Your views on the draft Norfolk Access Improvement Plan (NAIP) 2018-2028

We have developed a draft Norfolk Access Improvement Plan for Norfolk 2018–2028 which incorporates the Rights of Way Improvement Plan. The draft Plan sets out priorities for improving access to the countryside for residents of Norfolk and visitors to our county over the next ten years.

The document will replace the previous 10 year plan which was reviewed as required under the Countryside and Rights of Way Act (CROW Act, 2000).

We now want to consult with as many user groups as possible to help us draw out priority areas to address future need.

You can read the document here : [www.norfolk.gov.uk/naip](http://www.norfolk.gov.uk/naip) or consult a paper copy at your library or district council office.

If you have difficulty feeding back your views using our electronic survey form online please use the paper form appended here or email us at [environment@norfolk.gov.uk](mailto:environment@norfolk.gov.uk?subject=NAIP%20consultation)

We would be grateful if you could complete the 'Please start  here' and 'About you' sections as this helps us to understand which sections of the community have responded to ensure our consultation is representative.

**1** What is your name?

**2** What is your email address?

If you enter your email address then you will automatically receive an acknowledgement email when you submit your response.

**3** What is the first part of your postcode? (e.g. NR4)

**4** What is your organisation?

**5** Are you responding ...? Please select one only:

* On behalf of an organisation
* As an individual

**6** Name of organisation (if responding on behalf of an organisation).

**7** What are you/your organisation's interests in relation to public rights of way and countryside access? Please select all that apply:

* Walking
* Cycling
* Horse riding
* Carriage driving
* Driving vehicles off-road
* Disabled access
* Land owner manager
* Other - please state below

8 Introduction - aims

We aim to create an easy to use, safe, healthy and sustainable way to enjoy the Norfolk coast and countryside. We will:

* manage the countryside access network so that it is better able to meet the varying demands placed upon it.
* increase public, economic and environmental benefit
* actively seek the involvement of communities
* take a collaborative and pragmatic approach to responsibilities and resources
* increase investment in the countryside access network

How far do you agree or disagree with the aims of the Plan? Please select one only:

* Strongly agree
* Agree
* Neither agree or disagree
* Disagree
* Strongly disagree

If you disagree or strongly disagree with the aims please let us know why by writing in the box below:

9 Introduction - aims and objectives

Our objectives:

We will meet our aims by delivering:

* A well-managed Access Network. We will establish a well-signed, maintained and accessible network of routes enabling access for all to the countryside.
* A well connected Access Network. We will develop an integrated green infrastructure network that provides opportunities for all users; improving connectivity and all abilities access to the countryside.
* A well-protected Natural and Historic Environment. We will help protect the environment through managed access and improved understanding of Norfolk’s landscape, natural and built heritage.
* A well promoted Access Network. We will improve promotion and increase use of the network through the delivery of a communication plan promoting all abilities access to Norfolk’s outstanding countryside.
* A well informed Access Network. We will keep up to date web-based spatial and database information making best use of new technologies for use by professionals, residents and visitors.
* A community Access Network. We will increase the involvement of communities in the development and management of their local access network.
* A healthy Access Network. We will improve the health and wellbeing of Norfolk residents and visitors encouraging active travel initiatives and leisure use of the access network.
* A valuable Access Network. We will maximise the economic benefits to Norfolk businesses that are generated by residents and visitors through enjoyment of the coast and countryside.

How far do you agree or disagree that our objectives will help us meet our aims? Please select one only:

* Strongly agree
* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree

If you disagree or strongly disagree that our objectives will help us meet our aims please let us know why by writing in the box below:

10 Achievements of the ROWIP 2007-2017

Please read the draft chapter about the achievements of the ROWIP and then answer the questions below.

If there are any achievements that we have missed and you think need included please write them in the box below:

If you'd like to report an inaccuracy please tell us about it in the box below. Please tell us which section it occurs in so that we can easily find it.

11 Walkers / Cyclists

Walkers

The proposed priority actions for walkers are:

* Create circular walks from the Norfolk Trails from the route linking business, heritage and cultural sites;
* Link with public transport and ensure information is provided on bus services to enable people to plan their trips using public transport;
* Continue the sub-group of the Local Access Forum including other relevant key stakeholders to address the use and promotion of PROW and other open access land and link more closely with open access land managers.

**Please refer to the draft plan to read about the future needs of walkers**

It is important to note that all policy areas involve walking as a basic means of accessing the countryside access network. Walking is therefore encapsulated within the overarching themes and objectives identified throughout this Plan. We are looking at those factors that affect people's ability to access the countryside and to enjoy an optimum experience when they do so; whether they relate to individuals, families and lifestyles or whether they relate to where people live and the opportunities they have to access and engage in activity on the network.

Walking is the most popular form of recreation associated with the countryside. It is a means of transport in its own right and usually accounts for at least part of journeys made by other means, for example walking to and from the bus, train or car.

Walking has health and recreational benefits as well as functional uses and yet many of us do not walk enough to gain these benefits.

Walkers are possibly the most diverse group of users as they include everybody from the very young to the very old and those with a wide range of disabilities. They can also be separated into two distinct groups: those that walk for practical reasons (to get to work, school, shops, etc) and those that walk for pleasure, recreation or health.The latter may be further divided into groups such as dog walkers, casual walkers and ramblers.

There are no universal walkers’ requirements, but frequent needs are for routes that are:

* a range of lengths from short to more challenging;
* circular or linear where public or other transport connects the ends of the walk;
* safe and free from obstructions;
* appropriately surfaced;
* easy to follow on-the-ground;
* close to home;
* shown in publicity material;
* equipped with suitable infrastructure;

How far do you agree or disagree with the priority actions identified for walkers?

Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

Cyclists

The proposed priority actions for cyclists are:

* 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 cycling proficiency;
* 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 in Norwich and Wroxham;
* Promote cycling access to the Broads and the North Norfolk AONB as alternatives to car travel for leisure. Audit routes for suitability and improve access conditions where necessary.

**Please refer to the draft plan to read about the future needs of cyclists**

The public health related reasons for a cycling vision are hugely compelling. Equally persuasive are the potential economic and environmental rewards in pursuing an ambitious cycling vision for the county.

Using cycling as a way of ultimately defining Norfolk as a destination and as a place to live has real potential for marketing the county.

Green infrastructure can help to deliver this vision, but it also requires that funding be sought from a wide variety of sources including the EU, central government, charities and district councils.

We will develop a coherent and attractive vision for cycling that is well integrated in policy and has wide political approval with an evidence base for the benefits.

Good practice elsewhere has demonstrated that implementing a range of positive cycling measures tends to obtain the best results. A considerable obstacle to the take up of regular cycling activity is the perception of safety. Riding a bike is considered to be the least safest way to travel\* yet UK fatality figures were lower for cyclists in 2015 than for pedestrians (100 vs 409), as were injuries (18745 vs 23664)\*\*.

Cities including Copenhagen and Amsterdam, where up to 63% of residents use their cycles on a daily basis, achieve the lowest accident figures due to extensive well designed and integrated cycling infrastructure.

Existing mechanisms to improve provision for cycling and to encourage cycling include:

* Travel Planning as identified within Norfolk County Councils
* Cycling and Walking Action Plan
* Tax incentives such as the Governments ‘Ride to Work’ scheme
* Signed Sustrans routes and cycle ways

How far do you agree or disagree with the priority actions identified for cyclists?

Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

12 Equestrians / Drivers of mechanically propelled vehicles (MPV)

Equestrians

The proposed priority actions for equestrians are:

* Engage with rider and carriage driver groups at the outset of new route planning to integrate their needs. This could include, for example, vegetation clearance to allow more head room;
* Improve, develop and promote circular horse riding/carriage driving routes that minimise the risk to horse and rider/driver; upgrading routes to multipurpose function where appropriate;
* Evidence the need for improving equestrian access through consultation and auditing and use it to seek funding for projects allowing upgrade of routes to multi-use;
* Develop opportunities for cycling and horse riding, linking these with other routes including quiet lanes. Organise user focus groups to assess need;
* 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 an “etiquette” on multi-use.
* **Please refer to the draft plan to read about the future needs of equestrians**

Riding is a growth activity according to the Equestrian Access Forum’s 2012 report “Making Ways for Horses – Off Road Equestrian Access in England”. It states:

“Between 1999 and 2006 the number of riders in Britain increased by 44% to 4.3 million (i.e. people who had ridden at least once in the past 12 months) which works out at 7% of the total population”.

The network of bridleways, restricted byways, byways open to all traffic and unclassified country roads (UCRs) across Norfolk is sparse and scattered with a minimal number of joined up circular routes compared to the network of footpaths.

Off-road access is important for equestrians i.e. riders and carriage drivers. On-road riding can be pressurised and dangerous not only on faster, bigger roads but on some smaller country ‘rat runs’ where the volume and speed of traffic are extremely off-putting for both horse and rider. There are many of these roads across the county and this can create potentially hazardous circumstances for both equestrians and vehicle users due to the unpredictable nature of horses. Many motorised vehicle users do not respect this fact and their driving behaviour around horses demonstrates this.

According to Making Ways for Horses (2012), horse riders and carriage drivers want a local network of rideable and driveable routes which gives a variety of local rides and links to wider networks, with equality of access to the countryside, in line with other groups such as walkers and cyclists, providing safe, accessible off road access.

Wherever practical, this group would like to see footpaths upgraded to enable wider access to the countryside, allowing riders safe routes off the roads and away from tarmac and traffic.

How far do you agree or disagree with the priority actions identified for equestrians? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

Drivers of mechanically propelled vehicles (MPV)

The proposed priority actions for MPV are:

* 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;
* Waymarking UCRs in combination with policing and community monitoring of inappropriate use as well as highlighting UCRs on the interactive map;
* Recruit members of clubs and associations to help with volunteer work, including maintenance of UCRs, local promotion, education and emergency response. Promote their involvement and seek external funding to maintain and promote UCRs as multi-user routes.

**Please refer to the draft plan to read about the future needs of MPV drivers**

Many people may use some form of mechanically propelled vehicle (MPV) to enjoy their chosen way of experiencing the countryside.

Walkers. Cyclists and horse riders may use a vehicle for example to get to walks, rides and trails that are too far away to leave a vehicle behind. However, this section is directed toward the specific use of Norfolk’s network of un-surfaced roads or green lanes by users of MPV’s as a mean of accessing the countryside.

The driving of both vehicles and motorbikes on these routes is NOT off-road driving. Off-road driving means just that and can only take place on private land which is off public highways; but even then, there are rules in place that must be followed. The county’s network of un-surfaced roads are public highways1 and as such require vehicles to meet the same legal standards as they would on surfaced roads.

Norfolk is a popular tourist destination and this includes users of our network of green lanes. Although Norfolk has a small number of Byways Open to All Traffic (BOATs)**\***it has many miles of Un-Surfaced Country Roads (UCRs) which make it an ideal destination for family breaks when using these can be combined with access to the coast and other tourist attractions.

