



Great Yarmouth Transport Strategy 2025-2035



Norfolk County Council

Great Yarmouth Transport Strategy 2025-2035

Preface

The Great Yarmouth Transport Strategy (GYTS) sets out the transport vision and infrastructure needs for Great Yarmouth and the surrounding area. It supports the Norfolk Local Transport Plan (LTP), adopted by Norfolk County Council (NCC) in 2022, by providing a local context for its delivery.

Amid potential changes such as Devolution and Local Government Reorganisation, it is crucial to highlight Great Yarmouth's needs to decision-makers. Implementing the identified transport measures will be key to driving prosperity, economic growth, and ensuring the town fulfils its full potential for residents and visitors alike.

Strategic transport needs

The adopted and emerging Great Yarmouth Local Plan for land use identifies the designated locations for housing and employment growth. The implementation of several large-scale transport projects would benefit this planned growth.

These strategic initiatives require public funding, as developer contributions alone are insufficient. Viability constraints often limit how much individual developments can contribute, and planning law restricts funding to only those transport measures directly linked to a development.

As a result, broader transport improvements essential for Great Yarmouth's prosperity and economic growth must be publicly funded. **Table 1** below shows key projects that fall into this category.

| Scheme | Details |
|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A47 Vauxhall Roundabout improvement (National Highways) | This scheme comprises a capacity enhancement at the Vauxhall Roundabout (A47/A149/Runham Road). The improvement enlarges the existing roundabout and widens the approaches including a new bridge over the railway. It also provides walking and cycling improvements on the route to the Vauxhall Holiday Park. Unfortunately, National Highways dropped the scheme in autumn 2024 after the budget. |
| A47 Acle Straight Dualling (National Highways) | Upgrading the A47 Acle Straight to dual carriageway standard to improve journey time reliability (incidents often involve lengthy closures of many hours duration), improve road user safety, and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with other A47 National Highways schemes. |
| Work with Network Rail and Greater Anglia to improve the frequency of rail services between Great Yarmouth and Norwich | Collaboration with Network Rail and Greater Anglia to enhance connectivity to Norfolk and beyond. Currently, the frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. |

Localised transport needs

To supplement the major schemes outlined above, Norfolk County Council has worked in partnership with Great Yarmouth Borough Council (GYBC) to carry out work to update the Great Yarmouth Transport Strategy, originally adopted in 2020. This update incorporates changes in national policy since the pandemic, the new Norfolk Local Transport Plan, and the Local Cycling and Walking Infrastructure Plan (LCWIP) for Great Yarmouth, adopted in 2022.

The process has involved refreshing the evidence base, engaging stakeholders and members, and drafting a new Transport Strategy document.

Alongside this, a long list of potential transport interventions has been identified based on new evidence and stakeholder input. These interventions were assessed against the strategy's vision and objectives to create a short list, known as the Implementation Plan. Many of these measures focus on the town centre and surrounding built-up areas. Key schemes from the short list are detailed in **Table 2** below.

| Scheme | Details |
|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Introduce a Micromobility scheme in Great Yarmouth | This is the introduction of an e-scooter/e-bike/cycle hire scheme in Great Yarmouth to replace the ceased e-scooter scheme which the previous operator withdrew. It would allow shorter-distance journeys, which might otherwise be undertaken by car, to be replaced using cycles or e-scooters and encourage multi-modal journeys |
| Accessibility improvements throughout Great Yarmouth for pedestrians. | Improvements throughout Great Yarmouth to make people feel safer. Potential enhancements include new formalised crossings, improved street lighting, tactile paving, and dropped kerbs. |
| Reallocation of road space within Hall Plain and Hall Quay to improve facilities and routes for buses, pedestrians and cyclists. | The reconfiguration of this key public realm area is now possible because of the traffic reductions in this location from the opening of Herring Bridge. In association with public realm improvements on Hall Quay Road space reallocation can be considered. |
| Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay | This will provide a dedicated and potentially segregated cycle route access across Haven Bridge between Mill Road and Hall Quay capitalising on the traffic reduction benefits of the new Herring Bridge and give rise to faster and safer journeys for cyclists on this key link. |
| Enhanced bus interchange facilities at the James Paget University Hospital | Enhanced bus interchange and waiting facilities to encourage sustainable transport and increase bus patronage at James Paget University Hospital. |
| Develop and implement schemes in the Local Cycling and Walking Infrastructure Plan (LCWIP) | This includes many walking and cycling schemes over an extensive and well-defined network. In particular <ul style="list-style-type: none"> • Outer Harbour to Caister on Sea • Town centre to Nelson's Monument • Town centre to Beacon Business Park • Southtown to Beacon Business Park • Town centre to Caister on Sea |

Summary

For Great Yarmouth to grow and prosper, supporting transport infrastructure is essential across all travel modes. Residents and visitors need travel options, but given the town's extensive rural catchment, driving is sometimes the only feasible choice due to limited public transport beyond the built-up areas. Additionally, not everyone can transition to walking, cycling, or public transport for practical reasons.

To address this, the updated Great Yarmouth Transport Strategy balances strategic projects that enhance connectivity with local initiatives designed to encourage sustainable transport for those who can opt for it.

These changes will bring increased connectivity to support economic and housing growth and potentially better health outcomes through improved opportunities for choosing walking and cycling.

Executive Summary

The Great Yarmouth Transport Strategy sits below the Norfolk Local Transport Plan. The Local Transport Plan describes Norfolk County Council's (NCC) strategy and policy framework for transport and is used as a guide for investment priorities as well as being considered by other organisations when determining their planning or delivery decisions. This Transport Strategy replaces the previous Transport Strategy which was adopted in April 2020. This Transport Strategy sets out the vision, objectives and policies for consideration when identifying short, medium and long-term transport infrastructure required to support existing and new communities in Great Yarmouth and the surrounding area.

This Transport Strategy is being updated to reflect changes in national and local transport policy that have occurred since 2020. These changes include the impact of the pandemic and the development of the Great Yarmouth Local Cycling and Walking Infrastructure Plan adopted by both Norfolk County Council and Great Yarmouth Borough Council in 2022.

This Transport Strategy will focus primarily on the short to medium term (five to 10 years) up to 2035, while also identifying some longer-term aspirations for the local transport network. The supporting Implementation Plan contains a list of possible projects that could support delivery of this Transport Strategy if funding becomes available.

This Transport Strategy and Implementation Plan have been developed by Norfolk County Council in collaboration with Great Yarmouth Borough Council, and other stakeholders within the local area of Great Yarmouth. WSP, Norfolk County Council's engaged consultants, have provided technical support throughout the development of this Transport Strategy.

This Transport Strategy focuses principally on the main urban area of Great Yarmouth, Southtown, Gorleston-on-Sea, Bradwell, and Caister-on-Sea (**Figure 1 below**). Consideration has also been given to the wider local and strategic transport network that connects Great Yarmouth with surrounding settlements (e.g. catchment of bus and rail services to Great Yarmouth and the function of the A47, A143 and A149).

This Transport Strategy supports the vision and objectives of the current and emerging Great Yarmouth Local Plan and other local area strategies. The vision and objectives for this Transport Strategy, that have been devised by Norfolk County Council and Great Yarmouth Borough Council with input from Members and stakeholders, are set out below.

The Great Yarmouth Transport Strategy vision, objectives, policies and targets are summarised below.

Vision

To support sustainable economic growth in Great Yarmouth by facilitating journey reliability and improved travel mode choice for all, whilst contributing to improved health, air quality, safety, and protection of the built and natural environment.

Objectives

1. **Growth:** Support the delivery of planned housing and business growth and development in the Borough, by using improved transport links to unlock economic investment.
2. **Connectivity:** Enhance connectivity and accessibility for all within Great Yarmouth.
3. **Public transport:** Encourage greater use of public transport in Great Yarmouth.
4. **Active travel:** Support modal shift from private car use to active travel in Great Yarmouth.
5. **Environment:** Improve local air quality and Great Yarmouth's natural environment and reduce overall transport emissions
6. **Safety:** Improve road safety in Great Yarmouth.
7. **Culture and heritage:** Protect and enhance Great Yarmouth's heritage and cultural environment through place-making.

Policies

Policy 1: Supporting growth and new development: Norfolk County Council, working with partners and developers, will seek to ensure transport measures, including sustainable transport options, support new housing developments and employment sites.

Policy 2: Strategic connections: Norfolk County Council, working in partnership, will seek to improve strategic connections between Great Yarmouth, the port, the surrounding villages, Norwich, Norfolk and the wider region. We will seek improvements to strategic connections including the A47, A149 and the railway line to Norwich.

Policy 3: Parking: Norfolk County Council, working with partners, will seek to develop car parking policy for on street and off-street public parking that balances the needs of residents and visitors whilst still supporting the promotion of public transport and active travel.

Policy 4: Bus services: Norfolk County Council, will seek to support bus operators to deliver quicker, reliable, integrated, convenient and accessible journeys.

Policy 5: Rail: Norfolk County Council, working with partners, will seek to support rail operators to make improvements to Great Yarmouth Station and to the Wherry Lines services for the public and freight. This will include aiming to make them more reliable, accessible, integrated, quicker and we will seek improved frequency and earlier / later services.

Policy 6: Active travel: Norfolk County Council, will seek to support and promote the use and benefits of active and sustainable modes of travel by walking, wheeling and cycling to reduce dependency on cars.

Policy 7: Climate change resilience: Norfolk County Council, working with partners, will seek to contribute to making the transport network zero emission by 2050 and resilient to the impacts of severe weather and climate change.

Policy 8: Improved air quality: Norfolk County Council, working with partners, will seek to reduce emissions from vehicles to improve air quality.

Policy 9: Road traffic harm reduction: Norfolk County Council, working with partners, will seek to reduce road traffic collisions and transport related casualties. Improvement schemes will aim to address the fear of road traffic affecting vulnerable road users.

Policy 10: Supporting culture, heritage and tourism: Norfolk County Council, working with partners, will seek to protect existing green infrastructure and where possible, enhance the public realm for the benefit of residents, visitors and tourists using a healthy streets approach to make streets attractive.

Targets

1. **Growth target:** Secure transport network improvements as part of new housing and employment sites.
2. **Connectivity target:** Secure future improvements to the strategic road and rail network.
3. **Public transport target:** Grow annual bus and rail patronage.
4. **Active travel target:** Increase in the number of people walking, wheeling and cycling to support the government's ambitious target for half of all journeys in towns and cities to be walked or cycled by 2030.
5. **Environment target:** Continue to have no Air Quality Management Areas (AQMA).
6. **Safety target:** Reduce accident numbers from current levels.
7. **Culture and heritage target:** Increasing tourist numbers.

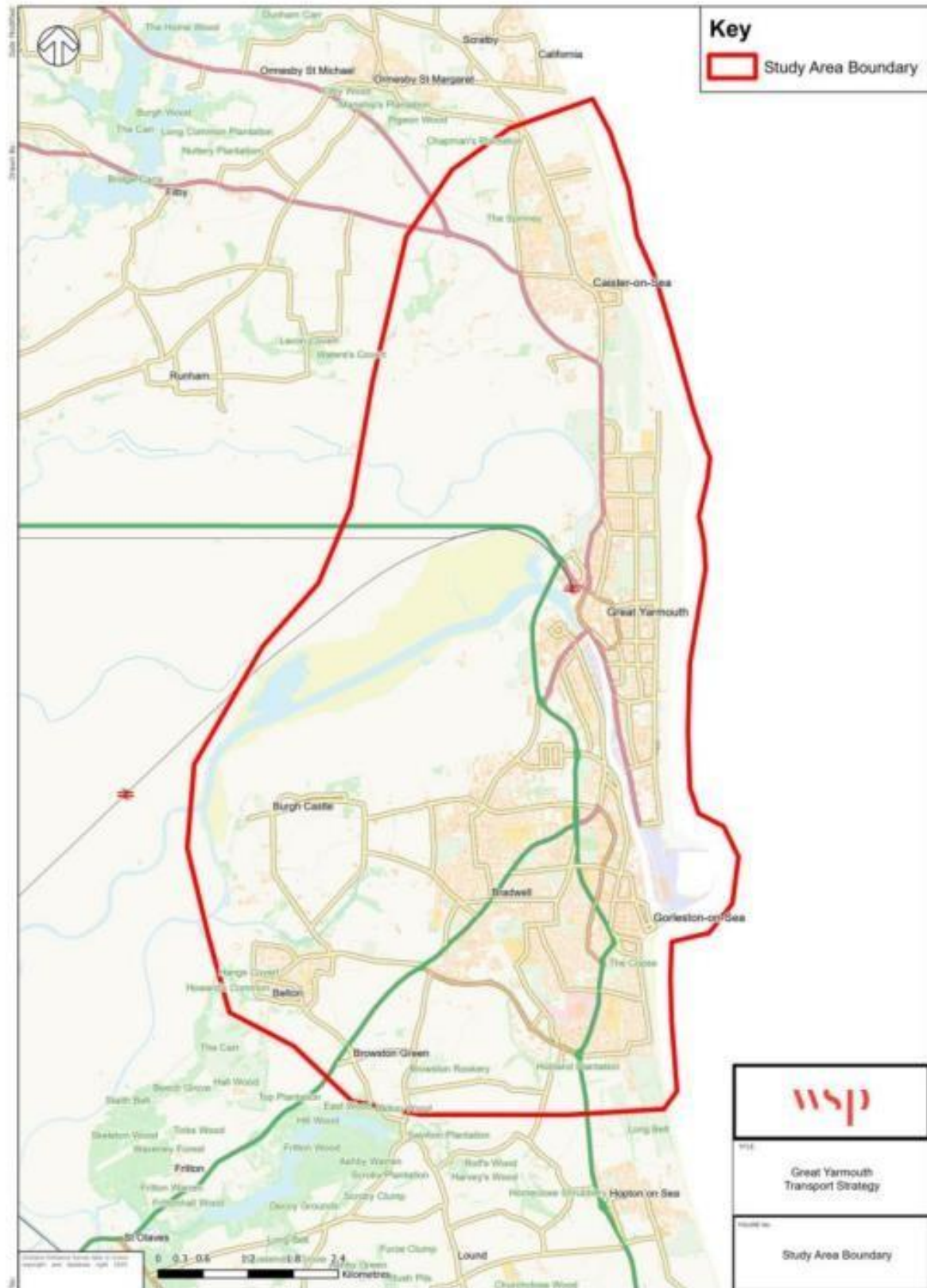


Figure 1: Map of the Great Yarmouth Transport Strategy study area.

Contents

Great Yarmouth Transport Strategy (2025-2035)

| | |
|--------------------------------------------------------------------------------|----|
| <u>Executive Summary</u> | 4 |
| <u>Introduction</u> | 8 |
| <u>Background</u> | 9 |
| <u>Location</u> | 9 |
| <u>Progress</u> | 13 |
| <u>Policy context</u> | 15 |
| <u>Evidence</u> | 23 |
| <u>Great Yarmouth Transport Strategy</u> | 31 |
| <u>Growth</u> | 31 |
| <u>Connectivity</u> | 39 |
| <u>Public Transport</u> | 46 |
| <u>Active Travel</u> | 57 |
| <u>Environment</u> | 70 |
| <u>Safety</u> | 74 |
| <u>Culture and Heritage</u> | 80 |
| <u>Great Yarmouth Transport Strategy Implementation Plan (2025-2030)</u> | 82 |
| <u>List of transport projects for all modes</u> | 82 |

Introduction

This Great Yarmouth Transport Strategy has been developed by Norfolk County Council working in partnership with Great Yarmouth Borough Council and other stakeholders.

As England's offshore energy capital, centred around the port and top-performing Enterprise Zone, Great Yarmouth Borough is at the forefront of £59bn of energy investment over the next 20 years. The Borough hosts the highest concentration of operational offshore wind farms in the world and hosts nearly 50% of total UK offshore wind capacity. Great Yarmouth is a top seaside destination, with a growing visitor economy.

In recent decades Great Yarmouth has grown to serve and support offshore natural gas industries, and more recently, offshore wind power. Despite this growth, parts of Great Yarmouth contain some of the most deprived neighbourhoods in the UK, with higher levels of unemployment than the average for both the East of England and Great Britain.

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

The Great Yarmouth Transport Strategy is being updated to reflect changes in national and local transport policy that have occurred since 2020. These changes include the impact of the pandemic and the development of the Great Yarmouth Local Cycling and Walking Infrastructure Plan adopted by both Norfolk County Council and Great Yarmouth Borough Council in 2022.

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

An Implementation Plan is also included which contains a list of possible projects that could support the objectives in the Strategy if funding becomes available.

Background

Location

Great Yarmouth, Gorleston-on-Sea, Bradwell and Caister-on-Sea all sit within the local authority of Great Yarmouth Borough Council in the east of Norfolk. The majority of Great Yarmouth lies on a peninsula separated by the River Yare. The population of the Borough of Great Yarmouth is estimated at around 99,800 with the 2021 Census suggesting the Great Yarmouth Built-Up Urban Area (physical built environment, using OS) has approximately 65,100 people. Great Yarmouth is the third largest urban area in Norfolk and sits along one of the two main strategic roads in the county, the A47.

Caister-on-Sea is a large village and seaside resort to the north of Great Yarmouth. To the west lies the Broads National Park, characterised by the broads, woodlands and countryside. To the south is Gorleston-on-Sea, a popular seaside town. To the east, the River Yare flows into the North Sea between Great Yarmouth and Gorleston-on-Sea. This river significantly contributed to the town's historical importance as a port. In February 2024, the new Herring Bridge (Third River Crossing) opened, enhancing east-west connectivity to the peninsula for vehicles, pedestrians and cyclists crossing the River Yare, and connecting the port directly to the strategic road network. The two other bridges that cross the river Yare are Breydon and Haven Bridges.

Great Yarmouth serves as the primary hub in the Borough for retail, services, and employment, including activities related to the port. It is one of the UK's most popular

coastal resorts, it boasts a thriving offshore energy sector and has recently seen the delivery of several high-profile infrastructure projects. However, the town also faces challenges such as high unemployment rates, high deprivation rates, overall health and well-being issues, and a pressing need for affordable housing.

The town developed originally around the historic port, which is the reason for the narrow streets with inter-connecting rows and closely spaced buildings in the town centre areas. The town has expanded over the years and has become a conurbation of several settlements.

Great Yarmouth is a major employment hub and there are several major employment areas throughout the town and wider Great Yarmouth Transport Strategy study area, including:

- James Paget University Hospital
- Gapton Hall Industrial Estate
- Harfreys Industrial Estate
- Eurocentre Industrial Estate
- Great Yarmouth Town Centre
- Gorleston-on-Sea High Street
- South Denes Peninsula and
- Beacon Business Park in Gorleston-on-Sea.

The University of Suffolk at East Coast College campus in Great Yarmouth is located to the southwest of the town centre between Southtown Road and Suffolk Road. The campus features specialised centres for maritime, energy, and offshore training. Great Yarmouth also offers a diverse range of leisure, historic and cultural sites and green spaces, significantly enhancing the quality of life for residents and visitors.

Key leisure land uses in the Great Yarmouth Transport Strategy study area include:

- Marine Parade: The main seafront promenade, lined with amusements, arcades, restaurants, and hotels. It is a key tourist attraction.
- Britannia Pier and Wellington Pier: Two historic piers offering entertainment, theatre shows, and seaside attractions.
- St. George's Park: A central Green Flag status park providing a green space for recreation and events.
- The Venetian Waterways and Boating Lake: A landscaped garden and boating facilities.
- Great Yarmouth Minster: One of the oldest and largest parish churches in England, located near the town centre to the north of the Market Place.
- Time and Tide Museum: Showcasing the maritime history of Great Yarmouth, situated close to the waterfront.
- Gorleston Promenade: A walk alongside the beach, shops and amusements.
- Great Yarmouth Racecourse: Great Yarmouth Racecourse hosts horseracing April – October.

- Hippodrome Circus: The Hippodrome building is Britain's last surviving total circus building, of only three in the world to still feature its original sinking ring.

Figure 2 below shows major local destinations in the Great Yarmouth Transport Strategy study area.

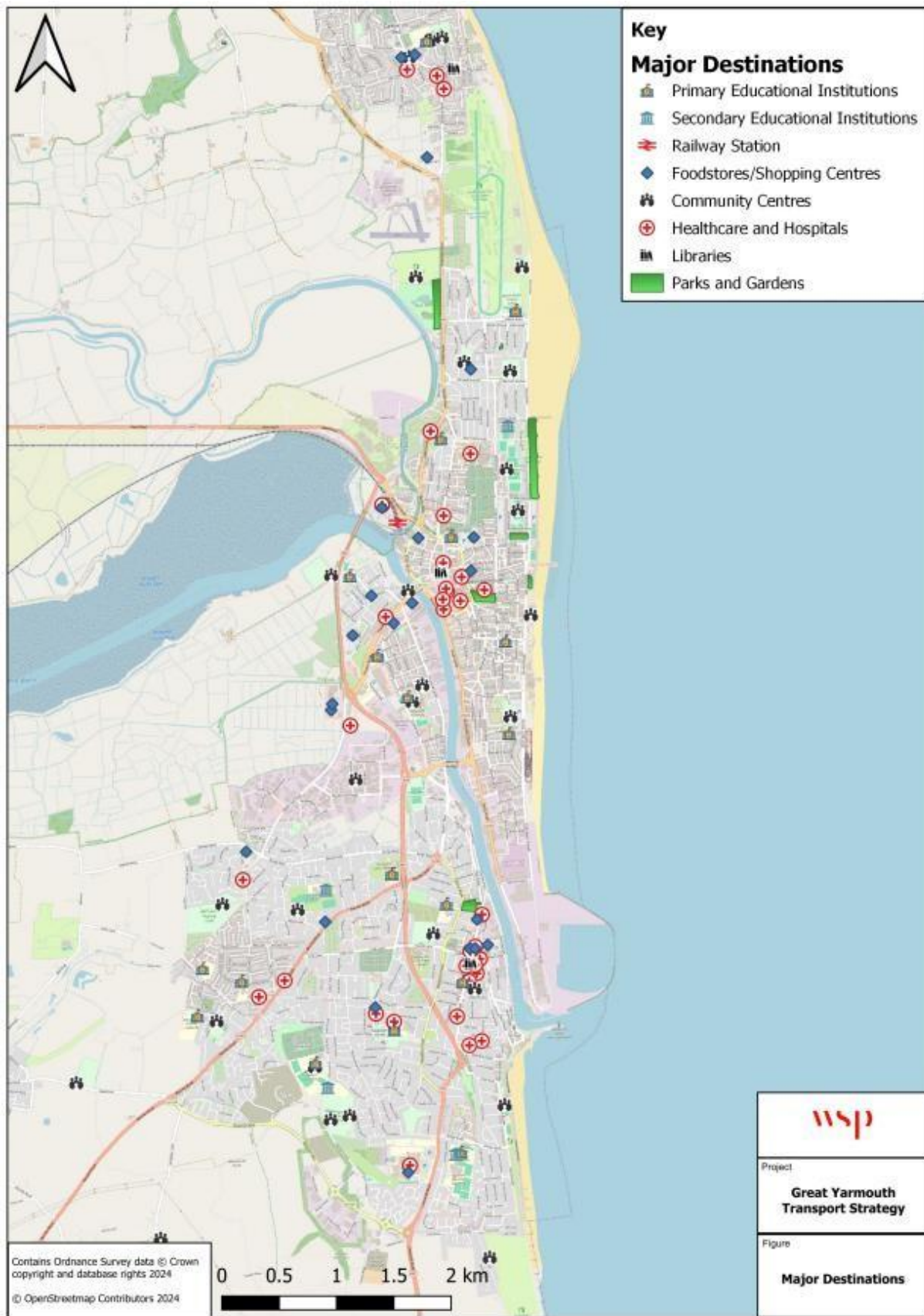


Figure 2: Map of the major local destinations in the Great Yarmouth Transport Strategy study area.

