

Norfolk Access Improvement Plan (NAIP) 2018 - 2028



Norfolk's Rights of Way Improvement Plan

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Foreword

Welcome to the Norfolk Access Improvement Plan for Norfolk 2018–2028 which incorporates the Rights of Way Improvement Plan. The 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 replaces the previous 10 year plan which was reviewed as required under the Countryside and Rights of Way Act (CROW Act, 2000). The new plan is the result of extensive consultation with many user groups, and draws out priority areas to address future need.

It was really encouraging that feedback showed that there is great enthusiasm and potential to deliver a more integrated access network which provides for a wide range of user groups with benefits for local businesses, people's health, landowners and the environment.

Our plan is set against the backdrop of Norfolk's growth agenda: by 2026, there will be 95,000 more jobs, 10,000 new businesses and 117,000 more homes.¹

A greater population and rise in visitor numbers will place increasing demands on our Public Rights of Way and access network, which is composed of many historic routes and ways dating back centuries that do not always meet the needs and demands of users and land managers today. Welcome initiatives such as Norfolk County Council's recent plans to bring disused railways back into use as cycling and walking routes across Norfolk could deliver many miles of new routes, connecting market towns and allowing people to use sustainable options for travelling to school, work and local services. Expanding the network of off-road cycling and walking trails would also be a good selling point for Norfolk as a visitor destination.

However, the countryside and urban access network faces losses as

permissive access agreements arranged through Countryside Stewardship lapse, with (at the time of writing) no replacement schemes available. Permissive paths play an important role in making connections between existing rights of way and in linking communities with green spaces: their loss will be keenly felt, unless local solutions can be found.

The drive to register unrecorded paths by 2026 (Deregulation Act 2015) before they are lost forever, is another significant responsibility that must be met during the lifespan of this current plan. Gathering the evidence and applying for paths to be recorded can be a lengthy process, but without legal protection, the right to access many routes which are still in current use but not recorded on the official map, will be lost to future generations. We are particularly keen to encourage user groups and communities to submit applications to help get these unrecorded routes on the map.

We are lucky to have a variety of beautiful landscapes that attract visitors and local people alike into the countryside. Maintaining and improving access for all users is essential to enable people to enjoy Norfolk to the full and for the long term sustainability of the landscape it gives access to. We encourage you to become familiar with our plans and get involved with our journey to maintain and shape Norfolk's access network for the future.

Norfolk County Councillor (TBC)

Norfolk County Council

Martin Sullivan

Chair of Norfolk Local Access Forum

¹, <http://www.norfolksight.org.uk/resource/view?resourceId=528>

Executive Summary

There are over 2,400 miles (3,900 km) of Public Rights of Way in Norfolk (footpaths, bridleways, restricted byways, byways open to all traffic and unclassified county roads), as well as cycle tracks, quiet lanes and permissive routes, making up a dense network of access routes. Many of these are promoted as long-distance trails and attached circular walks and rides.

Public Rights of Way can contribute to people's wellbeing, offer sustainable and non-polluting transport opportunities for short commutes, support the rural economy and provide green corridors for wildlife.

The Norfolk Access Improvement Plan (which incorporates Norfolk's Rights of Way Improvement Plan) sets out priorities over the next 10 years for improving this rural and urban access network to help make accessing Norfolk's countryside and coast in a sustainable way, easier than ever before.

The new plan is required under sections 60(3) and (4) of the Countryside and Rights of Way Act (2000) and is for anyone with an interest in countryside access, whether a user, landowner or manager or other stakeholder.

There are two parts to the document: a review of the many achievements of the previous plan (Norfolk's Rights of Way Improvement Plan 2007 – 2017) including recommendations for future user need; and a Statement of Actions, our long-term plan to deliver our ambition, which is organised by theme.

Looking ahead, key strategic objectives are to:

- 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; and
- increase investment in the countryside access network.

The Plan has been produced by Norfolk County Council (as Highways Authority for Norfolk) following extensive consultation with user groups, and with expert input and advice from the Norfolk Local Access Forum (NLAF). Forum members are all local people and experts in their specialist area of countryside access, who volunteer their time to provide advice to Norfolk County Council and Natural England on how to make the countryside more accessible and enjoyable for recreation and to benefit social, economic and environmental interests.

The Plan takes into account of the Council's 'Caring for our County' priorities including care for the environment, the economy, families, communities and people's health and wellbeing.

The 10 year "Statement of Actions" is organised under 8 'umbrella' themes (objectives) which are to achieve: a well-managed access network; a well-connected access network; a well-protected natural and historic environment; a well-promoted access network; a well-informed access network; a community access network; a healthy access network; and a valuable access network.

Annual delivery plans collating all activities across the wide partnership of organisations involved with Public Rights of Way will be created each year.

1 Introduction: The Norfolk Access Improvement Plan (NAIP)

1.1 The Norfolk Access Improvement Plan 2018-2028: Rights of Way Improvement Plan 2 (or “NAIP”) sets out the priorities for improving our rural and urban access network for the benefit of people and wildlife. This includes public rights of way (PRoW), long-distance trails, other promoted routes such as circular walks/rides, quiet lanes, unclassified county roads (UCRs) and permissive paths.

[The Countryside and Rights of Way \(CROW\) Act \(2000\)](#)¹ requires Highway and National Park Authorities to make a new assessment of specified matters in their original [Rights of Way Improvement Plans](#)² () and to review these, deciding whether they should be amended, not more than 10 years from the date of publication.

The strategic review of [Norfolk’s Rights of Way Improvement Plan \(2007-2017\)](#)³ considered the wider factors that influence both rural and urban access. Norfolk County Council produced a smarter live [Action Plan](#)⁴ which is being monitored by the [Norfolk Local Access Forum \(NLAF\)](#)⁵ and recognises the current priorities for the access network.

The NAIP will link to the [Broads Integrated Access Strategy](#)⁶ which is monitored by the [Broads Local Access Forum](#)⁷ or BLAF, and will recognise shared goals for access improvement.

We aim for users to experience all that the network has to offer and to enjoy the many benefits that come with this. For example, better provision for walkers, cyclists, equestrians, drivers of motorised

vehicles and those with physical or mental disabilities and visual impairments. We also want to encourage more people currently not using the network to go out and enjoy the countryside.

In addition to the wide range of users, other beneficiaries include local businesses, landowners and the environment, all of which stand to gain from a high quality and better signed and promoted network.

The NAIP considers the benefits for [Norfolk County Council](#)⁸ and takes into account the Caring for Our County priorities and will contribute to caring for the environment and roads as well as caring for our money, the family, community, health and wellbeing and economy.



^{1,2} etc. Please see Appendix for full website urls

1 Introduction: Refreshed aims and objectives

1.2 The new 10 year Statement of Actions has a refreshed set of aims and objectives with a structure for annual delivery plans.

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

We will do this by delivering:

1. **A well-managed Access Network.** We will establish a well-signed, maintained and accessible network of routes enabling access for all to the countryside.
2. **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.
3. **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.

4. **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.
5. **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.
6. **A community Access Network.** We will increase the involvement of communities in the development and management of their local access network.
7. **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.
8. **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.



2 Achievements of the ROWIP 2007—2017: Overview

2.1 Overview

[Strategic Review March 2015](#)¹

A review of the ROWIP 2007—2017 was undertaken in 2014/15 with the [Norfolk Local Access Forum \(NLAf\)](#)², as changes had happened which meant it was out of date. A new development framework was established with an updated action plan. It included public rights of way plus the wider countryside access network in its remit and was intended to form part of the preparation for the new 10 year plan in 2018.

There have been many changes in the way Rights of Way have been managed in Norfolk since 2007. Reduction in resources for local government has meant a change within Norfolk County Council, with a split in responsibilities as a Highway Authority – statutory maintenance going to [Highways Teams](#)³ and promotion remaining with the Environment Team and the rebranding of promoted routes under [Norfolk Trails](#)⁴. The County Council responsibilities as a Surveying Authority - keeping a record of all Rights of Way in Norfolk - have remained with the Definitive Mapping Team. [Permissive Access](#)⁵ has also seen changes with the ongoing closure of Countryside Stewardship schemes and a reduction in the number of permissive paths available for public use.

Changes in legislation include implementation of the [Marine and Coastal Act 2009](#)⁶ creating new access rights on the [England Coast](#)

[Path](#)⁷.

There have also been many changes in the way other relevant national and local strategies and plans are managed – for example:

- [New Anglia](#)⁸ – the Local Enterprise Partnership – has taken the lead on Economic Strategies and Planning;
- [Public Health](#)⁹ has been incorporated into the responsibilities of the County Council
- The East Anglia Tourist Board been replaced by [Visit East Anglia](#)¹⁰
- the Sports Partnership has created [Active Norfolk](#)¹¹
- the [National Planning Policy Framework](#)¹² has been introduced
- Parish Councils are now adopting [Neighbourhood Plans](#)¹³.

^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: strategic context

2.2 Strategic Context –who manages our countryside access network?

The Highway Authority (Norfolk County Council) manages and makes improvements to the public access network which comprises 3,900 kms of public rights of way (PRoW), long-distance trails and associated promoted routes including circular walks, cycle and bridle routes. This also includes the Peddars Way and Norfolk Coast Path National Trail and the new stretches of the England Coast Path. More information can be found at:

- www.norfolk.gov.uk/Leisure_and_culture/Public_Rights_of_Way/index.htm
- www.norfolktrails.co.uk
- www.nationaltrail.co.uk/peddars-way-and-norfolk-coast-path

The Norfolk Local Access Forum (NLAF) provides strategic advice to the Highway Authority in terms of local access improvement priorities and projects. Find out more about the Local Access Forum at www.norfolk.gov.uk/nlaf

A right of way is usually maintained at public expense with responsibility for its surface lying with the Highway Authority and the underlying land owned by the adjoining landowner.

Landowners have a responsibility to ensure that public rights of

way are accessible and the Highway Authority has the responsibility to enforce this. Norfolk County Council can take enforcement action against a landowner or occupier such as a tenant farmer who does not comply with the law.

The Broads National Park area is managed by the **Broads Authority** (www.broads-authority.gov.uk). The Broads Plan sets out a long term aim for the sensitive management of tourism and recreation. It identifies possible improvements that should be made to access routes and their connections to key tourist facilities and sustainable transport links.

The Integrated Access Strategy was developed in 2013 to deliver this element of the Broads Plan and the document serves a similar purpose to the NAIP. Shared aims and objectives will be identified and addressed within the thematic strands of this plan.

The Broads National Park area has its own **Local Access Forum** that advises the Broads Authority on access functions and who are consulted on applications. There is a dialogue between the two Forums and joint working undertaken to achieve joint goals.

2 Achievements of the ROWIP 2007—2017: progress

2.3 Progress since publication OF THE ROWIP in 2007

2.3.1 Assessment of Needs

The needs of users remain broadly the same as described in the 2007—2017 ROWIP:

- good signage and waymarking;
- well drained, robust surfaces in all weather conditions; and
- good information about a route, both before a visit and en-route.

There are variations amongst user groups, but the needs have not changed significantly.

2.3.2 Assessment of the Network

The rights of way network is over 3000 miles long in Norfolk.

Walkers are relatively well catered for and off-road cyclists, horse-riders, carriage drivers and motorists are supported wherever possible. The reduction in resources for local authorities has meant that Norfolk County Council has some difficulties meeting some user groups' expectations and there are still issues with :

- Poor maintenance (vegetation not cut enough, uneven surface, muddy paths);
- Safety (primarily from motor traffic);
- Obstructions (locked gates, barbed wire fences);
- Poor continuity and connectivity of cycle and bridle routes;
- Poor signposting/ waymarking.

Considerable progress has been made on promoted routes with a well signed network of long distance trails ([Norfolk Trails](#)¹) and the development of more circular routes. Norfolk has taken a lead on the implementation of the [England Coast Path](#)², with some of the first stretches in the country being opened between Weybourne and Hopton on the East Coast.

2 Achievements of the ROWIP 2007—2017: progress

2.3.3 Assessment of Adequacy

Trails and [Easy Access Walks](#)⁴ by the Norfolk Coast Area of Outstanding Beauty Team.

Many of the key shortfalls identified in 2007 remain:

- Fragmented and uneven distribution of the network, particularly bridleways and byways;
- Limited opportunities for people with disabilities;
- Lack of good information for infrequent users to encourage them to go out onto the network.

Progress has been made in many areas however, and notable improvements include:

- Further development of the 11 Long Distance [Norfolk Trails](#)¹, ten of which were established under the previous ROWIP. These are now maintained to a standard similar to the National Trails. Some, such as Marriott's Way and Peddars Way have good multi-user access;
- The establishment of Stretches 1 and 2 of the [England Coast Path](#)²;
- The creation of new circular walks linked to Norfolk Trails and public transport where available, which add to the portfolio of circular walks developed under the previous ROWIP;
- The creation of the [Norfolk Trails website](#)¹;
- The creation of a series of [Access Tested](#)³ routes by Norfolk

^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: progress

2.3.4 Statement of Actions

The 2007-2017 ROWIP identified seven objectives, developed from the findings of the needs assessment and set out how Norfolk County Council planned to work with partners to achieve the objectives in the Statement of Actions. Each objective had aims, actions and an indication of resources required together with key partner organisations and performance measures.

Objective 1 – develop a well signed, maintained and easily accessible network. This objective was aimed at improving the management of the network.

The majority of measures within this objective were achieved – with a review of the priority system for footpaths prioritising greatest use and public benefit generating the ‘Norfolk Trails’ concept: as well as significant reductions in the number of stiles and barriers on PROW.

Objective 2 – Develop and maintain an integrated network that provides for the requirements of all users. This objective aimed to integrate the ROWIP into a wide range of associated plans and policies to provide transport, economic, health and social benefits. Again, much good work was done and many plans and policies do now refer to the ROWIP; work with Local Authorities to develop Green Space Strategies was achieved as well as easy access routes.

Objective 3 – Improve promotion, understanding and use of the network. This objective aimed to address the need for better

coordinated, branded and targeted promotion of the network, increasing public use and economic benefits to rural areas. Much of this was achieved through the creation of the Norfolk Trails brand and website, funded projects, the establishment of a range of visitor counters on routes and the uploading of the Definitive Map onto the NCC website. Development projects included:

- Upgrading and promotion of: Angles Way, Boudicca Way, the Nar Valley Way and Weavers Way;
- Creation of a new trail—the Wensum Way— which connects up the Nar Valley Way with Marriott’s Way and Wherrymans Way and allowed for a new 96 mile Cross Norfolk Trail from King’s Lynn to Great Yarmouth.

The work with the health sector was delivered by developing a series of over 100 health walks published as the Health Heritage and Biodiversity range of walks aimed at less frequent users and describing the suitability of routes for disabled users in attractive booklets which were very popular.

Objective 4 – Encourage community involvement in improving and maintaining PROW. This objective aimed to increase public involvement in the protection and maintenance of the network. The actions in this objective were limited in their ambitions, and the situation within NCC has changed considerably regarding the involvement of communities and volunteers – so a great deal more has been achieved by volunteers than originally envisaged.

2 Achievements of the ROWIP 2007—2017: progress

Objective 5 - Develop a safe network of PROW. This action aimed to improve safety for walking, cycling and riding. Many initiatives have improved safety of routes crossing roads and railways and replacing and maintaining bridges.

The Norfolk Cycling and Walking Strategy has addressed safety issues for walking and cycling, and the [Pushing Ahead](#)¹ project has a funding stream for safety improvement on the Highway network.