How far do you agree or disagree with the priority actions identified for MPV? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

13 All abilities access / Infrequent users

All abilities access

The proposed priority actions for all abilities access are:

* Audit routes (PRoW and trails) to assess current provision for wider access such as surface condition and infrastructure suitability for wheelchairs and pushchairs or appropriateness of signage for users with visual impairments or mental health difficulties such as dementia;
* Conduct user needs assessments and undertake subsequent improvement of infrastructure and signage on trails and PRoW where needs are identified;
* Develop promotional material suitable for a range of target users and ensure the website is accommodating for those who may have visual impairments.

**Please refer to the draft plan to read about the future needs of all abilities access**

The network of public rights of way (PRoW) and trails should be, as far as possible, accessible to all types of user including the elderly, those with chronic health conditions including physical and mental disabilities, people with visual impairments and those with young families.

The physical needs of these groups of people in relation to the countryside access network are identified by the existing Rights of

Way Improvement Plan (RoWIP) and the action plan pledges to identify and develop accessible routes as well as promoting these with partners. The Norfolk Health, Heritage and Biodiversity Walks developed between 2008 and 2011 ensured that each town provided some routes accessible to wheelchair and pushchair users.

However, developing these walks highlighted the lack of accessible routes in the more rural locations and an obvious need to address this situation. Other circular walks and long distance trails have been upgraded in places to improve accessibility to more users but there are still gaps in the network and this is a high priority for the new NAIP.

The new Norfolk Access Improvement Plan (NAIP) will explore the opportunities to promote the countryside access network to a wider range of users. For many, finding, accessing and understanding the information in front of them poses a challenge in the first instance and then there are issues of confidence, self-esteem and familiarity in going outdoors and venturing into the countryside. We need to build relationships with carers, groups and organisations that help and support people with chronic conditions so that they are given the best opportunities to discover and enjoy the countryside.

Similarly we will need to find the most effective means of promoting the countryside access network to the elderly or those with young families.

How far do you agree or disagree with the priority actions identified for all abilities access? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

Infrequent users

Proposed priority actions for infrequent users are:

* To develop appropriate material both in print and online for hard to reach audiences;
* To develop project applications for funding targeting groups for whom increased physical activity would be beneficial.
* **Please refer to the draft plan to read about the future needs of infrequent users**

The Sports Council Active People Survey results have consistently shown that some groups are under-represented in terms of participation. This includes young people, disabled people, some black and minority ethnic (BAME) groups, those from lower socioeconomic groups and older people.

Recommendations from Natural England for encouraging nonparticipants and in frequent users to become more active include:

Before people go:

* Good printed material with routes for easy walks near to where people live identified
* Good online information with downloadable maps of circular and short walks
* Wide use of social media with targeted information for specific audiences such as younger audiences or in other languages for people for whom English is not their first language
* Set up networks of carers and support organisations who are interested to find out about walks for their clients.

On the ground

* Good signposting
* Good surfaces
* Well maintained structures suitable for all users
* Welcoming signs

Promotional schemes

* Walking for Health programmes
* Volunteer led walks/rides
* Walkers are Welcome schemes
* Pub Walks/Rides
* Events - Sponsored Walks/Rides
* Passports/ awards

How far do you agree or disagree with the priority actions identified for infrequent users? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

14 Landowners / Young people

Landowners

The proposed priority actions for landowners are:

* Permissive Access: we will request improved support from government and other agencies/organisations to landowners where they provide ‘permissive’ (or voluntary) access to the public on their land as part of a strategic access route;
* Permissions: we will work with partners and relevant authorities to enable a simplified and more streamlined process for landowners wishing to obtain permissions relating to the natural or historic environment when creating paths and public access.

**Please refer to the draft plan to read about the future needs of landowners**

The largest groups of landowners are farmers who need to balance the needs of their farm as a business and requirements farming the land at different times of the year with their responsibilities as land owners of Public Rights of Way. This means they must ensure that PROW crossing their land are accessible and not obstructed.

The Highway Authority (Norfolk County Council), District Councils and Parish Councils are all landowners and responsible for PROW and other public access over their land including Local Nature Reserves, Town and Village Greens.

Other organisations which own or manage land over which public access is permitted include:

* RSPB
* Norfolk Wildlife Trust
* County Wildlife Sites (where publicly accessible)
* Woodland Trust
* National Trust
* Forestry Commission
* Thetford Forest Park
* Natural England8 (National Nature Reserves where accessible)
* Ministry of Defence
* Private estates such as Holkham

How far do you agree or disagree with the priority actions identified for landowners? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

Young people

The proposed priority actions for young people are:

Deliver bespoke projects in communities for families, children and young people to engage them in activity and in their surroundings (heritage and nature) on and around Norfolk’s trails;

Work closely with education providers such as schools and outdoor learning programmes to design and deliver activities on trails and path networks that:

* Raise awareness about the value of the environment;
* Provide opportunities for those who find difficulty learning in a classroom environment;
* Help develop confidence, self- esteem, team working and practical skills*;*

Develop and promote trails and paths in a style appropriate to children and young people including:

* user-friendly website pages and resources appropriate for children and young people;
* social media such as Facebook and Twitter to promote events and opportunities;
* apps for tablets and smartphones to help young people engage more with the outdoor environment while using trails.

**Please refer to the draft plan to read about the future needs of young people**

In recent years, there has been a significant amount of research showing the value to the physical and emotional development of young people of having contact with the outdoor environment.

Research also shows a decline in the amount of time that young people spend outdoors, with more time being spent indoors looking at computer screens.

