

Subject: Great Yarmouth Transport Strategy

Report to: Executive Leadership Team  
Economic Development Committee

24 September 2018

8 October 2018

Report by: David Glason – Development Director  
Tom McCabe – Executive Director of Community & Environmental  
Services (NCC)

### **SUBJECT MATTER**

Members of the Great Yarmouth Transport and Infrastructure Steering group formally supported the proposals for developing a transport strategy for Great Yarmouth at their meeting on 6 March 2018.

The work is being carried out by WSP consultants, steered and guided by both Norfolk County Council (NCC) and Great Yarmouth Borough Council (GYBC).

To date an analysis of the problems and issues has been carried out (attached) with stakeholder engagement and Vision and Objectives established.

The next steps are to appraise a long list of possible transport schemes to determine their appropriateness for inclusion into the strategy. A further report to the Great Yarmouth Transport and Infrastructure Steering Group is proposed for mid-December 2018.

### **RECOMMENDATIONS**

**Members are recommended to note the contents of this report, and endorse:**

- i) the associated Stage 1 Issues and Opportunities report for the Great Yarmouth Transport Strategy**
- ii) the long list of transport schemes – adding any further suggestions for appraisal**

## **1. EXECUTIVE SUMMARY**

- 1.1 This report sets out work in progress on developing the Great Yarmouth Transport Strategy. It describes the working arrangements, progress to date and what work is proposed over the next few months. It also sets out when the next outputs will be available that can be shared with members.

## **2. BRIEF AND MANDATE FOR A GREAT YARMOUTH TRANSPORT STRATEGY**

- 2.1 Members of the Great Yarmouth Transport and Infrastructure Steering group

considered the draft brief for the development of a transport strategy for Great Yarmouth, at their meeting on 6 March 2018.

2.2 A summary of the overall process was set out as follows:

- Analysis of the current and future transport problems and issues
- Development of possible transport options identified by both Great Yarmouth Borough Council and Norfolk County Council to address the issues
- Use of Department for Transport Early Appraisal Sifting Tool to assess possible transport schemes
- Stakeholder consultation/workshop and identification of a preferred strategy for GYBC and NCC to pursue

2.3 County Councillor Castle commented that he welcomed the strategy and felt that it was a positive document and suggested that continuity was built into the strategy. Borough Councillor Jeal raised some concern in relation to cycle lanes that are introduced and then not used. Borough Councillor Plant commented on the issues of traffic management along the Quay, Nelson Road and the Seafront in Great Yarmouth, and he was advised that work was needed to address the traffic flow.

2.4 It was resolved: *That the support of the Great Yarmouth Transport and Infrastructure Steering Group be noted in respect of the Great Yarmouth Transport Strategy.*

### **3. WORKING ARRANGEMENTS**

3.1 The work on developing the transport strategy is being progressed by WSP who are the consultant partner of Norfolk County Council. Although the contract is between Norfolk County Council and WSP, they are being steered and managed jointly by Norfolk County Council and Great Yarmouth Borough Council officers. To this end, monthly meetings are held with all parties represented.

### **4. PROGRESS TO DATE**

4.1 The analysis of the current and future transport problems and issues has been completed and this is presented in a **Stage 1: Issues and Opportunities Report** which is attached to this report and circulated prior to this meeting.

4.2 The analysis work included evidence gathering which built on work previously carried out to determine sustainable transport schemes for delivery using the New Anglia Local Enterprise Partnership (LEP) Local Growth Fund (LGF). The key activities carried out are listed below:

- Audit of transport network including site visits
- Stakeholder presentation and workshop on 14 June 2018
- Consideration of stakeholder and Member views
- Dialogue with Third River Crossing Team
- Preparation of current and future transport problems and issues report

4.3 At the stakeholder workshop on 14 June 2018 a vision and set of objectives for the strategy were proposed and agreed, taking account of comments made by Member and stakeholder responders.

4.4 Consideration of the analysis of the current and future transport problems and issues, including the stakeholder feedback, has enabled a **Long List** of possible transport schemes and measures to be drawn up to be further considered and appraised (attached). This has also been circulated prior to this meeting.

## **5. NEXT STEPS**

5.1 The next stage is to assess and appraise the schemes on the **Long List** against the Vision and Objectives.

5.2 The assessment and appraisal will use the Department for Transport (DfT) Early Appraisal Sifting Tool (EAST), and where appropriate, transport modelling. The process will score each possible intervention and determine whether they should be included in the short list from which a draft strategy of schemes and measures could be derived.

5.3 The Consultants WSP will provide modelling and appraisal reports that document this assessment and appraisal work and shows how the short list has been arrived at and transparently sets out why.

5.4 Early drafts of these are likely to be available in mid-December 2018 and these will be presented to Members of the Great Yarmouth Transport and Infrastructure Steering Group for comment before being shared with the wider stakeholder group. In view of these, another meeting of the Great Yarmouth Transport and Infrastructure Steering Group will convene in mid-December 2018.

5.5 The completed Great Yarmouth Transport Strategy will return to the Economic Development Committee for endorsement and adoption in Spring 2019.

## **6. FINANCIAL IMPLICATIONS**

None.

## **7. RISK IMPLICATIONS**

None.

## **8. RECOMMENDATIONS**

**Members are recommended to note the contents of this report, and endorse:**

- i) **the associated Stage 1 Issues and Opportunities report for the Great Yarmouth Transport Strategy**
- ii) **the long list of transport schemes – adding any further suggestions for appraisal**

## 9. ATTACHMENTS

1. Great Yarmouth Transport Strategy Report: Stage 1 Issues and Opportunities
2. Great Yarmouth Transport Strategy Report: Long List of Transport Schemes

*Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated?*

Area for consideration	Comment
Monitoring Officer Consultation:	Considered
Section 151 Officer Consultation:	Considered
Existing Council Policies:	The Corporate Plan Local Plan Core Strategy
Financial Implications:	Considered
Legal Implications (including human rights):	Considered
Risk Implications:	Considered
Equality Issues/EQIA assessment:	Considered
Crime & Disorder:	None
Every Child Matters:	None

# **GREAT YARMOUTH TRANSPORT STRATEGY: LONG LIST OF OPTIONS FOR INITIAL SIFT AGAINST THE PREFERRED TRANSPORT STRATEGY'S OBJECTIVES**

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## **Overview**

This technical note identifies a long list of options for the Great Yarmouth Transport Strategy. The options have been informed by the Stage 1 Issues and Opportunities Report and Stakeholder Consultation undertaken in June 2018.

The options in the long list have been broken down by transport theme. In the preferred Transport Strategy the options will be broken down by delivery time scale: Short (0 to 3 years), medium (3 to 10 years) and long-term options (10 years +). The delivery timescale of each option will be established during the preparation of proformas for each option.

Where the option is being developed / progressed as a part of a separate study (e.g. NCC or Highways England) this has been identified in brackets.