Objective 6 – Prepare and make publicly available an up to date digitised Definitive Map.

The Definitive Map has been digitised and is now available on the NCC website. Procedures for dealing with claims to add historic paths to the definitive map are described within the current [NCC policy](#)² which deals with claims in the date order they are registered. This is significant in the context of the deadline to register unrecorded rights to paths by 2026 – see Clauses 20 – 26 of the [Deregulation Act 2015](#)³ for latest information.

Objective 7 Protect and enhance biodiversity associated with the network of the PROW. This objective aims to ensure that the PROW management regime recognises, protects and promotes biodiversity.

Norfolk contains many sites designated under UK and European legislation (e.g. Natura 2000) for nature conservation value, some very large, and is among the most important counties in England for nature conservation. Sites may be vulnerable to change and/or

development, either directly or indirectly. Recreation levels in the county continue to increase and the location of and scale of new development will continue to influence the level of visitor use. Increased recreation places increasing demands on the management of the protected sites and can cause impacts to the designated interest features. As such strategic planning for residential development needs to ensure these issues are adequately addressed and well signed. Maintained public access routes are key to achieving a good balance between public access and protection of sensitive sites.

2 Achievements of the ROWIP 2007—2017: progress

The Review of the ROWIP in 2015 published a new [Statement of Action](#)⁴ under themes. Under these themed headings, notable and ongoing achievements include:

Green Infrastructure and Planning

The opportunity to develop ideas for projects funded by the Community Infrastructure Levy or CIL through the [Greater Norwich Infrastructure Plan](#)⁵ (GNIP). [Marriott's Way](#)⁶ has received some funding for upgrading already.

Health and Wellbeing

- The [Staying Active and Independent for Longer \(SAIL\)](#)⁷ project, which has been funded through the 2 Seas Interreg Programme and is helping older people to remain active. SAIL is being delivered by Active Norfolk and Norfolk Trails.

Access for All

- An upgrade to the Angles Way which created a boardwalk with wheelchair access running alongside [Burgh Castle](#)⁸. The project was funded by the WREN Landfill Trust.

Community Engagement and Volunteering

- The establishment of Friends' Groups and Volunteering schemes on the Peddars Way and Norfolk Coast Path National Trail, Angles Way and Marriott's Way.

Children, Young People and Education

- Working with schools to engage children and young people through projects including the Marriott's Way Heritage Project.

Economic Partnership and Business Engagement

- Promotion of the Weavers' Way and Paston Way through the Explore More Coast project; promotion of walking and cycling opportunities near the coast between King's Lynn and Hunstanton through the Coastal Treasures project.
- Development of a [rural businesses toolkit](#)⁹ as part of a "COOL Tourism" to help businesses benefit from their proximity to Norfolk Trails
- Celebrating the railway heritage of the Marriott's Way through the HLF Marriott's Way Heritage project.

Environment, Biodiversity and Conservation

- Improving access to the natural environment in Thetford Forest through the creation of the Brecks Forest Way (Breaking New Ground project).

Coastal and Open Access

- Creation of stretches 1 and 2 of the England Coast Path from Weybourne in north Norfolk to Hopton, south of Great Yarmouth.

2 Achievements of the ROWIP 2007—2017: progress

Cycling

- Encouraging walking and cycling in Norwich and Great Yarmouth through projects such as Pushing Ahead 1 and 2 and Active Travel; new off-road cycle access between Hoveton to Horning, the first section to open of the [Three Rivers Way](#)¹⁰ cycle path.

Horse Riding and Carriage Driving

- Significant improvements to signage and surfaces along the Peddars Way.

Mechanically Propelled Vehicles

-



^{1,2} etc. Please see Appendix for full website urls

2 Achievements of the ROWIP 2007—2017: progress

2.3.5 Broads Public Rights of Way and Open Access Plan

The Broads Authority managed their Broads Rights of Way and Open Access Improvement Plan as part of the Norfolk Rights of Way Improvement Plan. They reviewed it in 2013 and decided to develop a separate [Broads Integrated Access Strategy](#)¹ to deliver this element of the Broads Plan by better connecting moorings, nearby villages, facilities and tourist attractions.

The long-term aim is that by working with councils and other stakeholders new paths and moorings can be developed and existing ones improved. Extra signposts will be put up to direct holidaymakers to nearby facilities and the use of mobile app technology will be investigated.

The strategy's key objectives are to:

- Improve links between land and water and to the water's edge;
- Improve access links to local facilities, settlements and visitor destination points;
- Encourage sustainable travel choices such as public transport, walking, cycling and non-powered boating and improve links between public transport provision and visitor destination points and access routes;
- Provide appropriate information and interpretation on access to recreational opportunities;
- Work with partners and local communities towards the long-

term objectives of this strategy, seeking to make the best use of shared knowledge and resources;

- Produce an annual action plan and monitor this in line with the Broads Plan review process.

The [Strategy](#)² provides a broad framework for the development of the recreational access network in the Broads. Delivery of the strategy is monitored and evaluated in line with, and to inform, the Broads Plan review process. Annual progress reports are taken to the Broads Authority Navigation Committee and Broads Forum.



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3 Future user needs: introduction

3.1 Future user needs

Natural England has established that local walkers want a dense network (on foot) close to where they live and cyclists and horse riders want safe, off road paths. Public Rights of Way in Norfolk provide 3200km of footpaths (of which 700 km is on Norfolk Trails which are managed to National Trail standards) and a further 9000 hectares of land has Public Right of Open Access mapped as Open Country or Registered Common and dedicated land. However whilst the network is relatively dense in some districts such as South Norfolk, it is very sparse in others. The access for walkers is relatively good but only 1124 kms of this is accessible to horses and cycles and 54 kms open to all traffic. The connections between paths have often been lost for historical reasons and in many areas do not provide a coherent network.

We now have good evidence about the numbers and types of users on the 700 kms of Norfolk Trails using data collected from counters on the routes and analysed alongside national datasets. Fixed data counters were first installed on the Trails network in 2012. Additional counters have been added periodically to the network to increase our understanding visitor usage to each of the trails. As we have been collecting more and more data we are able to see trends within the data.

Norfolk Trails are working with an independent consultant, Insight

Track, who are analysing our counter and survey data to calculate a more local economic visitor spend to compare with the MENE national average.

Using MENE data for Norfolk (Natural England’s Monitoring of Engagement with Natural Environment), which estimates visitor spend at £6 per visit to green space and £18 per visit to the coast, the total value of the Public Rights of Way network to Norfolk in 2016/17 was valued at: **£12,477,576**

Using Public Health data for Norfolk and the Health Economic Assessment Tool (HEAT) the health benefits of access to the environment including exercise, mental health and well-being for 2016/17 was **£170,350,000**.

Added together, this gives a total value of countryside access in Norfolk (2016/17) of £182,827,576

Feedback about use of the PROW network is available through the National Highways and Transport Network Survey and for Norfolk in 2016 showed a score of 57/100 against a national average score of 58/100 and a satisfaction score of 52/100 against a national average of 55/100.

3 Future user needs: user groups

3.2 User Groups

Natural England has identified the needs of user groups as follows:

Local Walker Needs

- Paths of about 1.4 to 1.8km length to complete a walk of 30 mins duration and meet the Government’s target for minimum weekly activity of 150 minutes per week for adults.
- Research in Thames Basin Heaths shows that visitors to natural greenspace walk an average of 2.4km.

Recreational Walkers and Runners

- This user group covers a much greater distance than 2.4km in a typical walk but most require a circular route.
- The best provision enables users to adapt the length of circular routes to their needs. Linear routes that are well connected by public transport provision are also useful.

Needs of horse-riders and cyclists

- Horse riders need routes of about 11 to 12km to complete a typical daily ride of 60 mins duration, which would meet the Government’s higher target for 300 minutes of activity per week (source BHS)
- Cyclists need routes of about 7 to 8 km for a 30 minute ride and 15.5 km for an hour’s ride, (average speed of 15.5km/h) to meet the minimum and higher target respectively.

Non-Users or Infrequent Users

- The Sport England [Active People Survey](#)¹ results have consistently shown that some groups are under-represented in terms of participation. This includes women, disabled people, some black and minority ethnic (BAME) groups, those from lower socio-economic groups and older people (over 75).
- [MENE](#)² results show that those who are less likely to have taken a visit to the natural environment were those of BAME, those aged 65 and over, those with a long term illness or disability and those in DE social grades.

The Norfolk Local Access Forum has been working with user groups and other interests to get their views and suggestions for improvement which are reflected in this section of the plan.



3 Future user needs: user groups | walkers

3.2.1 Walkers, Walking

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;
- including seating.

Priority Actions

- 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.



3 Future user needs: user groups | cyclists

3.2.2 Cyclists, Cycling

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

Priority Actions

- 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.

* ICM Bike Life Household Research 2015 on behalf of Sustrans

** Department of Transport, Reported Road Casualties in Great Britain 2015

3 Future user needs: user groups | equestrians

3.2.3 Equestrians, Horse Riding and Carriage Driving

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.

3 Future user needs: user groups | equestrians

Priority Actions

- 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 and “etiquette” on multi-use.





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3 Future user needs: user groups | MPV

3.2.4 Drivers of Motorised Vehicles, Mechanically Propelled Vehicles (MPV)

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.

* The public has the right to drive motor vehicles on Byways Open to All Traffic (BOATs) as well as on Norfolk's unclassified county roads (UCR's), which are typically shown on Ordnance Survey maps as Other Roads with Public Access.

Priority Actions

- 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.



3 Future user needs: user groups | All Abilities Access

3.2.5 People with Mobility or Visual Impairments Access for All

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.

Priority actions

- 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.

3 Future user needs: user groups | Infrequent users

3.2.6 Infrequent Users – for example Minority Groups, Lower Socio-Economic Groups, older people and women

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 socio-economic groups and older people.

Recommendations from Natural England for encouraging non-participants and infrequent 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

Priority Actions

- 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.



3 Future user needs: other sectors | Landowners

3.3 Findings from Other Sectors of the Community

3.3.1 Landholders Landownership and Management

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](#)¹
- [Norfolk Wildlife Trust](#)²
- [County Wildlife Sites](#)³ (where publicly accessible)
- [Woodland Trust](#)⁴
- [National Trust](#)⁵
- [Forestry Commission](#)⁶
- [Thetford Forest Park](#)⁷
- [Natural England](#)⁸ (National Nature Reserves where accessible)

- [Ministry of Defence](#)⁹
- Private estates such as [Holkham](#)¹⁰

Priority Actions

- **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.

^{1,2} etc. Please see Appendix for full website urls

3 Future user needs: other sectors | Young people

3.3.2 Young People - education Children and 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 under-represented 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](#)¹ and [Norwich](#)²; a “[Junior Passport](#)³” for exploring the Norfolk Coast Path; [activities for schools](#)⁴ on the Marriott’s Way; [geocaching](#)⁵ treasure hunts on several Norfolk Trails; and a activity pack for youngsters to help them explore the [Boudicca Way](#)⁶.

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.



3 Future user needs: other sectors | Young people

Priority actions

- 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.

3 Future user needs: other sectors | Health, mental illness, health and wellbeing

3.3.3 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.

3 Future user needs: other sectors | Health, mental illness, health and wellbeing

Priority actions

- 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.



3 Future user needs: other sectors | Business

3.3.4 Businesses, Economic Partnership and Business Engagement

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 toolkit](#)¹ has been developed as part of a "COOL Tourism" to help businesses benefit from their proximity to Norfolk Trails.

3 Future user needs: other sectors | Business

Priority actions

- 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.

© Photograph credited to the Norfolk Food and Drink Festival



3 Future user needs: other sectors | Active travel

3.3.5 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 'win-wins' 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](#)¹ (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 Ahead](#)² project.

3 Future user needs: other sectors | Active travel

Priority Actions

- 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.



3 Future user needs: other sectors | Planners, growth infrastructure

3.3.6 Planners – growth Infrastructure and Planning

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 in 2009. 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 in 2010.
- 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

¹ Natural England <http://publications.naturalengland.org.uk/file/94026>

3 Future user needs: other sectors | Planners, growth infrastructure

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.

Priority Actions

- 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).

3 Future user needs: other sectors | Environment

3.3.7 Environment organisations, sustainability, Biodiversity and Conservation

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 Anglia](#)¹' 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.

3 Future user needs: other sectors | Environment

- 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.



Priority Actions

- 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.

3 Future user needs: other sectors | Community engagement

3.3.8 Community Engagement and Volunteering

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.

3 Future user needs: other sectors | Community engagement

- 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.

Priority Actions

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.

Cromer 'Walkers are Welcome' member Val Smith organised a 75 mile walk along the Norfolk Coast Path to celebrate her 75th birthday, raise funds for the British Heart Foundation and volunteered to check the route for maintenance issues. More information [here](#)¹ or click the image for the video.



3 Future user needs: other sectors | historic environment

3.3.9 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 Pilgrimage¹](#)", 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.

3 Future user needs: other sectors | historic environment

Priority Actions

- 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.

3 Future user needs: other sectors | coastal and open access

3.3.10 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.

3 Future user needs: other sectors | coastal and open access

Priority Actions

- 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.



3 Future user needs: other sectors | access to water bodies

3.3.11 Access to 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](#)¹ 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](#)² 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

3 Future user needs: other sectors | access to water bodies

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.

Priority actions

- 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.