Surveys of users of Norfolk Trails show that young people are underrepresented in comparison to their proportion of the population. This under-representation is particularly pronounced amongst teenagers. For example a survey of users of the Angles Way in 2013 showed that only 13% of trail users are under 18 years of age whereas 24% of the total population fall into this age category.

Work is underway to address this, for example through development of: Munzee trails at Thetford and Norwich; a “Junior Passport” for exploring the Norfolk Coast Path; activities for schools on the Marriott’s Way; geocaching treasure hunts on several Norfolk Trails; and a activity pack for youngsters to help them explore the BoudiccaWay.

Opportunities for development

* More young people could be encouraged to access Norfolk’s paths and trails by tapping into their spirit of adventure and desire to play games and collect things;
* Working more closely with education providers could result in elements of the curriculum being delivered through visits to Norfolk’s paths and trails. There are particular opportunities for teaching history and ecology in an exciting and memorable way where paths and trails link to heritage sites;
* Working more closely with uniformed groups with an interest in outdoor exploration.

How far do you agree or disagree with the priority actions identified for children and young people? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

15 Health, mental illness, health and wellbeing

Health, mental illness, health and wellbeing

The proposed priority actions for health, mental illness, health and wellbeing are:

* Design bespoke projects and identify funding to engage those typically hard-to-reach inactive populations experiencing health issues in outdoor activity on trails and other PRoW. These health issues/target groups will be consistent with those identified as priority action areas by the Joint Health and Wellbeing Strategy (obesity, dementia and mental health and giving every child the best start in life);
* Support the Norfolk County Council ‘Enabling Communities’ work stream by increasing co-production across communities linked to trails and health and wellbeing;
* Develop partnerships between the environment and health sectors to deliver effective projects that connect people with nature and improve health as a result.
* Evaluate the use of PRoW and the potential health and wellbeing benefits that they bring.

**Please refer to the draft plan to read about the future needs of health, mental illness, health and wellbeing**

Caring for Our Health and Wellbeing is a core theme embedded within the County Council’s “Caring for Our County” priorities.

Healthy and well communities will be stronger, more vibrant and aspirational with a greater sense of pride and value in themselves and in their surrounding environment. Feeling healthy and well in mind and body is more likely to lead to individuals and population groups who feel motivated, empowered and inspired to take a positive role within their community. This is something we can help address through improvement and promotion of countryside access.

The new Norfolk Access Improvement Plan (NAIP) will consider how countryside access contributes to public health outcomes and priority areas for action. The Department of Health Public Health

Outcomes Framework 2013-2016 includes “Utilisation of green space for exercise and health reasons” as an indicator for tackling the wider determinants of public health. In addition, the health improvement category (helping people to live healthy lifestyles, make healthy choices and reduce health inequalities) includes:

• The proportion of physically active and inactive adults.

• Excess weight in 4-5 year olds.

• Excess weight in 10-11 year olds.

• Excess weight in adults.

**Driving forward public health**

With the support and guidance of Public Health England (an executive agency of the Department of Health) local authorities now have a responsibility for driving forward the public health agenda and have set up statutory health and wellbeing boards to oversee the development of joint strategic needs assessments (JSNA) and joint health and wellbeing strategies. They will adopt an integrated strategic approach to commissioning services and will ensure a local community-wide approach to improving and protecting the public’s health and wellbeing.

Integration and partnership working are key mechanisms for ensuring countryside access can contribute to the priorities set out by Norfolk’s Joint Health and Wellbeing Strategy.

How far do you agree or disagree with the priority actions identified for health, mental illness, health and wellbeing? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

16 Businesses / Active travel

Businesses

The proposed priority actions for businesses are:

* Promote the business toolkit to help businesses better promote themselves and benefit from their proximity to Norfolk Trails;
* Develop and promote themed walks and 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;
* Through the set up of “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;
* Find better ways to monitor PRoW use and evaluate their economic benefit, investigating funding through departments such as Norfolk Trails, Public Health and Economic Development to carry out such work and to Economic Development to carry out such work and to feed in to the evidence base;

Link up with the National Trust, the bird reserves, the Broads Authority, Norfolk Coast AONB and other organisations to develop linked trails and cycle routes to encourage tourists to visit out of season.

**Please refer to the draft plan to read about the future needs of businesses**

**The current situation**

The new Countryside Access Improvement Plan (NAIP) must include information about the connections between countryside access and businesses. There are a number of important links:

* Tourism is one of the key sectors of Norfolk’s economy. The visitor economy is worth £3.15bn and supports 63,515 jobs;
* The rural economy is made up almost exclusively of micro businesses (up to 3 employees) which include pubs, cafes, holiday accommodation providers, shops, garages, cycle and boat-hire providers. Through countryside recreation and access, the local rural economy is supported and enhanced by the use of these local services when people visit the countryside, the coastal area and historic sites;
* Norfolk’s fine landscapes and the opportunities to enjoy them provided by its countryside access provision help to provide the quality of life that can encourage some businesses to relocate here – they know that in Norfolk they will be able to attract and retain high-calibre staff.

In recent years, some measures have been taken to help businesses take advantage of the opportunities provided by Norfolk’s paths and trails:

* Relevant businesses can sign-up to be featured on the Norfolk Trails website’s interactive map;
* Fingerposts on some trails let users know where there is a relevant business close to the trail but not visible from it;
* Training on how to make the best use of marketing tools such as social media has been offered to businesses within trail corridors through externally-funded projects;
* Business networks such as ‘Walkers are Welcome’ have been set up in some towns to help to market them as places to visit for a walk in the countryside;
* A rural businesses toolkit1 has been developed as part of a “COOL Tourism” to help businesses benefit from their proximity to Norfolk Trails.

