



Norfolk County Council



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Dear Residents and Businesses,

Consultation on proposals for Market Gates, Great Yarmouth

Norfolk County Council is asking for feedback on proposed changes to the Market Gates bus interchange and surrounding area. We are writing to let you know how to find out more about the project and how to take part in our consultation.

What's being proposed and why

This proposal seeks to improve public transport across Great Yarmouth by enabling two way bus travel through the Market Gates Interchange.

- To make bus journeys quicker and more reliable, separate buses from general traffic and boost the local economy.
- The arrival of Herring Bridge has already changed traffic movements around the town.
- Approximately 1.2 million passengers per year currently use the Market Gates interchange and this figure is expected to grow through the new improved transport links delivered at the rail station and our continued investment in bus services across the region; with new and extended routes and the £1.50 Great Yarmouth fare cap.
- Tourism is currently worth £648 million per year to the town's economy, with 23% of all employment linked to this area.
- All of the recent investments in the town are about growing Great Yarmouth's economy to support local people and having the right infrastructure in place to enable an efficient public transport network is key to this goal, both within the town itself and through the connections to elsewhere in the county and beyond.
- Enabling two way bus travel through Market Gates would generate up to 5 minute journey time savings for buses at peak times. Speeding up journeys for passengers, improving journey reliability and encourage further investment in services.
- The changes proposed would benefit motorists too by facilitating greater separation of buses from general traffic on key routes within the town centre.

The table overleaf details all the changes we're proposing as part of the project. Each element is primarily needed to safely allow two way travel for buses through Market Gates,

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speeding up journeys for passengers and supporting the future economic growth of the town. Any additional reasons and benefits for those walking, cycling or driving are shown below.

	Proposal	Reason for proposal
1	Reverse traffic flow of western bus lane to allow buses to travel North through Market Gates interchange	Following the opening of Herring Bridge and more traffic movement from the South, allowing north bound bus travel will improve journey times
2	Provide a new 'push button' pedestrian crossing at the northern junction with Market Gates	To make it easier and safer for people to cross the road
3	New bus stops to be located outside the Troll Cart pub, Regent Road and on Alexandra Road (Troll Cart bus stop would require a reduction in current taxi rank provision, reduced from 8 cars to 4)	To ensure enough bus stop capacity for amended bus routes following proposal
4	Opportunity to create additional taxi rank and/or short term parking bays on northern end of Dene Side	Following point 3, capacity is being reviewed to ensure enough taxi ranks are available to serve local area
5	Realignment of the middle lane of bus interchange with priority for buses travelling South	To allow buses to travel south bound in the centre and eastern lane.
6	Temple Road to become Two Way for all traffic (Northbound to be left/ahead only at junction with St Nicholas Road).	Allow buses access both north and southbound through the bus station
7	King Street to become South Bound traffic only Regent Street to Regent Road and North bound traffic only from Alexandra Road to Regent Road	Allow buses access both north and southbound through the bus station
8	Dene Side to become South bound traffic only, between Theatre Plain and Alexandra Road	To maintain access to the town centre in support of proposed changes.
9	Regent Street to be East bound traffic only from Hall Plain. Bus, taxi, loading and access only from Howard St	To allow key access to the town centre in support of proposed changes.
10	Bus Stop on Hall Quay to be relocated to Regent Street	Relocation required due to proposed change of direction on Regent Street.
11	Existing traffic island on Hall Quay to be removed and replaced with a crossing point on southern end of Regent Street	To ensure a safe point for people to cross the street is retained.
12	Contra flow cycle lane along Regent Street from the bus interchange to the junction with Howard Street where cyclists will be guided to join shared use	Allows continued safe transit for cyclists due to the amended road directions.
13	Enable right turn from Market Gates into Temple Road	Provides additional exit route from shopping centre car park following Temple Road becoming two way.

All current highway facilities would remain in place unless otherwise stated above and all road markings in the area would also be refreshed as part of the scheme.

A fully zoomable plan of all proposed changes for the area is available via the project webpage and large scale plans are also displayed at a number of locations around the town, with hardcopies to take away if required. Further details below.

Plan locations

- Market Gates Shopping Centre
- Great Yarmouth Town Hall
- Kingsgate Centre, Queen Anne's Road
- Shrublands Community Café, Magdalen Way, Gorleston
- Great Yarmouth, Gorleston or Caister Library

How to comment

There are two ways to comment on the consultation:

- Visit www.norfolk.gov.uk/marketgates to complete our online survey and share your thoughts on the proposals.
- Please 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.

Please contact us if you have any queries or would like to discuss the proposals in more detail before completing the survey.

Deadline

The deadline for comments is Sunday 16 June.

Next Steps

All responses will be carefully considered in consultation with relevant councillors and representatives of the Great Yarmouth Transport Steering Group as appropriate before any decisions are made on how to proceed with the project.

If approved to take forward, the advertisement of the formal Traffic Regulation Orders needed to deliver the project will provide a further opportunity for the public to comment.

The project webpage 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 such as this project along Southtown Road. 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