



**Norfolk County Council**



**Funded by  
UK Government**

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Dear Residents and Businesses,

### **PBA044 – Dereham Market Place Gold Standard Bus Stops**

Norfolk County Council is asking for feedback on proposed improvements to the Market Place in Dereham. The aim of the scheme is to improve how buses serve the town, including the capacity, safety and accessibility of the busy bus stops, as well as reducing congestion in the town centre area for everyone. This makes it easier for people to cross over the Market Place to access shops, amenities and bus services. We are writing to let you know how to find out more about the project and how to take part in our consultation.

### **What is Being Proposed and Why**

Dereham Market Place is a busy town centre with an average of 180 daily bus departures. Two-thirds of these use the southbound bus stop layby, outside NatWest and Specsavers, which currently only accommodates two buses at any one time. Frequently, additional buses arrive when the bus layby is fully occupied and are forced to stop in the road until the layby becomes free, which in turn blocks the pedestrian signal-controlled crossing as well as the entrance to the Market Place for other vehicles, leading to congestion in the area.

The northbound bus stop, outside William H Brown, lacks space for waiting passengers and people walking past. There are also no accessible crossing points from this bus stop to the other side of the Market Place, making it difficult for people to cross especially if they have pushchairs, wheelchairs or other similar mobility aids. A new zebra crossing will be provided outside the Co-Operative food store and step-free crossings provided outside the Perfect Catch Fish and Chip shop as well as from William H Brown to the new zebra crossing.

New bus shelters will be installed at both bus stops which will include electronic displays showing the upcoming live departure times for buses serving the town, making it easier for people to know when buses will be arriving and where.

This scheme aligns with Breckland District Council's future plans for the Market Place. We have worked closely with Breckland, who have contributed financially to these upgrades, to ensure these improvements serve as a first step toward their long-term vision for the area.

Funding is being provided by the Department for Transport's Bus Service Improvement Plan (BSIP) grant. Since the start of the delivery of BSIP improvement schemes in Norfolk, bus usage has risen by 16% in Norfolk and has seen Konectbus to recently expand their services in the Dereham area providing more frequent and later bus services.

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 numbered proposed changes below correspond to the relevant points marked on the map.

| Ref      | Proposal   | Reason for proposal   |
|----------|--|---|
| <b>A</b> | Extension of the southbound bus stop layby to 53 metres in length.   | To allow space for three buses to use the bus stop effectively and help reduce congestion as buses are less likely to queue on the road.  |
| <b>B</b> | Relocation of two disabled parking bays from outside Boots to Quebec Street.   | To provide the space needed to extend the southbound bus stop.  |
| <b>C</b> | Reduction of the taxi rank by 17.5 metres to 30 metres in length.  | To facilitate relocation of disabled bays from the Market Place, to allow the space needed to extend the southbound bus stop.   |
| <b>D</b> | Removal of two 30-minute parking bays from the Market Place, which are not used during market hours on Tuesdays and Fridays. | To allow more footway space for pedestrians at the north bound bus stop and space required for the new zebra crossing location.   |
| <b>E</b> | Installation of new bus shelters (both northbound and southbound) with Real Time Information (RTI) screens.                  | <p>A larger new north bound bus shelter will allow people to wait more comfortably and provide more space for people travelling along the footway.</p> <p>Two new southbound shelters will be placed centrally within the stop to allow users to access the appropriate bus.</p> <p>Real Time Information screens will give up to date information on bus arrival time.</p> |
| <b>F</b> | Resurfacing of Market Place and the Market, plus small sections of Church  | The existing carriageway surfacing has reached the end of its life. This maintenance work has been  |

| Ref      | Proposal  | Reason for proposal   |
|----------|---|---|
|          | Street and Quebec Street where required.  | combined with the BSIP scheme to reduce cost and disruption in the area.  |
| <b>G</b> | Removal of the existing raised table crossing point and installation of an improved raised table zebra crossing with tactile paving for improved pedestrian safety. | To allow pedestrians to cross Market Place more safely. The slight relocation further south in the Market Place will provide the additional space required to make the southbound bus layby bigger in order to reduce congestion. |
| <b>H</b> | Adjustment of the kerb in the Market Place opposite the Perfect Catch fish and chip shop.   | To allow buses to turn more safely in the Market Place  |
| <b>I</b> | Make the footway bigger by the northbound bus stop, adjacent William H Brown  | To create more space for passengers to wait in a larger bus shelter and improve the crossing point across the Market Place entrance.  |
| <b>J</b> | Provision of tactile paving crossing points   | To help partially sighted pedestrians cross the Market Place more safely.   |
| <b>K</b> | Kerb line change to remove buildout on the corner of Church Street & Quebec Street  | To allow larger vehicles, including buses, to turn into Quebec Street safely and help tie in with Breckland Council's future for the Market Place.  |
| <b>L</b> | Extension of double yellow lines  | Allows larger vehicles to turn into Quebec Street and comfortably pass the proposed disabled bay.   |
| <b>M</b> | Bus kerb line taper entry   | Improved entry taper to guide buses into the optimal stopping position making it easier to align along the kerb and for people to get on and off the buses.   |

*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/derehammarketplace](http://www.norfolk.gov.uk/derehammarketplace) 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 16 September 2025 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. If approved, delivery date is due to take place from January 2026.

## Background

The Department for Transport (DfT) has awarded the County Council nearly **£50 million** to support its Bus Service Improvement Plan. This funding is intended to improve bus services and infrastructure across the county, including integrated travel hubs, more frequent services, and priority infrastructure schemes such as this one in Dereham Market Place.

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.