



 Norfolk County Council

Local Cycling and Walking Infrastructure Plan for Norfolk

Hunstanton and Heacham

May 2023

**Travel
Norfolk**
Travel smart



Hunstanton and Heacham

Norfolk County Council is creating a Local Cycling and Walking Infrastructure Plan for Norfolk.

What is a Local Cycling and Walking Infrastructure Plan for Norfolk?

The Local Cycling and Walking Infrastructure Plan is a list of short, medium and long-term infrastructure schemes which have been identified to help people walk, cycle or wheel (using a wheelchair or mobility aid) more across the County.

The Countywide plan builds on those already created for King's Lynn, Greater Norwich and Great Yarmouth. The potential improvements will create a travel network which will create better connectivity within and between 20 towns across Norfolk and help link towns and rural communities.

Why do we need one?

The Government's ambition is for 50% of all journeys in towns and cities to be walked or cycled by 2030. To help more people to choose cycling and walking we want to create a modern, well connected transport network in Norfolk that gives people more alternatives to travelling by car.

What are the benefits of the plan?

All schemes proposed are currently not funded, but having a Local Cycling and Walking Infrastructure Plan for Norfolk will be essential to embed these schemes into wider development and to support us in gaining funding from Government to make them happen.

What are the benefits of active travel?

Increased levels of walking, cycling and wheeling can provide many benefits such as;

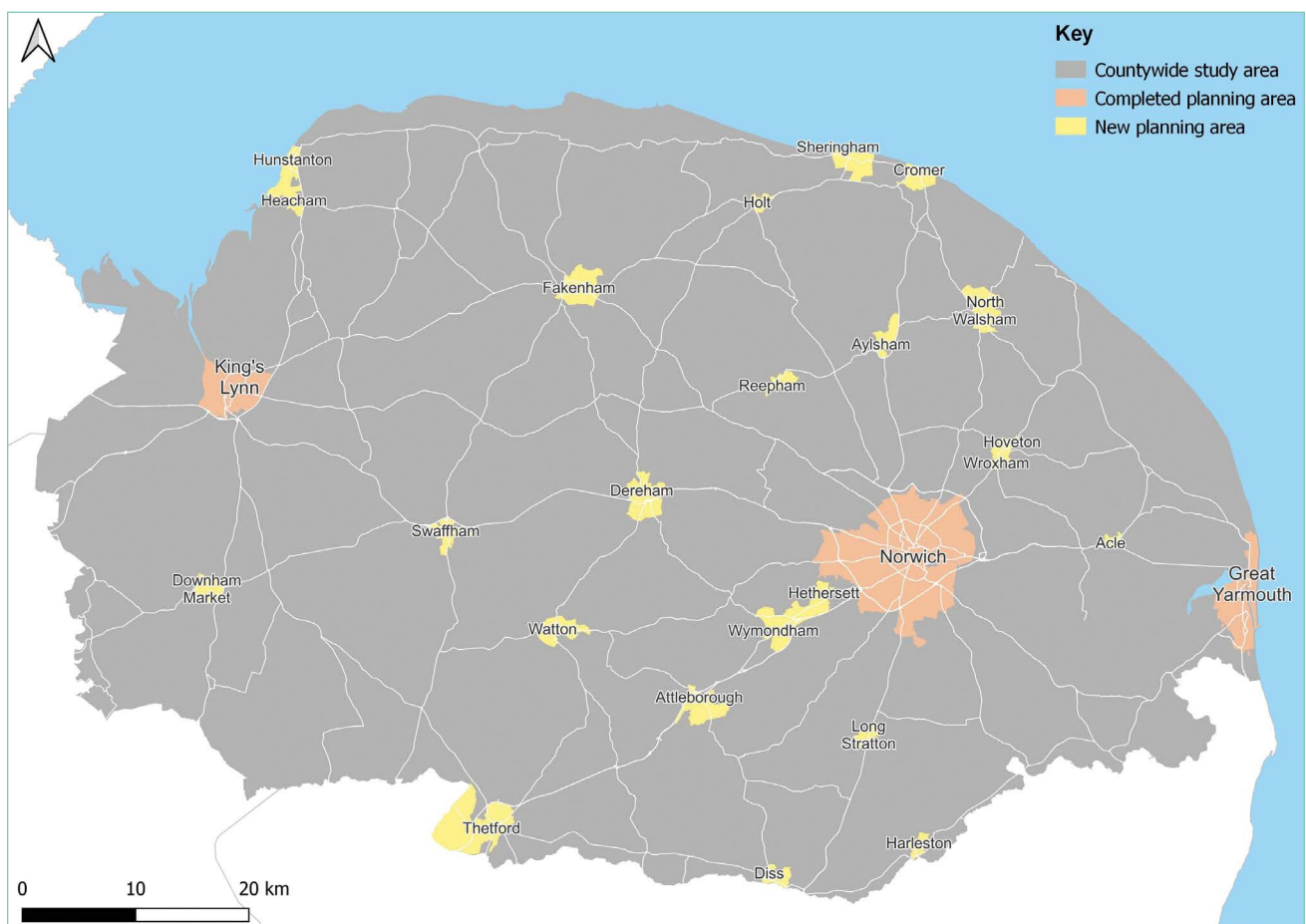
- improving our air quality
- reducing congestion on our roads
- providing access to education, employment and services
- addressing inequalities
- increasing connectivity between people and communities
- improving physical and mental health
- helping to mitigate climate change.

