

GREAT YARMOUTH TRANSPORT STRATEGY

Great Yarmouth as a place to live, work and visit

Great Yarmouth is one of the **UK's most popular seaside destinations** and the principal retail, service and employment centre within the borough. The economy of Great Yarmouth has historically been built on fishing and tourism, however in recent decades it has grown to serve and support **offshore natural gas industries** and more recently **offshore wind power**. Despite this growth, parts of Great Yarmouth contain some of the most **deprived neighbourhoods** in the UK; with higher levels of unemployment than both the average for the East of England and Great Britain.

Supporting planned growth

To support continuing economic development and the needs of residents, we need to deliver up to **7,140 houses** within the Borough of Great Yarmouth by 2030. The majority of the planned growth is focused in the borough's main towns of Great Yarmouth and Gorleston-on-Sea, and the key service centres of Bradwell and Caister-on-Sea.

The need for new transport infrastructure

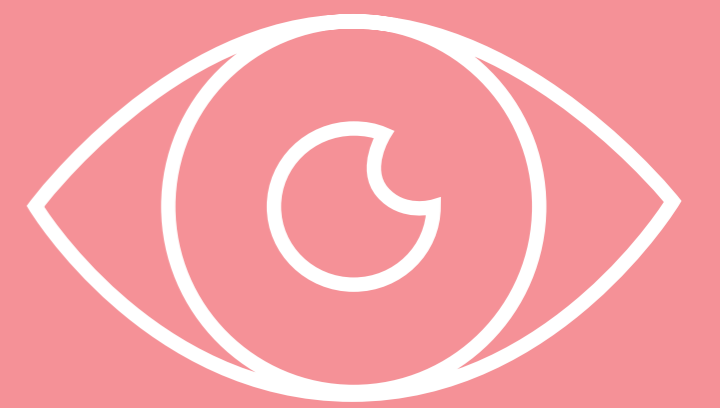
Transport improvements are fundamental to achieving sustainable housing and economic growth in Great Yarmouth, tackling inequality, improving health and supporting regeneration. Improving walking, cycling and public transport will enable existing and future, residents, visitors and employees to choose cleaner and healthier ways to travel. Great Yarmouth therefore needs a strategy to enhance existing transport networks that will support existing and new communities.

The need for new transport strategy

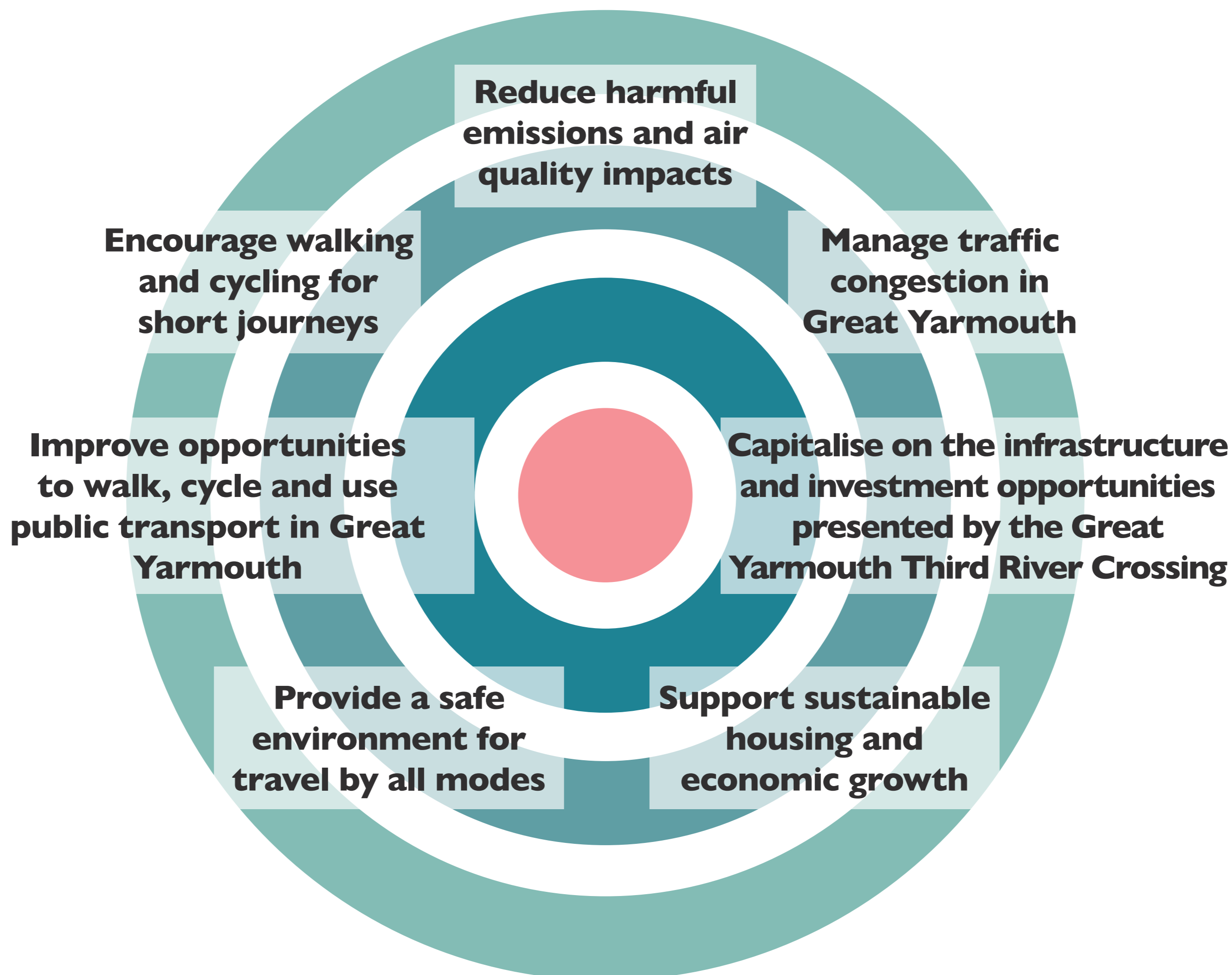
The Great Yarmouth Transport Strategy sets out the transport vision for Great Yarmouth, highlighting the challenges and opportunities along with the transport infrastructure that needs to be delivered within the short, medium and long term to enable growth to come forward sustainably as well as supporting existing local communities.

