Economic Development Committee

Date: Monday, 15 July 2019
Time: 18:30
Venue: Supper Room
Address: Town Hall, Hall Plain, Great Yarmouth, NR30 2QF

AGENDA

Open to Public and Press

1 APOLOGIES FOR ABSENCE

To receive any apologies for absence.

2 DECLARATIONS OF INTEREST

You have a Disclosable Pecuniary Interest in a matter to be discussed if it relates to something on your Register of Interests form. You must declare the interest and leave the room while the matter is dealt with.
You have a Personal Interest in a matter to be discussed if it affects

- your well being or financial position
- that of your family or close friends
- that of a club or society in which you have a management role
- that of another public body of which you are a member to a greater extent than others in your ward.

You must declare a personal interest but can speak and vote on the

matter.

Whenever you declare an interest you must say why the interest arises, so that it can be included in the minutes.

3 MINUTES **4 - 8**

To confirm the minutes of the meeting held on 3 June 2019.

4 MATTERS ARISING

To consider any matters arising from the above minutes.

5 FORWARD PLAN **9 - 9**

The Committee to receive and consider the Forward Plan.

6 A47 MAJOR SCHEMES UPDATE **10 - 14**

Report attached.

7 ANNUAL PERFORMANCE REPORT 2018-19 **15 - 21**

Report attached.

8 ENTERPRISE GY BUSINESS ADVICE PROPOSAL. **22 - 28**

Report attached.

9 GREAT YARMOUTH THIRD RIVER CROSSING **29 - 40**

Report attached.

10 TRANSPORT STRATEGY **41 - 375**

Report attached.

11 ANY OTHER BUSINESS

To consider any other business as may be determined by the Chairman of the meeting as being of sufficient urgency to warrant consideration.

12 EXCLUSION OF PUBLIC

In the event of the Committee wishing to exclude the public from the meeting, the following resolution will be moved:-

"That under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the following item of business on the grounds that it involved the likely disclosure of exempt information as defined in paragraph 1 of Part I of Schedule 12(A) of the said Act."

13 GREAT YARMOUTH TRANSPORT & INFRASTRUCTURE STEERING GROUP MINUTES.

Details

14 TOWN CENTRE MASTERPLAN MEMBERS WORKING GROUP MINUTES

The minutes of the meeting held on 8 July 2019 will follow.

Economic Development Committee

Minutes

Monday, 03 June 2019 at 18:30

Present :

Councillor Plant (in the Chair); Councillors Candon, G Carpenter, Cordiner-Achenbach, Freeman, P Hammond, Lawn, Myers, Plant, Wainwright, B Walker, C M Walker and T Wright.

Also in attendance :-

Mr D Glason (Development Director); Mrs P Boyce (Head of IT, Communications and Marketing), Mr A Nicholls (Head of Planning and Growth), Mrs M Burdett (Head of Inward Investment), Mr A Goulder (Resilience Officer); Mr A Carr (CEO, GYTABIA); Mr M Aswat (GYTABIA); Mrs K Young (GYTABIA), Mr D Helsdon (Project Manager) and Mrs S Wintle (Corporate Services Manager)

Mr R Hammond (Norfolk County Council)

1 APOLOGIES FOR ABSENCE

There were no apologies for absence received.

2 DECLARATIONS OF INTEREST

Councillor Plant declared a personal interest in the item relating to the Great Yarmouth Tourism BID in his capacity as a current BID payer.

Councillor P Hammond declared a personal interest in the item relating to the Great Yarmouth Tourism BID in his capacity as a current BID payer.

3 MINUTES

The minutes of the meeting held on the 1 April 2019 were confirmed.

4 MATTERS ARISING

The Head of IT, Marketing and Communications introduced Alan Goulder, Resilience Officer for the Borough Council to the Committee following discussions that had been held at the previous meeting of the Committee.

5 FORWARD PLAN

The Committee received and considered the Forward Plan for the Committee.

Members were advised that the item relating to the Annual Audit Opinion was to be removed from the Forward Plan. Members discussed the Quarterly Performance Reports being listed as TBC on the Forward plan and it was agreed that these have confirmed dates added in time for the next meeting.

6 GREATER YARMOUTH TOURISM & BUSINESS IMPROVEMENT AREA (GYTABIA) - PROPOSED SECOND TERM

The Committee received and considered the Head of IT, Communications and Marketing's report which sought to advise Members of a proposed second term for the Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) and sought Members support and approval of the draft Business Plan proposed by GYTABIA and the ballot for a second BID term.

Members received a presentation from GYTABIA representatives, the Head of IT Communications and Marketing advised Members that Officers at the Borough Council had received most of the required documentation with regard to the proposed second Ballot, however an operating agreement was still to be

received but that Officers at GYTABIA had assured the Borough Council that this would be received by Friday.

In discussing the report the following questions were raised :-

- The issue of the number of potential bid payers being reduced significantly if the ballot were to be successful, and it was advised that this was due to the destination BID exemptions levels being brought in line with current business rates rateable values.
- Concern was raised with regard to the amount that could be lost if the Bid was to be unsuccessful
- A Member asked with regard to the number of survey responses that had been received and whether there were any plans to increase this response rate. It was advised that the responses received were within normal response rates for surveys undertaken.
- A Member drew attention to 3.4 within the report which highlighted an advance £100,000 to be paid to GYTABIA and asked whether arrangements were in place for this upfront cost. It was advised that this payment was deemed necessary ahead of the incoming levy payments being received to be able to commence the start up of the new term BID.
- A Member asked with regard to the additional funding contributions and match funding on projects that had been proposed by GYTABIA as part of the BID term.
- Some concern was raised with regard to the highlighted risk implications at 5.1 within the report and it was advised that this would be mitigated by careful management and a clear Business Plan.
- Clarification was sought as to accommodation for GYTABIA in light of the proposed closure of the Marina Centre and it was advised that there had been several opportunities of accommodation offered.

RESOLVED :

That approval be given to the following subject to the required documentation being submitted to the Council by Friday :-

(1) To note that the information has been supplied by Greater Yarmouth Tourism and Business Improvement Area Limited (GYTABIA) to the council as Billing Authority in respect to the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.

(2) The draft Business Plan proposed by GYTABIA as at Appendix 1.

(3) To the Council’s support being given for GYTABIA in relation to its ballot for a second BID term.

7 GO TRADE PROJECT UPDATE

The Committee received and considered the Project Manager's report which

provided Members with an update on the Go Trade Project which aimed to increase visitor numbers across several town centres and enhance the visitor experience of traditional street markets.

Members attention was drawn to 3.6 within the report, which advised that the project was in the process of scoping the viability for installing public wi-fi and 4G within the Market Place, whereby it was hoped that this would enable data to be collected to show accurate realtime footfall within the Town Centre, data that could then be used to support future funding applications made by the Borough Council.

A Member asked whether the Town Centre BID contributed to the project, this was confirmed and it was advised that the Great Yarmouth Town Centre Partnership formed part of the Go Trade Project for Great Yarmouth.

RESOLVED :

1) That the Committee note the progress of the project and the outcomes to date.
2) That approval be given to the procurement of the Market Place wifi scheme.

8 TELECOMS & FIBRE BROADBAND IMPROVEMENTS IN GREAT YARMOUTH BOROUGH

Members received and considered the Head of Planning and Growth's report which sought to advise Members of the Telecoms and Fibre Broadband improvements in Great Yarmouth Borough.

Members received a presentation from Rob Hammond, Norfolk County Council.

In discussing the report the following matters were discussed :-

- Clarification was sought as to the voucher scheme which enabled small businesses to apply for a grant to access the service. It was advised that this would be an individual cost dependent on location.
- Concern was raised with regard to the list of schools which had been provided, whereby not all schools had been mentioned.
- The need for securing better signal to ensure all can benefit from the service
- Concern was raised as to users not being able to afford the service where a number of services were being pushed to online.
- The need for the service to cover the whole of the Borough.
- Some further concern was raised with regard to the pricing and whether

RESOLVED :

That the Committee :-

(1) Endorse and support the progress and approach set out within the report.

(2) Approve Officers to prepare a separate report on the opportunities that the rollout of ultrafast fibre broadband to about 48 public sector sites will have for the Borough's residents, businesses and visitors.

9 ANY OTHER BUSINESS

A47 Highways England

The Chairman advised that Brandon Lewis MP had written a letter to Mr O' Sullivan of Highways England with regard to the delay in implementing the agreed A47 projects and advised that this matter would continue to be addressed.

Ambitions Restaurant

Concern was raised in light of the recent news that the Ambitions Restaurant would be closing at Great Yarmouth College and moving to Lowestoft, the Chairman advised that the Leader of the Council and the Chief Executive Officer would be having an urgent meeting with the college to discuss this matter. Councillor Wright suggested that a letter be sent to East Coast College to state the concerns of the Committee with regard to the closure of the Ambitions restaurant and that Stuart Rimmer ,CEO of East Coast College, be invited to attend the next meeting of the Committee. This was agreed and a letter of invitation was sent to Mr Rimmer.

The meeting ended at: 20:30

Forward Plan for Economic Development Committee

	Matter for Decision	Report by	Pre Agenda Meeting (PAM)	Economic Development	Policy & Resources	Council
1	A47 Major Schemes Update	Development Director	05/07/19	15/07/19		
2	Annual Performance Report	Head of Planning & Growth	05/07/19	15/07/19		
3	Enterprise GY Business Advice Proposal	Head of Inward Investment	05/07/19	15/07/19		
4	Great Yarmouth Third River Crossing	Development Director	05/07/19	15/07/19		
5	Great Yarmouth Transport Strategy	Development Director	05/07/19	15/07/19		
6	GY Transport & Infrastructure Minutes	Development Director	05/07/19	15/07/19		
7	Town Centre Masterplan Members WG Minutes	Development Director	05/07/19	15/07/19		
8	Creative People and Places	Head of Inward Investment	22/08/19	02/09/19		
9	Economic Growth Update	Head of Inward Investment	22/08/19	02/09/19		
10	Enterprise Zone Overview	Head of Inward Investment	22/08/19	02/09/19		
11	Beacon Park Extension	Head of Planning & Growth	22/08/19	02/09/19		
12	Future High Street Fund	Head of Inward Investment	22/08/19	02/09/19		
13	Roll out of Ultrafast Fibre Broadband	Head of Planning & Growth	22/08/19	02/09/19		
14	Quarter 1 Performance Report	Head of Planning & Growth	22/08/19	02/09/19		
15	Making Waves Together Quarterly Review	Helen Johnson	08/11/19	08/11/19		
16	Culture, Heritage & Tourism Strategy	Head of IT/Comms/Marketing	08/11/19	18/11/19		
17	Quarter 2 Performance Report	Head of Planning & Growth	08/11/19	18/11/19		

Subject: Highways England Road Investment Strategy 1 (RIS1) & A47 Alliance update

Report to: Economic Development Committee 15 July 2019

Report by: David Allfrey, Infrastructure Delivery Manager (NCC – Community & Environmental Services)
David Glason, Director of Development (GYBC)

SUBJECT MATTER

This report provides an update on the progress to date of the Highways England (HE) Road Investment Strategy 1 (RIS1) which provides for a funding period from 2015 to 2020, with a focus on proposed projects in Great Yarmouth.

RECOMMENDATIONS

Members note the progress of the Great Yarmouth RIS1 projects to date and agree to continue to support the County Council and A47 Alliance to maintain ongoing lobbying to see the projects, particularly the Vauxhall roundabout, delivered as soon as possible.

1. EXECUTIVE SUMMARY

1.1 The Department for Transport published its Road Investment Strategy (2015 to 2020) in December 2014. This included a range of improvements to the A47 in Norfolk, including junctions at Great Yarmouth.

1.2 Unfortunately, since then there has been little in the way of delivery of those projects by Highways England (HE). There has been a local improvement completed by Norfolk County Council near the Vauxhall roundabout at the Station approach, providing a right turn out at the traffic signals.

1.3 HE have reviewed likely changes to traffic patterns arising from the 3rd River Crossing. This has resulted in changes to their proposals for A47 junction improvements in Great Yarmouth. The review has concluded that there will be no need for an improvement at the Gapton roundabout with a 3rd River Crossing constructed, however it has also shown that there is a need for an improvement at the Vauxhall roundabout regardless of the delivery of the 3rd River Crossing.

1.4 It is essential that all parties continue to make the case for the Vauxhall junction improvement to be delivered by Highways England as soon as possible and for it to remain part of the funded RIS1 package of A47 improvements.

2 BACKGROUND

2.1 In December 2014 the Department for Transport set out its proposals for the Road Investment Strategy 1 (RIS1) and included details of projects included as part of the funding to be delivered between 2015 and 2020.

2.2 For Norfolk, the most significant projects included as part of RIS1 are:

- Great Yarmouth A47 junction improvements
- A47 Blofield to Burlingham upgrade to dual carriageway
- A47/A11 Thickthorn junction improvement
- A47 Easton to North Tuddenham upgrade to dual carriageway

Other minor improvements to the A47 Acle Straight have been delivered under the RIS1 programme.

2.3 The budget allocated to the projects exceeded £300m. As the A47 is part of the network managed and maintained by Highways England they were responsible for the delivery of the projects. Early work included the development of proposals and consultation relevant to determine and make a Preferred Route Announcement (PRA) for each of the projects.

2.4 All of the above projects have seen delays to their delivery, more recently as a consequence of a significant re-procurement exercise by Highways England – 'routes to market'. That has now concluded and the new contractor/consultant team (Galliford Try/Sweco) has been appointed and are now starting to progress the projects again. Their new contract is an improvement in that they will be responsible for the delivery of the projects through their statutory processes and construction, to completion.

2.5 For Great Yarmouth, the PRA details were published in August 2017 and confirmed that two key junctions were to be improved, which were:

- Vauxhall Roundabout (provision of a larger roundabout and new additional bridge over the railway line, and an upgrade to the Station approach junction to enable right turns out)
- Gapton Roundabout (an upgrade to the existing traffic signals)

2.6 Since then, Norfolk County Council, in discussion and agreement with Highways England, has completed an improvement to the traffic signals at the Station approach junction. This has been well received and has provided localised improvements to traffic movements.

3. PROPOSALS

3.1 Economic Development Committee are asked to consider the progress to date and to confirm support for the County Council and the A47 Alliance to continue to lobby Highways England and the Government to deliver an improvement at the Vauxhall

roundabout as soon as possible. The current status of the Great Yarmouth projects is set out below.

3.2 Following the announcement of the PRA, to provide improvements at the Vauxhall and Gapton roundabouts, Highways England has also been working with NCC to assess the implications on the highway network as a result of the delivery of the 3rd River Crossing. The findings from this work has highlighted that, with a 3rd River Crossing constructed, the changes in traffic flows, particularly the significant reduction in traffic crossing Haven Bridge, demonstrates little need for any upgrades or changes to the Gapton roundabout.

3.3 However, the modelling work completed did continue to highlight the need for an improvement at the Vauxhall roundabout and that the current proposals needed to be optimised to ensure adequate performance of the junction.

3.4 The 3rd River Crossing project is now well advanced through its statutory process, with the Development Consent Order accepted by the Planning Inspectorate and the Examination in Public anticipated to commence in the late summer (see separate report on the agenda). This has prompted Highways England to set out that it will now review the impact of the 3rd River Crossing on the network before developing its proposals for the A47 junctions (including the Vauxhall junction).

3.5 Whilst a review of the A47 junctions in Great Yarmouth is logical, it raises concerns that this will result in an extended delay to the key junction improvement required at the Vauxhall roundabout. Both Norfolk County Council and the local MP, Brandon Lewis, have therefore been in contact with Highways England in order to press home the importance of the delivery of this junction improvement as soon as possible.

3.6 At a recent event in Westminster, hosted by Brandon Lewis MP on behalf of the A47 Alliance, concerns about the lack of delivery of the RIS1 projects, including in particular the Vauxhall roundabout junction, were made to the Roads Minister, Michael Ellis. This also included a need to consider improvements to the Vauxhall junction being designed so that this provides the ability for the dualling of the Acle Straight to also be delivered as soon as possible, something that is included in the A47 Alliance RIS2 request.

4. FINANCIAL IMPLICATIONS

4.1 There are no direct financial implications for Norfolk CC or Great Yarmouth Borough Council as all costs related to the RIS1 delivery rest with Highways England, however it is worth acknowledging in this report that the transport benefits that the Vauxhall roundabout improvement will bring will not be realised without delivery of the improvement.

5. RISK IMPLICATIONS

5.1 Key risks are identified as:

- The complex design solution at the Vauxhall junction will include a rail bridge and

is likely to be relatively expensive due to existing poor ground conditions and difficulties of delivery due to complex traffic management.

- There is a risk that due to ongoing delays the funding for the Vauxhall project could be lost. It is possible that this could be moved to the RIS2 programme (from 2020 to 2025), however there are no guarantees of this and it is considered essential that the Vauxhall improvements are continued to be progressed under the funding provided by RIS1.

6. CONCLUSIONS

6.1 To date, poor progress has been made by Highways England on the delivery of the proposed A47 junction improvements in Great Yarmouth. The only completed works, by Norfolk County Council, were the improvement of the right turn out of the Station approach junction.

6.2 There is potential for additional delays to the delivery of the Vauxhall roundabout improvement as a consequence of Highways England waiting to see what impact the 3rd River Crossing has on network performance. However the modelling completed indicates a clear need for an improvement at Vauxhall with or without the 3rd River Crossing.

6.3 It is agreed that there is no need to deliver an improvement at the Gapton roundabout with the delivery of the 3rd River Crossing and it makes sense to put this work on hold on the assumption that the 3rd River Crossing works will commence late in 2020.

6.4 It is considered essential that Norfolk County and Great Yarmouth Borough Councils continue to press for the Vauxhall improvements to be delivered as soon as possible and that these remain part of the current RIS1 funded programme. This is supported by Brandon Lewis MP and the A47 Alliance.

7. RECOMMENDATIONS

Members note the progress of the Great Yarmouth RIS1 projects to date and agree to continue to support the County Council and A47 Alliance to maintain ongoing lobbying to see the projects, particularly the Vauxhall roundabout, delivered as soon as possible.

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:	via Executive Leadership Team
Section 151 Officer Consultation:	via Executive Leadership Team
Existing Council Policies:	Great Yarmouth Corporate Plan Great Yarmouth Local Plan Core Strategy (Core Policy CS16)
Financial Implications:	None
Legal Implications (including human rights):	None
Risk Implications:	Considered
Equality Issues/EQIA assessment:	None
Crime & Disorder:	None
Every Child Matters:	None

Subject: Annual Performance Report 2017/18 for Economic Development

Report to: Economic Development Committee - 16 July 2018

Report by: Head of Planning and Growth

SUBJECT MATTER/RECOMMENDATIONS

Economic Development Committee is asked to note the Economic Development element of the Annual Performance Report for 2018/19 which (along with elements from other service committees) makes up the Annual Performance Report for 2018/19, which was noted by Policy & Resources Committee on 11 June 2019.

Recommendation

Economic Development Committee is asked to note the Economic Development elements of the annual performance report for 2018/19.

1. INTRODUCTION/BACKGROUND

1.1 During 2018/19 performance measures were reported to Executive Leadership Team and the four service committees on a quarterly basis, with Policy & Resources Committee receiving the whole suite of measures. At the end of the financial year an annual performance report is produced for approval by Policy & Resources Committee.

1.2 The other three service committees, including Economic Development Committee, receive a report of their relevant measures.

1.3 Detail of how the process has developed over the last few years is given in the Annual Performance Report.

2. PERFORMANCE MEASURES 2018/19

2.1 The performance measures are meant to give a comprehensive overview of how the authority as a whole is performing and cover most Council functions.

2.2 The tables in the report provide the following information:

- Description of measure/indicator

- Corporate priority linked by the measure
- 2018/19 outturn figure
- 2018/19 target
- Status (outturn against target)
- 2017/18 outturn figure
- Current performance/trend data
- Short commentary on performance over the year

2.3 There are 10 measures reported in the Economic Development element of the annual performance report. Pleasingly, all are at or above target.

2.4 Executive Leadership Team/ Management Team and the Economic Development Committees through regular reporting have been made aware of the performance of all the measures and areas of concern, including an explanation of the reasons. A number of actions have been implemented to improve performance.

3. **FINANCIAL IMPLICATIONS**

None

4. **RISK IMPLICATIONS**

None

5. **CONCLUSIONS**

None

6. **RECOMMENDATIONS**

Economic Development Committee is asked to note the Economic Development element of the annual performance report for 2018/19.

7. **BACKGROUND PAPERS**

None

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

Area for consideration	**Comment**
Monitoring Officer Consultation:	No
Section 151 Officer Consultation:	No
Existing Council Policies:	No
Financial Implications:	No
Legal Implications (including human rights):	No
Risk Implications:	Number of new homes built below Local Plan Core Strategy target. A new Housing Strategy is being produced with clear actions.
Equality Issues/EQIA assessment:	No
Crime & Disorder:	No
Every Child Matters:	No

2018/19 Annual Economic Development Performance Measures

Progress against targets is assessed by RAG (Red/Amber/Green) ratings and is also assessed in terms of Direction of Travel (DoT) through use of arrows.

Key to 'Status'
RAG status comparing 2018/19 outturn figure against 2018/19 target

- Performance has met or exceeded target
- Performance is below target but within tolerance
- Performance is below target and tolerance

Key to 'Arrows'
The arrows reflect trends in performance between 2017/18 and 2018/19, where applicable.

- Performance is showing continuous improvement trend, compared to previous years
- Performance trend is up, compared to previous year
- Performance trend is no change, compared to previous year(s)
- Performance trend is down, compared to previous year
- Performance is showing continuous downward trend, compared to previous years

Economic Development Committee

Performance Measure	2018/19 Actual	2018/19 Target	Status	2017/18 Outturn	Trend
ED01 - Planning applications: Major applications determined within 13 weeks or as agreed extension	87.5%	75%	G	96.4%	⬇
Commentary: Figure above government baseline figure of 70% of applications to be determined. Beyond the 13 week period applications provision can be made with applicants to extend determination period to allow for satisfactory outcome. Where this provision/agreement cannot be made the applicants have a right to appeal against non-determination. No appeals were made on this basis.					
ED02 - Planning applications: Non Major (Minor or Other) applications determined within 8 weeks or as agreed extension	83.6%	75%	G	77.6%	⬆
Commentary: Overall a consistent performance throughout the year above the Government threshold base targets through last quarter outturn shows slight tail off in performance following loss of staff in quarter three.					
ED03 - Percentage of Major planning applications processed within 13 weeks or as agreed extension over the last 24 months	87.57%	75%	G	95%	⬇
Commentary: Government baseline figure of percentage of applications to be determined in given time scale has changed over the last two years. From previously 60% to 70% March 17 to 70% January 2018 over rolling two year period. The figures have exceeded the figures. Beyond the 13 week period applications provision can be made with applicants to extend determination period to allow for satisfactory outcome. Where this provision/agreement cannot be made the applicants have a right to appeal against non-determination. No appeals were made on this basis.					
ED04 - Percentage of Non Major planning applications processed within 8 weeks or as agreed extension over the last 24 months	81%	75%	G	85.5%	⬇

Performance Measure	2018/19 Actual	2018/19 Target	Status	2017/18 Outturn	Trend
Commentary: Government baseline figure of percentage of applications to be determined in given time scale has changed over the last two years. From previously 60% to 70% March 17 to 70% January 2018 over rolling two year period. The figures here exceed the figures. Beyond the 8 week period applications provision can be made with applicants to extend determination period to allow for satisfactory outcome. Where this provision/agreement cannot be made the applicants have a right to appeal against non-determination. No appeals were made on this basis.					
ED05 - Percentage of Major planning applications overturned on appeal over the last 24 months	2.27%	10%	G	New measure	N/A
Commentary: One residential application in the past 24 months which was overturned on appeal.					
ED06 - Planning Appeals: Percentage of Non Major Planning applications overturned on appeal over the last 24 months of an authority's total number of decisions on applications	0.3%	9%	G	New Measure	N/A
Commentary: The percentage of appeals allowed is below the national average and is representative of the quality and consistency of decision making.					
ED07 - Building Control: The percentage of building regulation applications where a decision notice is issued within the eight week statutory period.	100%	100%	G	98.1%	⬆
Commentary: The 100% performance target was achieved by ensuring all staff were aware of the procedures and timescale to meet this measure.					
ED08 - Percentage of Land Charges search returns sent within 10 working days.	96%	90%	G	90.34%	⬆

Performance Measure	2018/19 Actual	2018/19 Target	Status	2017/18 Outturn	Trend
Commentary: Good outturn for the year as a whole. There were a few mid-season IT problems which took some time to resolve and had an effect on performance. The service is also reliant upon both the County Council and Environmental Services to facilitate turn around within 10 working days. The service is also subject to open market completion from private search companies.					
ED09 - Enterprise Zone: Beacon Park Percentage of empty floor space across Beacon Park	14.20%	15%	G	14.55%	⬆
Commentary: Beacon Park as one of the Councils Enterprise Zones continues to develop and provide quality office and commercial space for businesses. During the 2018/19 year additional new businesses have moved into the Park including the introduction of a Nursery facility with the year end outturn on target.					
ED10 - Number of new homes built	328	300	G	208	⬆
Commentary: 325 dwellings were completed during 2018/19, a pleasing 56% increase on the 208 completions from the previous year. The previous years' under-delivery means, however, that there is still a backlog of housing need and the Council is preparing a Housing Action Plan, to be published by mid-August 2019					

Subject: **ECONOMIC DEVELOPMENT SERVICE DELIVERY AND BRANDING**

Report to: Economic Development Committee – 15 July 2019

Report by: Simon Best: Regeneration and Funding Manager

SUBJECT MATTER/RECOMMENDATIONS

A number of economic development posts were vacated in 2018, providing an ongoing opportunity to reconfigure the economic development service. This Report provides an overview of recent recruitment and the functions of the relevant posts (including the performance of the EnterpriseGY Business Advisor role) and makes a recommendation (in Section 4) regarding the consolidation of external branding, messaging and communications channels.

1 INTRODUCTION

1.1 The way in which economic development is delivered to support new and growing businesses in the Borough has radically changed recently. All posts that were part of the previous Economic Development team left the Authority, leaving a gap in the service. Whilst two new posts were created (the Head of Inward Investment and Regeneration and Funding Manager), the operational, front line delivery of economic development effectively ceased.

1.2 The Economic Growth Action Plan and Economic Growth Strategy 2017-2021 are at the heart of what the Borough is aiming to deliver in terms of the aims and objectives within the Corporate Plan and Annual Action Plan; economic development capacity directly supports the Development Director and Head of Inward Investment to implement a range of policies.

1.3 Aside from an 18-week graduate internship currently focusing on developing a new, data-driven Borough Profile – quantifying, characterising and benchmarking the Borough – two new economic development posts were created to provide capacity to implement Council policy, drive economic/social inclusion and regeneration and address specific challenges – for example, at a strategic level, maximising the local impact of key growth sectors and, at a practical level, addressing low enterprise start-up rates elevated high mortality.

1.4 In addition, there are proposals to consolidate, externally, economic development functions, business advice/support and inward investment under the established EnterpriseGY brand and channels and provide additional continuity with the successful Spirit of Enterprise Awards. These are outlined in Section 4.

2 ECONOMIC DEVELOPMENT OFFICER

2.1 Whilst the role is not statutory, economic development officers (EDOs) are common district council posts, supporting and improving the local economy by encouraging investment, attracting new businesses and creating new jobs in a strategic and business-facing capacity. Economic development and business support are an important service Area and is prominently featured in the Corporate Plan and Annual Action plan.

2.2 Great Yarmouth had little direct capacity to influence the development of the local economy at anything other than a strategic level. Some of the associated roles had been assumed on an interim basis by the Regeneration & Funding Manager and Head of Inward Investment, placing additional strain on the post holders in the context of a number of competing strategic funding/regeneration priorities.

2.3 An Economic Development Officer (EDO) has now been recruited; Laura Bloomfield, currently Head of Operations at Future Projects, will join the Authority on a permanent, fulltime contract from 29 July. The post will convene and provide a secretariat to the Economic Reference Group, taking ownership of the Economic Growth Action Plan as a living document, driving its delivery in order to foster the conditions required to stimulate and support local entrepreneurial activity – collaborating with key stakeholders and other district EDOs.

3 BUSINESS ADVISOR

3.1 The gap in service since the previous postholder departed and limited capacity to meet demand has highlighted the continued need for this role; a number of individuals and businesses have come into or contacted the Town Hall seeking support and advice and a number of other training opportunities have presented themselves at the Catalyst.

3.2 A 12-month, full-time Business Advisor post was recruited in Spring 2019 using legacy Coastal Community Fund (CCF) monies. Under the established *EnterpriseGY* brand, Victoria Williamson provides a visible, responsive interface between the local business community and the Borough, responding to enquiries, providing relevant information, free, confidential and impartial advice and support and signposting – and adding significant added-value – to other relevant expertise and sources of support.

3.3 In addition, the postholder is expected to a) convene upskilling and capacity-building workshops, seminars and events for local individuals and enterprises, leveraging support from existing providers – such as the Growth Hub – wherever possible, and b) represent the Borough at key sector trade shows, third party workshops and external business networks. Victoria is also deployed on the Norfolk & Suffolk Offshore Wind Competitive Positioning Programme, for which LEP funding was recently secured.

3.4 The role aligns well with current Brexit timeframes – providing frontline capacity during a key phase of any transition period – and address local business resilience during a time

of operational uncertainty.

3.5 A number of 12-month delivery targets have been agreed with the postholder, summarised as follows:

Profiled outputs	Target
Enterprises receiving one-to-one technical support	100
Enterprises receiving one-to-many technical support	120
Active enterprise referrals to specialist technical support	60
Supported enterprises receiving funding for growth/productivity	32
Value of funding support for growth/productivity applied for	£32,000
Borough representation at business events	60

3.6 A project dashboard has been established to monitor performance against both overall deliverables and a monthly profile, in the form of real-time KPIs. A copy of the current Dashboard Report is appended to this Report. It is proposed to transition many Project Management Office programmes onto a similar platform, in order to provide management insights and detect actual or projected underperformance/slippage.

3.7 The Business Advisor will be assisted by a part-time – 18.5 hours/week – Administrator for the course of the contract. This is also funded through CCF legacy monies.

3.8 At the end of the 12-month period, the Regeneration and Funding Manager will undertake an evaluation, monitoring the impact of the post and service to justify additional internal budget or alternative external funding options.

4 RECOMMENDATIONS

4.1 It has been proposed that the Council's economic development function is diluting the impact of its external identity and engagement with its messaging/content by maintaining so many separate social media channels, names, websites and logos.

4.2 As such, it is recommended that the service consolidates, in terms of external identity, functions including business projects/advice/support and inward investment under the established EnterpriseGY brand and communications channels. Following consultation with the Council's marketing team, it was agreed that 'enterprise' and 'GY' encapsulated – or at least, very neatly summarised – all these Council functions.

4.3 Furthermore, it's proposed that EnterpriseGY adopts the established logo of the successful Spirit of Enterprise Awards to provide further continuity.

4.4 On Twitter, @enterpriseGY has 1,366 followers and @SOEAwards has just 233. @enterpriseGY's recent tweet about Global Offshore Wind earned 3,421 impressions and recent posts have been re-tweeted by, for example, Brandon Lewis MP.

4.5 By closing the Department's Pinterest, Facebook and LinkedIn channels and redirecting the @SOEAwards Twitter account to @enterpriseGY – alongside simplifying the current EnterpriseGY website and moving its hosting/maintenance in-house – inquiries, referrals and traffic can be better concentrated, the various functions' visibility/accessibility maximised and maintenance time/costs reduced.

4.6 Individual team members and project managers will create, share, syndicate or curate relevant content, sharing responsibility and driving engagement by focusing messaging/promotion on just one channel, aimed squarely at enterprise.

5 FINANCIAL IMPLICATIONS

5.1 There are no financial implications and no budget attached to the proposal outlined in Section 4. Some modest savings (around £200/year) will result from bringing the EnterpriseGY website in-house.

6 RISK IMPLICATIONS

There is a risk that by maintaining a number of different, related channels and brands, the external visibility and clarity of the Council's offer to enterprise will be diluted and its impact constrained.

7 CONCLUSIONS

7.1 There is an immediate opportunity to consolidate external branding of the economic development functions, as outlined in Section 4.

8 RECOMMENDATIONS

The Economic Development Committee is asked to approve:

1. The consolidation of external branding for economic development functions, as outlined in Section 4.

7 BACKGROUND PAPERS

- EnterpriseGY / Business Advisor Dashboard Report

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

Area for consideration	Comment

Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	N/A
Financial Implications:	Addressed above
Legal Implications (including human rights):	N/A
Risk Implications:	Addressed above
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A

Project Dashboard Report, 05 July 2019

EnterpriseGY / Business Advisor, 2019-2020

Outputs

This section provides a breakdown of agreed outputs against both the overall target ('Target', below) and the delivery profile - how many outputs should be achieved at this precise point in time ('KPI', below). Red indicates underperformance against the KPI and green indicates that delivery is meeting or exceeding the KPI. The percentages of the achieved outputs falling within the tourism and offshore energy sectors/supplychain and those within the adopted Great Yarmouth Town Centre boundary are also recorded.

	Target	KPI	Achieved	% Achieved	% Tourism	% Offshore	% T/Centre
Enterprises receiving one-to-one technical support	100	7	19	19%	5%	21%	0%
Enterprises receiving one-to-many technical support	120	24	25	21%	8%	4%	12%
Active enterprise referrals to specialist technical support	60	6	7	12%	14%	43%	14%
Supported enterprises receiving funding for growth/productivity	32	0	5	16%	0%	40%	0%
Value of funding support for growth/productity applied for	£32,000	£161	£65,000	203%	0%	54%	0%
Borough representation at business events	60	6	24	40%	0%	17%	N/A

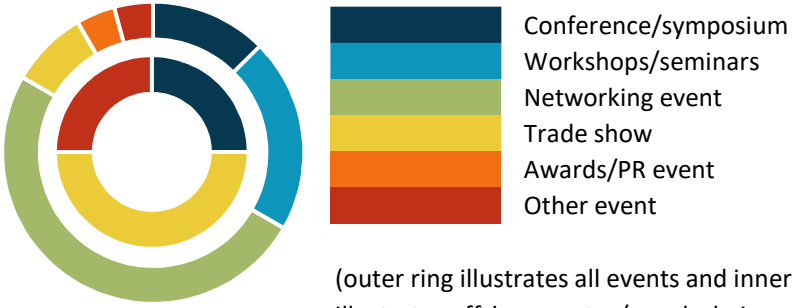
Pipeline summary	Number	% Tourism	% Offshore	% T/Centre
Total number of beneficiaries engaged	42	7%	14%	7%
Number of upcoming business events diarised	14	0%	21%	N/A

Business event format breakdown	Taken place	Diarised
Conference/symposium	13%	0%
Workshops/seminars	21%	71%
Networking event	50%	29%
Trade show	8%	0%
Awards/PR event	4%	0%
Other event	4%	0%

Geographical summary	Count	% Total
Total engagements	42	N/A
Of which within Borough	20	48%
Of which within Assisted Areas	17	85%

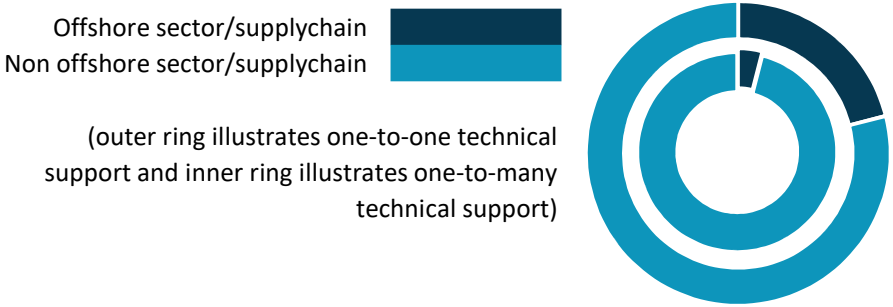
Modal ward	CENTRAL AND NORTHGATE
Modal source	DIRECT ENQUIRY

Breakdown of format of events taken place



(outer ring illustrates all events and inner ring illustrates offshore sector/supplychain events)

Breakdown of technical support to offshore sector/supplychain

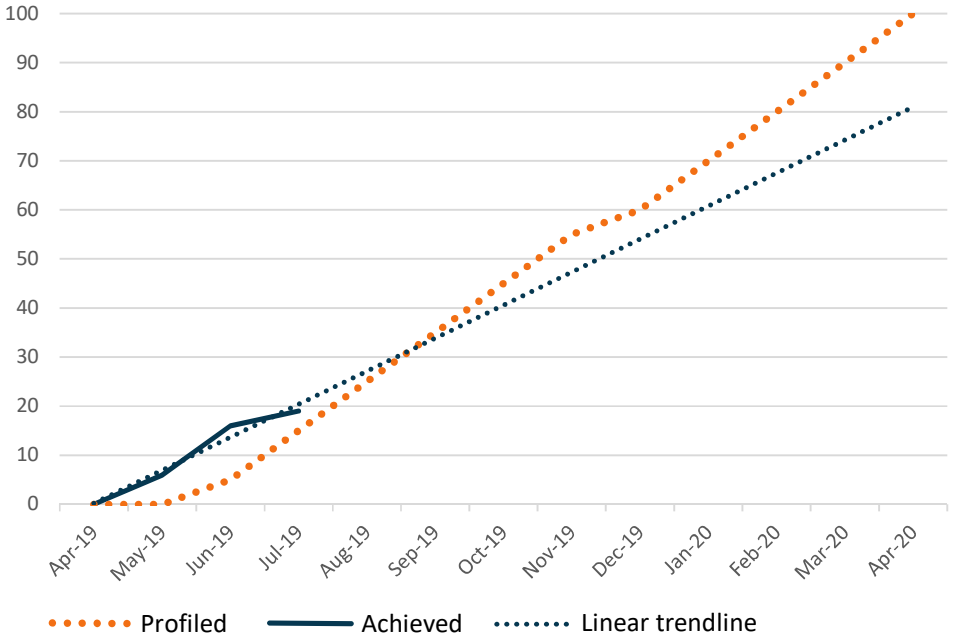


(outer ring illustrates one-to-one technical support and inner ring illustrates one-to-many technical support)

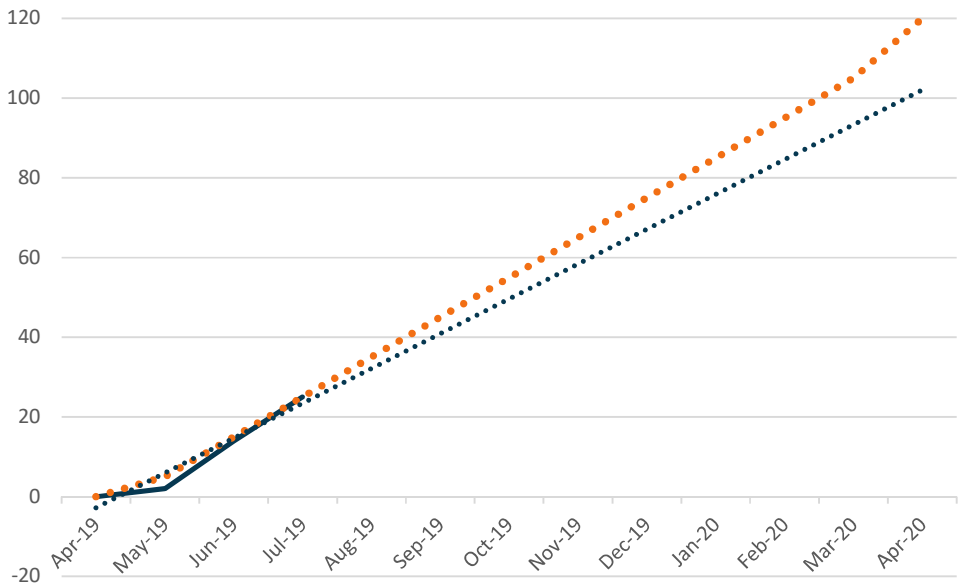
Snapshot of performance against the headline outputs

These charts provide a snapshot of current performance against the agreed delivery profiles for the headline targets and provide an overall indication of performance. The linear trendlines should demonstrate, at least, convergence with the contracted delivery profile by the end of the project. If they don't, underperformance is clearly indicated.

Enterprises receiving one-to-one technical support



Enterprises receiving one-to-many technical support



Subject: Great Yarmouth Third River Crossing Update

Report to: Economic Development Committee 15 July 2019

Report by: David Allfrey, Infrastructure Delivery Manager (NCC – Community & Environmental Services)
David Glason, Development Director (GYBC)

SUBJECT MATTER

This report provides an update on the Great Yarmouth Third River Crossing project including the statutory pre-application consultation that was completed prior to making an application for Development Consent Order (DCO).

RECOMMENDATIONS

Committee notes progress of the project to date and the summary of the results from the pre-application consultation.

1. EXECUTIVE SUMMARY

1.1 Norfolk County Council adopted a preferred scheme for the Great Yarmouth Third River Crossing in 2009, comprising an opening bridge over the River Yare to connect the trunk road network, at the A47 (formally the A12) Harfrey's Roundabout, to the southern peninsula near to the port and South Denes Enterprise Zone. An Outline Business Case (OBC) was submitted to Department for Transport (DfT) in March 2017. DfT confirmed acceptance within the Large Local Majors Schemes Programme on 28 November 2017. An addendum to the OBC containing financial and commercial aspects was submitted to DfT in July 2018.

1.2 More recently the statutory pre-application consultation process has been concluded, the DCO application documents completed and the application submitted to the Planning Inspectorate (PINS) on programme at the end of April 2019. On 28 May 2019, PINS confirmed acceptance of the DCO application and therefore the next stage for the project is the commencement of the DCO Examination in Public. The timing and location of this are still to be confirmed by PINS, although it will be held at a venue in Great Yarmouth.

1.3 This report is an update on the project including the statutory pre-application consultation that was completed prior to making an application for a Development Consent Order (DCO).