The Local Cycling and Walking Infrastructure Plan for Norfolk contains proposals for potential **active travel networks** for 20 towns across the County.

Each of the proposed networks includes:

- **Priority routes.** These would connect people with places of employment, education, central services, public transport and green spaces.
- **Walking zones.** A Walking Zone is an area within which the priority for schemes will be to enable people to easily walk or wheel at any time to access key services and areas of employment and education / training.

Such schemes might include increasing or improving road crossings, widening pavements, resurfacing uneven pavements or slowing traffic speeds.



Map 1: Countywide Local Cycling and Walking Infrastructure Plan study area map.

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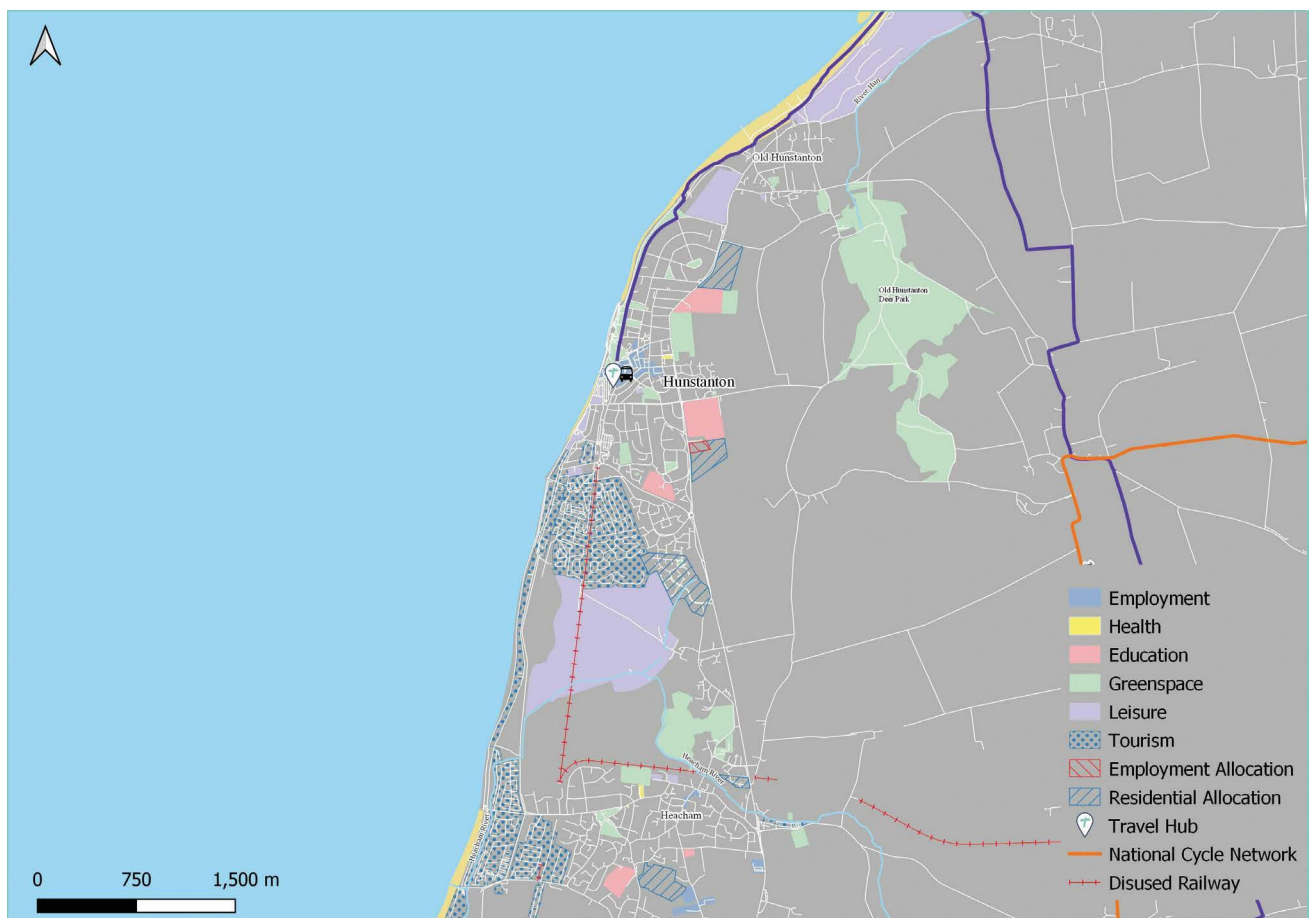
► Hunstanton and Heacham