How far do you agree or disagree with the priority actions identified for businesses? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

Active travel

The proposed priority actions for active travel are:

* Cycle and Walking Initiatives to include: Commuting cycle rides; walking and cycling festivals; walk leader training; a network of local champions; cycle loan schemes; providing electric and folding bikes for trial periods; Parkride events; fun and sociable cycle events; cycle maintenance and training; delivery of skills training to increase confidence and ability; awareness campaigns; social media campaigns and active social media presence;
* Personalised Journey Planning (PJP) and Promotional Activity to include: my PTP Community Transport; residential PJP - programme of engagement with local residents to provide travel advice; PJP for job seekers - tailored advice to help people find travel solutions and access work and education; education; digital PJP for medical appointments; Workplace Challenge - active travel challenge to increase activity; Fun & Fit for All - working with disability charities and community groups to deliver local events; parental awareness campaign – campaign to encourage parents, via schools, to support active travel choices;
* Multi-Modal Activities to include: Norfolk Car Club - expand and promote Car Club initiatives; Station travel plans; produce plans that seek to encourage more active and sustainable travel to and from stations; Holdall smartcard - promotion of integrated ticketing solutions.

**Please refer to the draft plan to read about the future needs of active travel**

Active travel means making journeys by physically active means, like walking or cycling. These are usually short journeys, like walking to the shops, walking the kids to school, cycling to work, or cycling to the station to catch a commuter train.

Walking and cycling are good for our physical and mental health.

Switching more journeys to active travel will improve health, quality of life and the environment, and local productivity, while at the same time reducing costs to the public purse. These are substantial ‘winwins’ that benefit individual people and the community as a whole.

Some key messages include:

* physical inactivity directly contributes to 1 in 6 deaths in the UK and costs £7.4 billion a year to business and wider society;
* the growth in road transport has been a major factor in reducing levels of physical activity and increasing obesity;
* building walking or cycling into daily routines are the most effective ways to increase physical activity;
* short car trips (under 5 miles) are a prime area for switching to active travel and to public transport;
* health-promoting transport systems are pro-business and support economic prosperity. They enable optimal travel to work with less congestion, collisions, pollution, and they support a healthier workforce.

The national Cycling and Walking Investment Strategy (a requirement from the Infrastructure Act 2005) sets out actions to meet the government’s ambition for walking and cycling to become the norm for short journeys, or as part of a longer journey, with places that are designed first and foremost for people on foot or bicycle. It provides local areas with a range of tools and support to develop and promote their own cycling and walking plans.

Norfolk County Council has its own Walking and Cycling Action Plan and is delivering it through the Pushing Ahead2 project.

How far do you agree or disagree with the priority actions identified for active travel? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

17 Planners, growth, infrastructure / Environment

Planners, growth, infrastructure

The proposed priority actions for planners, growth and infrastructure are:

* 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;
* Create new strategic long-distance trails linked to growth by:

*(i) improving the Kett’s Country Path to Norfolk Trails standard;*

*(ii) developing a new long distance path along the disused railway line between King’s Lynn and Hunstanton;*

*(iii) developing a new long distance path between King’s Lynn and Fakenham/Wells;*

* 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 because if these routes remain unrecorded by 1 January 2026 then they will be lost (Countryside and Rights of Way Act 2000).

**Please refer to the draft plan to read about the future needs of planners, growth, infrastructure**

**The current situation**

 The 2007 Rights of Way Improvement Plan includes a section on green infrastructure. Green infrastructure1 is a strategically planned and delivered network comprising the broadest range of high quality green spaces and other environmental features. Green infrastructure should be designed and managed:

* as a multifunctional resource capable of delivering those ecological services and quality of life benefits required by the communities it serves and needed to underpin sustainability;
* to respect and enhance the character and distinctiveness of an area with regard to habitats and landscape types.

By 2007, Norwich, Thetford and King’s Lynn had been identified as ‘Growth Points’ where significant amounts of new housing were to be located and a Green Infrastructure Strategy drawn up for the Greater Norwich area. Since then, a number of new developments have taken place to further green infrastructure planning in Norfolk:

* A Green Infrastructure Delivery Plan was produced for the Greater Norwich Development Partnership (GNDP) area in2009. This developed the green corridors of the GNDP Green Infrastructure Strategy into a series of green infrastructure priority areas that could be used in the prioritisation of potential projects.
* The Joint Core Strategy for the Greater Norwich area was adopted in 2011. This document provides a strategy for development control planning in the Norwich City Council, Broadland District Council and South Norfolk Council areas.
* A Green Infrastructure Plan for Thetford was produced in 2007.
* A Green Infrastructure Plan for King’s Lynn was produced in2010.
* Dereham Town Council produced its own Green Infrastructure Plan in 2008.
* Community Infrastructure Levy (CIL) is a locally set tariff charged to developers by local authorities and is used to fund new infrastructure such as roads, schools and green infrastructure related to the new developments.
* Parish and town councils have been given the power to draw up their own Neighbourhood Plans if there is sufficient local support. If approved by the government and accepted by local voters, this plan must be taken into account when planning decisions are reached. It also results in the parish or town council responsible for producing it receiving a significantly higher proportion of any Community Infrastructure Levy money collected by the planning authority than they otherwise would. A number of parish and town councils are currently drawing up Neighbourhood Plans or are considering doing so.
* The CROW Act (2000) sets out the requirement for all historical public rights of way to be officially recorded on the definitive map by 1st January 2026. This relates to those routes that existed pre- 1949.