Stage 2 of the project will involve an initial sift of the long list of options against the Transport Strategy's objectives to develop a short list for appraisal. The purpose of this initial sift is to discount early on options that do not fit the Transport Strategy's objectives.

Following the initial sift, an appraisal of the short list of options will be undertaken. This will be based on DfT's Early Assessment Sifting Tool (EAST). The results of the appraisal will be used to identify options to be included within the preferred Transport Strategy (Stage 3 of the project).

## **1. Local Highway Network**

### **GENERAL IMPROVEMENTS**

- 1.1. Great Yarmouth Third River Crossing (*NCC Committed Scheme*).
- 1.2. Traffic management measures to reduced HGV movements along the sea front (*Scheme being developed / investigated by NCC*).
- 1.3. Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic (*Scheme being developed / investigated by NCC*).
- 1.4. Develop and introduce a signage strategy to inform drivers of car parking availability, congestion and, when implemented, status of the Great Yarmouth Third River Crossing (*Scheme being developed / investigated by NCC, part of proposed GYTRC Scheme, Town Centre Initiative*).
- 1.5. Provision of right turn facility between A1243 Hall Quay and A1423 Bridge Road (*Scheme being developed / investigated by NCC*).
- 1.6. Convert Fuller's Hill bus only right turn to all vehicles right turn (*Scheme being developed / investigated by NCC*).
- 1.7. Create sense of arrival into the town through new gateway features on Fullers Hill, Acle New Road, at Fullers Hill Roundabout, and at Great Yarmouth railway station and North Quay (*Scheme being developed / investigated by NCC*).
- 1.8. Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction (*Scheme being developed / investigated by NCC*).
- 1.9. Investigate introduction of urban clearways on key strategic routes (*Scheme being developed / investigated by NCC*).
- 1.10. Develop contingency measures to improve network resilience.
- 1.11. Reallocation of highway space at Hall Quay to improve movement of non-motorised users (*Scheme being developed / investigated by NCC*).

## CAPACITY IMPROVEMENTS

- 1.12. Capacity improvement at A1243 Pasteur Road / Southtown Road / Bridge Road signalised junction (*Scheme being developed / investigated by NCC*);
- 1.13. Capacity improvement at Southtown Road / Station Road / Matalan and Farm Foods access signalised junction (*Scheme being developed / investigated by NCC*).
- 1.14. Capacity improvement at A143 Beccles Road / Crab Lane priority junction.
- 1.15. Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction;
- 1.16. Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junctions;
- 1.17. Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction (*scheme incorporated in GYTRC proposals, NCC Committed Scheme*);
- 1.18. Capacity improvement at Fullers Hill / Northgate Street signalised junction;
- 1.19. Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction;
- 1.20. Capacity Improvement at Hall Quay / South Quay / Bridge Road signalised junction;
- 1.21. Capacity Improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction
- 1.22. Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction.
- 1.23. Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction.
- 1.24. Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction.
- 1.25. Review and reconsider the arrangement of the Town Centre one-way system and gyratory to improve traffic flow.
- 1.26. New link road between Thamesfield Way and Suffolk Road.
- 1.27. Review use and efficiency of traffic signals along Southtown Road.

## 2. Strategic Road Network

- 2.1. Dual A47 Acle Straight.
- 2.2. Reduce speed limit on existing A47 Acle Straight.
- 2.3. Introduce Average Speed Cameras on existing A47 Acle Straight.
- 2.4. Capacity improvements at A47 Harfreys Roundabout (*Scheme being investigated by Highways England*)
- 2.5. Capacity improvements at A47 Vauxhall Roundabout (*Highways England RIS 1 Scheme*)
- 2.6. Capacity improvements at A47 Gapton Hall Roundabout (*Highways England RIS 1 Scheme*).
- 2.7. Capacity improvement at A47 / James Paget University Hospital signalised junction.
- 2.8. Capacity improvement at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction.

## 3. Bus Services & Associated Infrastructure

- 3.1. Bus Stop Improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. This could include: Introduction of real time passenger information (RTPI), new/ improved bus shelters, new / improved waiting facilities and raised kerbs (*Scheme being developed / investigated by NCC*).
- 3.2. Improve bus interchange facilities at Great Yarmouth railway station.
- 3.3. Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians.
- 3.4. Introduction of new regular shuttle bus service between Great Yarmouth railway station and Great Yarmouth Town Centre, possibly extending to James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.
- 3.5. Improve public transport connectivity of South Denes peninsula / South Denes Enterprise Zone through introduction of new bus services / extension of existing services (e.g. bus route 2).
- 3.6. Work with local bus operators to introduce universal ticketing on all bus services that serve Great Yarmouth.
- 3.7. Introduction of demand responsive bus service to serve rural villages surrounding Great Yarmouth with restrictive or no existing bus service.
- 3.8. Work with bus operators to maintain and where possible improve the frequency of rural bus services that serve villages to the north west and south west of Great Yarmouth.

- 3.9. Improve bus services between Great Yarmouth and Lowestoft.
- 3.10. Investigate reallocation of carriageway space within Great Yarmouth Town Centre to improve bus and pedestrian routes (*Scheme being developed / investigated by NCC – Stonecutters Way and Howard Street North*).
- 3.11. Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities).
- 3.12. New / improved coach drop-off facilities in Great Yarmouth Town Centre.

## 4. Heavy Rail Services & Great Yarmouth Rail Station

- 4.1. Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station concourse.
- 4.2. Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich.
- 4.3. Work with Network Rail and Greater Anglia to improve the reliability of train services on the Wherry Line (*Committed Scheme in Network Rail's Control Period 5 to upgrade signalling system and level crossings*).
- 4.4. Work with Greater Anglia to improve amenity for passengers travelling on Wherry Line (*Committed Scheme: Greater Anglia are introducing new rolling stock in 2019/20*).
- 4.5. Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth.
- 4.6. Improve rail freight facilities at Great Yarmouth.

## 5. Walking

- 5.1. Improvement to the access and signage and promotion of Norfolk's long distance footpath network from Great Yarmouth. This includes: Norfolk Coastal Path (Hunstanton to Hopton on Sea), Angles Way (Great Yarmouth to Thetford), Weaves Way (Cromer to Great Yarmouth), Cross-Norfolk Trail (King's Lynn to Great Yarmouth) and Wherryman's Way (Norwich to Great Yarmouth) (*Scheme being developed / investigated by NCC*).
- 5.2. Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along sea front where there is a high footfall / high number of mobility scooter users.
- 5.3. Improve lighting and tactile paving along northern section of esplanade.
- 5.4. Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Sea Front, bus station, railway station and other key trip attractors (*Scheme being developed / investigated by NCC*).
- 5.5. Improve the pedestrian amenity of The Rows (*Scheme being developed / investigated by NCC - Town Centre Masterplan*).
- 5.6. Improve pedestrian crossing facilities along the A143 Beccles Road (*Scheme being developed / investigated by NCC – minor improvements to existing uncontrolled crossings*).
- 5.7. Simplify existing signalised arrangement and improve pedestrian crossing facilities at junction of Fuller's Hill / Northgate Street (*Scheme being developed / investigated by NCC*).
- 5.8. Improve existing pedestrian routes to / from Harfreys Industrial Estate (e.g. foot/ cycle bridge across A47, footpath between Harfreys Road and Burgh Road, footpath between Edison Way and Burgh Road) (*Scheme being developed / investigated by NCC*).
- 5.9. Improve pedestrian crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College.
- 5.10. Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction (*Scheme being developed / investigated by NCC*).
- 5.11. Improve pedestrian crossing facilities along Nottingham Way.
- 5.12. Improve facilities for pedestrians and cyclists around Garton Hall Retail Park.
- 5.13. Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre.