VISION

To support sustainable economic growth in Great Yarmouth by improving journey reliability and travel mode choice for all, whilst contributing to improved air quality and safety.



Objectives:



CONTEXT & TIMELINE

Transport Schemes

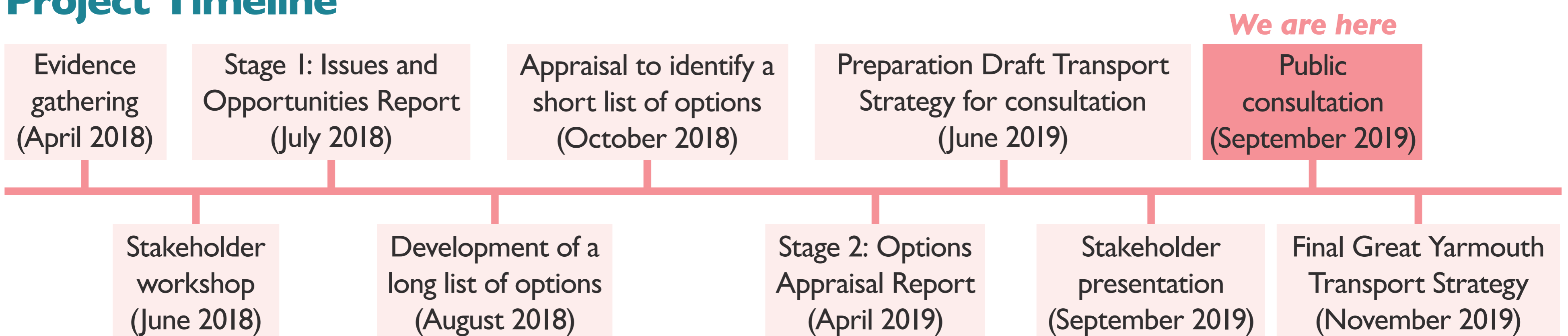
The Transport Strategy is a high level overview of the transport schemes that Great Yarmouth Borough Council and Norfolk County Council would like to deliver in and around the town over the next 10+ years.

The Strategy is made up of two parts:

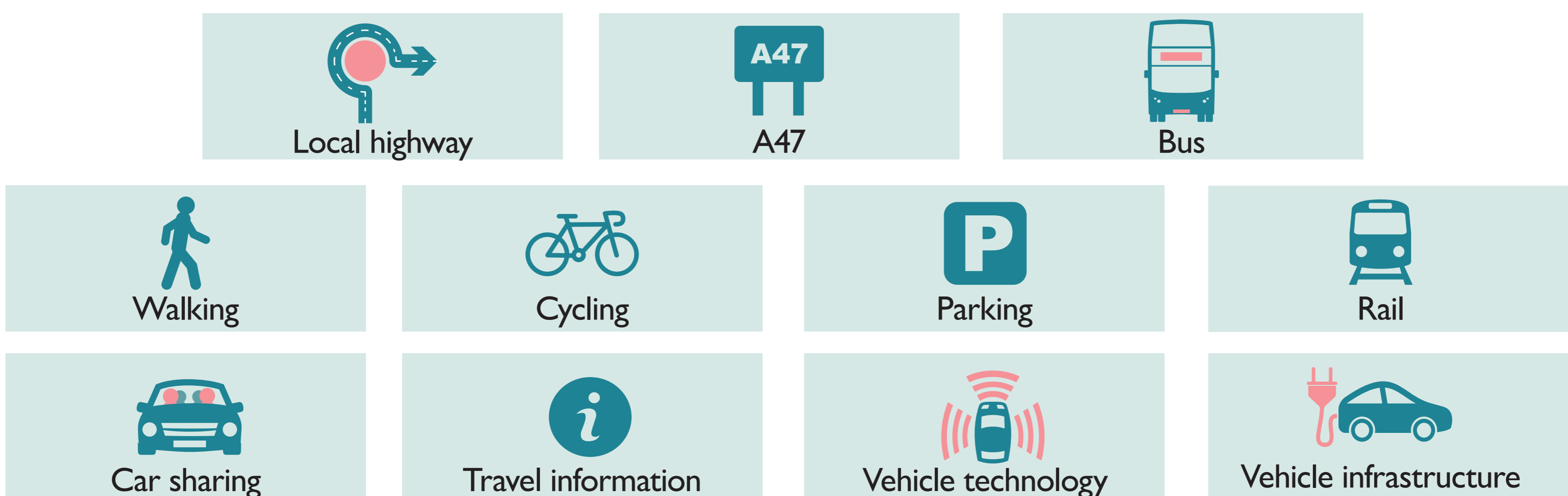
Part 1: Transport schemes we are already committed to delivering over the next ten years.

Part 2: Shortlist of transport schemes that address many of the transport challenges and opportunities in the town. These schemes are a priority for GYBC and NCC and could be delivered over the next 10+ years.