2 BACKGROUND

2.1 The delivery of the Third River Crossing in Great Yarmouth supports Norfolk County Council's (NCC's) commitment to the delivery of infrastructure in support of

economic growth and job creation. A new river crossing at Great Yarmouth will help NCC meet this priority. It offers a direct route into the town from the south, provides the link between the trunk road network and the expanding port and the South Denes Enterprise Zone sites, and overcomes the problem of limited road access to the peninsula of Great Yarmouth.

2.2 The Third River Crossing is vital to the economic prosperity of Great Yarmouth. Great Yarmouth is part of a larger economic sub-region with a strong economic heritage including manufacturing, food and drink processing, tourism and leisure industries. Great Yarmouth is highlighted as a key growth location within the New Anglia LEP's Strategic Economic Plan, especially around the Southern North Sea offshore energy sector.

2.3 In 2009, NCC's Cabinet adopted a preferred route for the scheme by way of a dual carriageway link utilising a 50-metre span bascule bridge over the river, it authorised purchase of properties the subject of valid Blight Notices served upon NCC and agreed for further study work to be undertaken into funding and procurement options. Since then, £2.8m has been invested by NCC to acquire properties and land.

2.4 Following the submission of the OBC in March 2017, that utilised funding provided by the DfT as part of its fast track Large Local Major Transport Schemes fund, local work has continued to be delivered in line with the overall programme. The Autumn Budget 2017 has confirmed a Government contribution of £98m to support the GYTRC and Programme Entry was confirmed by the DfT by letter of 28 November 2017. The reports were presented to NCC's Environment, Development & Transport (EDT) Committee on 15 September 2017 and 10 November 2017 provided an update on progress since the submission of the OBC.

2.5 The report to NCC's EDT Committee on 18 January 2018 outlined and sought agreement on the process for procuring a design and build contractor for the Third River Crossing scheme. A further report to NCC's Full Council on 15 October 2018 provided an update on this procurement and sought approval to delegate the award of the contract to design and build the scheme to NCC's Executive Director of Community & Environmental Services (CES) and Executive Director of Finance and Commercial Services, in consultation with the Leader, Deputy Leader and Chair of EDT committee.

3. PROPOSALS

3.1 The Economic Development Committee are asked to note the results from the statutory pre-application consultation. This report is to provide a further update to Committee and follows on from details previously reported to GYBC's Economic Development Committee on 8 October 2018 and to NCC's EDT Committee on 18 January 2019.

3.2 The pre-application consultation was part of a three-stage consultation process for the Great Yarmouth Third River Crossing. The three stages of consultation comprised of the following:

Stage	Purpose
Stage 1 (Completed Jan 2017) Initial engagement consultation	Understand views on congestion, share emerging proposals and understand level of support
Stage 2 (Sept – Oct 2017) Scheme development consultation	Understand views on the bridge development work so far
Stage 3 (Aug 2018 to Dec 2018) Pre-application consultation	Present details of the proposed scheme and understand views on it before an application for a DCO

3.3 A further limited consultation regarding proposed minor changes to the Scheme has also been undertaken since the above was completed. The proposed changes were as follows:

- Minor changes to the red line boundary;
- Removal of the large commercial vessel waiting facility to the south of the crossing;
- Changes to help mitigate the impact of the scheme on the Mind Community Roots site.

3.4 The Great Yarmouth Third River Crossing DCO application was subsequently submitted on 29 April 2019 (on programme) and has since received confirmation of acceptance from the Planning Inspectorate (PINS).

3.5 The next stage for the project is the start of the public examination, which will be held at a venue in Great Yarmouth. The timing and location are still to be confirmed by PINS. Once started the public examination can last for a maximum period of 6 months. This is followed by a maximum 3-month period for the Inspectors to submit their report to the Secretary of State, who then has a maximum 3 month period to either confirm or reject the making of the Order, giving reasons.

3.6 The timescales for the project remain on track, subject to the anticipated timing of the Public Examination process. The projected construction start date remains as late 2020, with the bridge planned to be open to traffic by January 2023.

4. CONSULTATION PROCESS

4.1 On 26 February 2018 the Secretary of State directed that the Third River Crossing is development for which development consent is required under the Planning Act 2008. As a result, Norfolk County Council require a DCO, to construct, operate and maintain the Third River Crossing. Prior to making an application for a DCO a statutory pre-application consultation is required. This section of the report provides an update on NCC's pre-application consultations that have taken place between 20 August 2018 and 9 December

2018.

4.2 The pre-application consultations on the Third River Crossing were undertaken in accordance with the requirements of the Planning Act 2008. The consultation can be divided into 3 main elements, which are defined by Section 47, Section 48 and Section 42 of the Act. A brief outline of each of these consultations is provided below.

Consultation under Section 47 – consultation with the local community

4.3 Section 47 requires NCC to prepare and implement a Statement of Community Consultation (SoCC). This sets out the measures that NCC will take to consult the local community on its proposals. After consultation with Norfolk County Council's Planning Services Team and Great Yarmouth Borough Council, the SoCC was amended. The final version was made available to view on NCC's project webpage and at locations in Great Yarmouth and Gorleston (including libraries) on 3 August 2018.

4.4 The local community consultation was then undertaken in accordance with the SoCC between 20 August 2018 and 5 October 2018 and consisted of:

- Letters sent to approximately 33,000 residential and business addresses in the Great Yarmouth and Gorleston area advising of the consultation.
- Letters and emails sent to parish councils, County Councillors, Borough Councillors, MPs, MEPs and other stakeholder organisations advising of the consultation.
- Press releases, social media posts and posters erected on site advising of the consultation.
- Four consecutive one-week public exhibitions (each staffed for one day) at Great Yarmouth Library, Gorleston Library, The Priory Centre and The Kings Centre.

4.5 To help consultees understand the scheme proposals a consultation brochure was produced.

Consultation under Section 48 –statutory notification

4.6 Formal notices stating that Norfolk County Council intended to make an application for DCO for the Third River Crossing were placed in the following publications:

- Eastern Daily Press and Great Yarmouth Mercury on 17 August 2018;
- Eastern Daily Press, Great Yarmouth Mercury, The Times and The London Gazette on 24 August 2018.

4.7 The notices also provided information on the pre-application consultations and invited responses.

Consultation under Section 42 – consultations with local authorities, prescribed consultees and those with interest in land

4.8 This consultation was undertaken between 7 September 2018 and 21 October 2018 and included the production of a number documents, which included:

- **Preliminary Environmental Information Report (PEIR):** This provided information on the likely significant environmental effects of the scheme.
- **Non-Technical Summary of the PEIR:** This provided a summary of the key information in the PEIR.
- **Non-Technical Note on Transport Modelling:** This explained the process used to produce the traffic flow forecasts provided in the consultation documents.
- **Design Process Summary:** This explained the design rational for the scheme.
- **Questions and Answers:** This provided answers to commonly posed questions.
- **Scheme visualisations:** This provided photo visualisations of the preliminary scheme proposals.

4.9 These documents and the Consultation Brochure were provided, electronically on memory sticks, to relevant local authorities (both at county and district/borough level), prescribed consultees (e.g. Environment Agency, Natural England, Marine Management Organisation etc) and to approximately 4,200 persons/organisations that had a relevant interest in land in the vicinity of the scheme (these comprise owners and occupiers, together with people who might be eligible to make statutory claims).

4.10 The documents were also available for anyone to view on NCC's project web page and as paper copies at several document deposit locations in Great Yarmouth and Gorleston.

4.11 Two further exhibitions at the Kings Centre and Peggotty Road Community Centre were held specifically for Section 42 consultees to provide the opportunity for them to have face to face discussion with officers.

4.12 Responses to the above consultations could be made by completing an on-line or paper questionnaire, emailing a specific email address or writing to a FREEPOST address.

4.13 During the above consultations it was brought to officers' attention that the PEIR was missing a number of plans. To ensure that consultees had the opportunity to consider and respond to the missing figures the following action was undertaken:

- The consultation deadline for all consultees was extended to 9 December 2018
- The missing figures were added to the document deposit locations and the County Council's project web page.
- New press releases, social media posts and posters erected on site were provided to advise the local community of the extended consultation deadline and the reasons for this.
- Further statutory notices were placed in the Eastern Daily Press, Great Yarmouth Mercury, The Times and The London Gazette on 26 October 2018.
- Paper copies of the missing figures were re-issued to the Section 42 consultees.

4.14 The deadline for consultation responses was extended to 9 December 2018, 367 responses were received.

5. KEY MATTERS ARISING FROM THE CONSULTATION

5.1 Findings from the consultation responses, and some of the key matters identified, are provided below.

Overall Support

5.2 Of the 367 consultation responses received, 251 were submitted by completing a questionnaire. This questionnaire specifically asked whether the scheme was needed, and analysis of these responses showed support for the scheme remains high. Of the 243 questionnaires that answered this question, 68% of responses either agreed or strongly agreed that the scheme was needed. This compared to 23% that either disagreed or strongly disagreed that the scheme was needed.

5.3 Analysis of the written comments received (e.g. by letter, email or written comments on the questionnaire) showed a similar level of support for the scheme.

Type of Bridge

5.4 There was general support for the bridge form being a double leaf bascule bridge, with no significant volume of responses suggesting an alternative. The consultation questionnaire specifically asked the question whether the responder supported the proposals for the opening section of the bridge. Of the 236 questionnaires that answered this question, 63% of responses either agreed or strongly agreed with the proposals. This compared to 22% that either disagreed or strongly disagreed with the proposals.

5.5 There was comment that the bridge needs to be reliable and easy to maintain to minimise impacts to both road traffic and river vessels.

5.6 Most responses did not express a preference for a bridge lifting mechanism with counter weights below ground or counter weights above ground. Of those responses that did express a preference, there was a mixed response. Those favouring counter weights below ground generally considered that this option was more visually appealing. Those responses favouring counter weights above ground generally considered that this would have less impact on tidal flows and vessels in the river.

5.7 Of those responses expressing concern about the bridge, the most frequent concern was its air draft (the distance from the water level to the underside of the bridge deck). This included concern about the frequency of bridge lifts and the time taken for each lift.

Highway design and public realm

5.8 There was no specific question asking whether the responder supported the highway and public realm proposals although there was the opportunity to provide written comment on these proposals. Analysis of the written comments showed that there was general support for the highway and public realm proposals, including the proposed Variable Message Signs.

5.9 There were suggestions that the public realm areas should include artwork (such as a sculpture), benches, information boards about the bridge, community managed planting, and good lighting. Other suggested changes to the highway and public realm proposals included:

- Changes to William Adams Way Roundabout including providing traffic signals, reducing the number of arms, allowing access and exit to/from Suffolk Road and removing the pedestrians/cycle crossing facilities;
- Making the proposed South Denes Road traffic signalled junction a roundabout;
- Providing cycle facilities on both sides of the bridge;
- Involving the local community to help develop and maintain the public realm areas;
- Provide more landscaping, particularly on the eastside of the river.

Traffic impacts

5.10 The consultation questionnaire specifically asked the question whether the responder considered that the scheme would reduce traffic congestion. Of the 237 questionnaires that answered this question, 57% of responses either agreed or strongly agreed that it would reduce traffic congestion. This compared to 27% that either disagreed or strongly disagreed that it would reduce traffic congestion.

5.11 Analysis of the written comments received (e.g. by letter, email or written comments on the questionnaire) also showed a general majority in agreement that the scheme would reduce congestion.

5.12 The greatest concerns regarding traffic impacts was how much queueing traffic would occur when the bridge opens for river vessels. In particular whether traffic would queue back through the A47 Harfrey's Roundabout and the proposed traffic signalled junction on South Denes Road.

5.13 There were comments regarding the routes that vehicles might take when leaving the bridge on the east side of the river, with a need to provide clearly signed routes to the Outer Harbour, sea front and town centre.

Marine impacts

5.14 The consultation questionnaire specifically asked the question whether the responder considered that the scheme would minimise the impact on marine operations. Of the 229 questionnaires that answered this question, 46% of responses either agreed or strongly agreed that it would minimise the impacts.

5.15 Several responses considered that they lacked sufficient knowledge to comment on the impacts to marine operations, some suggesting that mitigating the impact on road transport was more important than mitigating the impact on river vessels.

5.16 Whilst the bridge will open on demand to commercial vessels there were suggestions that this commitment should also be given to non-commercial vessels. If no such commitment could be given, then there were suggestions for improvements to berthing facilities for these vessels. The key suggestions were:

- Ensure that the pontoons adjacent to the bridge are of a suitable size and provide the ability for vessels to lower mast;
- Ensure that the opening of the crossing is co-ordinated with the opening of Haven Bridge and Breydon Bridge to avoid vessel waiting times.

  Despite the commitment to open on demand for commercial vessels some responses still consider that the scheme proposals will impact marine operations because of:
- Concerns about closures of the navigable channel during construction;
- Concerns about access during times of a bridge breakdown or bridge maintenance work;
- Suggestions that Great Yarmouth port loses the advantage over its competitors of having unhindered river access.

Environmental impacts

5.17 The impact of narrowing the river on tidal flows and potential flood risk remains a concern. The other key environmental concerns were:

- The impact of noise, vibration and air quality on nearby properties during construction;
- The impact on air quality near the scheme because of increased traffic when the scheme is in operation;
- The general impact on local communities near the scheme;
- The impact on the Mind Community Roots site, including ecological impacts, impacts on visitors; and impacts during construction.

Land impacts

5.18 The most frequent concern regarding land was the impact of the proposals on the Community Roots site. Community Roots is a community garden project that aims to

provide emotional, social and practical support to people suffering mental ill health. The impacts to the site were identified as:

- The reduction in area of the site (including the loss of key features such as the Ted Ellis memorial plot, labyrinth artwork, wildlife pond and orchard);
- The impacts during construction (including impacts to wild life and plants, access and parking);
- The impacts to users of the site, several which use it for activities that encourage positive wellbeing and mental health recovery.

Suggested improvements to the scheme

5.19 The scheme proposals generally remain unchanged from those reported to NCC's EDT Committee on 18 January 2019. The key suggestions from the consultation for changes to the scheme have been identified as:

- Providing cycle facilities on both sides of the bridge
- Making the Suffolk Road arm of the new roundabout on William Adams Way two-way
- Providing a direct ramped access to Southtown Road from the bridge
- Keeping parking restrictions to a minimum to help local residents and businesses
- Ensuring there are good links between the bridge and locations elsewhere in Great Yarmouth/Gorleston for walkers and cyclists.
- Locating the proposed VMS signs further away from Great Yarmouth
- Allowing residents to adopt areas as community-maintained spaces
- Providing more green spaces on the east side of the river
- Provide clear routing and direction signing to the sea front, town centre and outer harbour.
- Provide improvements to the vessel waiting pontoons either side of the proposed bridge as well as Breydon Bridge and Haven Bridge.
- Improving the methods (e.g. using VHF radio, telephone) vessels use to communicate with the bridge operator.
- Co-ordinating the openings of all 3 bridges to avoid significant waiting times for vessels between each bridge opening.
- Examining the options to mitigate the impacts on the MIND Community Roots site.

6. FINANCIAL IMPLICATIONS

6.1 The Outline Business Case submission to DfT set out the project cost which amounts to £120.53m. The Autumn Budget 2017 confirmed a Government contribution of £98m to support the Great Yarmouth Third River Crossing and Programme Entry was confirmed by the Department for Transport by letter of 28 November 2017

7. RISK IMPLICATIONS

7.1 Key risks are identified as:

- Statutory Process: not obtaining consent; or receiving unexpected and onerous requirements with the Development Consent Order.
- Construction: difficulties in securing access for further surveys and preliminary construction; the construction schedule of other A47 schemes conflicting with the bridge works programme; or adverse weather conditions causing delays/damage to construction.

8. CONCLUSIONS

8.1 This report provides a summary of the consultation results obtained from NCC's statutory pre-application consultation on the Great Yarmouth Third River Crossing. Analysis of these results shows that the majority of responses support the Third River Crossing and consider that it will be of benefit to Great Yarmouth.

8.2 The overall consultation results are being documented into a Consultation Report that will form part of the documents to be submitted in the application for a DCO – all of which can now be viewed via the PINS project website, which can be linked to via NCC's project website at https://www.norfolk.gov.uk/roads-and-transport/major-projects-and-improvement-plans/great-yarmouth/third-river-crossing/further-information-and-documents/development-consent-application

8.3 The consultation report documents all the matters raised by consultees of which the most frequently raised matters have also been summarised in this report.

The matters raised have been considered and some minor changes to the scheme were proposed. These are as follows:

- Minor changes to the red line boundary;
- Removal of the large commercial vessel waiting facility to the south of the crossing;
- Changes to help mitigate the impact of the Scheme on the Mind Community Roots site.

8.4 Further localised consultations on the above changes has been undertaken and this finished on 22 March 2019. The results of this further consultation are included in the Consultation Report described above.

8.5 Other changes suggested have been considered and these are also addressed in the Consultation Report and the DCO application documents.

9. RECOMMENDATIONS

Committee notes progress of the project to date and the summary of the results from the pre-application consultation.

10. BACKGROUND PAPERS

- Norfolk County Council (NCC) Cabinet 7 December 2009 - Follow this link (see item 22)
- NCC Environment, Development & Transport (EDT) Committee 20 May 2016 – Follow this link (see item 9 page 28)
- NCC EDT Committee 17 March 2017 - Follow this link (see item 11 page 43)
- NCC EDT Committee 15 September 2017 – Follow this link (see item 15 page 98)
- NCC EDT Committee 10 November 2017 - Follow this link
- NCC EDT Committee 19 January 2018 – Follow this link
- GYBC Economic Development Committee 8 October 2018 – Follow this link (see item 7 page 24)
- NCC Full Council 15 October 2018 – Follow this link
- NCC EDT Committee 18 January 2019 – Follow this link

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:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	Great Yarmouth Corporate Plan Great Yarmouth Local Plan Core Strategy (Core Policy CS16)
Financial Implications:	None.
Legal Implications (including human rights):	None.
Risk Implications:	None.

Equality Issues/EQIA assessment:	None.
Crime & Disorder:	None.
Every Child Matters:	None.

Subject: Great Yarmouth Transport Strategy Update

Report to: Economic Development Committee 15 July 2019

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

SUBJECT MATTER

This progress report provides Members with an update on the Great Yarmouth Transport Strategy – previously reported on 18 February 2019.

The Great Yarmouth Transport and Infrastructure Steering Group formally supported the proposal to develop a Great Yarmouth Transport Strategy at their meeting on 6 March 2018. The work is being carried out by WSP, steered and guided by Norfolk County Council and Great Yarmouth Borough Council.

To date an analysis of the problems and issues has been carried out **(Stage 1: Issues and Opportunities Report),** including stakeholder engagement; the Vision and Objectives have been set out and a long list of schemes developed and appraised to derive a short list. An executive summary of the appraisal process taken thus far was endorsed by the Members of the Great Yarmouth Transport & Infrastructure Steering Group (5 February 2019) and Great Yarmouth Economic Development Committee (18 February 2019).

The Transport Strategy appraisal material has been collated into the **Stage 2: Option Appraisal Report** and a working draft **Stage 3: Strategy Report** has been prepared for public consultation. Both reports were presented to, and endorsed by, the members of the Great Yarmouth Transport & Infrastructure Steering Group on 20 June 2019. Options exist for the consultation element of the work and these are described in section 5 of this report.

RECOMMENDATIONS

Members are recommended to:

1. **Endorse the attached Stage 2 and working draft Stage 3 reports**
2. **Express their preference for the consultation options set out in paragraph 5.2 i.e. stakeholder engagement only or stakeholder plus public consultation**
3. **Endorse the next steps for finalising the Transport Strategy after the consultation**

1. EXECUTIVE SUMMARY

1.1. This report sets out work in progress to develop a Great Yarmouth Transport Strategy. It describes the progress to date, forthcoming activities and the next outputs available for Member approval.

2. BACKGROUND

2.1. At the Great Yarmouth Transport and Infrastructure Steering Group meeting on 6 March 2018, Members considered the brief for the development of a Transport Strategy for Great Yarmouth and agreed to support that work. A summary of the overall process is:

- 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 (DfT) Early Appraisal Sifting Tool to assess possible transport schemes
- Appraisal of transport schemes in development using a variety of existing modelling tools
- Stakeholder consultation/workshop and identification of a preferred strategy for GYBC and NCC to pursue

2.2. Work on developing the Great Yarmouth Transport Strategy (GYTS) is being progressed by WSP who are the consultant partner of Norfolk County Council (NCC). The work is funded by a bid to the Norfolk Business Rates Pool fund and Norfolk County Council. Although the contract is between NCC and WSP, they are being steered and managed jointly by NCC and Great Yarmouth Borough Council officers. To this end, monthly meetings are held with all parties represented.

3. SUMMARY OF PROGRESS

3.1. Analysis of the current and future transport problems and issues has been completed and published in the **Stage 1: Issues and Opportunities Report**. This was circulated to Members and stakeholders on 7 December 2018.

3.2. This analysis work included evidence gathering which built on work previously carried out to determine sustainable transport schemes to deliver using the funding allocated from the New Anglia Local Enterprise Partnership (NALEP) 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 the Great Yarmouth Third River Crossing Team
- Preparation of current and future transport problems and issues report

3.3. At the stakeholder workshop on 14 June 2018 a vision and set of objectives for the Great Yarmouth Transport Strategy were proposed. These were then agreed taking account of comments made by Member and stakeholder responders.

3.4. Consideration of the analysis of the current and future transport problems and issues, including stakeholder feedback, enabled a **Long List** of possible transport schemes and measures to be drawn up to be further considered and appraised. This was circulated to Members, including those on the Economic Development Committee, for comments and finalisation on 8 October 2018.

4. STAGE 2: OPTIONS APPRAISAL REPORT

4.1. The schemes on the **Long List** have now been assessed and appraised using a multi staged process and with reference to the agreed Vision and Objectives of the Transport Strategy.

4.2. The assessment and appraisal has used the DfT Early Appraisal Sifting Tool (EAST). No transport modelling has been undertaken as this was not deemed necessary due to the nature of the schemes and that many new highway schemes have just been built or are being developed and implemented with New Anglia LEP growth funding.

4.3. The steps in the assessment and appraisal process were:

- <u>Step 0: Packaging of similar or complementary options</u>
  This was based on delivery timetable, type of intervention proposed and geographic location

- <u>Step 1: Initial sift</u>
  Discounting of schemes outside of the study area, timeframe or those which are undeliverable. At this step, committed schemes were sifted out as they did not need to be assessed, instead being forwarded directly in to the **Short List**.

- <u>Step 2: Strategic Appraisal</u>

Strategic appraisal to assess each of the feasible, non-committed schemes against the study's objectives in order to develop a short list of options that can be appraised in more detailed using a methodology based on DfTs Early Assessment Sifting Tool (EAST).

- Step 3: Detailed Appraisal
  Detailed appraisal of the shortlist of options using a methodology based on the DfTs Early Assessment Sifting Tool (EAST).

4.4. Members of the Great Yarmouth Transport & Infrastructure Steering Group (5 February 2019) and Great Yarmouth Economic Development Committee (18 February 2019) endorsed the executive summary of the appraisal process taken thus far. This executive summary also included a proposed short, medium and long-tern package of transport measures.

4.5. Work has continued to finalise the appraisal material into the **Stage 2: Options Appraisal Report** which is attached to this covering report.

4.6. In addition, a working draft of the **Stage 3: Strategy Report** has been prepared for agreement and approval by Members. This includes a narrative on the overall process and describes a **Strategy** for the town based on the evidence gathered and the previously agreed vision and objectives, and contain the executive summary outlining the short, medium and long-term transport schemes that could be pursed for the benefit of the town.

5. NEXT STEPS

5.1. The **Stage 2** and **working draft Stage 3** reports have been attached to this covering report for comment and approval from Members of the Economic Development Committee. Both reports were previously circulated to members of the Great Yarmouth Transport & Infrastructure Steering Group on 24 June 2019.

5.2. With regard to public consultation there are two options to consider:

- **Option 1**
  Invite the stakeholder group to a meeting and present the agreed **Stage 3: Strategy Report** material and circulate it to them for comment prior to finalising the document with Members.

- **Option 2**
  Carry out the same stakeholder event described above followed by a 4-week **public consultation** with the consultation material being available online

with the ability to leave feedback.

5.3. On 20th June 2019, members of the Great Yarmouth Transport & Infrastructure Steering Group indicated their preference to undertake public consultation as proposed by **Option 2.** Views of the Economic Development Committee are sought on their preferences for consultation, Option 1 or 2.

5.4. The proposed format for any **public** consultation would be to use the **Stage 3: Strategy Report** material and from it prepare exhibition boards. These would be left on display for 2 weeks at the Town Hall and 2 weeks at Gorleston library. The exhibition would be staffed by officers from the Borough and County Councils for one day, at each location, to answer public questions.

5.5. After the stakeholder engagement (and possible public consultation) the **Stage 3: Strategy Report** would then be finalised, paying due regard to all feedback and consultation responses and with the approval of Members.

5.6. Ultimately when the **Stage 3: Strategy Report** is finalised, a published version of the report, bearing Borough and County logo's will be produced for formal adoption by the Borough and County Council's.

6. FINANCIAL IMPLICATIONS

6.1. None.

7. RISK IMPLICATIONS

7.1. None.

8. RECOMMENDATIONS

8.1. **Members are recommended to:**

1. **Endorse the attached Stage 2 and working draft Stage 3 reports**
2. **Express their preference for the consultation options set out in paragraph 5.2 i.e. stakeholder engagement only or stakeholder plus public consultation**
3. **Endorse the next steps for finalising the Transport Strategy after the consultation.**

9. **ATTACHMENTS**

1 GYTS Stage 2: Options Appraisal Report
2 Draft GYTS Stage 3: Strategy Report

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:	via Executive Leadership Team
Section 151 Officer Consultation:	via Executive Leadership Team
Existing Council Policies:	Corporate Plan: Great Yarmouth Borough Council Great Yarmouth Local Plan Core Strategy
Financial Implications:	N/A
Legal Implications (including human rights):	N/A
Risk Implications:	N/A
Equality Issues/EQIA assessment:	None.
Crime & Disorder:	N/A
Every Child Matters:	N/A

Norfolk County Council

GREAT YARMOUTH STRATEGY

STAGE 2: Option Appraisal Report



70043850-002-REVD
JUNE 2019

PUBLIC

Norfolk County Council

GREAT YARMOUTH STRATEGY

STAGE 2: Option Appraisal Report

TYPE OF DOCUMENT (VERSION) PUBLIC

PROJECT NO. 70043850

OUR REF. NO. 70043850-002-REVD

DATE: JUNE 2019

Norfolk County Council

GREAT YARMOUTH STRATEGY

STAGE 2: Option Appraisal Report

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QUALITY CONTROL

Issue/revision	First issue	Revision 1	Revision 2	Revision 3
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Signature				
Checked by	N Poulton	N Poulton	N Poulton	N Poulton
Signature				
Authorised by	N Poulton	N Poulton	N Poulton	N Poulton
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1. INTRODUCTION AND STUDY OBJECTIVES

1.1. INTRODUCTION

1.1.1. WSP has been commissioned by Norfolk (NCC) to develop a Transport Strategy for the town of Great Yarmouth, covering short, medium and long terms transport infrastructure aspirations up to 2030.

1.1.2. The purpose of the strategy is to assist regeneration and unlock the significant potential of Great Yarmouth by identifying transport barriers to growth and economic development and setting out a focus and direction for how this will be addressed. Great Yarmouth Borough Council's (GYBC) Local Plan Part 1 (Core Strategy) sets out how the town will grow up to 2030 and the transport strategy will support these aspirations.

1.1.3. The Transport Strategy is intended to provide assistance in joining together transport improvements already being undertaken in and around the town, as well as identifying a strategy for future medium and long-term transport infrastructure improvements, particularly with regards to:

- The delivery of the funded Great Yarmouth Third River Crossing;
- Short term transport schemes currently under construction and in design since April 2018;
- Regeneration of underutilised land particularly in South Denes;
- Development of allocated sites and future sites coming forward in the Council's (GYBC) Local Plan Part 2 (Development Management Policies, Site Allocations) to meet housing and employment growth;
- Car parking issues; and
- Growing traffic congestion within the town.

1.1.4. The Transport Strategy will seek to support and work in collaboration with major transport initiatives already being progressed within the town. This includes

- The Great Yarmouth Third River Crossing;
- Growth Fund Congestion Relief schemes;
- Growth Fund Sustainable Transport Schemes; and
- Great Yarmouth Town Centre Masterplan.

1.2. STUDY AREA

1.2.1. The study area for the Transport Strategy is shown in Figure 1 below and covers the main urban area of Great Yarmouth, Gorleston-on-Sea to the south and parts of Caister-on-Sea to the north. Whilst the focus for the Transport Strategy is the area identified in Figure 1 below, consideration has been given to the wider local and strategic transport network that connects Great Yarmouth with surrounding settlements. This includes consideration of Great Yarmouth's bus and rail service catchment areas and the A47 and A143 corridors.



Figure 1 – Study Area

1.3. VISION AND OBJECTIVES OF THE TRANSPORT STRATEGY

1.3.1. The vision and objectives of the preferred Transport Strategy have been informed by the transport issues and opportunities that emerged from the Stage 1 Issues and Opportunities Report.

1.3.2. The proposed vision and objectives of the preferred Transport Strategy are summarised below.

Vision

To support sustainable economic growth in Great Yarmouth by facilitating journey reliability and improved travel mode choice for all, whilst contributing to improved air quality and safety.

Objectives

1. *Manage traffic congestion in Great Yarmouth*
2. *Capitalise on the infrastructure and investment opportunities presented by the Third River Crossing*
3. *To support sustainable housing and economic growth*
4. *Provide a safe environment for travel by all modes*
5. *Improve opportunities to use sustainable modes within Great Yarmouth by providing viable alternatives to car use*
6. *Increase active travel mode share for short journeys*
7. *Reduce harmful emissions and air quality impacts*

1.3.3. To ensure that the vision and objectives are closely aligned with other local policy documents, a review of Great Yarmouth's Local Plan Strategic Objectives, Norfolk's Local Transport Plan vision and strategic aims and Great Yarmouth Town Centre Regeneration Framework and Masterplan's vision and objectives has been undertaken.

1.3.4. The visions and objectives of these local policy documents covers the following themes. This includes:

- **Reducing the impact on the environment;**
- **Promoting sustainable developments / growth;**
- **Maintaining and improving Great Yarmouth's Infrastructure;**
- **Promoting accessibility improvements at a local and strategic level;**
- **Promoting a reduction in car use; and**
- **Promoting road safety.**

1.3.5. The above themes have been compared with the proposed vision and objectives of the preferred Transport Strategy above and it is concluded that these complement the vision and objectives of these documents without any conflicts. As such, schemes promoted in the preferred Transport Strategy should align well to support / be supported by the vision and objectives of other local planning policy documents.

Great Yarmouth Local Plan: Core Strategy 2013 - 2030

- **Strategic Objectives**
- **SO1: Minimising impact on the environment;**
- **SO2: Addressing social exclusion and reducing deprivation;**
- **SO3: Accommodating population growth;**
- **SO4: Strengthening the competitiveness of the local economy;**
- **SO5: Capitalising on the successes of the local visitor economy;**
- **SO6: Protecting and enhancing the quality of the local environment;**
- **SO7: Securing the delivery of key infrastructure. Includes references to:**
- *Making developments sustainable;*
- *Ensuring that all developments are in accessible locations to minimise the need to travel;*
- *Promoting a reduction in car use and encouraging the use of public transport, walking and cycling to minimise the impact of the Borough's growth on transport infrastructure;*
- *Encouraging efficient patterns of movement by recognising the strategic role that the A47, a Third River Crossing, the river port, outer harbour and rail corridor (including a rail freight interchange) will play in meeting the boroughs need.*

Norfolk's Local Transport Plan for 2026

- **Vision:** *A transport system that allows residents and visitors a range of low carbon options to meet their transport needs and attracts and retains business investment in the county.*
- **Strategic Aims:**
- *Maintaining and managing the highway network;*
- *Delivering sustainable growth;*
- *Enhancing strategic connections*
- *Reducing emissions;*
- *Improving road safety; and*
- *Improving accessibility.*

Great Yarmouth Town Centre Regeneration Framework & Masterplan

- **Vision:** By 2025 new investment and employment in the town centre is generating renewed pride in Great Yarmouth and building confidence for the future.
- **Objectives:**
- Strengthening the heart of the town centre;
- Improving the markets and Market Place;
- Transforming the Conge;
- Creating a sense of arrival at the town centre;
- Unlocking the potential of Hall Quay; and
- Linking it all together.

Figure 2 – Vision and Objectives of Local Policy Documents

1.4. STUDY STAGES

1.4.1. This report is the second of three reports covering the Transport Strategy's study stages and discusses the appraisal of a long list of options in order to establish a package of short, medium and long-term options recommended for inclusion within the Preferred Transport Strategy (Stage 3).

1.4.2. A Stage 1 Report has already been produced and identified the existing and potential future transport issues and opportunities within the study area. This report serves as a robust evidence base for the preferred Transport Strategy and the development of the long-list of options.

1.4.3. A Summary of the three main stages is provided in Figure 3 below.

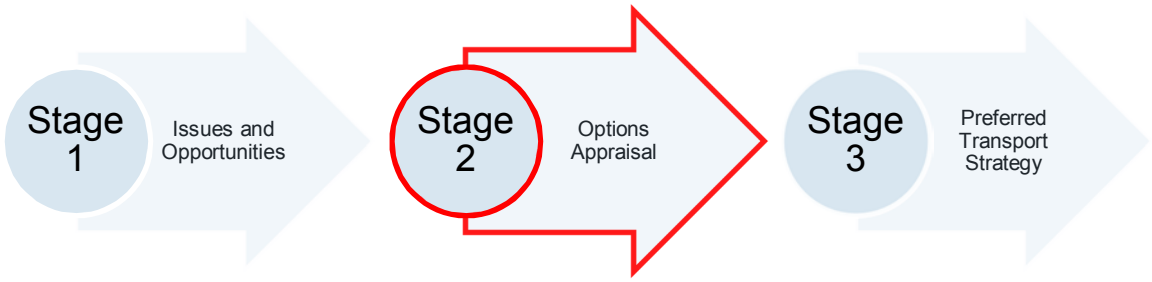


Figure 3 – Stages of Developing a Transport Strategy for Great Yarmouth

1.5. OPTION APPRAISAL ASSESSMENT APPROACH

1.5.1. The option appraisal process is broken down into three main steps:

- **Step 1 - Initial sift**: The purpose of this sift is to discount options that are "non-runners" early on in the appraisal process. These are options that are unlikely to be ever delivered and score lowly if a full EAST based appraisal was undertaken. Any committed schemes identified during the initial sift will be taken forward directly for inclusion in the Great Yarmouth Transport Strategy.
- **Step 2 – Strategic Appraisal**: The strategic appraisal scores each option against the Study's 7 objectives. To reflect the importance (publicly and politically) of individual objectives (e.g. reducing congestion in Great Yarmouth), objectives will hold different weightings. The 50 highest scoring options will form a shortlist of options.
- **Step 3 – EAST Appraisal**: The shortlist of options will be appraised using a methodology based on DfT's Early Assessment Sifting Tool (EAST). This will enable ranked packages of short, medium and long-term interventions to be identified. These packages of options will form the basis of the Great Yarmouth Transport Strategy (Stage 3 of the project).

1.5.2. A flow diagram for developing and appraising a long-list of options is provided in Figure 4 below.

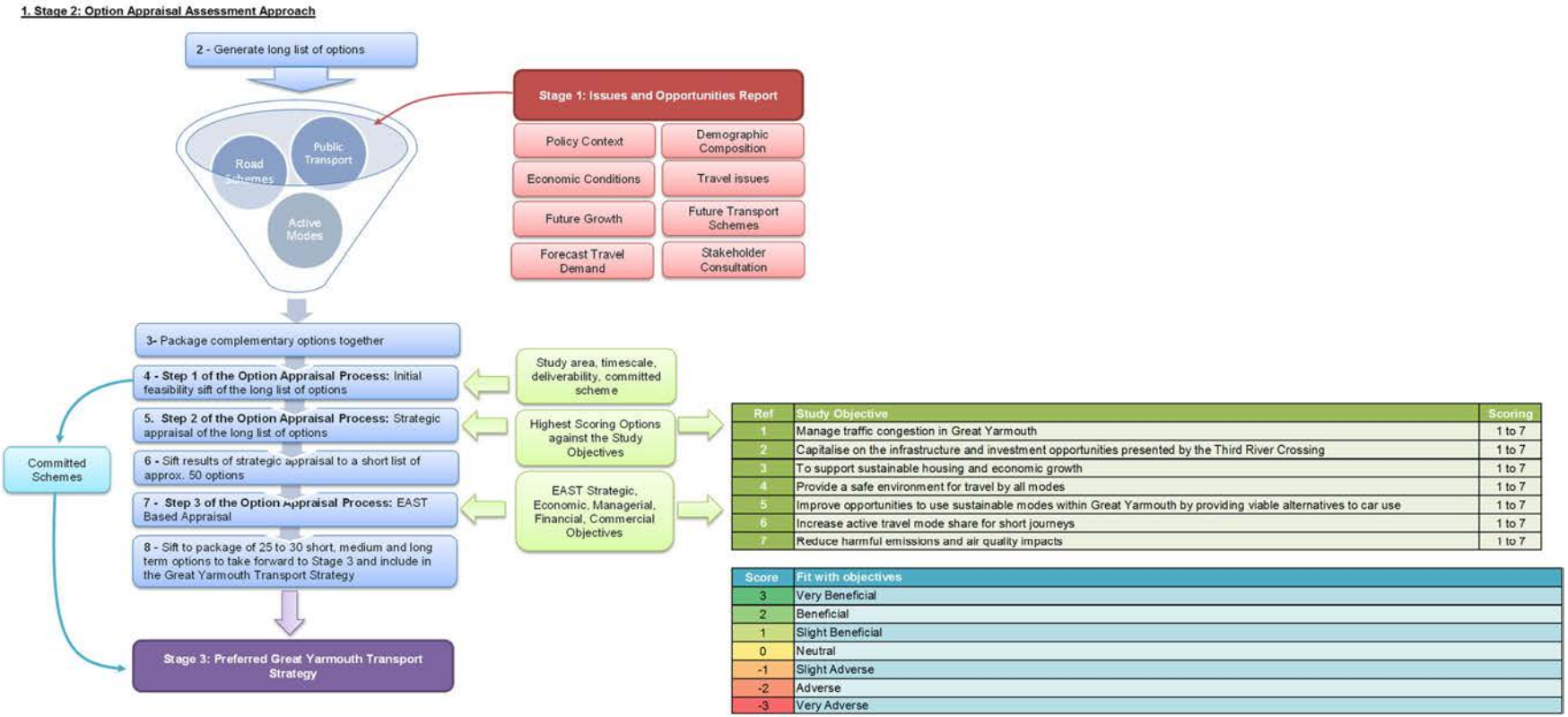


Figure 4 – Stage 2 Option Appraisal Assessment Approach

1.6. STRUCTURE OF REPORT

1.6.1. The remainder of this report is structured as follows:

- Section 2 highlights the key transport issues and opportunities that emerged from the Stage 1 report;
- Section 3 discusses the generation of a long-list of options;
- Section 4 presents the results of the initial sift;
- Section 5 presents the results of the strategic appraisal process and discusses the development of a short-list of options;
- Section 6 presents the results of the option appraisal (based on a methodology derived from DfT's EAST tool) and discusses the implementation timetable of a shortlist of options; and
- Section 7 identifies an action plan for the shortlist of options and identifies the next steps.

2. ISSUES AND OPPORTUNITIES

2.1. STAGE 1 ISSUES AND OPPORTUNITES REPORT

2.1.1. The purpose of the Stage 1 Issues and Opportunities report was to provide a robust evidence base for the preferred Transport Strategy and help inform the development of a long-list of options. The key findings and potential opportunities for intervention is summarised below:

2.2. KEY ISSUES

DEMOGRAPHIC COMPOSITION

- Population growth in Great Yarmouth is lower than the average for Norfolk, East of England and England as a whole.
- Population growth in the study area was higher than the average for Great Yarmouth borough.
- Neighbourhoods in the study area are some of the most deprived in the UK. The study area has the highest concentration of neighbourhoods within the most deprived 10% of neighbourhoods nationally.

ECONOMIC CONDITIONS

- The main employment destinations within the study area are Great Yarmouth Town Centre, the South Denes Peninsula, Harfreys Industrial Estate, James Paget University Hospital and Beacon Park.
- Great Yarmouth borough has higher levels of unemployment than the average for the East of England and England.
- Two new Enterprise Zones have been established in Great Yarmouth to encourage offshore energy, port and logistic activity in the town.
- New economic drivers have the potential to change commuting patterns within the study area.

JOURNEYS TO WORK

- Driving a car or van is the main mode of transport for journeys to work by residents and workers in the study area, 55% and 62% respectively. The highest percentage of workers commuting by car is in the South Denes Peninsula.
- The majority of public transport journeys to work by residents and workers of the study area is by bus, 7% and 5% respectively.
- Use of the train by residents and workers of the study area is very low, only 1% of residents and <1% of workers travel by train. In the study area the highest percentage of workers commuting by train is in the South Denes Peninsula.
- 5% of residents and workers in the study area commute by bicycle. Cycling mode share is highest by residents on the periphery of the study area in Gorleston-on-Sea.
- The average distance travelled to work by workers in the study area is generally less than 20km. The exception is workers in the South Denes Peninsula where an average distance of 31 to 40km was recorded.
- There is a high level of internalisation of commuting trips within the Study Area. The majority of residents within the transport strategy study area work within the study area (63%).
- 74% of all residents living in the study area and 76% of all workers working in the study area work or live in the Great Yarmouth Borough.

- Car and van availability per household in the study area is low (<1 car per household).

ACTIVE MODES

- The walking network in Great Yarmouth is generally good, with wide pavements and streetlighting. The main exception to this is Beccles Road which was found to be poor as a result of the lack of wayfinding infrastructure, few opportunities to cross the carriageway and substandard and tired footway surfaces, minor littering and vandalism.
- The cycling network is disjointed and unconnected in places with an absence of signage at key decision points.

