



Norfolk County Council



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Date: 27 June 2025

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Dear Residents and Businesses,

Consultation on a new inbound bus lane on Hardwick Road

Norfolk County Council is asking for feedback on proposed changes to the A149 Hardwick Road which would see an inbound bus lane added. The aim of the scheme is to improve bus journey times and reliability by reducing congestion at existing pinch points. We are writing to let you know how to find out more about the project and how to take part in our consultation.

Norfolk's Bus Service Improvement Plan

This project is part of a series of improvements we are making in the county, called the Bus Service Improvement Plan (BSIP). It's aimed at improving bus services across our public transport network. We are using funding awarded to us by the Department for Transport to improve accessibility on our bus network and invest in infrastructure at strategic locations, relieving specific areas of congestion that affect buses so we can deliver better, more punctual services.

What's being proposed and why?

At present, there are delays for buses from the A47 Hardwick Roundabout to Southgate's Roundabout, particularly at peak times, the traffic is congested and there are long queues.

Following extensive traffic modelling it has been shown that by providing a short length of bus lane from, approximately, the railway bridge to Horsley's Fields would help to alleviate these issues. This solution provides similar benefits to a longer bus lane but with less disruption during construction.

The table below explains what changes we are proposing and the reasons behind them. The enclosed plan shows what the project would look like on the ground – the proposed changes below correspond to the relevant points marked on the map.

Map Point	Proposal	Reason for proposal
A	The current inner inbound lane to be used as a dedicated bus lane.	This will create a clear travel path for buses to improve bus journey times and reliability.
B	Introduction of bus route signs	These will be installed to aid buses and general traffic, and to meet traffic regulation standards.
C	Introducing the prohibition of loading/unloading and waiting at any time on the bus lane.	This will be to prevent any obstruction to buses.
D	To redistribute lane widths along the short road section over the railway bridge, reducing the outbound lane and increasing the two inbound lane widths.	This will allow more space for buses and general traffic using the inbound lanes.

Please note

If approved, the works are currently scheduled to start in early 2026. Details including the length of works and traffic management will be shared nearer the start date.

How to comment

There are two ways to comment on the consultation:

- Visit www.norfolk.gov.uk/hardwickroad to find out more about these proposals and sharing your thoughts by completing our online survey.
- Ask for a hard copy of the survey by calling or emailing us using the details at the top of this letter. Large font and other formats are available on request

Next Steps

The deadline for comments is Monday 21 July and we will carefully consider all responses ahead of advertisement of the formal Traffic Regulation Orders needed to deliver the project. The webpage above will be kept up to date with the latest progress and information.

Background

The Department for Transport (DfT) has awarded the county council nearly £50m of funding for its Bus Service Improvement Plan, aimed at improving bus services and infrastructure facilities across the county. The plan includes measures such as integrated travel hubs, new and more frequent services and bus priority infrastructure schemes. You can read more about our work on the Bus Service Improvement Plan by visiting www.norfolk.gov.uk/busstrategy.

Yours faithfully,



Niki Park
Head of Passenger Transport



If you need this report in large print, audio, Braille, alternative format or in a different language please contact 0344 800 8020 and ask for Transport for Norfolk or textphone 0344 800 8011 and we will do our best to help.