## 6. Cycling

- 6.1. New signed strategic cycle route between Great Yarmouth Town Centre and Gorleston-on-Sea that utilise Great Yarmouth Third River Crossing. This could utilise parts of the existing cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5, cycle route 6 or existing neighbourhood links along the A143.



- 6.2. Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth.
- 6.3. Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the sea front and close to large trip attractors in the wider study area (*Scheme being developed / investigated by NCC*).
- 6.4. Improve wayfinding for cyclists in the centre of Great Yarmouth and along existing pedalways (*Scheme being developed / investigated by NCC*).
- 6.5. Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft.
- 6.6. Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft.
- 6.7. Develop a cycle route map for Great Yarmouth showing the standard of cycle infrastructure (e.g. shared use, segregated, advisory on-road, on-road).
- 6.8. Develop a cycling smartphone app for Great Yarmouth showing cycling routes and associated infrastructure.
- 6.9. Join up and fill in the gaps in Great Yarmouth's cycling network to create a coherent network that allows uninterrupted journeys across the town by bicycle. Identified schemes include:

#### **SOUTH DENES PENINSULAR**

- 6.9.1. New on-road cycle facilities along South Quay / Southgates Road to tie up with Great Yarmouth Third River Crossing.

#### **A143 BECCLES ROAD**

- 6.9.2. Improved crossing facilities for cyclists on A143 Beccles Road north of Green Lane where the shared use route on the westside of the carriageway terminates to connect shared use routes on east and west side of the carriageway.
- 6.9.3. Widen existing shared use route on A143 Beccles Road between Burnet Road and New Road.
- 6.9.4. New cycle route along A143 Beccles Road between Primrose Way and Beccles Road / Burgh Road Roundabout, including provision of new cycle crossing facilities.
- 6.9.5. Improve east-west cycle connectivity along existing neighbourhood cycle route between Bussey's Loke and Crab Lane (*Scheme being developed / investigated by NCC*).
- 6.9.6. Improve east-west cycle connectivity along existing neighbourhood cycle route between Burnet Road and Sun Lane, including improved crossing facilities for cyclists at A143 / Sun Lane priority junction.

#### **HAVEN BRIDGE**

- 6.9.7. Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.

#### **SOUTHTOWN**

- 6.9.8. Improved crossing facilities for cyclists at Pasteur Road / Bridge Road / Southtown Road signalised junction (*Scheme being developed / investigated by NCC*)
- 6.9.9. Improved cycle route and crossing facilities along Southtown Road (particularly between Pasteur Road / Bridge Road / Southtown Road signalised junction and Burns Lane / Southtown Road priority junction) (*Scheme being developed / investigated by NCC along entire length for pedestrians and cyclists*).
- 6.9.10. Improve cycling connectivity between Suffolk Road and Southtown Road.
- 6.9.11. Improve cycling connectivity across William Adam's Way between Suffolk Road (north) and Suffolk Road (south).
- 6.9.12. Improve pedestrian and cycling connectivity across the A47 between Harfreys Roundabout and Garton Hall Roundabout.
- 6.9.13. Improve the cycling route along Riverside Road (*Scheme being developed / investigated by NCC*).
- 6.9.14. Improve pedestrian and cycling crossing facilities at B1370 / Church Lane roundabout (*Scheme being developed / investigated by NCC*).



### **GORELSTON-ON-SEA**

- 6.9.15. New and improved crossing facilities for pedestrians and cyclists along A47 Lowestoft Road between A47 / B1370 Middleton Road roundabout and A47 Lowestoft Road / Beaufort Way roundabout.
- 6.9.16. New north south cycle route along B1370 (Middleton Road and Church Road) between B1370 A47 / Middleton Road Roundabout and A143 Beccles Road / Burgh Road / B1370 Church Road / Suffolk Road roundabout.

### **GREAT YARMOUTH TOWN CENTRE**

- 6.9.17. Investigate new north / south cycle route options between The Conge and Regent Street (*Scheme being developed / investigated by NCC*).
- 6.9.18. Investigate new north / south cycle route options between Fullers Hill Roundabout, The Conge and The Minster (*Scheme being developed / investigated by NCC*).
- 6.9.19. Investigate new east / west cycle route options between the Town Centre, Hall Quay and the Sea Front (*Scheme being developed / investigated by NCC*).

### **SEA FRONT**

- 6.9.20. Provide continuous uninterrupted cycle route along the sea front between Haven Seashore Holiday Park and South Denes Peninsular via North Drive, Marine Parade and South Beach Parade. Areas for improvement include the link between the cycle lane south of Britannia Pier and the shared space cycle facility north of Britannia Pier (*Scheme being developed / investigated by NCC*).

### **NORTH QUAY**

- 6.9.21. Improve east west cycling connectivity between Lawn Avenue and North Drive (*Scheme being developed / investigated by NCC*).
- 6.9.22. Improve east west pedestrian and cycle connectivity route along Fullers Hill and St Nicholas Road (*Scheme being developed / investigated by NCC*).

### **VAUXHALL**

- 6.9.23. Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout (*Scheme being developed / investigated by NCC*).

## **7. Parking**

- 7.1. Develop a parking strategy for the town to assess visitor and residential parking demand and review controlled on-street car parking
- 7.2. Parking proposed as a part of new developments should be future ready and include electric vehicle charging.

## **8. Electric Vehicles & Associated Infrastructure**

- 8.1. Support and encourage the installation of electric vehicle charging points GYBC car parks and at designated on-street bays in town centre / sea front locations.
- 8.2. Support and encourage local businesses to install electric car charging points.

## **9. Car Sharing / Car Club**

- 9.1. Support and encourage the installation of car sharing spaces within GYBC car parks.
- 9.2. Support and encourage local businesses to introduce priority parking for workers that car share.
- 9.3. Work with car club operators to establish a car club for the town.