PUBLIC TRANSPORT

- The rail station is close to the town centre of Great Yarmouth, with no regular bus services to Great Yarmouth Railway Station.
- Existing rail services between Norwich and Great Yarmouth compete with the X1 bus service.
- Integrated ticketing is available, but restricted is restricted to rail and bus services operated by First buses. It is also principally associated with providing onward bus travel at your destination instead of bus travel to the station as “PLUSBUS” scheme is only available with a rail ticket purchase.
- There is strong north / south public transport connectivity, weaker east west public transport. South Denes Peninsula and Enterprise Zone are poorly served by public transport.

HIGHWAY NETWORK

- Norwich and Lowestoft are accessible within less than 45 minutes’ drive to / from Great Yarmouth Town Centre at peak periods.
- Highways England area progressing schemes to improve Vauxhall and Gapton Hall Roundabouts on the A47.
- High levels of congestion recorded along A47 Acle Straight. Highways England currently have no committed schemes for this link. However, the A47 Alliance have identified the Acle Straight dualling as their top priority for inclusion in Highway England’s Road Investment Strategy 2 (2020-2025).
- High levels of congestion recorded at Haven Bridge (A1243 Hall Quay / A1243 Bridge Road Signalised Junction and A1243 Pasteur Road / Southdown Road signalised junction).
- HGVs routing via South Beach Parade to access industries on South Denes Peninsula.

PERSONAL INJURY ACCIDENTS

- Majority of fatal severity accidents recorded in the study area within the last 5 years occurred along A143 Beccles Road. Of these 2 occurred at the junction with Shrublands Way.
- The largest concentration of PIA occurred at Hall Quay, St Peter’s Road between King’s Street and Nelson Road Central, North Quay, Southtown Road between Station Road and Bridge Road, North Quay / Fuller’s Hill / Acle New Road Roundabout and Runham Road / Acle New Road Roundabout.
- Highest concentration of PIA involving non-motorised users occurred within the Town Centre.
- The highest concentration of serious severity accidents involving non-motorised users occurred on North Quay, Haven Bridge and Beccles Road.

PARKING

- At weekends in July and August the sea front car parks are mostly full between the hours of 11:00 and 16:00.
- The Town Centre car parks are less busy on Sundays.
- The further the car park is from the town centre the less busy it is.
- Car parks are busiest between 12:00 and 14:30.
- On the sea front the number of tickets sold at the weekends are around 80%-100% higher in the short stay car parks. Long stay car parks are busier at weekends but the differences between the weekdays and weekends are less marked.
- Town Centre car parks are less affected by seasonal fluctuations than the sea front car parks.
- Quiet months for the Town Centre car parks are January and February.
- Seafront car parks are very busy in August with almost twice as many tickets being sold in any other month (except July and September).

ELECTRIC VEHICLES

- There are a very few electric vehicle charging points in the study area, those that are available and all located in private car parks.

2.3. OPPORTUNITIES FOR INTERVENTION

PUBLIC TRANSPORT

- Build on strong north south bus routes within Great Yarmouth and Gorleston-on-Sea.
- Strengthen railway and express bus services to provide east / west connectivity towards Norwich.
- Interchange facilities could be improved to create gateway feature into the town and to encourage interchange between sustainable modes of transport (e.g. between bus and train, bus and bus, cycle and train or cycle and bus).
- Improve integrated ticketing between bus operators and introduce contactless payment on all bus services.
- Improve the public transport connectivity of rural settlements surrounding Great Yarmouth.
- The Great Yarmouth Third River Crossing will enable bus services to be rerouted / new bus services introduced to better serve the South Denes Peninsula and Enterprise Zone.

ACTIVE MODES

- Improve walking and cycling accessibility of major employment sites within Great Yarmouth and Gorleston-on-Sea, in particular: Harfreys Industrial Estate, James Paget University Hospital and South Denes Enterprise Zone.
- Bike hire scheme could be introduced to encourage cycling for short trips previously made by car and visitors to the area.

HIGHWAY NETWORK

- The Great Yarmouth Third River Crossing will help alleviate pinch points on the network and reduce traffic and congestion to the north of Great Yarmouth.
- Highways England's RIS 1 proposals to upgrade and dual the A47 and improve Vauxhall and Gapton Roundabouts will improve journey time reliability, improve road user safety and reduce journey times.

- Improve management of road space to lock in capacity for other modes. This could include new bus priority measures, new walking and cycling routes (e.g. wider footways, new on road cycle lanes, provision on advance stop lines for cyclists).
- Highway improvements could be made on the A47 Acle Straight to improve the flow of traffic and improve road user safety.
- SATURN modelling for the GYTRC identified a number of junctions where pinch point improvements could be investigated in order to increase capacity and reduce driver delay and queuing
- Increase the number and improve accessibility of electric vehicle charging points in the study area.

POLICY DIRECTION

- A car parking strategy could be developed to guide and manage car parking in the town centre, including the requirements on the provision of parking and charging point for electric vehicles.
- New developments to provide personalised travel planning to inform residents of sustainable travel options available to them. This could include a requirement to provide free bus taster tickets.
- Consideration should be given to autonomous vehicle technology to ensure that future development takes account of this emerging technology.
- A strategy should be developed to capture private sector contributions to help fund transport improvements.

3. OPTION GENERATION

3.1. OVERVIEW

This section sets out how the study team has generated a long list of potential short, medium and long-term conceptual options that could address the identified transport issues and opportunities within Great Yarmouth and supports the Study's vision and objectives. The identified options provide a range of benefits to residents, workers and visitors of Great Yarmouth, in addition to those users travelling through Great Yarmouth on the Local and Strategic Road Networks.

3.1. OPTION GENERATION

3.1.1. A wide range of short, medium and long-term road and non-road based conceptual options have been generated. To help inform the option development process a set of study specific objectives have been developed and the options have been grouped by transport theme.

3.1.2. The long-list has emerged from the key findings and opportunities identified in the Stage 1 report (summarised in Section 2 above), working group meetings with NCC and GYBC and consultation with stakeholders and Members of Great Yarmouth Borough Council. The process to develop the long list of options is summarised in Figure 5 below.

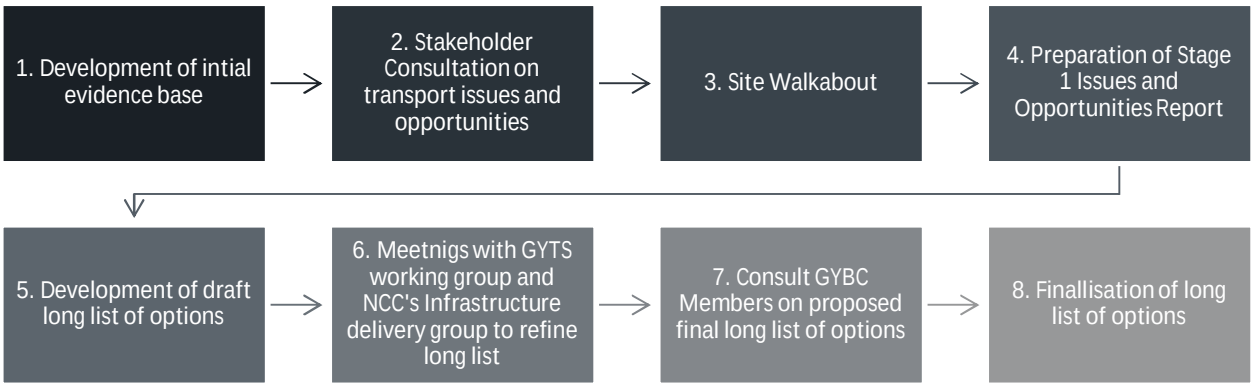


Figure 5 – Process to develop long-list of options

3.2. TRANSPORT THEMES

3.2.1. Given the complex nature of the study area, no one option was considered likely to be capable of solving all the identified issues in the Stage 1 report or achieve all the identified study specific objectives. Therefore, a range of transport themes that are complementary to each other have been used to address the wide range of transport issues identified. Figure 5 identifies the 11 conceptual option transport themes. Each of the option identified falls within one of these 11 transport themes.

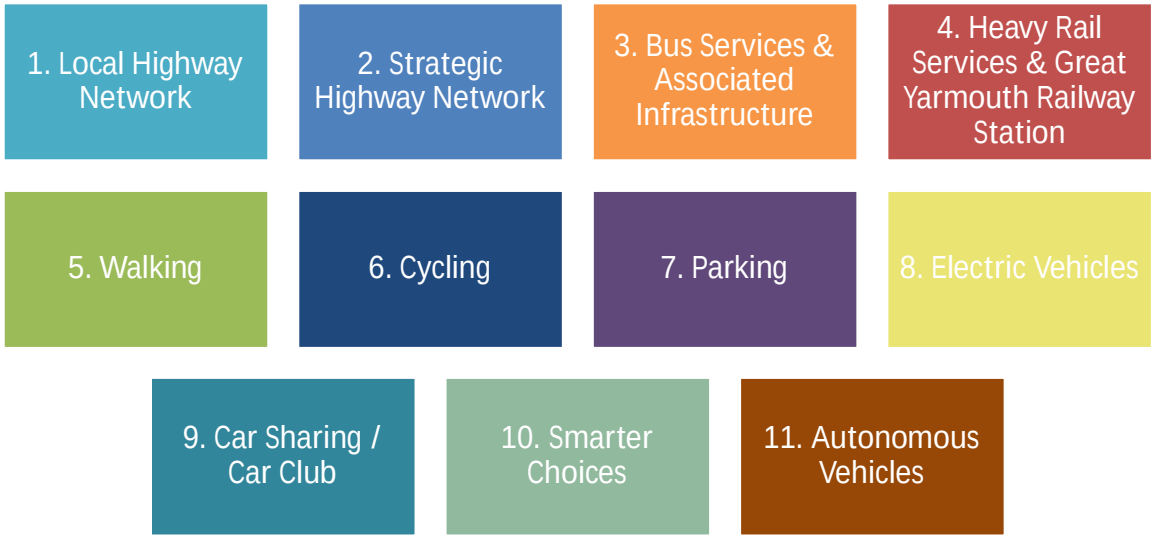


Figure 6 – Transport Themes

3.3. LONG-LIST OF OPTIONS

3.3.1. In total, 118 conceptual options have been identified for Great Yarmouth. This includes:

- 30 infrastructure improvement schemes for the Local Highway Network;
- 8 infrastructure improvement schemes for the Strategic Road Network;
- 14 bus service and bus infrastructure improvement schemes;
- 6 heavy rail and railway station improvement schemes;
- 16 walking infrastructure improvement schemes;
- 32 cycling infrastructure improvement schemes;
- 3 parking management schemes;
- 2 electric vehicle infrastructure schemes;
- 3 car sharing schemes;
- 3 smarter choices schemes; and
- 1 autonomous vehicle scheme.

3.3.2. The full long list of options is attached in Appendix A.

3.4. PACKAGING OF COMPLEMENTARY OPTIONS

3.4.1. Following the development of a long-list of options, complementary options have been packaged together. Options have been packaged based on delivery timetable, type of intervention proposed and geographic location. A summary of the packaged options is provided below:

- **Hall Quay Improvements**: Options 1.5 – Provision of right turn facility between A1243 Hall Quay and A1423 Bridge Road and 1.11 – Reallocation of highway space at Hall Quay to improve movement of non-motorised users.
- **Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure**: Options 6.7 – Develop a cycle route map for Great Yarmouth

showing the standard of cycle infrastructure and 6.8 – Develop a cycling smartphone app for Great Yarmouth showing cycling routes and associated infrastructure.

- **Capacity improvement at Southtown Road / Station Road / Matalan and Farm Foods access signalised junction**: Options 1.12 - Capacity improvement at A1243 Pasteur Road / Southtown Road / Bridge Road signalised junction and 1.13 Capacity improvement at Southtown Road / Station Road / Matalan and Farm Foods access signalised junction.
- **Cycling Improvements**: Cycling infrastructure improvements have been grouped into nine packages based on their geographic location, these are: Cycle improvements South Denes Peninsula, A143 Beccles Road Cycle Improvements, Haven Bridge Cycle Improvements, Southtown Cycle Improvements, Gorleston-on-Sea Cycle Improvements, Great Yarmouth Town Centre Cycle Improvements, Sea Front Cycle Improvements, North Quay Cycle Improvements and Vauxhall Cycle Improvements.
- **Electric Vehicle Charging**: Options 7.2 – Parking proposed as a part of new developments should be future ready and include electric vehicle charging, 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 and 8.2 – Support and encourage local businesses to install electric car charging points.

3.4.2. Following the packaging of complementary options, the total number of options on the long list has been reduced from 118 to 98. A full list of the packaged long list of options is provided in Appendix B.

3.4.3. For each of the packaged options a pro-forma has been produced and is provided in Appendix C. The pro-forma includes:

- A concept diagram;
- A description of the scheme;
- A high-level appraisal of each options advantages and disadvantages;
- An estimated programme for the delivery of the option (e.g. short-term, medium-term or long-term); and
- Possible funding opportunities (e.g. Section 106 contribution).

4. STEP 1: INITIAL SIFT

4.1. OVERVIEW

4.1.1. As noted in Section 1, the optional appraisal process has been split into three steps. The first step of the appraisal process is the initial sift. The purpose of this initial sift is to discount options that are "non-runners" early on in the appraisal process, prior to a full EAST based assessment being undertaken. These are options that, based on their feasibility, are unlikely to be ever delivered and score poorly if a full EAST based appraisal was ever undertaken. In addition to this, the initial sift is also used to identify committed schemes that already have a clear funding source and delivery timetable. These committed schemes will not be appraised and will be taken forward and directly included in the GYTS.

4.1. CRITERIA

4.1.1. The initial feasibility sift was based on the following criteria:

1. **Is the option within the Study Area?** Does the option fall within the study area of the Great Yarmouth Transport Strategy or provide direct benefit to the residents, workers and visitors of the study area (e.g. along strategic transport corridors that connect to Great Yarmouth)?
2. **Is the option within the timescale of the Strategy?** Can the option be delivered within the timescale of the transport strategy (delivered by 2030 – end of current Local Plan period).
3. **Is the option deliverable?** Is the technology available to construct / deliver the option? Can the option be engineered without significant disruption and harm? Will there be public and political acceptability? Is the scheme likely to provide an acceptable cost-benefits?
4. **Is the option a Committed Scheme?** Is there a commitment to fund the scheme and a clear delivery timetable?

4.1.2. If the answer to any of the first three questions was 'no' the option has been discounted on the basis that it is not considered to be feasible and therefore not appropriate for inclusion within the Transport Strategy.

4.1.3. All options identified as a Committed Scheme have been taken forward directly to Stage 3 and included within the Great Yarmouth Transport Strategy. The reasoning for this is that these schemes already have a firm funding commitment and delivery timetable. Appraisal of these options is likely to duplicate work already undertaken as a part of any business case to support funding for the scheme. Reappraising these options would either reaffirm the committed status of the scheme, or potentially lead to the transport strategy not-recommending options that are already being delivered.

4.2. RESULTS

4.2.1. Following the initial sift seven non-committed options were discounted. Six of these options were discounted based on their deliverability and a seventh option was discounted based deliverability and timescale. A summary of the options discounted based on their deliverability is provided in Table 4-1 below. The full results of the initial sift are attached in Appendix D.

Table 4-1 – Options Discounted following the Initial Sift due to their Deliverability

Ref	Option	Reason for Sifting out
2.2	Reduce speed limit on existing A47 Acle Straight	**Deliverability:** Scheme unable to be delivered by NCC & GYBC and any future scheme would need to be investigated / delivered by Highways England. Previous safety schemes for this link have not considered this option necessary. Scheme is also likely to have low public acceptability.
2.3	Introduce Average Speed Cameras on the existing A47 Acle Straight	**Deliverability:** Scheme unable to be delivered by NCC & GYBC and any future scheme would need to be investigated / delivered by Highways England. Previous safety schemes for this link have not considered this option necessary. Scheme is also likely to have low public acceptability.
3.6	Work with local bus operators to introduce universal ticketing on all bus services that serve Great Yarmouth	**Deliverability**: Bus services commercially operated in Norfolk. Would require Advance Quality Partnership, Franchising or Enhanced Partnerships to be established at County level.
3.7	Introduction of demand responsive bus service to serve rural villages surrounding Great Yarmouth with restrictive or no existing bus service	**Deliverability**: Unlikely to be commercially viable. Potential to reduced patronage on existing rural bus services. Unlikely to be used for regular journeys (e.g. commuting).
4.6	Improve rail freight facilities at Great Yarmouth	**Deliverability**: Require significant investment and likely to provide low cost benefit.
5.14	Investigate provision of dedicated off-carriageway lanes for mobility scooter users	**Deliverability**: Current DfT guidance / signage does not allow the provision of segregated facilities for mobility scooter users.
11.1	Keep under review the development of autonomous vehicle technology	**Deliverability & Timescales**: Any significant development and application of autonomous vehicle technology is likely to occur post 2030.

4.3. COMMITTED SCHEMES

4.3.1. The initial sift identified 32 committed schemes that have a funding commitment and delivery timetable. As noted above, any committed schemes in the long list will be taken forward directly to Stage 3 of this project and included within the Transport Strategy. The committed schemes taken forward for inclusion in the Transport Strategy are summarised in Table 4-2 below.

Table 4-2 – Committed Schemes

Ref	Option	Comment on Status
1.1	Great Yarmouth Third River Crossing	Scheme is currently being progressed.
1.2	Traffic management measures to reduce HGV movements along the sea front	Investigative work has been undertaken (ATC surveys) and it has been concluded that currently HGV traffic management measures are not required. The option will be taken forward to Stage 3 on the basis that HGV usage will be monitored and traffic management measures introduced should a need be identified.
1.5	Hall Quay Improvements	Scheme being developed / investigated by NCC.
1.6	Convert Fuller's Hill bus-only right-turn to all vehicles right-turn	Scheme recently delivered by NCC.
1.9	Investigate introduction of urban clearways on key strategic routes	Scheme currently being progressed by NCC. The clearways project is looking at removing blockages on some routes in Great Yarmouth.
1.13	Capacity improvement at A1243 Pasteur Road / Bridge Road / Matalan and Farm Foods access / Southtown Road signalised junctions	Scheme being developed / investigated by NCC.
1.27	Review use and efficiency of traffic signals along Southtown Road	Scheme being developed / investigated by NCC.
2.5	Capacity improvements at A47 Vauxhall Roundabout	Scheme identified in Highways England's Road Investment Strategy (RIS) 1.
2.6	Capacity improvements at A47 Gapton Hall Roundabout	Scheme identified in Highways England's Road Investment Strategy (RIS) 1.
3.2	Improve bus interchange facilities at Great Yarmouth railway station	Bus interchange improvements have recently been completed as a part of NCC's rail station forecourt improvements.
3.3	Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians	Improvements to Market Gates Bus Station were undertaken in Spring 2018.
3.12	New / improved coach drop-off facilities in Great Yarmouth Town Centre	This option is currently being investigated with LGF funding as there is a need to remove coaches from Market Gates bus

Ref	Option	Comment on Status
		station as it is having an adverse impact on the scheduled buses. The other rationale is to bring the excursion coach passengers in to the town centre as the extra footfall could boost the local economy.
3.13	Investigate 'lay by' bus stops on Acle New Road to enable express bus services (e.g. X1 and X11) to access the station without entering the station concourse	Scheme being developed / investigated by NCC.
3.14	Enhanced bus interchange facilities at the James Paget Hospital	Scheme being developed / investigated by NCC.
4.3	Work with Network Rail and Greater Anglia to improve the reliability of train services between Great Yarmouth and Norwich	Network Rail are currently upgrading signalling along the Wherry Line as a part of their Railway Upgrade Plan.
4.4	Work with Greater Anglia to improve amenity for passengers travelling on the Wherry Line	Greater Anglia are committed to introducing new rolling stock on the Wherry Line in 2019/20.
5.1	Improvement to the access and signage and promotion of Norfolk's long-distance footpath network from Great Yarmouth	Scheme being developed / investigated by NCC.
5.3	Improve lighting and tactile paving along northern section of esplanade	Scheme being developed / investigated by NCC.
5.4	Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors	Wayfinding Strategy already being progressed by NCC.
5.5	Improve the pedestrian amenity of The Rows	Scheme to improve the amenity of the Rows already being progressed by NCC as a part of the Town Centre Masterplan.
5.6	Improve pedestrian crossing facilities along the A143 Beccles Road	Scheme to provide minor improvements to existing uncontrolled crossings being developed / investigated by NCC.
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.
5.9	Improve pedestrian crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College.	Scheme being developed / investigated by NCC.

Ref	Option	Comment on Status
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	Scheme involving installation of zebra crossing is being progressed by NCC.
5.12	Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park	Scheme being developed / investigated by NCC.
6.3	Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider study area	Scheme being developed / investigated by NCC.
6.4	Improve wayfinding for cyclists in Great Yarmouth and along existing pedalways	Scheme being developed / investigated by NCC.
6.15	Provide continuous uninterrupted cycle route along the sea front between Haven Seashore Holiday Park and South Denes Peninsula 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.
7.2	Update and improve signage of car parks in Great Yarmouth.	Scheme being developed / investigated by NCC.
10.2	Support and encourage developers of new residential developments to produce residential travel plans	Local Highway Authority already requires new residential developments to produced Travel Plans in line with their September 2018 Travel Plan Guidance.

5. STEP 2: STRATEGIC APPRAISAL

5.1. OVERVIEW

5.1.1. The second step of the appraisal process is a strategic appraisal of the long list of options. The purpose of the strategic appraisal is to assess each of the feasible, non-committed schemes against the study's objectives in order to develop a short list of options that can be appraised in more detail using a methodology based on DfT's Early Assessment Sifting Tool (EAST).

5.2. METHODOLOGY

5.2.1. Each scheme has been assessed against the Study's seven objectives. For each option a score of between -3 and +3 has been assigned against each objective. The scoring criteria is summarised in Table 5-1 below, with -3 representing a very adverse fit against the study's objective and +3 representing a very beneficial fit against the study's objective, 0 represents neutral impact.

Table 5-1 – Strategic appraisal scoring matrix

Score	Fit with objectives
3	Very Beneficial
2	Beneficial
1	Slight Beneficial
0	Neutral
-1	Slight Adverse
-2	Adverse
-3	Very Adverse

5.2.2. To reflect the importance, both publicly and politically, of specific objectives, each objective has been assigned a weighting that will be used to calculate a weighted average score for each option. The weighting of each objective is summarised in Table 5-2 below.

Table 5-2 – Strategic Appraisal Option Weighting

Ref	Study Objective	Weighting
1	Manage traffic congestion in Great Yarmouth	30%
2	Capitalise on the infrastructure and investment opportunities presented by the Third River Crossing	20%
3	To support sustainable housing and economic growth	10%
4	Provide a safe environment for travel by all modes	10%
5	Improve opportunities to use sustainable modes within Great Yarmouth by providing viable alternatives to car use	10%
6	Increase active travel mode share for short journeys	10%
7	Reduce harmful emissions and air quality impacts	10%

5.2.3. Objective 1 "manage traffic congestion in Great Yarmouth" has been assigned the highest weighting (30%). It is considered that exiting traffic congestion on the local and strategic network is likely to be perceived as the most important transport issue publicly and politically. Addressing traffic congestion also supports other objectives of the transport strategy. It can help support housing and economic

growth, it can improve road safety and can reduce harmful emissions as a result of a reduction in vehicle queuing.

5.2.4. Objective 2 “Capitalise on the infrastructure and investment opportunities presented by the Third River Crossing” has been assigned the second highest weighting (20%). The GYTRC is a committed scheme and represents significant investment in the transport infrastructure of Great Yarmouth to help relieve transport congestion in the town and unlock growth within the South Denes peninsula. It is important that any options proposed as a part of the Great Yarmouth Transport strategy do not conflict with the scheme and where possible build upon the opportunities created.

5.2.5. Objectives 3 to 7 have all been assigned a weighting of 10%.

5.3. RESULTS

5.3.1. A total of 59 options were strategically appraised. The highest scoring option was “Option 2.1: A47 Acle Straight Dualling” with a score of 1.7. The second highest scoring options all scored 1.6, these were:

- **Option 3.4**: Introduction of new regular shuttle bus service;
- **Option 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);
- **Option 6.6**: Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft; and
- **Option 6.9**: New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing.

5.3.2. The lowest scoring schemes, with a score of 0.80, were:

- **Option 1.29**: Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.
- **Option 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
- **Option 3.11**: Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)
- **Option 5.2**: Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users
- **Option 6.2**: Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth
- **Option 7.1**: Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.

5.3.3. The results of the Strategic Appraisal are attached in Appendix E.

5.4. DEVELOPING A SHORTLIST OF OPTIONS

5.4.1. The results of the Strategic Appraisal have been used to develop a shortlist of options that can be appraised in more detail using a methodology based on DfT's Early Assessment and Sifting Tool (EAST). The shortlist is comprised of the 51 highest scoring options from the strategic appraisal. The shortlist was increased from 50 to 51 because of a high number of options had the same score.

5.4.2. In total eight options were discounted following the strategic appraisal and are considered to be a poor fit against the Study's objectives. The options discounted and their reason for exclusion is summarised in Table 5-3 below.

Table 5-3 – Shortlist of Options

Ref	Option	Weighted Average	Reason for exclusion
8.1	Installation of electric vehicle charging points.	0.70	Does not address traffic congestion within Great Yarmouth.
9.1	Support and encourage the installation of car sharing spaces within GYBC car parks and by local businesses within their own private car parks	0.60	There is already relatively good car parking availability in the town (outside of the summer peaks). Any priority parking is likely to result in limited mode shift / reduction in single occupancy car journeys.
9.2	Work with car club operators to establish a car club for the town	0.60	Unlikely to be economically viable for a Car Club Operator to introduce a scheme in Great Yarmouth.
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	0.60	Limited potential to encourage mode shift. More personalised information is more easily and readily available from people's own Smartphone devices.
1.10	Develop contingency measures to improve network resilience	0.40	Does not assist with better day-to-day management of the network nor does it encourage more sustainable travel behaviour or encourage road user safety. Pedestrianised route between Town Centre and Sea Front already exists.
1.8	Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction	0.10	The option is a poor fit with the objectives of the Transport Strategy. Previous PIA's have generally occurred outside of the peak hours when traffic flows are low and vehicle speeds are higher. Any road safety scheme at this junction is likely to yield limited benefit.
1.11	Investigate the provision of additional HGV parking facilities to serve Great Yarmouth Port	0.00	The scheme is a poor fit with the objectives of the Transport Strategy. It does not reduce traffic congestion or encourage sustainable development. Any additional HGV parking within the study area could result in additional HGV movements through the main urban area of Great Yarmouth.
1.7	Create sense of arrival into the town through new gateway features on Fuller's Hill Roundabout, and at Great Yarmouth railway station and North Quay	0.00	The option is a poor fit with the objectives of Transport Strategy and the benefits are principally non-transport related (place making). There is the potential for the scheme to be delivered as a part of a separate non-transport focused study. It is noted that the scheme is identified in the Town Centre Masterplan and there is the potential for Scheme to be delivered through this investment.

6. STEP 3: OPTION APPRAISAL

6.1. OVERVIEW

6.1.1. The third step is a detailed appraisal of the shortlist of options using a methodology based on the DfT's Early Assessment Sifting Tool (EAST).

6.1.2. The results of the EAST based assessment have been used to identify ranked packages of non-committed short, medium and long-term options. These options packages will then form the basis of the Great Yarmouth Transport Strategy (Stage 3 of the project).

6.2. METHODOLOGY

6.2.1. The appraisal is based on Department for Transport's Early Assessment Sifting Tool (EAST). The advantages of this tool are that it:

- Highlights adverse impacts;
- Compares options across modes / geographies and networks;
- Identify trade-offs between objectives aiding package development;
- Discounts non-runners early on;
- Identifies key uncertainties and where further appraisal efforts should focus; and
- Has a methodology that is consistent with transport business case principles.

6.2.2. EAST is typically used for the high-level assessment of strategic transport infrastructure options and therefore some component of the tool is not considered to be applicable to the assessment of local scale interventions such as travel planning. For this reason, only appropriate sections have been incorporated into this bespoke option appraisal methodology.

6.2.3. No options have been discounted following the EAST based appraisal as it is considered that all the identified options care capable of being delivered within the Study's timescales, subject to the availability of funding. Options that are not considered feasible, or poorly fit with the Study's objectives were discounted during the previous two steps of the appraisal process.

6.1. APPRAISAL CRITERIA

6.1.1. A summary of the criteria used for the option appraisal is provided below.

Table 6-1 – Appraisal Criteria

Theme	Number	Criteria
Strategic	1.1	Identified problems and objectives of the option
	1.2	Scale of impact
	1.3	Impact on other modes of transport
	1.4	Makes better use of existing infrastructure or 'does more with less'?
	1.5	Impact on other Govt policies besides transport?
	1.6	Fit with Study Objectives?
Economic	2.1	Economic Growth

Theme	Number	Criteria
	2.2	Carbon Emissions
	2.3	Socio-distributional impacts and the regions
	2.4	Local Environment
	2.5	Wellbeing
	2.6	Value for Money
Managerial	3.1	Implementation timetable
	3.2	Public acceptability
	3.3	Practical feasibility
	3.4	Quality of evidence
Financial	4.1	Affordability
	4.2	Capital Cost
Commercial	5.1	Income generated
	5.2	Funding Source

6.2. SCORING

6.2.1. The option appraisal is a qualitative assessment and provides a comparative assessment of each option against each other. DfT's EAST tool does not provide recommendations, instead it is up to the user of the tool to make an informed judgement based on the results of the appraisal. Therefore, to assist with the analysis of the results of the appraisal a score of -3 to +3 has been assigned against each of the criteria with -3 being a very adverse fit against the appraisal criteria and +3 being a very beneficial fit against the appraisal criteria. Whilst this differs to the scoring definitions used for EAST, the EAST user guide definitions have been used as reference to help quantify what a beneficial or adverse impact would be. The adopted scoring is the same as that used for the Strategic Appraisal in Table 5-1 above.

6.2.2. An overall score for each option has been calculated. This is the average of all the scores recorded against the study specific objectives as well as the selected EAST criteria. This will help identify strongly performing options and help create a ranked package of short, medium and long-term options for inclusion in the Great Yarmouth Transport Strategy (Stage 3 of this project).

6.3. OPTION APPRAISAL RESULTS

6.3.1. A summary of the option appraisal, ranked by average score, is attached in Appendix F-1. The Full Option Appraisal Matrix is attached in Appendix F-2.

6.3.2. The fit of each options against the strategic, economic, managerial, financial and commercial appraisal criteria are discussed below.

FIT WITH STRATEGIC OBJECTIVES

6.3.3. The option with the best fit against the EAST strategic appraisal criteria was option 2.1 'A47 Acle Straight dualling' (average score 2.54). This option had a very beneficial impact on government

policies beside transport (as it will support significant housing growth and a very beneficial impact on the objectives of the option. This option also has a beneficial impact on other modes of transport and a beneficial impact on the ability to make use of existing infrastructure and the Study's objectives.

6.3.4. The option with the poorest fit against the EAST strategic appraisal criteria was option 1.28 'provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road' (average score -0.02). This option has a slight beneficial impact on the identified problem and objectives of the option and fit with the study objectives, but had a slight adverse impact on other modes of transport and the ability to make better use of existing infrastructure. The option had a neutral impact on other government policy's and neutral fit with the study's objectives.

FIT WITH ECONOMIC OBJECTIVES

6.3.5. The option with the best fit against the EAST economic appraisal criteria was option 4.2 'work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich' (average score 1.67). This option had a very beneficial impact on economic growth and beneficial impact on: Carbon emissions, socio-distributional impacts and the regions and wellbeing. It also had a slight beneficial impact on the local environment and a neutral value for money.

6.3.6. The option with the poorest fit against the EAST economic appraisal criteria was option 3.1 'bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea' (average score 0.33). This option had a neutral impact on all economic criteria except for local environment where the option is expected to have be a beneficial impact.

FIT WITH MANAGERIAL OBJECTIVES

6.3.7. The option with the best fit against the EAST managerial criteria was option 5.8 "improve existing pedestrian routes to / from Harfreys Industrial Estate (average score 2.25). This option scored very high on practical feasibility and high on implementation timetable (0 to 3 years), public acceptability and quality of evidence.

6.3.8. The option with the poorest fit against the EAST managerial criteria was option 6.8 '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'. The low score was attributable to its implementation timetable (long term, 10+ years) and medium to low practical feasibility.

FIT WITH FINANCIAL OBJECTIVES

6.3.9. The options with the best fit against the EAST financial criteria were:

- Option 3.1; Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea;
- Option 3.11: Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities);
- Option 5.8: Improve existing pedestrian routes to / from Harfreys Industrial Estate;
- Option 6.1: New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing;
- Option 6.2: Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth;

- Option 6.5: Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft;
- Option 6.9: New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing;
- Option 7.1: Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents; and
- Option 10.1: Support and encourage non-residential developments to produce a travel plan;

6.3.10. All the above options had an average score of 2.0. Except for options 10.1 and 6.2 all options scored beneficial on affordability and capital cost. Option 10.1, 'support and encourage non-residential developments to produce a travel plan' scored slight beneficial on affordability and very beneficial on capital cost. Option 6.2, 'work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth', scored very beneficial on affordability and slight beneficial on capital cost.

6.3.11. The option with the poorest fit against the EAST financial criteria was option 2.1 'A47 Acle Straight dualling' (average score -2.5). This scored adverse on affordability and very adverse on capital cost.

FIT WITH COMMERCIAL OBJECTIVES

6.3.12. The options with the best fit against the EAST commercial criteria, scoring very beneficial on income beneficial (score of 3.0), were:

- Option 3.4: Introduction of new regular shuttle bus service;
- Option 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); and
- Option 4.1: Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building.

6.3.13. In addition to the above, six options scored beneficial on income generation (score 2.0), these were:

- Option 3.11: Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities);
- Option 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;
- Option 3.9: Improve bus services between Great Yarmouth and Lowestoft;
- Option 4.2: Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich 'work with NR and GA to improve the frequency of train services between Great Yarmouth and Norwich,
- Option 4.5: Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth; and
- Option 6.2: Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth.

6.3.14. Two options also cored slight beneficial on income generation (score 1.0), these were:

- Option 5.16: Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth; and

- Option 7.1: Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.

6.3.15. All other options scored neutral on income generation (score 0.0).

OPTION RANKING

6.3.16. Of the 51 options appraised, the highest scoring option was '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)' (option 3.5, average score 1.70), followed by 'support and encourage non-residential developments to produce a travel plan' (option 10.1, average score 1.51) and 'introduction of new regular shuttle bus service' (option 3.4, average score 1.48). These options score well overall as they support economic growth, have positive impact on carbon emissions and wellbeing, make better use of existing infrastructure, have a good fit with the Study's objectives and relatively low capital cost.

6.3.17. The lowest scoring option was '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' (option 6.8, score 0.12), followed by 'new link road between Thamesfield Way and Suffolk Road' (option 1.26, score 0.34) and 'investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park' (option 1.29, average score 0.43).

6.3.18. Option 6.8, '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' scored poorly because of the long implementation timescale, poor practical feasibility, low affordability and high capital costs.

6.3.19. Option 1.26, 'new link road between Thamesfield Way and Suffolk Road', and option 1.29, 'Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park' both scored poorly due the schemes capital costs, affordability, practical feasibility, and impact on other modes of transport. Investigation of the use of the land at the rail freight sidings also scored poorly as it does not make better use of existing infrastructure.

6.4. OPTION IMPLEMENTATION TIMESCALES

6.4.1. As a part of the appraisal process all non-discounted options (committed and non-committed) have been assigned to short, medium and long-term implementation timescales. The timescales assigned to each option were identified during the initial sift and is based on the evidence base, likely scheme development timescales and the likely level of growth required to make each option viable.

6.4.2. The option implementation timescales are defined as follows:

- **Short**: 0 to 3 years
- **Medium**: 3 to 10 years
- **Long**: 10+ years

COMMITTED SCHEMES

6.4.3. The 32 committed schemes brought forward from Step 1 of the appraisal process (initial sift) have been grouped based on their implementation timetable.

6.4.4. In total 26 short-term and six medium-term committed schemes were identified within the study area. The short-term committed schemes are comprised of:

- 5 local highway infrastructure improvement schemes;
- 5 bus infrastructure improvements schemes;
- 2 rail service / infrastructure improvement schemes;
- 10 pedestrian infrastructure improvement schemes;
- 2 cycling infrastructure improvement schemes;
- 1 parking management / infrastructure scheme;
- 1 smarter choices scheme.

6.4.5. The medium-term committed options are comprised of:

- 2 local highway infrastructure improvement schemes;
- 2 strategic road network improvement schemes;
- 1 bus infrastructure improvement scheme; and
- 1 cycling infrastructure improvement scheme.

6.4.6. A full list of the short and medium-term committed options for inclusion in Great Yarmouth's Transport Strategy provided in Appendix G-1. It should be noted that these options are unranked and ordered by option as a more detailed appraisal was not undertaken.

NON-COMMITTED SCHEMES

6.4.7. The non-committed schemes brought forward from Step 3 of the appraisal process have been ranked based their appraisal score. This ranking is intended to help prioritise the development and implementation of non-committed options.

6.4.8. It is considered that many of the short-term options are "quick wins" that could be delivered relatively quickly and easily utilising existing funding mechanisms and resources available to NCC, GYBC and NALEP.

6.4.9. The medium and long-term options on the other hand are likely to be dependent upon further feasibility studies, scheme business case development, funding, land purchase, planning consent and detailed design and construction. Furthermore, it may only be possible to deliver some of these medium or long-term options a part of wider housing or employment growth in the Study Area, particularly if the option is to work on a commercial model (e.g. shuttle bus services, increased rail services etc.).

6.4.10. The short, medium and long-term packages of non-committed options for inclusion in Great Yarmouth's Transport Strategy are discussed below. The full package of short, medium and long-term non-committed options for inclusion in Great Yarmouth's Transport Strategy is attached in Appendix G-2 and are ranked by the option appraisal score.

Short-Term Options

6.4.11. Over the next three years (short-term) the option appraisal recommends prioritising the delivery of public transport improvements to / from the South Denes Peninsula and enhancing public transport

connectivity between Great Yarmouth and Lowestoft (option 3.5). In addition to this it recommends improvements to the bus services between Great Yarmouth and Lowestoft (option 3.9) and improvements to the pedestrian connectivity of Harfreys Industrial Estate (option 5.8). These options have the potential to promote economic growth through improved public transport connectivity and encourage mode shift to non-car modes of transport (bus and walking).

6.4.12. The appraisal also places priority on the delivery over the next three years of improvement to facilities at Beach Coach Station (option 3.11). This option has the potential to boost tourism by making coach trips to the town a more attractive option. This option has the potential to facilitate economic growth in the town and have a positive impact on the local environment (improved air quality) through mode shift from car to coach.

6.4.13. Other options that ranked relatively highly included working with Greater Anglia to improve patronage numbers (option 4.5). This option utilises existing infrastructure and has potential to significantly reduce carbon emissions through mode shift from car to rail for long distance journeys or commuting trips to / from Norwich.

6.4.14. The top ranking 15 non-committed short-term options also include a number of cycling schemes, these mainly relate to improvements to wayfinding, signage and mapping. These options help to maximise the potential of existing cycling infrastructure within the Town, help support local growth, have a positive impact on local residents and workers wellbeing, are low cost and relatively affordable to implement.

6.4.15. Schemes that scored relatively poorly include a large number of junction capacity improvement schemes. These options have ranked more poorly as these schemes are likely to have a larger financial cost and have an adverse impact on other modes of transport (potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users). These options also have the potential to encourage the use of a car for shorter journeys within Great Yarmouth.

Medium-Term Options

6.4.16. Over the next three to seven years (medium-term) the option appraisal recommends prioritising non-residential developments to produce a travel plan (option 10.1). This is a low-cost option that could be delivered by employers with limited third-party support and funding. This has the potential to lead to a reduction in carbon emissions through a mode shift from car to non-car modes of transport and help support sustainable economic growth in the study area.

6.4.17. Other high-ranking medium-term options include the introduction of a new regular shuttlebus service between Great Yarmouth railway station and town centre (option 3.4) and work with dockless cycle operators to introduce a hire scheme in Great Yarmouth (option 6.2). Both schemes would help to encourage the use of non-car modes of transport and increase the potential for interchange between rail and bus or rail and cycle. Whilst existing operators of dockless cycle hire schemes in the UK have had limited commercial success, the model has the potential to encourage cycling for shorter journeys by removing a number of barriers to using a bicycle (e.g. ownership, the need to make a return journey, cycle parking availability etc.).

6.4.18. Dualling the Acle Straight was also a high-ranking medium-term option (option 2.1). This option would help support significant economic and housing growth in the District. The option is also likely to have strong public support, improve safety and lead to the improvement of existing / provision of

new NMU facilities along the A47. This option would help support significant economic and housing growth in the District.

6.4.19. Other options ranking highly included: a new signed strategic cycle route between Great Yarmouth Town Centre , Gorleston-on-Sea and other key routes that utilise the Great Yarmouth Third River Crossing (option 6.1); improve sustainable transport connectivity of Holiday Parks in Great Yarmouth (option 5.16); work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich (option 4.2); work with network rail and Greater Anglia to improve Great Yarmouth railway station building (option 4.1); investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians (option 5.15) and develop a parking strategy for Great Yarmouth (option 7.1).

6.4.20. A number of junction capacity improvement schemes rank highly. The highest-ranking capacity improvement scheme is improvements to the A47 Harfreys Roundabout (option 2.4). This scheme has the potential to help promote significant economic growth, particularly in the South Denes Peninsula, as it will be the main junction connecting the GYTRC with the strategic road network via William Adam's Way.

6.4.21. A number of cycle infrastructure improvement schemes feature in the medium-term options. However, parts these schemes addressing specific pinch points may be able to come forward earlier.