Progress

The previous Great Yarmouth Transport Strategy was agreed and adopted by Norfolk County Council and Great Yarmouth Borough Council in April 2020. Since then, there has been significant investment in the local area. A list of transport and regeneration projects that have been delivered or that are underway in Great Yarmouth and the surrounding area since the last Great Yarmouth Transport Strategy are summarised below.

Herring Bridge: The new £121m Herring Bridge was opened in February 2024. It links the A47 trunk road to the peninsula and provides direct access to the town, port and enterprise zone across the River Yare. The new bridge has eased traffic congestion at the existing bridges, shortened journey times and improved journey reliability for those using a variety of modes (it includes dedicated walking, wheeling and cycling infrastructure) and will support wider plans to maximise investment, regeneration and economic growth opportunities.

Harfreys roundabout: National Highways (NH) has made capacity improvements at Harfreys roundabout to reflect the revised traffic patterns created by the Herring Bridge. They were constructed alongside and opened at the same time as the new Herring Bridge crossing.

North Quay Regeneration: £20m has been allocated to Great Yarmouth Borough Council from the former Levelling Up Fund for phase one of the North Quay redevelopment. The Masterplan aims to regenerate underutilised land to create a new riverside development for commercial, retail, leisure, and housing. The development will include an upgrade to a key link between the rail station and Great Yarmouth's town centre.

The Conge: This project is a key housing regeneration site with a development partner onboard to deliver a housing scheme in a key gateway location between the rail station and the market place. The area has been cleared and a shared use footway/cycleway constructed along the road.

Market Place: a significantly improved public realm frames the recently completed covered market and The Place educational hub which opened in May 2025.

Bus Service Improvement Plan (BSIP): Norfolk County Council secured significant investment from Government with over 10% going towards improving services in the Borough, including service enhancements, infrastructure improvements and bus priority measures. Highlights for Great Yarmouth included:

- Southtown Road: Inbound bus lane and improved traffic lights at key junctions
- Gyrotory Redesign: Allow two-way flow through Market Gates bus interchange to avoid buses having to do the whole loop
- North Quay and Vauxhall: Improved bus/train access
- Flat Fares Scheme: A discretionary concessionary reimbursement scheme to offer a simplified flat fare structure for all bus services in Great Yarmouth

- Bus Gold Stops delivered: Acle New Road, near rail station to deliver a bus/rail interchange
- Additional planned Bus Gold stops: Caister, Great Yarmouth and Gorleston, and the James Paget University Hospital

Active Travel Fund schemes: This government fund is supporting two walking and cycling schemes in the borough on Jellicoe Road, Great Yarmouth and Middleton Road, Gorleston.

Great Yarmouth Local Cycling and Walking Infrastructure Plan: In 2022 the Great Yarmouth Local Cycling and Walking Infrastructure Plan was adopted. A feasibility study is currently underway investigating a route from the outer harbour to Caister-on-Sea.

Parking: A review of the current Resident Parking Zone in Great Yarmouth has been undertaken which makes some changes to the perimeter and is incorporating improved parking control in areas currently outside of the zone. Areas include St Nicholas Road to provide some resident parking and some changes to existing parking restrictions to assist nearby residents and to help improve traffic flow for St Nicholas Priory School. These changes also complement the completed Market Place Public Realm project.

Electric vehicle (EV) charge points installed: Electric vehicle charge points have been rolled out in Great Yarmouth and the surrounding area.

Acle Straight: National Highways are currently introducing a 50mph speed limit on the A47 Acle Straight for safety reasons which is to be enforced by average speed cameras. Notwithstanding, there remains the strong desire to see the Acle Straight improved to dual carriageway standard by both Norfolk County Council, Great Yarmouth Borough Council and other key stakeholders.

New rail rolling stock: Greater Anglia rolled out new trains and Network Rail has spent £68m to replace Victorian signalling equipment with a computer-based system between Norwich, Great Yarmouth and Lowestoft.

Great Yarmouth former rail freight site: Norfolk County Council purchased the former rail freight site at the edge of Great Yarmouth near Vauxhall Holiday Camp with a view to securing its potential future use as a freight facility. Known as the Vauxhall Sidings, the previous Norfolk Rail Prospectus committed to bringing the site back into use. This has now been achieved by Eastern Rail Services who supply rolling stock to several mainline companies, including a trackwork and locomotive hire business, provide film and TV props, charter and test trains.

Market Gates Interchange: The scheme enables two-way bus travel through the Market Gates Interchange and includes new shelters, real time bus information, brighter panelling and lighting. This will make journeys quicker and more reliable and separates buses from other traffic. Further bus infrastructure was delivered in May 2025.

Other projects: include the new Marina centre (a new £26m leisure complex which opened on Great Yarmouth seafront in 2022), Winter Gardens (a grade II listed structure with National Lottery Heritage funding for the full restoration and repurposing of the building) and a new offshore energy Operations and Maintenance Campus near the mouth of the river Yare due to open in 2025.

Policy context

A review of national, regional and local policy and strategy documents published since the last Great Yarmouth Transport Strategy are summarised in this section by order of publication. This provides some context for how this strategy supports and complements others.

Alongside interventions to promote and encourage the use of public transport and active modes of travel and alleviating congestion in the town there are several policy initiatives that could influence travel decisions within Great Yarmouth and the wider area which could have an impact on travel decisions in the future.

National and regional policy

Emerging Integrated National Transport Strategy, 2025

The Department for Transport (DfT) is developing a strategy which will set the high-level direction for how transport should be designed, built and operated in England over the next ten years.

It will set out a single national vision which will put people who use transport and their needs at its heart and empower local leaders to deliver integrated transport solutions that meet the needs of their local communities.

Emerging Transport Adaptation Strategy, 2024

The Transport Adaptation Strategy is an emerging document aiming to improve climate resilience in the transport system, by enhancing climate adaptation planning and ensuring plans are achieved, by highlighting the need to protect infrastructure, improve response and recovery times from extreme weather events, and enhance the robustness of networks against future risks.

Key initiatives include investing in durable materials, upgrading drainage systems, and adopting smart technology to monitor and respond to climate-related disruptions. The strategy also prioritises collaboration between government, local authorities, and private operators to create a cohesive response to climate challenges, ensuring that transport systems remain safe, efficient, and sustainable for future generations.

National Planning Policy Framework, 2024

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans can provide for housing and other development in a sustainable manner. The new National Planning Policy Framework states: Transport issues should be considered from the earliest stages of plan-

making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places.

This should involve:

- making transport considerations an important part of early engagement with local communities
- ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places
- understanding and addressing the potential impacts of development on transport networks
- realising opportunities from existing or proposed transport infrastructure and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated
- identifying and pursuing opportunities to promote walking, cycling and public transport use, and
- identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.

Plan for Drivers, 2023

Highlights the importance of rural mobility and accepts that for those in rural areas cars are a lifeline. The Plan for Drivers encourages:

- More support for electric vehicle infrastructure in the transition to zero emission driving
- Smoother journeys
- Stopping unfair enforcement
- Easier parking
- Cracking down on inconsiderate driving
- Helping the transition to zero emission driving.

Decarbonising Transport: A Better, Greener Britain, 2021

The report sets out the commitment the Government will make to decarbonise all forms of transport, this includes:

- Increasing walking and cycling
- Zero emission buses and coaches, and
- A zero-emission fleet of cars, vans, motorcycles and scooters.

To enable these commitments to be met there will be investment into sustainable travel, low carbon fuels, electric vehicles and providing the funding and tools for local authorities to invest in local priorities along the path to net zero including:

- Accelerating modal shift to public and active transport
- Decarbonising road transport
- Decarbonising the freight system, and
- Place-based solutions to emissions reduction.

Whilst increasing the number of journeys undertaken by sustainable modes is a key focus, the report also notes that continued investment is still needed in the road network to improve resilience and to reduce congestion, so that traffic is able to flow more freely, and the highway network is able to support essential longer journeys that are less able to switch modes.

Bus Back Better: A National Bus Strategy for England, 2021

This national strategy sets out the vision and opportunity to deliver better bus services for passengers across England, through ambitious and far-reaching reform of how services are planned and delivered.

Cycle Infrastructure Design Local Transport Note LTN 1/20, 2020

The updated national guidance aims to help cycling become a form of mass transit in more places across the UK. The guidance sets out that much higher design standards are now required and includes a condition that any future Government funding for new cycle infrastructure is designed in a way that is consistent with this national guidance. Planning for cycling should be based around providing a network of on- and/or off carriageway routes that are suitable for all.

Five core design principles are included which are essential requirements to achieve a greater increase in the number of people walking or cycling:

- Coherent: cycle networks should be planned and designed to allow people to reach destinations easily, along simple and high-quality routes
- Direct: routes should be direct and preferably more direct than those available for private motor vehicles
- Safe: it should also be perceived to be safe so that more people feel able to cycle
- Comfortable: routes with good quality well-maintained surfaces, adequate widths for the volume of users, minimal stopping/starting and avoiding steep gradients, and
- Attractive: help to deliver public spaces that are well designed and finished in attractive materials, so that they become places people want to spend time using.

Gear Change: A Bold Vision for Cycling and Walking, 2020

This provides a new standard for making provision for, and encouraging journeys by, active travel modes. The policy notes that cyclists must be considered as vehicles, with all new provision to include segregation between pedestrians and cyclists.

The key design principles to be considered going forward are:

- Cyclists must be separated from volume traffic, both along roads and at junctions
- Cyclists must be treated as vehicles and be separated from pedestrians
- Routes must join together
- Routes must feel direct, logical and intrinsically understandable
- Routes must take into account how users actually behave
- Purely cosmetic alterations should be avoided
- Routes must be designed for larger numbers of cyclists and for users of all abilities and disabilities
- Barriers, such as chicane barriers and dismount signs, should be avoided
- Routes should only be designed by those who have experienced the road on a cycle.

Transport East

Transport East is the Sub-national Transport Body for Norfolk, Suffolk, Essex, Southend-on-Sea, and Thurrock in collaboration with Local Authorities. It focuses on greener transport, enhanced connectivity, improved global gateways, and sustainable coastal and rural development. Key initiatives include electric vehicle charging infrastructure, a Rural Mobility Centre of Excellence, and rail improvements. The organisation develops strategies around regional themes like gateways to global markets, multi-centred economic growth, and energised coastal areas.

The region's transport strategy focuses on promoting greener, cleaner transportation to reduce emissions and improve public health. It aims to connect fast-growing areas with business hubs and enhance links between ports and airports to support UK businesses. The strategy emphasises revitalising coastal and rural areas sustainably, creating faster and more reliable infrastructure, boosting commerce through better regional and international connections, and improving the movement of goods, people, and freight efficiently across the region.

Transport East Transport Strategy, 2023

The Transport East Transport Strategy sets out a pathway to deliver each of their priorities for the East, creating a net zero carbon transport network and connecting our growing towns and cities.

Local policy

Emerging Great Yarmouth Local Plan, 2025 and Great Yarmouth Local Plan, 2021

Great Yarmouth Borough Council's emerging Great Yarmouth Local Plan is a crucial document for the development of Great Yarmouth, and when adopted will cover the period up to 2041, replacing the existing Core Strategy and Local Plan Part 2.

The emerging Local Plan is at a very advanced stage of preparation and is currently being examined by the Government and is expected to be adopted in early 2026.

The emerging plan envisions Great Yarmouth as a vibrant area with improved health, housing, and economic opportunities. Key objectives include:

- Supporting economic growth with at least 38 hectares of employment land
- Enhancing town centre
- Revitalising waterfronts and seafronts
- Improving transport infrastructure
- Achieving net-zero emissions by 2050.

The plan highlights the need for strategic transport improvements, new healthcare facilities, primary and secondary schools, and flood defences to support growth. It is expected that contributions to infrastructure will be principally funded through the Community Infrastructure Levy (CIL) alongside Section 106 agreements.

Key issues identified include challenges such as high unemployment, low earnings, poor health, and educational attainment, as well as environmental issues like flood risk and sensitive habitats. Opportunities lie in the expanding offshore energy sector, the strong tourism industry, and significant infrastructure projects.

Norfolk Local Growth Plan, 2024

The Norfolk Local Growth Plan aims to drive economic growth in Norfolk while also promoting inclusive and sustainable development. Themes of the strategy are Local Business, People and Skills, Infrastructure and Placemaking and Community. It focuses on improving productivity, attracting investment, developing a skilled workforce and addressing inequalities as well as emphasising the importance of the county's natural environment and heritage. It supports public realm through wider regeneration projects aiming for sustainable growth that benefits all residents and communities.

Norfolk Bus Service Improvement Plan, 2024

The Norfolk County Council Bus Service Improvement Plan aims to set out clearly the vision and plan for improving bus services and growing bus patronage in Norfolk, in line with the National Bus Strategy. Key aims include:

- Enhanced accessibility
- Reliability and punctuality
- Integrated transport network and
- Environmental sustainability

Norfolk Walking, Wheeling, and Cycling Strategy, 2024

Norfolk County Council has developed a new Walking, Wheeling and Cycling Strategy which was adopted in 2024. The document's vision is to foster a healthier and greener Norfolk by promoting walking, wheeling, and cycling as primary transport modes for shorter journeys, aligning with the government's 2030 target for urban transportation. The strategy outlines seven steps to success, including:

- Engage with local communities and enable behavioural change

- Create a safe, connected and well-maintained walking, wheeling, and cycling networks for all that gets people to where they need to be
- Build healthy places, spaces and communities
- Support multi-modal journeys
- Embrace new technology
- Remove barriers to provide a network that is accessible, inclusive and considers the needs of all users and
- Work with our partners to achieve common ambition

Norfolk Local Transport Plan, 2022

The Local Transport Plan for Norfolk County Council outlines the approach to create a low-carbon, well- connected transport network aiming to improve the quality of life for residents. The plan specifies how the policies from the adopted strategy will be implemented, focusing on key measures and actions over the next five years, with a view towards longer-term initiatives. It prioritises transitioning to a low-carbon transport system, improving connectivity within Norfolk and beyond, supporting a healthy streets approach and promoting active travel options like walking and cycling, and ensuring accessibility for all, including vulnerable groups. It emphasises sustainable transport options to reduce carbon emissions, support economic growth, and improve public health.

The objectives of the new Local Transport Plan are to:

- Embrace the future
- Deliver a sustainable Norfolk
- Enhance connectivity
- Enhance Norfolk's quality of life
- Increase accessibility
- Improve transport safety
- Create a well-managed and maintained transport network.

This Great Yarmouth Transport Strategy has been developed to support and complement the delivery of the Local Transport Plan.

Great Yarmouth Local Cycling and Walking Infrastructure Plan, 2022

The Great Yarmouth Local Cycling and Walking Infrastructure Plan aims to enhance cycling and walking networks in Great Yarmouth and Gorleston through a series of prioritised improvement schemes. Developed by Norfolk County Council in collaboration with Great Yarmouth Borough Council and adopted by both councils, the plan identifies key routes and zones for development to promote active travel, improve public health, and support environmental sustainability, and links to the East Suffolk Local Cycling and Walking Infrastructure Plan which will provide an interconnected, coordinated network to improve active travel across regional boundaries. The structure of a Local Cycling and Walking Infrastructure Plan can be defined as:

- **Key Routes:** Seven priority active travel routes connect major locations such as town centres, residential areas, rail stations, and recreational spaces
- **Design Standards:** Incorporation of Department for Transport Cycle Infrastructure Design principles ensures routes are coherent, direct, safe, comfortable, and attractive
- **Funding and Delivery:** The plan outlines potential funding sources and a delivery process for the priority schemes over the next ten years
- **Success Measurement:** Success indicators include cycling and walking activity levels, cycle safety, and active travel for education, with regular reviews and public feedback
- **Benefits:** Improved cycling and walking networks offer health benefits, reduce congestion, improve air quality, and enhance local productivity.

Norfolk Electric Vehicle Strategy, 2021

Norfolk County Council's Electric Vehicle Strategy aims to support the transition to electric vehicles in the region. Recognising the significant role of electric vehicles in reducing carbon emissions and the need for a robust charging infrastructure, the strategy outlines key priorities to facilitate this transition. These key priorities include:

- **Accelerate charge point deployment:** Support private investments and identify strategic locations for electric vehicles charging infrastructure
- **Review fleet:** Plan for electrifying the council's fleet and installing necessary charging points across council properties
- **Collaborative working:** Engage with government and local councils to reduce electric vehicles purchase costs and coordinate efforts
- **Update parking and design standards:** Ensure new homes and workplaces include electric vehicles charging facilities and provide guidance for on-street chargers
- **Promotional and awareness raising:** Promote charging schemes, encourage installation at key destinations, and explore electric vehicles tourism opportunities.

Great Yarmouth, Gorleston and Bradwell Town Investment Plan, 2021

The Great Yarmouth Borough Council Town Investment Plan is separate – but complementary to – the Future High Streets Programme. This Plan was developed by the Great Yarmouth Town Deal Board. The plan is based around four themes:

- Growth, regeneration and business development
- Skills and aspirations
- Arts, culture and tourism
- Connectivity and sustainability.

What does success look like within the connectivity and sustainability section states:

- Strategic integrated transport measures realised: transport infrastructure is enhanced to improve physical connectivity to the town and with centres of population, commercial areas and attractions, including improvements to the A47, completion of the Herring Bridge, upgrades to the rail station and bus terminus at Market Gates.
- Points of arrival and permeability are improved: key town gateways and pedestrian corridors, such as the station, are enhanced and pedestrian permeability, connectivity and wayfinding is improved, driving daytime and evening footfall, particularly between the Town Centre and Seafront.
- Enhanced provision and integration of green transport: e-scooters/micro vehicles introduced to displace local car journeys and improve accessibility between transport modes, centres of population, commercial areas and attractions; the accessibility/safety/coverage of cycling/walking routes and electric vehicle charging points is maximised.
- Digital inclusion and digitalisation extended: the impact of technological disruption on commerce and individuals is anticipated and capitalised upon to improve digital connectivity and accessibility, realising a more inclusive economy and improving the distribution of information and services to residents and visitors.

Norfolk Route Hierarchy

Norfolk County Council has an established Route Hierarchy which forms the basis for many of its routine activities such as inspections and winter service. The Route Hierarchy is comprehensive and outlines the network for all road user types. It identifies routes that are most suitable for long distance journeys, for goods vehicle access, for tourism and for accessing settlements among others. The Transport Asset Management Plan (TAMP) is the approach that Norfolk County Council takes to managing its transport and highway assets, the route hierarchy is part of this. It sets out that priority for improvements should be based around the agreed route hierarchy.

The route hierarchy is not static and should be regularly reviewed, often implementation of larger scale projects is a good point for this to take place as they can influence traffic patterns or access routes. Hierarchy reviews should also be considered alongside walking and wheeling strategies to ensure the needs of all road users are being met. The Great Yarmouth Local Cycling and Walking Infrastructure Plan routes are separate, but Norfolk County Council has network hierarchies for:

- Public Right of Way (PRoW)
- Resilience
- Road
- Walking and cycling
- Footways.

Evidence

This section covers some of the evidence base of the broader challenges and opportunities within the Great Yarmouth area. Due to the pandemic affecting some of the 2021 Census data, some source data is from the 2011 Census.

Transport mode share

Method of Travel to Work in the Main Urban Area of Great Yarmouth for Residents

Figure 3 below illustrates that in 2011, active modes (cycling and walking) accounted for 20.5% of journeys to work, buses for 7.1%, and car/van drivers for 52.8%. The combined public transport mode share (train and bus) was 7.7%. The high car/van driver mode share highlights an opportunity to shift more travel towards more sustainable alternatives, helping to reduce congestion on Great Yarmouth's roads.

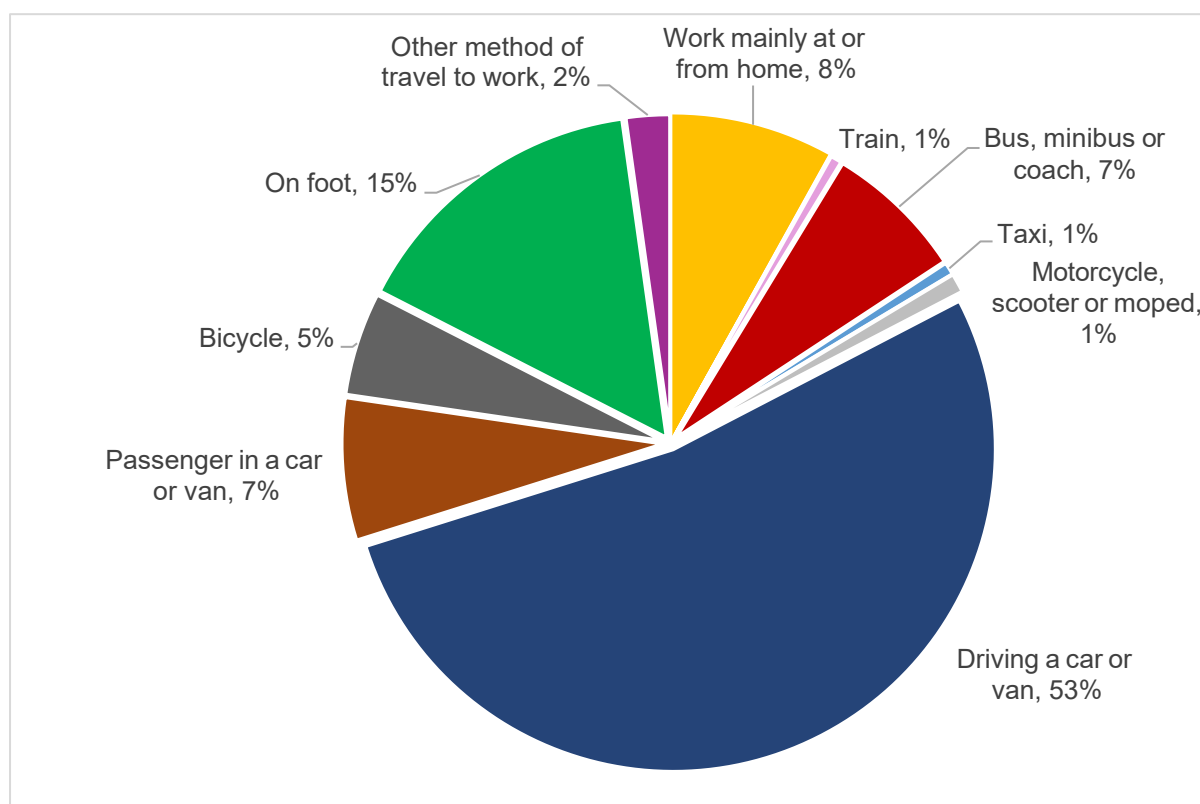


Figure 3: 2011 Census usual residents' journey to work mode share (main urban area of Great Yarmouth). This shows the percentage of residents in the main urban area of Great Yarmouth, who travelled to work using various modes of transport.