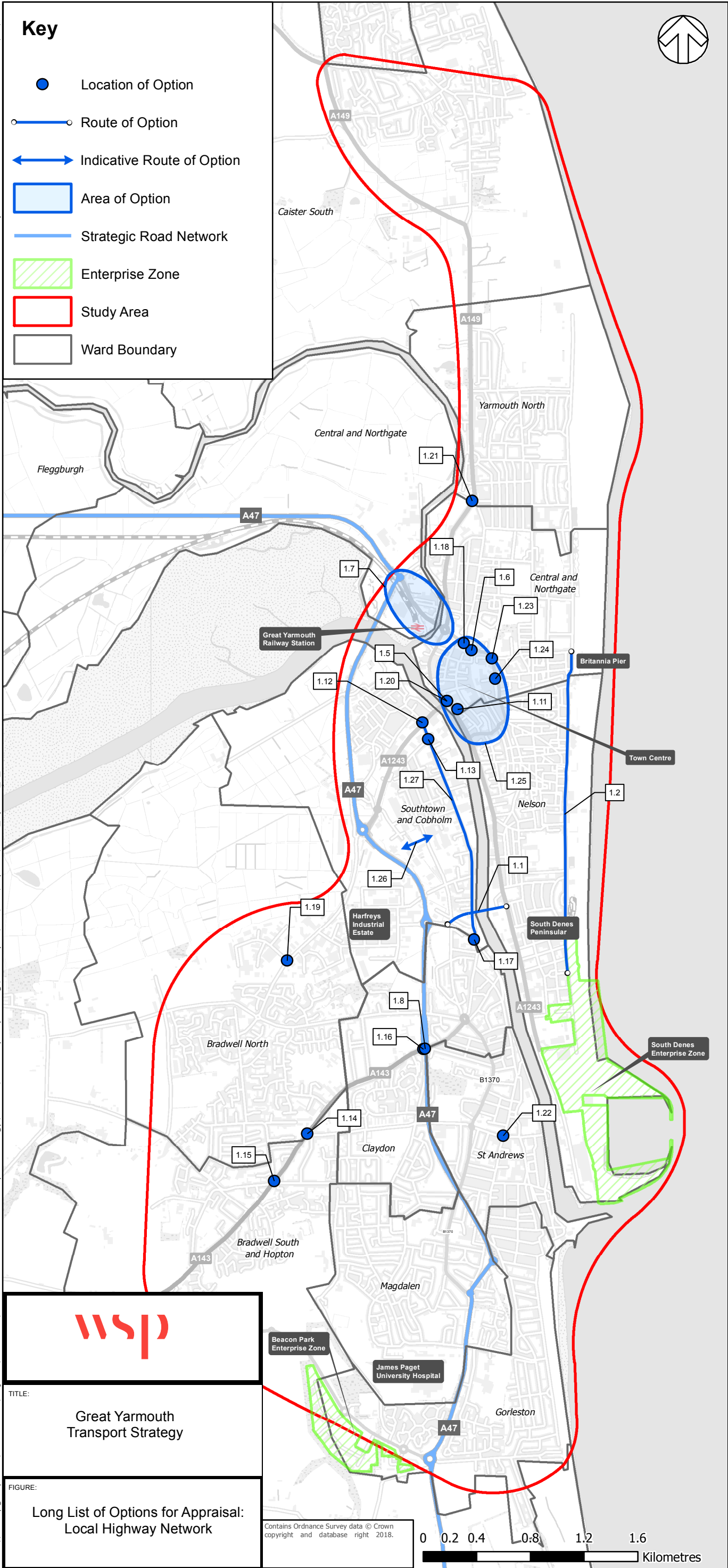
## **10. Smarter Choices**

- 10.1. Support and encourage non-residential developments to produce a travel plan (e.g. workplace or school travel plan). Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.).
- 10.2. Support and encourage developers of new residential developments to produce residential plans. This should include a commitment to provide residents with free bus taster tickets and / or cycle vouchers (*LGF Scheme*).
- 10.3. Install travel information hubs within Great Yarmouth Town Centre and other areas of high footfall to provide information on public transport services and traffic information.

## **11. Autonomous Vehicles**

- 11.1. Keep under review the development of autonomous vehicle technology.

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## Local Highway Network

### Network-wide Options

- 1.3: Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic.
- 1.4: Develop and introduce a signage strategy to inform drivers of car parking availability, congestion and, when implemented, status of the Great Yarmouth Third River Crossing.
- 1.9: Investigate introduction of urban clearways on key strategic routes.
- 1.10: Develop contingency measures to improve network resilience.

### Specific Options

#### General Improvements

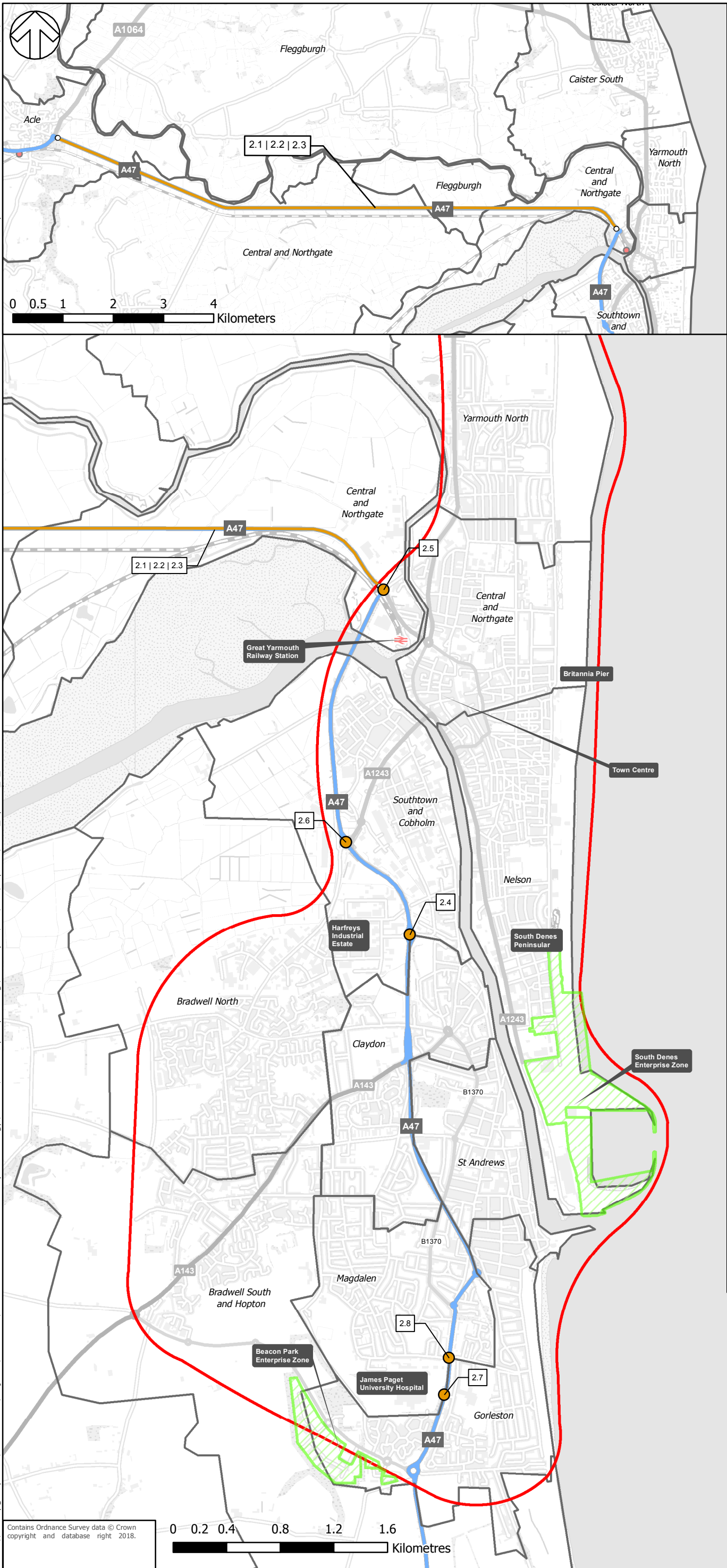
- 1.1: Great Yarmouth Third River Crossing.
- 1.2: Traffic management measures to reduced HGV movements along the sea front.
- 1.5: Provision of right turn facility between A1243 Hall Quay and A1423 Bridge Road.
- 1.6: Convert Fuller's Hill bus only right turn to all vehicles right turn.
- 1.7: Create sense of arrival into the town through new gateway features on Fullers Hill, Acle New Road, at Fullers Hill Roundabout, at Great Yarmouth Railway Station and North Quay.
- 1.8: Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction.
- 1.11: Reallocation of highway space at Hall Quay to improve movement of non-motorised users.