6.4.22. Options that rank poorly include investigating the use of land at the rail freight sidings (option 1.29) and a new link road between Thamesfield Way and Suffolk Road (option 1.26). These options rank poorly, principally because of their affordability, high capital costs and impact on other modes of transport (potential to disadvantage non-motorised users). Both options are likely to enable significant economic growth as they address existing strategic pinch points in Great Yarmouth.

Long-Term Options

6.4.23. Only two long-term options have been identified from the option appraisal: Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow (option 1.25) and comprehensively join up and fill in the gaps in Great Yarmouth's cycling network to create a coherent network (option 6.8).

6.4.24. Option 6.8 option would significantly improve the strategic cycling connectivity of the town, provide benefits across the study area and support sustainable housing and employment growth. The option will also be dependent upon the delivery and coordination of smaller cycling infrastructure improvement schemes in the short and medium-terms. As such there is a risk that this approach may result in the option not being fully delivered.

6.5. EXECUTIVE SUMMARY

6.5.1. An executive summary of the option appraisal process is provided in Table 6-2 below. It summarises the results of the three-stage appraisal process (initial sift, strategic appraisal and EAST based assessment).

6.5.2. It shows the options that have been taken forward for inclusion in the Great Yarmouth Transport Strategy and the stage that discounted options were discarded.

Table 6-2 – Option Appraisal Executive Summary

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Included in GYTS?	Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Step 3: EAST (rank)		
1.1	Great Yarmouth Third River Crossing	The Great Yarmouth Third River Crossing is a committed scheme for a new lifting bridge over the River Yare. The bridge will link the A47 at Harfreys Roundabout, in the Southtown area on the western side of the river, with South Denes Road, the port and the enterprise zone on the eastern side of the river. The Development Consent Order application for the scheme is scheduled to be submitted in spring 2019.	Medium	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
1.2	Traffic management measures to reduce HGV movements along the sea front	This option is the introduction of traffic management to reduce the number of HGV movements along the sea front. This could include width restrictions or new Traffic Regulation Orders (TROs). This issue was identified at the Stakeholder Workshop. A scheme is currently being explored by Norfolk County Council's Infrastructure Delivery Team.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
1.3	Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic	This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.	Short	Taken forward to Step 2	Taken forward to Step 3	46	Yes	Included in GYTS. Rank: 46
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	Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.	Short	Taken forward to Step 2	Taken forward to Step 3	26	Yes	Included in GYTS. Rank: 26
1.5	Hall Quay Improvements	Provision of right turn facility between A1243 Hall Quay and A1423 Bridge Road and reallocation of highway space to improve movement of non-motorised users	Medium	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
1.6	Convert Fuller's Hill bus-only right-turn to all vehicles right-turn	This option converts the bus-only right-turn on Fuller's Hill to allow all vehicles to turn right onto Priory Plain. Currently all vehicles from Fuller's Hill are routed north towards the A149 / North Quay roundabout or to Northgate street. A scheme is currently being progressed by Norfolk County Council's Infrastructure Delivery Team.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
1.7	Create sense of arrival into the town through new gateway features on Fuller's Hill Roundabout, and at Great Yarmouth railway station and North Quay	This option is to create a sense of arrival into Great Yarmouth through the introduction of new gateway features at locations on the periphery of the town, including; Fuller's Hill Roundabout, Great Yarmouth railway station and North Quay. This option could include new mixed-use development and public realm improvement (e.g. signage, landscaping). This scheme is identified as a key project in the Great Yarmouth Town Centre Masterplan .	Short	Taken forward to Step 2	Discounted		No	The option is a poor fit with the objectives of Transport Strategy and the benefits are principally non-transport related (place making). There is the potential for the scheme to be delivered as a part of a separate non-transport focused study. It is noted that the scheme is identified in the Town Centre Masterplan and there is the potential for Scheme to be delivered through this investment.
1.8	Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction	This option is to implement road safety improvements at and on the approach to the A143 / A47 slip roads / Shrublands Way signalised junctions. This could include improved signage and road markings, speed cameras on approach or traffic enforcement cameras at the signalised junction.	Short	Taken forward to Step 2	Discounted		No	The option is a poor fit with the objectives of the Transport Strategy. Previous PIA's have generally occurred outside of the peak hours when traffic flows are low and vehicle speeds are higher. Any road safety scheme at this junction is likely to yield limited benefit.
1.9	Investigate introduction of urban clearways on key strategic routes	This option is to investigate the introduction of urban clearways on key strategic routes throughout the study area. An urban clearway prevents vehicles from stopping on the carriageway for sustained periods of time, typically during the peak hours. Urban clearways encourage enhanced traffic flow during the busiest periods of the day, whilst allowing overnight and daytime stopping.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Included in GYTS?	Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Step 3: EAST (rank)		
1.10	Develop contingency measures to improve network resilience	The transport network is susceptible to costly delays as a result of congestion, accidents, special events and the weather. This option is to develop contingency measures to improve network resilience in response to such an event. This could include defining a hierarchy for routine maintenance and investment, developing suitable diversionary routes in response to incidents around the town and document how the council will respond to and manage the effects of different forms of disruption.	Short	Taken forward to Step 2	Discounted		No	Does not assist with better day-to-day management of the network nor does it encourage more sustainable travel behaviour or encourage road user safety. Pedestrianised route between Town Centre and Sea Front already exists.
1.11	Investigate the provision of additional HGV parking facilities to serve Great Yarmouth Port	This option explores the provision of additional HGV parking facilities to serve Great Yarmouth Port, allowing the port to support continued growth.	Short	Taken forward to Step 2	Discounted		No	The scheme is a poor fit with the objectives of the Transport Strategy. It does not reduce traffic congestion or encourage sustainable development. Any additional HGV parking within the study area could result in additional HGV movements through the main urban area of Great Yarmouth.
1.13	Capacity improvement at A1243 Pasteur Road / Bridge Road / Matalan and Farm Foods access / Southtown Road signalised junctions	The A1243 Pasteur Road / Bridge Road / Matalan and Farm Foods access / Southtown Road junctions have been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
1.14	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.	Short	Taken forward to Step 2	Taken forward to Step 3	29	Yes	Included in GYTS. Rank: 29
1.15	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	Taken forward to Step 2	Taken forward to Step 3	35	Yes	Included in GYTS. Rank: 35
1.16	Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	Taken forward to Step 2	Taken forward to Step 3	35	Yes	Included in GYTS. Rank: 35
1.17	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.	Short	Taken forward to Step 2	Taken forward to Step 3	35	Yes	Included in GYTS. Rank: 35
1.18	Capacity improvement at Fuller's Hill / Northgate street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	Taken forward to Step 2	Taken forward to Step 3	35	Yes	Included in GYTS. Rank: 35
1.19	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.	Short	Taken forward to Step 2	Taken forward to Step 3	35	Yes	Included in GYTS. Rank: 35

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Included in GYTS?	Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Step 3: EAST (rank)		
1.20	Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	Taken forward to Step 2	Taken forward to Step 3	22	Yes	Included in GYTS. Rank: 22
1.21	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	Taken forward to Step 2	Taken forward to Step 3	35	Yes	Included in GYTS. Rank: 35
1.22	Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	Taken forward to Step 2	Taken forward to Step 3	35	Yes	Included in GYTS. Rank: 35
1.23	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	Taken forward to Step 2	Taken forward to Step 3	35	Yes	Included in GYTS. Rank: 35
1.24	Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	Taken forward to Step 2	Taken forward to Step 3	35	Yes	Included in GYTS. Rank: 35
1.25	Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow	This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.	Long	Taken forward to Step 2	Taken forward to Step 3	35	Yes	Included in GYTS. Rank: 35
1.26	New link road between Thamesfield Way and Suffolk Road	This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.	Medium	Taken forward to Step 2	Taken forward to Step 3	50	Yes	Included in GYTS. Rank: 50
1.27	Review use and efficiency of traffic signals along Southtown Road	This option looks to review the efficiency of the traffic signals along Southtown Road to in order to increase junction capacity and improve efficiency capacity. Improvements could include upgrade to UTC or installation of MOVA at individual junctions.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
1.28	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.	Short	Taken forward to Step 2	Taken forward to Step 3	35	Yes	Included in GYTS. Rank: 35

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Included in GYTS?	Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Step 3: EAST (rank)		
1.29	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.	Medium	Taken forward to Step 2	Taken forward to Step 3	49	Yes	Included in GYTS. Rank: 49
2.1	A47 Acle Straight Dualling	Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.	Medium	Taken forward to Step 2	Taken forward to Step 3	8	Yes	Included in GYTS. Rank: 8
2.2	Reduce speed limit on existing A47 Acle Straight	Currently, the A47 Acle Straight is set at the national speed limit for a single carriageway (60mph), except on the approach and exit to Great Yarmouth and Vauxhall Roundabout where the speed limit is reduced to 50mph. The A47 west of Acle is of dual carriageway standard and speed limit (70mph). This option is to reduce the speed limit on the existing single carriageway in order to improve traffic flow and road user safety.	Medium	Discounted			No	Deliverability: Scheme unable to be delivered by NCC & GYBC and any future scheme would need to be investigated / delivered by Highways England. Previous safety schemes for this link have not considered this option necessary. Scheme is also likely to have low public acceptability.
2.3	Introduce Average Speed Cameras on the existing A47 Acle Straight	Currently, the A47 Acle Straight is of national speed limit for a single carriageway (60mph), except on the approach and exit to Great Yarmouth and Vauxhall Roundabout where the speed limit is reduced to 50mph. The A47 west of Acle is of dual carriageway standard and speed limit (70mph). This option is to introduce average speed cameras along on the existing single carriageway in order to improve traffic flow and safety. This could be combined with a reduction in the speed limit.	Medium	Discounted			No	Deliverability: Scheme unable to be delivered by NCC & GYBC. Any future scheme would need to be delivered by Highways England. Previous safety schemes for this link have not considered this necessary. Scheme is also likely to have low public acceptability.
2.4	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.	Medium	Taken forward to Step 2	Taken forward to Step 3	17	Yes	Included in GYTS. Rank: 17
2.5	Capacity improvements at A47 Vauxhall Roundabout	This option is capacity improvements at the A47 Vauxhall Roundabout. Upgrades to the A47 Vauxhall Roundabout are included within Highways England's 2015-2020 Road Investment Strategy (RIS 1). Proposals are for a larger signalised roundabout, a widened bridge over the railway line to accommodate widening of the A47 southern exit and approach and realignment to current highway standards to improve safety.	Medium	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
2.6	Capacity improvements at A47 Gapton Hall Roundabout	This option is capacity improvements at the A47 Gapton Hall Roundabout. Upgrades to the A47 Vauxhall Roundabout are included within Highways England's 2015-2020 Road Investment Strategy (RIS 1). Highways England's proposals are for a signalised roundabout. Highways England are also considering improving provision for pedestrians, cyclists and other non-motorised users.	Medium	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
2.7	Capacity improvements at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Medium	Taken forward to Step 2	Taken forward to Step 3	19	Yes	Included in GYTS. Rank: 19

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Included in GYTS?	Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Step 3: EAST (rank)		
2.8	Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Medium	Taken forward to Step 2	Taken forward to Step 3	19	Yes	Included in GYTS. Rank: 19
3.1	Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea	This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.	Short	Taken forward to Step 2	Taken forward to Step 3	24	Yes	Included in GYTS. Rank: 24
3.2	Improve bus interchange facilities at Great Yarmouth railway station	This option is to improve the bus interchange at Great Yarmouth railway station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs. Bus stop improvements are being provided as a part of Norfolk County Council's rail station court improvements. This will provide improved bus stop and new bus shelter. This is due for completion in September 2018.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
3.3	Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians	This option is to upgrade Market Gates bus station in Great Yarmouth town centre to improve the amenity and facilities for passengers. NCC undertook works to upgrade and improve the waiting facilities and general surroundings at Market Gates Bus Station in Spring 2018. This included new larger bus shelters, replacement of pedestrian railings, additional cycle parking, cladding on the concrete pillars and new information boards, improvements to lighting and retention of electronic passenger information screens. Future improvements could include introduction of RTPI and further enhancements to the general surroundings.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
3.4	Introduction of new regular shuttle bus service	This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.	Medium	Taken forward to Step 2	Taken forward to Step 3	3	Yes	Included in GYTS. Rank: 3
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)	This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).	Short	Taken forward to Step 2	Taken forward to Step 3	1	Yes	Included in GYTS. Rank: 1
3.6	Work with local bus operators to introduce universal ticketing on all bus services that serve Great Yarmouth	This option looks to introduce universal ticketing on all bus services throughout Great Yarmouth, in association with the local bus operators. This would provide a more efficient and user-friendly public transport network for users and encourage greater bus patronage. This would need to be agreed between each commercial operator. Alternative options would be to establish Advance Quality Partnerships, Franchising or Enhanced Partnerships. This would need to be established at a County Level.	Medium	Discounted			No	Deliverability: Bus services commercially operated in Norfolk. Would require Advance Quality Partnership, Franchising or Enhanced Partnerships to be established at County level.
3.7	Introduction of demand responsive bus service to serve rural villages surrounding Great Yarmouth with restrictive or no existing bus service	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to introduce a demand responsive bus service connecting Great Yarmouth to the surrounding rural villages, allowing public transport access to the town encouraging modal shift.	Medium	Discounted			No	Deliverability: Unlikely to be commercially viable. Potential to reduced patronage on existing rural bus services. Unlikely to be used for regular journeys (e.g. commuting)

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Included in GYTS?	Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Step 3: EAST (rank)		
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	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.	Short	Taken forward to Step 2	Taken forward to Step 3	18	Yes	Included in GYTS. Rank: 18
3.9	Improve bus services between Great Yarmouth and Lowestoft	This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).	Short	Taken forward to Step 2	Taken forward to Step 3	4	Yes	Included in GYTS. Rank: 4
3.10	Investigate reallocation of carriageway space within Great Yarmouth town centre to improve bus and pedestrian routes	This scheme is to investigate the reallocation of carriageway space for improved bus and pedestrian routes. This could include the removal of parking at the western end of Stonecutters Way to east right-turn movements for buses, realignment of the Stonecutters Way / Howard Street North junction to ease left-turn movements for buses, and improving pedestrian crossing facilities between Broad Row and Market Row. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
3.11	Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.	Short	Taken forward to Step 2	Taken forward to Step 3	6	Yes	Included in GYTS. Rank: 6
3.12	New / improved coach drop-off facilities in Great Yarmouth Town Centre	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide a drop off / pick up zone in the centre of Great Yarmouth. A potential location for the drop off / pick up zone is along Regent Street or Howard Street within the town centre one-way system. This scheme has been agreed in principle with Great Yarmouth Borough Council.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
3.13	Investigate 'lay by' bus stops on Acle New Road to enable express bus services (e.g. X1 and X11) to access the station without entering the station concourse	This option considers investigating 'lay by' bus stops on the Acle New to enable express bus services like the X1 and X11. These improvements would allow bus services to access the station without entering the concourse and reduce journey times. The 'lay by' bus stops would require land-take, so that they would not encroach on Acle New Road, as well as the addition of pedestrian crossings and paths to safely get to the station.	Medium	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
3.14	Enhanced bus interchange facilities at the James Paget University Hospital	This option is the enhancement of the bus interchange and waiting facilities at James Paget University Hospital.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
4.1	Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building	Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.	Medium	Taken forward to Step 2	Taken forward to Step 3	13	Yes	Included in GYTS. Rank: 13
4.2	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.	Medium	Taken forward to Step 2	Taken forward to Step 3	12	Yes	Included in GYTS. Rank: 12

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Included in GYTS?	Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Step 3: EAST (rank)		
4.3	Work with Network Rail and Greater Anglia to improve the reliability of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the reliability of services on the Wherry Line. As part of Network Rail's Control Period 5, there are committed schemes to upgrade signalling systems and level crossings. This will improve overall safety and reliability of the railway, increase operational flexibility, improve level crossing safety, improve sustainability and reduce delay for road users at level crossings.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
4.4	Work with Greater Anglia to improve amenity for passengers travelling on the Wherry Line	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the amenity for passengers on the Wherry Line. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
4.5	Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth	Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.	Short	Taken forward to Step 2	Taken forward to Step 3	9	Yes	Included in GYTS. Rank: 9
4.6	Improve rail freight facilities at Great Yarmouth	This option looks to improve rail freight facilities at Great Yarmouth, enabling freight to be transferred between transport modes, allowing rail to be used to undertake the long-haul primary journey. This could be provided through delivery of an intermodal freight terminal, and the provision of associated warehousing. Improving rail freight facilities would support economic growth within the area.	Medium	Discounted			No	Deliverability: Require significant investment and likely to provide low cost benefit.
5.1	Improvement to the access and signage and promotion of Norfolk's long-distance footpath network from Great Yarmouth	This option looks to improve access and signage to Norfolk's long-distance footpath 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).	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
5.2	Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users	This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.	Short	Taken forward to Step 2	Taken forward to Step 3	27	Yes	Included in GYTS. Rank: 27
5.3	Improve lighting and tactile paving along northern section of esplanade	This option looks at improving the lighting and tactile paving along the northern section of the esplanade in Great Yarmouth. These improvements would make the area safer for individuals and more accessible to all, as well as making the area more attractive to visit the area in the evening.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
5.4	Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors	This option considers creating a Town Centre Wayfinding Strategy to help improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors. This will help to direct pedestrians to their destinations more quickly and may help to make individuals more aware of the attractions on offer.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
5.5	Improve the pedestrian amenity of The Rows	This option considers improvements to the pedestrian amenity of The Rows, to make the area more enjoyable for pedestrians. Options could include a re-balance of a street in favour of pedestrians; creating more public space; or by restricting vehicle access at certain times during the day. Evaluations would need to be made to understand how pedestrians currently use the area and where improvements would have the greatest impact.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Included in GYTS?	Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Step 3: EAST (rank)		
5.6	Improve pedestrian crossing facilities along the A143 Beccles Road	This option considers improvements to pedestrian crossing facilities along the A143 Beccles Road, including minor improvements to the existing uncontrolled crossings. This would allow for safer crossing space and make it easier for pedestrians to get across Great Yarmouth. Improvements could be made to signalised crossing to ensure that pedestrians have an appropriate amount of time to cross and space to walk alongside the A143.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
5.7	Simplify existing signalised arrangement and improve pedestrian crossing facilities at junction of Fuller's Hill / Northgate Street	This option explores the simplification of existing signalised arrangements and improvements to pedestrian crossing facilities. Currently there is a pedestrian crossing for half of the Fuller's Hill / Northgate Street junction (with a full pedestrian crossing further down Northgate Street), so pedestrians cross the rest of the road on a refuge island. Extending the crossing would improve safety for users or moving the existing crossing to the junction would create improvements.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
5.8	Improve existing pedestrian routes to / from Harfreys Industrial Estate	This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.	Short	Taken forward to Step 2	Taken forward to Step 3	5	Yes	Included in GYTS. Rank: 5
5.9	Improve pedestrian crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College.	This option looks at improvements to pedestrian crossing facilities at the B1370 / Church Lane roundabout, as well as outside of East Norfolk Sixth Form College. There are currently no formal pedestrian crossing facilities at the B137 / Church Lane roundabout. Pedestrian crossing facilities could be improved through the provision of a zebra crossing or pelican crossing instead of the existing refuge islands.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
5.10	Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction	This option considers improving pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction. There are currently no signalised pedestrian crossings – adding these would help to improve the safety for pedestrians.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
5.11	Improve pedestrian crossing facilities along Nottingham Way	This option looks at improving pedestrian crossing facilities along Nottingham Way to make it safer and easier for pedestrians. This could be carried out using traffic calming measures that only one side of the road with priority, and packaged with pedestrian refuge islands to ensure that traffic slows down for pedestrians.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
5.12	Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park	This option explores improvements to facilities for pedestrians and cyclists around Gapton Hall Retail Park. There is currently a small amount of shared access paths, but a zebra crossing could be useful to help users crossing from one side of the retail park to the other.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
5.13	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.	Medium	Taken forward to Step 2	Taken forward to Step 3	23	Yes	Included in GYTS. Rank: 23
5.14	Investigate provision of dedicated off-carriageway lanes for mobility scooter users	This option explores the addition of dedicated off-carriageway lanes for mobility scooter users,that are segregated from pedestrian walkways. This will help to reduce the capacity issues for the current footpaths and make it safer for those who use them.	Medium	Discounted			No	Deliverability: Current DfT guidance / signage does not allow the provision of segregated facilities for mobility scooter users.
5.15	Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.	This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.	Medium	Taken forward to Step 2	Taken forward to Step 3	14	Yes	Included in GYTS. Rank: 14

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Included in GYTS?	Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Step 3: EAST (rank)		
5.16	Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.	This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.	Medium	Taken forward to Step 2	Taken forward to Step 3	11	Yes	Included in GYTS. Rank: 11
6.1	New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing	This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.	Medium	Taken forward to Step 2	Taken forward to Step 3	10	Yes	Included in GYTS. Rank: 10
6.2	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.	Medium	Taken forward to Step 2	Taken forward to Step 3	6	Yes	Included in GYTS. Rank: 6
6.3	Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider study area	This option explores assessing the current level of cycle parking and looks at adding new or upgraded parking in the town centre, along the sea front and close to large trip attractors. This would allow cyclists to leave their bikes in secure places and could encourage others to use their bikes more often.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
6.4	Improve wayfinding for cyclists in Great Yarmouth and along existing pedalways	This option explores improving wayfinding for cyclists in Great Yarmouth and along the existing pedalways. Wayfinding includes using signage to direct users to cycle routes, to make the navigation of the routes simpler. The areas of Wherryman's Way, Weavers Way, recreational cycle routes around Great Yarmouth and Angles Way have been highlighted for improved signage; Burgh Park and Cobham park have been highlighted for accessibility improvements; and the addition of Stalham to Great Yarmouth cycle facilities.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
6.5	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.	Short	Taken forward to Step 2	Taken forward to Step 3	14	Yes	Included in GYTS. Rank: 14
6.6	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.	Medium	Taken forward to Step 2	Taken forward to Step 3	47	Yes	Included in GYTS. Rank: 47
6.7	Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.	Short	Taken forward to Step 2	Taken forward to Step 3	19	Yes	Included in GYTS. Rank: 19
6.8	Comprehensively 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	This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.	Long	Taken forward to Step 2	Taken forward to Step 3	51	Yes	Included in GYTS. Rank: 51
6.9	New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing	This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.	Medium	Taken forward to Step 2	Taken forward to Step 3	25	Yes	Included in GYTS. Rank: 25
6.10	A143 Beccles Road Cycle Improvements (package of measures)	Various cycle improvements along the A143 Beccles Road	Medium	Taken forward to Step 2	Taken forward to Step 3	30	Yes	Included in GYTS. Rank: 30

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Included in GYTS?	Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Step 3: EAST (rank)		
6.11	Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.	This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.	Medium	Taken forward to Step 2	Taken forward to Step 3	48	Yes	Included in GYTS. Rank: 48
6.12	Southtown Cycle Improvements (package of measures)	Various cycle improvements in Southtown	Medium	Taken forward to Step 2	Taken forward to Step 3	30	Yes	Included in GYTS. Rank: 30
6.13	Gorleston-on-Sea Cycle Improvements (package of measures)	Various cycle improvements in Gorleston-on-Sea	Medium	Taken forward to Step 2	Taken forward to Step 3	30	Yes	Included in GYTS. Rank: 30
6.14	Great Yarmouth Town Centre Cycle Improvements (package of measures)	Various cycle improvements in Great Yarmouth Town Centre	Medium	Taken forward to Step 2	Taken forward to Step 3	30	Yes	Included in GYTS. Rank: 30
6.15	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	This option considers a new long-distance cycle route that will run along the sea front between Haven Seashore Holiday Park and South Denes Peninsular. There are currently north-south off carriageway cycle facilities south of Britannia Pier (shared-use path) and north of Euston Road (shared-use path) on the promenade east of the bowls green. The link between these two facilities currently requires cyclists to either dismount or to ride onto the carriageway around the cinema. Near the Pleasure Beach there are a number of pay and display parking bays which could be removed to allow the introduction of a dedicated cycle lane that connects with existing cycling infrastructure.	Medium	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
6.16	North Quay Cycle Improvements (package of measures)	Various cycle improvements in North Quay	Medium	Taken forward to Step 2	Taken forward to Step 3	30	Yes	Included in GYTS. Rank: 30
6.17	Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.	Medium	Taken forward to Step 2	Taken forward to Step 3	28	Yes	Included in GYTS. Rank: 28
7.1	Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.	This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.	Medium	Taken forward to Step 2	Taken forward to Step 3	16	Yes	Included in GYTS. Rank: 16
7.2	Update and improve signage of car parks in Great Yarmouth.	This option is to improve the signage of car parks within Great Yarmouth. Improved signage will assist residents, visitors and workers finding a car parking space in the town and help car drivers make more informed decision about where they choose to park.	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed Scheme)
8.1	Installation of electric vehicle charging points.	Support and encourage new developments, local business and GYBC to install electric car charging points in their car parks and on-street.	Medium	Taken forward to Step 2	Discounted		No	Does not address traffic congestion within Great Yarmouth.
9.1	Support and encourage the installation of car sharing spaces within GYBC car parks and by local businesses within their own private car parks	Provision of priority car parking spaces within GYBC car parks and local businesses private car parks for drivers that car share, in order to promote a reduction in the number of vehicle on the road network.	Medium	Taken forward to Step 2	Discounted		No	There is already relatively good car parking availability in the town (outside of the summer peaks). Any priority parking is likely to result in limited mode shift / reduction in single occupancy car journeys.
9.2	Work with car club operators to establish a car club for the town	This option explores the addition of a car club in Great Yarmouth for the use of the public. A car club, like that of ZipCar in Cambridge, is a cheaper alternative to using your own vehicle, and only requires a membership to a car club company to get started.	Medium	Taken forward to Step 2	Discounted		No	Unlikely to be economically viable for a Car Club Operator to introduce a scheme in Great Yarmouth.
10.1	Support and encourage non-residential developments to produce a travel plan	This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.	Medium	Taken forward to Step 2	Taken forward to Step 3	2	Yes	Included in GYTS. Rank: 2

Ref	Option	Description	Delivery timescale	Option Appraisal Process			Included in GYTS?	Comment
				Step 1: Initial Sift	Step 2: Strategic Appraisal	Step 3: EAST (rank)		
10.2	Support and encourage developers of new residential developments to produce residential travel plans	This option seeks to use a travel plan to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place. A residential travel plan will be tailored to the site and should address all aspects of life that create a need to travel and result in a reduction in the number of car journeys. This should also include a commitment to provide residents with free bus taster tickets and / or cycle vouchers (LGF Scheme).	Short	Taken forward and directly included in GYTS			Yes	Included in GYTS (Committed 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	This option considers using travel information hubs in Great Yarmouth town centre that would provide information on public transport e.g. buses, trains, trams etc. and further traffic information. This could make individuals more aware of the services on offer and could encourage modal shift away from personal vehicle ownership. Furthermore, including traffic information could help to change the times that individuals arrive and depart from Great Yarmouth to spread out the volumes of traffic.	Medium	Taken forward to Step 2	Discounted		No	Limited potential to encourage mode shift. More personalised information is more easily and readily available from people's own Smartphone devices.
11.1	Keep under review the development of autonomous vehicle technology	This option looks to review the development of autonomous vehicle technology, such as that currently underway in Milton Keynes, and their future applicability for Great Yarmouth. This technology could include the future addition of self-driving cars / taxis / HGVs, delivery robots or pods and will help to achieve a more connected transport network. Utilising autonomous vehicles and associated technology would reduce the need to own personal vehicles and increase the efficiency of the road network.	Long	Discounted			No	Deliverability & Timescales: Any significant development and application of autonomous vehicle technology is likely to occur post 2030.

7. ACTION PLAN AND NEXT STEPS

7.1. OVERVIEW

7.1.1. This section sets out an action plan and the next steps for progressing the identified range of short, medium and long term non-committed options proposed for inclusion in the Great Yarmouth Transport Strategy.

7.2. ACTION PLAN

7.2.1. A strategic action plan setting out the initial actions required to progress the development of the non-committed option identified for inclusion within the Transport Strategy is set out in Appendix H. This builds on the information presented on each options proforma and identifies the initial actions required to progress the option and stakeholders likely to be required.

7.3. NEXT STEPS

7.3.1. The next step in the Study is to produce the Great Yarmouth Transport Strategy (Stage 3). This will be a summary document that sets out the key findings of the Stage 1 (issues and opportunities report) and which presented the short, medium and long-term committed and non-committed schemes identified in this options appraisal report. The strategy will also include a strategic action plan that sets out the next steps to take forward the option.

7.3.2. The final Great Yarmouth Transport Strategy document will be a reader friendly document aimed at being accessible to a wide range of Stakeholders. During Stage 3 a critical review of the packaged long lists of short, medium and long-term options to identify if there could be any further packing of measures together.

Appendix A

LONG LIST OF OPTIONS

Public

Theme		Ref	Option	Description
1. Local Highway Network	General Improvements	1.1	Great Yarmouth Third River Crossing	The Great Yarmouth Third River Crossing is a committed scheme for a new lifting bridge over the River Yare. The bridge will link the A47 at Harfreys Roundabout, in the Southtown area on the western side of the river, with South Denes Road, the port and the enterprise zone on the eastern side of the river. The Development Consent Order application for the scheme is scheduled to be submitted in spring 2019.
		1.2	Traffic management measures to reduce HGV movements along the sea front	This option is the introduction of traffic management to reduce the number of HGV movements along the sea front. This could include width restrictions or new Traffic Regulation Orders (TROs). This issue was identified at the Stakeholder Workshop. A scheme is currently being explored by Norfolk County Council's Infrastructure Delivery Team.
		1.3	Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic	This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.
		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	Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.
		1.5	Provision of right-turn facility between A1243 Hall Quay and A1423 Bridge Road	This option is the provision of a right-turn facility between A1243 Hall Quay and A1423 Bridge Road. Currently there is no facility to cross the River Yare for southbound vehicles on North Quay. A scheme is currently being explored by Norfolk County Council's Infrastructure Delivery Team.
		1.6	Convert Fuller's Hill bus-only right-turn to all vehicles right-turn	This option converts the bus-only right-turn on Fuller's Hill to allow all vehicles to turn right onto Priory Plain. Currently all vehicles from Fuller's Hill are routed north towards the A149 / North Quay roundabout or to Northgate street. A scheme is currently being progressed by Norfolk County Council's Infrastructure Delivery Team.
		1.7	Create sense of arrival into the town through new gateway features on Fuller's Hill Roundabout, and at Great Yarmouth railway station and North Quay	This option is to create a sense of arrival into Great Yarmouth through the introduction of new gateway features at locations on the periphery of the town, including; Fuller's Hill Roundabout, Great Yarmouth railway station and North Quay. This option could include new mixed-use development and public realm improvement (e.g. signage, landscaping). This scheme is identified as a key project in the Great Yarmouth Town Centre Masterplan .
		1.8	Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction	This option is to implement road safety improvements at and on the approach to the A143 / A47 slip roads / Shrublands Way signalised junctions. This could include improved signage and road markings, speed cameras on approach or traffic enforcement cameras at the signalised junction.
		1.9	Investigate introduction of urban clearways on key strategic routes	This option is to investigate the introduction of urban clearways on key strategic routes throughout the study area. An urban clearway prevents vehicles from stopping on the carriageway for sustained periods of time, typically during the peak hours. Urban clearways encourage enhanced traffic flow during the busiest periods of the day, whilst allowing overnight and daytime stopping.
		1.1	Develop contingency measures to improve network resilience	The transport network is susceptible to costly delays as a result of congestion, accidents, special events and the weather. This option is to develop contingency measures to improve network resilience in response to such an event. This could include defining a hierarchy for routine maintenance and investment, developing suitable diversionary routes in response to incidents around the town and document how the council will respond to and manage the effects of different forms of disruption.
		1.11	Reallocation of highway space at Hall Quay to improve movement of non-motorised users	This option is to reallocate the highway space at Hall Quay to improve the movement of non-motorised users. This could include shared surfacing or the widening of footways. Alterations to the public realm could also be implemented to improve the sense of place and reduce the dominance of motorised (e.g. benches, landscaping, cycle parking, removal of guard railing etc.).
		1.12	Investigate the provision of additional HGV parking facilities to serve Great Yarmouth Port	This option explores the provision of additional HGV parking facilities to serve Great Yarmouth Port, allowing the port to support continued growth.
	Capacity Improvements	1.13	Capacity improvement at A1243 Pasteur Road / Southtown Road / Bridge Road signalised junction	The A1243 Pasteur Road / Southtown Road / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.14	Capacity improvement at Southtown Road / Station Road / Matalan and Farm Foods access signalised junction	The Southtown Road / Station Road / Matalan and Farm Foods access junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme.
		1.15	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.
		1.16	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.17	Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.18	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.
		1.19	Capacity improvement at Fuller's Hill / Northgate street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.2	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.
		1.21	Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.22	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.23	Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.24	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.25	Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.

Theme	Ref	Option	Description
	1.26	Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow	This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.
	1.27	New link road between Thamesfield Way and Suffolk Road	This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.
	1.28	Review use and efficiency of traffic signals along Southtown Road	This option looks to review the efficiency of the traffic signals along Southtown Road to in order to increase junction capacity and improve efficiency capacity. Improvements could include upgrade to UTC or installation of MOVA at individual junctions.
	1.29	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.
	1.30	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.
2. Strategic Road Network	2.1	A47 Acle Straight Dualling	Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.
	2.2	Reduce speed limit on existing A47 Acle Straight	Currently, the A47 Acle Straight is set at the national speed limit for a single carriageway (60mph), except on the approach and exit to Great Yarmouth and Vauxhall Roundabout where the speed limit is reduced to 50mph. The A47 west of Acle is of dual carriageway standard and speed limit (70mph). This option is to reduce the speed limit on the existing single carriageway in order to improve traffic flow and road user safety.
	2.3	Introduce Average Speed Cameras on the existing A47 Acle Straight	Currently, the A47 Acle Straight is of national speed limit for a single carriageway (60mph), except on the approach and exit to Great Yarmouth and Vauxhall Roundabout where the speed limit is reduced to 50mph. The A47 west of Acle is of dual carriageway standard and speed limit (70mph). This option is to introduce average speed cameras along on the existing single carriageway in order to improve traffic flow and safety. This could be combined with a reduction in the speed limit.
	2.4	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.
	2.5	Capacity improvements at A47 Vauxhall Roundabout	This option is capacity improvements at the A47 Vauxhall Roundabout. Upgrades to the A47 Vauxhall Roundabout are included within Highways England's 2015-2020 Road Investment Strategy (RIS 1). Proposals are for a larger signalised roundabout, a widened bridge over the railway line to accommodate widening of the A47 southern exit and approach and realignment to current highway standards to improve safety.
	2.6	Capacity improvements at A47 Gapton Hall Roundabout	This option is capacity improvements at the A47 Gapton Hall Roundabout. Upgrades to the A47 Vauxhall Roundabout are included within Highways England's 2015-2020 Road Investment Strategy (RIS 1). Highways England's proposals are for a signalised roundabout. Highways England are also considering improving provision for pedestrians, cyclists and other non-motorised users.
	2.7	Capacity improvements at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.
	2.8	Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.
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 option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.
	3.2	Improve bus interchange facilities at Great Yarmouth railway station	This option is to improve the bus interchange at Great Yarmouth railway station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs. Bus stop improvements are being provided as a part of Norfolk County Council's rail station court improvements. This will provide improved bus stop and new bus shelter. This is due for completion in September 2018.
	3.3	Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians	This option is to upgrade Market Gates bus station in Great Yarmouth town centre to improve the amenity and facilities for passengers. NCC undertook works to upgrade and improve the waiting facilities and general surroundings at Market Gates Bus Station in Spring 2018. This included new larger bus shelters, replacement of pedestrian railings, additional cycle parking, cladding on the concrete pillars and new information boards, improvements to lighting and retention of electronic passenger information screens. Future improvements could include introduction of RTPI and further enhancements to the general surroundings.
	3.4	Introduction of new regular shuttle bus service	This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: 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)	This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).
	3.6	Work with local bus operators to introduce universal ticketing on all bus services that serve Great Yarmouth	This option looks to introduce universal ticketing on all bus services throughout Great Yarmouth, in association with the local bus operators. This would provide a more efficient and user-friendly public transport network for users and encourage greater bus patronage. This would need to be agreed between each commercial operator. Alternative options would be to establish Advance Quality Partnerships, Franchising or Enhanced Partnerships. This would need to be established at a County Level.
	3.7	Introduction of demand responsive bus service to serve rural villages surrounding Great Yarmouth with restrictive or no existing bus service	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to introduce a demand responsive bus service connecting Great Yarmouth to the surrounding rural villages, allowing public transport access to the town encouraging modal shift.
	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	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.
	3.9	Improve bus services between Great Yarmouth and Lowestoft	This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).
	3.1	Investigate reallocation of carriageway space within Great Yarmouth town centre to improve bus and pedestrian routes	This scheme is to investigate the reallocation of carriageway space for improved bus and pedestrian routes. This could include the removal of parking at the western end of Stonecutters Way to east right-turn movements for buses, realignment of the Stonecutters Way / Howard Street North junction to ease left-turn movements for buses, and improving pedestrian crossing facilities between Broad Row and Market Row. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme.

Theme	Ref	Option	Description
	3.11	Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.
	3.12	New / improved coach drop-off facilities in Great Yarmouth Town Centre	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide a drop off / pick up zone in the centre of Great Yarmouth. A potential location for the drop off / pick up zone is along Regent Street or Howard Street within the town centre one-way system. This scheme has been agreed in principle with Great Yarmouth Borough Council.
	3.13	Investigate 'lay by' bus stops on Acle New Road to enable express bus services (e.g. X1 and X11) to access the station without entering the station concourse	This option considers investigating 'lay by' bus stops on the Acle New to enable express bus services like the X1 and X11. These improvements would allow bus services to access the station without entering the concourse and reduce journey times. The 'lay by' bus stops would require land-take, so that they would not encroach on Acle New Road, as well as the addition of pedestrian crossings and paths to safely get to the station.
	3.14	Enhanced bus interchange facilities at the James Paget University Hospital	This option is the enhancement of the bus interchange and waiting facilities at James Paget University Hospital.
4. Heavy Rail Services & Great Yarmouth Railway Station	4.1	Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building	Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.
	4.2	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.
	4.3	Work with Network Rail and Greater Anglia to improve the reliability of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the reliability of services on the Wherry Line. As part of Network Rail's Control Period 5, there are committed schemes to upgrade signalling systems and level crossings. This will improve overall safety and reliability of the railway, increase operational flexibility, improve level crossing safety, improve sustainability and reduce delay for road users at level crossings.
	4.4	Work with Greater Anglia to improve amenity for passengers travelling on the Wherry Line	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the amenity for passengers on the Wherry Line. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures.
	4.5	Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth	Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.
	4.6	Improve rail freight facilities at Great Yarmouth	This option looks to improve rail freight facilities at Great Yarmouth, enabling freight to be transferred between transport modes, allowing rail to be used to undertake the long-haul primary journey. This could be provided through delivery of an intermodal freight terminal, and the provision of associated warehousing. Improving rail freight facilities would support economic growth within the area.
5. Walking	5.1	Improvement to the access and signage and promotion of Norfolk's long-distance footpath network from Great Yarmouth	This option looks to improve access and signage to Norfolk's long-distance footpath 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).
	5.2	Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users	This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.
	5.3	Improve lighting and tactile paving along northern section of esplanade	This option looks at improving the lighting and tactile paving along the northern section of the esplanade in Great Yarmouth. These improvements would make the area safer for individuals and more accessible to all, as well as making the area more attractive to visit the area in the evening.
	5.4	Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors	This option considers creating a Town Centre Wayfinding Strategy to help improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors. This will help to direct pedestrians to their destinations more quickly and may help to make individuals more aware of the attractions on offer.
	5.5.	Improve the pedestrian amenity of The Rows	This option considers improvements to the pedestrian amenity of The Rows, to make the area more enjoyable for pedestrians. Options could include a re-balance of a street in favour of pedestrians; creating more public space; or by restricting vehicle access at certain times during the day. Evaluations would need to be made to understand how pedestrians currently use the area and where improvements would have the greatest impact.
	5.6	Improve pedestrian crossing facilities along the A143 Beccles Road	This option considers improvements to pedestrian crossing facilities along the A143 Beccles Road, including minor improvements to the existing uncontrolled crossings. This would allow for safer crossing space and make it easier for pedestrians to get across Great Yarmouth. Improvements could be made to signalised crossing to ensure that pedestrians have an appropriate amount of time to cross and space to walk alongside the A143.
	5.7	Simplify existing signalised arrangement and improve pedestrian crossing facilities at junction of Fuller's Hill / Northgate Street	This option explores the simplification of existing signalised arrangements and improvements to pedestrian crossing facilities. Currently there is a pedestrian crossing for half of the Fuller's Hill / Northgate Street junction (with a full pedestrian crossing further down Northgate Street), so pedestrians cross the rest of the road on a refuge island. Extending the crossing would improve safety for users or moving the existing crossing to the junction would create improvements.
	5.8	Improve existing pedestrian routes to / from Harfreys Industrial Estate	This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.
	5.9	Improve pedestrian crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College.	This option looks at improvements to pedestrian crossing facilities at the B1370 / Church Lane roundabout, as well as outside of East Norfolk Sixth Form College. There are currently no formal pedestrian crossing facilities at the B137 / Church Lane roundabout. Pedestrian crossing facilities could be improved through the provision of a zebra crossing or pelican crossing instead of the existing refuge islands.
	5.1	Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction	This option considers improving pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction. There are currently no signalised pedestrian crossings – adding these would help to improve the safety for pedestrians.
	5.11	Improve pedestrian crossing facilities along Nottingham Way	This option looks at improving pedestrian crossing facilities along Nottingham Way to make it safer and easier for pedestrians. This could be carried out using traffic calming measures that only one side of the road with priority, and packaged with pedestrian refuge islands to ensure that traffic slows down for pedestrians.
	5.12	Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park	This option explores improvements to facilities for pedestrians and cyclists around Gapton Hall Retail Park. There is currently a small amount of shared access paths, but a zebra crossing could be useful to help users crossing from one side of the retail park to the other.
	5.13	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.
	5.14	Investigate provision of dedicated off-carriageway lanes for mobility scooter users	This option explores the addition of dedicated off-carriageway lanes for mobility scooter users,that are segregated from pedestrian walkways. This will help to reduce the capacity issues for the current footpaths and make it safer for refuge and users alike.