i. Introduction

Hunstanton is a successful North Norfolk seaside resort 27km north of King's Lynn, originally developed around the former railway terminus. It offers a short-stay and day-visit attraction and the large village of Heacham, just 3km south of Hunstanton, overlooks The Wash.

In 2020, Hunstanton and Heacham had a combined population of 9,286. The proportion of residents at retirement age far surpasses the national average of 19%: 47% of the population of Hunstanton are aged 65+ and 42% in Heachamⁱ. Travel options in the area include Hunstanton bus and coach station which provides links to nearby King's Lynn and the surrounding area. Active travel routes include the Norfolk Coast Path starting in Hunstanton and the Peddars Way to the east which provides a link to the Sustrans National Cycle Network.

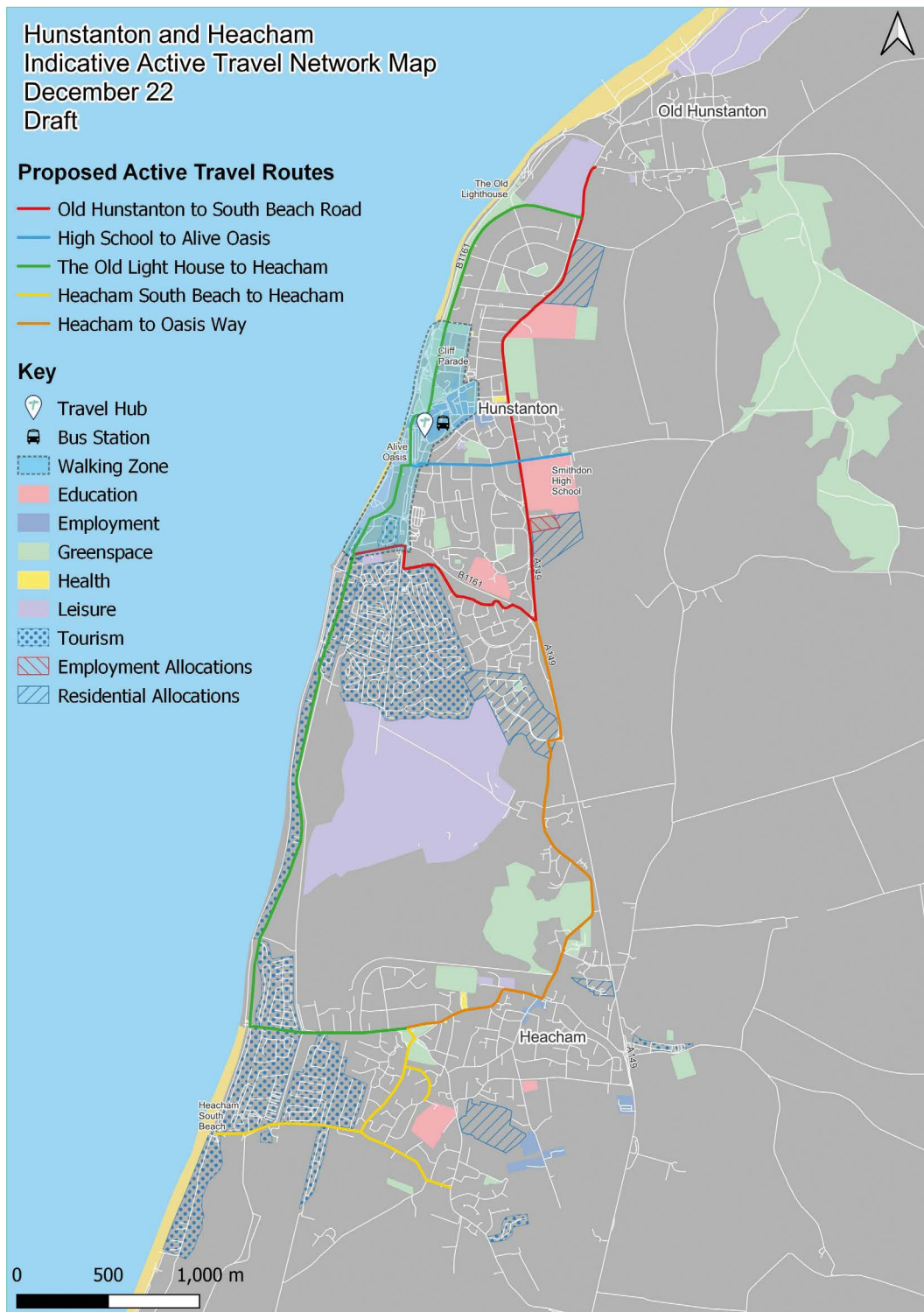
With new allocation for housing and employment planned within the area of Hunstanton and Heacham, the population is expected to grow along with the number of people commuting to the area for work. As of 2011, 23.7% of the population in Hunstanton were employed full time and 14.2% part timeⁱⁱ.



Map 2: Hunstanton and Heacham area map showing current active travel network.

ii. Hunstanton and Heacham indicative active travel network

The indicative active travel network aims to increase connectivity between Hunstanton and Heacham via the seafront and via a route along the A149. Other routes will enhance connectivity within Hunstanton and Heacham by linking residential areas, schools, employment areas and tourism destinations.



Map 3: Hunstanton and Heacham indicative active travel network.