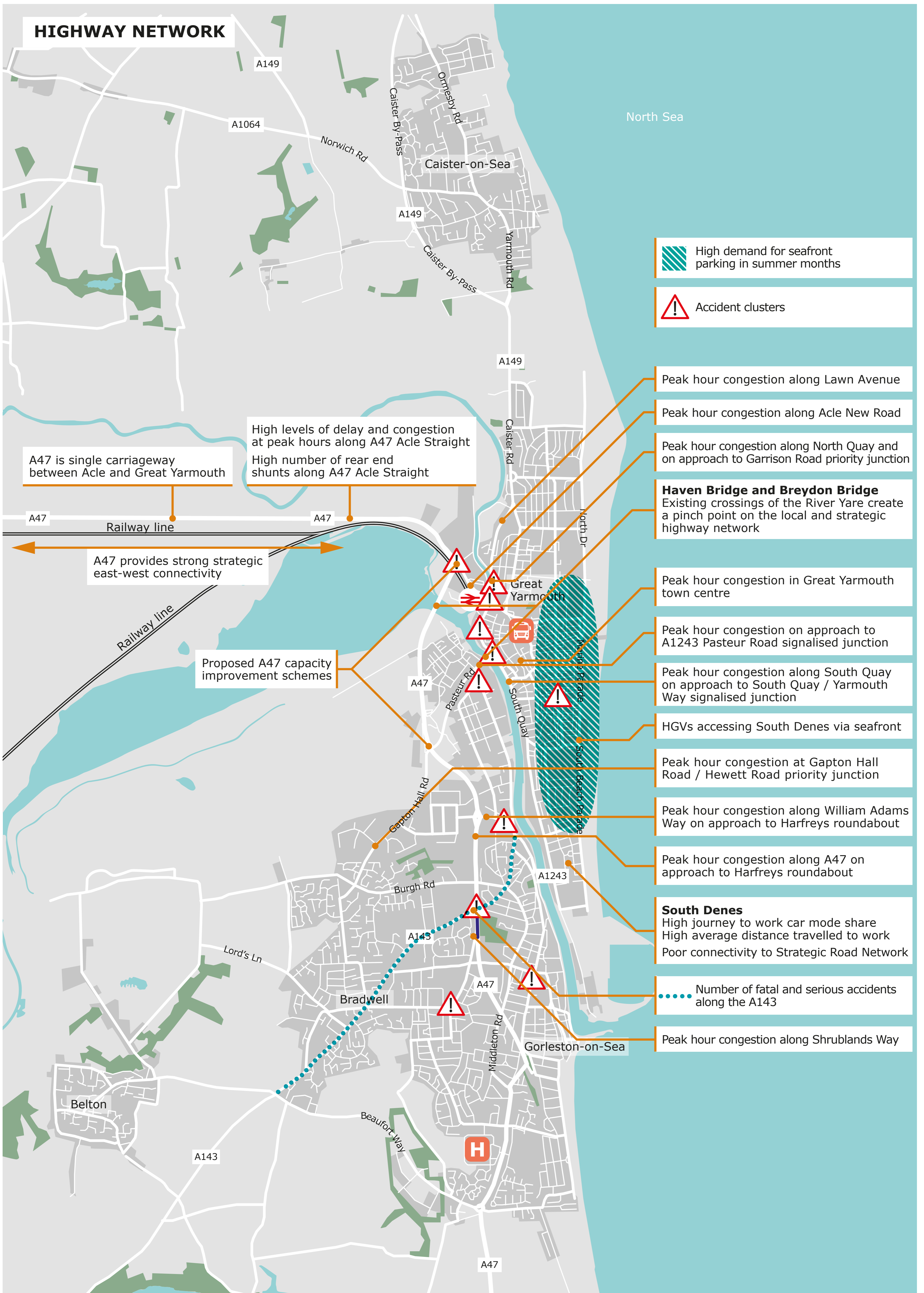
Project Timeline



The transport strategy has considered a balance of improvement schemes:



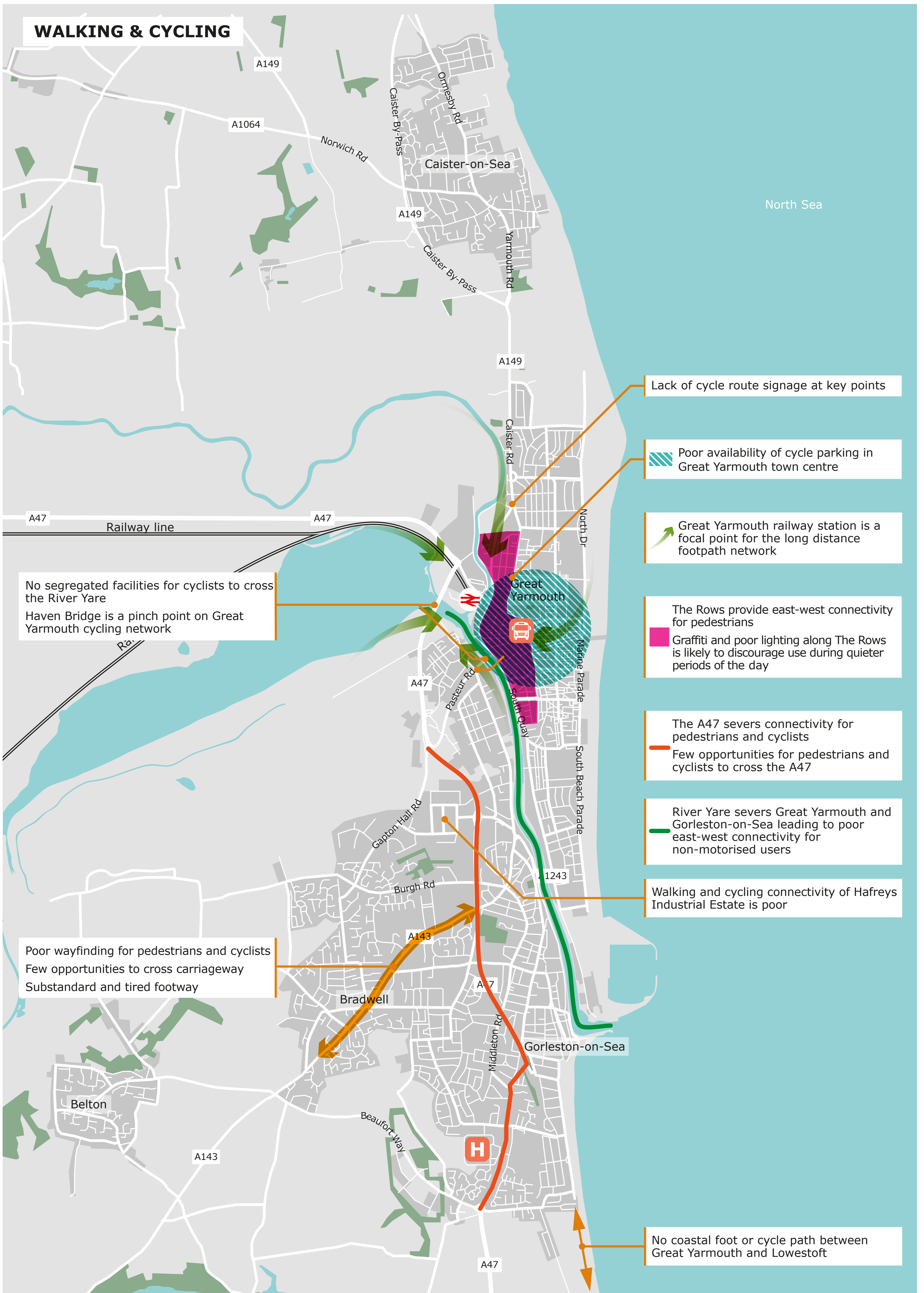
TRANSPORT ISSUES IN GREAT YARMOUTH



TRANSPORT ISSUES IN GREAT YARMOUTH

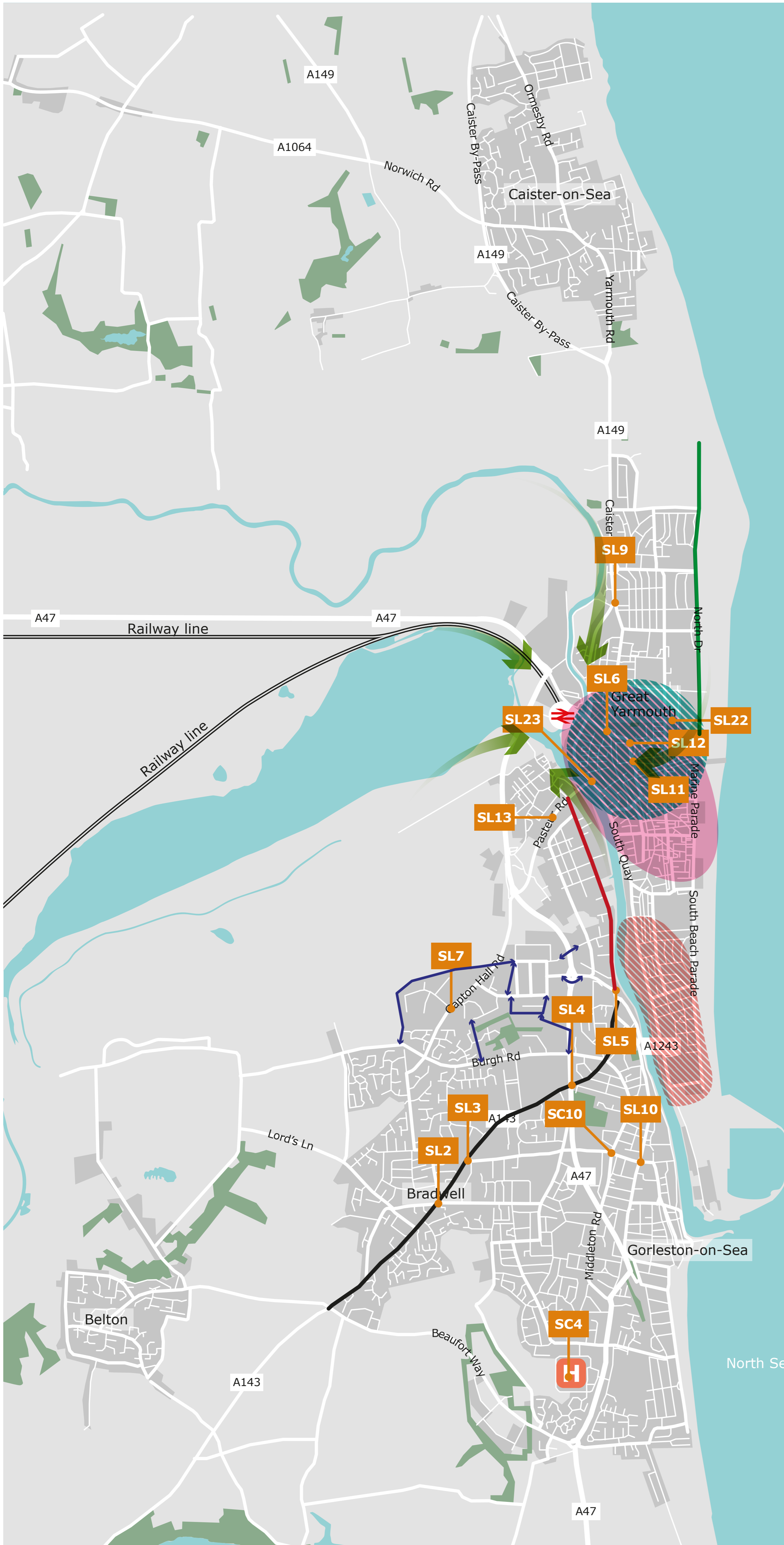


TRANSPORT ISSUES IN GREAT YARMOUTH



SHORT TERM TRANSPORT SCHEMES IN GREAT YARMOUTH

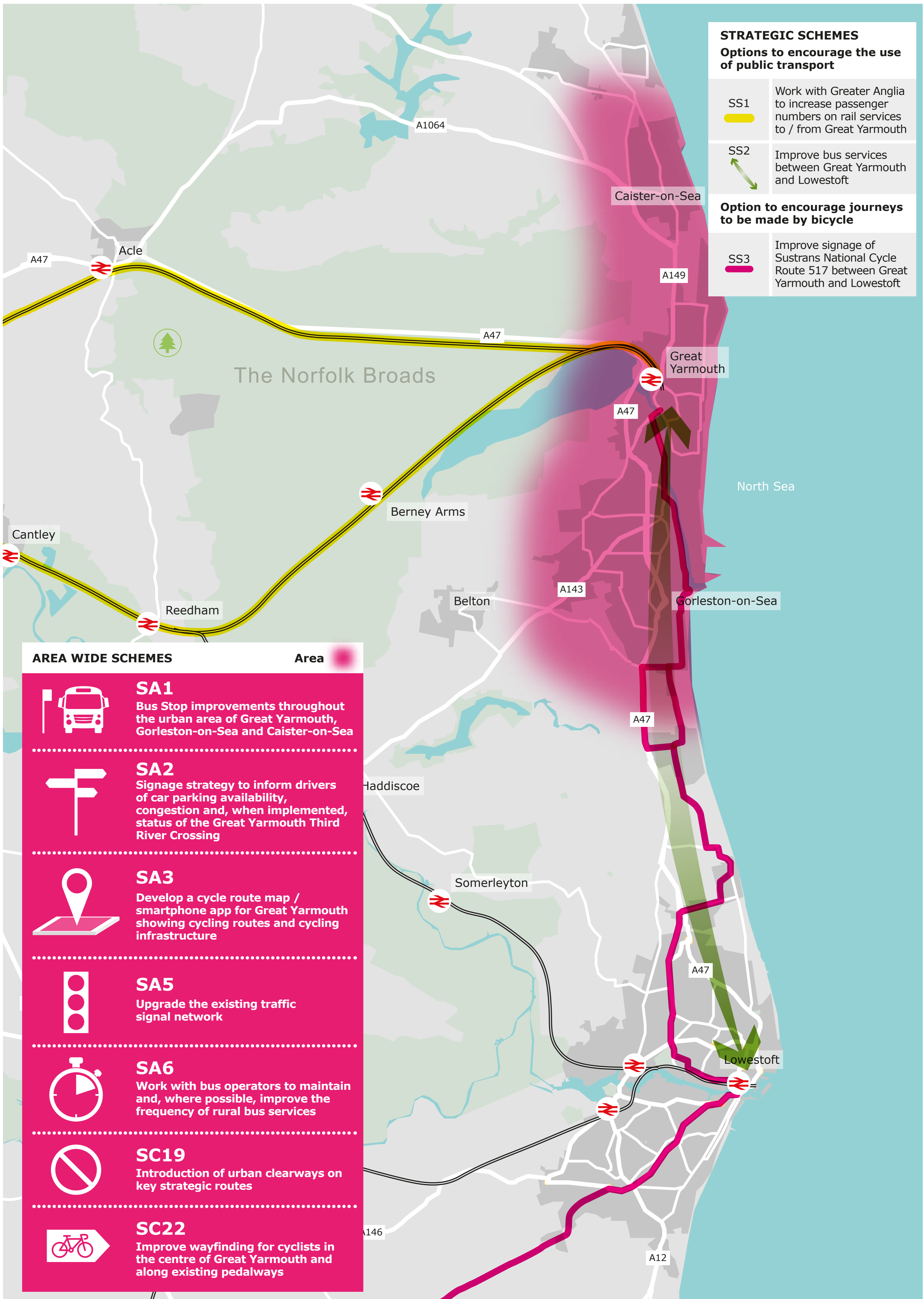
Great Yarmouth Borough Council and Norfolk County Council could deliver over the next three years if funding is available



LOCAL SCHEMES	
Options to reduce delay and traffic congestion on the local highway network	
SL2	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction
SL3	Capacity improvement at A143 Beccles Road / Crab Lane priority junction
SL4	Capacity improvement at A143 Beccles Road / Shrublands Way / A47 slip road signalised junction
SL5	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction
SL6	Capacity improvement at Fuller's Hill / Northgate Street signalised junction
SL7	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction
SL9	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction
SL10	Capacity improvement at Lowestoft Road / High Street / Church Lane / Baker Street signalised junction
SL11	Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction
SL12	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction
SL13	Investigate 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road
SL23	Capacity improvement at Hall Quay / South Quay/Bridge Road signalised junction
SC27	Review use and efficiency of traffic signals along Southtown road
Options to encourage journeys by public transport	
SL16	Improve the public transport connectivity of South Denes peninsula and South Denes Enterprise Zone
SL22	Improve facilities at Beach Coach Station
SC4	Improve bus interchange facilities at the James Paget University Hospital
SC6	New / improved coach drop off facilities in Great Yarmouth town centre
Options to encourage journeys by foot and cycle	
SL18	Improve walking routes to Harfreys Industrial Estate
SL21	Review cycle parking provision in Great Yarmouth town centre
SL24	Relocate carriageway space to increase footway provision for pedestrians
SC10	Improve crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College
SC16	Improve lighting and tactile paving along the northern section of the esplanade
SC17	Improve pedestrian crossing facilities along the A143 Beccles Road
SC18	Improve access, signage and promotion of Norfolk's long-distance footpath network

