

Your Ref:
Date: 7 May 2024

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Dear Residents and Businesses,

Consultation on proposals for Southtown Road, Great Yarmouth

Norfolk County Council is asking for feedback on proposed changes to Southtown Road. We are writing to let you know how to find out more about the project and how to take part in our consultation.

This project is part of a series of improvements we're making around Norfolk, aimed at improving bus journey times and reliability of services across our public transport network. We're using funding awarded to us by the Department for Transport for our Bus Service Improvement Plan to invest in infrastructure at strategic locations, relieving specific areas of congestion that affect buses so we can deliver better, more punctual services. Through these changes, along with funding for additional and extended services, the current £1.50 fare cap and zero-emission buses, we hope that more people will choose the bus for their everyday journeys in and around Great Yarmouth.

What's being proposed and why

This project is making changes along Southtown Road by removing the traffic signals at the junctions of Gordon Road, Tollgate Road and Boundary Road, as well as installing a new pedestrian crossing south of the Gordon Road junction. This improvement aims to improve the flow for all traffic, reduce delays and improve journey times and punctuality for buses at the same time, whilst also making it easier and safer to cross the road.

The table below explains what changes we're proposing and the reasons behind them. The enclosed plan shows what the project would look like on the ground.

	Proposal	Reason for proposal
1	Removal of traffic signals at Southtown Road and Gordon Road Junction	To improve traffic flow along Southtown Road
2	Installation of a new signal controlled 'push button' pedestrian crossing south of Gordon Road	To make it easier and safer to cross the road following removal of the traffic signals on the Gordon Road junction.
3	Minor relocation of bus stop on Southtown Road	To accommodate the changes to the junction.

Continued...

	Proposal	Reason for proposal
4	Removal of traffic signals at Southtown Road and Tollgate Road Junction	To improve traffic flow along Southtown Road
5	Improvements to existing crossing south of Tollgate Road	To allow safe crossing for pedestrians
6	Pavement widening at access to Silverton Aggregates & Builders Merchants	To improve visibility for vehicles exiting Silverton Aggregates & Builders Merchants. Provide more space for pedestrians and improve visibility, making it easier and safer to cross the junction.
7	Removal of traffic signals at Southtown Road and Boundary Road Junction	To improve traffic flow along Southtown Road

All road markings in the area will be refreshed as part of the scheme.

How to comment

There are two ways to comment on the consultation:

- Visit www.norfolk.gov.uk/southtownroad to complete our online survey and share your thoughts on the proposals.
- 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 Tuesday 28 May and we will carefully consider all responses ahead of advertisement of the formal Traffic Regulation Orders needed to deliver the project. This will be done in consultation with the local county council member and cabinet member, as appropriate. 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 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