Table 1 below shows that in 2011, the main urban area of Great Yarmouth had a higher percentage of work trips by active modes compared to the national average (21% vs 13%), an identical percentage by bus (7% vs 7%), and fewer people working mainly from home (8% vs 10%). Additionally, the percentage of people traveling as car/van drivers was slightly below the national average (53% vs 55%).

Table 1: 2011 Census method of travel to work comparison

| Travel Mode | Main urban area of Great Yarmouth | Borough of Great Yarmouth | Norfolk | England and Wales |
|-----------------------|-----------------------------------|---------------------------|---------|-------------------|
| Active Modes | 21% | 16% | 15% | 13% |
| Bus | 7% | 6% | 4% | 7% |
| Train | 1% | 1% | 1% | 5% |
| Car/Van driver | 53% | 58% | 61% | 55% |
| Work mainly from home | 8% | 9% | 11% | 10% |

Method of travel to work in the main urban area of Great Yarmouth for workers

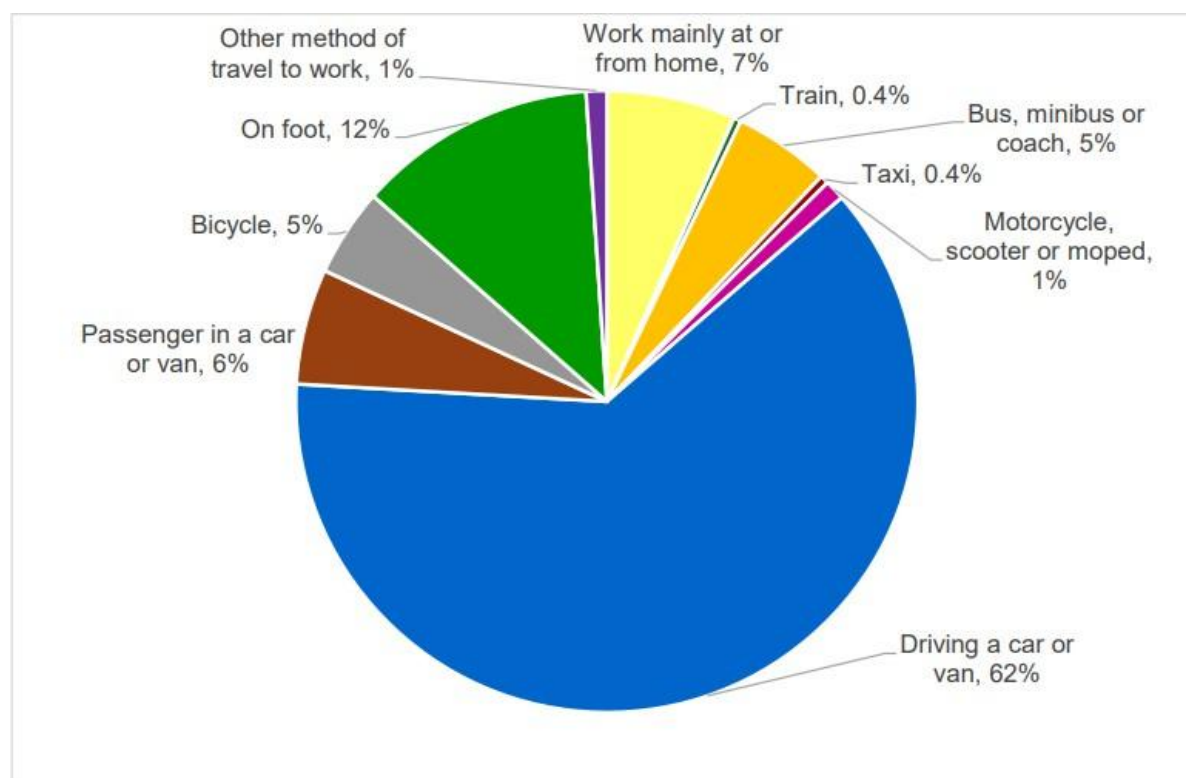


Figure 4: 2011 Census workplace population journey to work mode share (main urban area of Great Yarmouth). This shows the percentage of people working in the main urban area of Great Yarmouth travelling to work by various modes of travel.

Figure 4 above illustrates that most workers in the main urban area of Great Yarmouth travel to work by driving a car or van (62.3%). Active modes (walking and cycling) accounted for 10.6% of the mode share, whilst public transport (train and bus) accounted for just 5.4%.

The journey to work mode share for the workplace population in the main urban area of Great Yarmouth is like that of Great Yarmouth Borough, with 61.0% driving to work as a car or van driver compared to 62.3%. This is higher than the national average where 54.5% of the workplace population drives a car or van to work.

Given that car or van drivers dominate the mode share in the main urban area of Great Yarmouth, exceeding the national average, there is an opportunity to encourage workers in the main urban area of Great Yarmouth to transition to more sustainable transport options for commuting.

Car and van availability

Car and van availability per household in the main urban area of Great Yarmouth is noticeably lower than the average for England and Wales (**Figure 5** below). This lower availability may be due to socio-economic conditions in the main urban area of Great Yarmouth, as well as a significant portion of the workforce living and working locally, which facilitates walking, cycling, and the use of public transport for daily commutes. The localised nature of many trips made by Great Yarmouth residents likely impacts their car ownership choices. The higher-than-average share of commuting journeys undertaken by active travel in the main urban of Great Yarmouth is likely to play a role in reducing the need for private car ownership. However, this is also likely to result in greater dependence on public transport, active travel, and car-sharing services.

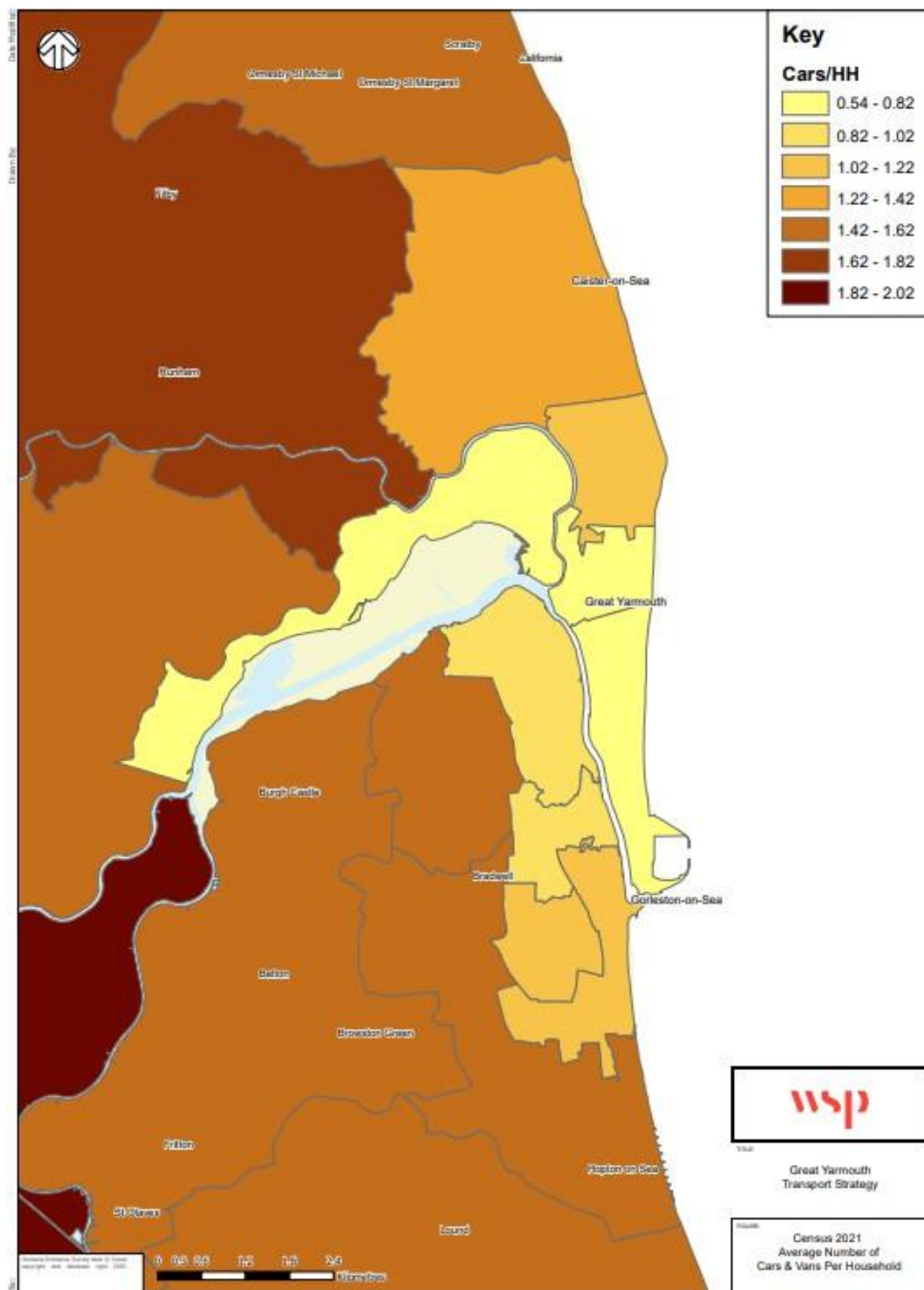


Figure 5: Map of the average number of cars and vans per household according to the 2021 Census in the Great Yarmouth Transport Strategy study area.

Working from home

While the 2021 Census data was affected by pandemic stay-at-home restrictions, it provides valuable insights into the working-from-home patterns of employed individuals in Great Yarmouth.

According to the 2021 Census, 14% of usual residents in the main urban area of Great Yarmouth primarily worked from home, which is slightly lower than the 16.6% in the Great Yarmouth Borough. Among the Norfolk districts, Great Yarmouth had the lowest proportion of residents working mainly from home, while South Norfolk and Broadland had the highest proportions at 31.5% and 30.3%, respectively.

Travel trends in recent years

Current travel-to-work patterns are likely to be different from those in 2011 due to the impacts of the pandemic. Since then, many offices have adopted hybrid working patterns (part home worker, part commuter), with home working often occurring on Mondays and/or Fridays.

The [National Travel Survey 2022](#) revealed that personal travel, including trips for private purposes, work or education where the primary reason is for the traveller themselves, has not returned to pre-pandemic trends and patterns.

In 2019, the average number of trips per person in England was 953, this has reduced by around 10% to 852 trips on average in 2022. Although personal travel has not returned to pre-pandemic levels, there have been increases in all transport modes except cycling compared to the previous year's survey in 2021.

The density of Great Yarmouth and the proximity of residential areas to employment hubs, everyday services and local facilities presents a good opportunity for short and medium distance journeys to be undertaken by active travel or public transport.

Socio-economic

To better understand the social and economic conditions of neighbourhoods in the main urban area of Great Yarmouth the 2019 index of deprivation (**Figure 6** below) has been reviewed. This is a qualitative measurement that can be used to rank neighbourhoods across the UK. The Great Yarmouth Borough has the highest concentration of neighbourhoods within the most deprived 10% of neighbourhoods nationally. Within the main urban area of Great Yarmouth, the highest levels of deprivation are the wards of Southtown and Cobholm, Central and Northgate, Nelson and parts of Claydon and Magdalen. The lowest levels of deprivation are within rural areas of the main area of Great Yarmouth, in particular the wards of Bradwell North and Bradwell South and Hopton to the south and west of the main urban area of Great Yarmouth.

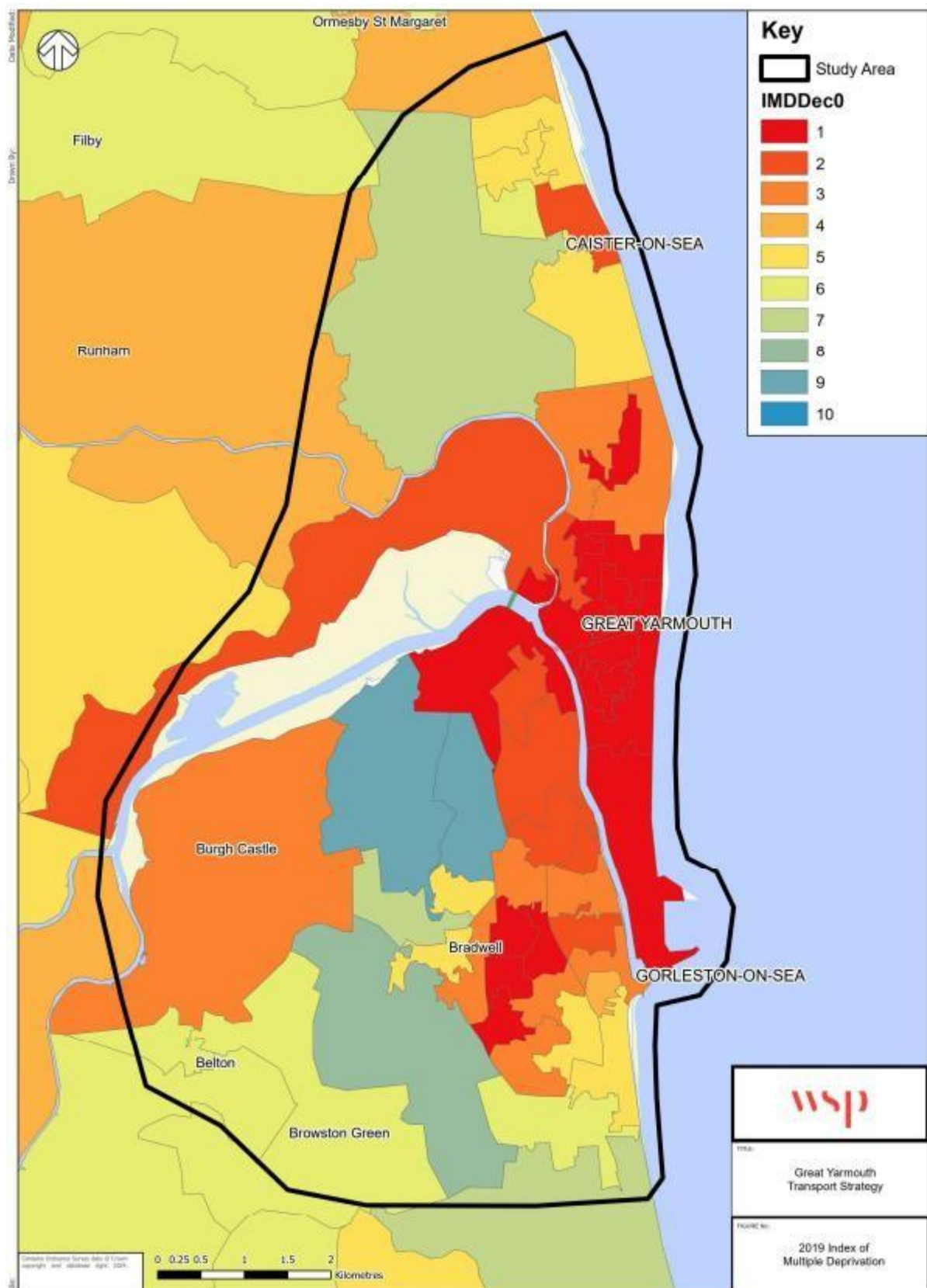


Figure 6: Map of the 2019 Index of deprivation deciles in the Great Yarmouth Transport Strategy study area. Source: English indices of deprivation 2019.

Population

Between 2011 and 2021, Great Yarmouth's population grew by 2.7%, like the borough's overall growth of 2.6%, but significantly lower than the growth rates for Norfolk (6.8%) and England and Wales (6.3%). Lower levels of population growth are likely to have resulted in less pressure on existing transport infrastructure.

There has been a 17.8% increase in people aged 65 years and over compared to a decrease of 1.7% in people aged 15-64 between 2011 and 2021. An older population will have different travel demands (e.g. physical mobility may make active travel less feasible, there may be increased requirement for infrastructure that accommodates mobility scooters).

High proportion of people living and working in the main urban area of Great Yarmouth

With 54% of the workforce also residing in the main urban area of Great Yarmouth, public transport and active travel modes become viable options for a significant proportion of workers.

Shorter than average travel to work distance

Census data analysis shows that Great Yarmouth has shorter travel-to-work distances compared to the national average. Most journeys to work (65%) are less than 5km, with more than a third being less than 2km, presenting a significant opportunity to encourage active travel for commuting within Great Yarmouth. The Herring Bridge also improves active travel connectivity by directly connecting the A47 to the port and offshore energy Enterprise Zone.

Employment

Aside from the nearby urban centres of Norwich and Lowestoft, the rural nature of the surrounding area poses challenges for workers residing in Great Yarmouth to access areas outside the town without a car. Similarly, commuting by non-car modes can be difficult for those living outside of Great Yarmouth.

Workplace densities (**Figure 7** below) are highest at the five key employment sites within the Great Yarmouth Transport Strategy study area, these are: James Paget University Hospital, Harfreys Industrial Estate, Great Yarmouth Town Centre, Gorleston-on-Sea Town Centre and South Denes peninsular. Beacon Park Enterprise Zone is also considered to be a main employment area, although the development was not established in 2011 and as such is not represented in the dataset.

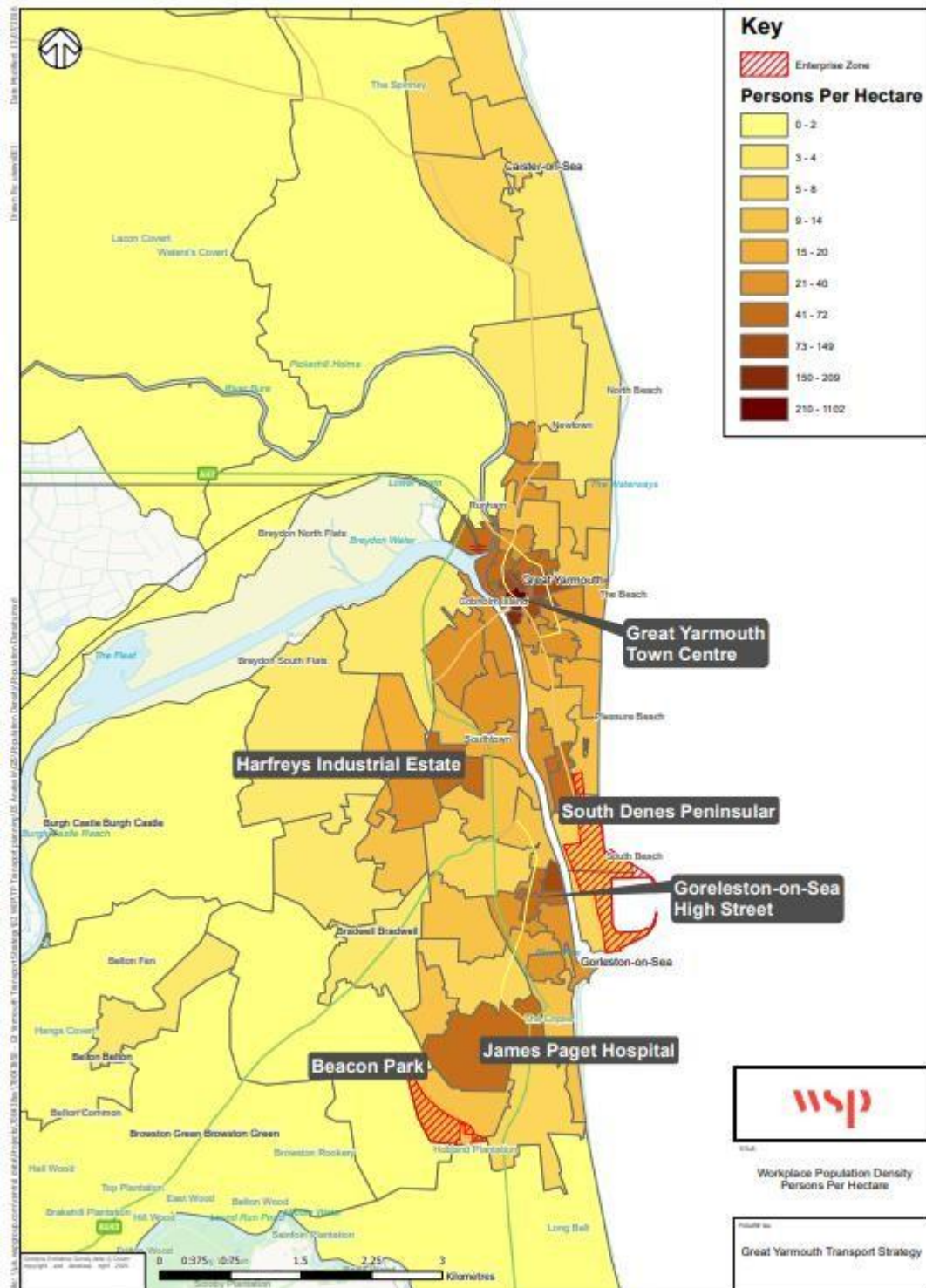


Figure 7: Map of the workplace population densities in the Great Yarmouth Transport Strategy study area. This shows the distribution of employment within the main urban area of Great Yarmouth, workplace population densities from the 2011 Census (person per hectare) have been used. It should be noted that this data is reflective of the employment conditions in 2011 but does identify areas where there has been a growth in employment opportunities in recent years.

Great Yarmouth Transport Strategy

The next sections of the strategy consider the seven objectives individually, setting out the challenges and opportunities and how we will work to deliver against the vision.

Growth



Growth

Objective 1: Support the delivery of planned housing and business growth and development in the Borough, by using improved transport links to unlock economic investment.