© Photograph credited Geoff Doggett

3 Future user needs: Conclusion

3.4 Conclusion

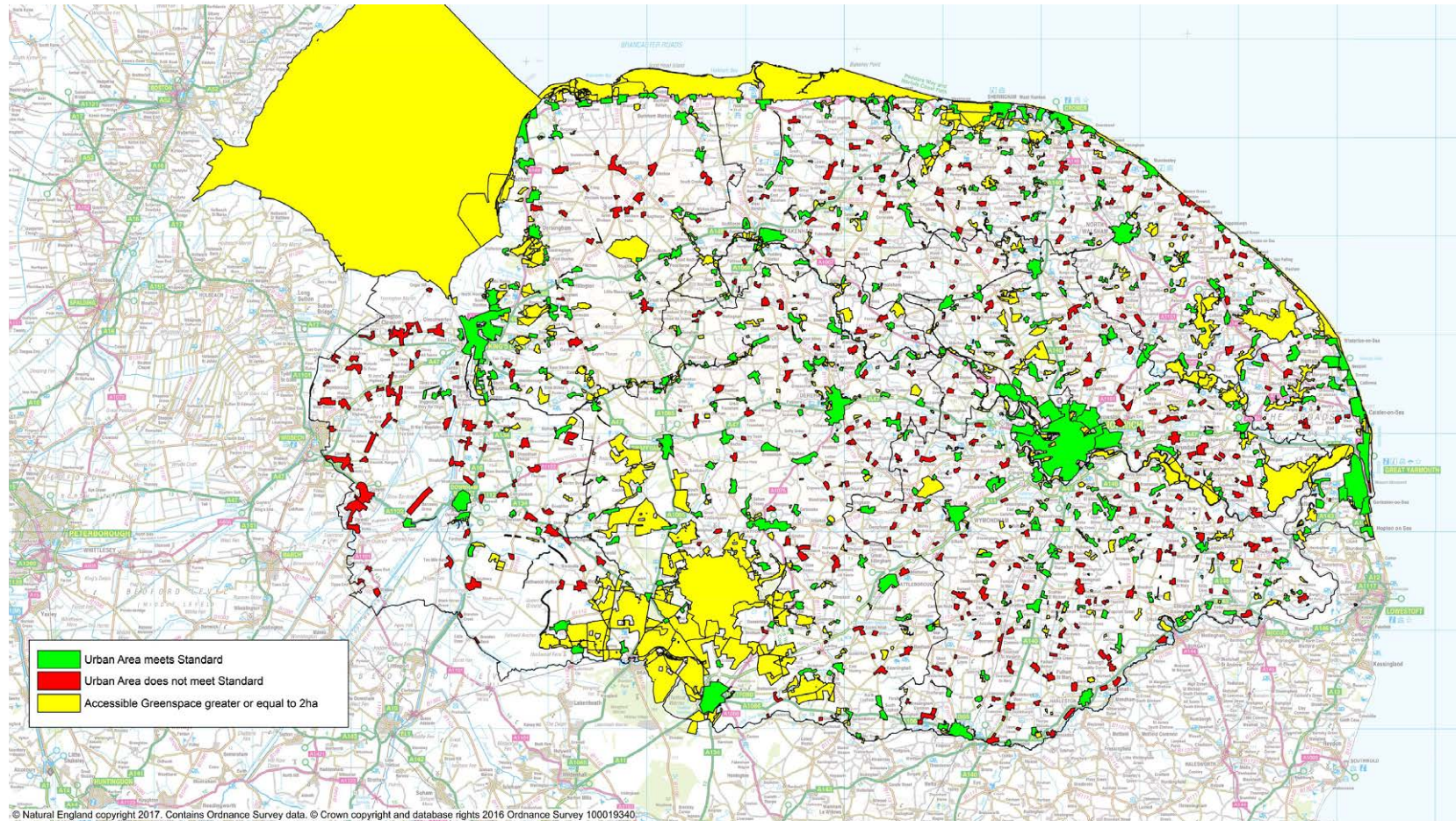
The Norfolk Access Improvement Plan needs to take into account the many and varied needs of users and other interested parties. The Statement of Actions will develop a structure with key themes for improvement.



4 Gaps in the network: areas not well served

4.1 Spatial data - network showing areas not well served

Spatial data can help us assess the extent to which local rights of way meet present or likely future need, or provide opportunities for doing so.



Accessible Natural Greenspace Standard (ANGSt) map for Norfolk, showing urban areas within 300 metres of a 2ha or greater Accessible Greenspace. Scale 1: 400,000

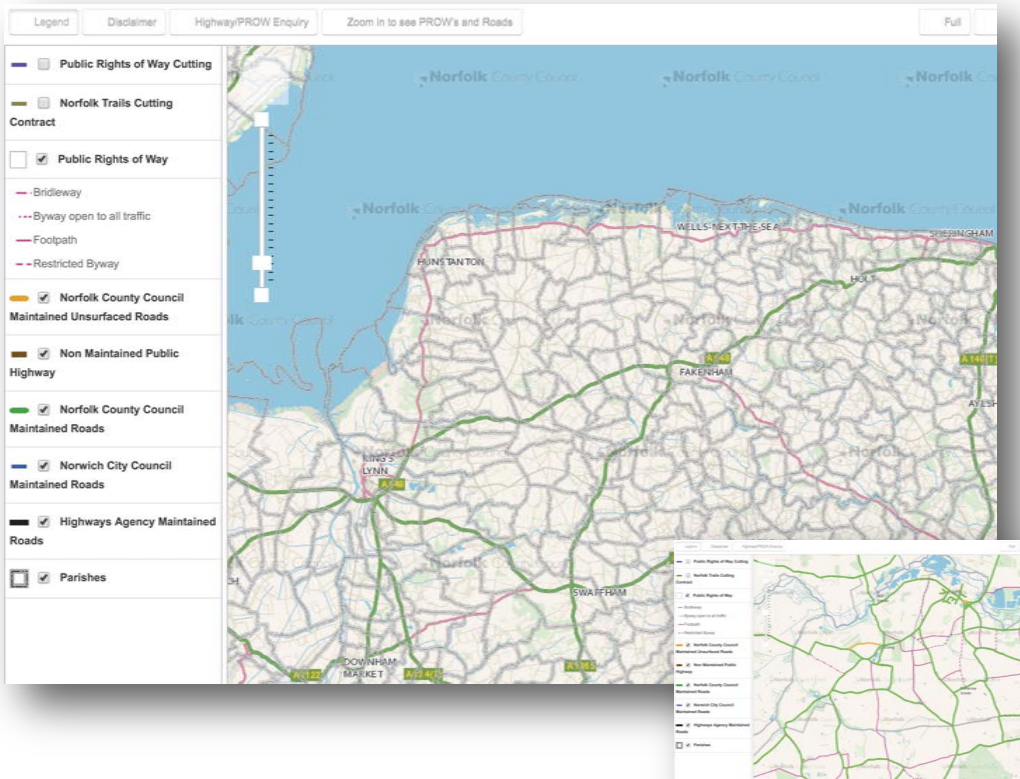
Compiled by K Rushen in October 2017 for Norfolk Biodiversity Information Service, County Hall, Norwich NR1 2SG
nbis@norfolk.gov.uk

© Natural England copyright 2017. Contains Ordnance Survey data. © Crown copyright and database rights 2016 Ordnance Survey 100019340.

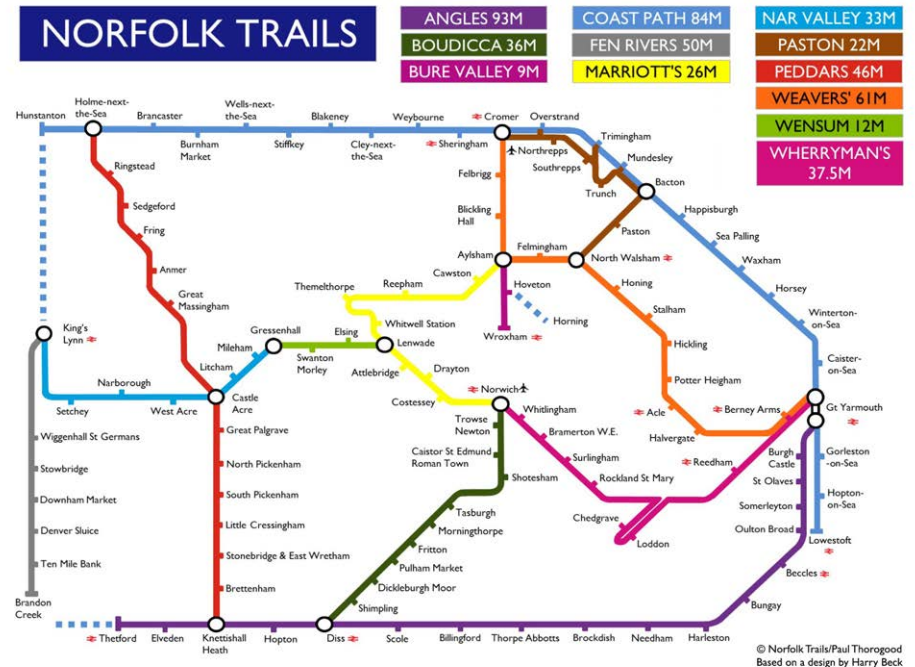
4 Gaps in the network: areas not well served

An [interactive map](#)¹ of Public Rights of Way throughout Norfolk is managed by Norfolk County Council. The map shows registered public rights of way; County Soft Roads (public roads that are not surfaced); and areas of land freely accessible to the public on foot.

<http://maps.norfolk.gov.uk/highways/>



There is also an [interactive map of Norfolk Trails](#)² (1000 miles of promoted routes and associated short and circular walks).



The maps show that many rural areas in Norfolk, particularly to the north and west, do not have good access to natural greenspace (which includes the current PROW network).

4 Gaps in the network: growth areas with new needs

4.2 Spatial data - growth showing areas with new needs

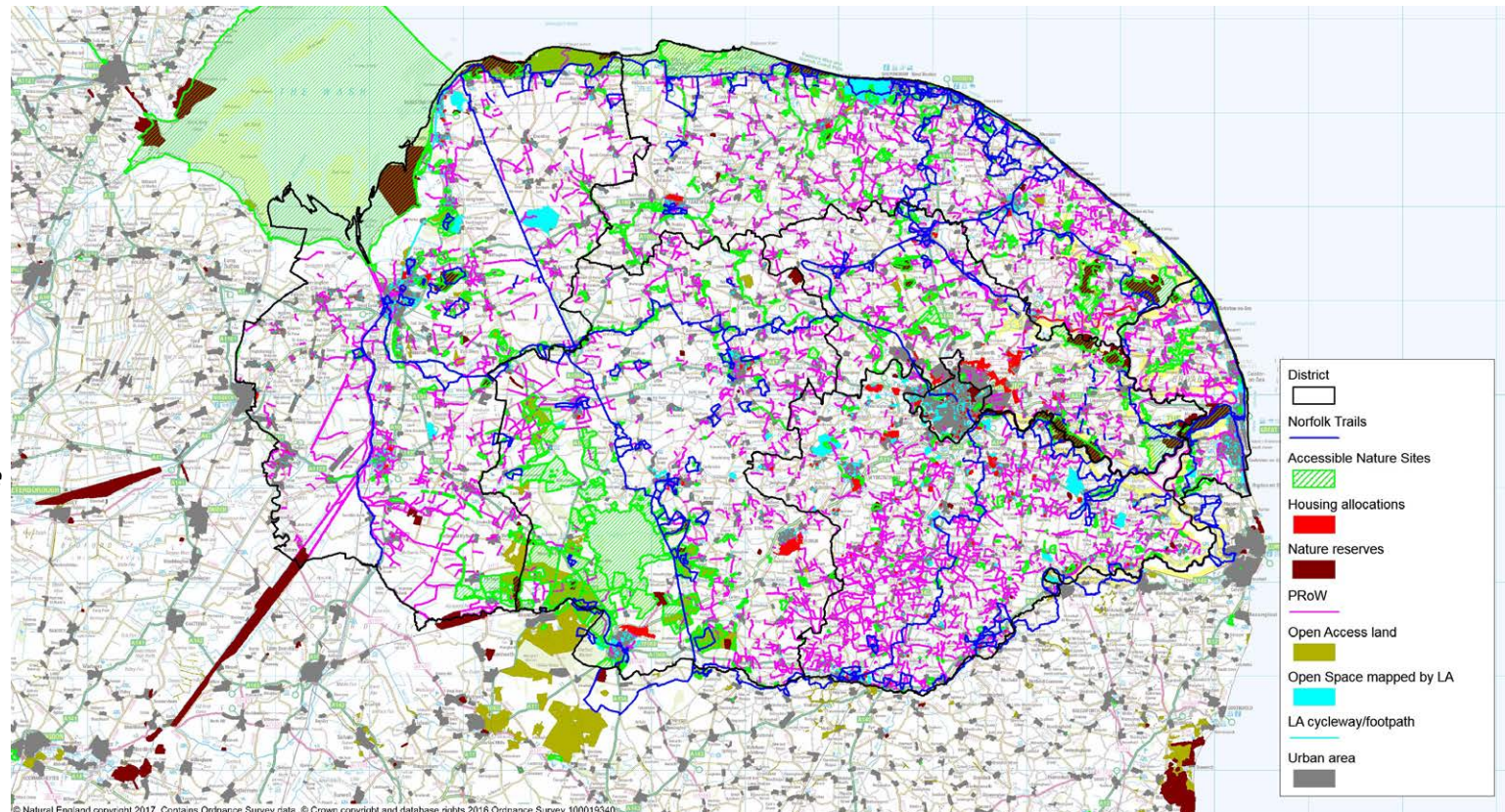
The needs of new housing allocations must be addressed to ensure that people have good access to the natural environment.

The [Norfolk Rural Strategy](#)¹ (2017) recommends “a commitment to deliver landscape scale environmental schemes covering multiple landowners to deliver integrated large-scale improvements which support public access, tourism and economic opportunities e.g. a landscape which integrates boating, cycling and walking routes with food, drink cultural and accommodation facilities to drive high value visits.”

New housing allocations shown alongside current Green Infrastructure and existing PROW.
Scale 1: 400,000

*Compiled by K Rushen in October 2017 for Norfolk Biodiversity Information Service, County Hall, Norwich NR1 2SG
nbis@norfolk.gov.uk*

The [Deregulation Act 2015](#)² aimed at streamlining the application procedures for new rights of way giving landowners a greater say in the registration of rights on their land. Part of the legislation includes claims for historic paths (which existed before 1949): these must be claimed before 1st January 2026.



^{1,2} etc. Please see Appendix for full website urls

5 Network condition | The Definitive Map and applications for changes to PROW

5. Management of the condition of the network – completeness and accuracy of the Definitive Map and Statement, management of applications for changes to PROW and maintaining the network

5.1 Completeness and accuracy of Definitive Map and Statement

The [Definitive Map and Statements](#)¹ are now available online on the County Council website.

5.2 Management of applications for changes to PROW

A Public Right of Way (other than a Byway Open to all Traffic) which appears on the Definitive Map and Statement can be diverted or extinguished by a legal process whereby a local authority makes a Public Path Order. There are certain legal tests that need to be met before such an Order can be made.

Another way of changing the Definitive Map and Statement is by making an application for a Definitive Map Modification Order under Section 53 of the Wildlife and Countryside Act 1981. Under the provisions of the Wildlife and Countryside Act 1981, a Definitive Map Modification Order may be applied for by any person wishing to, for example, show:

- A way that isn't shown on the Map but should be**
- A way that is shown on the Map that shouldn't be

- A way that has the wrong status
- A way that is on the wrong alignment

** Evidence is required to support the claim. This evidence can be in two forms; either historical or user evidence or a combination of the two.

The County Council's current policy is that, having made an Order, it will normally then take a neutral stance: the expectation is that at inquiry, the applicant will promote the Order.

5.3 Management of applications for changes to PROW

As surveying authority, **Norfolk County Council** is responsible for managing the Access Network. This means:

- Maintaining the surfaces of Public Rights of Way including the control of natural vegetation;
- Signposting Public Rights of Way where they leave a road (note that some tarmac PROW in urban areas may not be signed). We may also arrange for additional waymarking after consultation with landowners;
- Maintaining most bridges crossed by Public Rights of Way over natural watercourses including farm ditches (as long as the ditch was there when the path was first recorded);
- Inspecting and ensuring that trees within falling distance of the PROW do not pose an unreasonable danger to users and take

^{1,2} etc. Please see Appendix for full website urls

5 Network condition | The Definitive Map and applications for changes to PROW

appropriate action to maintain trees in a reasonably safe condition in accordance with the NCC [Tree Safety Management Policy](#)¹.

As Surveying Authority, NCC is responsible for:

- Maintaining and revising the Definitive Map and Statement of Public Rights of Way;
- Making the Definitive Map and Statement in County Council and District Council Offices available, and to supply relevant extracts to Parish Councils. The Definitive Map is available [online](#)² via the interactive map.

Landowners

Landowners have a responsibility to ensure that public rights of way are accessible and the Highway Authority has the responsibility to enforce this. Norfolk County Council can take enforcement action against a landowner or occupier such as a tenant farmer who does not comply with the law.