#### Capacity Improvements

- 1.12: Capacity improvement at A1243 Pasteur Road / Southtown Road / Bridge Road signalised junction.
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- 1.14: Capacity improvement at A143 Beccles Road / Crab Lane priority junction.
- 1.15: Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction.
- 1.16: Capacity improvement at A143 Beccles Road / Shrublands Way / A47 slip road signalised junctions.
- 1.17: Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road.
- 1.18: Capacity improvement at Fullers Hill / Northgate Street signalised junction.
- 1.19: Capacity improvement at Gaptown Hall Road / Hewett Road (Gaptown Hall Industrial Estate) priority junction.
- 1.20: Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction.
- 1.21: Capacity Improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction.
- 1.22: Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction.
- 1.23: Capacity improvement at Priory Plain / St. Nicholas Road / Temple Road signalised junction.
- 1.24: Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction.
- 1.25: Review and reconsider the arrangement of the Town Centre one-way system and gyratory to improve traffic flow.
- 1.26: New link road between Thamesfield Way and Suffolk Road.
- 1.27: Review use and efficiency of traffic signals along Southtown Road.



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Strategic Road Network

- Location of Option
- Route of Option
- ↔ Indicative Route of Option
- Area of Option
- Strategic Road Network
- Enterprise Zone
- Study Area
- Ward Boundary

Specific Options

- 2.1: Dual A47 Acle Straight.
- 2.2: Reduce speed limit on existing A47 Acle Straight.
- 2.3: Introduce Average Speed Cameras on existing A47 Acle Straight.
- 2.4: Capacity improvements at A47 Harfreys Roundabout.
- 2.5: Capacity improvements at A47 Vauxhall Roundabout.
- 2.6: Capacity improvements at A47 Gapton Hall Roundabout.
- 2.7: Capacity improvement at A47 / James Paget University Hospital signalised junction.
- 2.8: Capacity improvement at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction.

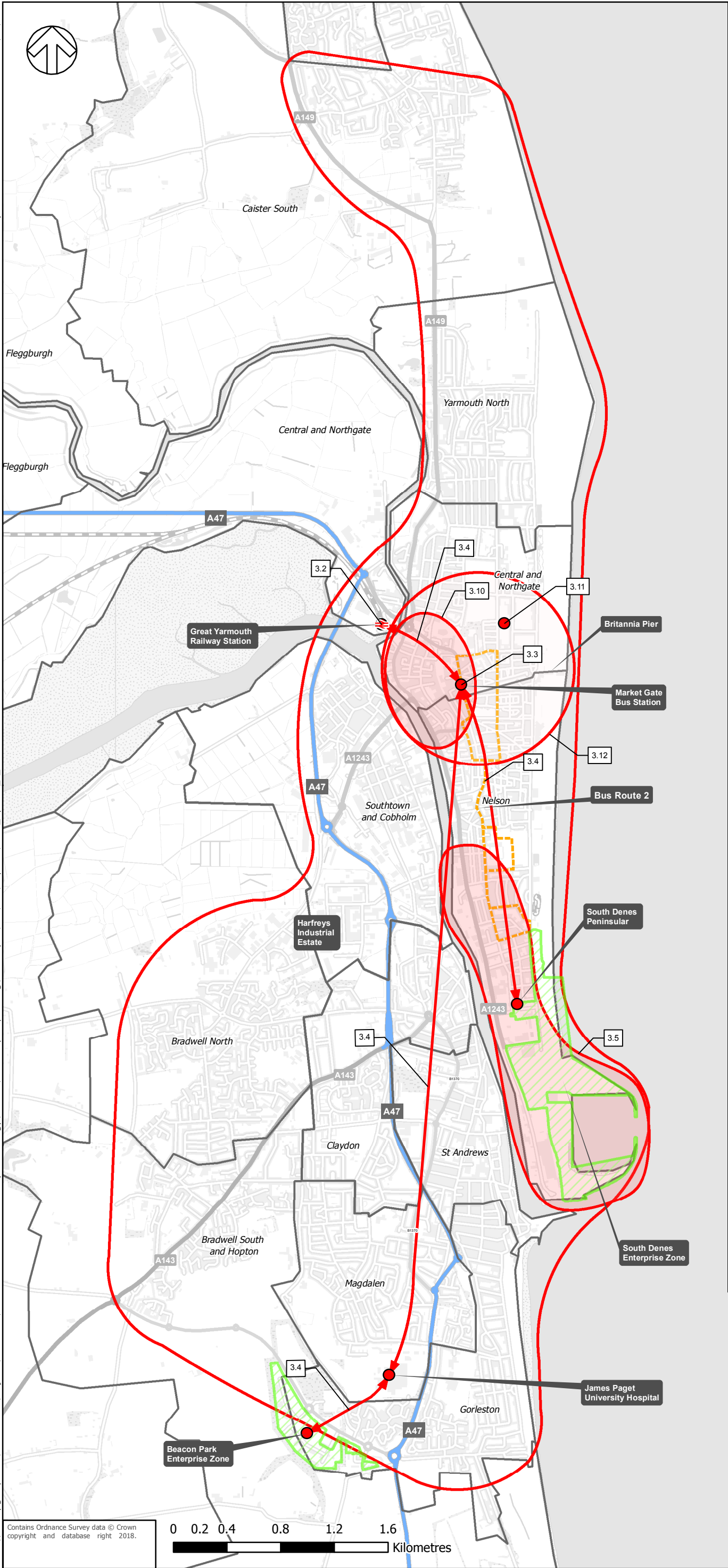


TITLE:

Great Yarmouth  
Transport Strategy

FIGURE:

Long List of Options for Appraisal:  
Strategic Road Network



## Bus Services & Associated Infrastructure

- Location of Option
- Route of Option
- ↔ Indicative Route of Option
- Area of Option
- Strategic Road Network
- Enterprise Zone
- Study Area
- Ward Boundary
- Bus Route 2 (existing service)

### Network-wide Options

3.1: Bus Stop Improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. This could include: Introduction of real time passenger information (RTPI), new/ improved bus shelters, new / improved waiting facilities and raised kerbs.

3.6: Work with local bus operators to introduce universal ticketing on all bus services that serve Great Yarmouth.

3.7: Introduction of demand responsive bus service to serve rural villages surrounding Great Yarmouth with restrictive or no existing bus service.

3.8: Work with bus operators to maintain and where possible improve the frequency of rural bus services that serve villages to the north west and south west of Great Yarmouth.

3.9: Improve bus services between Great Yarmouth and Lowestoft.

### Specific Options

3.2: Improve bus interchange facilities at Great Yarmouth Railway Station.

3.3: Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians.

3.4: Introduction of new regular shuttle bus service between Great Yarmouth railway station and Great Yarmouth Town Centre, possibly extending to James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.

3.5: Improve public transport connectivity of South Denes Peninsula / South Denes Enterprise Zone through introduction of new bus services / extension of existing services (e.g. Bus Route 2).

3.10: Investigate reallocation of carriageway space within Great Yarmouth Town Centre to improve bus and pedestrian routes.

3.11: Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities).

3.12: New / improved coach drop-off facilities in Great Yarmouth Town Centre.

TITLE:

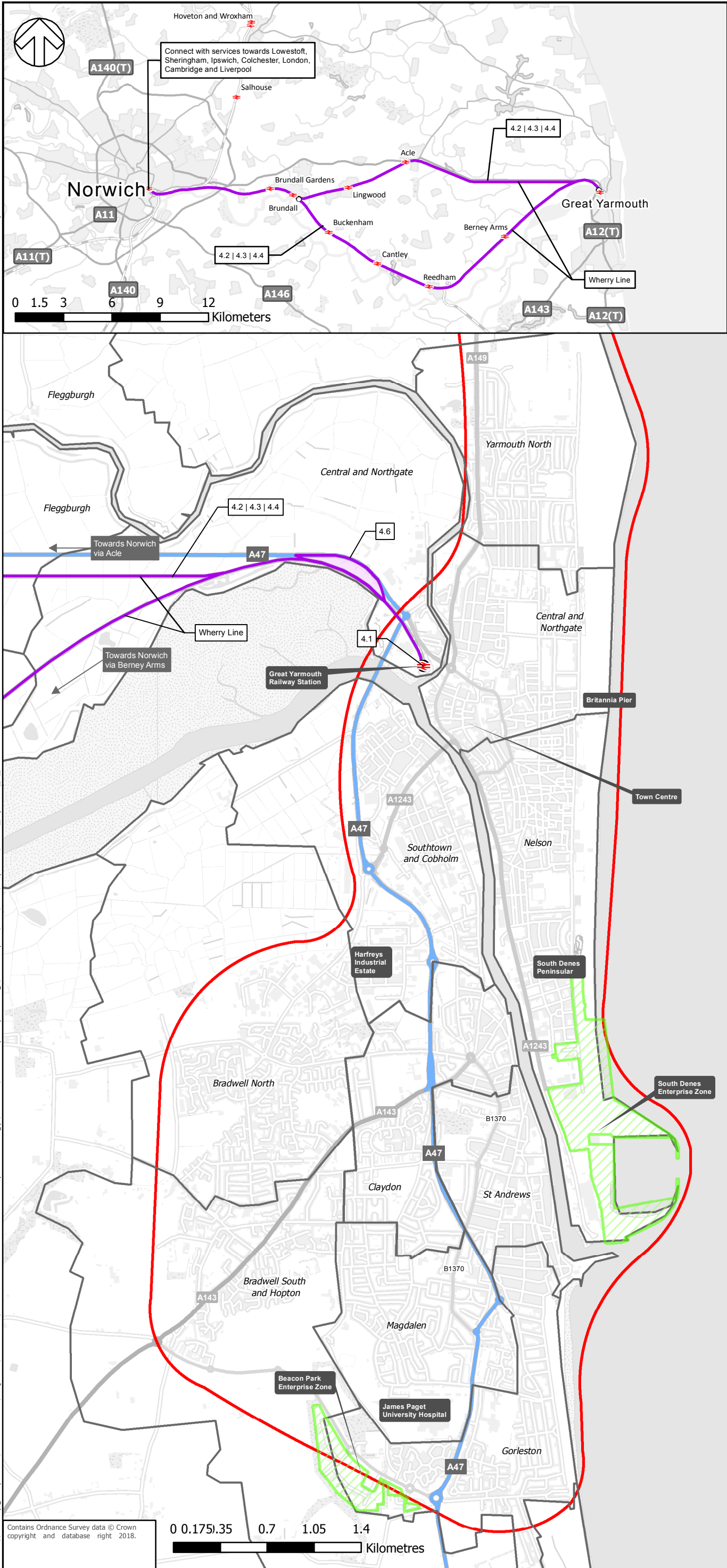
Great Yarmouth Transport Strategy

FIGURE:

Long List of Options for Appraisal:  
Bus Services & Associated Infrastructure



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### Heavy Rail services & Great Yarmouth Rail Station

- Location of Option
- Route of Option
- ↔ Indicative Route of Option
- Area of Option
- Strategic Road Network
- Enterprise Zone
- Study Area
- Ward Boundary

#### Network-wide Options

4.5: Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth.

#### Specific Options

4.1: Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station concourse.

4.2: Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich.

4.3: Work with Network Rail and Greater Anglia to improve the reliability of train services on the Wherry Line.

4.4: Work with Greater Anglia to improve amenity for passengers travelling on the Wherry Line.