New growth should be in locations that are sustainable and ensure that people are able to access the jobs and services they need. Growth locations should be well connected and maximise the use of sustainable and active transport options. This will make new developments more attractive places to live, thus supporting a strong sense of the public realm.

Great Yarmouth Borough Council is preparing a new Great Yarmouth Local Plan. Strategic transport modelling has been carried out to inform this process to help determine the best places for housing allocations and employment growth.

Challenges and opportunities

- **New transport infrastructure:** New homes should be supported by new infrastructure that can support improvements to the current travel network options or create new elements of the network. Where these are planned using a healthy streets approach, these will then have a positive impact on health and wellbeing.
- **Supporting economic and residential growth:** Planned growth areas within Great Yarmouth, such as the South Denes Peninsula and Beacon Park, provide opportunities to develop transport infrastructure that supports new housing and employment. Addressing concerns over the traffic congestion relating to the freight and logistics sector on the approach into Great Yarmouth along the A47 will also enhance delivery efficiency to the multiple industrial estates across Great Yarmouth. By integrating transport planning with these developments, the town can ensure that new growth is sustainable and well-connected.
- **Redevelopment of James Paget Hospital:** There is an opportunity to focus on walking, cycling and public transport.
- **Lower car ownership:** The localised nature of many trips made by Great Yarmouth residents likely impacts their car ownership choices. The higher-than-average share of commuting journeys undertaken by active travel in the main urban of Great Yarmouth is likely to play a role in reducing the need for private car ownership.
- **Oil and gas logistics:** There are some businesses affiliated with oil and gas exploration that are clustered around Great Yarmouth alongside several freight forwarder companies and pallet network operators who provide the international logistics expertise for many manufacturers across various industries.
- **Great Yarmouth Outer Harbour:** Strategically positioned to serve the offshore energy sector as well as agri-bulk.

- **Metal recycling at the Port:** the sector uses the road network almost exclusively for local and strategic trips; with the potential for rail to play a greater role in the future.
- **Long distances to travel:** Some homes and employment sites still require long distances to be travelled to get to local amenities, jobs and education.
- **Congestion:** There are a number of key locations where traffic congestion is considered an issue as shown in **Figure 8**.
- **Lower working from home population:** Among the Norfolk districts, Great Yarmouth had the lowest proportion of residents working mainly from home.
- **Economic and funding challenges:** Economic uncertainties, including the availability of funding for infrastructure projects, could delay or prevent necessary upgrades to the transport network.

Housing and employment

The emerging Great Yarmouth Local Plan outlines housing growth, aiming for 6,640 homes by 2041, with 65% of growth distributed across the urban areas of Great Yarmouth, Gorleston, Bradwell, and Caister-on-Sea. A focus is on sustainable development aligning with infrastructure improvements. The urban area strategies include:

- Great Yarmouth: Focus on regenerating the town centre and waterfront, enhancing the cultural and leisure offer
- Gorleston-on-Sea: Emphasis on residential growth and supporting the James Paget University Hospital redevelopment
- Bradwell: Proposing new district centres, expansion of the Beacon Business Park, and housing developments to support community infrastructure
- Caister-on-Sea: Provision of new infrastructure through the Jack Chase Way mixed-use development site to the west of the village.

With the current traffic and travel issues that have been identified in Great Yarmouth it will be important that the development contributes to improvements in transport infrastructure for all modes of travel to improve the built environment, and promote healthy travel behaviour, as well as helping to accommodate additional trips that could result from the prospective residential development and to ensure these are made as sustainably as possible.

The existing Local Plan contains 12 housing allocations, two of which are the strategic mixed-use allocations (up to 1,000 dwellings each) adopted as part of the Core Strategy (2015). The remaining ten housing allocations were adopted as part of the Local Plan Part 2 (2021) and range from between 20 and 665 dwellings. The most significant of these is land west of Jack Chase Way (Policy CA1) which allocates up to 665 dwellings, and includes provision of a new primary school, healthcare and local centre. A further allocation of 500 homes is provided to the south of Links Road, Gorleston (Policy GN1). The remaining adopted allocations are

generally located in local villages including Martham, Hemsby and Ormesby St Margaret.

The emerging Local Plan also seeks to allocate up to 1,100 additional homes to the west of Caister (CAS1), adjacent to the existing allocation (CA1). Policy CAS1 looks to propose a link road between Jack Chase Way and the A149 which will help provide additional resilience to the network and help mitigate potential capacity issues at the Jack Chase Way/Norwich Road/A149 roundabout. Further housing growth is also proposed to the south of Gorleston and Bradwel, as well as additional allocations proposed in the larger villages of Martham, Hemsby, Ormesby St Margaret and Hopton-on-Sea. Smaller, additional allocations are also proposed in the smaller villages of Burgh Castle Fleggburgh, Repps and Scratby.

The Core Strategy safeguards approximately 300 hectares of land for employment use, primarily concentrated in the urban areas of Great Yarmouth and Gorleston-on-Sea, as well as Beacon Park in south Bradwell and in the village of Martham. A similar quantum (280 hectares) of employment land is expected to be safeguarded through the new Local Plan.

Further growth is expected to be focused around the areas below:

Great Yarmouth Waterfront Area

The emerging Local Plan seeks a more concentrated focus of development within the North Quay and Cobholm Waterfront areas and anticipates up to 450 new dwellings to be built by the end of 2041, alongside new retail and employment uses to complement the town centre.

Beacon Park extension, South Bradwell

Policy CS18 (Core Strategy) relates to the Beacon Park extension, south of Bradwell. The policy sets out to extend the existing Beacon Park development, to create a high quality, mixed-use area of both residential and commercial uses. This would provide for a sustainable urban extension to the south of Bradwell comprising 1,000 new homes, provision of a new primary school with nursery, community facilities and a new link road between the A47 and A143 Beccles Road. Policy GN5 (Local Plan Part 2) also allocates approximately 20 hectares of new employment land west of the existing Beacon Business Park to support continued growth in the offshore energy, research and development industry. The new A47 / A143 link road opened in 2015 and provided enhanced access to the existing Enterprise Zone at Beacon Park and unlocked the key site at south Bradwell. Development of the sustainable urban extension is now significantly well advanced, with over half of the 1,000 dwellings having already been completed. The emerging Local Plan seeks to provide a modest amount of additional growth within this area (approximately 300 dwellings) to the south of the A47/A143 link road and seeks to broadly retain the planned westward extension of the existing Beacon Business Park for new employment uses.

Port

There is currently no direct rail access to Great Yarmouth Port, meaning all freight is required to move by road to either a rail freight connection or to its destination. Further work has been undertaken to look at rail links with the region's major ports, notably in the Transport East Transport Strategy - Unlocking International Gateways.

Great Yarmouth handles supplies for the offshore energy, automotive, decommissioning, agri-bulk, timber, steel, project cargoes and aggregates markets. The ports facilities and its proximity to the southern North Sea make Great Yarmouth the ideal location for offshore energy developments and maintenance vessels to base and operate from. The port has approximately 40 acres of land available for development and offers the shortest North Sea crossing to the northern continental European ports.

A key issue for the port in the region is the relative distance from the core strategic road network. North-south connections are limited, with the Department for Transport noting that the A47 to Great Yarmouth is a key east-west connection for accessing the A1, M1 and M6. The A47 infrastructure varies along its length between dual and single carriageway, creating pinch points. There are projects underway to dual the A47 between North Burlingham and Biofield, as well as between Norwich and Dereham, with the longer-term ambition of the local authorities being for government to dual the whole route improving capacity and journey reliability.

The reliability of the road network is essential for ports and freight movements, with most of the freight being transported by road.

Freight

Freight is defined as the movement of goods, commodities, and cargo, whether within the UK (domestic) or internationally, using various modes of transport. Transport modes include ships, heavy goods vehicles (HGVs), light goods vehicles (LGVs), trains and cargo bikes (motorbikes, electric bikes and bicycles).

The Norfolk County Council Norfolk State of Freight Evidence Gathering Study has provided some of the following information relating to freight in Great Yarmouth. The study looks strategically at how goods are moved in, out and around the county by different modes of transport and the profile of supply chains and sectors who rely on freight and logistics, now and in the future.

Developments, namely Sizewell C and coastal projects, could seek to explore coastal shipping as a cost-effective means of transporting bulk loads, with Great Yarmouth being the 'muster' port for materials and where shipment between vessels takes place. This relies on appropriate pier infrastructure at the end destination and opportunities for waste materials to be returned via a reverse flow operation and stored at the quayside. Road freight data also hints at the strong traffic flows between Great Yarmouth and Lowestoft, two ports that could consider a shuttle service for bulk goods flows.

Great Yarmouth is one of the main generators of light goods vehicles (LGV) trips in the Norfolk. There is a strong link between Great Yarmouth and Lowestoft with regard to inbound and outbound heavy goods vehicles (HGV) trips between these two destinations. Development at Sizewell C may further strengthen this link and may offer opportunities to explore coastal shipping to transport bulk loads.

Electric light goods vehicle registrations are lower in Great Yarmouth than elsewhere in Norfolk. In Norfolk, freight makes up 33% of transport emissions therefore decarbonisation of freight is essential to help meet our emissions reduction ambitions.

Figure 8 below shows locations of freight warehouses in the Great Yarmouth Transport Strategy study area. Most warehouses are in the centre of the study area, either side of the river. This may highlight the importance of the Herring Bridge for connecting freight trips to warehousing. The A47 carries a significant amount of the freight traffic in the local area.

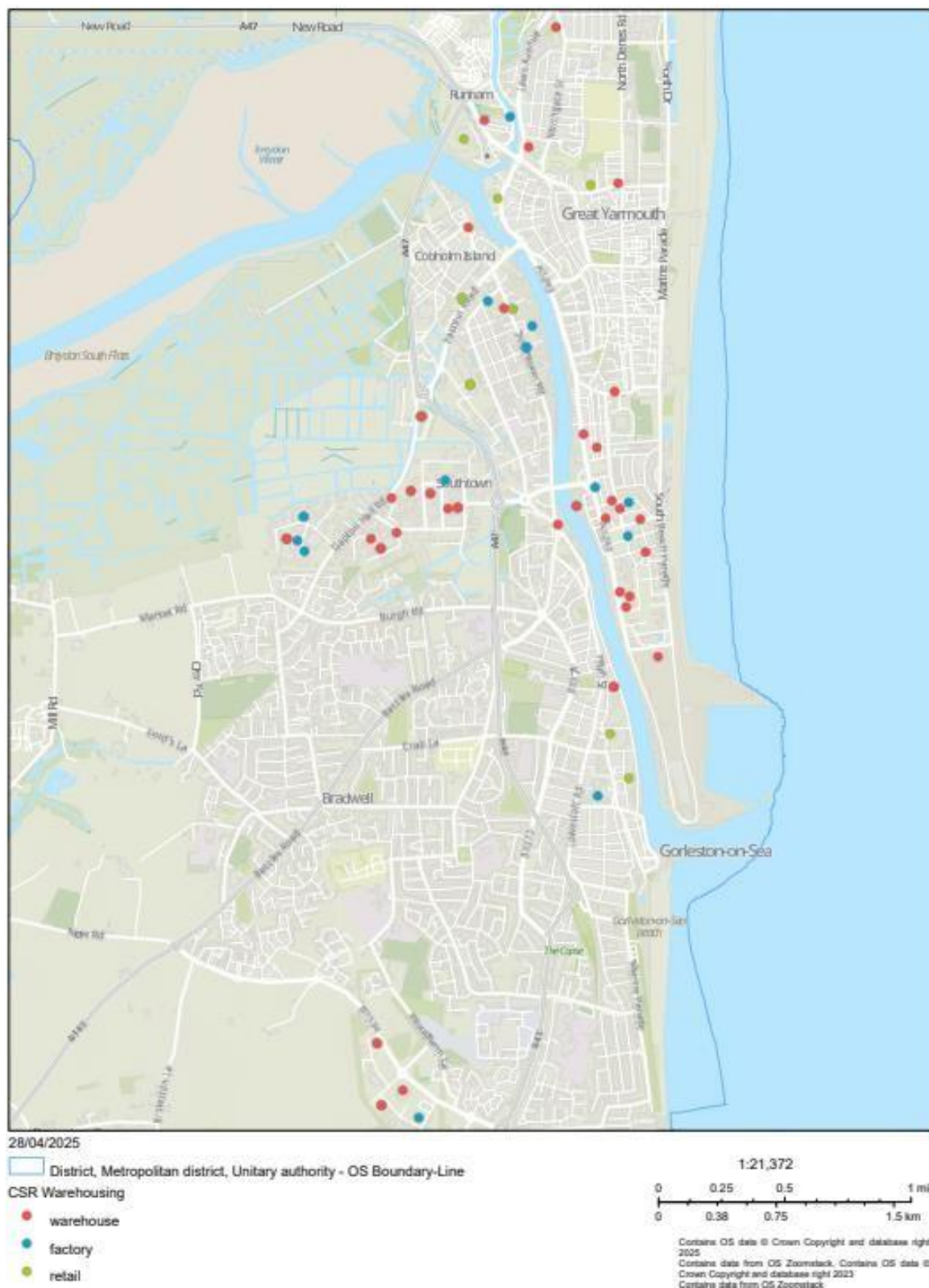


Figure 8: Map of the freight warehouses in the Great Yarmouth Transport Strategy study area.

Policy 1: Supporting growth and new development

Norfolk County Council, working with partners and developers, will seek to ensure transport measures, including sustainable transport options, support new housing developments and employment sites.

Growth target: Secure transport network improvements as part of new housing and employment sites.

To support this objective, these policies and the target we will:

- Seek the provision of strategic infrastructure that supports residential and commercial developments
- Work in partnership with Great Yarmouth Borough Council to help shape delivery of new housing and jobs
- Offer development management advice to ensure the provision of measures in planning permissions to mitigate any adverse effects of new development on the transport network
- Seek to mitigate any adverse effects of new development on the transport network
- Work with National Highways to improve connectivity for the Port and freight and
- Seek to secure funding to develop and deliver projects in the Implementation Plan.

Connectivity



Connectivity

Objective 2: Enhance connectivity and accessibility for all within Great Yarmouth.

Great Yarmouth is situated on the east coast of Norfolk and has the North Sea on the eastern side. Much of the town is on a peninsula with the River Yare separating the main part of Great Yarmouth from Gorleston and Southtown. These geographical aspects hinder transport.

Good connectivity is vital to allow people to access work, education or visiting friends and families. Connectivity in this context is referring to major connections that people have to make by road and rail (covered in public transport) to key destinations. Connectivity is especially important for businesses because delays in delivering goods, or unpredictable journey times, cost money. Without good connections within Great Yarmouth and to other parts of the country many businesses might not choose to stay in, or move to, Norfolk.

Increasing accessibility is important so that everyone has access to the services and opportunities they require; poor accessibility can lead to social exclusion. Accessibility in this context refers to access from rural areas to the town and access for all which may be different depending on people's personal circumstances and characteristics. Inaccessibility can be caused through a lack of public transport availability, lack of awareness of travel options, the cost of travel, long distances or simply having infrastructure that is not accessible.

Challenges and opportunities

- **Herring Bridge:** The new Herring Bridge provides a third crossing over the River Yare and improves accessibility to the peninsula for all modes and active travel connectivity, enhancing resilience in Great Yarmouth.
- **Availability of car parking:** Car parking is relatively inexpensive and conveniently located in the Town Centre but there is a tension between provision for residents and tourists in some locations.
- **Traffic congestion:** Fuller's Hill, St Nicholas Road, and Howard Street North experience high levels of congestion during peak hours, leading to increased journey times in the centre of Great Yarmouth.
- **Limited bus priority:** Buses share the carriageway with private vehicles. This can result in buses getting caught in congestion and make bus travel less attractive for those who have access to a car.
- **A47 Vauxhall roundabout:** There is daily congestion on the A47 eastbound approaching Vauxhall roundabout at the end of the Acle Straight and during the peak periods. There are also other issues along the A47 including poor safety, resilience, reliability and slow journey times.
- **A47 Acle Straight:** There are safety and resilience issues on the Acle Straight and perceptions of remoteness caused by it being only single carriageway. National Highways are implementing a 50mph speed limit enforced by cameras to address safety issues. Any incident or accident can cause the road to be closed, often for hours, and there is a lengthy diversion

route via the A1064. Potential investors in Great Yarmouth have sometimes commented at how remote the town is due to the nature of the Acle Straight and the impression of remoteness it conveys.

- **New development:** Increased development could lead to more travel and trips in the town, exacerbating existing issues. Investment in transport infrastructure is needed to support this additional development. Going forward there is a significant focus on new development in Caister.
- **A143 Beccles Road:** The A143 Beccles Road currently operates over capacity and serves as a major route for residential areas to the southwest (e.g., Bradwell) to access central Great Yarmouth and the A47, with no alternative routes available for vehicular traffic.
- **Hospital traffic:** Traffic associated with the James Paget University Hospital contributes to congestion problems during peak hours.
- **Seasonal variations:** Seasonal variations in traffic can lead to congestion, parking problems, road safety concerns and environmental issues.
- **Reliance on private vehicles:** Despite the presence of public transport and active travel options, there is still a high reliance on private vehicles for commuting, especially for longer journeys. This reliance contributes to congestion, environmental degradation, and limits the effectiveness of more sustainable transport options.
- **Caravans and campervans parking:** There have been issues with caravans and campervans parking without restrictions and being abandoned on side streets.
- **Parking payment upfront limits visitors time:** On the seafront parking is paid upfront which may limit the amount of time visitors stay. Use of online payment app changes this as stays can be extended. Different options are under consideration as part of the strategic parking management study.

A47 trunk road

The A47 forms part of the Strategic Road Network and is managed by National Highways. The trunk road connects Peterborough and Lowestoft via Norwich and Great Yarmouth. The A47 is a crucial road to Great Yarmouth and the surrounding area. The A47 road standard is poor which limits its strategic function, which impacts on the economy.

These issues are described in more detail below:

- Between Norwich and Acle the road is principally dual carriageway except for a single carriageway section between Blofield and North Burlingham, but National Highways have just commenced a scheme as part of their Roads Investment Strategy (RIS) to bring this section up to dual carriageway standard.
- Between Acle and the approach to Vauxhall roundabout to the west of Great Yarmouth the A47 Acle Straight is single carriageway and the subject of longstanding calls by stakeholders to make it dual carriageway. National Highways was progressing a capacity improvement scheme at Vauxhall

Roundabout as part of the Roads Investment Strategy, but this was stopped recently.

- From the Vauxhall roundabout the A47 continues south towards the Gapton Hall roundabout, crossing the River Yare via Breydon Bridge. Breydon Bridge is the most northerly of the three bridges that cross the River Yare in the main urban area of Great Yarmouth. There is no footway provision along this section of the A47 nor dedicated cycling facilities. More suitable cycling routes are provided in the Great Yarmouth Local Cycling and Walking Infrastructure Plan.
- The A47 connects to the recently completed Herring Bridge at Harfrey's roundabout via William Adams Way. Herring Bridge is Great Yarmouth's third river crossing which connects the A47 to the peninsula that is home to the South Denes, Enterprise Zone, Great Yarmouth Energy Park and the Outer Harbour. Herring Bridge is a dual carriageway and has eased traffic congestion, shortened journey times, improved journey reliability and improved connectivity for active travel.
- Between the Gapton Hall roundabout and Beaufort Way roundabout to the south of Great Yarmouth the A47 is dualled. Along this section there are junctions at the Harfrey's roundabout (recently improved by National Highways), Victoria roundabout, Middleton Road roundabout, Brasenose Avenue (signalised junction) and James Paget University Hospital (signalised junction). A junction separate from the road is provided at the A143 Beccles Road junction. From the Beaufort Way roundabout the A47 continues south towards Lowestoft via Hopton.

The Department for Transport's road traffic statistics estimate the annual average daily flow on the A47 at the entry/exit point into Great Yarmouth at circa 22,497 motor vehicles in 2023.

Parking

There are several Great Yarmouth Borough Council and privately owned car parks around Great Yarmouth, which are made up of a combination of short and long stay. An audit of car parking spaces in the Controlled Parking Enforcement Area in Great Yarmouth was undertaken by the Great Yarmouth Borough Council's Car Parking Strategy Steering Group in 2013. The audit recorded slightly over 3,000 private parking spaces, more than 1,800 pay and display car parking spaces, 57 free parking spaces and 1,265 on-street parking spaces in the town centre area.

Great Yarmouth Borough Council displays car park prices, spaces and disabled spaces for several short and long stay car parks in the town centre and sea front. Across the 32 Great Yarmouth Borough Council owned car parks listed on their website, there are approximately 2,600 spaces and 130 disabled spaces.

The Beach Coach Station car park is for Heavy Goods Vehicles (HGV) and coach parking.

Congestion

Besides the conditions during the peak hours, it is recognised that there can also be issues on the highway network because of leisure and tourism traffic wishing to access the coastline and nearby towns such as Gorleston-on-Sea and Caister-on-Sea.

Norfolk County Council will be undertaking an annual traffic count in Great Yarmouth and surveys are due to take place since the opening of the Herring Bridge. Utilising Google Maps the following congestion hotspots are listed below and displayed in **Figure 9** below. The traffic layer in Google Maps provides the typical traffic on neutral weekdays (Tuesday, Wednesday and Thursday) in the morning and afternoon peak hour to identify congestion hotspots.

- A47 leading to the Acle New Road roundabout
- A47 / Acle New Road roundabout
- A143 Beccles Road / Mill Lane / Long Lane signalised junction
- Along Beccles Road (A143) between Beccles Road / Burnet Road and Beccles Road / Mill Lane
- A47 on approach to the Harfrey's roundabout
- Along Gapton Hall Road between Gapton Hall Road / Morton Peto Road on approach to the Gapton Hall roundabout
- A47 / Gapton Hall roundabout.

The addition of the newly constructed Herring Bridge has reduced congestion at the A1243 Hall Quay / Haven Bridge signalised junction and the A1243 Pasteur Road / Southtown Road signalised junction.

