# Norfolk County Council logo

# Your views on our walking, wheeling and cycling strategy for Norfolk 2023-2036

## Overview

Norfolk County Council is updating its Walking and Cycling strategy. The last version was published in 2017 and since then, we have seen a step change in national and local policy which has placed walking, wheeling and cycling at the heart of decision making. Our proposed new strategy brings together our local transport, environmental and public health ambitions and aims to make walking, wheeling or cycling for both travel and leisure the natural choice.

## Why your views matter

Our draft strategy supports the Government’s ambition for cycling and walking to be the natural first choice for many journeys, with half of all journeys in towns and cities being cycled or walked by 2030.

We want to support the growing Norfolk population to choose sustainable transport to get to where they need to be and for leisure. This will help us be more efficient in our use of transport space, create and support healthy communities, enable our transport network to run effectively and emit fewer harmful emissions, and help connect people to and protect our environment as much as we can.

The strategy sits beneath [Norfolk’s Local Transport Plan (LTP4)](https://www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/roads-and-travel-policies/local-transport-plan)[[1]](#footnote-2) and sets the context for our County-wide Local Cycling and Walking Infrastructure Plan (LCWIP) and will enable a joined-up approach to our investment in walking, wheeling and cycling into the future. Wheeling refers to travelling using wheeled mobility aids such as wheelchairs, mobility scooters and rollators.

This consultation is the chance for you to find out more about [our draft walking, wheeling and cycling strategy](https://norfolk.citizenspace.com/environment-transport-and-development/walking-wheeling-and-cycling-2023-2036/user_uploads/walking--wheeling-and-cycling-strategy_accessible-2.pdf)[[2]](#footnote-3) and give us your views. The strategy and our survey questions will guide you through our vision and aims.

## How we are consulting

We have engaged with external partners through workshops to develop our updated draft strategy.

We really want to hear from residents and organisations to get their thoughts on the proposed strategy, this includes people who are new to or returning to walking, wheeling and cycling.

We are consulting through:

* This online consultation, which is also available as a paper copy
* Writing to external partners and organisations with a specific interest in walking, wheeling, cycling, and sustainable travel

We are consulting from **16 October to 24 November.**

* Please note that if we receive any consultation responses after 24 November, we cannot guarantee we will be able to take them into account.

Information from this survey will be considered alongside other relevant data, including responses to the Countywide Local Cycling and Walking Infrastructure Plan engagement to ensure our strategy is meeting the needs of people in Norfolk.

The findings of our consultation will feed into a final draft of the strategy, and they will be fed back to our county councillors ahead of a decision to adopt the strategy.

**If you need a copy of this consultation document in a different format please email**[**haveyoursay@norfolk.gov.uk**](mailto:haveyoursay@norfolk.gov.uk)**, call 0344 800 8020 or Text Relay on 18001 0344 800 8020 (textphone) and we will do our best to help.**

The consultation should take between 10-15 minutes to complete. The questions start on page 6 of this document.

# Personal information, confidentiality and data protection

We will use any personal information to understand how different groups of people feel about our proposed walking, wheeling and cycling strategy.

We will process any personal information we receive from you in line with the General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679), the Data Protection Act 2018 and Norfolk County Council’s data protection policy and guidelines. This means that Norfolk County Council will hold your personal data and only use it for the purpose for which it was collected, being this consultation. You can find a copy of [our privacy statement](https://www.norfolk.gov.uk/privacy)[[3]](#footnote-4) on our website.

We won't identify individuals when reporting back our findings and under our record management policy we will keep this information for five years. We will also, under normal circumstances, not pass your personal data on to anyone else. However, we may be asked under access to information laws to publish or disclose some, or all, of the information you provide in response to this consultation. We will only do this where such disclosure will comply with such relevant information laws which include the Freedom of Information Act 2000, the Data Protection Act 2018 and the Environmental Information Regulations 2004.

You can choose not to take part in the consultation, to stop responding at any time, or to ignore any personal questions that you do not want to answer.