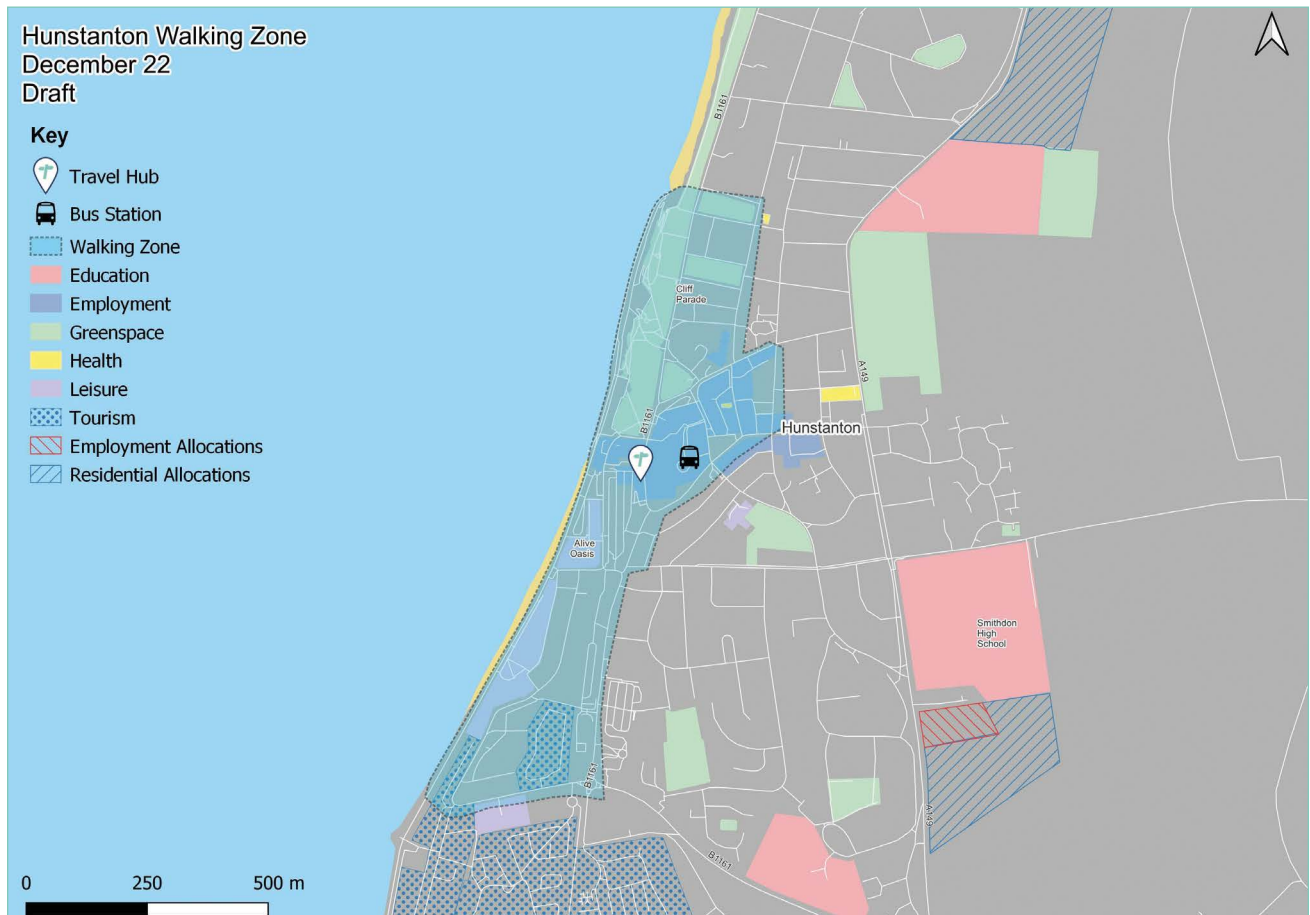
iii. Active travel route summary

Route Number	Route	Route Description
Route 1 (Red)	Old Hunstanton to South Beach Road	A 3.7km route linking Old Hunstanton and residential areas with schools on Cromer Road and Downs Road and greenspaces and coastal access via Oasis Way.
Route 2 (Blue)	Smithdon High School to Alive Oasis	A 0.85km route providing seafront connectivity between schools and residential areas along Downs Road and Park Road.
Route 3 (Green)	The Old Lighthouse to Heacham	A 6.2km cycling and walking route supporting wider connectivity and linking Hunstanton and Heacham with central tourism attractions and employment areas in Hunstanton.
Route 4 (Yellow)	Heacham South Beach to Heacham	A 2.5km network extension enabling connectivity with existing residential locations and tourism destinations in Heacham.
Route 5 (Orange)	Heacham to Oasis Way	A 2.4km route connecting an existing shared use cycle path on Redgate Hill with residential areas and schools in central Heacham.

iv. Indicative walking zone

The Hunstanton walking zone extends from the top of North Promenade to Northgate and extends down to include The Green and Southend Road in the west. The bus station, retail areas on the High Street and St Edmunds Terrace are also included.

The walking zone also incorporates Seagate Road, South Beach Road and Southend Road and provides walking connectivity with South Parade and the sea front via Southend Road and Beach Terrace Road.



Map 4: Hunstanton and Heacham indicative walking zone.

- i. [Norfolk Insights \(2021\) Population Report for Norfolk \(online\)](#).
- ii. [Norfolk Insights \(2021\) Economy Report for Norfolk \(online\)](#).



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