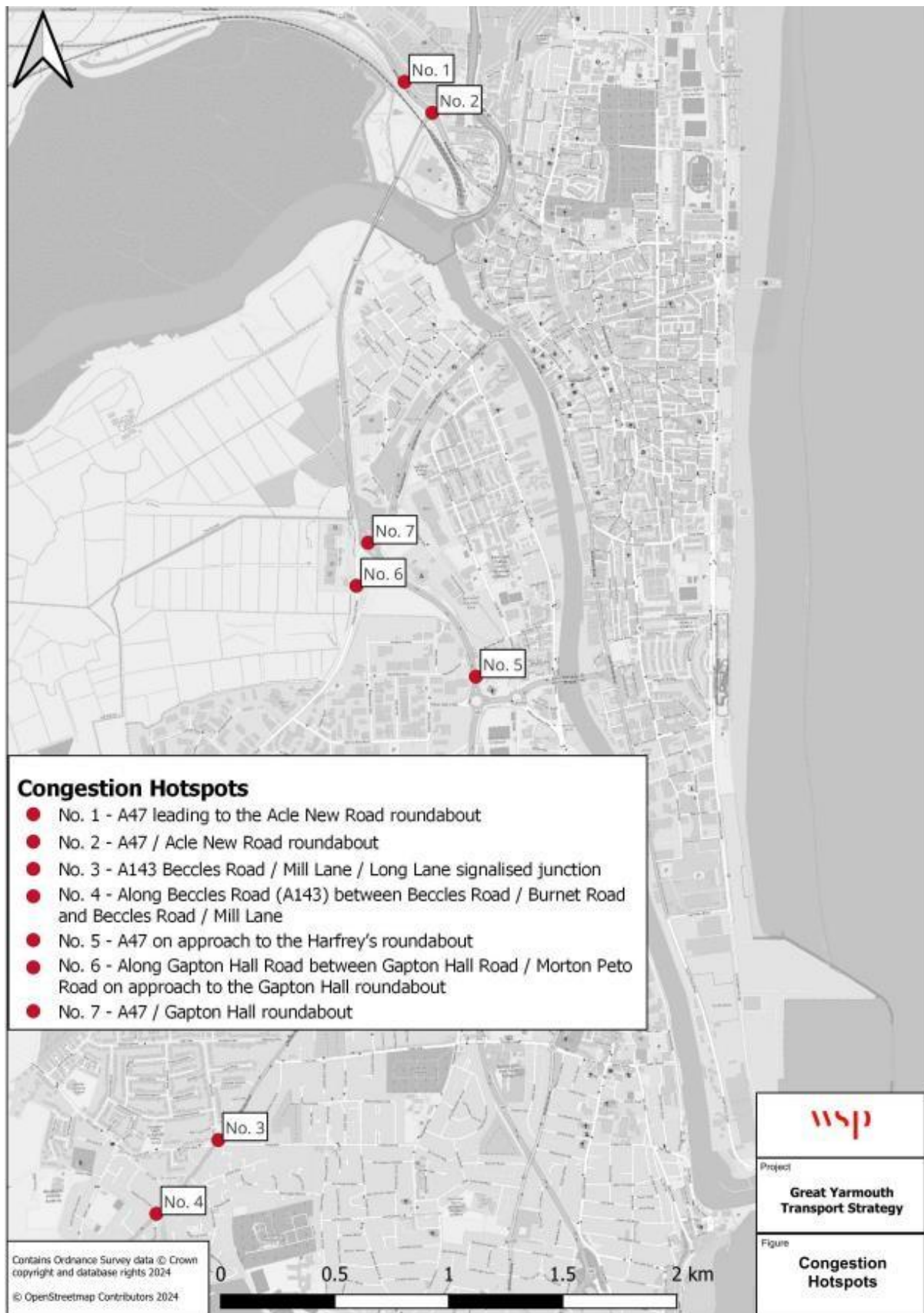


Figure 9: Map of the congestion hotspots in the Great Yarmouth Transport Strategy study area.

Policy 2: Strategic connections

Norfolk County Council, working in partnership, will seek to improve strategic connections between Great Yarmouth, the port, the surrounding villages, Norwich, Norfolk and the wider region. We will seek improvements to strategic connections including the A47, A149 and the railway line to Norwich.

Policy 3: Parking

Norfolk County Council, working with partners, will seek to develop car parking policy for on street and off-street public parking that balances the needs of residents and visitors whilst still supporting the promotion of public transport and active travel.

Connectivity target: Secure future improvements to the strategic road and rail network.

To support this objective, these policies and the target we will:

- Work with Great Yarmouth Borough Council, Department for Transport, National Highways and Transport East to campaign for further investment
- Develop local strategic transport projects in the Norfolk Strategic Infrastructure Delivery Plan
- Plan accessibility as part of service delivery, considering how people will be able to access facilities and key services during the planning stage, making them suitable for all users including people with disabilities or restricted mobility
- Make the case for investment in the Strategic Road Network (A47) as part of the A47 Alliance. Norfolk County Council does not manage or maintain the A47 but wants to seek improvements, seeking quick, reliable journey times for longer-distance journeys where there is the highest need
- Undertake a review of the current Route Hierarchy in Great Yarmouth to reflect the recent changes in traffic flow and pattern brought about by Herring Bridge and the Market Gates scheme. This will support current and future growth in employment, tourism and the offshore energy sector
- Consider transport projects that support improved access to major destinations as shown in **Figure 2**
- Seek to secure funding to develop and deliver projects in the Implementation Plan.

Public Transport



Public Transport

Objective 3: Encourage greater use of public transport in Great Yarmouth.

Government has a commitment to end the sale of new cars powered solely by internal combustion engines by 2030 and supporting the UK's transition to zero emissions vehicles. More recently government has also published its Bus Strategy, emphasising the place for buses as at the centre of the public transport network, and outlined its intention for reform of the nation's railways.

Shifting travel from private cars to public transport is becoming increasingly important, particularly post pandemic.

Challenges and opportunities

Bus

- **Capped fare:** In Great Yarmouth, a capped fare of £1.50 applies to any single journey that starts and ends within the Great Yarmouth town zone, valid for First, Sanders, and BorderBus services. This is confirmed to the end of 2025 earliest.
- **Herring Bridge:** The new Herring Bridge offers new possibilities for bus service routeings within the town to create shorter and faster access into the town.
- **Proximity to bus stops:** Most trip attractors in Great Yarmouth are located within a five-minute walk of a bus stop.
- **Comprehensive public transport network:** The town has a well-established bus network with frequent services connecting key destinations such as the town centre, James Paget University Hospital, seafront and East Coast College. The central location of the Market Gates Bus Station within the town makes it a vital hub for public transport.
- **Bus service frequency:** Bus services operate at good frequencies of 15-30 minutes during weekdays, primarily running in a north/south direction, connecting Great Yarmouth with Caister-on-Sea to the north and Gorleston-on-Sea to the south.
- **Rising bus passenger figures:** Bus passenger numbers continue to rise across Norfolk, with over 6.9 million journeys taken from April to June 2024, compared to 6.1 million during the same period in 2023.
- **Market Gates Bus Station:** The Great Yarmouth Market Gates bus station is in need of improvement but is located within a 12-minute walk of the rail station.
- **Highway network constraints:** The width of the highway network limits the ability to provide dedicated on-road bus provision without significantly impacting overall traffic flow.
- **Lack of bus priority measures:** There is a general lack of bus priority measures.
- **Waiting environment at bus stops:** Most bus stops only feature a bus stop flag, with limited additional facilities, such as a QR board displaying scheduled information.

- **Areas with limited bus services:** Some areas are less well served by bus services, including the South Denes Peninsula, parts of Bradwell North, Southtown, Cobholm to the northwest, and parts of Bradwell to the south west.
- **Low car parking charges:** Despite reduced ticket prices, car parking charges remain a more competitive option than bus fares, especially for group travel.
- **Gaps in public transport network:** There are gaps in the public transport network, particularly at Gapton Hall Retail Park, Pasteur Retail Park, and the industrial estates along Gapton Hall Road.
- **No zero emission buses:** While more buses in the Great Yarmouth area have been upgraded to Euro VI standards, there are currently no zero-emission vehicles operating within the Borough.
- **No rail station forecourt bus usage:** There are bus stops on Acle New Road outside the rail station and stops on the rail station forecourt, but the operators don't use the stops on the forecourt.
- **No shared micromobility network:** which can support multi-modal journeys which link to public transport.

Rail

- **Accessible for all users:** Great Yarmouth rail station is accessible for all users, with the bus interchange upgraded in 2018. The bus operators currently do not use the bus stop on the forecourt, but a new bus stops have been delivered on Acle New Road which are used.
- **Good integration with other modes:** The station is well-integrated with various transport modes, including bus services, cycling, taxis, and private cars.
- **Close to the town centre:** The rail station is approximately an eight-minute walk to the main Great Yarmouth town centre facilities.
- **Good cycle parking:** There are 71 cycle storage spaces available, providing convenient options for cyclists using rail services.
- **Passenger numbers growing:** The number of rail passengers using Great Yarmouth rail station in 2023/24 reached over 402,658. Great Yarmouth is the fourth most used station of the 31 mainline stations in Norfolk.
- **Reliability:** The Norwich to Great Yarmouth route is one of the most reliable services across the Greater Anglia network.
- **Rolling stock improvements:** New rolling stock on the Wherry Line enhances passenger comfort and reliability.
- **Upgrade of the signalling system:** A new signalling system was introduced on the Wherry Lines in 2020, improving safety and reliability for both passengers and road users.
- **Historic rail routes:** Great Yarmouth benefits from having several former railways which have the potential to significantly increase the network and distance of 'green travel' cycling and walking routes.

- **Seasonal variation:** Rail patronage at the station experiences seasonal variances, peaking in the summer due to Great Yarmouth's popularity as a tourist destination.
- **Limited direct destinations served:** There are limited destinations served by direct rail services from Great Yarmouth.
- **Low use by commuters:** Rail is used for a very small proportion of commuter trips by residents, at just 1%.
- **Security of cycle parking:** Cycle parking at the rail station may be less attractive since the storage area is not covered by CCTV.
- **Limited car parking:** The limited availability of car parking (with 28 spaces, including two disabled spaces) may discourage multi-modal journeys and the use of rail services.
- **No shared micromobility network:** which can support multi-modal journeys which link to public transport.
- **Poor rail station building:** The current rail station building offers a poor first impression when arriving. A new rail station building is required.

Taxi

- **Taxi rank facilities:** Taxi ranks are provided in suitable locations throughout Great Yarmouth to serve customers at key trip generators such as at the rail station, the beach front and the town centre.
- **Electric vehicle taxis:** Potential for Great Yarmouth Borough Council to seek to phase out diesel taxis and ensure that new vehicles are zero emission capable (ZEC) to help improve air quality.
- **Accessibility:** Engagement with licensing authorities to ensure that vehicle priority measures, parking and waiting restrictions do not prevent disabled passengers from being picked up and/or dropped off close to their origin or destination.
- **Mobility hubs:** Inclusion and consideration of taxi ranks and bays in proposed mobility hubs alongside space for shared bikes, cars and e-scooters.

Bus and coaches

Great Yarmouth Market Gates bus station is centrally located in the town, approximately 600 metres from the seafront, which is about a five to seven-minute walk. It serves the surrounding villages, towns, and rural areas. The bus station is largely covered by the Market Gates Shopping Centre. Passengers have access to both printed and electronic bus information, seating, and CCTV for safety. Recent public realm improvements include new real time passenger Information displays, lighting, railings, additional cycle parking, and wayfinding signage.

The bus station is within a 12-minute walk of Great Yarmouth rail station, establishing the Town Centre as a public transport hub. Real-time passenger information within the rail station directs people to the improved bus services in Great Yarmouth. There is a bus stop near the rail station on Acle New Road served by the X1 and X11 services between Norwich and Great Yarmouth and onward to

Gorleston, Belton and Lowestoft. The southbound bus stop on Acle New Road includes a new layby with shelter and seating for people getting off the train to use to travel into town. The northbound bus stop on Acle New Road recently received accessibility improvements that include a raised kerb to allow for a more accessible transition from the pavement onto the bus.

Most bus services in Great Yarmouth are operated by First, with a small number operated by other local bus operators. First offers local and regional services operating between towns in Norfolk and within the Great Yarmouth urban area. The other main bus operators in Great Yarmouth are Ambassador Travel, Border Bus, and Sanders Coaches. They provide services from Great Yarmouth Market Gates to nearby settlements such as Caister, Stalham, and Bungay.

Figure 10 below displays where the bus routes, stops and 400m accessibility limit are within the Great Yarmouth Transport Strategy study area.

Most bus services in the town run in a north/south direction, connecting Great Yarmouth with Caister-on-Sea to the north and Gorleston-on-Sea to the south. Some areas are less well served, including the South Denes Peninsular, parts of Bradwell North, Southtown and Cobholm to the northwest, and parts of Bradwell to the south west.

While the routes serve the Great Yarmouth area well, there are limited services and connectivity to surrounding settlements. Residents in villages such as Browston Green to the south of Great Yarmouth are therefore likely to be more reliant on private car for everyday journeys to key services and facilities.

Generally, bus services in Great Yarmouth operate at reasonable frequencies during weekday daytimes but most are less frequent before 8am, after 6pm, and on weekends. Great Yarmouth enjoys good public transport accessibility and connectivity, with most key trip attractors located within 400 metres (five-minute walk) of a bus stop.

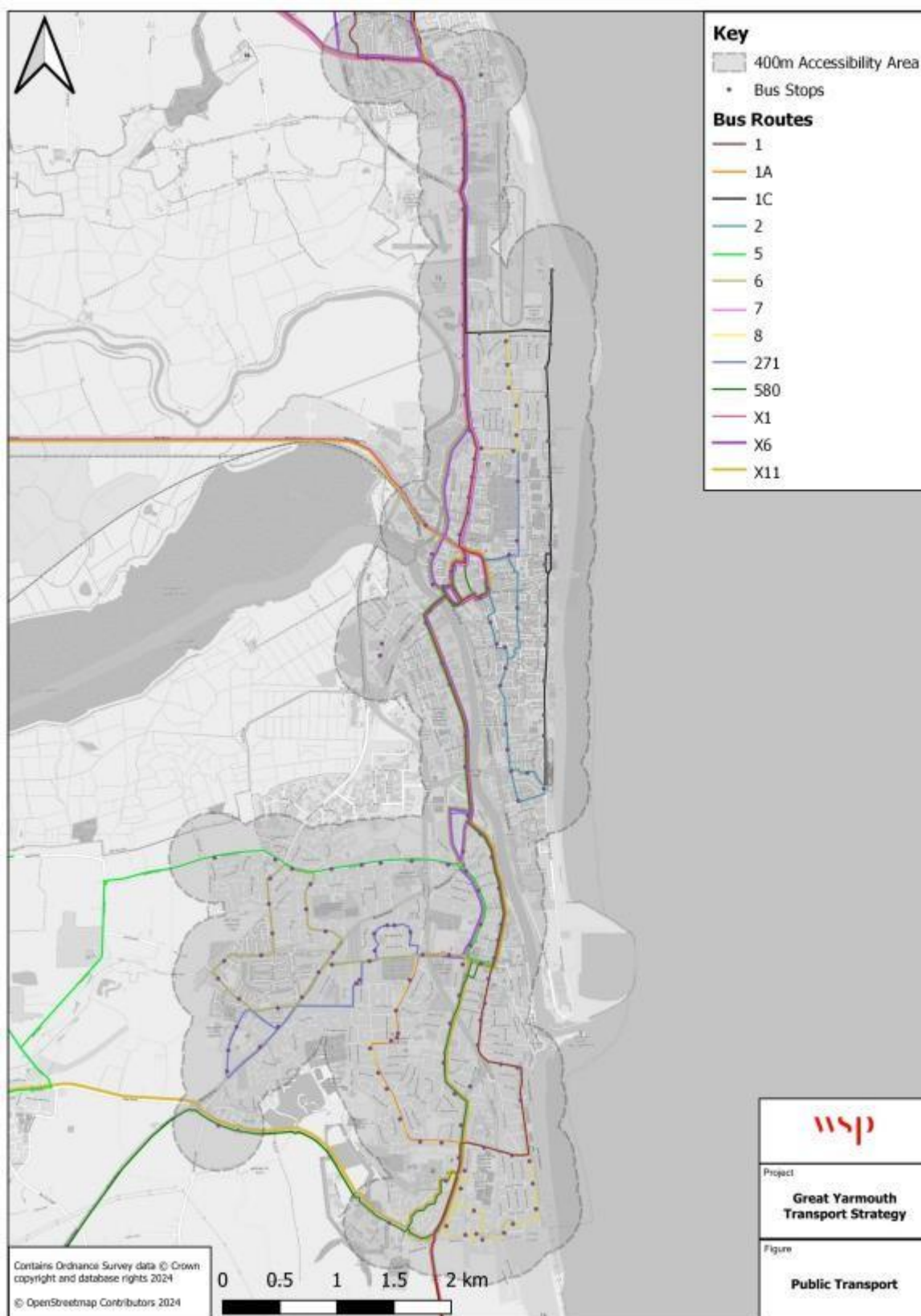


Figure 10: Map of the bus routes, stop and 400m accessibility in the Great Yarmouth Transport Strategy study area.

Rail

Great Yarmouth rail station was the fourth most used of the 31 mainline stations in Norfolk with 402,658 annual passengers in 2023/24 behind only Norwich, King's Lynn and Diss. The station sits as part of the Wherry Lines which cover Norwich to Great Yarmouth and Lowestoft railway routes.

Great Yarmouth rail station is accessible by vehicle from an access road off Acle New Road. The station has a car park to its east providing 28 spaces and two disabled parking spaces. There are also car parking waiting areas and a taxi-rank adjacent to the station.

There are 71 spaces for cycle storage available at the Great Yarmouth rail station, Storage for other cycle equipment is not available and there is no CCTV monitoring of the cycle storage. In addition, 27 cycle parking spaces can be located at the end of the now-disused platform, closest to the station building.

Greater Anglia runs services from Great Yarmouth to Norwich via either Acle, the more regularly used line, or Reedham. There is one train each hour between Great Yarmouth and Norwich, with additional services during the morning and evening peaks. There is onward connectivity from Norwich to London Liverpool Street and Cambridge / Stansted via Greater Anglia as well as Liverpool, Nottingham, Sheffield and Manchester via East Midlands Railway.

All rail services from Great Yarmouth run to Norwich with an average journey time to Norwich of 34 minutes. The rail service is therefore attractive for both commuter weekday and leisure weekend destinations.

Great Yarmouth rail station interchange facilities allow for residents to carry out multi-modal journeys through sustainable transport modes such as by bus or bike. The station is also within a short walking distance of the main town centre via Vauxhall Bridge, a Grade II listed shared pedestrian and cycle bridge, to the south of the station, with wayfinding signage located from the rail station towards the town centre. Three long distance footways begin at Great Yarmouth rail station with new signage recently installed. Great Yarmouth has accessible access to the platforms and provides accessible toilet facilities, disabled parking and boarding ramps for wheelchair users access and egress train services. A 'Changing Places' facility has recently been installed by Greater Anglia.

Government is also currently looking to establish Great British Railways (GBR). Great British Railways will be a single directing mind that will run rail infrastructure and passenger services in the public interest. The overall aim of these proposed reforms is to provide a railway that works better for both passengers and taxpayers.

The Norfolk County Council Norfolk Rail Prospectus 2025 sets out the ambition for a new Great Yarmouth rail station and improved surrounding routes and stations. Great Yarmouth Borough Council are currently working with Greater Anglia to deliver a feasibility study. **Figure 11** below shows the existing and historic rail routes around Great Yarmouth.

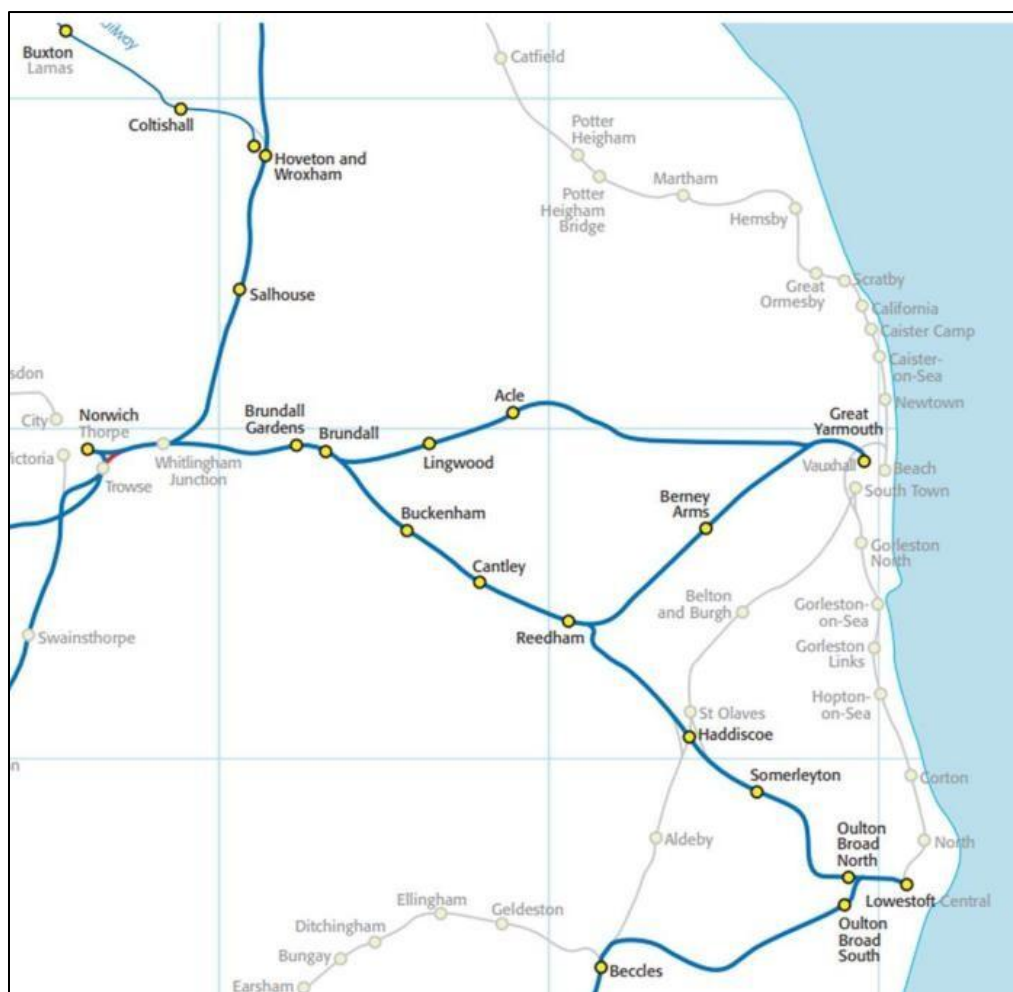


Figure 11: Map of the existing and historic rail routes around Great Yarmouth Borough.

The Norfolk Rail Prospectus was adopted by Norfolk County Council in 2025. This document sets out her priorities for improvements at Great Yarmouth rail station. Priorities include:

- Journey times: Reducing the journey time by five minutes; to routine journey times between Norwich and Great Yarmouth to be 28 minutes
- Arrivals and departures: Year-round services: First arrivals into Norwich, Great Yarmouth and Lowestoft before 0700 (Monday to Saturday) and before 0900 (Sunday). Last departure from Norwich, Great Yarmouth and Lowestoft after 2300 (Monday to Saturday) and after 2200 (Sunday)
- Service frequency: A year-round minimum service level requirement of not less than hourly, including on Sundays. Maintain hourly services on Wherry Lines (and 30-minute peak time Great Yarmouth services). In the medium-term achieve, 30-minute peak time services, then 30-minute services on all lines. Two trains per hour on both Great Yarmouth and Lowestoft branches Extension of Stansted to Norwich service to Great Yarmouth in the long term
- Infrastructure: Electrification, or alternative traction (e.g. battery or hydrogen units), in the long term

- Great Yarmouth Station: Increase or at least maintain staffing levels. Retain ticket office. Increase station opening hours later into the evening. Station improvements, particularly improvements to entry after hours. Improve connectivity through to Great Yarmouth by bus and walking, wheeling and cycling.