# Our vision for sustainable travel in Norfolk

In recent years, Norfolk has experienced impressive growth with a population of over 900,000 which is forecast to grow to more than a million by 2036. There are plans to build more than 80,000 homes over the next 20 years and with this comes increased travel and traffic.

We want to support the growing Norfolk population by enabling more people to walk, wheel and cycle in the county and choose sustainable transport to get to where they need to be and for leisure. This will help us create and support healthy communities, enable our transport network to run effectively and emit fewer harmful emissions, and help connect people to and protect our environment as much as we can.

Norfolk has a strong track record in attracting funding for active travel schemes. Since 2020, Norfolk County Council has received over £5.5million from the Department for Transport’s Active Travel Fund to deliver a step change in the provision of sustainable travel and better streets for walking, wheeling and cycling. In addition, Norfolk County Council has been able to deliver sustainable travel schemes through successful funding bids with District, Borough and City Council partners through the Transforming Cities Fund and Town Deals.

Norfolk has a number of defined walking and cycling routes across the county, which are particularly prevalent in urban areas. This includes the National Cycle Network, Norwich and Great Yarmouth Pedalways, Greenways, quiet lanes, Norfolk Trails, and Public Rights of Way. We want to extend, link and improve these networks and enable and encourage everyone in Norfolk to explore them as the natural choice for travel, whether that is to get from A to B or as a leisure activity.

The purpose of this strategy is to bring together the national, regional and local ambitions, plans and policies to create a walking wheeling and cycling strategy for Norfolk and our residents. This strategy is high-level and outlines what our goals and objectives are for Norfolk, providing a direction for walking, wheeling and cycling investment and activity in the county and creating a journey to achieving the vision.

The strategy considers the existing challenges we face to increase levels of walking, wheeling and cycling, such as behaviour change, perceptions around safety, and ensuring we meet the needs of a diverse range of people including those using a wheelchair or mobility aid.

The strategy also highlights the benefits and opportunities for the county, particularly for physical and mental health, tackling air quality and connecting people to their local environment.

Our vision is to create a healthier and greener Norfolk by enabling people to walk, wheel and cycle more often and as the natural choice for shorter journeys, or as part of a longer journey, with 50% of the journeys in towns and cities to be completed by walking, wheeling and cycling by 2030.

The draft strategy also identifies Seven Steps to Success which outline how we aim to achieve our vision. These are:

1. Engage with local communities and enable behaviour change
2. Create a safe, connected and well-maintained walking, wheeling and cycling network for all that gets people to where they need to be
3. Build healthy places, spaces and communities
4. Support multi-modal journeys
5. Embrace new technology
6. Remove barriers to provide a network that is accessible, inclusive and considers the needs of all users
7. Work with our partners to achieve common ambitions

The scale and pace of delivery will depend on our ability to secure funding for our ambitions.

## Tell us your views

We would like to hear your views on our proposals.

FACT BANK: The vision of our draft strategy aligns with the Department for Transport’s Gear Change (2020) ambition of half of journeys in towns and cities to be walked or cycled by 2030.

1. **To what extent do you agree or disagree with our overall vision?** Please choose one answer only, from the list below:

|  |  |
| --- | --- |
| Strongly agree |  |
| Agree |  |
| Neither agree or disagree |  |
| Disagree |  |
| Strongly disagree |  |
| Don’t know |  |

**Seven steps to achieve our vision**

We have set out seven steps to achieve our vision, realise the benefits and overcome the challenges. Tell us what you think about each of the seven steps to success.

**Step 1 ‘Engage with local communities and enable behavioural change'.**

This is about engaging with communities and organisations to help shape the design and delivery of walking, wheeling, and cycling schemes, as well as changing attitudes and behaviours.

We want to understand people’s needs, what motivates and influences you to make the choices you do, and how we can enable and encourage more people to make journeys using sustainable transport.

FACT BANK: Walking for 30 minutes or cycling for 20 minutes on most days reduces mortality risk (likelihood of death) by at least 10% (WHO, 2022).