Public Rights of Way

The County Council work programmes are based on a risk assessment of the severity of the problem and the likelihood of its affecting others (see [Transport Asset Management Plan Part 1](#)³, Section 9.1.1.1.7 - Public Rights of Way). Issues are logged for attention as follows:

- Immediate – if it has health and safety implications;
- High – if it affects a nationally, or regionally, promoted route;
- Medium – if it affects a well-connected or well used path;
- Low – if it affects only an isolated generally unused path or one that runs alongside another path.

A summary of the main procedures used by the County Council is given in the Appendix.

^{1,2} etc. Please see Appendix for full website urls

6 Crossover between the NAIP and other plans | National and Regional policies

6. Overview of potential crossover between the NAIP and other Plans, Priorities and Partnerships

6.1 National Policies and Strategies

- [Department Health Childhood Obesity Plan](#)¹ (improving the co-ordination of quality sport and physical activity programmes for schools).
- The Sport England Strategy '[Towards an Active Nation](#)'² (2016) has already set out a major new investment of £40m into projects which offer new opportunities for families and children to get active and play sport together.
- Walking or cycling to school provides a healthy way to start the day. The government has committed to producing a [Cycling and Walking Investment Strategy](#)³.

6.2 Regional Policies and Strategies

- New Anglia (Local Enterprise Partnership) [Strategic Economic Plan](#)⁴
- Culture and Tourism Sector
- Green Economy Pathfinder

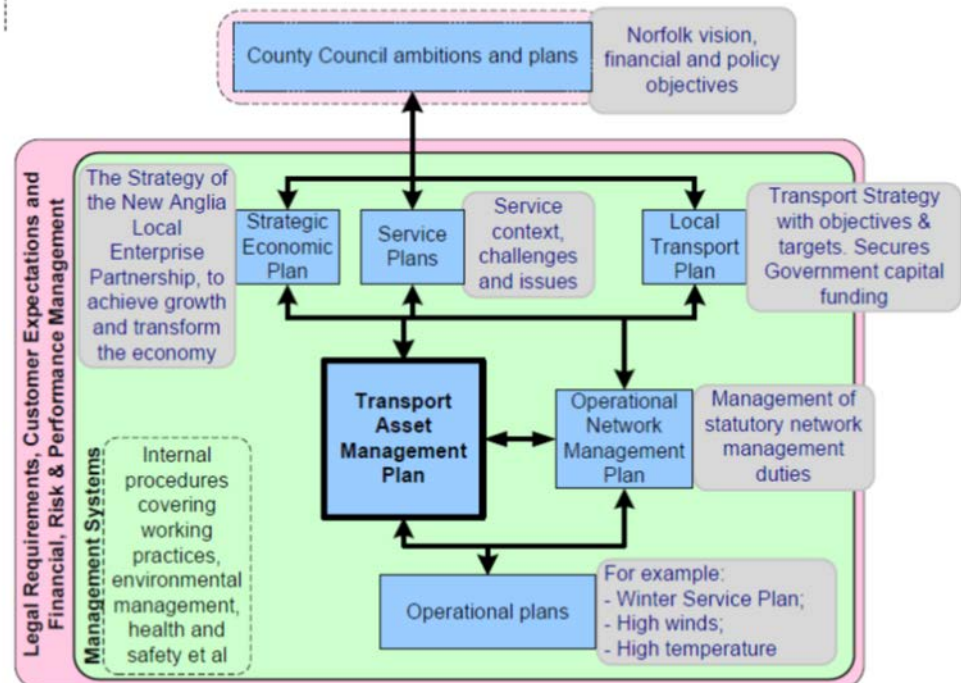
^{1,2} etc. Please see Appendix for full website urls

6 Crossover between the NAIP and other plans | Local policies

6.3 Local Policies and Strategies (County and District)

6.3.1 The NCC [Transport Asset Management Plan](#)¹ is the strategic approach that identifies the optimal allocation of resources for the management, operation, preservation and enhancement of the highway infrastructure to meet the needs of current and future users

Management Plan Associations and Lineage



Note: This only shows plans pertinent to the TAMP

^{1,2} etc. Please see Appendix for full website urls

6 Crossover between the NAIP and other plans | Local policies

[6.3.2 NCC – Local Transport Plan](#)²

Norfolk's third Local Transport Plan 2011-26 has been adopted. It describes the county's strategy and policy framework for delivery up to 2026. It will be used as a guide for transport investment and considered by other agencies when determining planning or delivery decisions. The plan reflects the views of local people and stakeholders, identifying 6 priorities:

- Maintaining and managing the highway network
- Delivering sustainable growth
- Enhancing strategic connections
- Reducing emissions
- Improving road safety
- Improving accessibility

[6.3.3 NCC – Infrastructure Plan](#)³ (includes Green Infrastructure)

[6.3.4 NCC Tree Management Policy](#)⁴

[6.3.4 NCC Active Travel Plans](#)⁵

- [Cycling and Walking Action Plan](#)⁶
- [AtoBetter](#)⁷ individual Travel Plans

[6.3.5 Broads Authority Broads Plan](#)⁸

[6.3.6 NCC Health/ Wellbeing Strategy](#)⁹

[6.3.7 Active Norfolk – Active Norfolk 2016-2021 Strategy](#)¹⁰

[6.3.8 District Councils Local Development Plans](#)

- [Broadland](#)¹¹
- [Breckland – Emerging Local Plan 2017](#)¹²
- [Great Yarmouth – Local Plan and Core Strategy 2013 -2030](#)¹³
- [Kings Lynn and West Norfolk](#)¹⁴
- [North Norfolk](#)¹⁵
- [Norwich](#)¹⁶
- [South Norfolk](#)¹⁷

[6.10 Norfolk Coast Partnership - Norfolk Coast AONB Management Plan](#)¹⁸

[6.11 Environment – Natural and Historic](#)

[6.12 Natural England Coastal Access, National Trails and England Coast Path](#)¹⁹

[6.13 Norfolk Rural Development Strategy 2017 - 2020](#)²⁰

[6.14 Norfolk Road Casualty Reduction Board](#)²¹ Delivery Plan

Elements of Casualty Reduction Strategy for Vulnerable Road Users aimed at children, young people and adult cyclists. Report shows increases in the number of Killed and Seriously Injured from the pedal cyclist and older driver casualty groups have contributed to this rising trend.

^{1,2} etc. Please see Appendix for full website urls

7 Statement of Actions | key aims | long-term strategic commitments

7. Statement of Actions

7.1 Statement of Action 2018 – 2028 Long term strategic actions

7.1.1 Key aims and priorities arising from Assessment

The previous ROWIP 2007-2017 underwent a very detailed consultation with a wide range of partners and users but the Statement of Actions was very aspirational and limited in demonstration of achievements due to a lack of clear targets, good management information and monitoring procedures. The process now recommended by Defra is to develop a 10 year Statement of Actions and to have annual or bi-annual delivery plans with clear achievable targets to support it. The management of PROW in Norfolk has also undergone a number of changes which need to be reflected in any new plan.

7.1.2 Long term strategic commitments

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

We will

- Further develop Norfolk as an all-user friendly county with steer from the Norfolk Local Access Forum and recently appointed Cycling and Walking Champion and Members-led Cycling and Walking Working Group;

- Audit routes (PROW and Trails) to assess current provision for wider access for wheel/power chairs and buggies or for users with visual impairments or mental health difficulties such as dementia;
- Develop multiuser routes for walkers, cyclists, equestrians and motorised vehicles where resources and permissions allow;
- Encompass a sustainable transport ethos, using Active Travel modes and developing good links to public transport;
- Work with colleagues to develop safe routes for users;
- Make connecting linear tree features more resilient by carrying out appropriate tree management and replanting.

We will develop:

(Care for our roads and environment)

i) A well-managed Access Network. We will manage a well-signed and maintained network of multiuse routes efficiently and economically—both public rights of way and promoted Norfolk Trails—providing access to coastal, rural and urban areas, with good systems and standards for:

- Managing and improving signage;
- Managing path surfaces/ and vegetation;
- Manage linear woodlands to increase the benefits that trees provide and minimize the issues that they can cause;
- Accessible routes without barriers;

7 Statement of Actions | key aims | long-term strategic commitments

- Enforcement of regulations by landowners;
- Reporting issues for volunteers and users;
- Maintaining the definitive map for Norfolk;
- Recording and managing changes to the definitive map;
- Monitoring and evaluating the effectiveness of the above.

ii) A well connected Access Network. We will develop an integrated green infrastructure network of routes and paths that provides opportunities for all users; improve accessibility of the network and develop opportunities to connect with places of natural and cultural heritage for visitors or for work/education/recreation for residents, through:

- Neighbourhood plans;
- The planning process and growth agenda;
- Coastal Access;
- Funding applications for route improvements;
- Applications to reinstate historical routes by 2026;
- Connectivity to public transport.

iii) A well-protected Natural and Historic Environment – We will provide access to and understanding about the natural and historic environment, managing the impact of visitor on protected sites. Develop opportunities through:

- Recreational impact assessments;
- Biodiversity management plans;

- Historic environment plans;
- Norfolk Coast AONB and Broads Authority Plans;
- Educational projects;
- Promotion of sustainable transport options.

iv) A well promoted Access Network – We will communicate Norfolk’s outstanding countryside and the benefits of outdoor activity for all users, and develop a communications plan identifying key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users) with key communication channels including:

- Website;
- Print;
- Press/ media;
- Social media;
- Photo/ video library;
- Accessible versions;
- Smartphone apps with games and new technology.

v) A well informed Access Network. We will keep up-to-date web-based definitive and interactive maps and other access network information making best use of new technologies including

- PROW interactive map showing where there is public access;
- Norfolk Trails interactive map showing promoted routes – long distance trails and circular routes;

7 Statement of Actions | key aims | long-term strategic commitments

- Definitive Map of PROW – showing the legal map base systems;
- PDF downloads of short and circular walks;
- 360° views of the National Trail using Googletrekker technology;
- Norfolk Insight/ Active Norfolk [Active Map](#)¹;
- Natural England [MENE](#)².

(Care for our community)

vi) A community Access Network. We will increase the involvement of communities in the development of their local access network and work with parish councils, volunteers and other community organisations to

- Support their management of the network;
- Develop ideas for projects benefitting their local area;
- Support a volunteer network on Norfolk Trails;
- Develop other volunteer opportunities;
- Include users, volunteers and communities in the governance of the Access Network through the Norfolk Local Access Forum;
- Support an independent Charitable Organisation (Pathmakers) in developing and funding community projects;
- Unite communities by linking them to their green heritage through “people planting”.

(Care for our health)

vii) A healthy Access Network. We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network. We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network particularly:

- People with physical disabilities;
- People with mild to moderate mental health issues including dementia;
- The elderly;
- Children;
- Young people;
- Black, Asian and minority ethnic groups.

(Care for our economy)

viii) A Valuable Access Network. We will maximise the economic benefits to Norfolk that are generated through the access network. We will do this by working with businesses, tourism agencies and DMOs (Destination Management Organisations) and others to maximise the benefits for the visitor economy. We will:

- Develop a supportive network of businesses linked to Norfolk Trails;
- Website and walks showing links to businesses and other facilities;

7 Statement of Actions | key aims | delivery plans

- Promote the network with partners as part of the Visit Norfolk offer;
- Systems for measuring the benefit of access to the environment;
- Route counters to measure the number of users;
- Surveys to analyse the characteristics of use.

7.2.3 SMART Work Plan

Outputs, Monitoring, Resources, Who lead/ partner, Statement Action objective, Timetable
Identify how they contribute to other plans/ priorities – spec Active Travel, Well-Being and Area Statements.

7.1.3 Structure for Delivery Plans, evaluation and reviews etc.

Delivery Plans will be constructed annually drawing in projects, partners, resources and initiatives as appropriate. They will be evaluated annually and reviewed by the Norfolk Local Access Forum. Please see Appendix for current Delivery Plan.

7.1.4 Details of process for changes to key policies

7.2 Delivery Plans - Short/ medium term actions

7.2.1 An Evaluation of Progress delivering NAIP and previous Action Plans; Delivery, Public Benefit, Statement Action met

7.2.2 Review of Policies for Management of PROW

- Maintenance, improvement and enforcement PROW;
- managing Definitive Map and Statement, authorisation and recording of limitations;
- dealing with changes to the network such as diversions, extinguishments, creation PROW

7 Statement of Actions | overview

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: OVERVIEW						
Theme	Problem/ Issue	Challenge	Targets (by 2028)	Monitoring	Timescale	Lead/Partner
<p>(i) A well-managed Access Network</p> <p><i>We will manage a well-signed and maintained network of multiuse routes efficiently and economically -both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.</i></p>	<p>As a consequence of reduced public funding, there is less resource to manage the access network in Norfolk, with poor user satisfaction rates in comparison with other highway authorities</p>	<p>The challenge is to find innovative and new ways to help deliver network management, working with partners and communities</p>	<p>Aim to improve the Highways and Transport Network Survey Key Indicators for Public Rights of Way and Public Rights of Way (aspects) from 52 to 57 for KBI 15 and from 49 to 52 for KBI 16</p>	<p>Highways and Transport Network Survey:</p> <p>norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/performance/roads-and-transport-performance/nht-network-survey</p>	<p>2028</p>	
<p>(ii) A well-connected Access Network</p> <p><i>We will develop an integrated green infrastructure network of routes and paths that provides opportunities for all users, improves accessibility and connectivity of the network and develops opportunities to connect with places of natural and cultural heritage for visitors or for work/education/recreation for residents, both within and without targeted 'growth' areas.</i></p>	<p>The Public Rights of Way network was established in a time when road and rail networks did not exist and they are now fragmented and poorly connected in places. The Industrial Revolution generated the movement of populations from rural to urban areas to live and work taking over much of the green space for housing and industrial uses. Planning regulations are geared to very local areas and do not always connect up paths or green spaces with populations wanting to use them.</p>	<p>The challenge is to ensure that people have access to green space near to where they live and routes that connect places they want to go to.</p>	<p>Increase access by 10% on 2010 figures:</p> <ul style="list-style-type: none"> • 18.1% of households have access to an accessible natural greenspace of at least 2 hectares within 300 metres; • 48.9% of households have access to an accessible natural greenspace of at least 20 hectares within 2 kilometres; • 36.2% of households have access to an accessible natural greenspace of at least 100 hectares within 5 kilometres; • 16.1% of households have access to an accessible natural greenspace of at least 500 hectares within 10 kilometres; • 3.2% of households have access to all the areas of accessible natural greenspace within the standard; • 29.7% do not have access to any of the accessible natural greenspace within the standard. 	<p>TBC</p>	<p>2028</p>	

7 Statement of Actions | overview

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: OVERVIEW						
Theme	Problem/ Issue	Challenge	Targets (by 2028)	Monitoring	Timescale	Lead/Partner
<p>(iii) A well-protected Environment</p> <p><i>We will provide access to and understanding of the natural and historic environment, managing the impact of visitors on protected sites. We will make habitats (such as connecting linear tree features) more resilient by carrying out appropriate tree management and planting as part of Biodiversity Management Plans</i></p>	<p>Population growth and increased visitor numbers creates a threat to special sites, species, historic buildings and archaeological sites. Norfolk's population is growing - by 2039, it could be 1,015,500 (Norfolk Insight data) - an increase of 13%. Trees along paths are a valuable habitat for wildlife and as a connecting feature between habitats. Climate change and tree diseases (such as ash dieback) are a significant threat to these linear features which have not previously been managed to enable resilience.</p>	<p>The challenge is to ensure well managed access helps to minimise the recreational impact, controlling access to the most sensitive sites, mitigating and promoting it where and when it will have least impact</p>	<p>TBC</p>	<p>Survey linear tree features through the ash dieback project and proposed landscape recovery projects.</p>		
<p>(iv) A well promoted Access Network</p> <p><i>We will communicate Norfolk's outstanding countryside and the benefits of outdoor activity for all users, and develop a communications plan to reach key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users)</i></p>	<p>The access network is well used by dedicated walkers and people in the high season summer months. However there are large sections of the population who do not use the network as well as the network having huge capacity outside the summer season.</p>	<p>The challenge is to increase the use of the network, particularly our of season and by people who do not currently use it.</p>	<p>Increase use of the network by 10% on Trails and promoted routes</p>	<p>Counters on Trails and Circular Walks</p>	<p>2028</p>	