The Prospectus also states that there is work being done by other organisations to allow some freight movement between the Port and the railway via road links to the recently reopened Vauxhall Sidings near Great Yarmouth.

Taxi

The Hackney Carriage fare card indicates that the day rate is £2.80 for distances up to 160 yards and 20p for each subsequent 160 yards. Waiting time is charged at 20p per minute. Taxi services are provided by private operators, licensed by Great Yarmouth Borough Council.

Figure 12 below shows the taxi ranks in Great Yarmouth.

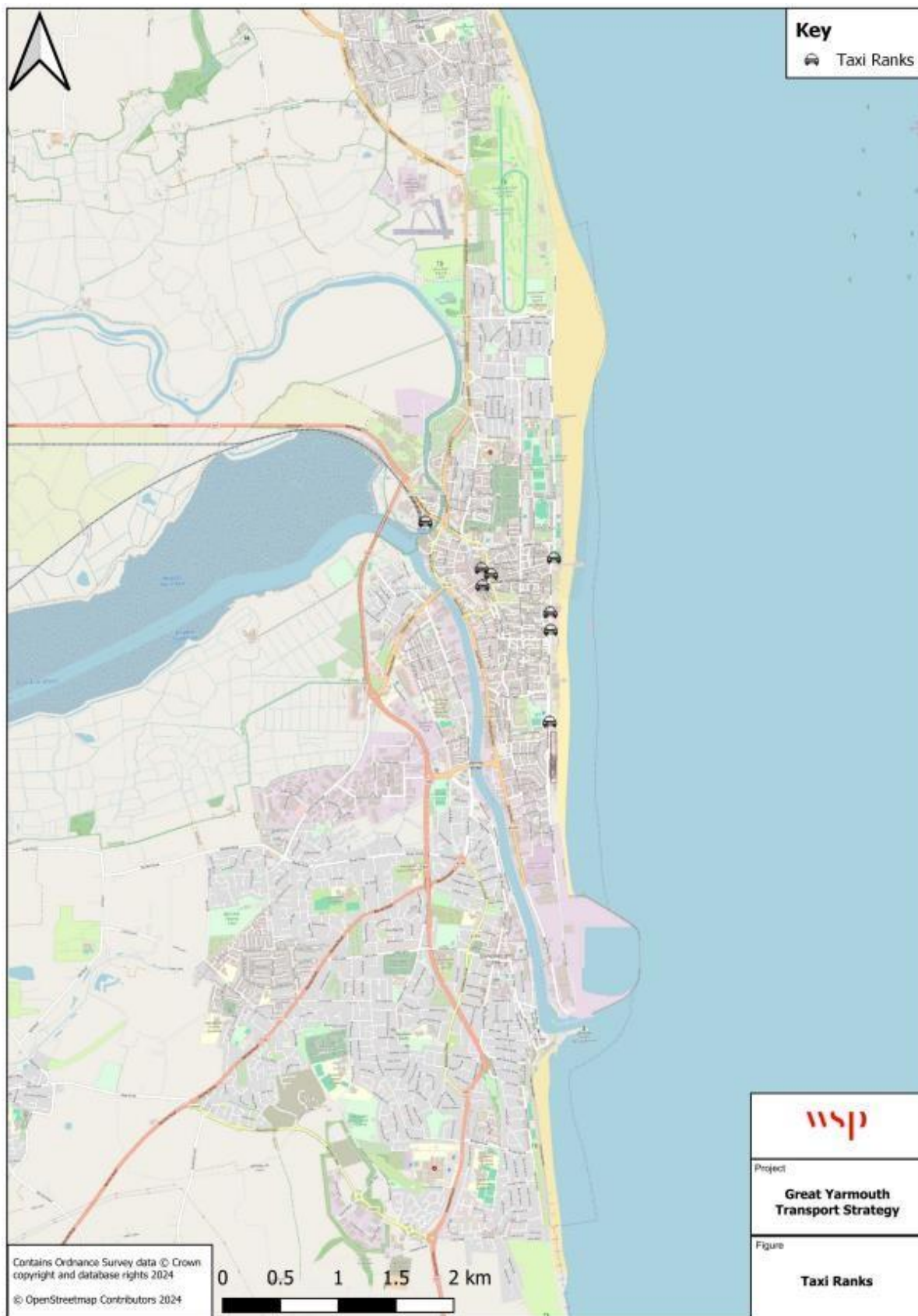


Figure 12: Map of the taxi rank locations in the Great Yarmouth Transport Strategy study area.

Future

A key factor in transport and travel planning in the next 10-20 years will relate to the application of new technologies. Current considerations for Great Yarmouth include: Connected and Autonomous vehicles - we are currently at level 1-2 Autonomy where vehicles can take on some responsibilities (lane assist, parking assistance etc) but research ongoing to full autonomy (level 5) within next 15 years where there would be no human intervention at all other than programming a destination. This might affect car parking or drop off demands.

Drones and robots - for example some deliveries now use autonomous robots.

Policy 4: Bus services

Norfolk County Council, will seek to support bus operators to deliver quicker, reliable, integrated, convenient and accessible journeys.

Policy 5: Rail

Norfolk County Council, working with partners, will seek to support rail operators to make improvements to Great Yarmouth Station and to the Wherry Lines services for the public and freight. This will include aiming to make them more reliable, accessible, integrated, quicker. We will also seek improved frequency and earlier and later services.

Public transport target: Grow annual bus and rail patronage.

To support this objective, these policies and the target we will:

- Deliver Bus Service Improvement Plan projects to achieve its key outcomes including increased patronage and accessibility in rural areas
- Work closely with bus operators to encourage new and expanded services
- Engage with rail operators, Network Rail and Great British Railways to ensure stations and changes to services are meeting the needs of local people
- Support improvements as proposed in the Norfolk Rail Prospectus
- Seek to secure funding to develop and deliver projects in the Implementation Plan.

Active Travel



Active Travel

Objective 4: Support modal shift from private car to active travel in Great Yarmouth.

Active travel is increasingly important. Government has set out its vision that half of all journeys in towns and cities should be being cycled or walked by 2030. This Strategy is seeking to make sure that shorter journeys can be made by active travel and meet government's objective for England to be "a great walking and cycling nation."

Within the Borough there has been a high reliance upon the car for commuting outside the main urban area of Great Yarmouth and Gorleston-on-Sea, but these patterns may have changed since the pandemic. Creating the right conditions for active travel for short journeys will help people become more active and improve health outcomes which are currently below national averages.

Providing improved opportunities for active travel will encourage people in Great Yarmouth to look again at modes such as walking, wheeling and cycling which will help to bring health, economic and environmental benefits to the town.

Challenges and opportunities

Cycling

- **National Cycle Network (NCN):** The mostly on-road National Cycle Network routes connect major transport hubs, including the bus and rail stations, to key locations throughout Great Yarmouth.
- **Availability of cycle parking:** Cycle parking facilities are available throughout Great Yarmouth Town Centre.
- **Accessibility of key services by cycling:** Most key locations are accessible within a 25-minute bicycle ride from Great Yarmouth Town Centre.
- **Low awareness of active travel benefits:** Increasing awareness of the benefits of active travel is necessary to make cycling a more attractive option.
- **High usage of active travel modes:** According to the 2011 Census, Great Yarmouth has a higher usage of active travel modes, and a lower rate of car ownership, compared to the national average. The car driver journey to work mode share for residents living in the main urban area of Great Yarmouth is lower (53%) than that of Great Yarmouth Borough (58%), Norfolk (61%), and England and Wales (55%). Great Yarmouth is well-positioned to promote active travel for short journeys.
- **Promotion of active travel for short journeys:** Encouraging active travel for short journeys could help alleviate congestion, especially during peak hours, and contribute to improved public health. For journeys over five km,

there is an opportunity to shift car or van drivers to more sustainable alternatives, such as public transport or car sharing.

- **Cycling conditions issues:** Conditions for cyclists are sometimes challenging due to narrow roads, parked cars, potholes, drains, and a lack of crossings can discourage cycling.
- **Secure cycle storage:** There is a lack of secure and covered cycle storage across Great Yarmouth, with most facilities consisting of Sheffield stands.
- **Inconsistent cycle connectivity:** There is a general lack of consistent cycle connectivity across Great Yarmouth, with variations in on-road and off-road routes. However, there is now a systematic approach for network wide improvements which are set out in the Great Yarmouth Local Cycling and Walking Infrastructure Plan.
- **Standard and quality of cycle routes:** Cycle routes vary in quality and standard. Many do not confirm with current guidance in LTN 1/20. For example, the cycle route along the A149 is narrower than LTN1/20 guidance suggested widths for bi-directional routes and provides no buffer from the 40mph road traffic.
- **Dedicated infrastructure:** Lack of dedicated off-road cycling infrastructure is likely to discourage less confident cyclists.
- **Poor connectivity to surrounding areas:** Existing cycle connectivity to surrounding towns, such as Lowestoft, is only available via on-road infrastructure. The cycling, wheeling and walking infrastructure in Great Yarmouth is fragmented, with some routes lacking connectivity or being unattractive for users. Issues such as narrow paths, poor signage, and lack of dedicated cycling lanes in key areas discourage broader adoption of active travel. A route hierarchy review could help with this.
- **Signage and wayfinding:** Signage and wayfinding could be improved to enhance navigation for cyclists. There are sections of shared use cycle paths that have inconsistent signing. In these areas, improved signage and way marking would be beneficial for people cycling, walking and wheeling. An example of this is the lack of wayfinding infrastructure on the A143 Beccles Road.
- **Poor cycle provision to villages:** Cycle infrastructure in the villages outside Great Yarmouth is limited and could be improved to encourage increased trips from these neighbouring areas. An opportunity exists to better connect the Broads network to Great Yarmouth for tourism and leisure.
- **Lack of shared micromobility options:** shared micromobility has the potential to support active travel within the area. Ginger scooters were provided in Great Yarmouth for a period of time, but no provider currently offers a service.

Walking and wheeling

- **Long distance footpath network:** Great Yarmouth is connected to an extensive network of long-distance footpaths that converge at the rail station, supported by a generally good walking and wheeling network with wide footways and adequate street lighting.
- **New active travel connections via the Herring Bridge:** The new Herring Bridge enhances active travel connectivity between key destinations, including the town centre, residential areas, employment sites, green spaces, and recreational spaces.
- **Accessibility along desire lines:** Provision should be made for pedestrians along desire lines to enable safe access to their destinations.
- **Attractiveness of The Rows:** The Rows are a network of historic alleyways that enhance east-west connectivity between the River Yare and the town centre; however, their enclosed nature may discourage use, especially outside peak hours and at night.
- **Maintenance:** General maintenance improvements including repainting surface markings and replacing or repairing guardrails would help to create conditions that would encourage walking and wheeling.
- **Pedestrian access:** Limited opportunities to cross the carriageway and some poor footway surfaces.
- **Improvements to wayfinding and crossings:** Improved wayfinding and pedestrian crossings has been identified as an issue along main routes, particularly at Southtown Road and Nelson Road, where data has recorded several pedestrian casualties and fatalities.
- **Pavement parking issues:** Pavement parking is becoming an increasing issue across the town, with cars parked entirely on pavements, posing challenges for wheelchair users, people with mobility scooters, and those with pushchairs.

Behaviour change

When looking at the journey distance data from the 2011 Census it indicates that most journeys to work by residents within the main urban area of Great Yarmouth are less than five km, suggesting a significant portion of the workforce is employed locally.

The proportion of short-distance trips (< five km) by residents in the main urban area of Great Yarmouth is higher than at the Borough, Norfolk, or national levels (65% vs 42-53%). This is because most trips within Great Yarmouth are less than five km.

This provides potential to encourage significant habitual change, through effective infrastructure investments in active travel schemes, to a shift to more sustainable transport modes.

The proportion of trips to work from Great Yarmouth within the five km to 30km range is much lower than the national average. However, there are slightly more trips from

Great Yarmouth in the 30km and over range compared to the national average, though this is similar to the borough and county levels.

Generally, a walking distance of two km is considered acceptable, while five km is seen as a reasonable cycling distance. Based on the 2011 Census data, there is a significant opportunity for residents of Great Yarmouth to travel to work using active modes of transport. Additionally, journeys over five km could be suitable for promoting public transport and car-sharing, especially in areas that are less well served by existing public transport options.

Cycling

The National Cycle Network (route 30 and 517 shown in **Figure 13** below) runs through Great Yarmouth. National Cycle Network route 517 runs from south to north via Gorleston-on-Sea along the course of River Yare to Great Yarmouth town centre, where it forms National Cycle Network route 30 north to Caister-on-Sea via the A149. National Cycle Network route 517 predominantly consists of an on-road route, while the National Cycle Network route 30 consists of a traffic-free off-road path.

The National Cycle Network routes tie in with a network of local cycling routes, which combine to provide cycling links to most of the key locations throughout Great Yarmouth, such as areas with key leisure and retail areas. Furthermore, the cycling network links to major transport hubs, including the bus and rail stations, this allows for multi modal sustainable transportation options. However, outside of the main urban area of Great Yarmouth most cycle routes are on-road.



Figure 13: Map of the Great Yarmouth National Cycle Network in the Great Yarmouth Transport Strategy study area. **Figure 16** shows Great Yarmouth Local Cycling and Walking Infrastructure Plan active travel route proposals.

Overall, there is relatively good north-south connectivity for cyclists between Caister-on-Sea and Gorleston-on-Sea via Great Yarmouth Town Centre, between Great Yarmouth Town Centre and the South Denes peninsula, and between Great Yarmouth Town Centre and Bradwell. Some parts of the network provide traffic free routes, for example along the A149 between Caister Bypass and Lawn Avenue, which are particularly beneficial for less confident cyclists.

However, some sections of the A149 route and the general cycle network around Great Yarmouth may only appeal to more experienced cyclists. The A149 route is narrower than LTN1/20 guidance suggested widths for bi-directional routes and provides no buffer from the 40mph road traffic. Road traffic also joins the A149 road from a 70mph dual carriageway where speeds could often initially exceed the 40mph limit. Another issue is its connectivity, that might discourage less confident cyclists, as the northern section of the route can only be accessed from Caister High Street which lacks dedicated cycle lanes and generally might not be thought suitable by less experienced cyclists.

The Herring Bridge, which includes a footpath and a cycle way, now provides pedestrians and cyclists with a safe, direct passage over the water, significantly improving east-west connectivity. To the west of the Herring Bridge, cyclists can easily connect to National Cycle Network route 30 for accessing residential and employment areas to the north and south. Additionally, cyclists can join the network of continuous cycleways that link to key destinations to the west including the residential areas of Bradwell, Harfrey's Industrial Estate and Garton Hall Retail Park. To the east of Herring Bridge, cyclists will need to rejoin the carriageway for onward journeys, which may not be favourable for some cyclists.

Cycle parking in the town centre mainly comprises sheffield stands. From a security perspective, these can be seen by passing pedestrians, and some by CCTV from adjacent buildings, but are typically located in areas with good pedestrian footfall and natural surveillance. The cycle parking is generally outdoors and not covered.

Figure 14 below shows indicative cycling areas that can be reached, identifying approximate travel time catchments from the town centre at one km intervals, equivalent to approximately a five-minute cycle ride, up to a total distance of eight km (20-25 minutes cycle time).

Most destinations and key locations such as places of education (nursery, primary, secondary and tertiary schools), James Paget University Hospital, places of employment and services are accessible within 25 minutes by cycling from the town centre. The local routes and National Cycle Network 571 allows cyclists to access key destinations such as the James Paget University Hospital, places of education and places of leisure activities (public parks and leisure centres) using off road and quieter routes (in some cases these routes would be less direct, but considered safer than the fastest route).

The higher-than-average cycling mode share is indicative of the relatively short distance of most commuting trips in Great Yarmouth, with over two thirds of these

trips being easily undertaken in less than 25 minutes by cycling according to 2011 Census data on the distance travelled to work in the main urban area of Great Yarmouth.

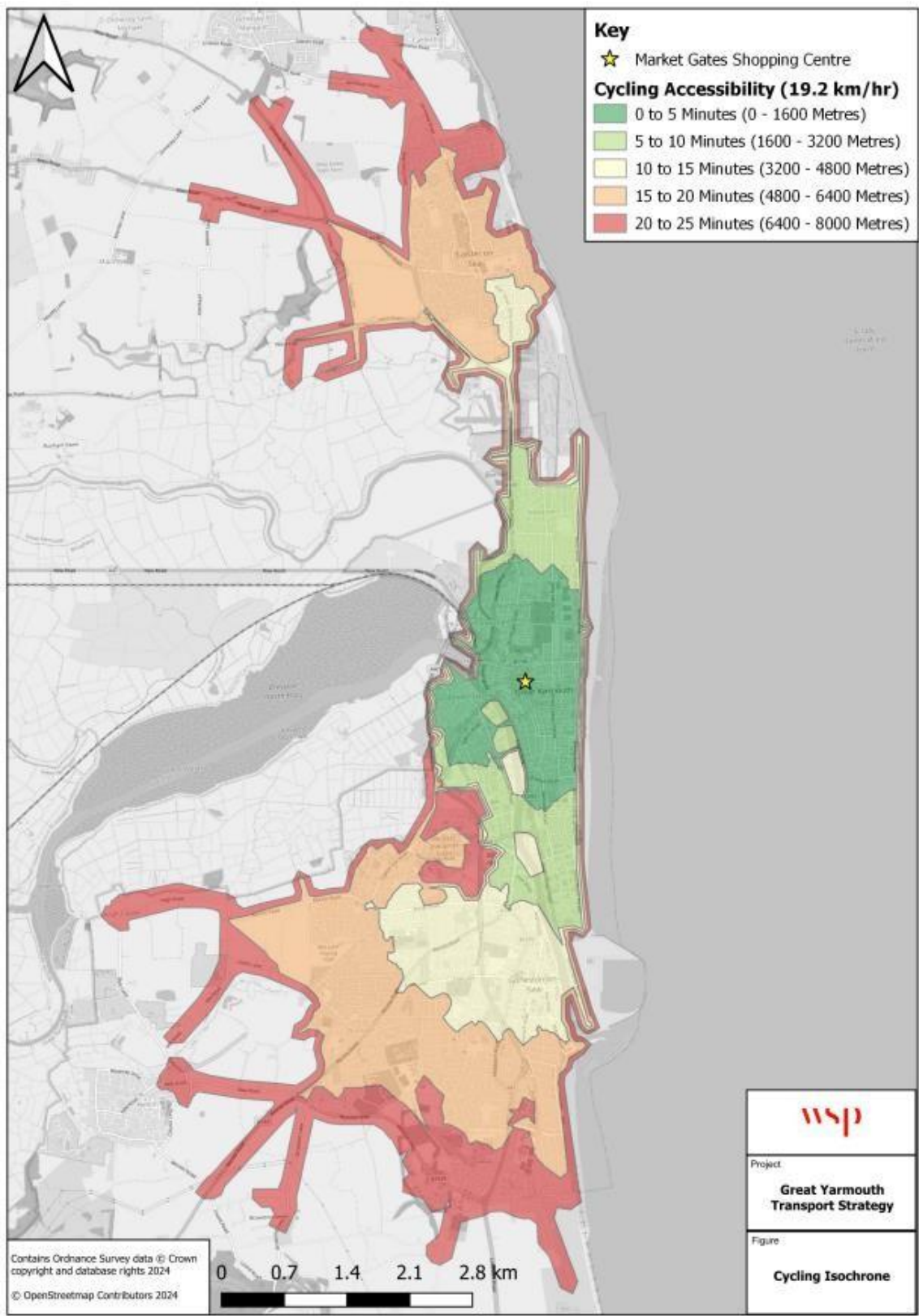


Figure 14: Map of the cycling areas that can be reached in a certain amount of time in the Great Yarmouth Transport Strategy study area.

Walking

Great Yarmouth is connected to an extensive network of long-distance footpaths which converge on the rail station. Whilst they provide connectivity to nearby settlements, none of these connect Great Yarmouth with Lowestoft.

Figure 15 below shows indicative walking areas that can be reached from the Market Gates Shopping Centre, based on an average walking pace of 4.8kmph (i.e. the Department for Transport-set assumed walking speed), up to a maximum walking distance of 2km (20-25-minute walk) from the town centre. The walking areas that can be reached demonstrate that all local facilities in the town centre are within easy walking distances.

Health care facilities such as the Lighthouse Medical Centre and East Norfolk Medical Practice, as well as Great Yarmouth rail station, in addition to places of education are accessible with a maximum walking time of five to 15 minutes from the town centre.

Within 15 to 25 minutes travel on foot it is estimated that desirable destinations over the wider area are achievable, this captures places such as East Coast College, Northgate Hospital and Lichfield Community Centre.

Census 2011 journey to work data estimates that around 17% to 26% of the residents within the town centre area walk to work; moreover, approximately 11% to 22% of residents in areas immediately around the town centre travel to work on foot; specifically, Great Yarmouth 007 (Southtown and Cobholm) and Great Yarmouth 009 (Gorleston North) MSOAs.