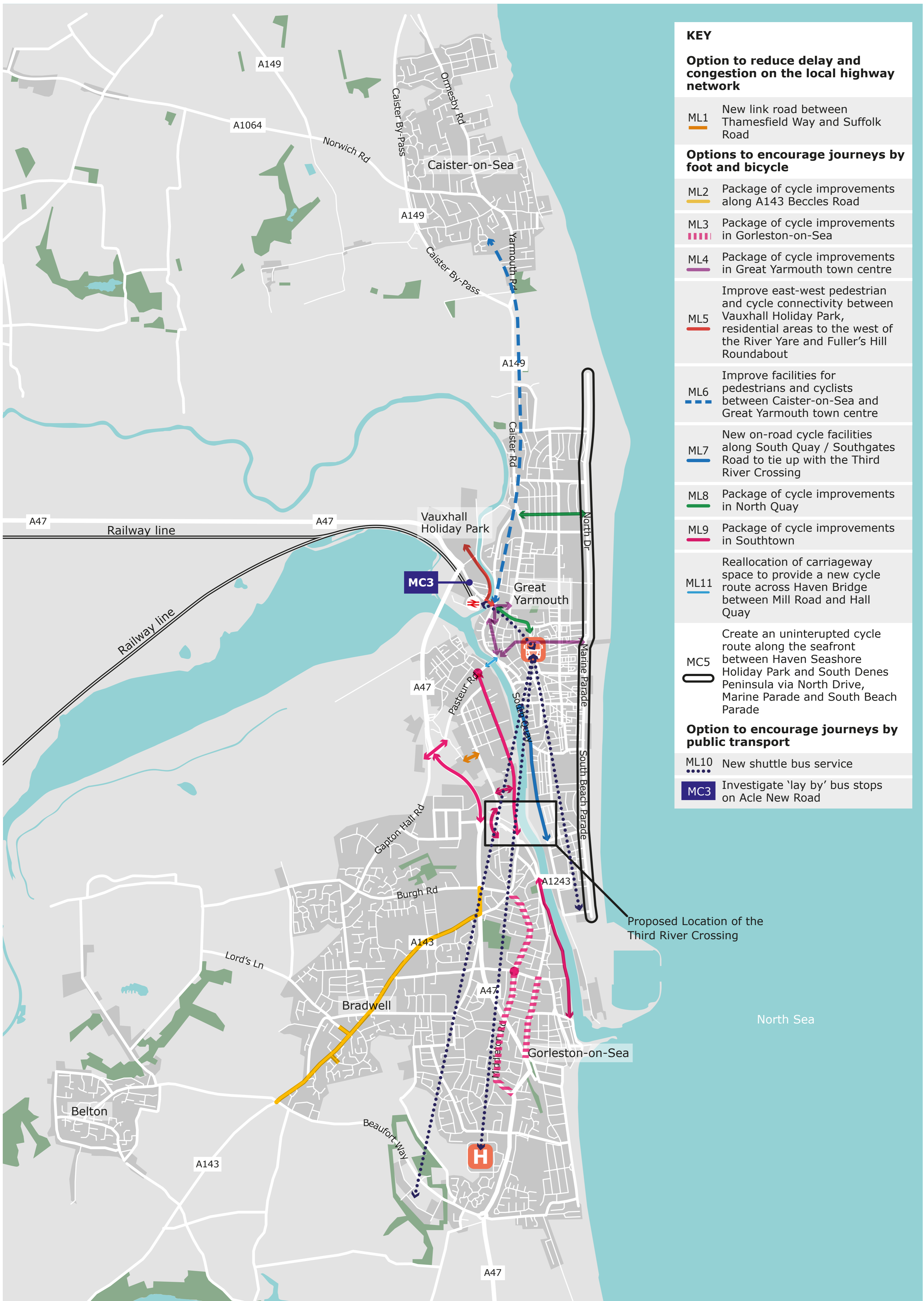
SHORT TERM TRANSPORT SCHEMES IN GREAT YARMOUTH

Great Yarmouth Borough Council and Norfolk County Council could deliver over the next three years if funding is available