Theme		Ref	Option	Description
		5.15	Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.	This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.
		5.16	Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.	This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.
6. Cycling	General Improvements	6.1	New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing	This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.
		6.2	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.
		6.3	Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider study area	This option explores assessing the current level of cycle parking and looks at adding new or upgraded parking in the town centre, along the sea front and close to large trip attractors. This would allow cyclists to leave their bikes in secure places and could encourage others to use their bikes more often.
		6.4	Improve wayfinding for cyclists in Great Yarmouth and along existing pedalways	This option explores improving wayfinding for cyclists in Great Yarmouth and along the existing pedalways. Wayfinding includes using signage to direct users to cycle routes, to make the navigation of the routes simpler. The areas of Wherryman's Way, Weavers Way, recreational cycle routes around Great Yarmouth and Angles Way have been highlighted for improved signage; Burgh Park and Cobham park have been highlighted for accessibility improvements; and the addition of Stalham to Great Yarmouth cycle facilities.
		6.5	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.
		6.6	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.
		6.7	Develop a cycle route map for Great Yarmouth showing the standard of cycle infrastructure	The option looks at developing a cycle route map for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road).
		6.8	Develop a cycling smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	This option considers developing a cycling smartphone app for Great Yarmouth, with the goal of showing cycling routes and associated infrastructure in the town. The app could be designed to include journey time, location to amenities and highlight the different types of cycle routes a user could follow.
		6.9	Comprehensively 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	This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.
	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	This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.
	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 west side of the carriageway terminates to connect shared use routes on east and west side of the carriageway.	This option explores improvements to crossing facilities for cyclists on Beccles Road north of Green Lane. The improvements will be made where the shared-use route on the west side of the carriageway terminates, to connect shared-use routes on the 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.	This option considers widening the existing shared-use route on the A143 Beccles Road between Burnet Road and New Road. This could lead onto the opportunity for a segregated route.
		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.	This option explores adding a new cycle route along the A143 Beccles Road between Primrose Way and Beccles Road / Burgh Road Roundabout. Cycle crossing facilities could also be considered to make the route much more accessible and quicker for users.
		6.9.5	Improve east-west cycle connectivity along existing neighbourhood cycle route between Bussey's Loke and Crab Lane	This option will build upon existing neighbourhood cycle routes between Bussey's Loke and Crab Lane to improve the east-west cycle connectivity. Crab Lane is the most direct route to East Norfolk Sixth Form College and the centre of Gorleston. Currently, for cyclists who are not confident to ride along the A143, they need to dismount and walk between Bussey's Loke and Crab Lane. This option will investigate the improvements to non-motorised user facilities between the two roads.
		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.	This option looks at how the existing neighbourhood cycle route between Burnet Road and Sun Lane can used to improve east-west cycle connectivity. The developments would include improvements to 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.	This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.
	Southtown	6.9.8	Improved crossing facilities for cyclists at Pasteur Road / Bridge Road / Southtown Road signalised junction	This option explores the improvement of 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 (particularly between Pasteur Road / Bridge Road / Southtown Road signalised junction and Bunns Lane / Southtown Road priority junction)	This option explores improving cycle route and crossing facilities along Southtown Road. Particularly between the signalised and priority junctions. The route will also be beneficial for pedestrians and provide a safe space to cross between the two busy roads.
		6.9.10	Improve cycling connectivity between Suffolk Road and Southtown Road	This option explores the measures that could be employed to improve cycling connectivity between Suffolk Road and Southtown Road. Improvements could involve adding dedicated cycle lanes on the road or on the pedestrian walkway.
		6.9.11	Improve cycling connectivity across William Adam's Way between Suffolk Road (north) and Suffolk Road (south)	This option considers the opportunities to improve cycling connectivity across William Adam's Way. Currently there is a stepped footbridge that crosses William Adam's Way with cyclists having to dismount to cross Suffolk Road. The speed limit on William Adam's Way is 30mph, so a pedestrian / cycle crossing could be added for ease of use or the current bridge could be improved so that the footbridge is flat, which would allow for a bike to be wheeled across, rather than carried.
		6.9.12	Improve pedestrian and cycling connectivity across the A47 between Harfreys Roundabout and Gapton Hall Roundabout	There is currently a footbridge across the A47 near the Harfreys Roundabout, linking to Boundary Road, but there is not crossing near the Gapton Hall Roundabout. A bridge could be added at the Gapton Hall Roundabout, which would reduce journey times for cyclists or a segregated cycleway running alongside the A47 could link both roundabouts to the footbridge.
		6.9.13	Improve the cycling route along Riverside Road	This option explores improvements to the 1.5km route along Riverside Road for cyclists between Pier Walk and Williamson's Lookout. The current route has some narrow sections of road, which then opens out to a wider space – the right-hand side of the road is currently used for parking. There is then a set of steps that take you down to open green space next to the River Yare than continues for 550 metres before stopping. Improvements could involve adding an advisory on-road cycle lane, but this would reduce the road width and limit the amount of parking on the road and may not be possible in some areas here it narrows.
		6.9.14	Improve pedestrian and cycling crossing facilities at B1370 / Church Lane roundabout	This option considers improvements to pedestrian and cycling crossings at the B1370 / Church Lane roundabout. There are currently three uncontrolled crossings outside of East Norfolk Sixth Form College, however, due to how busy this road is, especially when the college opens and closes, a controlled crossing may be more beneficial. The roundabout is one of the main routes between the college and Gorleston Town Centre / Great Yarmouth, as well as one of the strategic cycle route.
	Gorleston-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	This option explores adding new or improving crossing facilities for pedestrians and cyclists along the A47 Lowestoft Road. There are currently cycle and pedestrian lanes separated from the main road that run along the Lowestoft Road on both sides. There are several signalised junctions along the route, as well as pedestrian refuge islands, but there are some sections, such as the crossroads at Brasenose Avenue that are not possible to cross. Safer crossings could be added at major junctions to make it easier to cross the road.

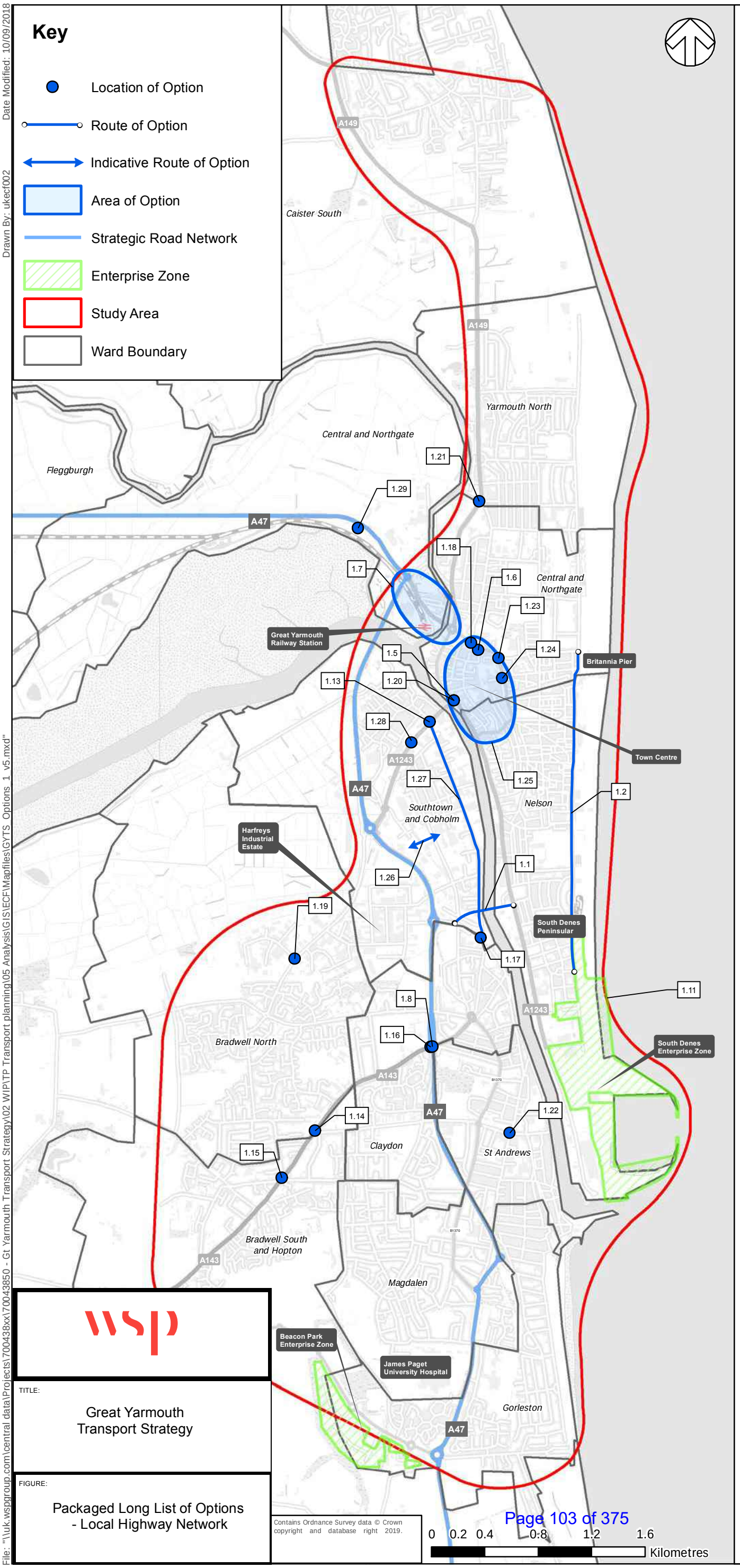
Theme		Ref	Option	Description
		6.9.16	New north-south cycle route along B1370 (Middleton Road and Church Road) between B1370 A47 / Middleton Road Roundabout and A143 Beccles Road / Burgh Road / B1370 Church Road / Suffolk Road roundabout	This option considers a new north-south cycle route along the B1370. There is currently a cycle route along Lowestoft Road, so this scheme could build upon this
	Great Yarmouth Town Centre	6.9.17	Investigate new north / south cycle route options between The Conge and Regent Street	This option considers a new cycle route between The Conge and Regent Street to improve north-south connectivity. Initial improvements have been made to the Conge and it has been noted that there is a missing link between The Conge and The Minster. Cycle links between The Conge and the town centre could be improved either along Hall Quay and Georges Street, along Howard Street South or a north-south link across the edge of the Market Place from King Street to The Conge.
		6.9.18	Investigate new north / south cycle route options between Fuller's Hill Roundabout, The Conge and The Minster	This option explores a new north-south cycle route between Fuller's Hill roundabout, The Conge and The Minster. The improvements to the roundabout would allow users to cross safely and could build upon the existing pathway around the roundabout.
		6.9.19	Investigate new east / west cycle route options between the Town Centre, Hall Quay and the Seafront	This option considers a new east-west cycle route between the town centre, Hall Quay and the Seafront. A contraflow cycle lane exists along most of the study area, however there are some sections that could be improved. These improvements could be made to: junctions of King Street (both with Regent Road and with Regent Street), pedestrian crossings and eastern and western tie-in points to the network.
	seafront	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	This option considers a new long-distance cycle route that will run along the sea front between Haven Seashore Holiday Park and South Denes Peninsular. There are currently north-south off carriageway cycle facilities south of Britannia Pier (shared-use path) and north of Euston Road (shared-use path) on the promenade east of the bowls green. The link between these two facilities currently requires cyclists to either dismount or to ride onto the carriageway around the cinema. Near the Pleasure Beach there are a number of pay and display parking bays which could be removed to allow the introduction of a dedicated cycle lane that connects with existing cycling infrastructure.
	North Quay	6.9.21	Improve east west cycling connectivity between Lawn Avenue and North Drive	This option explores improvements to the east-west cycling connectivity between Lawn Avenue and North Drive. Salisbury Road could provide a connecting route, but due to cars parking on both sides of the road, it may be difficult to fit in a cycle lane. Barnard Avenue (with a link to the A149 Caister Road) could provide a suitable platform, but the current road will need to be reduced to fit in the cycle lanes.
		6.9.22	Improve east west pedestrian and cycle connectivity route along Fullers Hill and St Nicholas Road	This option explores improvements to the east-west route along Fuller's Hill and St Nicholas Road for use by pedestrians and cyclists. Existing highway boundary could be used to accommodate a new cycle lane and make it safer to cross the busy junctions.
	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	This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.
7. Parking		7.1	Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.	This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.
		7.2	Parking proposed as part of new developments should be future ready and include electric vehicle charging	This option looks at the possibility of establishing a commitment from developers to ensure that their developments include electric vehicle charging points so that they can be future ready. New developments could allocate an area especially for electric vehicle infrastructure and possibly provide newer and faster chargers for residents to use.
		7.3	Update and improve signage of car parks in Great Yarmouth.	This option is to improve the signage of car parks within Great Yarmouth. Improved signage will assist residents, visitors and workers finding a car parking space in the town and help car drivers make more informed decision about where they choose to park.
8. Electric Vehicles		8.1	Support and encourage the installation of electric vehicle charging points in Great Yarmouth Borough Council car parks and at designated on-street bays in town centre / sea front locations	This option would seek the installation of electric vehicle charging points in Great Yarmouth. This increase in infrastructure would help to meet the demand for electric vehicles in Norfolk which rose by 60% from September 2016 to 2017. This infrastructure could also help to encourage a reduction in motor vehicle use and create a shift towards using more sustainable transport.
		8.2	This option considers working with local businesses to install electric car charging points to encourage staff to switch to low emissions vehicles. This would be useful for electric cars in private ownership, but could allow for the business to adopt an electric car fleet for business use.	This option considers working with local businesses to install electric car charging points to encourage staff to switch to low emissions vehicles. This would be useful for electric cars in private ownership, but could allow for the business to adopt an electric car fleet for business use.
9. Car Sharing / Car Club		9.1	Support and encourage the installation of car sharing spaces within Great Yarmouth Borough Council Car Parks	This option explores the use of car clubs in Great Yarmouth, which involve the shared use of vehicles. Use of the vehicles is carried out through online booking systems or on the telephone. Car clubs can help to address the limited parking in areas of high density housing.
		9.2	Support and encourage local businesses to introduce priority parking for workers that car share	This option would support the addition of priority parking spaces for staff at local businesses that car share, in order to promote a reduction in the number of vehicles on the road network. Larger organisations could develop their own car sharing databases to match employees who could possibly car share.
		9.3	Work with car club operators to establish a car club for the town	This option explores the addition of a car club in Great Yarmouth for the use of the public. A car club, like that of ZipCar in Cambridge, is a cheaper alternative to using your own vehicle, and only requires a membership to a car club company to get started.
10. Smarter Choices		10.1	Support and encourage non-residential developments to produce a travel plan	This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.
		10.2	Support and encourage developers of new residential developments to produce residential travel plans	This option seeks to use a travel plan to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place. A residential travel plan will be tailored to the site and should address all aspects of life that create a need to travel and result in a reduction in the number of car journeys. This should also 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	This option considers using travel information hubs in Great Yarmouth town centre that would provide information on public transport e.g. buses, trains, trams etc. and further traffic information. This could make individuals more aware of the services on offer and could encourage modal shift away from personal vehicle ownership. Furthermore, including traffic information could help to change the times that individuals arrive and depart from Great Yarmouth to spread out the volumes of traffic.
11. Autonomous Vehicles		11.1	Keep under review the development of autonomous vehicle technology	This option looks to review the development of autonomous vehicle technology, such as that currently underway in Milton Keynes, and their future applicability for Great Yarmouth. This technology could include the future addition of self-driving cars / taxis / HGVs, delivery robots or pods and will help to achieve a more connected transport network. Utilising autonomous vehicles and associated technology would reduce the need to own personal vehicles and increase the efficiency of the road network.

Appendix B

PACKAGED LONG LIST OF OPTIONS

Public

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TITLE:

Great Yarmouth Transport Strategy

FIGURE:

Packaged Long List of Options - Local Highway Network

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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 reduce HGV movements along the sea front.

1.5: Hall Quay Improvements.

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 Fuller's Hill Roundabout, and 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: Investigate the provision of additional HGV parking facilities to serve Great Yarmouth Port.

Capacity Improvements

1.13: Capacity improvement at A1243 Pasteur Road / Bridge Road / Matalan and Farm Foods access / Southtown Road signalised junctions

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 junction.

1.17: Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised

1.18: Capacity improvement at Fuller's 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.

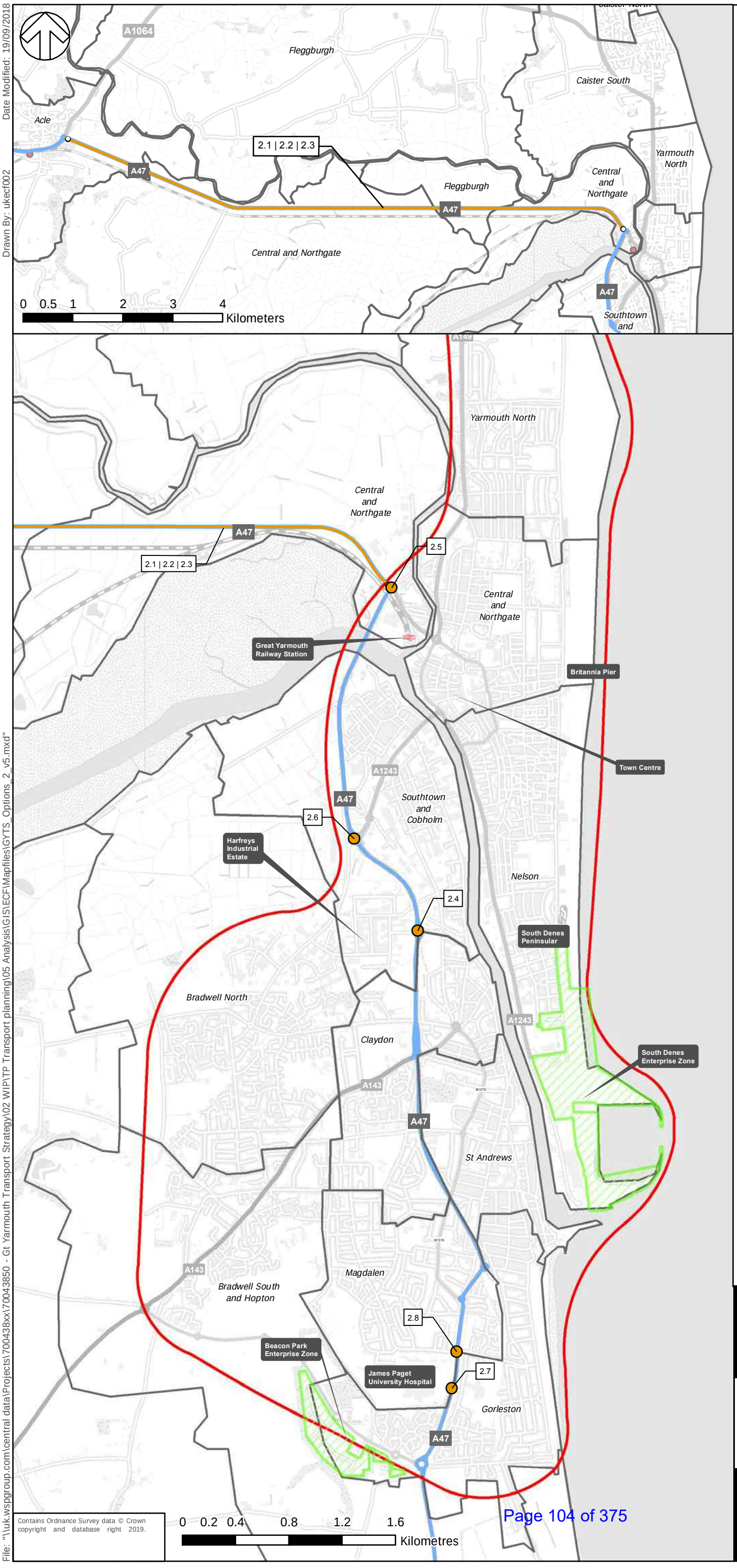
1.27: Review use and efficiency of traffic signals along Southtown Road.

1.28: Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road.

1.29: Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.

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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: A47 Acle Straight Dualling.

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.

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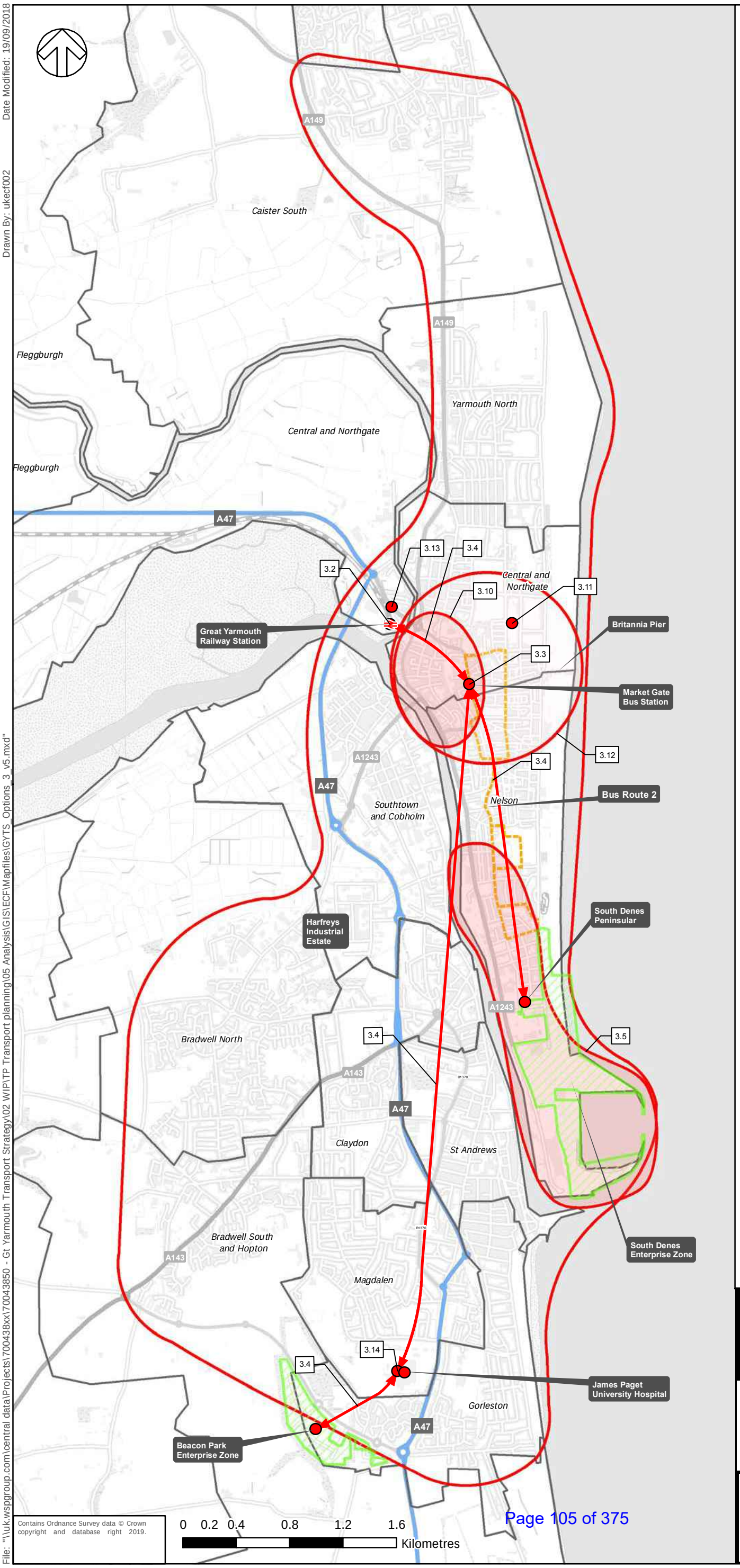
Great Yarmouth
Transport Strategy

FIGURE:

Packaged Long List of Options
- Strategic Road Network

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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.

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.

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.

3.13: Investigate 'lay-by' bus stops on Acle New Road to enable express bus services (e.g. X1 and X11) to access the station without entering the station concourse.

3.14: Enhanced bus interchange facilities at the James Paget Hospital.

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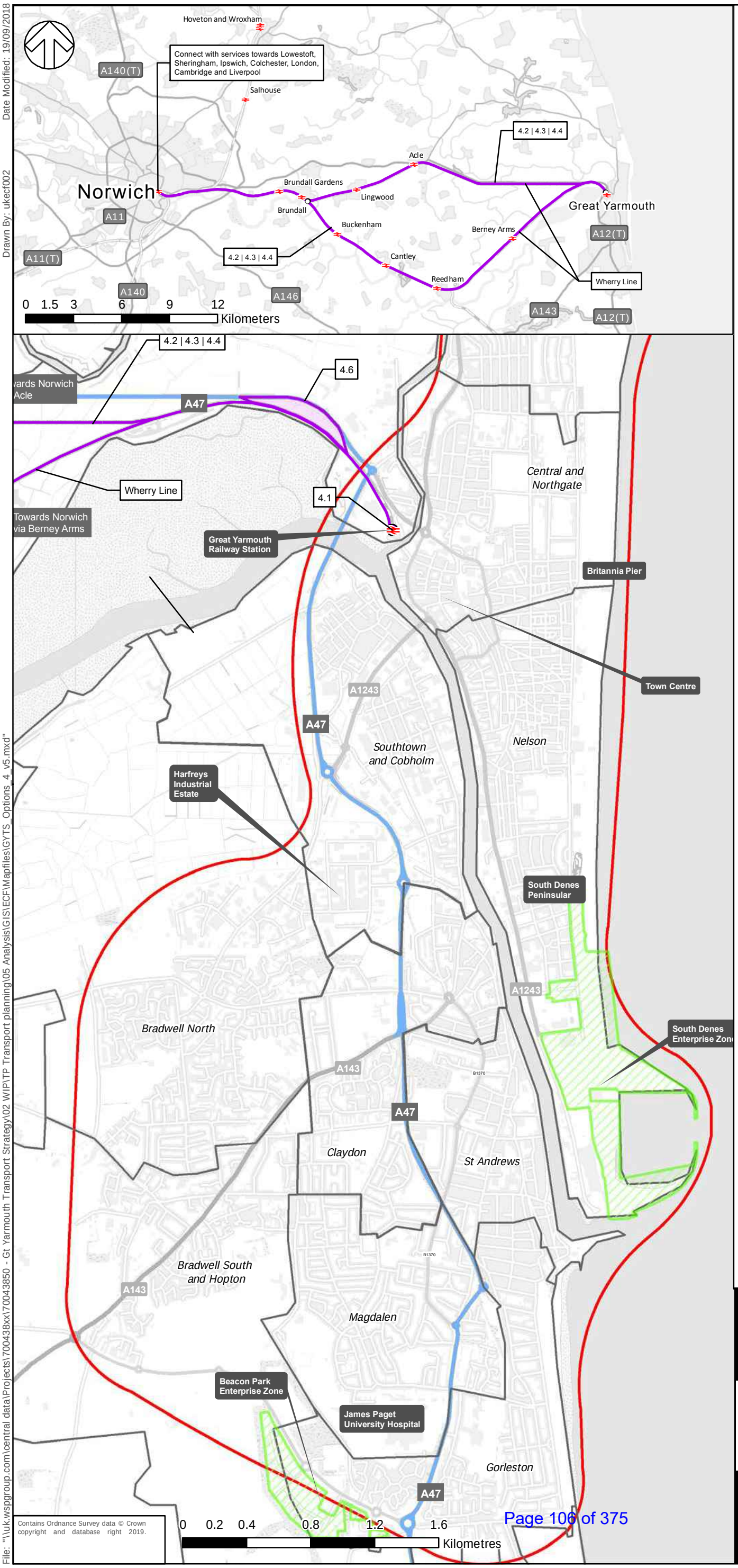
Great Yarmouth
Transport Strategy

FIGURE:

Packaged Long List of Options
- Bus Services & Associated Infrastructure

Date Modified: 19/09/2018

Drawn By: ukecf002



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 building.

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 between Great Yarmouth and Norwich.

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.

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TITLE:

Great Yarmouth
Transport Strategy

FIGURE:

Packaged Long List of Options
- Heavy Rail Services &
Great Yarmouth Rail Station

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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.

5.14: Investigate the provision of dedicated off-carriageway lanes for mobility scooter users.

5.15: Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.

5.16: Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.

Specific Options

5.2: Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along the 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.

5.5: Improve the pedestrian amenity of The Rows.

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

5.7: Simplify existing signalised arrangement and improve pedestrian crossing facilities at the junction of Fullers Hill / Northgate Street.

5.8: Improve existing pedestrian and cycle routes to Harfrey's Industrial Estate.

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.

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 Centre.

wsp

TITLE:

Great Yarmouth
Transport Strategy

FIGURE:

Packaged Long List of Options
- Walking

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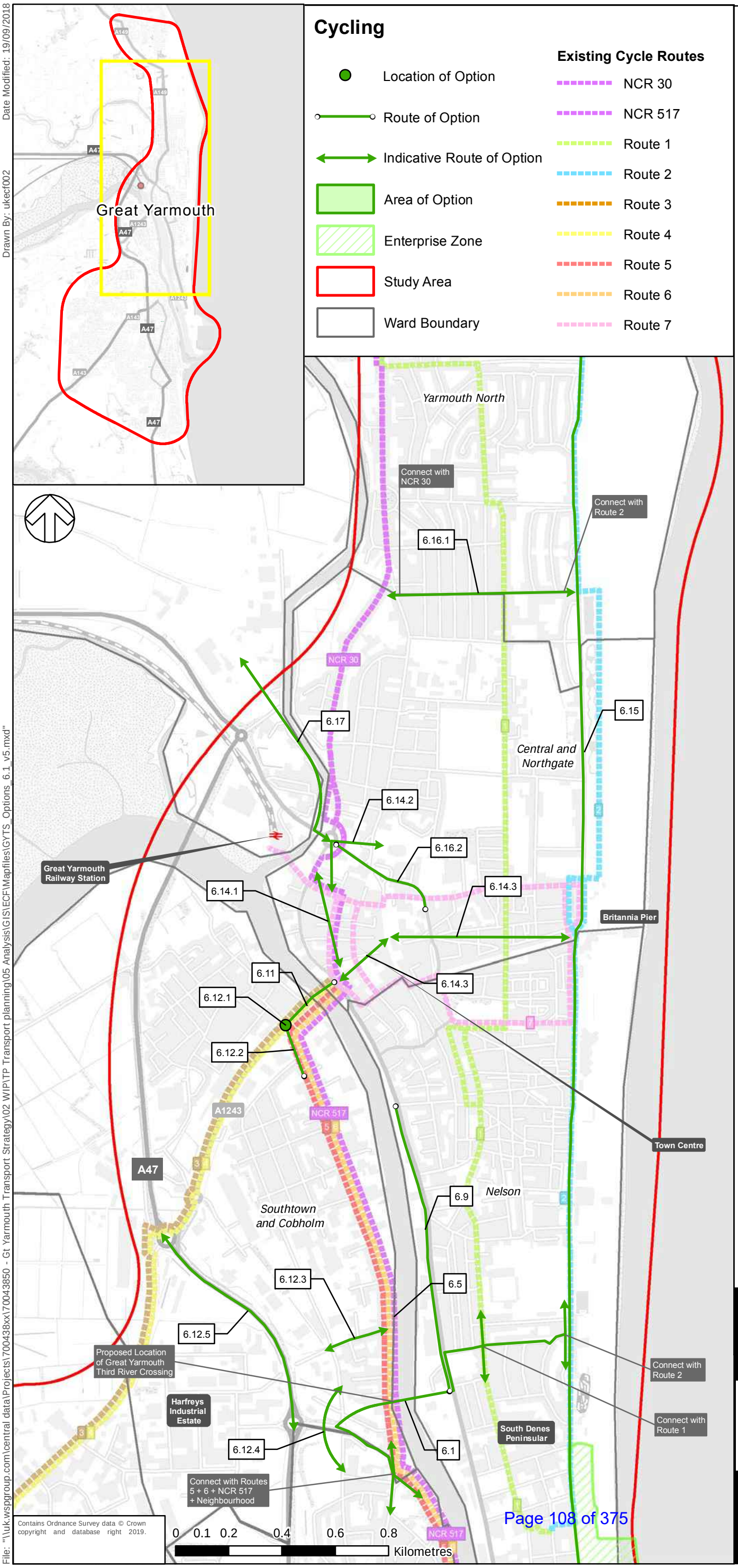
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Cycling

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

Existing Cycle Routes

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



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0 0.1 0.2 0.4 0.6 0.8 Kilometres

Network-wide Options

6.1: New signed strategic cycle route between Great Yarmouth Town Centre and Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing.

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 at the centre of Great Yarmouthand along existig pedalways.

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 cycle route map / smartphone app for Great Yarmouth showing cycle routes and associated infrastructure.

6.8: Comprehensively 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.

Specific Options

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

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

6.15: 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.

6.17: Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout.

Packaged Options

6.12: Southtown Cycle Improvements (package of measures)

6.12.1: Improved crossing facilities for cyclists at Pasteur Road / Bridge Road / Southtown Road signalised junction.

6.12.2: Improved cycle route and crossing facilities along Southtown Road (particularly between Pasteur Road / Bridge Road / Southtown Road signalised junction and Bunns Lane / Southtown Road priority junction).

6.12.3: Improve cycling connectivity between Suffolk Road and Southtown Road.

6.12.4: Improve cycling connectivity across William Adam's Way between Suffolk Road (north) and Suffolk Road (south).

6.12.5: Improve pedestrian and cycling connectivity across the A47 between Harfreys Roundabout and Gapton Hall Roundabout.

6.14: Great Yarmouth Town Centre Cycle Improvements (package of measures)

6.14.1: Investigate new north / south cycle route options between The Conge and Regent Street.

6.14.2: Investigate new north / south cycle route options between Fullers Hill Roundabout, The Conge and The Minster.

6.14.3: Investigate new east / west cycle route options between the Town Centre, Hall Quay and the Sea Front.

6.16: North Quay Cycle Improvements (package of measures)

6.16.1: Improve east west cycling connectivity between Lawn Avenue and North Drive.

6.16.2: Improve east west pedestrian and cycle connectivity route along Fullers Hill and St Nicholas Road.

wsp

TITLE:

Great Yarmouth
Transport Strategy

FIGURE:

Packaged Long List of Options
- Cycling (1 of 2)

Date Modified: 19/09/2018

Drawn By: ukecf002

Cycling

Location of Option

Route of Option

Indicative Route of Option

Area of Option

Enterprise Zone

Study Area

Ward Boundary

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 in the centre of Great Yarmouth and along existing pedalways.

6.5: Improve signage of NCR 517 between Great Yarmouth and Lowestoft.

6.6: Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft.

6.7: Develop cycle route map / smartphone app for Great Yarmouth showing cycle routes and associated infrastructure.

6.8: Comprehensively 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.

Specific Options

6.10: A143 Beccles Road Cycle Improvements (package of measures)

6.10.1: Improved crossing facilities for cyclists on A143 Beccles Road north of Green Lane.

6.10.2: Widen existing shared use route on A143 Beccles Road between Burnet Road and New Road.

6.10.3: New cycle route along A143 Beccles Road between Primrose Way and Beccles Road / Burgh Road Roundabout, including provision of new cycle crossing facilities.

6.10.4: Improve east-west cycle connectivity along existing neighbourhood cycle route between Bussey's Loke and Crab Lane.

6.10.5: Improve east-west cycle connectivity along existing neighbourhood cycle route between Burnet Road and Sun Lane.

6.12: Southtown Cycle Improvements (package of measures)

6.12.6: Improve the cycling route along Riverside Road.

6.12.7: Improve pedestrian and cycling crossing facilities at B1370 / Church Lane roundabout.

6.13: Gorleston-On-Sea Cycle Improvements (package of measures)

6.13.1: 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.

6.13.2: 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.

Existing Cycle Routes

NCR 30

NCR 517

Route 1

Route 2

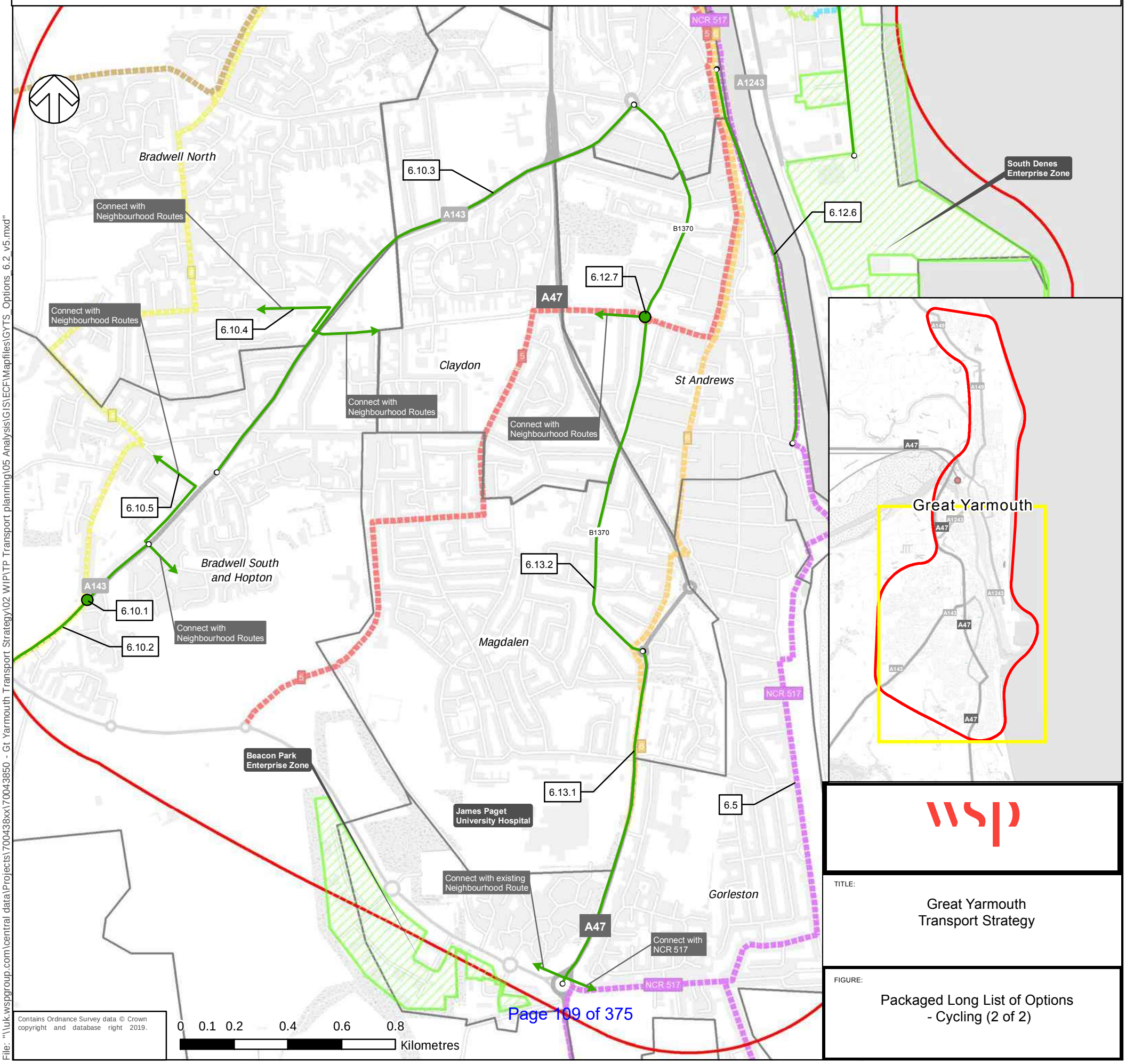
Route 3

Route 4

Route 5

Route 6

Route 7



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0 0.1 0.2 0.4 0.6 0.8 Kilometres

TITLE:

Great Yarmouth Transport Strategy

FIGURE:

Packaged Long List of Options - Cycling (2 of 2)

File: "\\uk.wspgroup.com\central data\Projects\700438xx\700438S0 - Gt Yarmouth Transport Strategy\02 WIP\TP Transport planning\05 Analysis\GIS\ECF\Mapfiles\GYTS_Options_6.2_v5.mxd"

Theme		Ref	New Ref	Option	Description
1. Local Highway Network	General Improvements	1.1	1.1	Great Yarmouth Third River Crossing	The Great Yarmouth Third River Crossing is a committed scheme for a new lifting bridge over the River Yare. The bridge will link the A47 at Harfreys Roundabout, in the Southtown area on the western side of the river, with South Denes Road, the port and the enterprise zone on the eastern side of the river. The Development Consent Order application for the scheme is scheduled to be submitted in spring 2019.
		1.2	1.2	Traffic management measures to reduce HGV movements along the sea front	This option is the introduction of traffic management to reduce the number of HGV movements along the sea front. This could include width restrictions or new Traffic Regulation Orders (TROs). This issue was identified at the Stakeholder Workshop. A scheme is currently being explored by Norfolk County Council's Infrastructure Delivery Team.
		1.3	1.3	Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic	This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.
		1.4	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	Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.
		1.5	1.5 - Hall Quay Improvements	Provision of right-turn facility between A1243 Hall Quay and A1423 Bridge Road	This option is the provision of a right-turn facility between A1243 Hall Quay and A1423 Bridge Road. Currently there is no facility to cross the River Yare for southbound vehicles on North Quay. A scheme is currently being explored by Norfolk County Council's Infrastructure Delivery Team.
		1.11		Reallocation of highway space at Hall Quay to improve movement of non-motorised users	This option is to reallocate the highway space at Hall Quay to improve the movement of non-motorised users. This could include shared surfacing or the widening of footways. Alterations to the public realm could also be implemented to improve the sense of place and reduce the dominance of motorised (e.g. benches, landscaping, cycle parking, removal of guard railing etc.).
		1.6	1.6	Convert Fuller's Hill bus-only right-turn to all vehicles right-turn	This option converts the bus-only right-turn on Fuller's Hill to allow all vehicles to turn right onto Priory Plain. Currently all vehicles from Fuller's Hill are routed north towards the A149 / North Quay roundabout or to Northgate street. A scheme is currently being progressed by Norfolk County Council's Infrastructure Delivery Team.
		1.7	1.7	Create sense of arrival into the town through new gateway features on Fuller's Hill Roundabout, and at Great Yarmouth railway station and North Quay	This option is to create a sense of arrival into Great Yarmouth through the introduction of new gateway features at locations on the periphery of the town, including; Fuller's Hill Roundabout, Great Yarmouth railway station and North Quay. This option could include new mixed-use development and public realm improvement (e.g. signage, landscaping). This scheme is identified as a key project in the Great Yarmouth Town Centre Masterplan .
		1.8	1.8	Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction	This option is to implement road safety improvements at and on the approach to the A143 / A47 slip roads / Shrublands Way signalised junctions. This could include improved signage and road markings, speed cameras on approach or traffic enforcement cameras at the signalised junction.
		1.9	1.9	Investigate introduction of urban clearways on key strategic routes	This option is to investigate the introduction of urban clearways on key strategic routes throughout the study area. An urban clearway prevents vehicles from stopping on the carriageway for sustained periods of time, typically during the peak hours. Urban clearways encourage enhanced traffic flow during the busiest periods of the day, whilst allowing overnight and daytime stopping.
		1.10	1.10	Develop contingency measures to improve network resilience	The transport network is susceptible to costly delays as a result of congestion, accidents, special events and the weather. This option is to develop contingency measures to improve network resilience in response to such an event. This could include defining a hierarchy for routine maintenance and investment, developing suitable diversionary routes in response to incidents around the town and document how the council will respond to and manage the effects of different forms of disruption.
		1.12	1.11	Investigate the provision of additional HGV parking facilities to serve Great Yarmouth Port	This option explores the provision of additional HGV parking facilities to serve Great Yarmouth Port, allowing the port to support continued growth.
	Capacity Improvements	1.13	1.13	Capacity improvement at A1243 Pasteur Road / Southtown Road / Bridge Road signalised junction	The A1243 Pasteur Road / Southtown Road / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.14		Capacity improvement at Southtown Road / Station Road / Matalan and Farm Foods access signalised junction	The Southtown Road / Station Road / Matalan and Farm Foods access junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme.
		1.15	1.14	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.
		1.16	1.15	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.17	1.16	Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.18	1.17	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.
		1.19	1.18	Capacity improvement at Fuller's Hill / Northgate street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.20	1.19	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.
		1.21	1.20	Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.22	1.21	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.23	1.22	Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.24	1.23	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.25	1.24	Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		1.26	1.25	Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow	This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.
		1.27	1.26	New link road between Thamesfield Way and Suffolk Road	This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.
		1.28	1.27	Review use and efficiency of traffic signals along Southtown Road	This option looks to review the efficiency of the traffic signals along Southtown Road to in order to increase junction capacity and improve efficiency capacity. Improvements could include upgrade to UTC or installation of MOVA at individual junctions.
		1.29	1.28	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.
		1.3	1.29	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.
2. Strategic Road Network		2.1	2.1	A47 Acle Straight Dualling	Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.
		2.2	2.2	Reduce speed limit on existing A47 Acle Straight	Currently, the A47 Acle Straight is set at the national speed limit for a single carriageway (60mph), except on the approach and exit to Great Yarmouth and Vauxhall Roundabout where the speed limit is reduced to 50mph. The A47 west of Acle is of dual carriageway standard and speed limit (70mph). This option is to reduce the speed limit on the existing single carriageway in order to improve traffic flow and road user safety.
		2.3	2.3	Introduce Average Speed Cameras on the existing A47 Acle Straight	Currently, the A47 Acle Straight is of national speed limit for a single carriageway (60mph), except on the approach and exit to Great Yarmouth and Vauxhall Roundabout where the speed limit is reduced to 50mph. The A47 west of Acle is of dual carriageway standard and speed limit (70mph). This option is to introduce average speed cameras along on the existing single carriageway in order to improve traffic flow and safety. This could be combined with a reduction in the speed limit.
		2.4	2.4	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.
		2.5	2.5	Capacity improvements at A47 Vauxhall Roundabout	This option is capacity improvements at the A47 Vauxhall Roundabout. Upgrades to the A47 Vauxhall Roundabout are included within Highways England's 2015-2020 Road Investment Strategy (RIS 1). Proposals are for a larger signalised roundabout, a widened bridge over the railway line to accommodate widening of the A47 southern exit and approach and realignment to current highway standards to improve safety.
		2.6	2.6	Capacity improvements at A47 Gapton Hall Roundabout	This option is capacity improvements at the A47 Gapton Hall Roundabout. Upgrades to the A47 Vauxhall Roundabout are included within Highways England's 2015-2020 Road Investment Strategy (RIS 1). Highways England's proposals are for a signalised roundabout. Highways England are also considering improving provision for pedestrians, cyclists and other non-motorised users.
		2.7	2.7	Capacity improvements at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		2.8	2.8	Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.
		3.1	3.1	Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea	This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.
		3.2	3.2	Improve bus interchange facilities at Great Yarmouth railway station	This option is to improve the bus interchange at Great Yarmouth railway station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs. Bus stop improvements are being provided as a part of Norfolk County Council's rail station court improvements. This will provide improved bus stop and new bus shelter. This is due for completion in September 2018.
		3.3	3.3	Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians	This option is to upgrade Market Gates bus station in Great Yarmouth town centre to improve the amenity and facilities for passengers. NCC undertook works to upgrade and improve the waiting facilities and general surroundings at Market Gates Bus Station in Spring 2018. This included new larger bus shelters, replacement of pedestrian railings, additional cycle parking, cladding on the concrete pillars and new information boards, improvements to lighting and retention of electronic passenger information screens. Future improvements could include introduction of RTPI and further enhancements to the general surroundings.