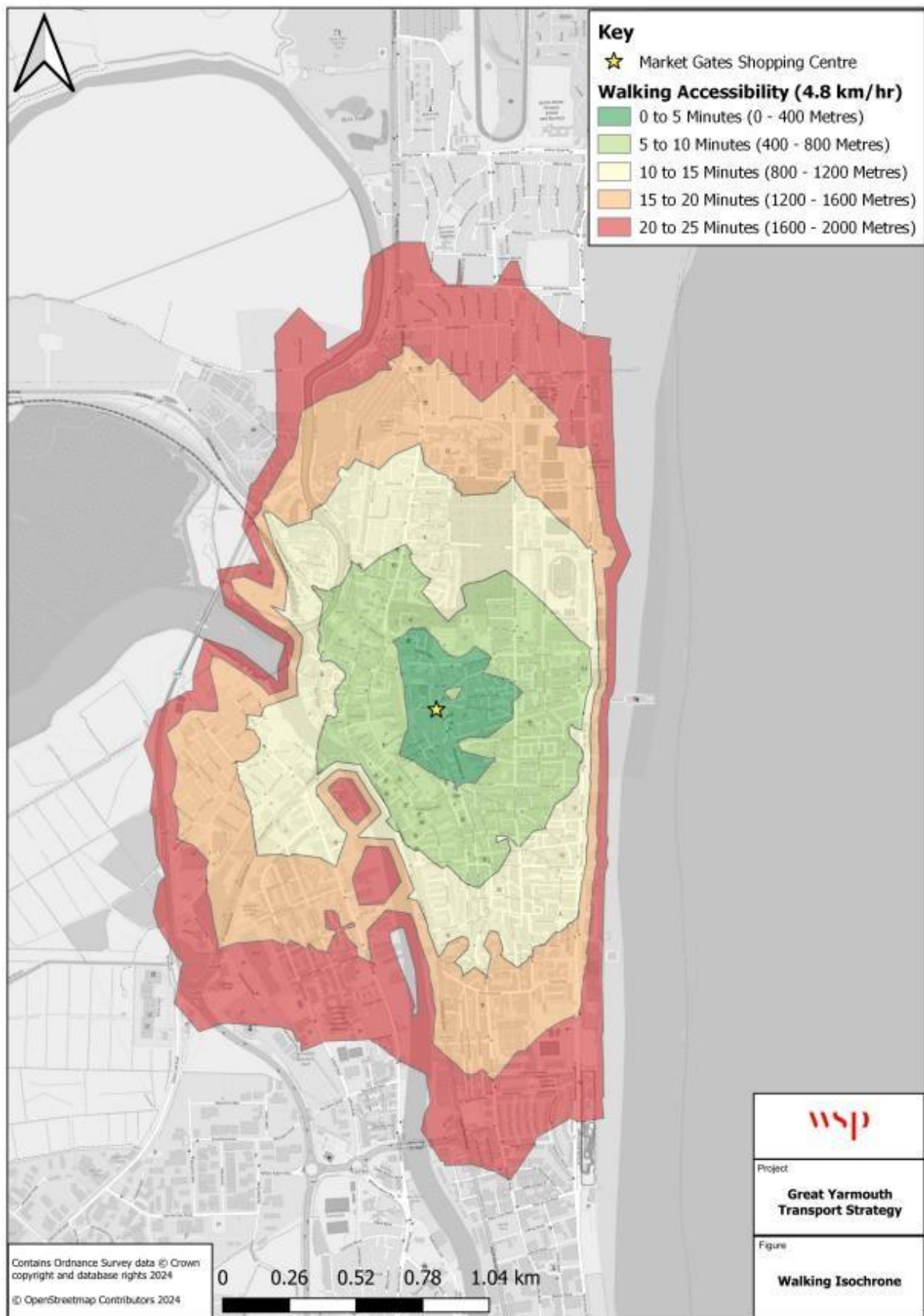


Figure 15: Map of the walking areas that can be reached in a certain amount of time the Great Yarmouth Transport Strategy study area.

Great Yarmouth Local Cycling and Walking Infrastructure Plan

The Great Yarmouth Local Cycling and Walking Infrastructure Plan which was developed jointly and adopted by both Norfolk County Council and Great Yarmouth Borough Council in 2022 identifies seven priority active travel routes across Great Yarmouth and Gorleston which include improvements to existing routes (**Figure 16** below). The plans include schemes to improve the dedicated walking zones that give priority and right of way to pedestrians within shared spaces.

It further aims to implement a range of support schemes including:

- Route wayfinding
- Secure cycle parking
- Shared micromobility (including e-scooter programmes)
- Mobility hubs.

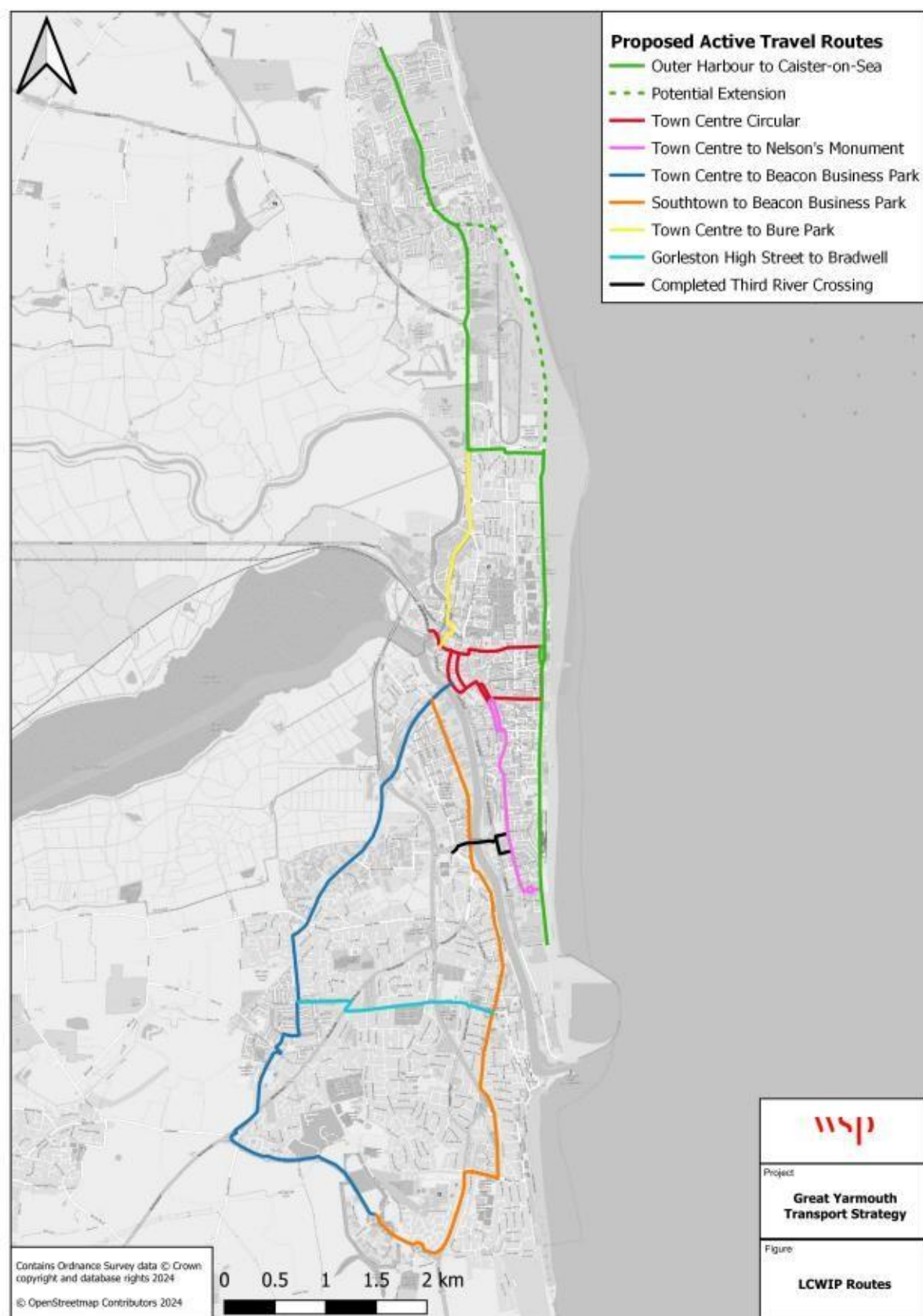


Figure 16: Map of the Great Yarmouth Local Cycling and Walking Infrastructure Plan active travel route proposals.

Wheeling

The Norfolk Walking, Wheeling and Cycling Strategy introduces the term ‘wheeling’ when discussing walking and cycling. This term includes people who use wheelchairs, mobility scooters, mobility aids, prams and similar modes that use pavement space at a similar speed to walking. Transport projects will seek to support and improve access for wheeling modes as much as possible.

Shared micromobility

‘Micromobility’ is the use of small lightweight electric vehicles to transport people and goods. Examples of these vehicles include low speed electric cycles and electric / e scooters as well as cargo cycles which are used by businesses to transport goods within central locations. Transport projects will seek to support and improve access for micromobility modes as much as possible.

Policy 6: Active travel

Norfolk County Council, will seek to support and promote the use and benefits of active and sustainable modes of travel by walking, wheeling and cycling to reduce dependency on cars.

Active travel target: Increase in the number of people walking, wheeling and cycling to support the government’s ambitious target for half of all journeys in towns and cities to be walked or cycled by 2030.

To support this objective, these policies and the target we will:

- Deliver Great Yarmouth Local Cycling and Walking Infrastructure Plan proposals
- Reprioritise space, especially within urban areas, and give priority to walking, wheeling and cycling and public transport, leading to more sustainable travel
- Create and promote attractive and accessible cycling, wheeling and walking routes for all, for example by making streets easier to cross, with places to stop and rest.
- Provide more secure, accessible cycle parking and improved cycle routes
- Seek to support shared micromobility schemes
- Seek to secure funding to develop and deliver projects in the Implementation Plan.

Environment



Environment

Objective 5: Improve local air quality and Great Yarmouth's natural environment and reduce overall transport emissions.

Access by car to and within the urban area of Great Yarmouth can create issues such as poor air quality and congestion. Encouraging walking, wheeling and cycling can contribute to easing both.

Each local authority in the UK carries out a review and assessment of air quality in their area. This involves measuring air pollution and trying to predict how it will change in the next few years. If a local authority finds any places where the national air quality objectives are not likely to be achieved, it must declare an Air Quality Management Area there. This area could be just one or two streets, or it could be much bigger. There are no declared Air Quality Management Areas in Great Yarmouth, but it is still important to implement schemes that reduce harmful emissions from transport that can cause health problems.

A shift from motorised transport to sustainable and active travel modes will help to improve local air quality in the built-up area which will also have a positive impact on health outcomes and assist in reducing overall greenhouse gases, as well as ensuring people feel safe and able to choose to walk, wheel and cycle.

Challenges and opportunities

- **Currently no Air Quality Management Areas:** There are currently no Air Quality Management Areas within Great Yarmouth.
- **Electric vehicle chargers:** Electric vehicle chargers are available at key locations throughout Great Yarmouth Town Centre, along Marine/South Beach Parade, and in a retail area near the Pasteur Road/Jones Way/Thamesfield Way roundabout.
- **Sustainable transport initiatives:** With the town's focus on environmental improvements, there is an opportunity to introduce more sustainable transport options, such as electric vehicles and public electric vehicle charging infrastructure. Expanding these initiatives aligns with the broader goals to reduce carbon emissions and improve air quality.
- **Traffic congestion a concern for local air quality:** the main pollutants of concern in Great Yarmouth Borough continue to be Nitrogen Oxides and particulates, primarily from traffic and industrial emissions. Poor air quality due to traffic congestion could pose health risks and affect the attractiveness of the town. Encouraging residents and employees to shift from private vehicles to more sustainable transport modes for commuting to major destinations could make a significant improvement to local air quality.
- **Coastal location:** Great Yarmouth's coastal location makes it susceptible to climate changes such as coastal erosion and sea level rise.

- **Environmental impact and flood risks:** Large areas of Great Yarmouth are at risk of tidal and fluvial flooding. Any future climate change impacts or failure in flood defences could severely disrupt transport links, particularly those in low-lying areas, limiting accessibility and potentially isolating parts of the town.

Norfolk Climate Strategy

Norfolk County Council has already committed to demonstrating tangible action towards carbon reduction through the Local Transport Plan, the Norfolk County Council Climate Strategy, and the Climate Policy.

A key part of the Norfolk County Council Climate Strategy sets out a commitment towards supporting the county's low carbon development in line with the UK-wide target to reach net zero by 2050, in line with the trajectory set out in the national carbon budgets of a 78% reduction in emissions by 2037 (compared to 1990 levels).

The Norfolk Climate Change Partnership has set three areas it wishes to focus on: energy, retrofit and transport. The Norfolk Climate Strategy aligns well with those priorities. The strategy sets out how the council can address its own carbon footprint and its role in supporting Norfolk's transition to become a greener and more resilient county. Focus area 3 County-wide emissions states there are three dimensions to the approach to decarbonising Norfolk's transport: supporting the switch to electric vehicles, improving the county's public transport, and encouraging more sustainable and active travel.

Air quality

Great Yarmouth Borough Council is responsible for reviewing and assessing local air quality, ensuring measures are in place to address any exceedances of national standards. All local authorities must consider the National Air Quality Strategy (NAQS) when performing public functions that could impact air quality.

Monitoring is currently undertaken of levels of nitrogen dioxide and particulate matter (PM10 and PM2.5) in the atmosphere at key locations in the town, and these are assessed against government air quality objectives outlined in the National Air Quality Strategy. According to Great Yarmouth Borough Council's Air Quality Annual Status Report 2023, the main pollutants of concern continue to be Nitrogen Oxides and particulates, primarily from traffic and industrial emissions.

Great Yarmouth has not declared any Air Quality Management Area. Consequently, there is no Air Quality Action Plan in effect. Recently measures have been taken forward over recent years to improve air quality and to reduce the public exposure to adverse air quality.

Electric vehicles

Electric vehicle ownership (is very low with only 5% of households having one electric vehicle.

The availability of electric vehicle charging infrastructure throughout Great Yarmouth will help to enable residents to switch from petrol and diesel cars to electric vehicles, which helps to reduce carbon emissions, as well as leading to improvements in air quality and a reduction in noise. As of July 2024, there were 76 electric vehicle charging devices located across Great Yarmouth, with 16 charging devices being 50kW and above. There are 76.1 electric vehicle charging devices per 100,000 population.

The location and number of electric vehicle charging options available in Great Yarmouth are shown in **Figure 17** below. This plan does not consider any private residential charging for individuals/ businesses that are not available to the public.

Clusters of charge points are typically found at key locations throughout the area such as in Great Yarmouth town centre, along the Marine/South Beach Parade and in a retail area next to the Pasteur Road / Jones Way / Thamesfield Way roundabout. Charging points are typically operated by charging networks such as electric vehicle Dot or Pod Point. These points offer different types of chargers to accommodate different types of electric vehicles, for example, AC chargers (level two), rapid DC chargers (level three), or a combination of both. The availability of fast chargers helps to make the charging process more efficient, reducing charging times.

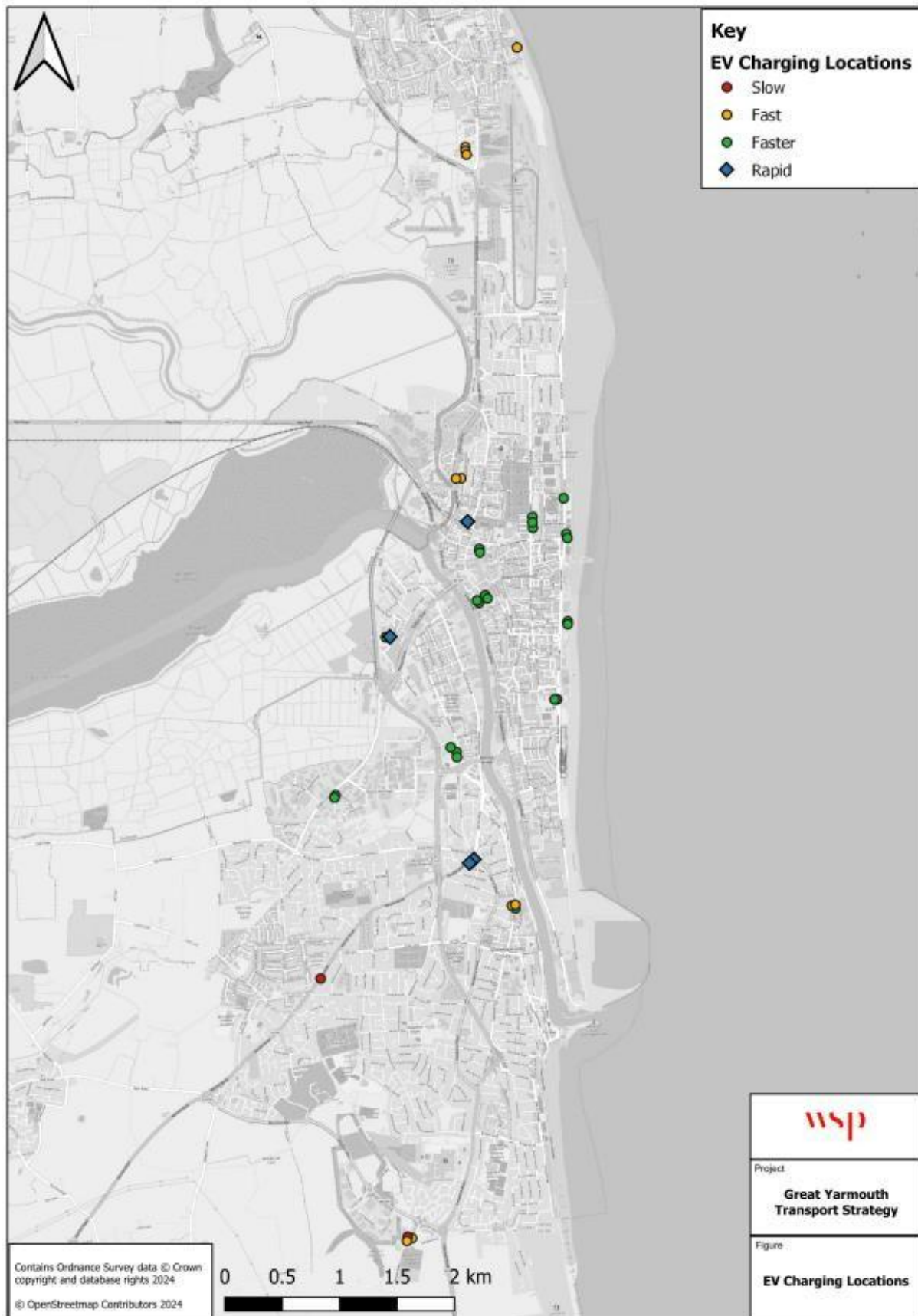


Figure 17: Map of the electric vehicle charging locations in the Great Yarmouth Transport Strategy study area.

Policy 7: Climate change resilience

Norfolk County Council, working with partners, will seek to contribute to making the transport network zero emission by 2050 and resilient to the impacts of severe weather and climate change.

Policy 8: Improved air quality

Norfolk County Council, working with partners, will seek to reduce emissions from vehicles to improve air quality.

Environment target: Continue to have no Air Quality Management Areas.

To support this objective, these policies and the target we will:

- Focus on the reduction of emissions through a range of actions including delivery of the Electric Vehicle Strategy
- Seek to support improvements to support the Climate Strategy and work towards carbon neutrality
- Focus on identifying the key risks from climate change and directing efforts on tackling these where they are likely to be most disruptive to journeys, especially on those parts of the network identified as critical to keep functioning
- Look to proactively improve air quality regardless of Air Quality Management Area status
- Seek to secure funding to develop and deliver projects in the Implementation Plan.

Safety



Safety

Objective 6: Improve road safety in Great Yarmouth.

Safety is important on the transport network, both to reduce casualties and help residents feel safe on the network when using any mode of transport. It is also important to consider how to encourage people to use the roads in a safer manner by encouraging a change in behaviour.

Personal injury accidents in Great Yarmouth tend to be concentrated in the town centre, Gorleston High Street and at the A47 trunk road and A143 junctions. Several serious severity accidents were recorded along links without dedicated facilities for non-motorised users, or where upgrades to these facilities would bring them in line with modern design standards. Outside the built-up area, many personal injury accidents have been recorded along the A47 Acle Straight which were mainly rear end shunts.

Challenges and opportunities

- **No Air Quality Management Areas:** There are currently no Air Quality Management Areas.
- **Collisions and casualties:** road collisions and casualties are occurring between vehicles and pedestrians or cyclists.
- **Environmental and safety concerns:** The town faces ongoing environmental challenges, related to air quality, which is affected by traffic emissions. Additionally, safety concerns, particularly for cyclists and pedestrians, arise from narrow roads, inconsistent cycle paths, and areas with high accident rates.

Accidents

Accident data for the five years June 2019 to May 2024 has been considered. This data assists in identifying accident cluster areas in Great Yarmouth, including incidents involving vehicles and cyclists or pedestrians.

The personal injury accident (PIA) data in the main urban area of Great Yarmouth recorded three fatal, 139 serious and 465 slight accidents in the five-year period. Only accidents resulting in injury are looked at as these accidents need to be reported to the police and therefore data is robust and reliable, unlike data for minor accidents or 'near-misses.'

The accident data involving vehicles and pedestrians or cyclists recorded two fatal accidents involving pedestrians, 35 serious accidents involving pedestrians and 23 involving cyclists. There were 91 slight accidents involving pedestrians and 88 involving cyclists. Of the 607 personal injury accidents recorded in the main urban area of Great Yarmouth 111 involved a cyclist and 128 involved pedestrians.

Several clusters for accidents involving pedestrians and cyclists were identified using a threshold of a 100m and a minimum of three accidents to define these clusters. Seven accident clusters have been identified within the main urban area of Great Yarmouth. Among the seven identified locations, a total of six serious and 17 slight cycling accidents were recorded. The seven accident clusters involving pedestrians and cyclists were:

1. **Church Lane/High Street/Baker Street:** The junction lacks adequate cycling infrastructure. There is no direct crossing opportunity between the frequented bus stops on the junction's High Street arm.
2. **Pasteur Road/ Southtown Road:** The junction lacks adequate cycling infrastructure. The introduction of dedicated cycling facilities, along with enhanced safety measures, would greatly improve safety and accessibility for cyclists in this location.
3. **Church Lane roundabout:** While the roundabout does control vehicle speeds to some extent, there is an absence of dedicated cycling infrastructure and potential visibility issues for cyclists. Addressing these through infrastructure improvements and signage could reduce the risks. There are, however, current improvements planned for summer 2025 which will provide a parallel crossing on the south arm, zebra crossing on the west arm and shared use facilities at the southwest quadrant of the roundabout.
4. **Bridge Road / South Quay:** Footways are provided at this location, featuring a signalised pedestrian island with dropped kerbs, tactile paving, and railings. However, the infrastructure for cyclists is inadequate, with no dedicated cycleways and a narrow-shared path.
5. **Northgate Street / Kitchener Road:** A bus stop located opposite the petrol station further reduces visibility for drivers making right turns. In addition, there is no dedicated cycling infrastructure on this road.
6. **Southtown Road (between Boundary Road and Waveney Road):** In this section, there are cycling provisions on Southtown Road. For northbound cyclists, shared use paths and clear signage are provided. For those heading south, there is a dedicated cycle lane, but an accident was impacted by roadworks.
7. **Kitchener Road / Nelson Road North / North Denes Road / Sandown Road:** The narrow footways along Kitchener Road offer limited pedestrian space. Additionally, the crossroads type priority junction with restricted sideways visibility on the west arm at this location contributes to increased conflict points between vehicles and cyclists, raising safety concerns for all road users.