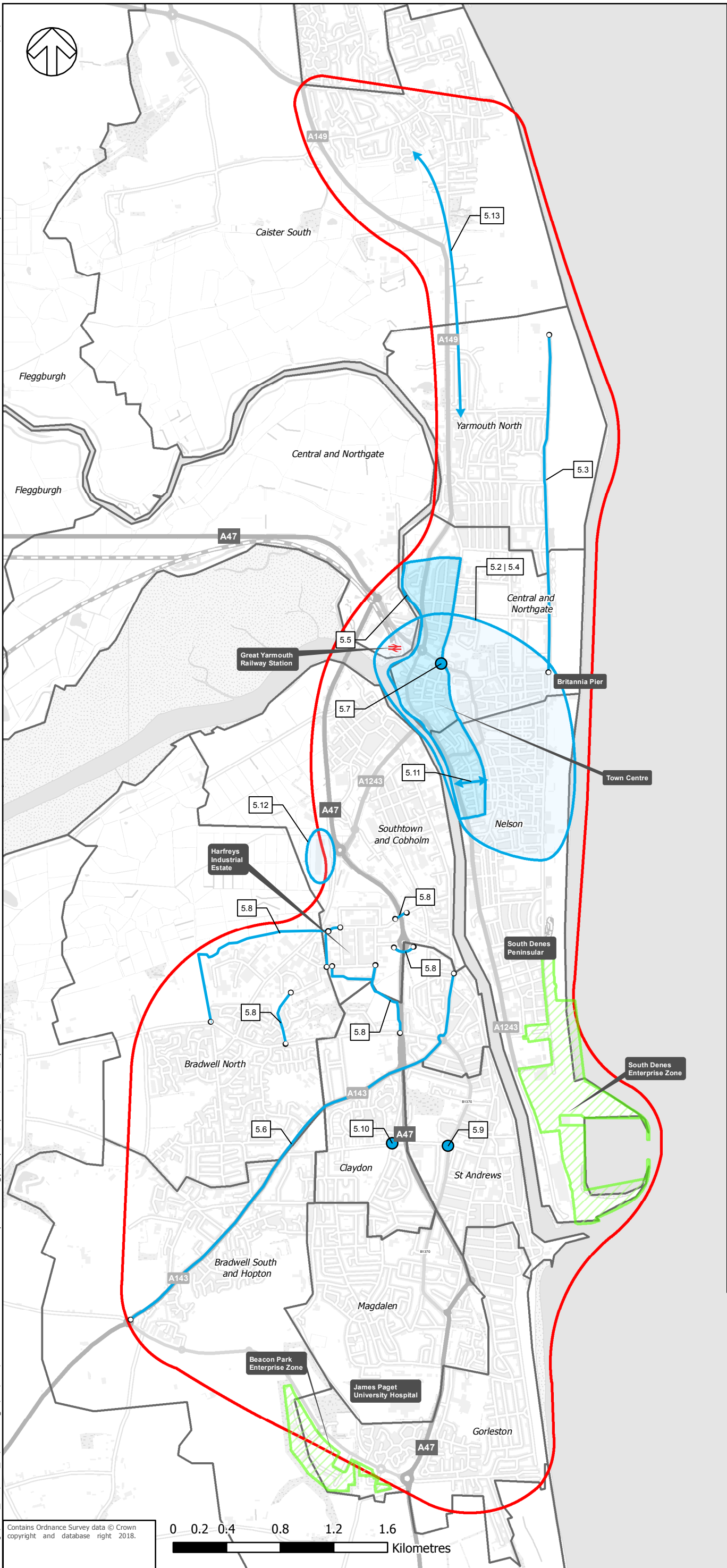
4.6: Improve rail freight facilities at Great Yarmouth.

TITLE:

Great Yarmouth Transport Strategy

FIGURE:

Long List of Options for Appraisal:  
Heavy Rail Services &  
Great Yarmouth Rail Station



### Walking

- Location of Option
- Route of Option
- ↔ Indicative Route of Option
- Area of Option
- Enterprise Zone
- Study Area
- Ward Boundary

### Network-wide Options

5.1: Improvement to the access and signage and promotion of Norfolk's long distance footpath network from Great Yarmouth. This includes: Norfolk Coastal Path (Hunstanton to Hopton-on-Sea), Angles Way (Great Yarmouth to Thetford), Weavers Way (Cromer to Great Yarmouth), Cross-Norfolk Trail (King's Lynn to Great Yarmouth) and Wherryman's Way (Norwich to Great Yarmouth).

### Specific Options

5.2: Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along sea front where there is a high footfall / high number of mobility scooter users.

5.4: Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Sea Front, Bus Station, Railway Station and other key trip attractors.

5.3: Improve lighting and tactile paving along northern section of esplanade.

5.5: Improve the pedestrian amenity of The

5.6: Improve pedestrian crossing facilities along the A143 Beccles Road.

5.7: Improve and simplify pedestrian crossing facilities at Fullers Hill / Northgate Street signalised junction.

5.8: Improve existing pedestrian and cycle routes to Harfrey's Industrial Estate (e.g. foot/ cycle bridge across A47, footpath between Harfrey's Road and Burgh Road, footpath between Edison Way and Burgh Road).

5.9: Improve pedestrian crossing facilities at B1370 / Church Lane roundabout.

5.10: Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction.

5.11: Improve pedestrian crossing facilities along Nottingham Way.

5.12: Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park.

5.13: Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town

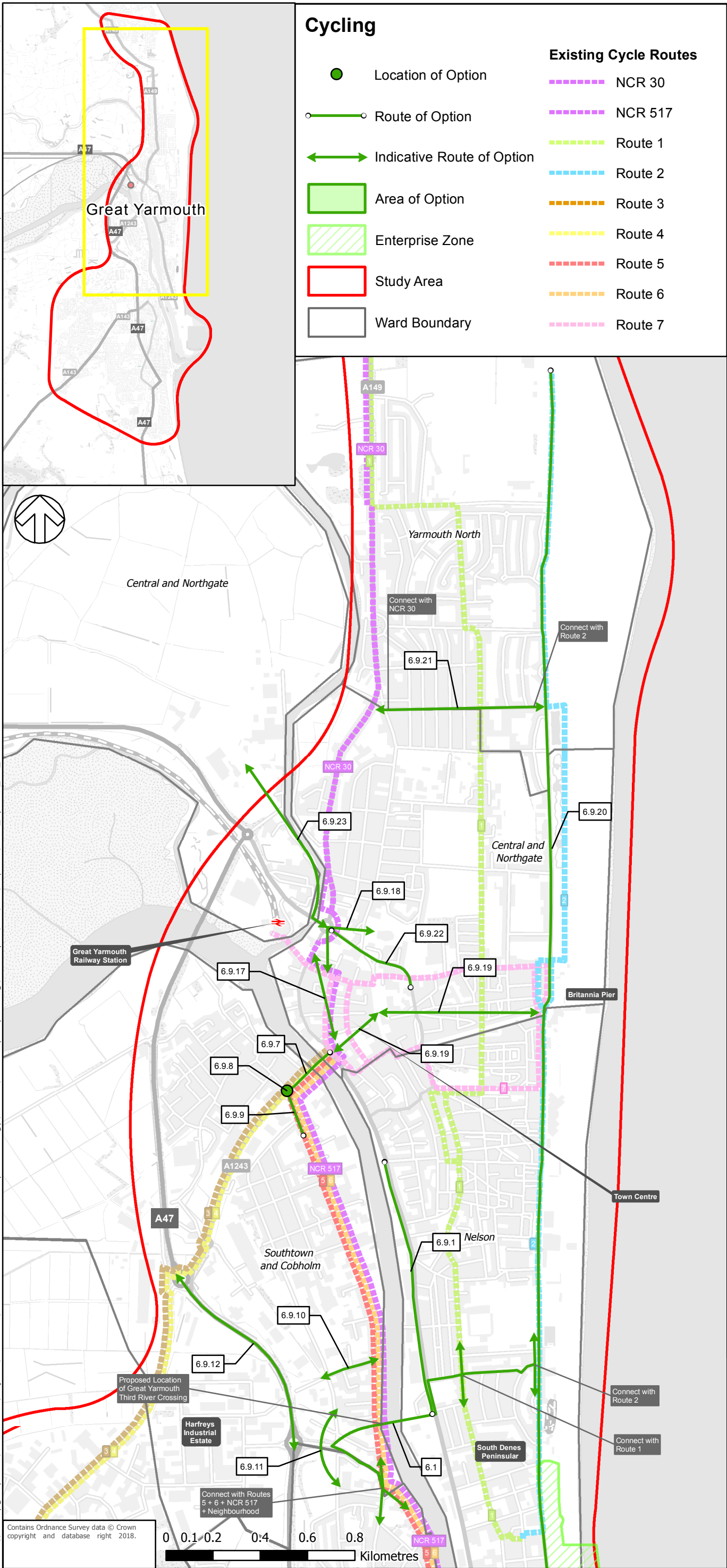
TITLE:

Great Yarmouth  
Transport Strategy

FIGURE:

Long List of Options for Appraisal:  
Walking





<b>Network-wide Options</b>
6.2: Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth.
6.3: Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the sea front and close to large trip attractors in the wider study area.
6.4: Improve wayfinding for cyclists between Great Yarmouth Railway Station, Town Centre and Sea Front.
6.6: Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft.
6.7: Develop a cycle route map for Great Yarmouth showing the standard of cycle infrastructure (e.g. shared use, segregated, advisory on-road, on-road)
6.8: Develop a cycling smartphone app for Great Yarmouth showing cycling routes and associated
<b>Specific Options</b>
6.1: New signed strategic cycle route between Great Yarmouth Town Centre and Gorleston-on-Sea that utilise Great Yarmouth Third River Crossing.
6.5: Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft.
6.9.1: New on-road cycle facilities along South Quay / Southgates Road to tie up with Great Yarmouth Third River Crossing.
6.9.7: Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.
6.9.8: Improved crossing facilities for cyclists at Pasteur Road / Bridge Road / Southtown Road signalised junction.
6.9.9: Improved cycle route and crossing facilities along Southtown Road between Pasteur Road / Bridge Road / Southtown Road signalised junction and Bunn's Lane / Southtown Road priority junction.
6.9.10: Improve cycling connectivity between Suffolk Road and Southtown Road.
6.9.11: Improve cycling connectivity across William Adam's Way between Suffolk Road (north) and Suffolk Road
6.9.12: Improve pedestrian and cycling connectivity across the A47 between Harfreys Roundabout and Gapton Hall Roundabout.
6.9.17: Investigate new north / south cycle route options between The Conge and Regent Street.
6.9.18: Investigate new north / south cycle route options between Fullers Hill Roundabout, The Conge and The Minster.
6.9.19: Investigate new east / west cycle route options between the Town Centre, Hall Quay and the Sea Front.
6.9.20: Provide continuous uninterrupted cycle route along the sea front between Haven Seashore Holiday Park and South Denes Peninsular via North Drive, Marine Parade and South Beach Parade. Areas for improvement include the link between the cycle lane south of Britannia Pier and the shared space cycle facility north of Britannia Pier.
6.9.21: Improve east west cycling connectivity between Lawn Avenue and North Drive.
6.9.22: Improve east west pedestrian and cycle connectivity route along Fullers Hill between Fuller's Hill Roundabout and Priory Plain.
6.9.23: Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill

TITLE:	Great Yarmouth Transport Strategy
FIGURE:	Long List of Options for Appraisal: Cycling (1 of 2)



Cycling

- Location of Option
- Route of Option
- ↔ Indicative Route of Option
- Area of Option
- ▨ Enterprise Zone
- Study Area
- Ward Boundary

Existing Cycle Routes

- |           |           |
|-----------|-----------|
| ■ NCR 30  | ■ Route 4 |
| ■ NCR 517 | ■ Route 5 |
| ■ Route 1 | ■ Route 6 |
| ■ Route 2 | ■ Route 7 |
| ■ Route 3 |           |

Network-wide Options

- 6.2: Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth.
- 6.3: Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the sea front and close to large trip attractors in the wider study area.
- 6.4: Improve wayfinding for cyclists between Great Yarmouth Railway Station, Town Centre and Sea Front.
- 6.6: Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft.
- 6.7: Develop a cycle route map for Great Yarmouth showing the standard of cycle infrastructure (e.g. shared use, segregated, advisory on-road, on-road)
- 6.8: Develop a cycling smartphone app for Great Yarmouth showing cycling routes and associated

Specific Options

- 6.5: Improve signage of NCR 517 between Great Yarmouth and Lowestoft.
- 6.9.2: Improved crossing facilities for cyclists on A143 Beccles Road north of Green Lane where the shared use route on the westside of the carriageway terminates to connect shared use routes on east and west side of the carriageway.
- 6.9.3: Widen existing shared use route on A143 Beccles Road between Burnet Road and New Road.
- 6.9.4: New cycle route along A143 Beccles Road between Primrose Way and Beccles Road / Burgh Road Roundabout, including provision of new cycle crossing facilities.
- 6.9.5: Improve east-west cycle connectivity along existing neighbourhood cycle route between Bussey's Loke and Crab Lane.
- 6.9.6: Improve east-west cycle connectivity along existing neighbourhood cycle route between Burnet Road and Sun Lane, including improved crossing facilities for cyclists at A143 / Sun Lane priority junction.
- 6.9.13: Improve the cycling route along Riverside Road.
- 6.9.14: Improve pedestrian and cycling crossing facilities at B1370 / Church Lane roundabout.
- 6.9.15: New and improved crossing facilities for pedestrians and cyclists along A47 Lowestoft Road between A47 / B1370 Middleton Road roundabout and A47 Lowestoft Road / Beaufort Way roundabout.
- 6.9.16: New north south cycle route along B1370 (Middleton Road and Church Road) between B1370 A47 / Middleton Road Roundabout and A143 Beccles Road / Burgh Road / B1370 Church Road / Suffolk Road roundabout.

