up of community “Friends of” groups for individual trails and parish path networks to increase local ownership and enhance the sense of pride communities have in their local countryside access network.
4e	Further develop Norfolk as an all-user friendly county with steer from the LAF multi-user subgroup and recently appointed cycling and walking champion and Members-led working group.
4f	Support the ‘Enabling Communities’ work stream by increasing coproduction across communities linked to trails, PRow, health and wellbeing.
5a	Deliver bespoke projects in communities for children and young people to engage them in activity and in their surroundings (heritage and nature) on and around Norfolk Trails e.g. Munzee, geocaching, linking to Duke of Edinburgh, organising activities in conjunction with local “friends of Trails” or Parish Paths groups and delivery of Young Roots, Heritage Lottery Fund project (subject to successful funding bid).
5b	Work closely with education providers such as schools and outdoor learning programmes to design and deliver activities on trails and path networks that: Help teach the curriculum. - Raise awareness of the value of the environment. - Provide opportunities for those who find difficulty in learning in a classroom environment. - Help develop confidence, self-esteem, team working and practical skills.
5c	Develop and promote trails and paths in a style appropriate to children and young people.
6a	Work with partners to develop and set up a web-based toolkit for businesses including a training package to assist with use and implementation and to help businesses better promote themselves.
6b	Develop and promote themed trails linked to local businesses such as arts, food, landscape and history. Explore sponsorship opportunities which could help fund trail and path developments while providing businesses with publicity as a result of the partnership.
6c	Through the set up “Friends of” groups for trails and parish path networks, encourage towns to apply for “Walkers are Welcome” accreditation. Facilitate and support this process with the aim of handing local management of the scheme to the “Friends of” groups; including attracting involvement from business and linking with Visit Norfolk.



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Estimated Funding (£)	Estimated Timescale
TBC	Ongoing
5000 - 50,000	Ongoing
50,000 - 500,000	End of 2018
< 5000	Commence involvement before Autumn 2016
5000 - 50,000	Ongoing
5000 - 50,000	Mar-16
< 5000	Ongoing
< 5000	Ongoing



# 12 Cycling and walking projects list

Rights of Way Improvement Plan: 2015 Onwards

ID	Description and Location
6d	Find better ways to monitor PRow usage and evaluate their economic benefit.
7a	Work with the Historic Environment section to develop information on the top 50 heritage sites associated with Norfolk's paths and trails.
7b	Build on and link with existing projects such as Deep History Coast and the UEA's pathways to History to develop bespoke projects around ancient routes including pilgrimage routes and contextualise the influence of ancient landscapes on today's environment.
7c	Develop themed projects drawing on industrial Norfolk; in particular the railways that once linked much of the county.
8a	Draw up management plans for all stretches of trails in public ownership including associated PRow following the example of the Marriott's Way strategy.
8b	Engage the public, in particular young recorders in citizen science projects to help monitor wildlife populations e.g. Breaking New Ground projects. Such projects aim to boost sense of value, ownership and responsibility for environmental conservation through training trails/paths ambassadors who can help engage other local people or fellow students in recording and developing environmental awareness.
8c	Engage with the green infrastructure planning process ensuring that accessible routes are designed in to new developments so that they provide safe and attractive opportunities for people to choose to walk or cycle and they are considerate of environmentally sensitive sites.
9a	Create circular walks from the Norfolk Coast Path inland from the route linking business, heritage and cultural sites.
9b	Developing opportunities for cycling and horse riding and linking these with other routes including quiet lanes. Organise user focus groups to assess need.
9c	Link with the Norfolk Coast Hopper and ensure information is provided on the coastal bus service to enable people to plan their trips using public transport.
9d	Set up a sub-group of the Local Access Forum including other relevant key stakeholders to address use and promotion of open access land and link more closely with open access land managers.
9e	Work with Natural England to create extended Norfolk Coast Path



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Estimated Funding (£)	Estimated Timescale
5000 - 50,000	May-17
TBC	TBC
> 500,000	Funding-dependent
50,000 - 500,000	Stage one funding allocated
5000 - 50,000	Spring 2016
< 5000	Mar-17
< 5000	Ongoing
TBC	Jun-15
< 5000	Mar-16 (then on-going)
< 5000	Jun-15
< 5000	To be discussed Apr-16
> 500,000	Complete by 2020



# 12 Cycling and walking projects list

Rights of Way Improvement Plan: 2015 Onwards

ID	Description and Location
10a	Development of Norfolk Cycling and Walking Strategy and Action Plan
10b	Increase the evidence base to attract funding to develop Norfolk's cycling offer including feasibility/pilot studies for the use of disused railways for off-road cycling and the use of quiet/green lanes for cycling to school, teaching children to ride bikes and improve cycling proficiency and developing the "Pedalways".
10c	Promote the concept of the green loop linking Marriott's Way with the Bure Valley path and the planned multi-modal path between Thorpe St Andrew on the East side of Norwich and Wroxham.
10d	Promote cycling access to the Broads Authority area and the North Norfolk coast AONB as alternatives to car travel for leisure. Audit routes for suitability and improve access conditions where necessary.
11a	Improve, develop and promote circular horse riding/carriage driving routes that minimise risk to horse and rider/driver; upgrading routes to multipurpose function where suitable.
11b	Evidence the need for improving equestrian access through consultation and auditing and to use this to seek funding for projects that will allow us to upgrade trails to multi-use for this purpose.
11c	Provide education and raise awareness about equestrian use of the network amongst all user groups and develop a general toolkit for all users of the network which provides tips and "etiquette" on multi-use.
12a	Promote National Codes of Conduct for Green Lane driving e.g. LARA and demonstrate acceptable use of MPVs away from quiet lanes and UCRs through organised events at permanent or temporary sites. Involve local enthusiasts and members of clubs as volunteers and ambassadors for these events and activities.
12b	Waymarking UCRs and highlighting MPV access on the interactive map.
12c	Recruit members of clubs and associations to help with volunteer work, local promotion, education and emergency response. Promote their involvement.
12d	Devolve leadership of MPV actions to NLAF sub-group set up to focus on this type of access.



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Estimated Funding (£)	Estimated Timescale
5000 - 50,000	May-16
5000 - 50,000	TBC
50,000 - 500,000	2014 - 2016 (then ongoing)
> 500,000	Mar-17
50,000 - 500,000	Funding-dependent
50,000 - 500,000	May-17 (then ongoing)
5000 - 50,000	Funding-dependent
< 5000	Apr-17 (then ongoing)
5000 - 50,000	Ongoing
< 5000	Apr-17
< 5000	Ongoing





For further information please contact Norfolk Trails:  
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 **Norfolk** County Council