7 Statement of Actions | overview

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: OVERVIEW						
Theme	Problem/ Issue	Challenge	Targets (by 2028)	Monitoring	Timescale	Lead/Partner
<p>(v) A well-informed Access Network</p> <p><i>We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies</i></p>	<p>Managing spatial information and data is an increasingly challenging task with more and more information available in digital format and increasing demands placed upon it for planning, evaluation and management purposes.</p>	<p>The challenge is to maintain accurate data on systems which are appropriate to their use.</p>	<p>Maintain and update:</p> <ul style="list-style-type: none"> • the Definitive Map of PROW • the PROW Interactive Map • the Trails Interactive Map • Designated Wildlife Sites Map • Norfolk Heritage Explorer 	<p>Numbers of updates client satisfaction reports?</p>		
<p>(vi) A community-led Access Network</p> <p><i>We will increase the involvement of communities in the development of their local access network working with parish councils, volunteers and other community organisations</i></p>	<p>As public funding reduces, the role of communities in helping to manage their local access becomes more important. There are a large number of people willing to help from user groups and community groups but they need support.</p>	<p>The challenge is to engage community groups and ensure they are motivated and embedded into planning and management systems for the network</p>	<p>Support system with training set up</p>	<p>Numbers of communities/ people attending seminars and training Numbers of volunteers</p>		

7 Statement of Actions | overview

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: OVERVIEW						
Theme	Problem/ Issue	Challenge	Targets (by 2028)	Monitoring	Timescale	Lead/Partner
<p>(vii) A healthy Access Network</p> <p><i>We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network.</i></p> <p><i>We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network.</i></p>	<p>In Norfolk, unhealthy lifestyles and obesity are estimated to contribute to 23,000 hospital admissions per year. We also face the challenges of an ageing population - there will be a 77% increase by 2030 of the proportion of Norfolk's residents aged 85+ (Norfolk Community Foundation Vital Signs 2017). If levels of ill health remain the same in the population, Norfolk will face increasing demands on health and social care services.</p>	<p>To increase the number of people using outdoor spaces and routes for access to school, work or for leisure - particularly target groups (children and young people, elderly people, people with health issues)</p>	<ul style="list-style-type: none"> • x access improvements made for people with physical disabilities, increasing the mileage available by 10% • x access improvements made for people with mild to moderate mental health issues including dementia increasing the mileage available by 10% • x access activities and events held for the elderly, families with young children, schools, young people and Black and Ethnic Minority groups 	<p>HEAT (Health Economic Assessment Tool) UEA (Active Travel diaries; pedometers; health questionnaire (EQ-5DTM); children's health). 1. x number of people from target groups active 2. x number of people say they have improved health</p>		
<p>(viii) A valuable Access Network</p> <p><i>We will maximise the economic benefits to Norfolk that are generated through the access network.</i></p> <p><i>We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.</i></p>	<p>The Access network is of increasing value to the visitor economy. However, at the moment, most visitors come for a day or less and their spend is limited. The environment and walking are key attractions and reasons for people coming to Norfolk - but businesses do not always know about the access network or appreciate its value.</p>	<p>The challenge is to work with businesses, tourism agencies and DMOs (Destination Management Organisations) and others to maximise the benefits for the visitor economy.</p>	<ul style="list-style-type: none"> • Increase the number of visitors to Norfolk's access network by 20% • Establish 5 support networks for local businesses, each linked to a different Norfolk Trail. • Engage with 200 local businesses and DMOs (Destination Management Organisations) to provide support to enable them to promote opportunities available through Norfolk Trails. 	<p>People Counters Website/ social media counters Insight Track and other reports</p>		

7 Statement of Actions | (i) a well managed network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (i) - A WELL MANAGED NETWORK**

(i) A well-managed access network.

We will manage a well-signed and maintained network of multiuse routes efficiently and economically -both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Aim to improve the Highways and Transport Network Survey Key Indicators for Public Rights of Way and Public Rights of Way (aspects) from 52 to 57 for KBI 15 and from 49 to 52 for KBI 16		56 (national average 56) norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/performance/roads-and-transport-performance/nht-network-survey					
1.1 Manage and improve signage	PROW and Trails maintained/ created; Signs replaced or installed	Signposts 6800 Way-marks 1000s	Numbers of each	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC, NLA/ PROW sub-group	Annual	TAMP (Manage and maintain the transport network to an appropriate standard), Norfolk Trails
1.2 Manage path surfaces and vegetation	PROW and Trails maintained/ created; Cutting contract;	3,200 km Highways 700 kms Trails	Length cut	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC, NLA/ PROW sub-group	Annual	TAMP, Norfolk Trails
1.3 Create accessible routes without barriers	PROW and Trails maintained/ created; Barriers removed and replaced or installed	Stiles 1650 Gates 1750	Numbers of each	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC, NLA/ PROW sub-group	Annual	TAMP, Norfolk Trails

7 Statement of Actions | (i) a well managed network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (i) - A WELL MANAGED NETWORK**

(i) A well-managed access network.

We will manage a well-signed and maintained network of multiuse routes efficiently and economically -both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1.4 Manage linear tree features	NCC Tree Policy used and adapted to embrace the special requirements of management of the PROW and Trails Network		Trees inspected in line with policy	Countryside Access Officers and Trails Officers. NCC arobricultural and woodland officers	Highways and Trails Teams	As per tree policy (1 - 5 yearly inspection)	
2. Manage the system for managing PROW/ Trails records.	Transfer Trails records from CAMs to YOTTA		<ul style="list-style-type: none"> 'Trails' - Exegesis Countryside Access Management System. This is a commercially available system that uses a Microsoft SQL server as the data repository and MapInfo to provide the GIS capability. 'Other PROW' – Yotta HMS integrated PROW/road maintenance team. 				
2.1 Enforcement of regulations by Highway Authority on landowners	communications/ actions	2017/2018 112 number Section 134-137 Non-reinstatement Notices sent; 12 number Section 143 Removal Obstruction Notices sent	Notices sent to landowners Numbers of each	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC	Annual	TAMP, Norfolk Trails

7 Statement of Actions | a well managed network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (i) - A WELL MANAGED NETWORK**

(i) *A well-managed access network.*

We will manage a well-signed and maintained network of multiuse routes efficiently and economically -both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
2.2 Reporting issues by volunteers and users - increase of % resolved increased to 75%	CSC enquiries/ reports	1790 queries: 51% resolved	% resolved	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC	Annual	NCC Customer Services Strategy
2.3 Maintain the definitive map for Norfolk	Definitive Map		Number of searches	Definitive Map Team	Highways Legal Orders	Annual	TAMP, Norfolk Trails
2.4 Record and manage changes to the definitive map	Public Path Orders, Modification Orders, deposits and declarations	1) 20 applications received in respect of '2026' routes (user group representatives and parish councils) 2) 'live' applications being dealt with 43 3) average number of applications annually 27	Numbers of applications received, being dealt with and actioned	Definitive Map Team	Highways Legal Orders	Annual	TAMP, Norfolk Trails
3. Manage the National Trails (Peddars Way, Norfolk Coast Path, England Coast Path)	Peddars Way/ Norfolk Coast Path/ England Coast Path route up to National Trail standard publications.naturalengland.org.uk/publication/6238141?category=211280	Peddars Way complete; Norfolk Coast Path complete: England Coast Path: Norfolk Section 1 (Weybourne to Sea Palling) and Norfolk Section 2 (Sea Palling to Hopton) completed.	User Surveys, Annual Report to NE	Norfolk Trails	Norfolk National Trail Partnership	Annual	National Trail

7 Statement of Actions | a well managed network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (i) - A WELL MANAGED NETWORK**

(i) A well-managed access network.

We will manage a well-signed and maintained network of multiuse routes efficiently and economically -both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
3.1 Monitor and evaluate the effectiveness of the above	Follow up system - targets/ achievements The National Highways and Transport Network (NHT) survey	See Transport Asset Management Plan norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/roads-and-travel-policies/transport-asset-management-plan	Outcomes	Countryside Access Officers and Trails Officers	Highways and Trails Teams, NCC	Annual	Highways/ Env Team Service Plans

7 Statement of Actions | (ii) a well connected network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (ii) - A WELL CONNECTED ACCESS NETWORK**

(ii) A well connected access network.

We will develop an integrated green infrastructure network of routes and paths that provide opportunities for all users, improve accessibility of the network and develop opportunities to connect with places of natural and cultural heritage for visitors or for work/education/recreation for residents.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Provide more opportunities to walk, cycle and ride							
1.1 . Increase the number of multiuse routes + 10	<ul style="list-style-type: none"> • funding applications for route improvements • funding applications for route creation 	700 kms trails x PROW - walking x kms cycle routes x kms bridle ways		DoT Sustainable Transport Fund			Norfolk Cycling and Walking Strategy
1.2 Increase the length of the network + 100 miles							
2. Connect up rural paths to provide "green corridors" increasing the resilience of wildlife populations.							
2.1 Improve the connectivity between routes; Improve natural capital, landscape connectivity and ecosystem services.	x green corridors Replace dead trees and those threatened by pests, diseases and climate change to create continuity of habitat and landscape features			Trees Outside Woods Project Ash Die Back Project	Env Team Norfolk CC		

7 Statement of Actions | (ii) a well connected network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (ii) - A WELL CONNECTED ACCESS NETWORK**

(ii) A well connected access network.

We will develop an integrated green infrastructure network of routes and paths that provide opportunities for all users, improve accessibility of the network and develop opportunities to connect with places of natural and cultural heritage for visitors or for work/education/recreation for residents.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
2.2 . Improve the connectivity with schools, work places, market towns, businesses, key attractions	Green infrastructure plans, local plans 100 x circular and link routes x schools, x work places, x market towns, x businesses, x attractions		Delivery of plans	Community Infrastructure Levy Section 107			The Norfolk Trails Plan the AONB Plan - Access and Recreation Strategy the Broads Authority Plan - Integrated Access Strategy Greater Norwich Infrastructure Plan - Green Infrastructure Priority Corridors
3. Establish priorities for claiming/ recording historic routes	• applications to record historical routes (by 2026)		Annual review	voluntary organisations and other applicants	NLAF/ Ramblers/ NCC	2018 - 2026	
4. Establish a structure and procedure for Permissive Access to private land in Norfolk	Plan for gaps in network where Permissive Access needed		Annual review		NNC/ NLAF		

7 Statement of Actions | (iii) a well protected environment

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (iii) - A WELL PROTECTED ENVIRONMENT**

(iii) A well protected environment.

We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Develop opportunities to manage the impact of visitors on protected sites						?	Growth Plans Greater Norwich, Kings Lynn and Thetford
1.1 Develop opportunities to provide access whilst protecting the built environment	numbers of access routes to sites		condition of buildings/ monuments and historic environment	Plans for . NCC owned buildings and routes	NCC and District Councils	?	
1.2 Develop opportunities to help protect special places and sites	numbers of plans to protect special places and sites eg Natura 2000	0?	numbers of people/ use of alternative provision to help protect sites; • NCC and District Council recreational impact surveys	Reports from Recreational Impacts Project AONB Management Plan norfolkcoastaonb.org.uk/partnership/aonb-management-plan/377	NCC and District Councils Norfolk Coast Partnership	2014-2019	Growth Plans Greater Norwich, Kings Lynn and Thetford
1.3 Improve all abilities access to sensitive sites	x number of natural/ historic sites with all abilities access		numbers of people with limited mobility accessing sites				Growth Plans Greater Norwich, Kings Lynn and Thetford
1.4 Increase the use of public transport to access routes	Pushing Ahead pushingaheadnorfolk.co.uk/plan-a-journey		• Promotion of sustainable transport options	DOT sustainable transport fund EU Interreg V ?	Norfolk Trails, Highways Passenger Transport	2017-2019	Growth Plans Greater Norwich, Kings Lynn and Thetford

7 Statement of Actions | (iii) a well protected environment

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (iii) - A WELL PROTECTED ENVIRONMENT**

(iii) A well protected environment.

We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1.5 Develop opportunities to protect and enhance biodiversity	x species x habitats	x miles trails x local nature reserves x county wildlife sites	Develop and action management plans to achieve greater diversity of habitat and species biodiversity plans	Plans for NCC owned sites and routes AONB Management Plan Broads Management Plan	NCC and District Councils Norfolk Biodiversity Information Service Norfolk Wildlife Trust Broads Authority North Norfolk AONB Partnership	?	
1.6 Improve the resilience to pests, diseases and climate change of connecting linear tree features	x species x linear features		Tree age class and species distribution more diverse	Norfolk CC Tree Policy Ash Die Back Project	NCC and District Councils	2018 - 2028	NCC 20 year ash dieback management strategy (in development)

7 Statement of Actions | (iii) a well protected environment

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (iii) - A WELL PROTECTED ENVIRONMENT**

(iii) A well protected environment.

We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1.6 Develop shared goals for access improvement with Broads Local Access Forum (BLAF)	Joint Plan/s between NCC and Broads Authority, Norfolk Local Access Forum and Broads Local Access Forum	Individual Plans	Joint Plans	<p>Broads Water, Mills and Marshes Project (broads-authority.gov.uk/looking-after/projects/water,-mills-and-marshes)</p> <p>Broads Integrated Access Strategy (broads-authority.gov.uk/looking-after/managing-land-and-water/recreation-and-tourism/access)</p> <p>Broads Plan (broads-authority.gov.uk/broads-work/strategy)</p>	Norfolk County Council Broads Authority	2017-2022	
2. Improve understanding about the local environment through information, education and advice							

7 Statement of Actions | (iii) a well protected environment

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (iii) - A WELL PROTECTED ENVIRONMENT**

(iii) A well protected environment.

We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
2.1 Engage schools, promote the protection of the countryside and provide opportunities for those who find difficulty in learning in a classroom environment	Marriott's Way Heritage Project delivery		• Educational projects	Marriotts Way HLF	Norfolk Trails, stakeholders	2017-2020	
2.2 Increase the understanding of visitors and residents about sites	Reports from information, education and advice projects		x number of people with improved understanding about the natural and historic environment	Marriotts Way HLF Project; Mills Marshes Project; Fen Rivers Way Project	Norfolk County Council Broads Authority Suffolk County Council		
3. Reduce the impact of climate change, flooding and other weather incidents on sites and access to sites	Plans		• NCC, Environment Agency, Broads Authority and District Council Flood Plans	Broads Flood Alleviation Project bfap.org/			Climate Change

7 Statement of Actions | (iv) a well promoted network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (iv) - A WELL PROMOTED ACCESS NETWORK**

(iv) A well promoted access network

We will communicate Norfolk's outstanding countryside and the benefits of outdoor activity for all users, and develop a communications plan to reach key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users).