How far do you agree or disagree with the priority actions identified for planners, growth and infrastructure? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

Environment

The proposed priority actions for environment are:

Countryside access can provide ‘green corridors’ that can increase the connectivity between otherwise isolated habitats and contribute to an increased resilience of wildlife populations in accordance with the ‘Biodiversity 2020’ strategy. This is particularly true of long- distance trails such as Marriott’s Way, which is already a County Wildlife Site;

* Footpaths and trails are a place where the public has a chance to encounter Norfolk’s wildlife and flora. There are opportunities to better interpret the biodiversity of the routes to users;
* Proactive management of linear woodland adjacent to trails and public rights of way will reduce the impact of pests and diseases and climate change;
* Surveys will enable woodland management plans to be produced that can ensure that appropriate tree surgery, felling and planting are carried out to improve biodiversity and make woodland more resilient;
* Where sections of trails are owned by public authorities, there is a particular opportunity to manage the trail corridor in order to maximise the value for biodiversity;
* Areas such as Open Access land can provide green space hubs       for both wildlife and people. The use and promotion of open     access land must be considered and clarified in terms of responsibility.

**Please refer to the draft plan to read about the future needs of environment**

**The Current Situation**

The 2007-17 Rights of Way Improvement Plan includes as an objective the enhancement of biodiversity through the management of public rights of way (PRoW). A set of measures were included in the Action Plan in order to work towards this aim. At the time it was written, the system for protecting and enhancing biodiversity was through a combination of site designation (i.e. Sites of Special Scientific Interest), legal protection for particular species (such as bats and badgers) and Biodiversity Action Plans drawn up by local

Biodiversity Partnerships for those species and habitats felt to be most under threat. All three of these mechanisms still exist, but there have been a number of significant new developments as well:

* ‘Making Space for Nature’ was published in September 2010.This was an independent report by a group of experts chaired by Professor Sir John Lawton. It argued that existing measures for protecting biodiversity had not been effective, and that landscape-scale measures were needed.
* A Natural Environment White Paper ‘The Natural Choice’ was published in June 2011. In this, the government accepted the arguments put forward in the Lawton report and suggested various mechanisms for delivering landscape-scale measures.
* ‘Biodiversity 2020: A Strategy for England’s Wildlife and Ecosystem Services’ was published in summer 2011. This document outlines the government’s ambition to halt the loss of England’s biodiversity by 2020.
* Local Nature Partnerships are one of the mechanisms for delivering landscape-scale changes described in the Natural Environment White Paper. ‘Wild Anglia1’ is the Local Nature Partnership covering Norfolk and Suffolk. It is closely aligned with the New Anglia Local Enterprise Partnership, which covers the same area.
* The concept of ‘ecosystem services’ has become more widespread. This gives a financial value to ecosystems by considering how much it would cost to provide the same service through other means. A National Ecosystem Assessment was published in June 2011, which provides values for ecosystem services.
* The Stern Report on the Economics of Climate Change was published in October 2006 (just before the Rights of Way Improvement Plan). This report, along with the fourth assessment report of the United Nations Intergovernmental Panel on Climate Change of 2007, increased public awareness of the likely consequences of climate change if CO2 emissions continue to rise. Isolated populations are more vulnerable to the effects than those that can move along corridors to find suitable climatic conditions Ash die-back (*Hymenoscyphus fraxineus*) is a fungal disease that kills ash trees. It is possible that up to 95% of ash trees will become infected with a high proportion requiring felling over the 10 year period.
* Other tree and plant pests, diseases and climate change are likely to impact Norfolk over the coming years.
* The potential decline and loss of trees along footpaths and trails poses both a future health and safety issue and a loss of wildlife habitat and landscape connectivity.

How far do you agree or disagree with the priority actions identified for environmental sector? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

18 Community engagement / Historic environment

Community engagement

A series of workshops led by the Assistant Director for Highways and Transport with volunteer user groups, and relevant Council officers were organised during February and March 2015. Early on, the following outcomes were agreed as a framework to guide Community engagement and volunteer work:

* Communities to prioritise which PROW in their area they want to see accessible first;
* Communities to be enabled / empowered to monitor PROW condition and lead the action on maintenance themselves;
* Communities to be able to access resources (either existing Council resources or from others).

The work will form part of the priority actions for community engagement and volunteering within the new Norfolk (Countryside) Access Improvement Plan.

**Please refer to the draft plan to read about the future needs of community engagement**

**The current situation**

For many years, community groups have been actively involved in the management and promotion of countryside access. Walking, cycling and horse riding are activities that large numbers of people participate in, and many of those who do are willing to help to promote and look after their local routes.

Examples include:

* Groups that organise programmes of walks, such as the Norfolk Ramblers. They offer a chance to go for a walk in the countryside with a group of like-minded walking enthusiasts. Norfolk has nine branches of the Ramblers, covering the whole county.
* The Campaign for the Protection of Rural England (CPRE) Norfolk is working with the Ramblers and the Open Spaces Society to bring together a network of Parish Footpath Wardens to share experiences and access advice and news. The Footpath Wardens monitor the condition of local paths and report their findings to their parish council, who can then help resolve any issues.
* Some parish councils have taken responsibility for the management and maintenance of public rights of way (PRoW) in their parishes, ensuring that some of the footpaths and bridleways that the County Council has stopped cutting on a pro -active basis due to budget cuts are maintained to a higher standard than the County Council is able to currently achieve. Volunteers are involved in the management of a number of Norfolk’s trails, such as the Norfolk Coast Path and the Weavers’ Way. They inspect the section of path that has been allocated to them, report any problems that they find and, in some cases, carry out maintenance work themselves.
* A number of parish councils have instigated the creation of footpaths within their parishes. An example of this is the new Horseshoe Way path in Tasburgh - an old route which has been recreated by the parish council through the purchase of the land from a parishioner.
* Research into the history of footpaths and bridleways has been carried out by volunteers, such as those involved in the CPRE Norfolk’s ‘Exploring our Footpaths’ Research Project. This involved people from the four parishes of Thompson, Beachamwell, Horning and Reepham researching the history of footpaths in their area.
* Sustrans have a team of volunteer Rangers who help to manage the National Cycle route network, part of which goes through Norfolk. As well as inspecting the routes to report any problems, volunteer Rangers also carry out maintenance work such as improving signs, removing graffiti, picking litter and cutting back vegetation where needed.
* An interactive map has been developed which allows members of the public to report any problems they have encountered by recording them directly onto a map on the Norfolk County Council website.

How far do you agree or disagree with the priority actions identified for community engagement? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

Historic environment

The proposed priority actions for historic environment are:

* Heritage top 50 – working with the Historic Environment Section to develop information on the top 50 heritage sites associated with Norfolk’s paths and trails.
* Pilgrim routes – a linking theme examining Norfolk’s pilgrim heritage and the sites that were important stops on the way to Walsingham.
* Ancient Ways – working in conjunction with UEA to examine some of the oldest routes in the county.
* Ancient landscapes – provide more contextual information on the changes that some of our special landscapes have gone through.
* Industrial Norfolk – drawing out themes relating particularly to the former railways that once linked much of the county.
* **Please refer to the draft plan to read about the future needs of historic environment**

**Current situation**

The new Norfolk Access Improvement Plan (NAIP) includes a specific section on Historic Environment, which is significant given the clear importance of Norfolk’s heritage. Accessing heritage in the countryside is a key element of many people’s outdoor experience.

Paston Way is a good example of a managed trail that has heritage as its focus, with fourteen churches integral to the experience and the ‘Paston Letters’ as a focus for exploring the area’s medieval history. Equally there is Boudicca Way’s eponymous association with the queen of the Iron Age Iceni Tribe and with the Roman development of Norfolk.

Norfolk County Council is developing involvement with “Green Pilgrimage”, which harnesses the power of historic pilgrim routes to deliver sustainable trails that are good for the environment, people’s health and the local economy. The current project, which is aiming to develop a walking route to the shrines in Walsingham (which receive over 300,000 visitors every year), builds on the success of pilgrimage tourism across Europe and will: (i) demonstrate how pilgrimage routes bring economic benefit to local businesses whilst leaving a low environmental footprint; (ii) protect our natural and cultural heritage through investment and partnership working.

**Opportunities for development**

Widening the information available to people accessing the countryside about the surrounding landscape and its heritage is an important aim for extending the appeal of our offer for both local users and visitors to Norfolk. Information can be provided through a variety of means including books and leaflets and by developing web-based information.

Another potential way to increase access to Norfolk’s historic environment is to produce themed walks and cycle rides. Many of Norfolk’s promoted routes lend themselves well to this approach.

How far do you agree or disagree with the priority actions identified for the historic environment? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

19 Coastal and open access / Access to water bodies

Coastal and open access

The proposed priority actions for coastal and open access are:

* Create circular walks from the Norfolk Coast Path inland linking business, heritage and cultural sites to the footpath;
* Develop other access opportunities including cycling and horse riding;
* Set up a sub-group of the Local Access Forum including other key stakeholders to address the use and promotion of open access land and link more closely with managers of open access land;
* Advise users of the possibility of applications being made for additions to and deregistration of common land and town and village greens where it can be shown that mistakes were made at the initial registration stage.

**Please refer to the draft plan to read about the future needs of coastal and open access**

**Current situation**

Norfolk currently has significant coastal access on the North Norfolk

Coast with the Peddars Way and Norfolk Coast Path National Trail forming part of the Trails portfolio. The new England Coast Path and its associated spreading room has been established by Natural England. Stretch one of the Coast Path has now been handed over to Norfolk County Council for management.

There are also significant areas of open access land across the county. Areas of open access woodland are managed by the Forestry Commission while other areas with open access rights fall within the remit of Natural England. Areas with such rights allow people access on foot.

The Commons Act (2006) Part 1 picks up on the possibility that mistakes may have been made in the initial registration process for common land and town village greens. This means that local users may submit applications to either add to or deregister such areas of land.

**Opportunities for development**

* Natural England is tasked with creating the England Coast Path and is currently creating new coastal access in Norfolk as part of this.
* Stretch 1 of coastal access runs from Weybourne through to Sea Palling; stretch 2 runs from Sea Palling to Hopton on sea.
* Stretch 3 from Weybourne to Hunstanton is looking again at the current Norfolk Coast Access to see if there is an opportunity to re-route the path so it retains the proximity to the coast only making changes as and where required.
* Stretch 4 is likely to be Hunstanton through to Sutton Bridge creating a coastal access opportunity right around the Norfolk coastline.
* Norfolk Trails is seeking to create and promote circular walks from the work Natural England are engaged in when creating the new coastal access route.
* Strengthen communication between open access land management and the Local Access Forum, ensuring that advice is sought and given as appropriate.
* Areas such as open access land can provide green space hubs for both wildlife and people. The use and promotion of open access land must be considered and clarified in terms of responsibility.