Theme	Ref	New Ref	Option	Description
3. Bus Services & Associated Infrastructure	3.4	3.4	Introduction of new regular shuttle bus service	This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.
	3.5	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)	This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).
	3.6	3.6	Work with local bus operators to introduce universal ticketing on all bus services that serve Great Yarmouth	This option looks to introduce universal ticketing on all bus services throughout Great Yarmouth, in association with the local bus operators. This would provide a more efficient and user-friendly public transport network for users and encourage greater bus patronage. This would need to be agreed between each commercial operator. Alternative options would be to establish Advance Quality Partnerships, Franchising or Enhanced Partnerships. This would need to be established at a County Level.
	3.7	3.7	Introduction of demand responsive bus service to serve rural villages surrounding Great Yarmouth with restrictive or no existing bus service	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to introduce a demand responsive bus service connecting Great Yarmouth to the surrounding rural villages, allowing public transport access to the town encouraging modal shift.
	3.8	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	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.
	3.9	3.9	Improve bus services between Great Yarmouth and Lowestoft	This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).
	3.1	3.1	Investigate reallocation of carriageway space within Great Yarmouth town centre to improve bus and pedestrian routes	This scheme is to investigate the reallocation of carriageway space for improved bus and pedestrian routes. This could include the removal of parking at the western end of Stonecutters Way to east right-turn movements for buses, realignment of the Stonecutters Way / Howard Street North junction to ease left-turn movements for buses, and improving pedestrian crossing facilities between Broad Row and Market Row. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme.
	3.11	3.11	Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.
	3.12	3.12	New / improved coach drop-off facilities in Great Yarmouth Town Centre	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide a drop off / pick up zone in the centre of Great Yarmouth. A potential location for the drop off / pick up zone is along Regent Street or Howard Street within the town centre one-way system. This scheme has been agreed in principle with Great Yarmouth Borough Council.
	3.13	3.13	Investigate 'lay by' bus stops on Acle New Road to enable express bus services (e.g. X1 and X11) to access the station without entering the station concourse	This option considers investigating 'lay by' bus stops on the Acle New to enable express bus services like the X1 and X11. These improvements would allow bus services to access the station without entering the concourse and reduce journey times. The 'lay by' bus stops would require land-take, so that they would not encroach on Acle New Road, as well as the addition of pedestrian crossings and paths to safely get to the station.
	3.14	3.14	Enhanced bus interchange facilities at the James Paget University Hospital	This option is the enhancement of the bus interchange and waiting facilities at James Paget University Hospital.
4. Heavy Rail Services & Great Yarmouth Railway Station	4.1	4.1	Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building	Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.
	4.2	4.2	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.
	4.3	4.3	Work with Network Rail and Greater Anglia to improve the reliability of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the reliability of services on the Wherry Line. As part of Network Rail's Control Period 5, there are committed schemes to upgrade signalling systems and level crossings. This will improve overall safety and reliability of the railway, increase operational flexibility, improve level crossing safety, improve sustainability and reduce delay for road users at level crossings.
	4.4	4.4	Work with Greater Anglia to improve amenity for passengers travelling on the Wherry Line	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the amenity for passengers on the Wherry Line. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures.
	4.5	4.5	Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth	Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.
	4.6	4.6	Improve rail freight facilities at Great Yarmouth	This option looks to improve rail freight facilities at Great Yarmouth, enabling freight to be transferred between transport modes, allowing rail to be used to undertake the long-haul primary journey. This could be provided through delivery of an intermodal freight terminal, and the provision of associated warehousing. Improving rail freight facilities would support economic growth within the area.
5. Walking	5.1	5.1	Improvement to the access and signage and promotion of Norfolk's long-distance footpath network from Great Yarmouth	This option looks to improve access and signage to Norfolk's long-distance footpath 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).
	5.2	5.2	Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users	This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.
	5.3	5.3	Improve lighting and tactile paving along northern section of esplanade	This option looks at improving the lighting and tactile paving along the northern section of the esplanade in Great Yarmouth. These improvements would make the area safer for individuals and more accessible to all, as well as making the area more attractive to visit the area in the evening.
	5.4	5.4	Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors	This option considers creating a Town Centre Wayfinding Strategy to help improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors. This will help to direct pedestrians to their destinations more quickly and may help to make individuals more aware of the attractions on offer.
	5.5	5.5	Improve the pedestrian amenity of The Rows	This option considers improvements to the pedestrian amenity of The Rows, to make the area more enjoyable for pedestrians. Options could include a re-balance of a street in favour of pedestrians; creating more public space; or by restricting vehicle access at certain times during the day. Evaluations would need to be made to understand how pedestrians currently use the area and where improvements would have the greatest impact.
	5.6	5.6	Improve pedestrian crossing facilities along the A143 Beccles Road	This option considers improvements to pedestrian crossing facilities along the A143 Beccles Road, including minor improvements to the existing uncontrolled crossings. This would allow for safer crossing space and make it easier for pedestrians to get across Great Yarmouth. Improvements could be made to signalised crossing to ensure that pedestrians have an appropriate amount of time to cross and space to walk alongside the A143.
	5.7	5.7	Simplify existing signalised arrangement and improve pedestrian crossing facilities at junction of Fuller's Hill / Northgate Street	This option explores the simplification of existing signalised arrangements and improvements to pedestrian crossing facilities. Currently there is a pedestrian crossing for half of the Fuller's Hill / Northgate Street junction (with a full pedestrian crossing further down Northgate Street), so pedestrians cross the rest of the road on a refuge island. Extending the crossing would improve safety for users or moving the existing crossing to the junction would create improvements.
	5.8	5.8	Improve existing pedestrian routes to / from Harfreys Industrial Estate	This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.
	5.9	5.9	Improve pedestrian crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College.	This option looks at improvements to pedestrian crossing facilities at the B1370 / Church Lane roundabout, as well as outside of East Norfolk Sixth Form College. There are currently no formal pedestrian crossing facilities at the B137 / Church Lane roundabout. Pedestrian crossing facilities could be improved through the provision of a zebra crossing or pelican crossing instead of the existing refuge islands.
	5.10	5.10	Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction	This option considers improving pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction. There are currently no signalised pedestrian crossings – adding these would help to improve the safety for pedestrians.
	5.11	5.11	Improve pedestrian crossing facilities along Nottingham Way	This option looks at improving pedestrian crossing facilities along Nottingham Way to make it safer and easier for pedestrians. This could be carried out using traffic calming measures that only one side of the road with priority, and packaged with pedestrian refuge islands to ensure that traffic slows down for pedestrians.
	5.12	5.12	Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park	This option explores improvements to facilities for pedestrians and cyclists around Gapton Hall Retail Park. There is currently a small amount of shared access paths, but a zebra crossing could be useful to help users crossing from one side of the retail park to the other.
	5.13	5.13	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.
	5.14	5.14	Investigate provision of dedicated off-carriageway lanes for mobility scooter users	This option explores the addition of dedicated off-carriageway lanes for mobility scooter users,that are segregated from pedestrian walkways. This will help to reduce the capacity issues for the current footpaths and make it safer for those who use them.
	5.15	5.15	Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.	This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.
	5.16	5.16	Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.	This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.
General Improvements	6.1	6.1	New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing	This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.
	6.2	6.2	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.
	6.3	6.3	Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider study area	This option explores assessing the current level of cycle parking and looks at adding new or upgraded parking in the town centre, along the sea front and close to large trip attractors. This would allow cyclists to leave their bikes in secure places and could encourage others to use their bikes more often.
	6.4	6.4	Improve wayfinding for cyclists in Great Yarmouth and along existing pedalways	This option explores improving wayfinding for cyclists in Great Yarmouth and along the existing pedalways. Wayfinding includes using signage to direct users to cycle routes, to make the navigation of the routes simpler. The areas of Wherryman's Way, Weavers Way, recreational cycle routes around Great Yarmouth and Angles Way have been highlighted for improved signage; Burgh Park and Cobham park have been highlighted for accessibility improvements; and the addition of Stalham to Great Yarmouth cycle facilities.
	6.5	6.5	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.
	6.6	6.6	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.
	6.7	6.7	Develop a cycle route map for Great Yarmouth showing the standard of cycle infrastructure	The option looks at developing a cycle route map for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road).
	6.8		Develop a cycling smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	This option considers developing a cycling smartphone app for Great Yarmouth, with the goal of showing cycling routes and associated infrastructure in the town. The app could be designed to include journey time, location to amenities and highlight the different types of cycle routes a user could follow.
	6.9	6.8	Comprehensively 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	This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.

Theme		Ref	New Ref	Option	Description
6. Cycling	South Denes Peninsular	6.9.1	6.9 - Cycle Improvements South Denes Peninsular	New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing	This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.
	A143 Beccles Road	6.9.2	6.10 - A143 Beccles Road Cycle Improvements	Improved crossing facilities for cyclists on A143 Beccles Road north of Green Lane where the shared use route on the west side of the carriageway terminates to connect shared use routes on east and west side of the carriageway.	This option explores improvements to crossing facilities for cyclists on Beccles Road north of Green Lane. The improvements will be made where the shared-use route on the west side of the carriageway terminates, to connect shared-use routes on the 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.	This option considers widening the existing shared-use route on the A143 Beccles Road between Burnet Road and New Road. This could lead onto the opportunity for a segregated route.
		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.	This option explores adding a new cycle route along the A143 Beccles Road between Primrose Way and Beccles Road / Burgh Road Roundabout. Cycle crossing facilities could also be considered to make the route much more accessible and quicker for users.
		6.9.5		Improve east-west cycle connectivity along existing neighbourhood cycle route between Bussey's Loke and Crab Lane	This option will build upon existing neighbourhood cycle routes between Bussey's Loke and Crab Lane to improve the east-west cycle connectivity. Crab Lane is the most direct route to East Norfolk Sixth Form College and the centre of Gorleston. Currently, for cyclists who are not confident to ride along the A143, they need to dismount and walk between Bussey's Loke and Crab Lane. This option will investigate the improvements to non-motorised user facilities between the two roads.
		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.	This option looks at how the existing neighbourhood cycle route between Burnet Road and Sun Lane can used to improve east-west cycle connectivity. The developments would include improvements to crossing facilities for cyclists at A143 / Sun Lane priority junction.
	Haven Bridge	6.9.7	6.11 - Haven Bridge Cycle Improvements	Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.	This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.
	Southtown	6.9.8	6.12 - Southtown Cycle Improvements	Improved crossing facilities for cyclists at Pasteur Road / Bridge Road / Southtown Road signalised junction	This option explores the improvement of 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 (particularly between Pasteur Road / Bridge Road / Southtown Road signalised junction and Bunns Lane / Southtown Road priority junction)	This option explores improving cycle route and crossing facilities along Southtown Road. Particularly between the signalised and priority junctions. The route will also be beneficial for pedestrians and provide a safe space to cross between the two busy roads.
		6.9.10		Improve cycling connectivity between Suffolk Road and Southtown Road	This option explores the measures that could be employed to improve cycling connectivity between Suffolk Road and Southtown Road. Improvements could involve adding dedicated cycle lanes on the road or on the pedestrian walkway.
		6.9.11		Improve cycling connectivity across William Adam's Way between Suffolk Road (north) and Suffolk Road (south)	This option considers the opportunities to improve cycling connectivity across William Adam's Way. Currently there is a stepped footbridge that crosses William Adam's Way with cyclists having to dismount to cross Suffolk Road. The speed limit on William Adam's Way is 30mph, so a pedestrian / cycle crossing could be added for ease of use or the current bridge could be improved so that the footbridge is flat, which would allow for a bike to be wheeled across, rather than carried.
		6.9.12		Improve pedestrian and cycling connectivity across the A47 between Harfreys Roundabout and Gapton Hall Roundabout	There is currently a footbridge across the A47 near the Harfreys Roundabout, linking to Boundary Road, but there is not crossing near the Gapton Hall Roundabout. A bridge could be added at the Gapton Hall Roundabout, which would reduce journey times for cyclists or a segregated cycleway running alongside the A47 could link both roundabouts to the footbridge.
		6.9.13		Improve the cycling route along Riverside Road	This option explores improvements to the 1.5km route along Riverside Road for cyclists between Pier Walk and Williamson's Lookout. The current route has some narrow sections of road, which then opens out to a wider space – the right-hand side of the road is currently used for parking. There is then a set of steps that take you down to open green space next to the River Yare than continues for 550 metres before stopping. Improvements could involve adding an advisory on-road cycle lane, but this would reduce the road width and limit the amount of parking on the road and may not be possible in some areas here it narrows.
		6.9.14		Improve pedestrian and cycling crossing facilities at B1370 / Church Lane roundabout	This option considers improvements to pedestrian and cycling crossings at the B1370 / Church Lane roundabout. There are currently three uncontrolled crossings outside of East Norfolk Sixth Form College, however, due to how busy this road is, especially when the college opens and closes, a controlled crossing may be more beneficial. The roundabout is one of the main routes between the college and Gorleston Town Centre / Great Yarmouth, as well as one of the strategic cycle route.
	Gorleston-on-Sea	6.9.15	6.13 - Gorleston-on-Sea Cycle Improvements	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	This option explores adding new or improving crossing facilities for pedestrians and cyclists along the A47 Lowestoft Road. There are currently cycle and pedestrian lanes separated from the main road that run along the Lowestoft Road on both sides. There are several signalised junctions along the route, as well as pedestrian refuge islands, but there are some sections, such as the crossroads at Brasenose Avenue that are not possible to cross. Safer crossings could be added at major junctions to make it easier to cross the road.
		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	This option considers a new north-south cycle route along the B1370. There is currently a cycle route along Lowestoft Road, so this scheme could build upon this
	Great Yarmouth Town Centre	6.9.17	6.14 - Great Yarmouth Town Centre Cycle Improvements	Investigate new north / south cycle route options between The Conge and Regent Street	This option considers a new cycle route between The Conge and Regent Street to improve north-south connectivity. Initial improvements have been made to the Conge and it has been noted that there is a missing link between The Conge and The Minster. Cycle links between The Conge and the town centre could be improved either along Hall Quay and Georges Street, along Howard Street South or a north-south link across the edge of the Market Place from King Street to The Conge.
		6.9.18		Investigate new north / south cycle route options between Fuller's Hill Roundabout, The Conge and The Minster	This option explores a new north-south cycle route between Fuller's Hill roundabout, The Conge and The Minster. The improvements to the roundabout would allow users to cross safely and could build upon the existing pathway around the roundabout.
		6.9.19		Investigate new east / west cycle route options between the Town Centre, Hall Quay and the Seafront	This option considers a new east-west cycle route between the town centre, Hall Quay and the Seafront. A contraflow cycle lane exists along most of the study area, however there are some sections that could be improved. These improvements could be made to: junctions of King Street (both with Regent Road and with Regent Street), pedestrian crossings and eastern and western tie-in points to the network.
	Seafront	6.9.20	6.15 - Seafront Cycle Improvements	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	This option considers a new long-distance cycle route that will run along the sea front between Haven Seashore Holiday Park and South Denes Peninsular. There are currently north-south off carriageway cycle facilities south of Britannia Pier (shared-use path) and north of Euston Road (shared-use path) on the promenade east of the bowls green. The link between these two facilities currently requires cyclists to either dismount or to ride onto the carriageway around the cinema. Near the Pleasure Beach there are a number of pay and display parking bays which could be removed to allow the introduction of a dedicated cycle lane that connects with existing cycling infrastructure.
	North Quay	6.9.21	6.16 - North Quay Cycle Improvements	Improve east west cycling connectivity between Lawn Avenue and North Drive	This option explores improvements to the east-west cycling connectivity between Lawn Avenue and North Drive. Salisbury Road could provide a connecting route, but due to cars parking on both sides of the road, it may be difficult to fit in a cycle lane. Barnard Avenue (with a link to the A149 Caister Road) could provide a suitable platform, but the current road will need to be reduced to fit in the cycle lanes.
		6.9.22		Improve east west pedestrian and cycle connectivity route along Fullers Hill and St Nicholas Road	This option explores improvements to the east-west route along Fuller's Hill and St Nicholas Road for use by pedestrians and cyclists. Existing highway boundary could be used to accommodate a new cycle lane and make it safer to cross the busy junctions.
	Vauxhall	6.9.23	6.17 - Vauxhall Cycle Improvements	Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.
7. Parking		7.1	7.1	Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.	This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.
		7.3	7.2	Update and improve signage of car parks in Great Yarmouth.	This option is to improve the signage of car parks within Great Yarmouth. Improved signage will assist residents, visitors and workers finding a car parking space in the town and help car drivers make more informed decision about where they choose to park.
8. Electric Vehicles		7.2	8.1. Electric Vehicle Charging	Parking proposed as part of new developments should be future ready and include electric vehicle charging	This option looks at the possibility of establishing a commitment from developers to ensure that their developments include electric vehicle charging points so that they can be future ready. New developments could allocate an area especially for electric vehicle infrastructure and possibly provide newer and faster chargers for residents to use.
		8.1		Support and encourage the installation of electric vehicle charging points in Great Yarmouth Borough Council car parks and at designated on-street bays in town centre / sea front locations	This option would seek the installation of electric vehicle charging points in Great Yarmouth. This increase in infrastructure would help to meet the demand for electric vehicles in Norfolk which rose by 60% from September 2016 to 2017. This infrastructure could also help to encourage a reduction in motor vehicle use and create a shift towards using more sustainable transport.
		8.2		This option considers working with local businesses to install electric car charging points to encourage staff to switch to low emissions vehicles. This would be useful for electric cars in private ownership, but could allow for the business to adopt an electric car fleet for business use.	This option considers working with local businesses to install electric car charging points to encourage staff to switch to low emissions vehicles. This would be useful for electric cars in private ownership, but could allow for the business to adopt an electric car fleet for business use.
9. Car Sharing / Car Club		9.1	9.1	Support and encourage the installation of car sharing spaces within Great Yarmouth Borough Council Car Parks	This option explores the use of car clubs in Great Yarmouth, which involve the shared use of vehicles. Use of the vehicles is carried out through online booking systems or on the telephone. Car clubs can help to address the limited parking in areas of high density housing.
		9.2		Support and encourage local businesses to introduce priority parking for workers that car share	This option would support the addition of priority parking spaces for staff at local businesses that car share, in order to promote a reduction in the number of vehicles on the road network. Larger organisations could develop their own car sharing databases to match employees who could possibly car share.
		9.3	9.2	Work with car club operators to establish a car club for the town	This option explores the addition of a car club in Great Yarmouth for the use of the public. A car club, like that of ZipCar in Cambridge, is a cheaper alternative to using your own vehicle, and only requires a membership to a car club company to get started.
10. Smarter Choices		10.1	10.1	Support and encourage non-residential developments to produce a travel plan	This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.
		10.2	10.2	Support and encourage developers of new residential developments to produce residential travel plans	This option seeks to use a travel plan to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place. A residential travel plan will be tailored to the site and should address all aspects of life that create a need to travel and result in a reduction in the number of car journeys. This should also include a commitment to provide residents with free bus taster tickets and / or cycle vouchers (LGF Scheme).
		10.3	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	This option considers using travel information hubs in Great Yarmouth town centre that would provide information on public transport e.g. buses, trains, trams etc. and further traffic information. This could make individuals more aware of the services on offer and could encourage modal shift away from personal vehicle ownership. Furthermore, including traffic information could help to change the times that individuals arrive and depart from Great Yarmouth to spread out the volumes of traffic.
11. Autonomous Vehicles		11.1	11.1	Keep under review the development of autonomous vehicle technology	This option looks to review the development of autonomous vehicle technology, such as that currently underway in Milton Keynes, and their future applicability for Great Yarmouth. This technology could include the future addition of self-driving cars / taxis / HGVs, delivery robots or pods and will help to achieve a more connected transport network. Utilising autonomous vehicles and associated technology would reduce the need to own personal vehicles and increase the efficiency of the road network.

Appendix C

OPTION PRO-FORMAS (PACKAGED LONG LIST)

Public

Local Road Network

a. General Improvement

1. Great Yarmouth Third River Crossing
2. Traffic management measures to reduce HGV movements along the sea front
3. Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic
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
5. Hall Quay Improvements
6. Convert Fuller's Hill bus-only right-turn to all vehicles right-turn
7. Create sense of arrival into the town through new gateway features on Fuller's Hill Roundabout, and at Great Yarmouth railway station and North Quay
8. Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction
9. Investigate introduction of urban clearways on key strategic routes
10. Develop contingency measures to improve network resilience
11. Investigate the provision of additional HGV parking facilities to serve Great Yarmouth Port

b. Capacity Improvement

13. Capacity improvement at A1243 Pasteur Road / Bridge Road / Matalan and Farm Foods access / Southtown Road signalised junction
14. Capacity improvement at A143 Beccles Road / Crab Lane priority junction
15. Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction
16. Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction
17. Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction
18. Capacity improvement at Fuller's Hill / Northgate street signalised junction
19. Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction
20. Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction
21. Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction
22. Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction
23. Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction
24. Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction
25. Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow
26. New link road between Thamesfield Way and Suffolk Road
27. Review use and efficiency of traffic signals along Southtown Road
28. Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road
29. Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.

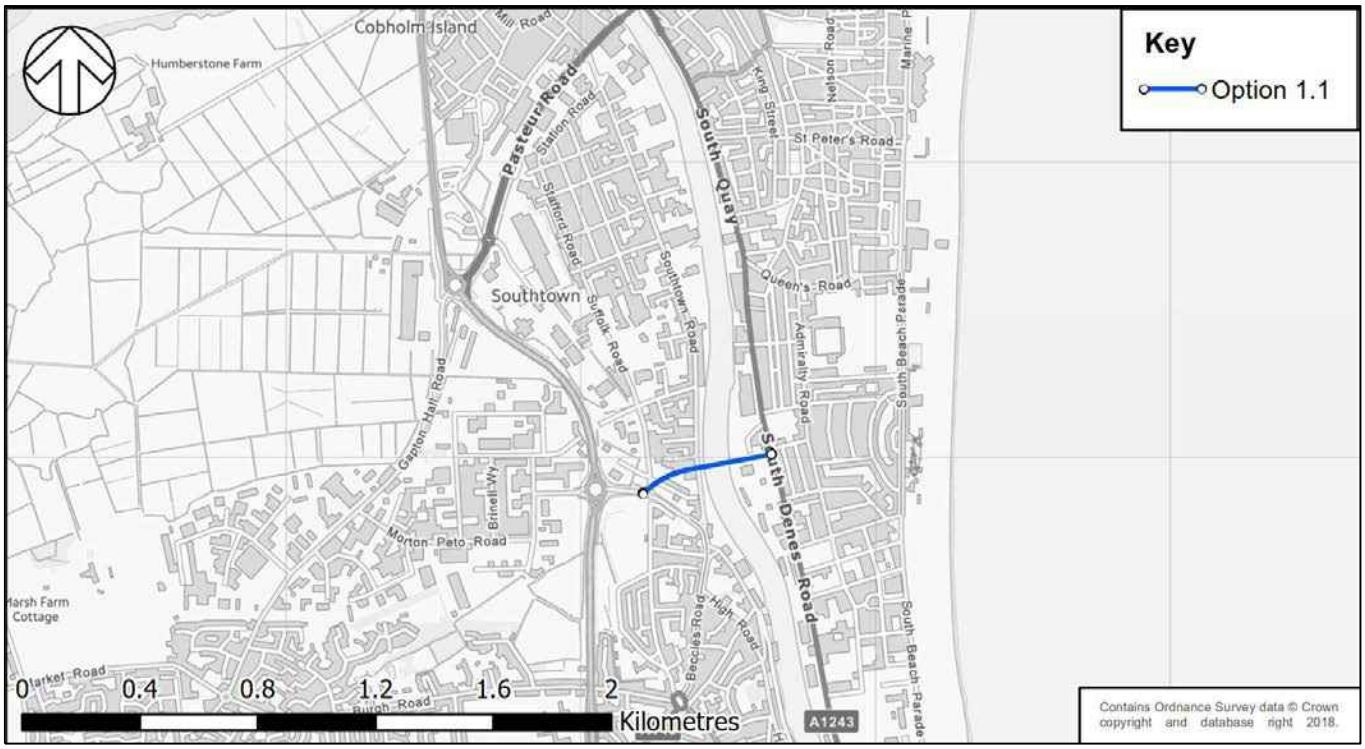
CONCEPT TYPE

Local Road Network – General Improvement

CONCEPT NAME

1.1: Great Yarmouth Third River Crossing (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

The Great Yarmouth Third River Crossing is a committed scheme for a new lifting bridge over the River Yare. The bridge will link the A47 at Harfreys Roundabout, in the Southtown area on the western side of the river, with South Denes Road, the port and the enterprise zone on the eastern side of the river. The Development Consent Order application for the scheme is scheduled to be submitted in spring 2019.

BENEFITS	*DISBENEFITS*
▪ Reduce congestion on the roads in and around Great Yarmouth ▪ Shorter journey times and improved journey time reliability	▪ Land will need to be acquired in order to build the scheme ▪ Potential for congestion during bridge openings allowing river traffic to pass
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Department for Transport (£98 million) ▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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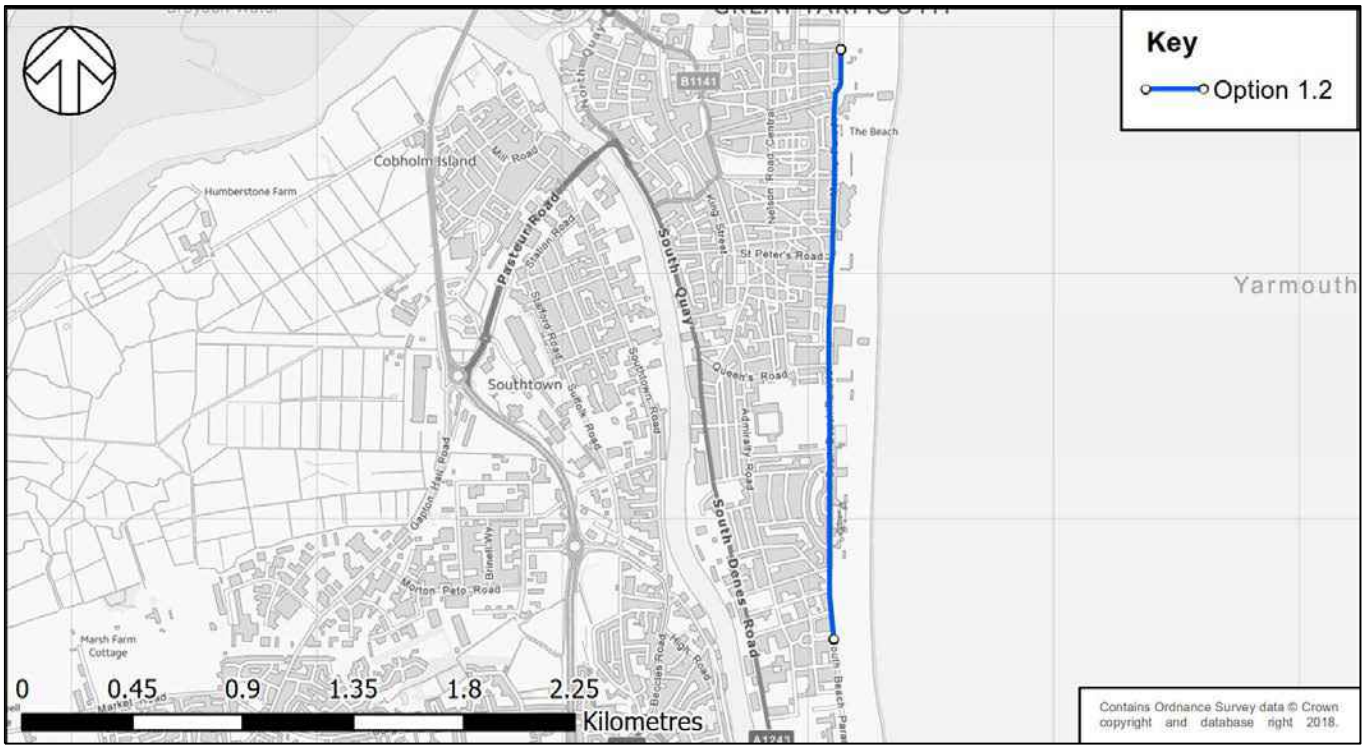
CONCEPT TYPE

Local Road Network – General Improvement

CONCEPT NAME

1.2: Traffic management measures to reduce HGV movements along the sea front (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option is the introduction of traffic management to reduce the number of HGV movements along the seafront. This could include width restrictions or new Traffic Regulation Orders (TROs). This issue was identified at the Stakeholder Workshop. A scheme is currently being explored by Norfolk County Council's Infrastructure Delivery Team.

BENEFITS	DISBENEFITS
▪ Reduce number of HGV movements along the sea front ▪ Improve amenity for non-motorised users along the sea front	▪ Increase HGV movements along South Quay and South Denes Road ▪ Could restrict HGV access to businesses and industries along the sea front
PROGRAMME	**FUNDING OPTIONS**
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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CONCEPT TYPE

Local Road Network – General Improvement

CONCEPT NAME

1.3: Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic

INITIAL OPTION SKETCH



DESCRIPTION

This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.

BENEFITS	*DISBENEFITS*
▪ Improve connectivity and reliability on the network by improving junction efficiency and capacity ▪ Improve access to goods and services through reduced journey times	▪ Provides junction capacity benefits only, no increase in physical capacity of links
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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CONCEPT TYPE

Local Road Network – General Improvement

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.

BENEFITS	*DISBENEFITS*
▪ Help drivers make more informed decisions on their route choices / choice of car park ▪ Improve journey time reliability and reduced congestion, particularly when crossings are closed	▪ Signage may be ignored, especially by drivers using Satnavs ▪ Increase rat-running if drivers have knowledge of the local road network
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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CONCEPT TYPE

Local Road Network – General Improvement

CONCEPT NAME

1.5: Hall Quay Improvements (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

Provision of right turn facility between A1243 Hall Quay and A1423 Bridge Road and reallocation of highway space to improve movement of non-motorised users.

BENEFITS	*DISBENEFITS*
▪ Allows more direct route choices, reducing traffic on other local roads.	▪ Reduce capacity on other approaches to the junction ▪ May lead to greater congestion on the local road network surrounding the junction
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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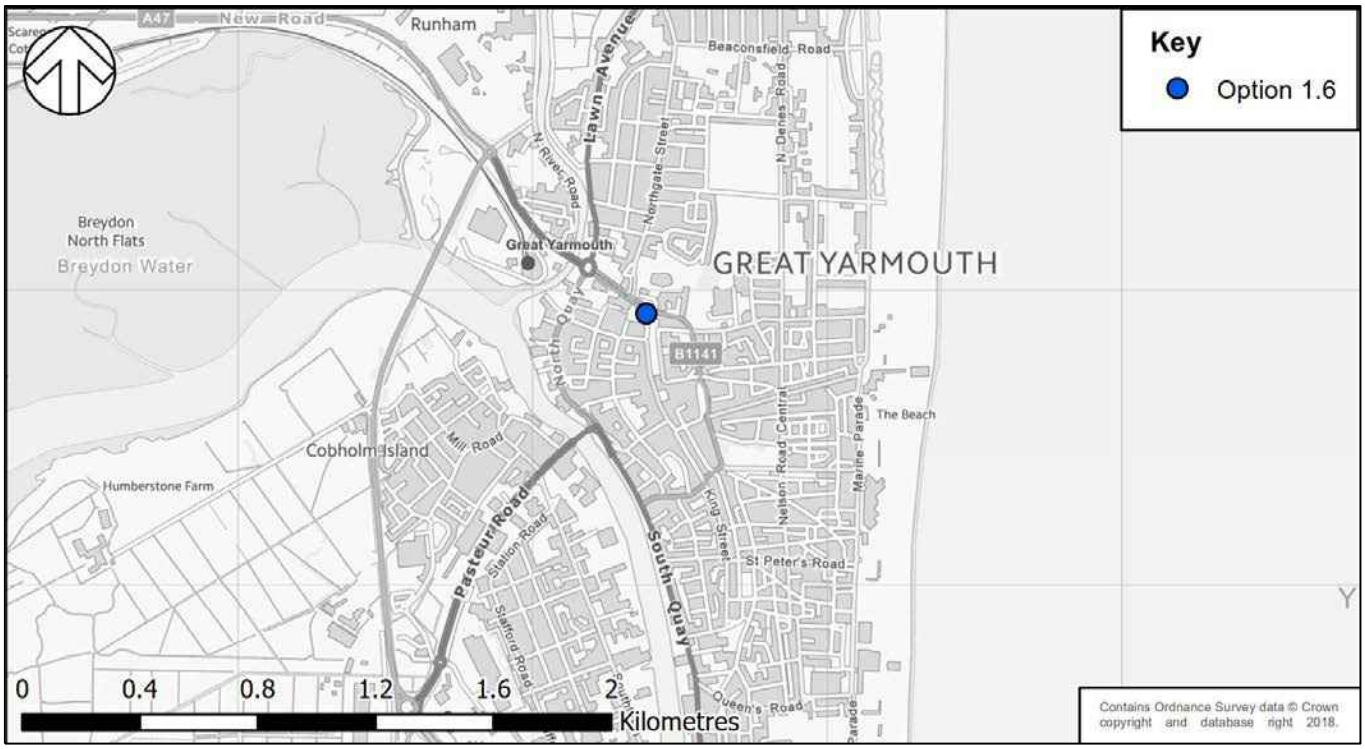
CONCEPT TYPE

Local Road Network – General Improvement

CONCEPT NAME

1.6: Convert Fuller's Hill bus-only right-turn to all vehicles right-turn (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option converts the bus-only right-turn on Fuller's Hill to allow all vehicles to turn right onto Priory Plain. Currently all vehicles from Fuller's Hill are routed north towards the A149 / North Quay roundabout or to Northgate street. A scheme is currently being progressed by Norfolk County Council's Infrastructure Delivery Team.

BENEFITS	DISBENEFITS
▪ Infrastructure already in place, so implementation relatively straight forward ▪ Allows more direct route choices, reducing traffic on other local roads.	▪ The unrestricted right-turn movement may impact on bus journey times and reliability ▪ Limited impact to individual junction
PROGRAMME	**FUNDING OPTIONS**
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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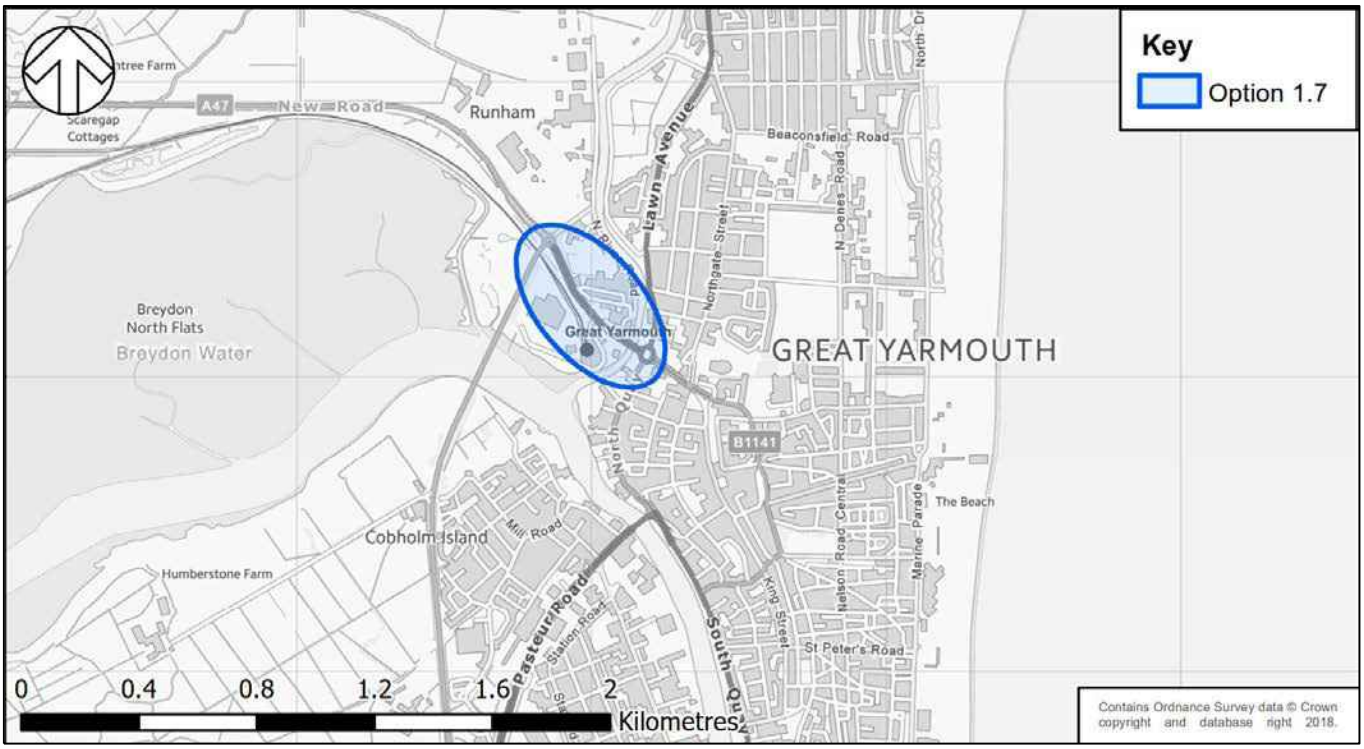
CONCEPT TYPE

Local Road Network – General Improvement

CONCEPT NAME

1.7: Create sense of arrival into the town through new gateway features on Fuller's Hill Roundabout, and at Great Yarmouth railway station and North Quay

INITIAL OPTION SKETCH



DESCRIPTION

This option is to create a sense of arrival into Great Yarmouth through the introduction of new gateway features at locations on the periphery of the town, including; Fuller's Hill Roundabout, Great Yarmouth railway station and North Quay. This option could include new mixed-use development and public realm improvement (e.g. signage, landscaping). This scheme is identified as a key project in the Great Yarmouth Town Centre Masterplan .