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. To increase the use of the network							
1.1 Increase the use of the network by key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users) - Increased use of the network by 20%	Reports from Trails Counts	Nos users of Trails	Trails Counters Feedback from users	Users/ partners	NCC/ Trails/ Visit Norfolk/ Norfolk LAF	2018-2023	
1.2 Increase use of the network by visitors from outside Norfolk in the UK and overseas	Reports from Projects		Trails Counters Feedback from users	Green Pilgrimage Project Coastal Treasures Project			
2. Raise awareness about the value of the network to stakeholders and a wider public	Parish Council events		Numbers at events Feedback from events		NCC/ NLAF		
3. Promote the access network in a style appropriate to the audience, particularly taking advantage of modern technology	A Communications Plan identifying appropriate materials and communication channels for audiences						

7 Statement of Actions | (iv) a well promoted network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (iv) - A WELL PROMOTED ACCESS NETWORK**

(iv) A well promoted access network

We will communicate Norfolk's outstanding countryside and the benefits of outdoor activity for all users, and develop a communications plan to reach key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users).

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
3.1 Develop websites	Websites	NCC Trails Website NLAF Website Pathmakers Website Visit Norfolk/ DMO websites	Usage/ annual review	Projects	NCC/ NLAF	2018-2023	
3.2 Develop printed material	Print	Leaflets	Feedback/ annual review	Projects	NCC/ NLAF	2018-2023	
3.3 Develop press releases and media relationships	Press/ media		Response/ publications	Projects	NCC/ NLAF	2018-2023	
3.4 Develop social media presence	Social media	Trails Twitter and Facebook accounts	Followers/ Twitter/ Facebook reports	Projects	NCC/ NLAF	2018-2023	
3.5 Develop a photo and video library	Photo/ video library	Photos/ videos	Usage/ Review	Projects	NCC/ NLAF	2018-2023	
3.6 Develop apps, audio visual products and augmented reality	Apps using new technology	Apps, audio visual products, augmented reality	Usage/ Review	Projects	NCC/ NLAF	2018-2023	
3.7 Develop events	Events	Annual Walking and Cycling Festival	Attendance/ feedback	Projects	NCC/ NLAF	2018-2023	
3.8 Develop accessible print and online versions of appropriate publications	Accessible versions	Appropriate print/ online versions	Usage/ Annual review	Projects	NCC/ NLAF	2018-2023	

7 Statement of Actions | (v) a well informed network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (v) - A WELL INFORMED ACCESS NETWORK**

(v) A well informed access network

We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Maintain good standards of GIS data on the access network	Good management of spatial information and data						
1.1 Maintain the Norfolk Interactive Map of Public Rights of Way in Norfolk	Updates to PROW Interactive Map (norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/map-and-statement-of-public-rights-of-way-in-norfolk)	Interactive map of PROW on the NCC website	Annual report usage		NCC Highways	Annual	
1.2 .Maintain the Norfolk Trails interactive map showing promoted routes – long distance trails and circular routes	Updates to Trails Interactive Map maps.norfolk.gov.uk/trails/	Trails Interactive Map on the NCC website	Annual report usage		NCC Norfolk Trails	Annual	
1.3 Maintain the Definitive Map of PROW – showing the legal map base systems	Updates to the Definitive Map norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/map-and-statement-of-public-rights-of-way-in-norfolk/definitive-statements	Online version of the Norfolk Definitive Map of Public Rights of Way (copy of the legal documents)	Annual report usage		NCC Highways	Annual	
2. Link access data with other spatial data on natural and cultural heritage	Integration of access information with other mapping/datasets						

7 Statement of Actions | (v) a well informed network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (v) - A WELL INFORMED ACCESS NETWORK**

(v) A well informed access network

We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
2.1 NBIS Designated Wildlife Sites	Updates of Wildlife Sites	Designated Wildlife Sites nbis.org.uk/designated-sites	Feedback from users				
2.2 Norfolk Historic Environment Database	Updates of Historic Environment Datasets	Norfolk Heritage Explorer heritage.norfolk.gov.uk/map-search	Feedback from users				
2.3 Googlemaps	360° views of Norfolk Trails using Googletrekker technology theverge.com/2013/6/27/4471740/google-invites-you-to-borrow-its-trekker-street-view-backpacks-and0		0 Feedback from users		Norfolk Trails/ Googlemaps	2018	GOOGLEMAPS google.co.uk/maps/@52.7773626,1.1661729,9.92z
3. Link access data to individual businesses, attractions and accommodation	Integration of access information with other mapping/datasets (measure how many)						
3.1 PDF downloads of short and circular walks	Updates of businesses and links	Trails Short and Circular Walks norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails/short-and-circular-walks	Annual report usage	SAIL, Coastal Treasures Projects	NCC Trails	Annual	

7 Statement of Actions | (v) a well informed network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (v) - A WELL INFORMED ACCESS NETWORK**

(v) A well informed access network

We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
4. Link access data to other relevant Norfolk County Council, national and regional economic, health and planning data	Integration of access information with other mapping/datasets						
4.1 Active Norfolk map of health outcomes in Norfolk, with a layer for Norfolk Trails	Updates of relevant information; App for smartphones	Norfolk Insight/ Active Norfolk Active Map norfolkinsight.org.uk/dynamic/microreports/activemap/atlas.html	Annual report usage	SAIL, Geovation	Active Norfolk, Pathmakers	Annual	
5. Link access data to studies that monitor engagement with the natural environment							
5.1 Input to the Natural England survey with information about the ways that people engage with the natural environment such as visiting the countryside, enjoying green spaces in towns and cities, watching wildlife and volunteering to help protect the natural environment.		Natural England MENE gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-survey-purpose-and-results	Annual report usage		Natural England	Annual	MAGIC natureonthemap.naturengland.org.uk/MagicMap.aspx

7 Statement of Actions | (vi) a community based network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (vi) - A COMMUNITY-BASED ACCESS NETWORK**

(vi) A community led access network

We will increase the involvement of communities in the development of their local access network working with parish councils, volunteers and other community organisations.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Engage user groups and communities in the management of the network							
1.1 Management and support for community access network	Number of events for Parishes/ Parish schemes		0 Annual report - feedback		Norfolk Trails, Highways, NLAf, Pathmakers		
1.2 Support volunteer networks	Highways Team; Norfolk Trails Volunteers		2 Annual report - feedback		Norfolk Trails, Highways, NLAf, Pathmakers		
1.3 Develop other volunteer opportunities	Friends Schemes	?	Annual report - feedback		Norfolk Trails, NLAf Pathmakers		
1.4 Users, volunteers and communities represented on the Norfolk Local Access Forum advising Norfolk County Council about countryside access in Norfolk	Norfolk Local Access Forum meetings		Attendance and minutes of meetings		Democratic Services, NLAf and Norfolk Trails		
2. Engage community groups in project development and delivery							
2.1 Develop ideas for projects benefitting the local area	Number of project ideas		Annual report - feedback		NCC, Districts and Parishes, NLAf, Pathmakers		

7 Statement of Actions | (vi) a community based network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (vi) - A COMMUNITY-BASED ACCESS NETWORK**

(vi) A community led access network

We will increase the involvement of communities in the development of their local access network working with parish councils, volunteers and other community organisations.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
2.2 Support an independent Charitable Organisation (Pathmakers) in developing and funding community projects	Pathmakers Business Plan Meetings		Review of plan Meeting minutes		Norfolk Local Access Forum, Pathmakers		

7 Statement of Actions | (vii) a healthy network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (vii) - A HEALTHY ACCESS NETWORK**

(vii) A healthy access network

We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network.

We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Demonstrate the health value of the network	x number of people from target groups active x number of people say they have improved health		To engage and monitor activities using: • EU Health Economic Assessment Tool (HEAT) with UEA • Active Travel - travel diaries with UEA • Physical activity - pedometers -UEA • Health questions (EQ-5DTM) with UEA	Pushing Ahead	NCC/ Active Norfolk/ UEA	2018-2020	
2. Develop project applications for funding support/ increased access for target groups							
2.1 Develop projects to improve access opportunities for people with physical disabilities	Improvements to routes	Mileage - increase + 10%		Various projects	NCC/ Active Norfolk/ Pathmakers	2018-2020	
2.2 Develop projects to improve access opportunities for people with mild to moderate mental health issues including dementia	Dementia Walks	None	No and length	SAIL	NCC/ Active Norfolk/ Pathmakers	2018-2020	

7 Statement of Actions | (vii) a healthy network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (vii) - A HEALTHY ACCESS NETWORK**

(vii) A healthy access network

We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network.

We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
2.3 Develop projects to improve access opportunities for the elderly	Outdoor activities for older people	Number of participants 500; Baseline 71% elderly population inactive: SAIL reduce to 35%	Number participants; % elderly population no longer inactive	SAIL	NCC/ Active Norfolk/ Pathmakers	2018-2020	
2.4 Develop projects to improve access opportunities for families with young children	Activities and events	Number of participants		Marriotts Way	NCC/ Active Norfolk/ Pathmakers	2018-2020	
2.5 Develop projects to improve access opportunities for young people	Activities and events	Number of participants		Pushing Ahead	NCC/ Active Norfolk/ Pathmakers	2018-2020	
2.6 Develop projects to improve access opportunities for Black, Asian and minority ethnic groups	tbc						
2.7 Develop projects to improve access for schools	Activities and events	Number of participants		Pushing Ahead	NCC/ Active Norfolk/ Pathmakers	2018-2020	
3. Promote Active Travel initiatives to school, work and for other regular journeys, including Personal Journey Planning (PJP)			• Study (impact on children - UEA)				

7 Statement of Actions | (viii) a valuable network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (viii) - A VALUABLE ACCESS NETWORK**

(viii) A valuable access network

We will maximise the economic benefits to Norfolk that are generated through the access network.

We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
1. Work with businesses, tourism agencies and DMOs (Destination Management Organisations) and others to maximise the benefits for the visitor economy							
1.1 Develop a supportive network of businesses linked to Norfolk Trails	x business networks established x businesses engaged		Minutes of meetings Annual review	National Trail, Coast Path, Coastal Treasures	NCC/ Norfolk Trails	2017-2019	
1.2 Widen network to co-ordinate with other partners/ agencies	x Consultations, attendance at events		Feedback		Norfolk Local Access Forum		New Anglia Economic Strategy, Rural Development Plan
2. Increase the number of visitors to the network by 20%							
2.1 Analyse data from route counters to measure the number of users	Reports on usage of Trails from route counters		Insight Track Report		NCC/ Norfolk Trails		LEP Economic Strategy
2.2 Develop surveys to analyse the characteristics of users	Reports on feedback from users		Insight Track Report		NCC/ Norfolk Trails		LEP Economic Strategy

7 Statement of Actions | (viii) a valuable network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (viii) - A VALUABLE ACCESS NETWORK**

(viii) A valuable access network

We will maximise the economic benefits to Norfolk that are generated through the access network.

We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
3. Establish a methodology demonstrating the economic value of the network							
3.1 Develop systems for measuring the benefit of access to the environment							
3.2 Develop a system for measuring the natural capital and ecosystem services of the network							
4. Engage businesses and provide support packages such as training for promotion using the access network							
4.1 Improve website content to show links between walks and businesses and other facilities	Website with links to businesses set up		Annual review website stats	National Trail, Coastal Treasures	NCC/ Norfolk Trails	2017-2019	

7 Statement of Actions | (viii) a valuable network

Norfolk Access Improvement Plan 2018 - 2028: Statement of Actions: **THEME (viii) - A VALUABLE ACCESS NETWORK**

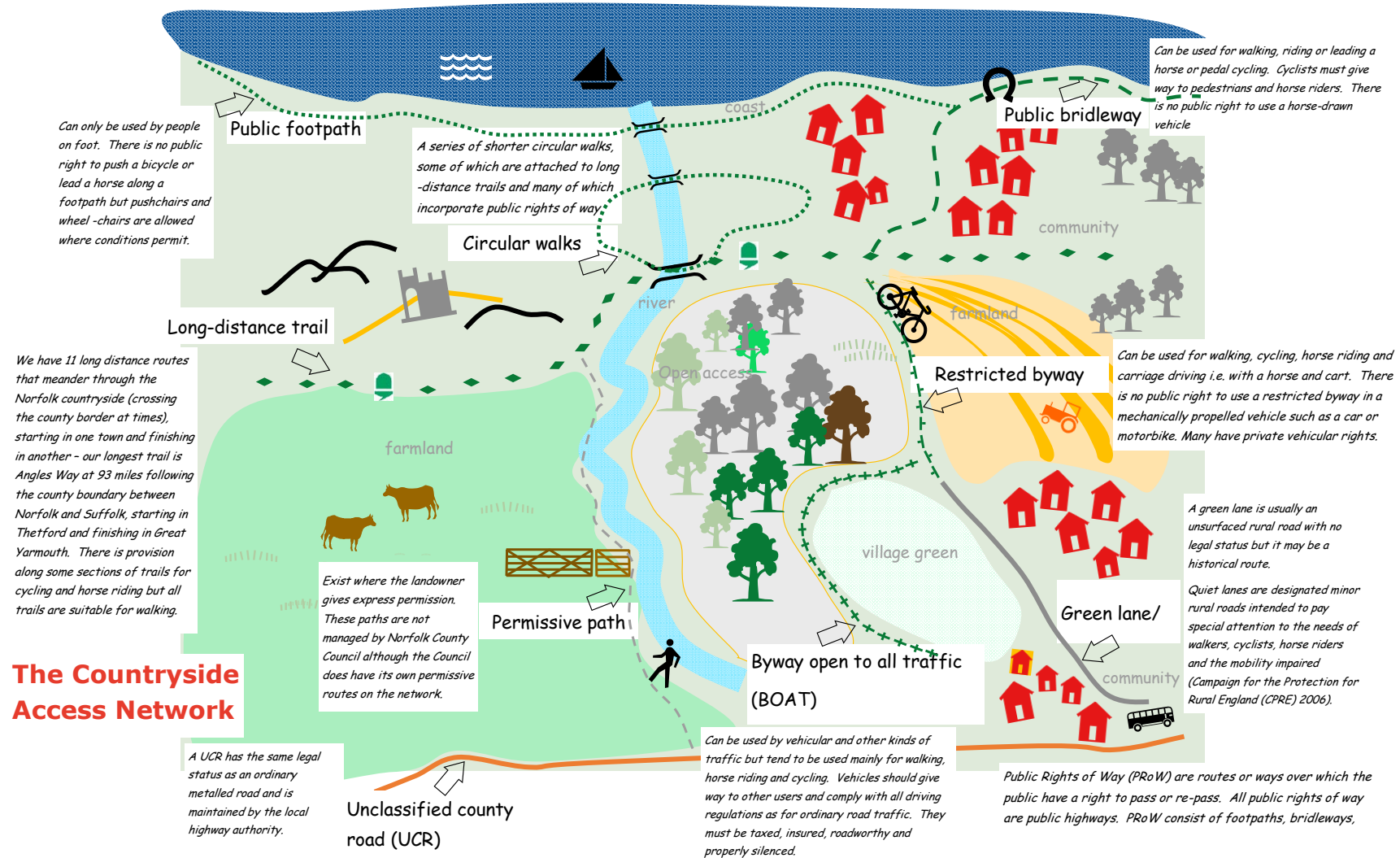
(viii) A valuable access network

We will maximise the economic benefits to Norfolk that are generated through the access network.