1. **To what extent do you agree or disagree with step 1?** Please choose one answer only, from the list below:

|  |  |
| --- | --- |
| Strongly agree |  |
| Agree |  |
| Neither agree or disagree |  |
| Disagree |  |
| Strongly disagree |  |
| Don’t know |  |

**Step 2 ‘Create a safe, connected and well-maintained walking, wheeling, and cycling network for all that gets people to where they need to be’.**

This is about improving safety and confidence when walking, wheeling and cycling. It involves developing a network of routes which are safe, direct, convenient, accessible, comfortable and well maintained. We want the network to be inclusive and to take account of the needs of all types of users.

FACT BANK: 63.5% of respondents to our recent Countywide Local Cycling and Walking Infrastructure Plan (LCWIP) engagement survey said safer roads including slower driving speeds, less traffic and more considerate driving would encourage them to walk more and 61% said safer roads would encourage them to cycle more.

1. **To what extent do you agree or disagree with step 2?** Please choose one answer only, from the list below:

|  |  |
| --- | --- |
| Strongly agree |  |
| Agree |  |
| Neither agree or disagree |  |
| Disagree |  |
| Strongly disagree |  |
| Don’t know |  |

**Step 3 ‘Build healthy places, spaces and communities'.**

We want everyone in Norfolk to live physically and mentally healthy lives. This step is about making sure new developments are designed with good access to sustainable travel, making active travel a viable, convenient and safe choice for people of all ages and abilities.

Enabling and encouraging people to walk, wheel and cycle more often is vital to support people’s physical and mental health and wellbeing and help modernise our transport network, supporting transport decarbonisation and improved air quality. Walking and cycling deliver significant physical and mental health benefits, reduce congestion, create no air pollution or noise, and are low-cost forms of travel.

FACT BANK: 4.9% of mortality in Norfolk and 5.5% in Norwich is attributable to air pollution (Norfolk Insight, 2019). Increased walking, wheeling and cycling can help reduce this percentage.

1. **To what extent do you agree or disagree with step 3?** Please choose one answer only, from the list below:

|  |  |
| --- | --- |
| Strongly agree |  |
| Agree |  |
| Neither agree or disagree |  |
| Disagree |  |
| Strongly disagree |  |
| Don’t know |  |

**Step 4 ‘Support multi-modal journeys’ where people use different types of transport to complete their journey'.**

This is about enabling people to complete their journeys using different types of transport, in both urban and rural areas. People will be able to transfer between sustainable modes of transport and Norfolk’s public transport easily due to well-designed networks, travel hubs such as bus or rail stations, and journey planners such as the newly launched Travel Norfolk website.

FACT BANK: The rollout of the Beryl bike, e-bike and e-scooter scheme in Norwich has seen 42% of riders connecting to train journeys and 24% have connected to a

bus journey (Beryl, 2022).

1. **To what extent do you agree or disagree with step 4?** Please choose one answer only, from the list below:

|  |  |
| --- | --- |
| Strongly agree |  |
| Agree |  |
| Neither agree or disagree |  |
| Disagree |  |
| Strongly disagree |  |
| Don’t know |  |

**Step 5 ‘Embrace new technology'.**

This is about using technology to monitor our transport network, understand the behaviours of people using different types of transport, and support the decarbonisation of our transport network. This will help us better monitor and maintain our networks, provide information about travel and current performance of the network for users, assess the effectiveness of schemes to ensure that those we invest in are beneficial to people and support sustainable travel across the county.

FACT BANK: There are 114 e-bikes and 322 e-scooters available for use in Norwich and 104 e-scooters in Great Yarmouth through Beryl and Ginger share schemes and trials (2023).

## To what extent do you agree or disagree with step 5? Please choose one answer only, from the list below:

|  |  |
| --- | --- |
| Strongly agree |  |
| Agree |  |
| Neither agree or disagree |  |
| Disagree |  |
| Strongly disagree |  |
| Don’t know |  |

**Step 6 ‘Remove barriers to provide a network that is accessible, inclusive and considers the needs of all users'.**

This is about ensuring that all residents and visitors have access to a walking, wheeling and cycling network suitable for them. It is about removing barriers that people face, which could be due to reduced mobility, health conditions, impairments, or socioeconomic reasons.