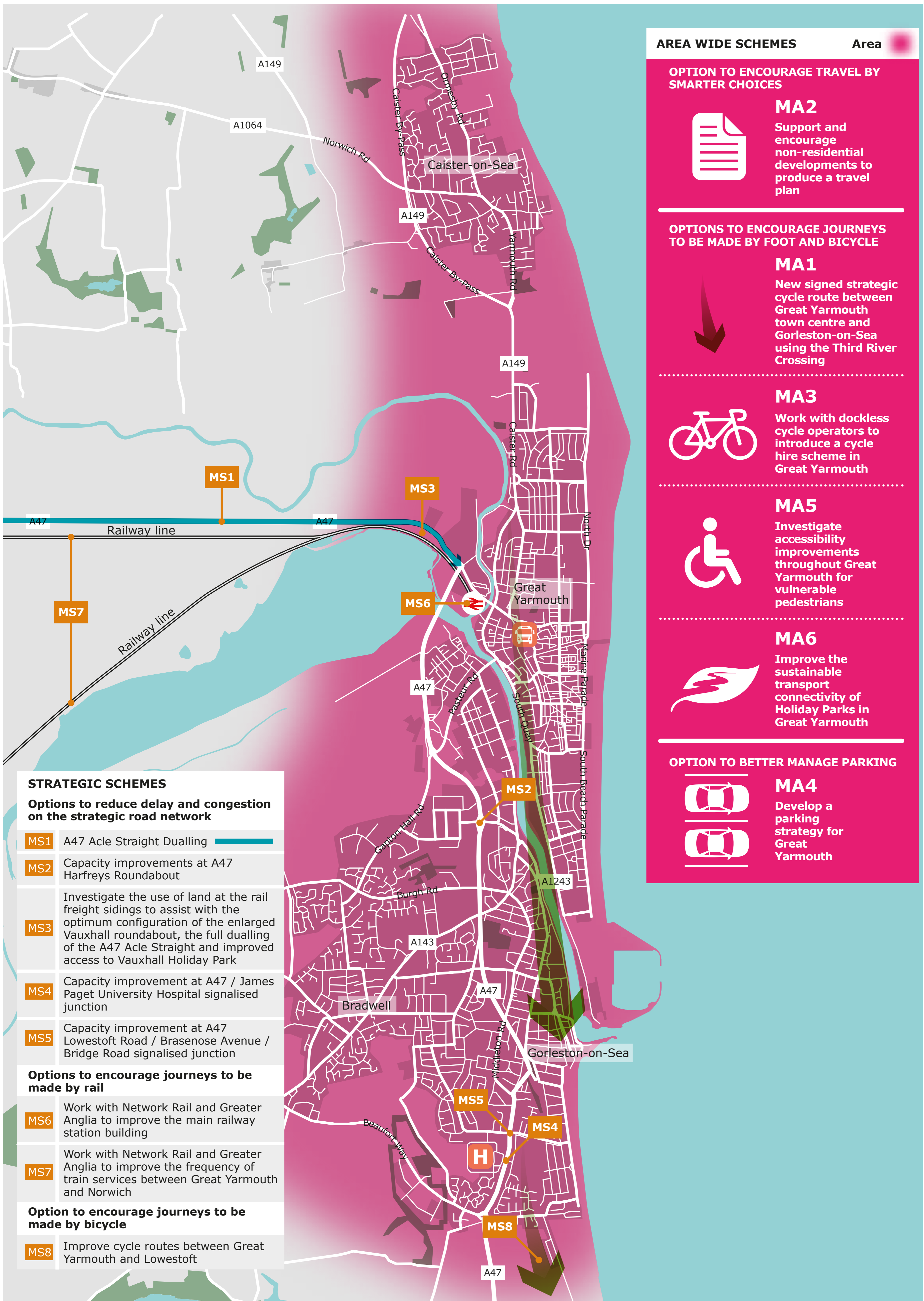
MEDIUM TERM TRANSPORT SCHEMES IN GREAT YARMOUTH

Great Yarmouth Borough Council and Norfolk County Council could deliver over the next three to ten years if funding is available



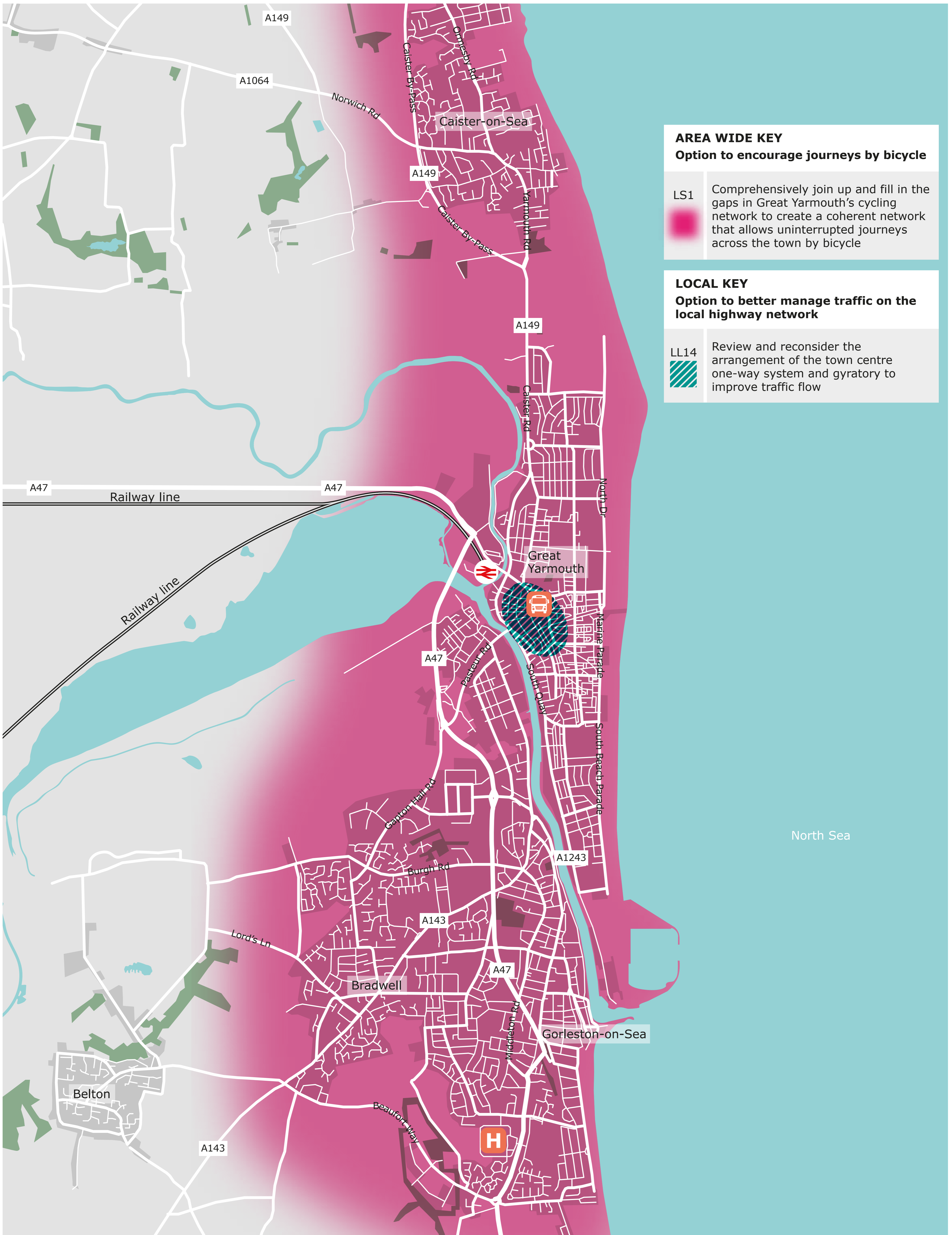
MEDIUM TERM TRANSPORT SCHEMES IN GREAT YARMOUTH