Whilst road conditions were not identified as a contributory factor, the lack of cycling infrastructure across these locations is likely to significantly contribute to the accident risks, highlighting the need for dedicated cycle lanes and enhanced safety measures.

Policy 9: Road traffic harm reduction

Norfolk County Council, working with partners, will seek to reduce road traffic collisions and transport related casualties. Improvement schemes will aim to address the fear of road traffic affecting vulnerable road users.

Safety target: Reduce accident numbers from current levels.

To support this objective, these policies and the target we will:

- Ensure road safety considerations are embedded in all transport interventions
- Priority will be given to reducing the rate of killed or seriously injured casualties
- Support the Norfolk Road Safety Partnerships Safe Systems Framework, and work with road safety partners to contribute to a reduction in the number of people killed and seriously injured on the road network
- Seek to secure funding to develop and deliver projects in the Implementation Plan.

Culture and Heritage



Culture and Heritage

Objective 7: Protect and enhance Great Yarmouth's heritage and cultural environment through place-making.

It is important to seek to preserve and enhance the existing built, natural and historic environment of which Great Yarmouth has many assets. At the same time, place-making will be highly important in delivering sustainable development.

Tourism is a key industry in Great Yarmouth and the town currently experiences significant increases in traffic during the peak summer holiday months.

Great Yarmouth has numerous key historic buildings and areas of public realm with heritage significance. These include buildings along South Quay from the town's maritime past, in the Hall Plain area outside the Town Hall and around the northern part of the Market Place. Public realm improvements were completed in the Market Place.

Challenges and opportunities

Public and active travel opportunities: During the tourism season, there are many active travel and leisure activities including the leisure train, Landau's and the cycling, wheeling and walking and bus and rail network.

Seasonal variations in congestion: Traffic congestion can be a major issue during the peak of the tourist season.

Tourism

Great Yarmouth has been a seaside resort since the early 1700s. According to the Economic Impact of Tourism in Great Yarmouth 2023 Report. Tourism is big business locally, worth £640m per annum to the area with 29% of all jobs in the area being tourism related (12,863 tourism related employment).

Policy 10: Supporting culture, heritage and tourism

Norfolk County Council, working with partners, will seek to protect existing green infrastructure and where possible, enhance the public realm for the benefit of residents, visitors and tourists using a healthy streets approach to make streets attractive.

Culture and heritage target: Increasing tourist numbers.

To support this objective, these policies and the target we will:

- Seek to improve quality of place, conserving and enhancing the built and historic environments and public realm, when improvements are made to the transport network
- Ensure transport interventions support sustainable tourism and
- Seek to secure funding to develop and deliver projects in the Implementation Plan.

Great Yarmouth Transport Strategy Implementation Plan (2025-2030)

Table 2 below shows a list of projects that have been assessed from a longer list of transport projects identified from various sources. These transport projects were assessed against the Great Yarmouth Transport Strategy objectives. Some smaller projects have been packaged up along routes or similar types of projects for example some of the walking and cycling projects. The list is not exhaustive and other transport projects may be delivered. Funding is required for any project to be developed and delivered.

List of transport projects for all modes

Table 2: This table provides an assessed list of potential transport projects, in no order, that should funding become available could be funded subject to stakeholder engagement and consultation.

| Project | Description | Identified problems and objectives of the option |
|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A47 Acle Straight Dualling (National Highways) | Upgrading the A47 Acle Straight to dual carriageway standard to improve journey time reliability, improve road user safety and alter the perception that Great Yarmouth is remote. | Poor journey time reliability. Incidents often involve lengthy road closures of many hours' duration. The need to create continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with other A47 National Highways schemes |
| Capacity improvements at A47 / James Paget University Hospital signalised junction | Capacity improvements at the A47/James Paget University Hospital signalised junction. This will include reviewing the signalised junction arrangement, including the phasing and timings, and reallocating carriageway space within the highway boundary to support the dominant movements. | This junction has been identified as a pinch point on the network with associated traffic congestion. |

| Project | Description | Identified problems and objectives of the option |
|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building | Improvements to the Great Yarmouth Railway Station building in collaboration with Network Rail and Greater Anglia to enhance the concourse and create a welcoming sense of arrival to the town. Potential improvements include a new mixed-use development of the concourse with public realm enhancements to reflect the aspirations for the regeneration of the adjacent North Quay site. | Currently the station appears run-down giving a poor impression of the town and potentially suppressing rail patronage |
| A47 Vauxhall Roundabout improvement (National Highways) | This scheme comprises a capacity enhancement at the Vauxhall Roundabout (A47/A149/Runham Road). The improvement enlarges the existing roundabout and widens the approaches including a new bridge over the railway. It also provides walking and cycling improvements on the route to the Vauxhall Holiday Park. Unfortunately, National Highways dropped the scheme in autumn 2024 after the budget. | Daily congestion and delay at Vauxhall roundabout. The need to improve journey time reliability for all travellers including business users. |
| Enhanced bus interchange facilities at the James Paget University Hospital | Enhanced bus interchange and waiting facilities to encourage sustainable transport and increase bus patronage at James Paget University Hospital. | Poor public transport interchange facilities at James Paget University Hospital. Need to increase bus patronage at James Paget University Hospital. |
| Develop the existing wayfinding strategy for Great Yarmouth to improve pedestrian connectivity | Further development of the existing wayfinding strategy for Great Yarmouth to improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station, and other key trip attractors. This could include digital wayfinding by developing a smartphone app for Great Yarmouth to show pedestrian routes. | Poor pedestrian connectivity between key trip attractors in Great Yarmouth. The need to encourage walking throughout Great Yarmouth between key trip attractors and increase awareness of the attractions on offer. |

| Project | Description | Identified problems and objectives of the option |
|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Introduce a Micromobility scheme in Great Yarmouth | The introduction of an e-scooter/e-bike/cycle hire scheme in Great Yarmouth to replace the e-scooter scheme which the previous operator withdrew. It would allow shorter-distance journeys, which might otherwise be undertaken by car, to be replaced using cycles or e-scooters and encourage multi-modal journeys. | Lack of micromobility options in Great Yarmouth to encourage multi-modal journeys. The previous Great Yarmouth three-year e-scooter trial with the company Ginger has ceased. |
| Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians | Further upgrading of Market Gates bus station in Great Yarmouth town centre to improve amenities and facilities for passengers. Improvements could include additional enhancements to the general surroundings [two-way operation through the bus station is now in place enabling buses to run from south to north]. | Poor public transport amenities and facilities at Market Gates bus station. Increase bus patronage through Great Yarmouth town centre. |
| Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park | Improvements to the pedestrian and cycle facilities around Gapton Hall Retail Park. For example, a zebra crossing could be beneficial to help users cross from one side of the retail park to the other. | Poor walking and cycling infrastructure provision around Gapton Hall Retail Park. Currently, there are a few shared access paths. The need to encourage active travel. |
| Accessibility improvements throughout Great Yarmouth for pedestrians | Improvements throughout Great Yarmouth to make people feel safer. Potential enhancements include new formalised crossings, improved street lighting, tactile paving, and dropped kerbs. | The need to enhance existing pedestrian infrastructure to provide better accessibility in Great Yarmouth. |
| Improve existing pedestrian routes to and from Harfreys Industrial Estate | Improvements to the existing pedestrian route to and from Harfreys Industrial Estate. This could include enhancements to the foot/cycle bridge across the A47 and the footpaths from Burgh Road which aim to improve accessibility for pedestrians by widening paths, | Poor walking and cycling infrastructure provision to and from Harfreys Industrial Estate. The need to encourage active travel for short local journeys. |

| Project | Description | Identified problems and objectives of the option |
|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | replacing barriers, reviewing pedestrian crossing points, and cutting back vegetation. | |
| Walking and cycling improvements along the A143 Beccles Road | A package of walking and cycling improvements along the A143 Beccles Road. | Poor walking and cycling infrastructure provision. Need to encourage active travel along the A143 Beccles Road. |
| Package of walking and cycling improvements connecting the Town Centre with Vauxhall Holiday Park | This includes further active travel improvements along the A149 New Acle Road and across Runham Road to extend the route to Vauxhall Holiday Park. These were to be delivered alongside the National Highways improvements to Vauxhall Roundabout. It also includes cycle route tie-in points on the eastern side of the River Bure to link into Tar Works Road. | Poor walking and cycling infrastructure provision between Vauxhall holiday park and Great Yarmouth town centre. The need to encourage active travel between these key trip attractors. |
| Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre | Active travel improvements for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth town centre. These enhancements would improve accessibility and reduce journey times for users. Currently, there are shared-use and segregated access paths for cyclists and pedestrians into Caister-on-Sea, but these could be improved by more frequently segregating the cycle lanes from the main road. | Poor active travel facilities and routes between Caister-on-Sea and Great Yarmouth. The need to increase active travel journeys between the towns. |
| Investigate sustainable transport connectivity of Holiday Parks in Great Yarmouth | This scheme involves investigating the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park, and Cherry Tree Holiday Park) to understand travel patterns to and from them. | Poor sustainable transport facilities and routes at Holiday Parks in Great Yarmouth. The need to increase the use of public transport and encourage active travel to and from the Holiday Parks. |

| Project | Description | Identified problems and objectives of the option |
|---------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reallocation of road space within Hall Plain and Hall Quay to improve facilities and routes for buses, pedestrians and cyclists | Reconfiguration of this key public realm area including road space reallocation which is now possible because of the traffic reductions due to the relief provided by the new Herring Bridge. | Poor public transport and active travel facilities and routes within Hall Plain and Hall Quay. Increase use of public transport and encourage active travel along the corridor. |
| Develop the LCWIP proposed cycling route between Great Yarmouth Outer Harbour and Caister-on-Sea | This scheme involves creating a new 10.5km cycling route that follows the coastal side of Great Yarmouth before extending north to the centre of Caister-on-Sea. The route passes through one of the major employment areas at the docks to the south, along the beachfront, past the pleasure beach and pier, and then slightly inland through residential areas. | Lacking cycle connection between Great Yarmouth outer harbour and Caister-on-Sea. Improve number of cycle trips between the key trip attractors identified. |
| Develop the LCWIP proposed cycling route between Great Yarmouth Town Centre and Nelson's Monument | This scheme involves creating a new 2.5km cycling route that links the town centre to Nelson's Monument towards the southern end of Great Yarmouth. The route passes through large residential areas in the north and connects to significant industrial employment areas in the south. | Lacking cycle connection between the Great Yarmouth town centre and Nelson's Monument. Increase number of cycle trips between the key trip attractors identified. |
| Develop the LCWIP proposed cycling route between Great Yarmouth Town Centre and Beacon Business Park | This scheme involves creating a new 7.4km cycling route that links the Town Centre with the proposed extension of Beacon Park business park. The route passes employment areas to the east of Southtown Road before entering Harfreys Industrial Estate. Before reaching the enterprise area south of Beaufort Way, the corridor goes through Bradwell centre, with links to schools and green spaces, including the large Mill Lane Playing Field. | Lacking cycle connection between Great Yarmouth town centre and the Beacon Park business park. Increase number of cycle trips between the key trip attractors identified. |

| Project | Description | Identified problems and objectives of the option |
|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Develop the LCWIP proposed cycling route between Southtown and Beacon Business Park | This scheme involves creating a new 5.9km cycling route that links an existing cycling route near East Coast College to Beacon Park via Gorleston. The route passes through Priory Gardens and Gorleston High Street before continuing along Victoria Road Park. It runs alongside James Paget University Hospital before reaching its destination at Beacon Park business park. This corridor also could link with new cycle routes across the Herring Bridge. | Lacking cycle connection between the Southtown and the Beacon Park business park. Increase number of cycle trips between the key trip attractors identified. |
| Develop the LCWIP proposed cycling route between Great Yarmouth Town Centre and Caister-on-Sea | This scheme involves creating a 2.2km route that connects the town centre with the cycling route to Caister-on-Sea. The route links to the railway station on the other side of the River Bure and passes through the large residential areas of Northgate and New Town before connecting to the cycling route at Bure Park. | Lacking cycle connection between Great Yarmouth town centre and Caister-on-Sea. Increase number of cycle trips between the key trip attractors identified. |
| Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay | This will provide a dedicated and potentially segregated cycle route access across Haven Bridge between Mill Road and Hall Quay capitalising on the traffic reduction benefits of the new Herring Bridge and give rise to faster and safer journeys for cyclists on this key link. | Poor active travel facilities across Haven Bridge which is a key link in the LCWIP network. |
| Package of walking and cycling improvements along the Seafront | This comprises a package of walking and cycling improvements along the Seafront. | Poor walking and cycling infrastructure provision. Encourage active travel along the seafront. |

| Project | Description | Identified problems and objectives of the option |
|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| Package of walking and cycling Improvements within Gorleston-on-Sea | This comprises a package of walking and cycling Improvements within Gorleston-on-Sea | Poor walking and cycling infrastructure provision. Encourage active travel within Gorleston-on-Sea. |
| Package of walking and cycling improvements within Great Yarmouth Town Centre. | This comprises a package of walking and cycling improvements within Great Yarmouth Town Centre. | Poor walking and cycling infrastructure provision. Encourage active travel within Great Yarmouth town centre. |
| Package of walking and cycling Improvements within Southtown | This comprises a package of walking and cycling improvements within Southtown. | Poor walking and cycling infrastructure provision. Encourage active travel within Southtown. |
| Package of walking and cycling improvements within the South Denes peninsula | This comprises a package of walking and cycling improvements within the South Denes peninsula. These include improvements to existing active travel infrastructure north of the Herring Bridge towards Great Yarmouth town centre to provide connectivity with new cycle routes. | Poor walking and cycling infrastructure provision. Encourage active travel within South Denes peninsula. |
| Reduce speed limit on existing A47 Acle Straight (National Highways) | This comprises reducing the speed limit on the existing single carriageway section of the A47 to improve traffic flow and road user safety. This would be combined with measures to enforce the new speed limit, such as speed cameras or average speed cameras. | Road safety concerns on the A47 Acle Straight. Need to improve traffic flow on the existing single carriageway section of the A47. |

| Project | Description | Identified problems and objectives of the option |
|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reduction in the speed limit on the A1064 | This comprises reducing the speed limit on the existing single carriageway section of the A1064 to improve traffic flow and road user safety. The changes could be: 50 mph between Caister-on-Sea and Filby, 30 mph between Filby and Fleggburgh, 50 mph between Fleggburgh and Billockby, and 30 mph in Billockby. Currently, the A1064 is set at the national speed limit for a single carriageway (60 mph). | Road safety concerns and traffic impact issues in the villages on the A1064. The need to ensure this route doesn't become more attractive if the speed limit on the A47 Acle Straight is reduced. |
| Package of walking and cycling improvements within North Quay | This option involves a package of walking and cycling improvements within North Quay. | Poor or lacking active travel infrastructure provision at North Quay. Encourage active travel within North Quay. |
| New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise the new Herring Bridge | This comprises new strategic cycle routes between Great Yarmouth Town Centre, Gorleston-on-Sea, and other key destinations. The routes would utilise the new Herring Bridge to provide shorter routes around the town. The Herring Bridge includes a bi-directional cycle path on its northern side but connectivity between it and the existing cycle routes to the east and west of the River Yare are not yet in place. | Poor cycle route connectivity for journeys that could utilise the Herring Bridge. Potential for increased active travel use across the bridge. |

| Project | Description | Identified problems and objectives of the option |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Improve public transport links of rural villages surrounding Great Yarmouth | This comprises improved public transport links for rural villages surrounding Great Yarmouth that currently have poor public transport accessibility. By providing better public transport access to the town, it will encourage a modal shift. The areas to be targeted include West Caister to the north and Browston Green, Ashby Dell, and Lound to the south of Great Yarmouth. | Poor transport links to rural villages surrounding Great Yarmouth. To improve public transport accessibility to these rural villages which currently do not have a bus service. |
| Creation of 'green travel' routes in Great Yarmouth that make use of disused railways | This comprises significantly increasing the network and distance of 'green travel' routes (disused railway lines). Potential 'green travel' routes include the path of disused railway lines from Southtown past Bradwell to Belton to the west of Gorleston-on-Sea, the former line from Great Yarmouth town centre along the coast to Caister-on-Sea, and the former line between Ormesby and Hemsby. | Lack of cycle infrastructure and connectivity in between villages. To encourage cycling in rural settings and contribute to healthier lifestyles that improve the quality of life for residents, and attracts visitors |
| Develop contingency measures to improve network resilience | This comprises developing contingency measures to mitigate the impact of unforeseen events on the highway network (such as accidents, special events, and weather conditions), particularly for HGVs that cannot use local routes. This could include Variable Messaging Signs (VMS). | Lack of contingency measures to mitigate the impact of unforeseen events on the highway network. To improve network resilience. |

| Project | Description | Identified problems and objectives of the option |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Introduction of new regular shuttle bus service | This comprises a shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre, with the possibility of extending the service to include key employment sites to the south of Great Yarmouth, such as James Paget University Hospital, Beacon Park Enterprise Zone, and South Denes Enterprise Zone. | Lack of direct bus connections from Great Yarmouth railway station to town centre and other key destinations. The need for simpler connectivity with the railway station. |
| Improve the public transport connectivity of South Denes peninsula/South Denes Enterprise Zone through introduction of new bus services or the extension of existing services | This comprises improving public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service or the extension of an existing service, such as Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate. | Lack of public transport services on the South Denes peninsula. To improve public transport connectivity on the peninsula. |
| New delivery hubs that support sustainable first mile/last mile logistics | This comprises the creation of delivery hubs that support sustainable first mile and last-mile logistics. These hubs could include parcel drop-off and pick-up facilities, enabling people to drop off and pick up packages. Additionally, they could offer consolidation services that provide first-mile and last-mile deliveries using sustainable modes. This option will involve the procurement of a commercial operator to operate the delivery hubs. | Lack of sustainable 'last mile' logistic transport options. To encourage sustainable logistic transport options. |
| Implementation of mobility hubs to encourage multi-modal journeys | This comprises the installation of transport mobility hubs across Great Yarmouth, Gorleston-on-Sea, and Caister-on-Sea. The proposed mobility hubs would complement a new shared micromobility scheme. | Lack of sustainable 'last mile' transport options. To encourage multi-modal journeys. |

| Project | Description | Identified problems and objectives of the option |
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| Work with Network Rail and Greater Anglia to improve the frequency of rail services between Great Yarmouth and Norwich | Collaboration with Network Rail and Greater Anglia to enhance connectivity to Norfolk and beyond. Currently, the frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. | Low patronage levels on route between Great Yarmouth and Norwich. |
| Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow | <p>This comprises a review of the one-way system and gyratory to improve traffic flow through the town centre. Localised changes have recently been implemented to enable bus services to traverse the bus station in both directions, but a wider change for general traffic could be considered.</p> <p>This could include changing one-way sections of road to two-way and vice versa and there could be the potential to reallocate road space to accommodate provision for sustainable modes of transport.</p> | Congestion in Great Yarmouth town centre. To improve traffic flow and reduce the distance travelled for journeys through the town centre. |
| Electric Vehicle Charge Point Provision | This comprise a review of the existing car parks in the town to identify locations where new electric vehicle charge points could be installed. This would include providing charge points for different types of vehicles, including taxis, vans, and motorcycles. The charge points could include ultra-fast for quick top-ups and fast chargers for visitors parking for longer durations. | Patchy electric vehicle infrastructure provision in Great Yarmouth. Need to identify potential locations for electric vehicle charge point locations. |

| Project | Description | Identified problems and objectives of the option |
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| Capacity improvements at the Gapton Hall Roundabout | This comprises capacity improvements at the Gapton Hall Roundabout to reflect the impact of the new Herring Bridge which has changed the traffic flow patterns through the junction. | Congestion at the Gapton Hall Roundabout. The need to reflect the impacts of Herring Bridge. |
| New bus priority measures in Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea | This comprises new bus priority infrastructure in Great Yarmouth, Gorleston-on-Sea, and Caister-on-Sea. | The negative impacts of general traffic congestion on bus journeys in Great Yarmouth because buses mostly share the carriageway with private vehicles. To make bus travel more attractive for those who have access to a car and encourage greater bus patronage. |
| Working with local businesses to install electric charge points at their premises to encourage staff and businesses to switch to low emissions vehicles | This comprises engaging with local businesses to install electric car charging points to encourage staff to switch to low-emission vehicles. This would be beneficial for staff and could also enable the business to adopt an electric car fleet for business use. | Patchy electric vehicle infrastructure provision in Great Yarmouth. To identify potential locations for electric vehicle charge point locations at local businesses in Great Yarmouth. |
| Capacity improvements along the A143 Beccles Road between Burnet Road and Mill Lane | This comprises highway capacity improvements along the A143 Beccles Road between Burnet Road and Mill Lane. | Congestion along the A143 Beccles Road. This link currently operates over capacity and is a key route from the residential areas to the southwest including Bradwell |

| Project | Description | Identified problems and objectives of the option |
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| Cycle route improvements between Great Yarmouth and Lowestoft | This comprises improvements to existing cycle routes and the potential establishment of new routes between Great Yarmouth and Lowestoft. This could include segregated cycle lanes to encourage cycling. | Poor cycling infrastructure provision between Great Yarmouth and Lowestoft. Encourage greater cycle use between the towns. |
| Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction | This comprises capacity improvements at the A47 Lowestoft Road/Brasenose Avenue/Bridge Road signalised junction. Capacity improvements could include reviewing the signalised junction arrangement, including the phasing and timings, and reallocating carriageway space within the highway boundary to support the dominant movements. | The A47 Lowestoft Road/Brasenose Avenue/Bridge Road signalised junction has been identified as a pinch point which causes congestion and delay |
| Investigate the provision of additional HGV parking facilities to serve Great Yarmouth Port | This comprises a study to investigate the required levels of HGV parking and the necessary facilities at an appropriate location to serve the port, enabling it to support continued growth. | Limited HGV parking at Great Yarmouth port. Need to support economic growth at the port |
| Provide additional car parking at Great Yarmouth railway station | This comprises increasing the number of car parking spaces for rail users at Great Yarmouth railway station to encourage greater patronage of the railway. | Limited car parking at Great Yarmouth railway station and local people driving to Lowestoft where there is more station parking. |
| Improved local highway maintenance | This comprises an enhanced maintenance regime to roads and footways to address issues such as paving defects and overgrown vegetation. | Poor state of some roads and footways in Great Yarmouth and the need to encourage more active travel for short local journeys. |

| Project | Description | Identified problems and objectives of the option |
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| Improve rail freight facilities at Great Yarmouth | This comprises improving rail freight facilities in Great Yarmouth to enable road freight to be transferred to rail particularly for long-haul primary journeys. This could be achieved with a intermodal freight terminal and the provision of associated warehousing. | No ability for freight to be transferred between transport modes in Great Yarmouth. Enhancing rail freight facilities would support economic growth. |



Norfolk County Council