FACT BANK: People with a disability take 38% fewer trips across all modes of transport than non-disabled people (Motability, 2022).

1. **To what extent do you agree or disagree with step 6?** Please choose one answer only, from the list below:

|  |  |
| --- | --- |
| Strongly agree |  |
| Agree |  |
| Neither agree or disagree |  |
| Disagree |  |
| Strongly disagree |  |
| Don’t know |  |

**Step 7 ‘Work with our partners to achieve common ambitions'.**

This is about working with partners and stakeholders to draw on expertise and local knowledge to ensure that the work we do has real and lasting positive impact on local communities and the environment. It is about taking collective action to overcome challenges and barriers to walking, wheeling and cycling.

FACT BANK: In Norfolk, 28% of adults are physically inactive (Active Norfolk, 2021)

1. **To what extent do you agree or disagree with step 7?** Please choose one answer only, from the list below:

Strongly agree

Agree

Neither agree or disagree

Disagree

Strongly disagree

Don’t know

1. **Please consider our vision and seven steps as a whole. Is there anything else you want to say about the strategy?**

# About you

To make sure we are learning from a wide range of people – we would like to ask some questions about you. These are optional questions (so you may choose not to give this information), but this information is helpful to understand who is responding to our consultations.

1. **Are you responding as...?** Please tick **one** answer only:

|  |  |
| --- | --- |
| An individual / member of the public |  |
| On behalf of a voluntary or community group |  |
| On behalf of a statutory organisation |  |
| On behalf of a business |  |
| A Norfolk County Councillor |  |
| A district or borough councillor |  |
| A town or parish councillor |  |
| A Norfolk County Council employee |  |

If you are responding on behalf of another organisation, what is the name of the organisation, group, or business?

Please write your answer in the box below:

1. **How did you hear about this consultation?** Please select **one** of the following:

|  |  |
| --- | --- |
| Local media (e.g., newspaper, radio) |  |
| From a social media post (e.g., Facebook) |  |
| From a friend |  |
| From a group I belong to |  |
| From my place of work or education |  |
| The Norfolk Residents' Panel |  |
| District council web page |  |
| Norfolk County Council web page |  |
| My parish council |  |
| From an email I received |  |
| By post |  |

1. **Are you...?** Please tick **one** answer only:

|  |  |
| --- | --- |
| Male |  |
| Female |  |
| Prefer not to say |  |
| Prefer to self-describe (please specify below) |  |

If you prefer to self-describe please specify here:



1. **How old are you?** Please tick **one** answer only*:*

|  |  |
| --- | --- |
| Under 18 |  |
| 18-24 |  |
| 25-34 |  |
| 35-44 |  |
| 45-54 |  |
| 55-64 |  |
| 65-74 |  |
| 75-84 |  |
| 85 + |  |
| Prefer not to say |  |

1. **Do you have any long-term illness, disability or health problem that limits your daily activities or the work you can do?** Please tick **one** answer only:

|  |  |
| --- | --- |
| Yes |  |
| No |  |
| Prefer not to say |  |

1. **If yes which of the following best describes your condition or disability?**

*Please tick* ***all*** *answers that apply*

|  |  |
| --- | --- |
| Blind or partially sighted |  |
| D/deaf or hard of hearing |  |
| Limiting health condition |  |
| *e.g., heart disease, asthma, stroke, osteoarthritis,   Rheumatoid arthritis, fibromyalgia and magic encephalomyelitis (ME) etc*. | |
| Learning Disabilities |  |
| Neurodiversity |  |
| *e.g. autistic spectrum disorders, dyslexia, dyspraxia* | |
| Mental health conditions |  |
| e.*g. depression, schizophrenia, bipolar affective disorders, eating disorders, obsessive compulsive disorder* | |
| Physical disability |  |
| *e.g. limb disorder, amputee, wheelchair user, cerebral palsy, motor neurone disease, muscular dystrophy* | |