We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.

Objective/Action	Outputs	Baseline	Monitoring	Resources	Who lead/ partner	Timetable	Contribution Other Plans/ Priorities
4.2 Promote the network with partners as part of the Visit Norfolk offer	Visit Norfolk Walking/ Cycling offers visitnorfolk.co.uk/		Annual review website stats		Visit Norfolk		LEP Economic Strategy
5. Provide services linking the network with local businesses including signage, mapping, social media, sponsorship and themed promotions							

8 Appendices | 8.1 The Countryside Access Network



8 Appendices | 8.2 Weblinks

Website links: Section 1.1

- ¹ www.legislation.gov.uk/ukpga/2000/37/contents
- ² www.gov.uk/guidance/local-authority-rights-of-way-improvement-plans ;
- ³ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/countryside-access-and-prow-policies ;
- ⁴ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/countryside-access-and-prow-policies ;
- ⁵ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/partnerships/local-access-forum;
- ⁶ www.broads-authority.gov.uk/looking-after/managing-land-and-water/recreation-and-tourism/access;
- ⁷ www.broads-authority.gov.uk/broads-authority/committees/local-access-forum;
- ⁸ www.norfolk.gov.uk

Website links: Section 2.1

- ¹ [www.norfolk.gov.uk/-/media/norfolk/downloads/out-and-about/public-rights-of-way/strategic-review-of-norfolks-rights-](http://www.norfolk.gov.uk/-/media/norfolk/downloads/out-and-about/public-rights-of-way/strategic-review-of-norfolks-rights-of-way-improvement-plan-2007-2017.pdf?la=en)

[of-way-improvement-plan-2007-2017.pdf?la=en](http://www.norfolk.gov.uk/-/media/norfolk/downloads/out-and-about/public-rights-of-way/strategic-review-of-norfolks-rights-of-way-improvement-plan-2007-2017.pdf?la=en)

- ² www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/partnerships/local-access-forum
- ³ www.norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/about-public-rights-of-way
- ⁴ www.norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails
- ⁵ <http://cwr.defra.gov.uk/default.aspx?County=NORFOLK>
- ⁶ www.legislation.gov.uk/ukpga/2009/23/contents
- ⁷ www.gov.uk/government/collections/england-coast-path-improving-public-access-to-the-coast
- ⁸ www.newanglia.co.uk/
- ⁹ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/health-policies/public-health-strategy
- ¹⁰ www.visiteastofengland.com/
- ¹¹ www.activenorfolk.org/
- ¹² www.gov.uk/government/publications/national-planning-policy-framework--2
- ¹³ <https://mycommunity.org.uk/funding-options/neighbourhood-planning/>

8 Appendices | 8.2 Weblinks

Website links: Section 2.3

¹ www.norfolk.gov.uk/trails

² www.nationaltrail.co.uk/england-coast-path

Website links: Section 2.3.3

¹ www.norfolk.gov.uk/trails

² www.nationaltrail.co.uk/england-coast-path

³ www.norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails/access-tested-walks

⁴ www.norfolkcoastaonb.org.uk/partnership/easy-access-walks/144

Website links: Section 2.3.4

¹ www.pushingaheadnorfolk.co.uk/cycle-safely/

² www.norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/register-of-definitive-map-modification-applications

³ www.legislation.gov.uk/ukpga/2015/20/contents/enacted

⁴ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/countryside-access-and-prow-policies

⁵ www.greaternorwichgrowth.org.uk/delivery/greater-norwich-infrastructure-plan/

⁶ www.norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails/long-distance-trails/marriotts-way/about-marriotts-way

⁷ www.norfolk.gov.uk/what-we-do-and-how-we-work/our-budget-and-council-tax/our-budget/bids-and-funding-weve-won/out-and-about-in-norfolk/staying-active-and-independent-for-longer-sail-project

⁸ www.norfolk.gov.uk/news/2017/06/celebration-this-week-as-boardwalk-officially-opens-at-burgh-castle-near-great-yarmouth

⁹ <https://www.norfolk.gov.uk/business/business-development-opportunities/businesses-on-the-norfolk-trails>

¹⁰ www.norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails/long-distance-trails/three-rivers-way

Website links: Section 2.3.5

¹ www.broads-authority.gov.uk/looking-after/managing-land-and-water/recreation-and-tourism/access

² www.broads-authority.gov.uk/news-and-publications/publications-and-reports/conservation-publications-and-reports/water-conservation-reports/49.-Integrated-Access-Strategy.pdf

Website links: Section 3.2

¹ www.sportengland.org/research/about-our-research/active-people-survey/

8 Appendices | 8.2 Weblinks

² www.gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-survey-purpose-and-results

Website links: Section 3.3.1

¹ www.rspb.org.uk/reserves-and-events/find-a-reserve/reserves-near-me/index.aspx?c=norfolk

² www.norfolkwildlifetrust.org.uk/home

³ www.nbis.org.uk/CWS

⁴ www.woodlandtrust.org.uk/

⁵ www.nationaltrust.org.uk/our-cause

⁶ www.forestry.gov.uk/thetfordforestpark

⁷ <https://forestry.gov.uk/thetfordforestpark>

⁸ <https://gov.uk/government/collections/national-nature-reserves-in-england>

⁹ <https://gov.uk/guidance/public-access-to-military-areas>

¹⁰ www.holkham.co.uk/visiting/the-park/introduction

Website links: Section 3.3.2

¹ www.breakingnewground.org.uk/news-archive/thetford-munzee-trail/

² www.norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails/activities-and-events-on-the-norfolk-trails/munzee/norwich-

[munzee-trail](#)

³ www.norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails/long-distance-trails/norfolk-coast-path/norfolk-coast-path-junior-passport

⁴ www.marriottsway.info/learning/

⁵ www.norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails/activities-and-events-on-the-norfolk-trails/geocaching

⁶ www.norfolk.gov.uk/out-and-about-in-norfolk/norfolk-trails/long-distance-trails/boudicca-way

Website links: Section 3.3.4

¹ www.norfolk.gov.uk/business/business-development-opportunities/businesses-on-the-norfolk-trails

Website links: Section 3.3.5

¹ www.gov.uk/government/publications/cycling-and-walking-investment-strategy

² www.pushingaheadnorfolk.co.uk

Website links: Section 3.3.7

¹ www.wildanglia.org/

Website links: Section 3.3.8

¹ <http://walkcromer.co.uk/75-mile-challenge-walks/>

8 Appendices | 8.2 Weblinks

Website links: Section 3.3.9

¹ www.norfolk.gov.uk/what-we-do-and-how-we-work/our-budget-and-council-tax/our-budget/bids-and-funding-weve-won/out-and-about-in-norfolk/green-pilgrimage-project

Website links: Section 3.3.11

¹ www.broads-authority.gov.uk/__data/assets/pdf_file/0012/976728/Broads-Plan-2017.pdf

² www.gov.uk/government/organisations/environment-agency/about

Website links: Section 4.1

¹ www.norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/map-and-statement-of-public-rights-of-way-in-norfolk

² <http://maps.norfolk.gov.uk/trails/>

Website links: Section 4.2

¹ <https://www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/business-policies/rural-development-strategy>

² www.legislation.gov.uk/ukpga/2015/20/contents/enacted

Website links: Section 5.1

¹ <https://www.norfolk.gov.uk/out-and-about-in-norfolk/public-rights-of-way/map-and-statement-of-public-rights-of-way-in->

[norfolk/definitive-statements](#)

Website links: Section 5.3

¹ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/natural-environment-policies/tree-safety-management-policy

² <http://maps.norfolk.gov.uk/highways/>

³ <https://www.norfolk.gov.uk/-/media/norfolk/downloads/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/roads-and-transport/transport-asset-management-plan-full-document.pdf>

Website links: Section 6.1

¹ www.gov.uk/government/publications/childhood-obesity-a-plan-for-action/childhood-obesity-a-plan-for-action

² www.sportengland.org/news-and-features/news/2016/may/19/sport-england-triples-investment-in-tackling-inactivity/

³ www.gov.uk/government/publications/cycling-and-walking-investment-strategy

⁴ www.newanglia.co.uk/our-priorities/

Website links: Section 6.3

¹ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/roads-

8 Appendices | 8.2 Weblinks

and-travel-policies/transport-asset-management-plan

² www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/roads-and-travel-policies/local-transport-plan

³ <https://www.norfolk.gov.uk/-/media/norfolk/downloads/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/business/norfolk-infrastructure-delivery-plan-2017-2027.pdf>

⁴ <https://www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/natural-environment-policies/tree-safety-management-policy>

⁵ <https://www.norfolk.gov.uk/roads-and-transport/alternative-ways-to-travel/travel-plans>

⁶ <https://www.norfolk.gov.uk/-/media/norfolk/downloads/roads-and-transport/alternative-ways-to-travel/norfolk-cycling-and-walking-strategy-large.pdf?la=en>

⁷ <https://www.norfolk.gov.uk/roads-and-transport/alternative-ways-to-travel/a-to-better-travel-plans/what-are-a-to-better-travel-plans>

⁸ http://www.broads-authority.gov.uk/__data/assets/pdf_file/0012/976728/Broads-Plan-2017.pdf

⁹ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/partnerships/health-partnerships/health-and-wellbeing-board/health-and-wellbeing

-strategy

¹⁰ www.activenorfolk.org/uploads/active-norfolk-2016-2021-strategy.pdf

¹¹ www.broadland.gov.uk/info/200139/policies_for_future_development/247/the_current_local_plan

¹² www.breckland.gov.uk/Emerginglocalplan

¹³ www.great-yarmouth.gov.uk/article/2489/Current-Local-Plan

¹⁴ www.west-norfolk.gov.uk/info/20091/local_plan

¹⁵ www.north-norfolk.gov.uk/tasks/planning-policy/view-the-emerging-local-plan/

¹⁶ www.greaternorwichlocalplan.org.uk/

¹⁷ www.south-norfolk.gov.uk/residents/planning/planning-policy/adopted-south-norfolk-local-plan

¹⁸ www.norfolkcoastaonb.org.uk/partnership/aonb-management-plan/377

¹⁹ www.gov.uk/government/collections/england-coast-path-improving-public-access-to-the-coast

²⁰ www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/business-policies/rural-development-strategy

8 Appendices | 8.2 Weblinks

²¹ https://norfolkcc.cmis.uk.com/norfolkcc/Committees/tabid/62/ctl/ViewCMIS_CommitteeDetails/mid/381/id/41/Default.aspx

8 Appendices | 8.3 NCC procedures

8.3.1 Dealing with Developments that Affect Public Rights of Way

We will seek to ensure that there is no, or minimal, adverse effects on public rights of way arising from developments and, wherever possible, we will seek improvements, both within a development site and in the surrounding area, where the development is likely to lead to an increase in use of the local path network or where the development impacts on the existing path network. NCC will ask for bridleway status where there is existing or potential equestrian demand and where routes for cyclists are proposed. Where a route within a development site is claimed, with adequate supporting evidence, as a public right of way under Section 53 of the Wildlife and Countryside Act 1981, or where it can be demonstrated that rights might reasonably be presumed to exist, the developer will need to treat the route as a public right of way, taking necessary action as appropriate. We will work positively with planning authorities to ensure that rights of way will be diverted by the appropriate means at the point of planning consent being given; we will ask to be notified of all such applications which would affect rights of way so that we might if necessary advise or object; we may otherwise seek to remove the obstruction.

We will seek to apply up to the following widths to all new and diverted routes. Ideally additional width up to the following minima will also be provided on existing paths:

- 3m for all shared use footpath/cycleways;
- 2m for unenclosed footpaths;

- 3m for enclosed footpaths;
- 3m for unenclosed bridleways;
- 4m for enclosed bridleways.

8.3.2 Creating All Access routes

We will seek to extend and improve the network of routes available to people with reduced mobility and visual impairment where reasonable and safe, giving priority to:

- the removal of barriers on existing routes, where feasible;
- routes that can be improved to achieve an appropriately high standard of design and maintenance at reasonable cost;
- routes that have public transport links from communities that are suitable for use by those with reduced mobility and visual impairments;
- those that are provided free to reduced mobility and visually impaired people (and those caring for them);
- the creation of specially designed 'Access for All' routes where possible.

We will make use of our powers under Highways Act 1980 Section 147 to encourage landowners to replace stiles, steps and bridges with structures that can be used by those with disabilities.

8.3.3 Health and Safety Matters

In deciding our improvement priorities, we will consider the extent to

8 Appendices | 8.3 NCC procedures

which improvements will:

- promote the development of safe routes, able to be used by as many people as is feasible;
- contribute to providing safer routes to school;
- add to public safety (e.g. by seeking to negotiate public use over bridges across roads (especially dual carriageways) where this removes the need for people to use dangerous crossings.

8.3.4 Use of External Resources Partnership working

In managing and maintaining the network of local rights of way, our aim, where possible, is to:

- improve co-ordination with District, Parish and Town Councils, neighbouring authorities and user groups;
- ensure consistency of working with colleagues in other departments;
- work with landowners and Defra to ensure public rights of way are kept open by:
 - meeting our obligations as highway authority;
 - providing information to landowners to help them meet their obligations;
 - agreeing protocols for dealing with obstructions;
 - using cross-compliance measures, as appropriate;
- develop working practices that:

- allow volunteer participation;
- provide for community involvement, where appropriate.
- work in partnership with sustainable tourism and rural development initiatives:
 - to ensure that information provided will contribute to the well being of the rural economy;
 - that are consistent with the need to safeguard the character of the AONB;
 - to assist the Broads Authority in meeting its objectives;
- maximise the benefits achievable through new developments by:
 - giving guidance to Local Planning Authorities on how best to incorporate access provision into their Local Development Documents
 - giving guidance to Local Planning Authorities on how best to seek planning gain in respect of improved access as a part of new development.

8.3.5 Management and Maintenance

1: Gaps, gates and stiles on footpaths and bridleways

We will only authorise the least restrictive option for new boundary crossings and will always aim for the least restrictive option when landowners replace or install structures in existing boundary crossings. "Least restrictive option" means that:

8 Appendices | 8.3 NCC procedures

- A gap is the preferred option. If a gap is not practicable for reasons of stock control, then a field gate or gate shall be used. Gate latches on bridleways must be usable by a competent rider from horseback.
- If a gate is not practicable and the route is a footpath, then a kissing gate may be used.
- Stiles are not generally acceptable and will not be permitted unless a stile is already in existence and has been there since the date of the first Definitive Map. We will seek by negotiation to replace these stiles with gates.
- Wherever possible, we will seek to replace stiles with gates or gaps, and to make gates easier to open/close. In order to achieve this, we may bear the cost of improvement.
- We will normally only authorise one structure per boundary so that, for example, double fenced boundaries will only have one structure. In authorising structures under Highways Act 1980 section 147 we will seek to restrict the number of structures in sub divided or strip grazed fields and horse paddocks. New stiles will not be authorised under s147 Highways Act 147.
- We will allow existing structures of historical or cultural significance to remain for reasons of local distinctiveness, but will seek where appropriate to increase accessibility by installing a gate or creating an adjacent gap.

2: Signing and waymarking of public rights of way and UCRs

We will use standard waymarking and signing in the NCC House Design across the County unless working in partnership with a local council or another organisation, in the Broads for example, to promote local distinctiveness or named trails. We will not normally sign routes wholly within built up areas unless, for example, they lead to the wider countryside, are part of a recognized promoted route or we have requests from the local community.