How far do you agree or disagree with the priority actions identified for coastal and open access? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

Access to water bodies

The proposed priority areas for access to water bodies are:

* Map existing access routes and highlight deficiencies;
* Approach landowners to improve boat launch and angling riverbank access;
* Raise awareness of the importance of water and waterbodies in Norfolk for recreation, health and trade;
* Educate all on the importance of water as a resource and how essential water management works.

**Please refer to the draft plan to read about the future needs of water bodies**

**The current situation**

Norfolk has a large and varied water body estate. From the North Sea and Wash coasts to the Broads, the five main river catchments, there are many opportunities for recreational and health-enhancing activities in or close to our waterbodies.

Norfolk’s waterbodies can be classified as:

* Coastal
* Estuarine
* Rivers
* Lakes
* Ponds

Each category carries specific characteristics which offer the resident or tourist enjoyment and celebration of ecological or sporting activities. One common feature of the relationship between people and the waterbodies is access to the water. Some activities depend on boat use and Norfolk has a glorious tradition and heritage of boating – from kayaks and canoes, rowing, sailing dinghies and larger yachts to power boating and water skiing. The provision of good, safe and low cost access for launching and using boats is a key requirement of our access strategy. Suitable provision encourages greater use of the outdoors and access to beautiful natural features – a fundamental requirement and promotion for this document.

The Broads Authority’s Broads Plan describes how the Authority will maintain and expand navigable water space in the Broads for recreation, consistent with conservation interests and flood risk management.

For anglers, provision of access to the riverbank is a really important part of the Broadland economy. The river Thurne around Martham is a great example of how the provision of access has enabled fishing matches to extend the low season tourism business with angling festivals taking place during October on what has been defined as the 2nd best surveyed river in England in terms of its fish density and populations. The river Yare around Claxton and Langley again is a further example of great access to the river that has enabled the support of over 30 large angling competitions with over 2000 visiting anglers taking part from across the UK, plus a further 30 bookings for visiting clubs, some are saying this is the best natural venue in the UK.

The Environment Agency manages rod fishing licences for salmon, trout, freshwater fish, smelt and eel in England and also has additional duties to promote conservation, recreation and navigation.

Without these levels of access, these economic benefits would be lost and it demonstrates what could be achieved elsewhere across Norfolk with its great list of natural rivers with healthy fish populations and great open countryside, but limited river access.

**What boaters, anglers, swimmers and walkers want**

Many people travel to the waterbody of their choice by private car.

Therefore safe parking and clear signage are a pre-requisite for many activities. Boat and canoe launching facilities need to be provided for safe entry and egress from the water. Anglers also require safe bank spaces and the provision of disabled platforms, common on some stretches of the Broads rivers, is good practice.

Clear information on websites (NCC and partners) with any restrictions is essential. This goes for printed materials also. Sensible provision of safety equipment protects everyone near waterbodies.

How far do you agree or disagree with the priority actions identified for access to water bodies? Please select one only:

* Strongly agree





* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree
* Don't know

If you disagree or strongly disagree, why do you say that? Please write in the box below:

20 Statement of actions

We have developed a draft statement of actions to help deliver the draft plan. This work is at a very early stage. However, we are interest to hear at this stage if there are any actions you think we should add, change or delete.

**Additions**

If there are any actions you feel we should add please tell us about these below. Please tell us the objective the action falls under and who the lead/partner might be so we are able to follow your suggestions up.

**Changes**

If there are any actions you feel we should change please tell us about these below. Please tell us the objective/action number and the change you would like us to make so that we can follow your suggestions up.

**Deletions**

If there are any actions you feel we should delete please tell us about these below. Please tell us the objective/action number and why you think we should delete it so that we can follow your suggestions up.

21 Delivery plan

We have developed a draft delivery plan to help deliver the draft plan. This work is at a very early stage. However, we are interest to hear at this stage if there are any actions you think we should add, change or delete.

**Additions**

If there are any actions you feel we should add please tell us about these below. Please tell us the objective the action falls under and who the lead/partner might be so we are able to follow your suggestions up.

**Changes**

If there are any actions you feel we should change please tell us about these below. Please tell us the objective/action number and the change you would like us to make so that we can follow your suggestions up.

**Deletions**

If there are any actions you feel we should delete please tell us about these below. Please tell us the objective/action number and why you think we should delete it so that we can follow your suggestions up.

22 The plan in general

How far do you agree or disagree that the NAIP is clear and easy to read? Please select one only:

* Strongly agree
* Agree
* Neither agree nor disagree
* Disagree
* Strongly disagree

If you have any suggestions about how we could make the NAIP clearer, please write these in the box below:

If you have any comments about the draft NAIP 2018-2028 that you have not included elsewhere, please write these in the box below:

23 About you

Here are some questions about you. We will only use the information you give us to analyse the findings. We will use the answers to these questions to help understand how different groups of people feel about the draft NAIP. Although it helps us a great deal if you do answer these questions, they are optional, so please only fill in the questions that you want to.

**Are you...?**

* Male
* Female

**How old are you?**

* 0-15
* 16-29
* 30-44
* 45-64
* 65-84
* 85+

**Do you have any long-term illness, disability or health problem that limits your daily activities or the work you can do?**

* Yes
* No

**How would you describe your ethnic background? Please select one only**

* White British
* White Irish
* White other
* Mixed
* Asian or Asian British
* Black or Black British
* Chinese
* Other ethnic background - please describe below

***Please return this form to: Environment Team, Floor 6, County Hall, Norwich, NR1 2SG*** [***environment@norfolk.gov.uk***](mailto:environment@norfolk.gov.uk) ***0344 800 8020***