BENEFITS	*DISBENEFITS*
▪ Aesthetically pleasing gateway features create a sense of arrival into the town	▪ Does not provide any direct benefits to users of the transport network
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ Great Yarmouth Borough Council

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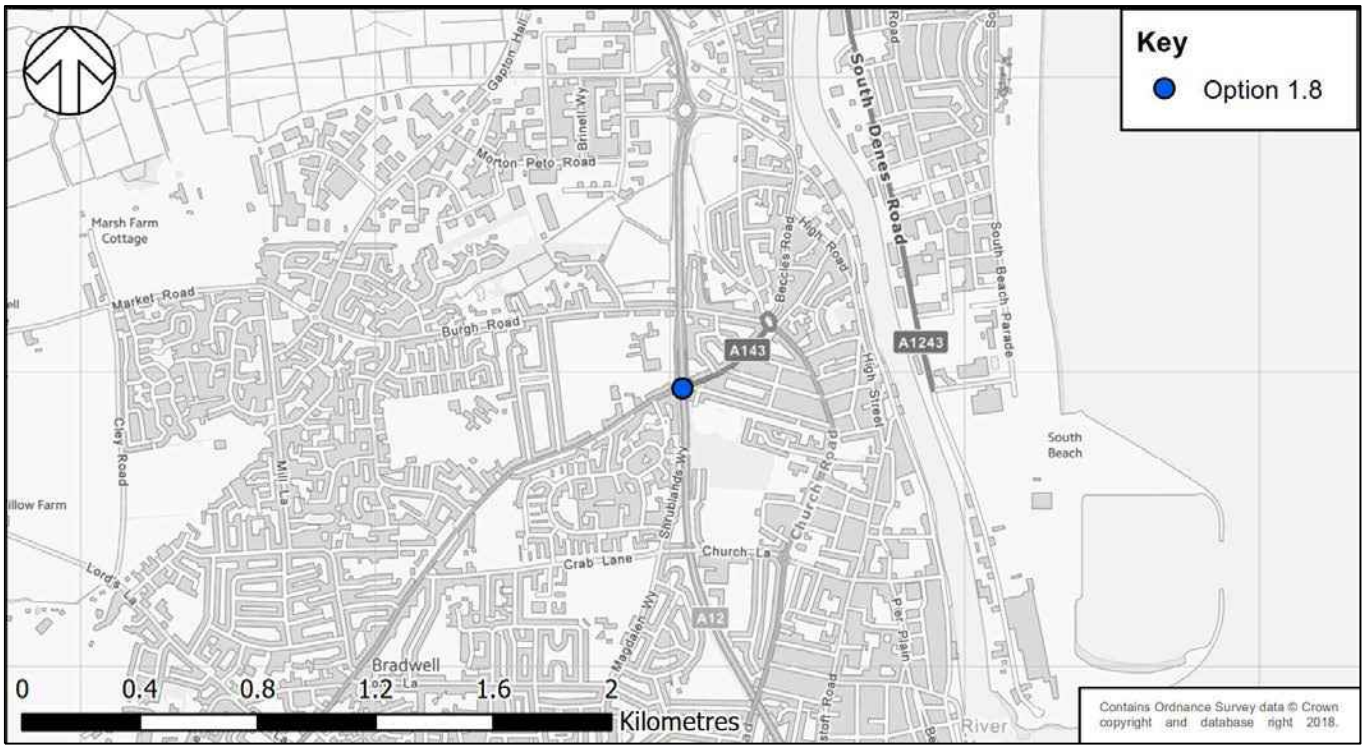
CONCEPT TYPE

Local Road Network – General Improvement

CONCEPT NAME

1.8: Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction

INITIAL OPTION SKETCH



DESCRIPTION

This option is to implement road safety improvements at and on the approach to the A143 / A47 slip roads / Shrublands Way signalised junctions. This could include improved signage and road markings, speed cameras on approach or traffic enforcement cameras at the signalised junction.

BENEFITS	DISBENEFITS
▪ Improve safety for all users ▪ Improve connectivity between the strategic and local road networks	▪ Does not provide a capacity improvement
PROGRAMME	**FUNDING OPTIONS**
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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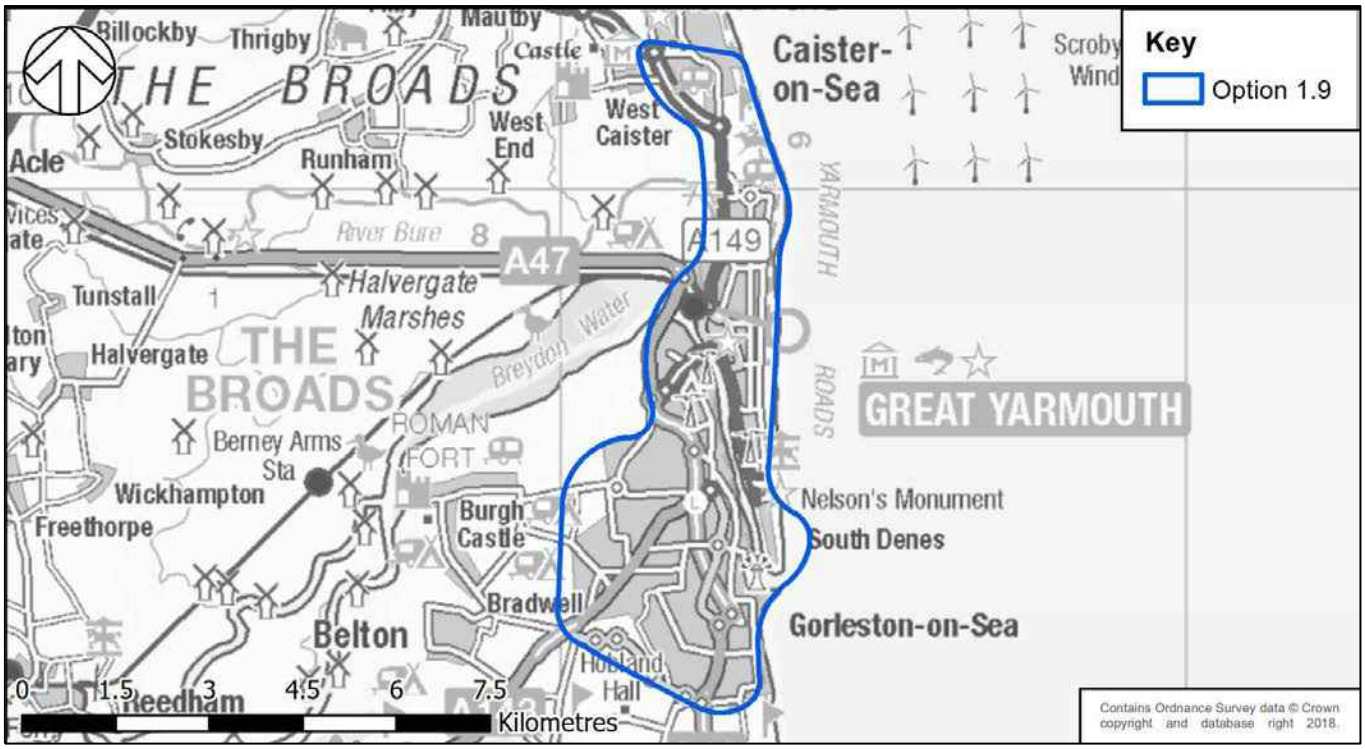
CONCEPT TYPE

Local Road Network – General Improvement

CONCEPT NAME

1.9: Investigate introduction of urban clearways on key strategic routes (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option is to investigate the introduction of urban clearways on key strategic routes throughout the study area. An urban clearway prevents vehicles from stopping on the carriageway for sustained periods of time, typically during the peak hours. Urban clearways encourage enhanced traffic flow during the busiest periods of the day, whilst allowing overnight and daytime stopping.

BENEFITS	*DISBENEFITS*
▪ Improve traffic flow during the busiest periods of the day on key routes through the town. ▪ Improve journey time reliability	▪ Requires enforcement during operation ▪ Impact on residents and business along clearways (reduced on-street car parking / loading facilities) ▪ Increase traffic flows along clearways
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council

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CONCEPT TYPE

Local Road Network – General Improvement

CONCEPT NAME

1.10: Develop contingency measures to improve network resilience

INITIAL OPTION SKETCH



DESCRIPTION

The transport network is susceptible to costly delays as a result of congestion, accidents, special events and the weather. This option is to develop contingency measures to improve network resilience in response to such an event. This could include defining a hierarchy for routine maintenance and investment, developing suitable diversionary routes in response to incidents around the town and document how the council will respond to and manage the effects of different forms of disruption.

BENEFITS	*DISBENEFITS*
▪ Improve resilience of the network for all users in response to an event causing disruption ▪ Improve reliability of the network for all users by providing greater resilience	▪ Contingency measures need to be updated on a regular basis to respond to the dynamic nature of the network ▪ Requires infrastructure / team to implement
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council

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CONCEPT TYPE

Local Road Network – Network Improvement

CONCEPT NAME

1.11: Investigate the provision of additional HGV parking facilities to serve Great Yarmouth Port

INITIAL OPTION SKETCH



DESCRIPTION

This option explores the provision of additional HGV parking facilities to serve Great Yarmouth Port, allowing the port to support continued growth.

BENEFITS	*DISBENEFITS*
▪ Facilitate growth of port industries ▪ Reduces over-capacity at other HGV parking facilities ▪ Reduce illegal / on-street parking of HGVs	▪ Potential to increase HGV traffic around the location of any new parking facilities
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ S106 Developer Contributions

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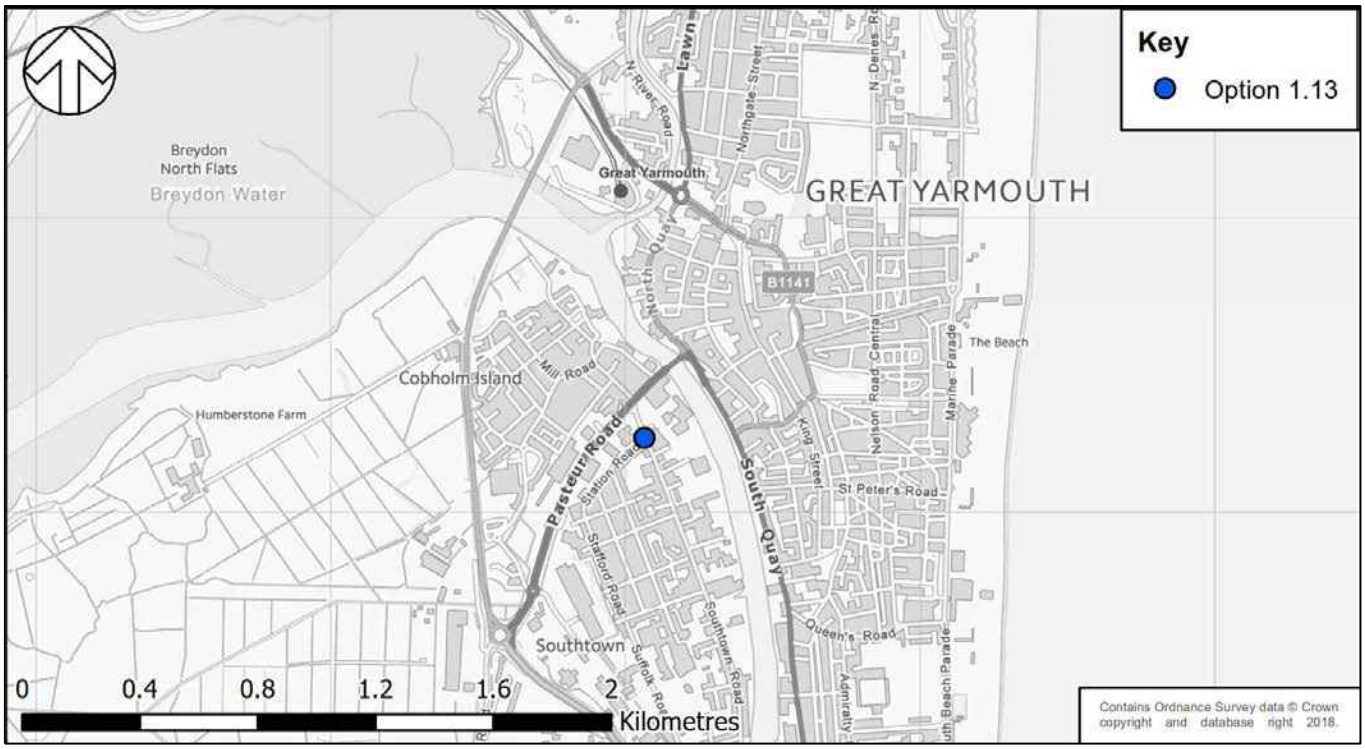
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.13: Capacity improvement at Southtown Road / Station Road / Matalan and Farm Foods access signalised junction (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

The Southtown Road / Station Road / Matalan and Farm Foods access junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme

BENEFITS	*DISBENEFITS*
▪ Improve journey time reliability ▪ Increase junction capacity and improve efficiency ▪ Improve facilities for non-motorised users	▪ Benefit limited to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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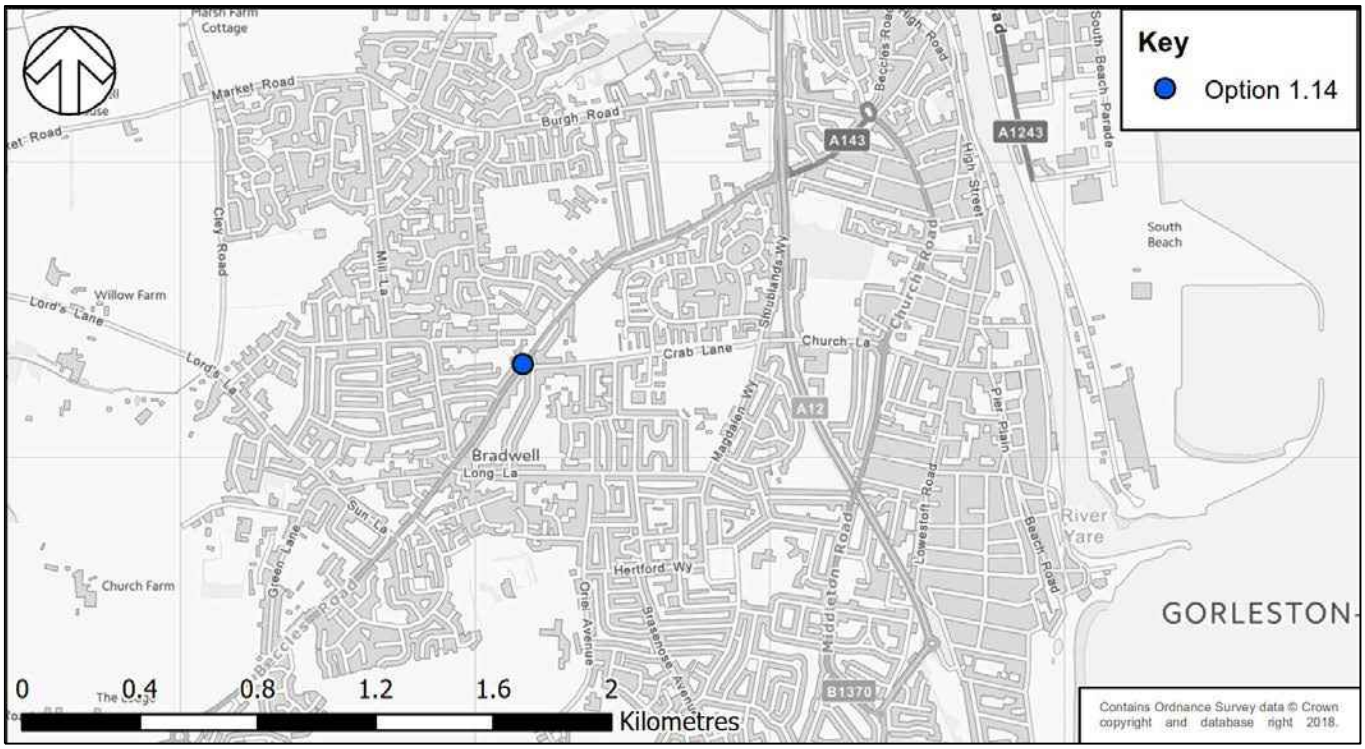
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.14: Capacity improvement at A143 Beccles Road / Crab Lane priority junction

INITIAL OPTION SKETCH



DESCRIPTION

The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.

BENEFITS	DISBENEFITS
▪ Improve journey time reliability ▪ Increase junction capacity and improve efficiency ▪ Improve facilities for non-motorised users	▪ Benefit limited to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	**FUNDING OPTIONS**
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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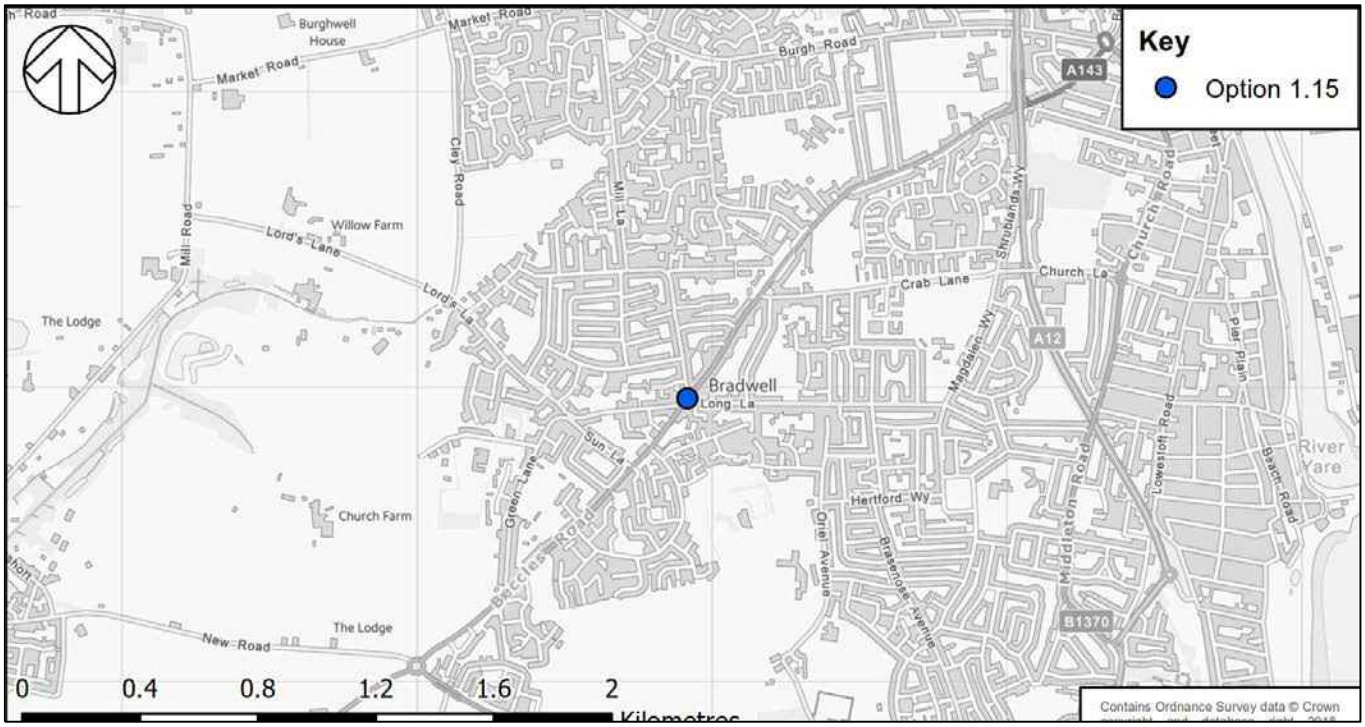
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.15: Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction

INITIAL OPTION SKETCH



DESCRIPTION

The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.

BENEFITS	DISBENEFITS
▪ Improve journey time reliability ▪ Increase junction capacity and improve efficiency ▪ Improve facilities for non-motorised users	▪ Benefit limited to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	**FUNDING OPTIONS**
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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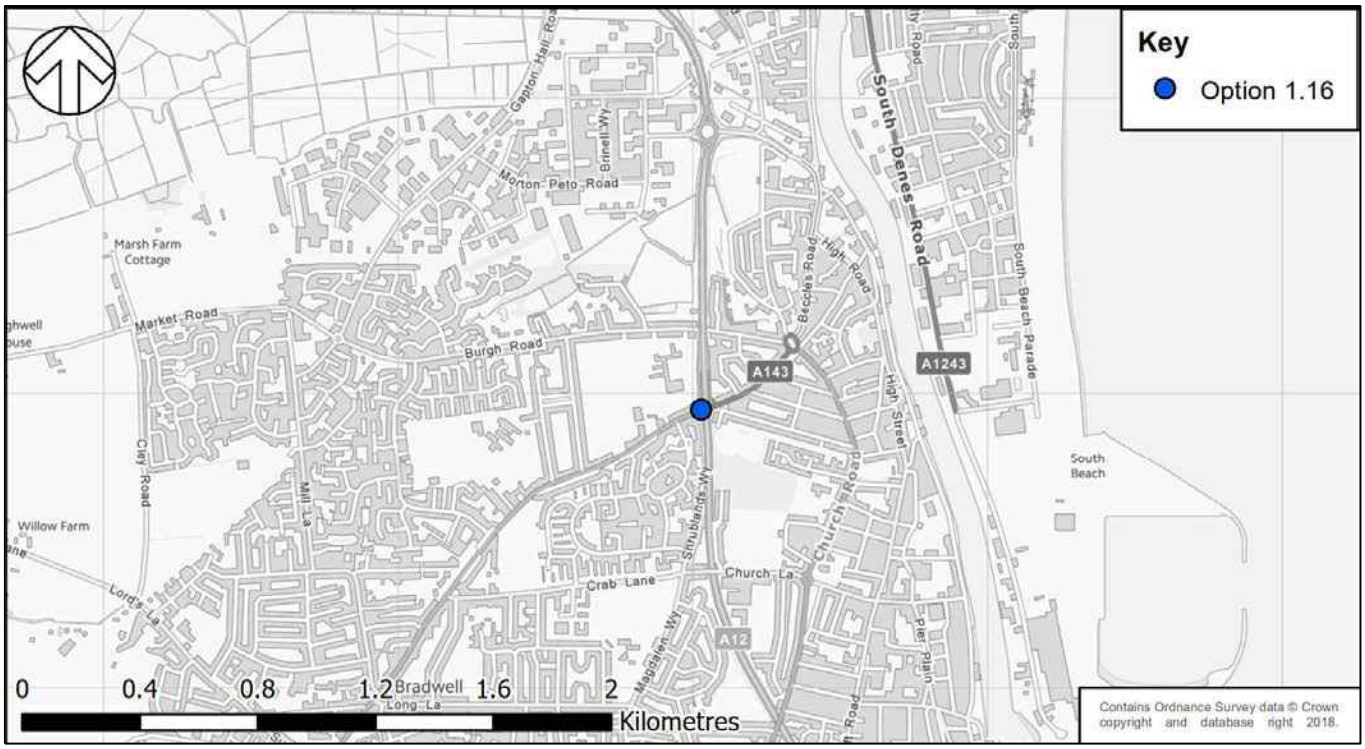
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.16: Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction

INITIAL OPTION SKETCH



DESCRIPTION

The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.

BENEFITS	*DISBENEFITS*
▪ Improve journey time reliability ▪ Increase junction capacity and improve efficiency ▪ Improve facilities for non-motorised users	▪ Benefit limited to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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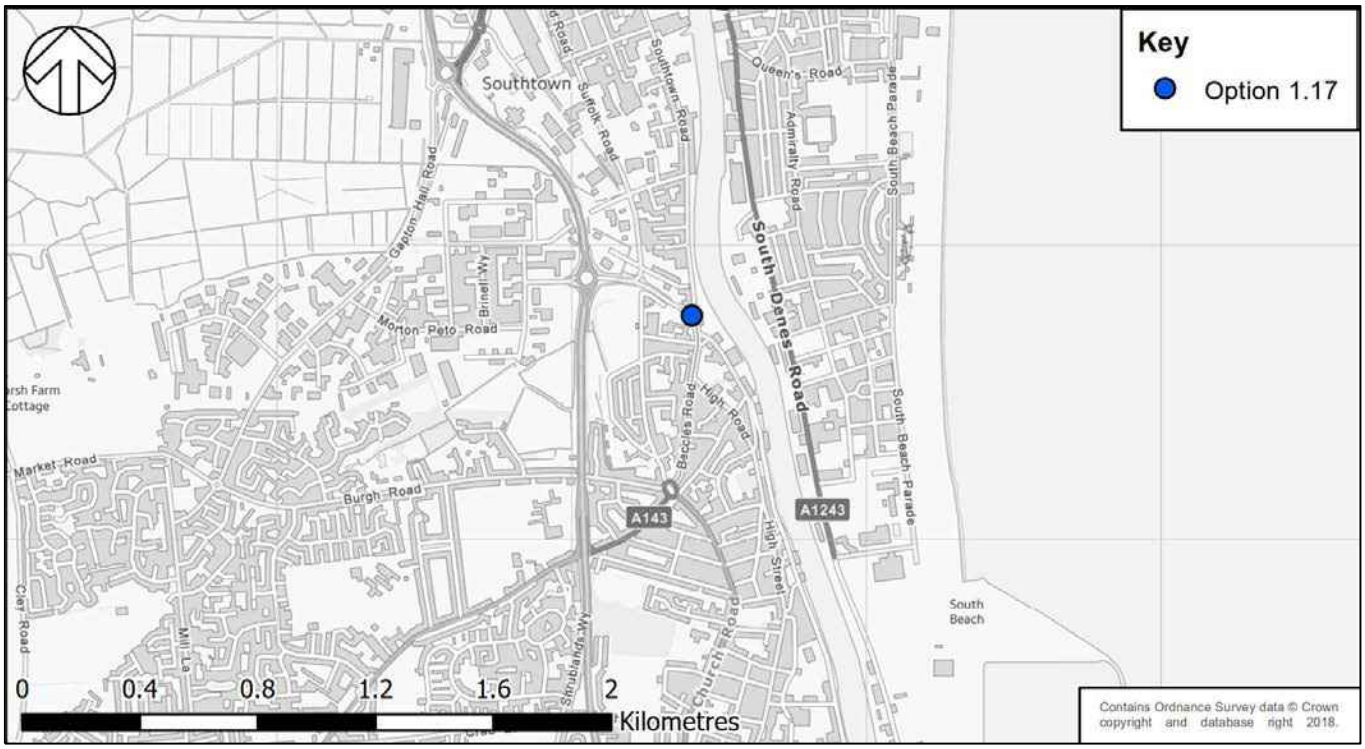
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.17: Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction

INITIAL OPTION SKETCH



DESCRIPTION

The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.

BENEFITS	*DISBENEFITS*
▪ Improve journey time reliability ▪ Increase junction capacity and improve efficiency ▪ Improve facilities for non-motorised users	▪ Benefit limited to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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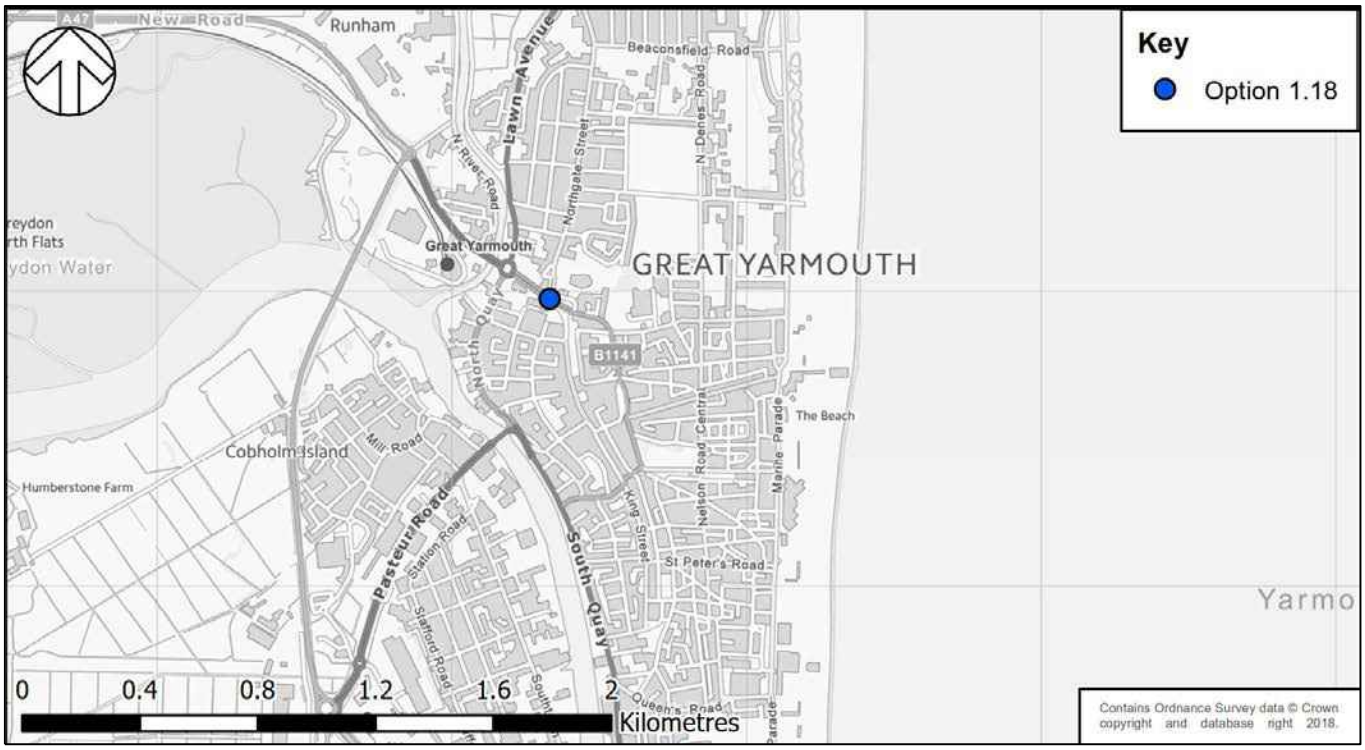
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.18: Capacity improvement at Fuller's Hill / Northgate street signalised junction

INITIAL OPTION SKETCH



DESCRIPTION

The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.

BENEFITS	*DISBENEFITS*
▪ Improve journey time reliability ▪ Increase junction capacity and improve efficiency ▪ Improve facilities for non-motorised users	▪ Benefit limited to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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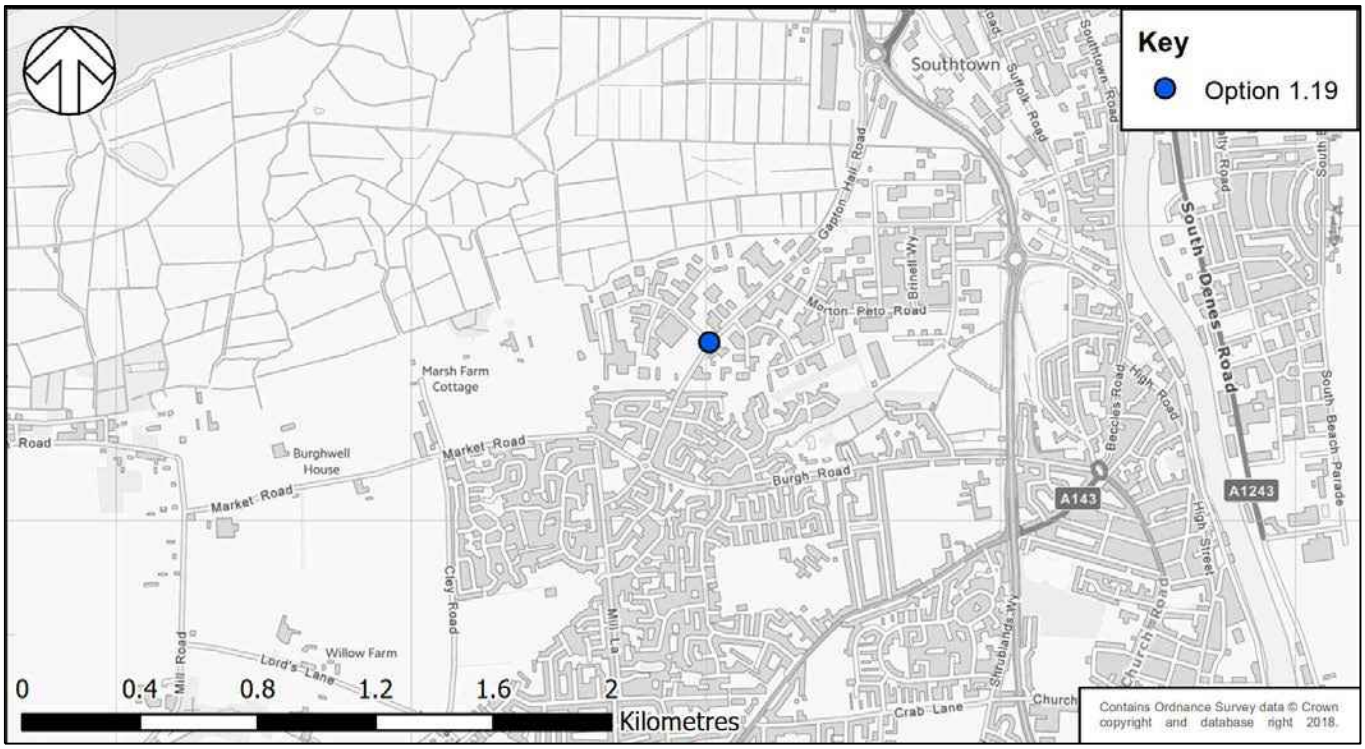
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.19: Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction

INITIAL OPTION SKETCH



DESCRIPTION

The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.

BENEFITS	*DISBENEFITS*
▪ Improve journey time reliability ▪ Increase junction capacity and improve efficiency ▪ Improve facilities for non-motorised users	▪ Benefit limited to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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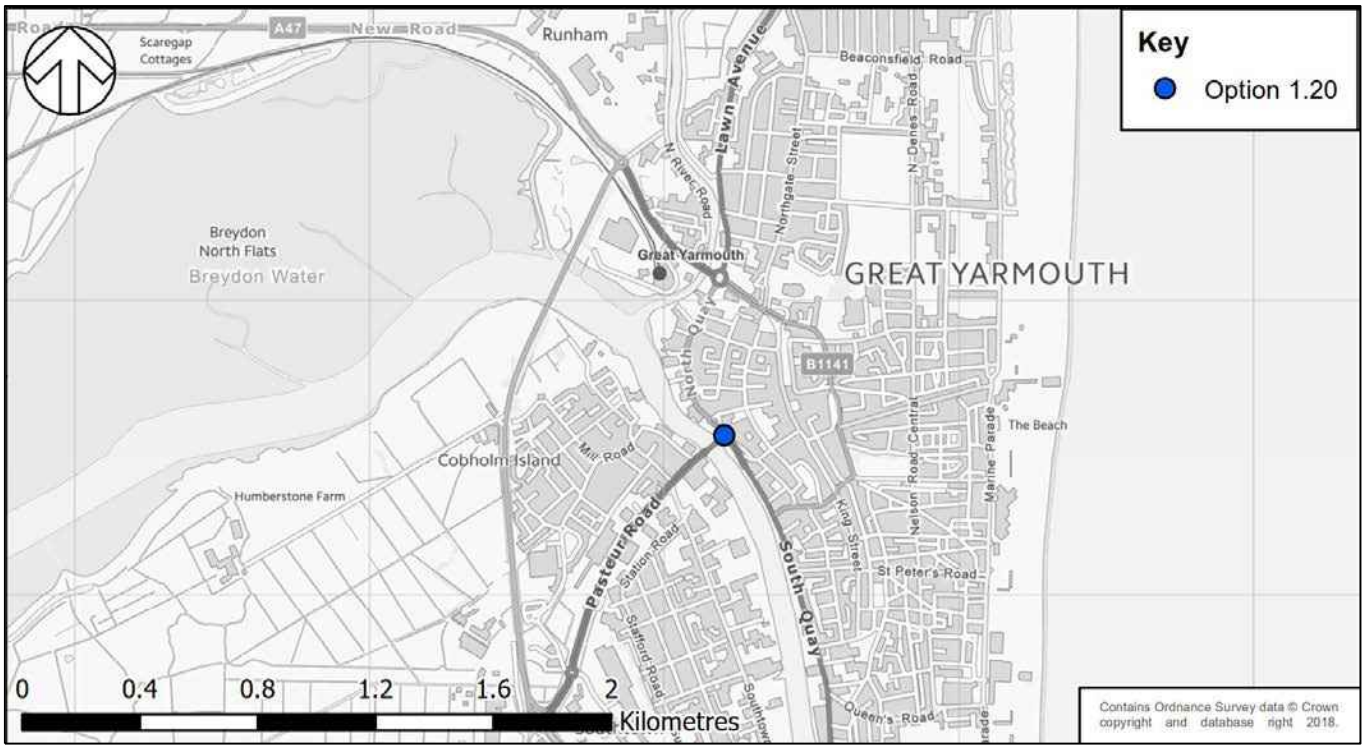
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.20: Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction

INITIAL OPTION SKETCH



DESCRIPTION

The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.

BENEFITS	*DISBENEFITS*
▪ Improve journey time reliability ▪ Increase junction capacity and improve efficiency ▪ Improve facilities for non-motorised users	▪ Benefit limited to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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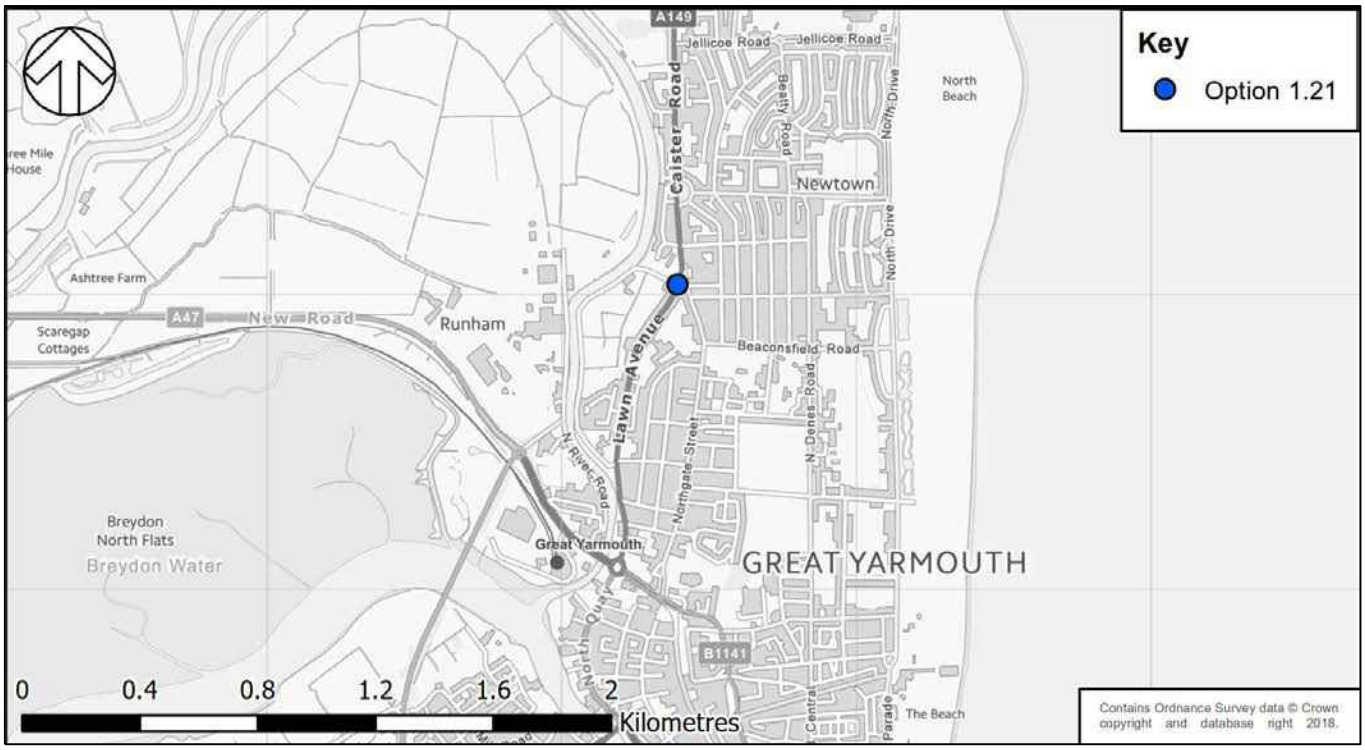
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.21: Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction

INITIAL OPTION SKETCH



DESCRIPTION

The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.