We will aim to maintain advisory signs on site for 5 years after any significant path diversion, creation or extinguishment order has been confirmed.

3: Path reports and inspections on public rights of way and UCRs

NCC will encourage the public and landowners to report path defects. Personal details of people reporting defects will be kept confidential. Work programmes are based on a risk assessment of the severity of any problem reported and the likelihood of its affecting others (see TAMP¹). Issues are logged for attention as follows:

- Immediate—if it has health and safety implications;
- High—if it affects a nationally or regionally, promoted route;
- Medium—if it affects a well-connected or well-used path
- Low—if it affects only an isolated generally unused path or one that runs alongside another path.

Following inspection, appropriate action will be taken regarding the

¹ <https://www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/roads-and-travel-policies/transport-asset-management-plan>

8 Appendices | 8.3 NCC procedures

issues and the person reporting the defect will be notified.

4: Bridges

- NCC will implement a rolling programme of bridge maintenance in partnership with Community and Environmental Services Bridges Section;
- NCC will liaise with landowners where sole or shared responsibility for crossings exist, to achieve the most effective solution in respect of public access.

5: Complaints Procedures

We will develop, in consultation with others, procedures that:

- help prioritise how we deal with reports and complaints relating to the condition of the public right of way.

6: Enforcement and public rights of way

- Where rights of way are obstructed NCC will, in the first instance, seek to resolve the issue through goodwill and cooperation;
- Where enforcement is necessary NCC will follow procedures in force at the time.

8 Appendices | 8.4 Delivery Plan 2018 - 2028 | Theme overview

Norfolk Access Improvement Plan 2018-2019 - Delivery Plan			
Reference	Theme	Delivery Aims 2018 - 2019	NCC objective relevant
(i)	A well-managed Access Network	We will manage a well-signed and maintained network of multiuse routes efficiently and economically -both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.	Care for our roads and environment
(ii)	A well connected Access Network	We will develop an integrated green infrastructure network of routes and paths that provide opportunities for all users, improve accessibility of the network and develop opportunities to connect with places of natural and cultural heritage for visitors or for work/education/recreation for residents.	Care for our roads and environment
(iii)	A well-protected Environment	We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.	Care for our roads and environment
(iv)	A well promoted Access Network	We will communicate Norfolk's outstanding countryside and the benefits of outdoor activity for all users, and develop a communications plan to reach key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users).	Care for our roads and environment
(v)	A well informed Access Network	We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies.	Care for our roads and environment
(vi)	A Community Based Access Network	We will increase the involvement of communities in the development of their local access network working with parish councils, volunteers and other community organisations.	Care for our community

8 Appendices | 8.4 Delivery Plan 2018 - 2028 | Theme overview

(vii)	A healthy Access Network	We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network. We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network.	Care for our health
(viii)	A Valuable Access Network	We will maximise the economic benefits to Norfolk that are generated through the access network. We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.	Care for our economy

8 Appendices | 8.4 Delivery Plan 2018 - 2028 | (i) a well managed network

Norfolk Access Improvement Plan - Delivery Plan 2018-2019

THEME: (i) A well-managed Access Network.

We will manage a well-signed and maintained network of multiuse routes efficiently and economically -both public rights of way and promoted Norfolk Trails - providing access to coastal, rural and urban areas.

Project	Owner/Partners	Actions 2018 - 2019
Manage and improve signage, furniture, bridges	Norfolk Trails; NCC Highways/Landowners; NCC Norfolk Trails	Work plan
Manage path surfaces/ and vegetation	Norfolk Trails and NCC Highways/ Landowners	Work plan/ Cutting contract
Create accessible routes without barriers	Norfolk Trails	Plan for removal of barriers as opportunities arise
Report issues by volunteers and users	Norfolk Trails/Volunteers/Network Users	Respond to issues on CRM, enforcement
Report issues by volunteers and users	NCC Highways & PROW/Volunteers/Network users	Respond to issues on CRM, enforcement
Maintain the definitive map for Norfolk	NCC Definitive Map Team	Definitive map upkeep in paper and on website
Record and manage changes to the definitive map	NCC Definitive Map Team	Respond to claims
Monitor and evaluate the effectiveness of the above	NCC Environment Team/NLAF	Objectives in Environment Team Business Plan PROW/ Highways Plan.

8 Appendices | 8.4 Delivery Plan 2018 - 2028 | (ii) a well connected network

Norfolk Access Improvement Plan - Delivery Plan 2018-2019

THEME: (ii) A well connected Access Network.

We will develop an integrated green infrastructure network of routes and paths that provide opportunities for all users, improve accessibility of the network and develop opportunities to connect with places of natural and cultural heritage for visitors or for work/education/recreation for residents.

Project	Owner/Partners	Actions 2018 - 2019
<u>Greater Norwich Green Infrastructure Plan</u> Develop a new multi-use trail between Wroxham and Broadland Business Park (and from there to the Norwich Cycleway Pink Route and potentially to the Wherryman's Way) through the Broadland Growth Triangle.	NCC Environment Team/ Broads Authority; Broadland District Council; GNDP; Abellio	Negotiate resources / funding
<u>Greater Norwich Green Infrastructure Plan</u> River Wensum Parkway Project - strategy and development	River Wensum Strategy Partnership/ NCC; Norwich City Council	Develop agreement for River Wensum Parkway to become part of Norfolk Trails
<u>Greater Norwich Green Infrastructure Plan</u> Recycled Railways - identify disused railways which have potential for re-use	NCC Environment Team	Feasibility study
<u>King's Lynn Green Infrastructure Plan</u> Research potential for Green Pilgrimage route connecting Walsingham to other routes in Norfolk	NCC Environment Team/ Walsingham Shrine(s)	Feasibility and detailed plans/ costings for short sections
Norfolk Cycling and Walking Strategy document	NCC Environment Team	Draft strategy document written and approved by the NCC Environment, Transport and Development Committee

8 Appendices | 8.4 Delivery Plan 2018 - 2028 | (ii) a well connected network

Project	Owner/Partners	Actions 2018 - 2019
Norfolk Cycling and Walking Strategy Delivery of Pushing Ahead project (Active Travel Planning for Norwich and Great Yarmouth)	NCC Environment Team	Delivery of Pushing Ahead
Coastal Access Creation of new access, stretches 1 and 2 Weybourne to Hopton	Norfolk Trails	
Coastal Access East Coast Path	NCC Environment Team/ Suffolk County Council; Essex County Council	Develop the East Coast Path concept
Coastal Access East Coast Path Circular walks	NCC Environment Team	
Prioritising claims/recording of historic routes prior to 2026	NLAF PROW subgroup/ Ramblers; Open Spaces Society; British Horse Society	Workshop with Norfolk Record Office about researching historic paths

8 Appendices | 8.4 Delivery Plan 2018 - 2028 | (iii) a well protected environment

Norfolk Access Improvement Plan - Delivery Plan 2018-2019

THEME: (iii) A well-protected Environment.

We will provide access to and understanding about the natural and historic environment, managing the impact of visitors on protected sites.

Project	Owner/Partners	Actions 2018 - 2019
Ensure access to Norfolk's natural and historic environment is suitably managed through the growth and planning agenda	NCC Green Infrastructure Team/ District Councils; NCC	NDR Access Improvements
Manage access to green spaces such as Local Nature Reserves to minimize visitor impact	NCC Biodiversity Team/ District Councils; NCC	
Foster a sense of care for the historic environment through managed access programmes	NCC Historic Environment Team/ District Councils; Norfolk Mills and Pumps Trust	Arrange access to Norfolk Mills through an Open Days programme
Manage access to the Norfolk Coast AONB	Norfolk Coast Partnership	
Manage access in the Broads National Park	Broads Authority	Three Rivers Way - Section 1
Environment Education	NCC Norfolk Trails/ Schools on the Marriott's Way	School activities (in school and on Marriott's Way)
Sustainable Transport options	NCC/ NCC Norfolk Trails; NCC Passenger Transport; NCC Highways	1. Produce Active Travel Plans for Norwich and Great Yarmouth 2. Set up 3 self-service Cycle Points (Broads by Bike project)

8 Appendices | 8.4 Delivery Plan 2018 - 2028 | (iv) a well promoted network

Norfolk Access Improvement Plan - Delivery Plan 2018-2019

THEME: (iv) A well promoted Access Network.

We will communicate Norfolk's outstanding countryside and the benefits of outdoor activity for all users, and develop a communications plan to reach key user groups (walkers, cyclists, horse-riders, motorised vehicle users, disabled users and new users).

Project	Owner/Partners	Actions 2018 - 2019
Develop a (NLAF) Communications Plan	NCC Environment Team/ NCC Norfolk Trails	Develop a communications plan to promote Norfolk's countryside access offer
Develop a (NLAF) Website	NCC Environment Team / NCC Norfolk Trails	1. Develop a (NLAF) Website 2. Develop/manage/maintain websites associated with countryside access projects and initiatives
Develop printed literature to promote Norfolk's countryside access offer	NCC Environment Team / NCC Norfolk Trails	1. Produce a Three Rivers Way leaflet
Promote countryside access projects/initiatives in the press/ media	NCC Environment Team// NCC Norfolk Trails	1. Produce media release to promote successful funding
Promote countryside access projects/initiatives via social media	NCC Environment Team/ / NCC Norfolk Trails	Maintain Norfolk Trails Twitter and Facebook accounts
Create a photographic record of access opportunities (photo/ video library)	NCC Environment Team/ / NCC Norfolk Trails	Develop a photos/ videos library showcasing countryside access in Norfolk
Create newsletters	NCC Environment Team/ / NCC Norfolk Trails	Produce a newsletter for Norfolk Trails volunteers
Organise public events	NCC Environment Team/ / NCC Norfolk Trails	1. Promote the Walking and Cycling festival
Develop accessible publication versions	NCC Environment Team / NCC Norfolk Trails	Create an accessible leaflet/version for the Burgh Castle all-abilities boardwalk

8 Appendices | 8.4 Delivery Plan 2018 - 2028 | (v) a well informed network

Norfolk Access Improvement Plan - Delivery Plan 2018-2019

THEME: (v) A well informed Access Network.

We will keep up to date web-based definitive and interactive maps and other access network information making best use of new technologies.

Project	Owner/Partners	Actions 2018 - 2019
Maintain public information about PROW for users/ walkers	NCC Highways	PROW interactive map showing where there is public access
Develop and maintain public information about Norfolk Trails and Circular Walks for users/ walkers and local businesses	NCC Norfolk Trails	<ol style="list-style-type: none"> 1. Manage the Norfolk Trails interactive map showing promoted routes – long distance trails and circular routes 2. Make available 360° views of Norfolk Trails using Googletrekker technology 3. Create PDF downloads of short and circular walks
Develop and maintain public information about PROW for land-owners, developers and professionals	NCC Highways	Maintain the definitive Map of PROW – showing the legal map base systems
Maintain information about health benefits derived from access to Norfolk Trails	Active Norfolk/ NCC Norfolk Trails	Maintain the Active Norfolk map of health outcomes in Norfolk, developing a layer for Norfolk Trails

8 Appendices | 8.4 Delivery Plan 2018 - 2028 | (v) a well informed network

Project	Owner/Partners	Actions 2018 - 2019
Make use of systems for measuring the benefit of access to the environment - MENE	Natural England/ NCC Norfolk Trails	Use information from MENE (Natural England's Monitor of Engagement with the Natural Environment) to better understand how people engage with the natural environment in Norfolk (such as visiting the countryside, enjoying green spaces in towns and cities, watching wildlife and volunteering to help protect the natural environment.)
Maintain people counters and develop and implement surveys to measure and understand useage of Norfolk Trails	NCC Norfolk Trails	<ol style="list-style-type: none"> 1. Route counters on Norfolk Trails to measure the number of users 2. Feedback Surveys to analyse the characteristics of users

8 Appendices | 8.4 Delivery Plan 2018 - 2028 | (vi) a community based network

Norfolk Access Improvement Plan - Delivery Plan 2018-2019

THEME: (vi) A Community Based Access Network.

We will increase the involvement of communities in the development of their local access network working with parish councils, volunteers and other community organisations.

Project	Owner/Partners	Actions 2018 - 2019
Support community network management	NCC Norfolk Trails/ NCC Norfolk Trails; NCC Highways	Parish schemes
Develop ideas for projects benefitting the local area	NCC/ District Councils; Parish Councils	Swaffham - trail connecting to Peddars Way
Support volunteer networks	NCC Norfolk Trails/ NCC Highways	Trails volunteer networks
Develop other volunteer opportunities	NCC/NCC Norfolk Trails	Volunteer activities and days
Include users, volunteers and communities in the governance of the Access Network through the Norfolk Local Access Forum	NCC and NCC Norfolk Trails/NCC Democratic Services	Volunteer rep on NLAf
Support an independent Charitable Incorporated Organisation (Pathmakers CIO) in developing and funding community projects	NLAf	

8 Appendices | 8.4 Delivery Plan 2018 - 2028 | (vii) a healthy network

Norfolk Access Improvement Plan - Delivery Plan 2018-2019

THEME: (vii) A healthy Access Network.

We will improve the health and wellbeing of users through active travel initiatives and leisure use of the access network.

We will develop support and projects for those who would benefit from additional physical activity as identified in the Norfolk Public Health Strategy, particularly those not currently using the network.

Project	Owner/Partners	Actions 2018 - 2019
Create/promote access opportunities for people with physical disabilities	NCC	Make improvements to routes at Burgh Castle, Access to Beach North Denes, Gt Yarmouth
Create/promote access opportunities for people with mild to moderate mental health issues including dementia	NCC	Set up Dementia-Friendly Walks in North and West Norfolk
Create/promote access opportunities for the elderly	NCC	Develop activities for older people in North and West Norfolk Outdoor
Create /promote access opportunities for families with young children	NCC	Deliver activities and events for families with young children on the Marriotts Way
Create /promote access opportunities for schools	NCC	Deliver activities and events for schools through the Marriotts Way and Pushing Ahead projects
Create/promote access opportunities for young people	NCC	Deliver activities and events for young people through the Marriotts Way and Pushing Ahead projects
Create/promote access opportunities for Black, Asian and minority ethnic groups	NCC	Deliver activities and events for BME

8 Appendices | 8.4 Delivery Plan 2018 - 2028 | (viii) a valuable network

Norfolk Access Improvement Plan - Delivery Plan 2018-2019

THEME: (viii) A Valuable Access Network.

We will maximise the economic benefits to Norfolk that are generated through the access network.

We will do this by working with businesses, tourism agencies and Destination Management Organisations (DMOs) and others to maximise the benefits for the visitor economy.

Project	Owner/Partners	Actions 2018 - 2019
Develop a supportive network of businesses linked to Norfolk Trails	Walkers are Welcome Towns/ NCC Norfolk Trails	1. Develop Cromer Walkers are Welcome 2. Develop Dereham Walkers are Welcome 3. Develop Aylsham Walkers are Welcome
Develop a network of businesses linked to the National Trail in Norfolk (Peddars Way and Norfolk Coast Path)	Norfolk Trails	National Trail Partnership and businesses
Website and walks showing links to businesses and other facilities	Norfolk Trails/ NCC Website Team	Businesses signed up to website
Promote the network with partners as part of the Visit Norfolk offer	Visit Norfolk/ NCC Norfolk Trails	Businesses signed up to website