If you have another type of disability not listed above, please write here:



|  |  |
| --- | --- |
| Prefer not to say |  |

1. **How would you describe your ethnic background?**

Please tick **one** answer only:  

**Asian or Asian British**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Asian British |  | Indian |  | Pakistani |  |
| Bangladeshi |  | Chinese |  |  |  |

Any other Asian background, please describe here:

**Black, Black British, Caribbean, or African**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Black British |  | Caribbean |  | African |  |

Any other Black, Black British, or Caribbean background, please describe here:

**Mixed or multiple ethnic groups**

|  |  |  |  |
| --- | --- | --- | --- |
| White and Black Caribbean |  | White and Black African |  |
| White and Asian |  |  |  |

Any other mixed or multiple group, please describe here:

**White**

|  |  |  |  |
| --- | --- | --- | --- |
| English, Welsh, Scottish, Northern Irish or British Irish | | |  |
| Gypsy or Irish Traveller |  | Roma |  |

Other White background, please describe here:



**Another ethnic group**

|  |  |
| --- | --- |
| Arab |  |

Any other ethnic group please describe here:



|  |  |
| --- | --- |
| Prefer not to say |  |

1. **Which district/borough/city do you live in?**

Please tick **one** answer

|  |  |
| --- | --- |
| Breckland |  |
| Broadland |  |
| Great Yarmouth |  |
| Kings Lynn and West Norfolk |  |
| North Norfolk |  |
| Norwich |  |
| South Norfolk |  |

1. **Do you have caring responsibilities?** *Please tick* ***one*** *answer*

|  |  |
| --- | --- |
| No |  |
| Yes – for children with additional needs |  |
| Yes – for older family members/ Adults |  |
| Yes - Parent Carer |  |
| Yes – for a disabled adult(s) |  |

Yes, other. Please write here:



1. **Which of the following best describes you?**

Please tick **one** answer only:

|  |  |
| --- | --- |
| Employed (full time) |  |
| Employed (part time) |  |
| Self employed |  |
| Unemployed |  |
| Student |  |
| Looking after the family home |  |
| Long term sick |  |
| Retired |  |

1. **What is your first language?**

English                                                                   

      Other, please write here:

## What happens next

We’re asking for your feedback on the draft walking, wheeling and cycling strategy. The responses will be analysed and considered in the development of a final draft walking, wheeling and cycling strategy. A consultation report will be developed showing the results of the consultation and any amendments that have been made to the strategy as a result. A final draft, which takes into account the responses to this consultation, will be considered at a meeting of Norfolk County Council’s cabinet before a final decision is made on whether to take the strategy forward.

**You can send back a paper feedback form to:**   
   
Walking, wheeling and cycling strategy   
Freepost Plus RTCL-XSTT-JZSK, Norfolk County Council, Ground floor – south wing, County Hall, Martineau Lane, Norwich NR1 2DH.

However, if you want to help the council save money, please use a stamp and send to this address: Stakeholder and Consultation Team, Norfolk County Council, Ground floor – south wing, County Hall, Martineau Lane, NR1 2DH.

You may wish to keep a copy of your response to our consultation for your own records.

Your opinions are valuable to us. Thank you for taking the time to read this document and respond.

|  |  |
| --- | --- |
|  | If you need this document in large print, audio, Braille, alternative format or in a different language please email us at [haveyoursay@norfolk.gov.uk](mailto:haveyoursay@norfolk.gov.uk) or contact Customer Services on 0344 800 8020 or Text Relay on 18001 0344 800 8020 (textphone) and we will do our best to help. |

1. https://www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/policies-and-strategies/roads-and-travel-policies/local-transport-plan [↑](#footnote-ref-2)
2. https://norfolk.citizenspace.com/environment-transport-and-development/walking-wheeling-and-cycling-2023-2036/user\_uploads/walking--wheeling-and-cycling-strategy\_accessible-2.pdf [↑](#footnote-ref-3)
3. https://www.norfolk.gov.uk/what-we-do-and-how-we-work/open-data-fois-and-data-protection/data-protection/privacy-notices/norfolk-county-council-privacy-notice [↑](#footnote-ref-4)