Great Yarmouth Borough Council and Norfolk County Council could deliver over the next three to ten years if funding is available

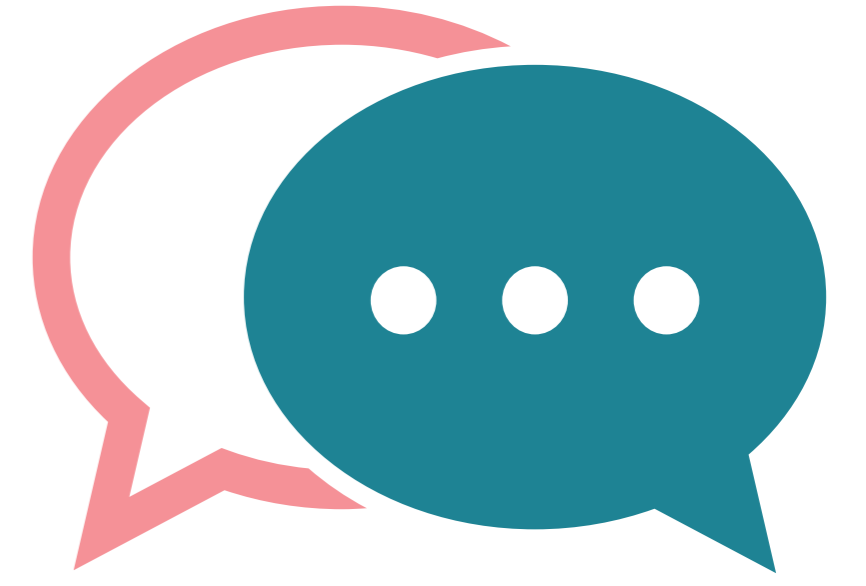


LONG TERM TRANSPORT SCHEMES IN GREAT YARMOUTH

Great Yarmouth Borough Council and Norfolk County Council could deliver over the next 10+ years if funding is available



HAVE YOUR SAY



We would like to know what you think of the proposals for the **Great Yarmouth Transport Strategy**.

Your feedback is important to us and will help develop the final version of the Strategy, enabling us to make sure that we have considered the wider views of residents, visitors and workers in Great Yarmouth.

There are several ways you can respond to the consultation:



Complete the consultation questionnaire online at www.norfolk.gov.uk/tfgy



Email tfgy@norfolk.gov.uk



Respond in person at one of the staffed consultation events:

Great Yarmouth Town Hall, Hall Plain, Great Yarmouth, NR30 2QF – 13:00 to 19:00 Friday 20th September 2019

Gorleston Library, 1 Lowestoft Rd, Gorleston-on-Sea, NR31 6QU – 13:00 to 19:00 Tuesday 1st October 2019



Write to:

**Freepost Plus RTCL-XSTT-JZSK
Norfolk County Council
TFGY – Ground floor, south wing
County Hall
Martineau Lane
Norwich
NRI 2DH**

The Great Yarmouth Transport Strategy Public Consultation runs from Monday 16th September 2019 to Friday 11th October 2019.

NEXT STEPS

- 1. Agree our strategy** – We will consider the results of the consultation and take views into account when creating a final Transport Strategy to be agreed by elected councillors.
- 2. Work closely with local and strategic partners** – Great Yarmouth Borough Council and Norfolk County Council will continue to work closely with stakeholders to develop the design of each scheme and make sure that local and regional transport policy aligns.
- 3. Develop a design** – Many of the schemes presented in the Transport Strategy are at a very early stage. We will do more work to assess each scheme's feasibility and identify possible routes, alignments and layouts.
- 4. Identify funding sources** – The successful delivery of the strategy depends on us finding the right funding. This could come from local government, central government or the private sector.
- 5. Develop a business case** – To access public funding streams and attract private investment we will need to prepare a business case. This will set out a case for investment and build on the Transport Strategy's evidence base.
- 6. Remember** – As more detailed plans for the schemes are developed there will be opportunities for you to have your say.

TRANSPORT SCHEMES PLANNED IN GREAT YARMOUTH

We have already committed to investigating these transport infrastructure schemes over the next 10 years.