BENEFITS	*DISBENEFITS*
▪ Improve connectivity and reliability on the network by improving junction efficiency and capacity	▪ Limited impact to individual junction ▪ Potential to shift the problem to elsewhere on the network
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.22: Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction

INITIAL OPTION SKETCH



DESCRIPTION

The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.

BENEFITS	DISBENEFITS
▪ Improve connectivity and reliability on the network by improving junction efficiency and capacity	▪ Limited impact to individual junction ▪ Potential to shift the problem to elsewhere on the network
PROGRAMME	**FUNDING OPTIONS**
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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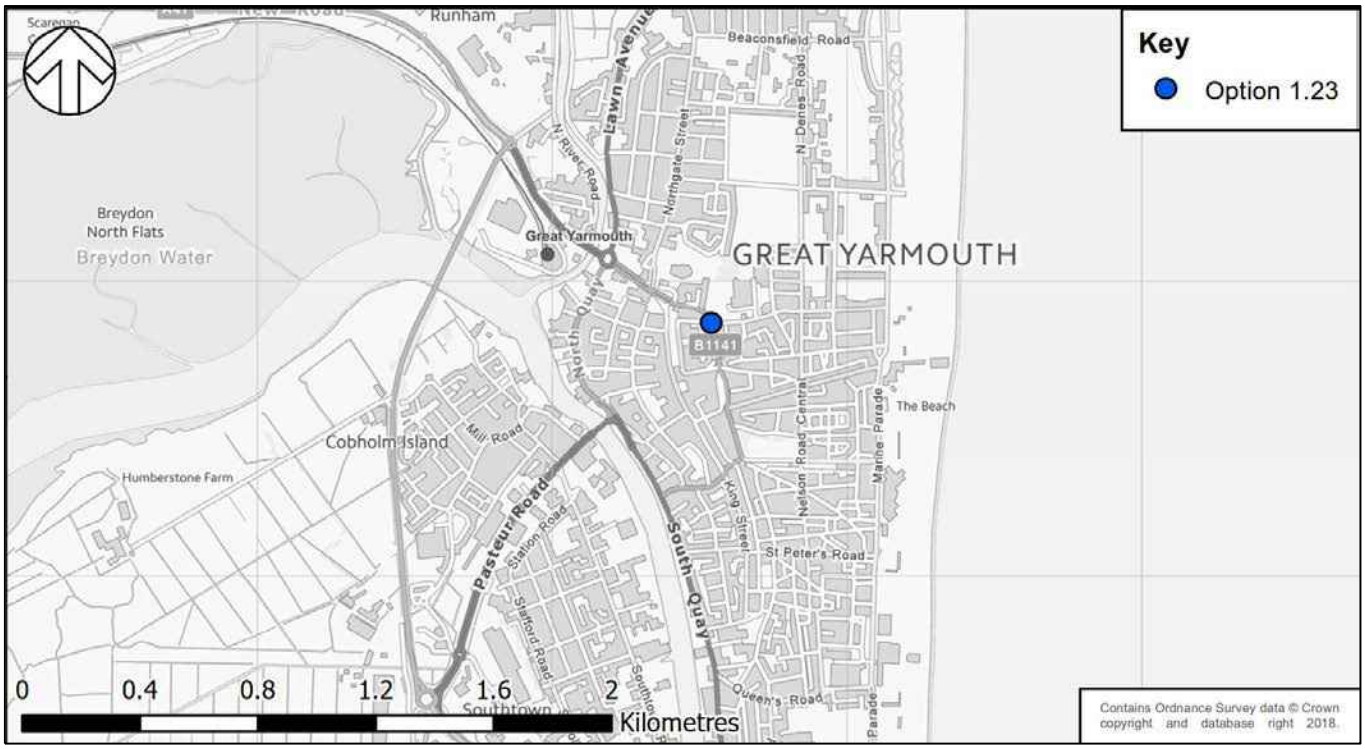
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.23: Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction

INITIAL OPTION SKETCH



DESCRIPTION

The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.

BENEFITS	*DISBENEFITS*
▪ Improve connectivity and reliability on the network by improving junction efficiency and capacity	▪ Limited impact to individual junction ▪ Potential to shift the problem to elsewhere on the network
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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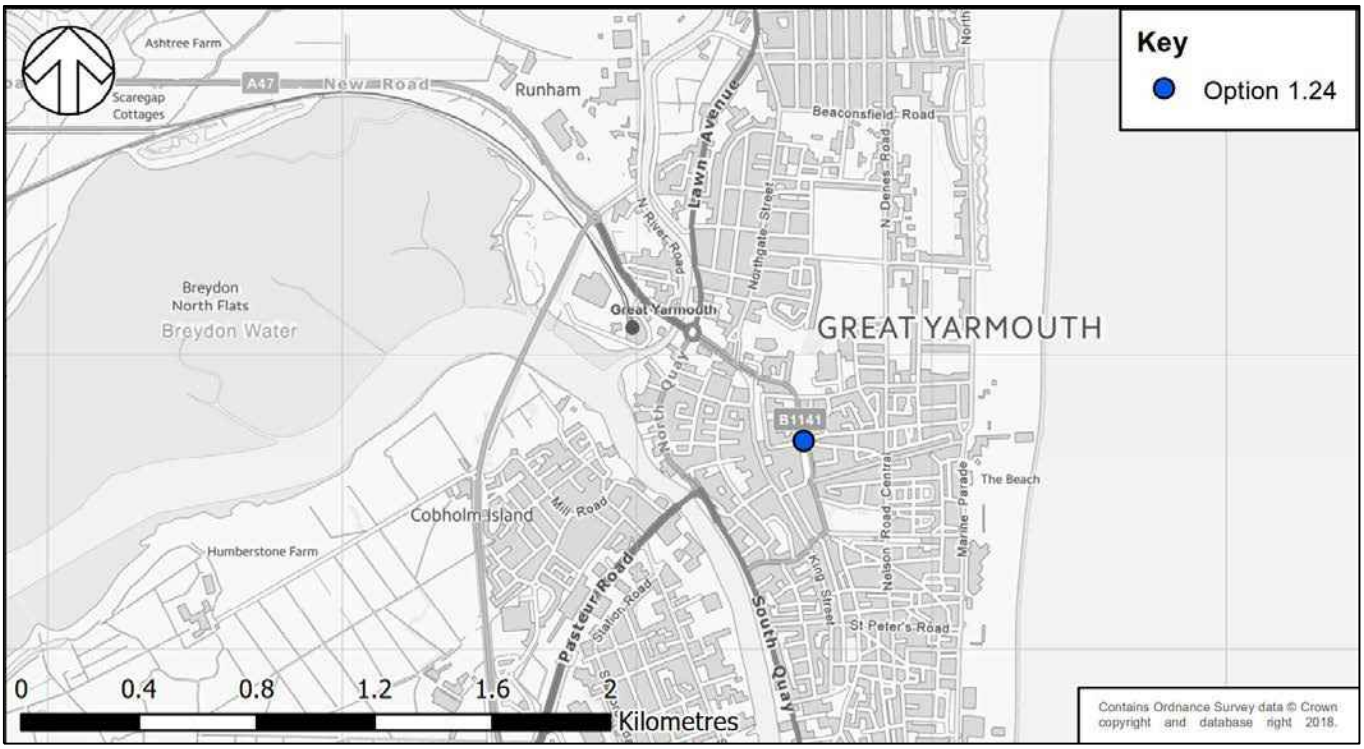
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.24: Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction

INITIAL OPTION SKETCH



DESCRIPTION

The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.

BENEFITS	*DISBENEFITS*
▪ Improve connectivity and reliability on the network by improving junction efficiency and capacity	▪ Limited impact to individual junction ▪ Potential to shift the problem to elsewhere on the network
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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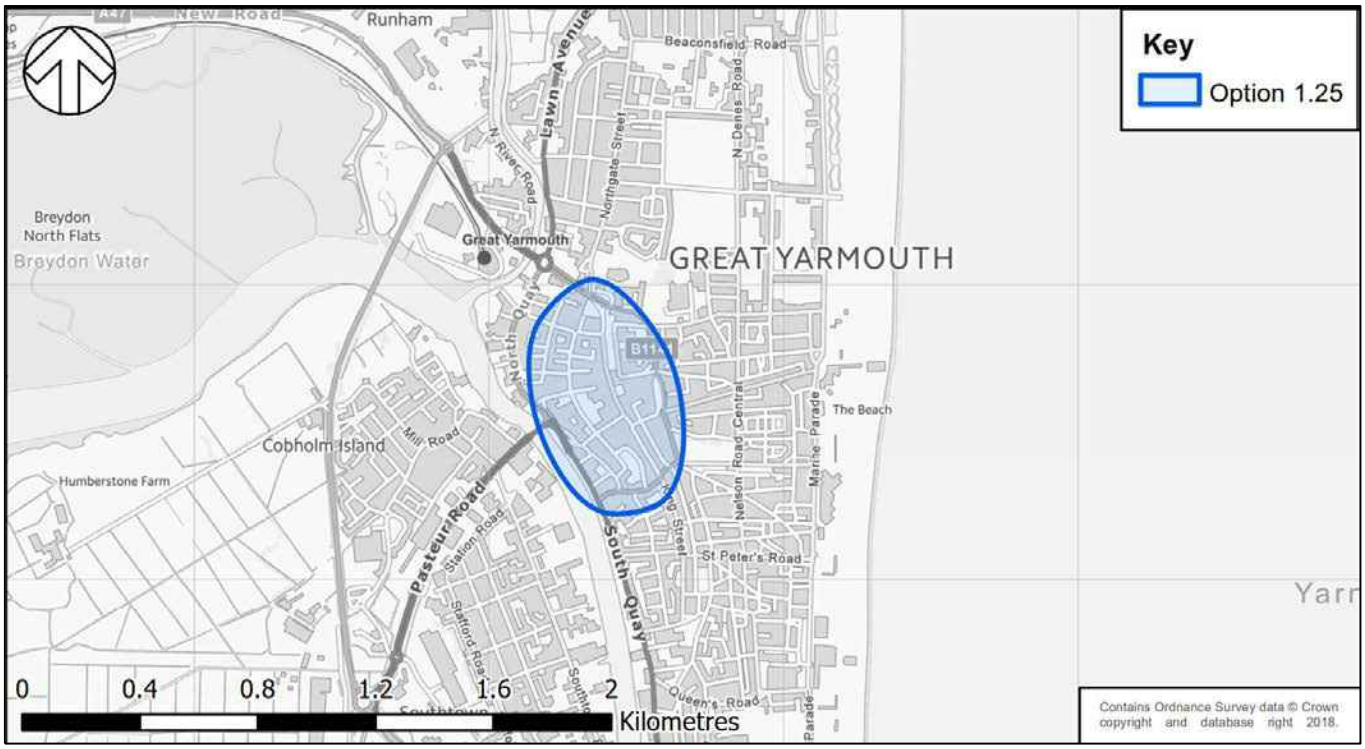
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.25: Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow

INITIAL OPTION SKETCH



DESCRIPTION

This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.

BENEFITS	*DISBENEFITS*
▪ Improve traffic flow by reconsidering the one-way system and gyratory ▪ Improve connectivity and reliability on the network by improving efficiency and capacity	▪ Increase rat-running if drivers have knowledge of the local road network ▪ Shifting traffic onto other areas of the local road network
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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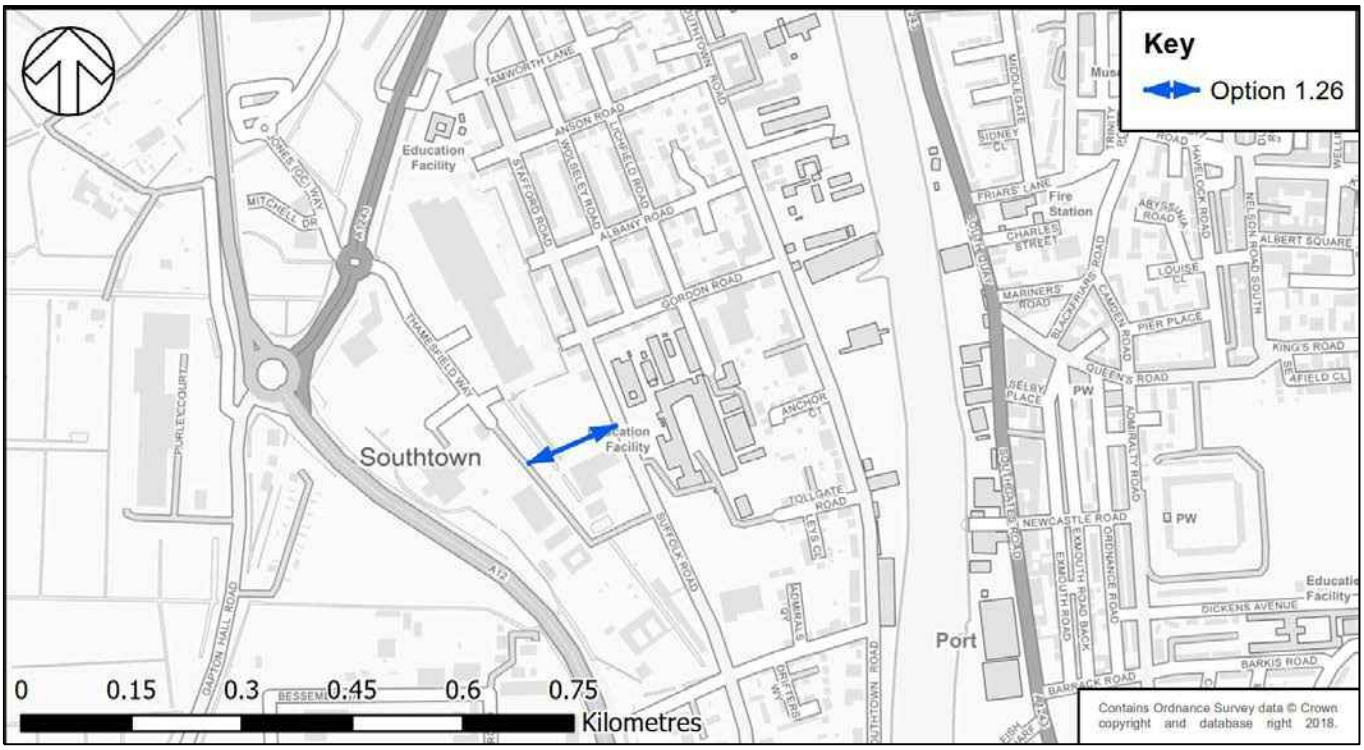
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.26: New link road between Thamesfield Way and Suffolk Road

INITIAL OPTION SKETCH



DESCRIPTION

This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.

BENEFITS	*DISBENEFITS*
▪ Relieve congestion on Southtown Road and Pasteur Road ▪ Provide an additional access into the Southtown area	▪ Land will need to be acquired in order to build the scheme ▪ May lead to “rat running” by non-local traffic
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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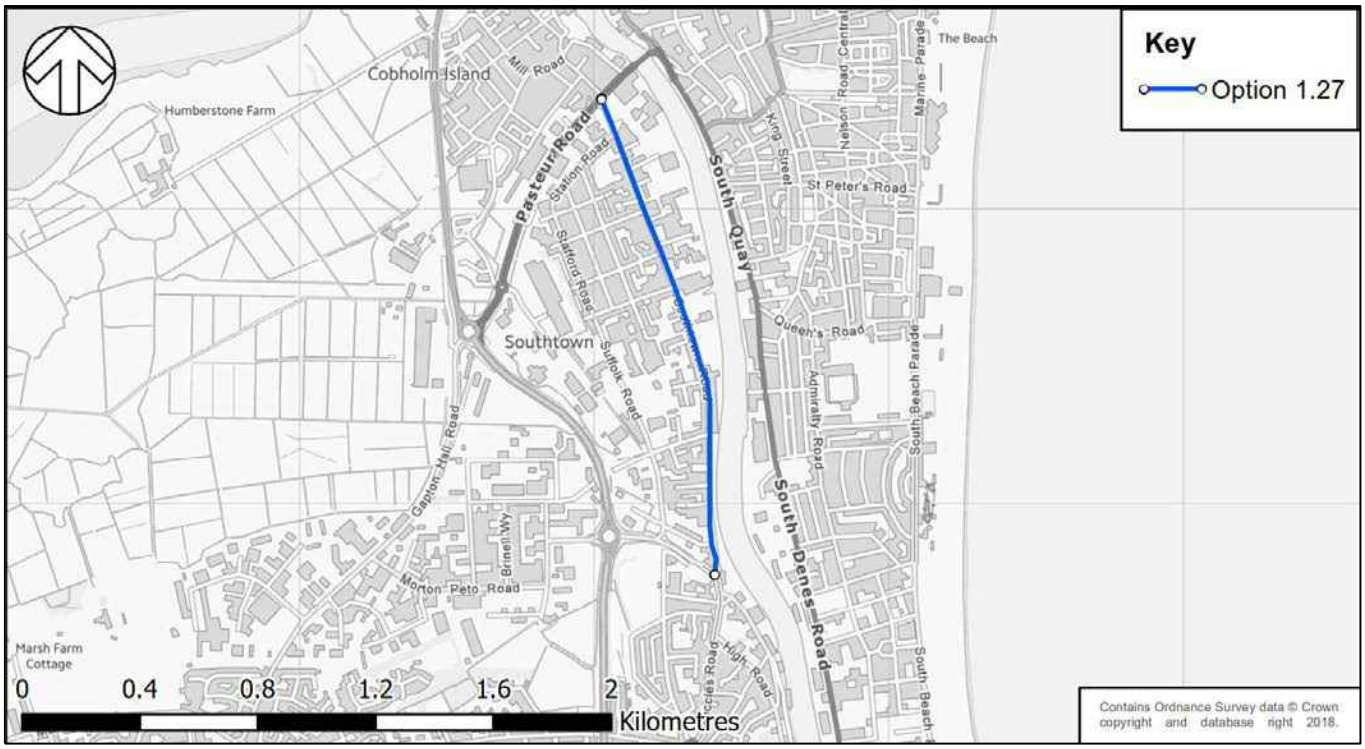
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.27: Review use and efficiency of traffic signals along Southtown Road.

INITIAL OPTION SKETCH



DESCRIPTION

This option looks to review the efficiency of the traffic signals along Southtown Road to in order to increase junction capacity and improve efficiency capacity. Improvements could include upgrade to UTC or installation of MOVA at individual junctions.

BENEFITS	DISBENEFITS
▪ Improve journey time reliability ▪ Increase junction capacity and improve efficiency	▪ Benefit limited to Southtown Road ▪ May shift problem to junctions on approach to Southtown Road
PROGRAMME	**FUNDING OPTIONS**
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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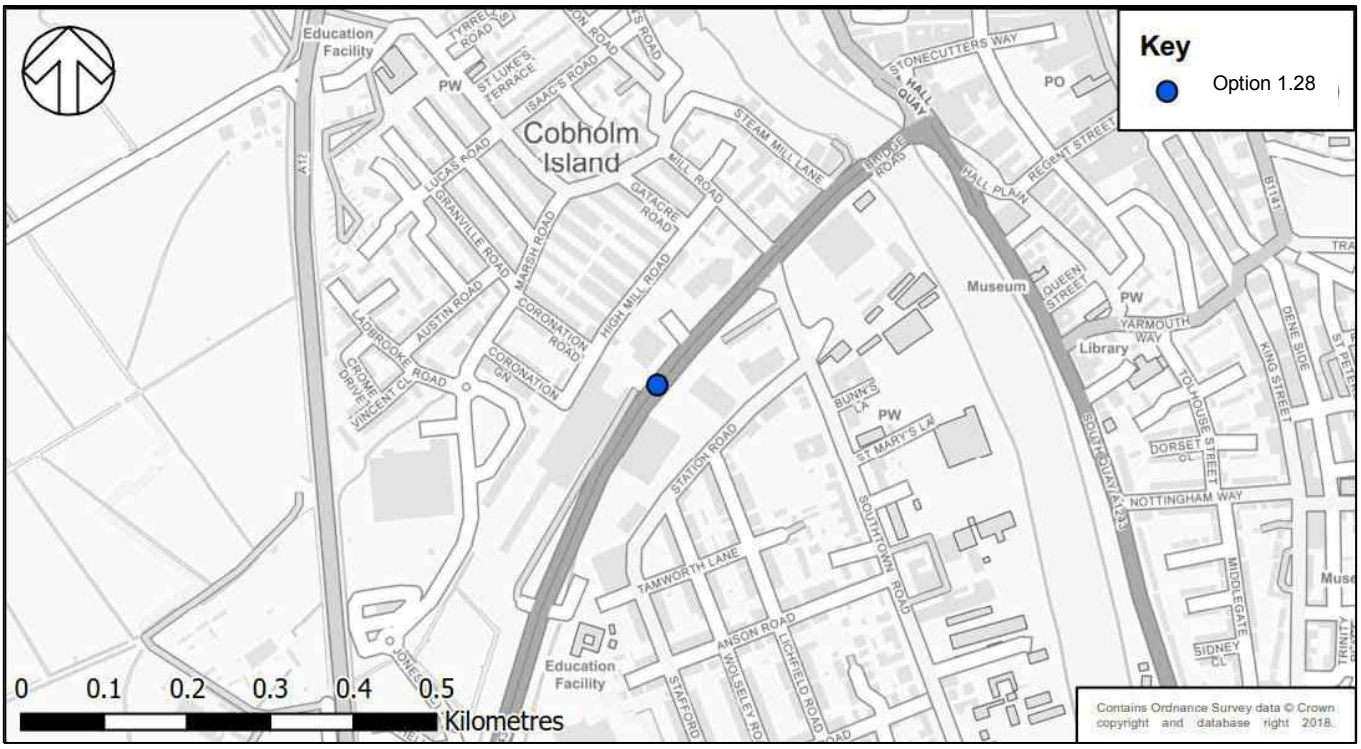
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.28: Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road

INITIAL OPTION SKETCH



DESCRIPTION

This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.

BENEFITS	*DISBENEFITS*
▪ Reduced congestion onto Station Road ▪ Improve accessibility of Lidl and B&M	▪ Land ownership issues ▪ Reduced car parking ▪ Potential for "rat running" through car park ▪ Increase traffic congestion on A1243 Pasteur Road
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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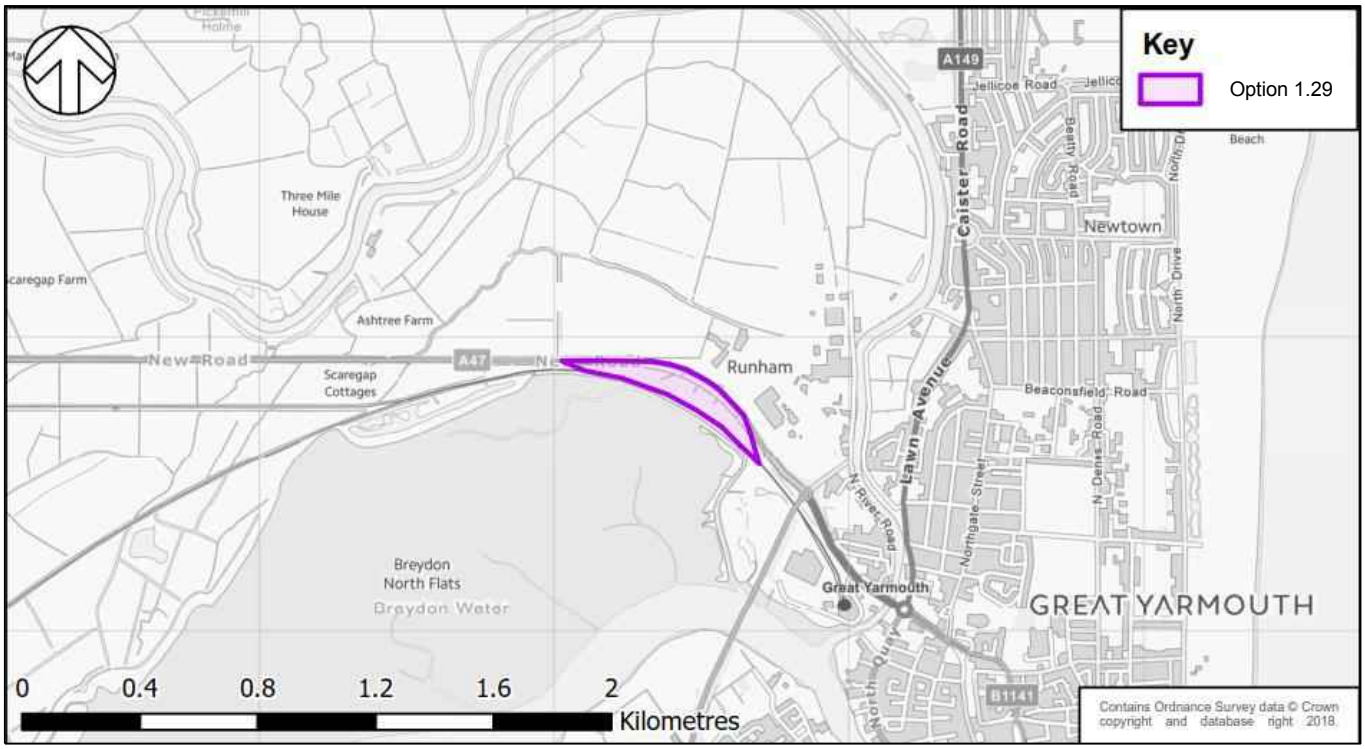
CONCEPT TYPE

Local Road Network – Capacity Improvement

CONCEPT NAME

1.29: Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.

INITIAL OPTION SKETCH



DESCRIPTION

This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.

BENEFITS	*DISBENEFITS*
▪ Improve access to Vauxhall Holiday Park ▪ Potential to help reduce congestion on the A47 Acle Straight and at Vauxhall Roundabout	▪ Limit or prevent any future use of the rail sidings
PROGRAMME	***FUNDING OPTIONS***
▪ Medium-term (3 to 10 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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2. STRATEGIC ROAD NETWORK

1. Dual A47 Acle Straight
2. Reduce speed limit on existing A47 Acle Straight
3. Introduce Average Speed Cameras on the existing A47 Acle Straight
4. Capacity improvements at A47 Harfreys Roundabout
5. Capacity improvements at A47 Vauxhall Roundabout
6. Capacity improvements at A47 Gapton Hall Roundabout
7. Capacity improvements at A47 / James Paget University Hospital signalised junction
8. Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction

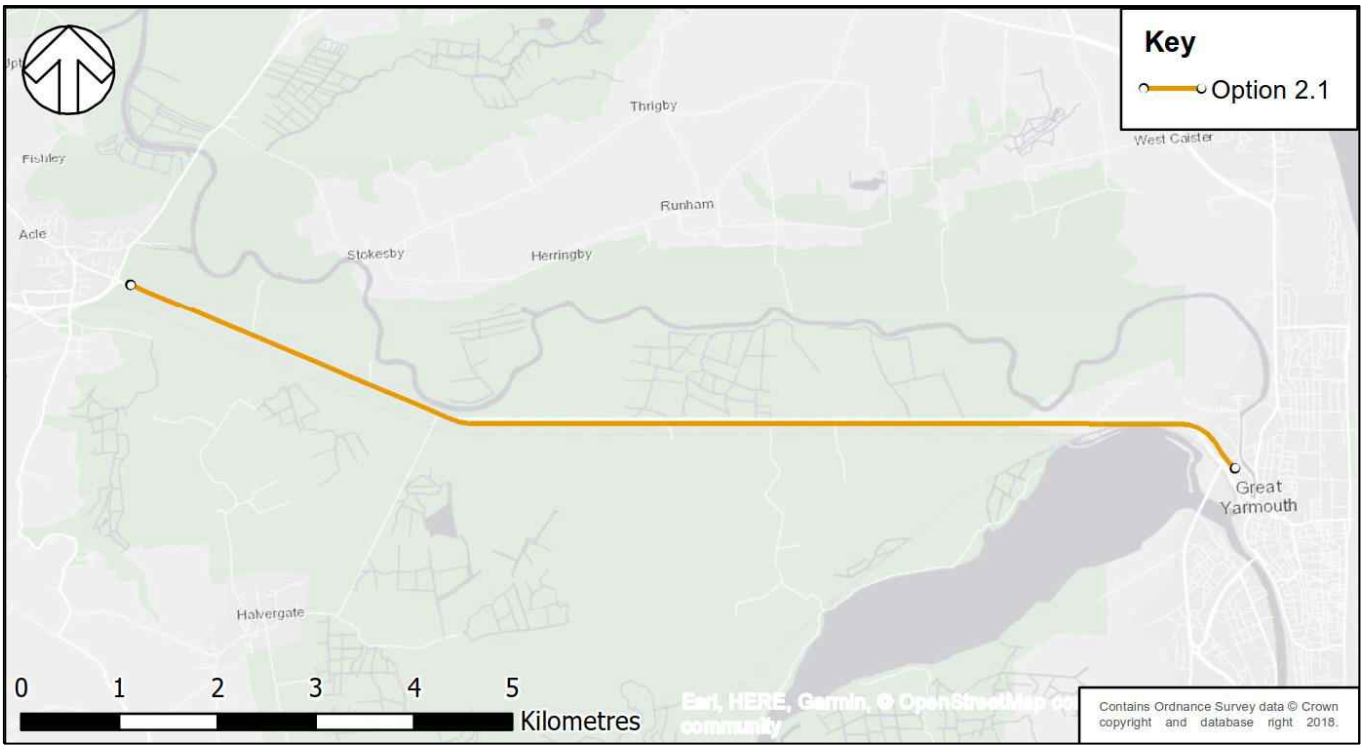
CONCEPT TYPE

Strategic Road Network

CONCEPT NAME

2.1: Dual A47 Acle Straight

INITIAL OPTION SKETCH



DESCRIPTION

Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.

BENEFITS	DISBENEFITS
▪ Improve road user safety ▪ Improve journey times and journey time reliability ▪ Create continuous dual carriageway between Dereham and Great Yarmouth	▪ May create new pinch points on network in Great Yarmouth ▪ Requires consultation and coordination with Highways England
PROGRAMME	**FUNDING OPTIONS**
▪ Medium-term (3 to 10 years)	▪ Highways England

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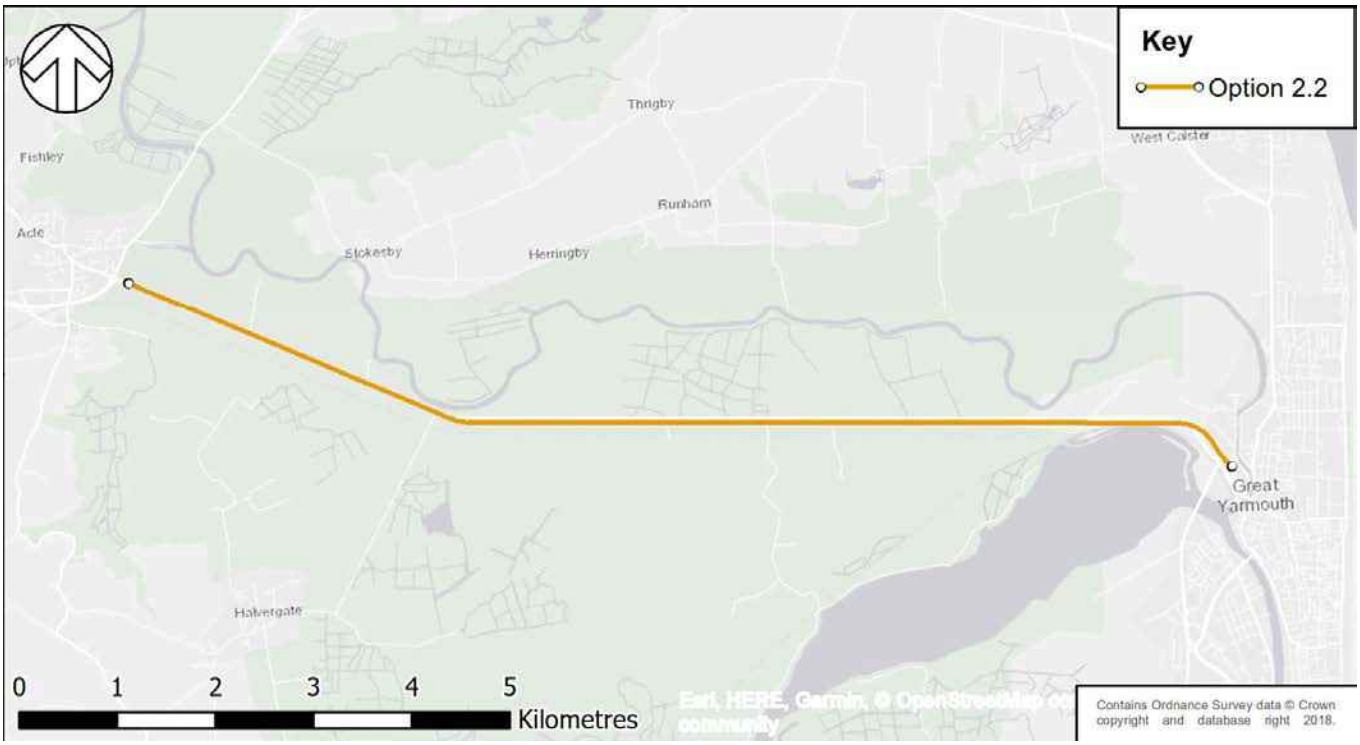
CONCEPT TYPE

Strategic Road Network

CONCEPT NAME

2.2: Reduce speed limit on existing A47 Acle Straight

INITIAL OPTION SKETCH



DESCRIPTION

Currently, the A47 Acle Straight is set at the national speed limit for a single carriageway (60mph), except on the approach and exit to Great Yarmouth and Vauxhall Roundabout where the speed limit is reduced to 50mph. The A47 west of Acle is of dual carriageway standard and speed limit (70mph). This option is to reduce the speed limit on the existing single carriageway in order to improve traffic flow and road user safety.

BENEFITS	*DISBENEFITS*
▪ Improve traffic flow and journey reliability ▪ Improve road user safety at priority junctions	▪ Likely to require enforcement ▪ Low political and public support ▪ Unlikely to solve congestion issues at the extents of the Acle Straight
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Highways England

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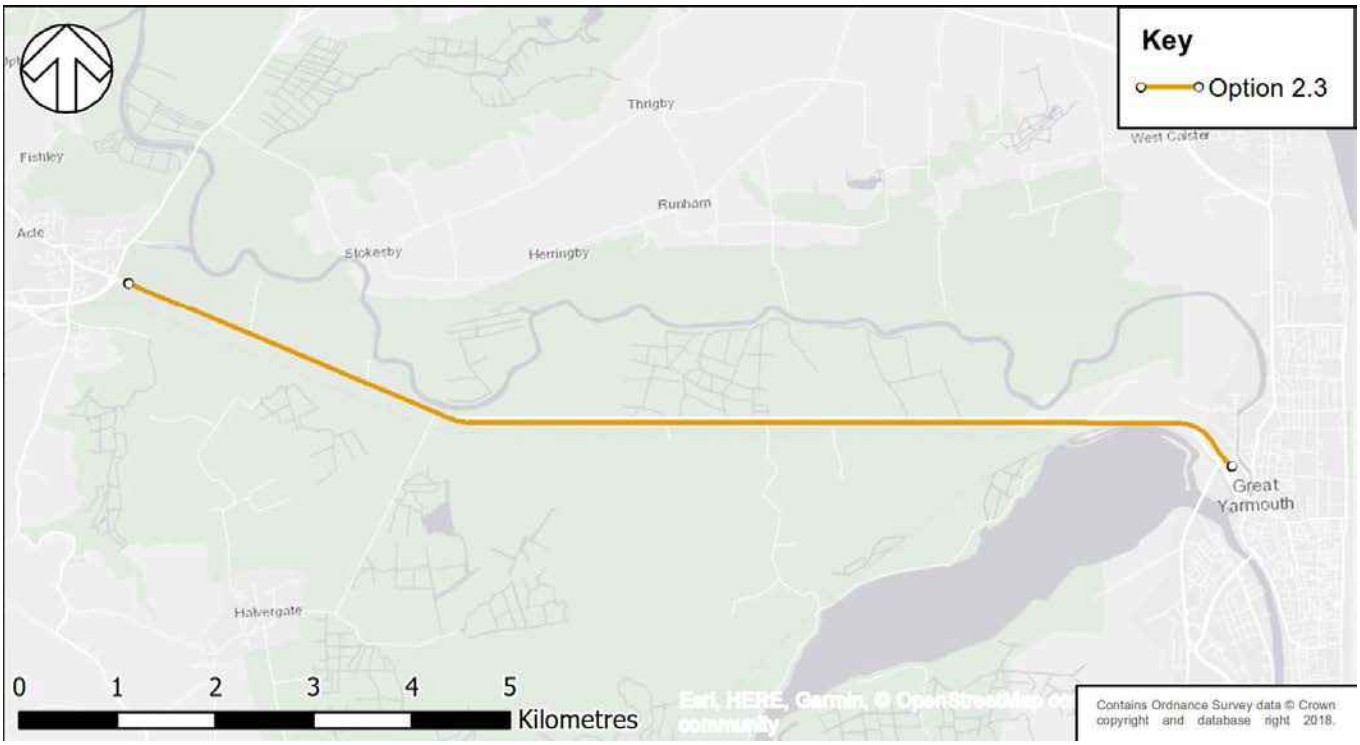
CONCEPT TYPE

Strategic Road Network

CONCEPT NAME

2.3: Introduce Average Speed Cameras on the existing A47 Acle Straight

INITIAL OPTION SKETCH



DESCRIPTION

Currently, the A47 Acle Straight is of national speed limit for a single carriageway (60mph), except on the approach and exit to Great Yarmouth and Vauxhall Roundabout where the speed limit is reduced to 50mph. The A47 west of Acle is of dual carriageway standard and speed limit (70mph). This option is to introduce average speed cameras along on the existing single carriageway in order to improve traffic flow and safety. This could be combined with a reduction in the speed limit.

BENEFITS	DISBENEFITS
▪ Improve traffic flow and journey reliability ▪ Improve road user safety at priority junctions	▪ Low political and public support ▪ Unlikely to solve congestion issues at the extents of the Acle Straight
PROGRAMME	**FUNDING OPTIONS**
▪ Medium-term (3 to 10 years)	▪ Highways England

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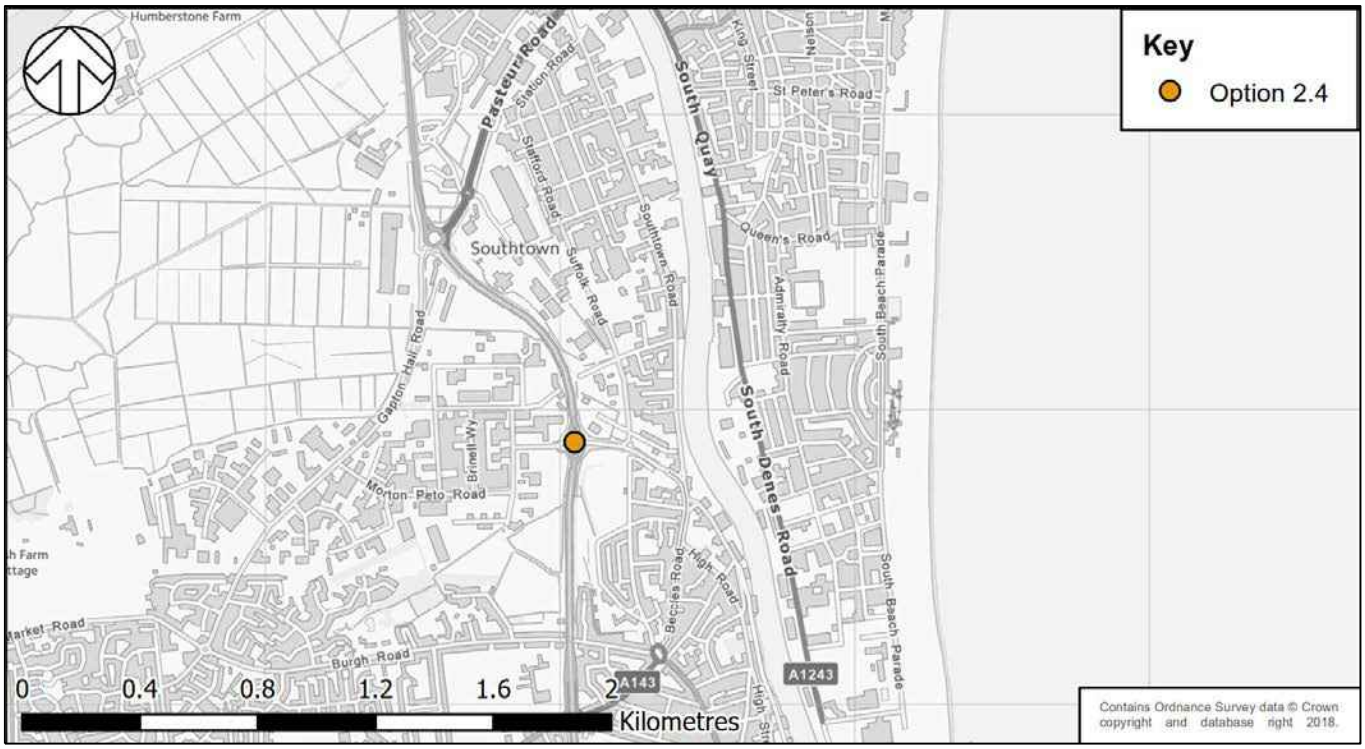
CONCEPT TYPE

Strategic Road Network

CONCEPT NAME

2.4: Capacity improvements at A47 Harfreys Roundabout

INITIAL OPTION SKETCH



DESCRIPTION

The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.

BENEFITS	*DISBENEFITS*
▪ Increase junction capacity ▪ Reduce traffic congestion ▪ Improve journey time reliability ▪ Improve road user safety	▪ Benefit restricted to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Highways England

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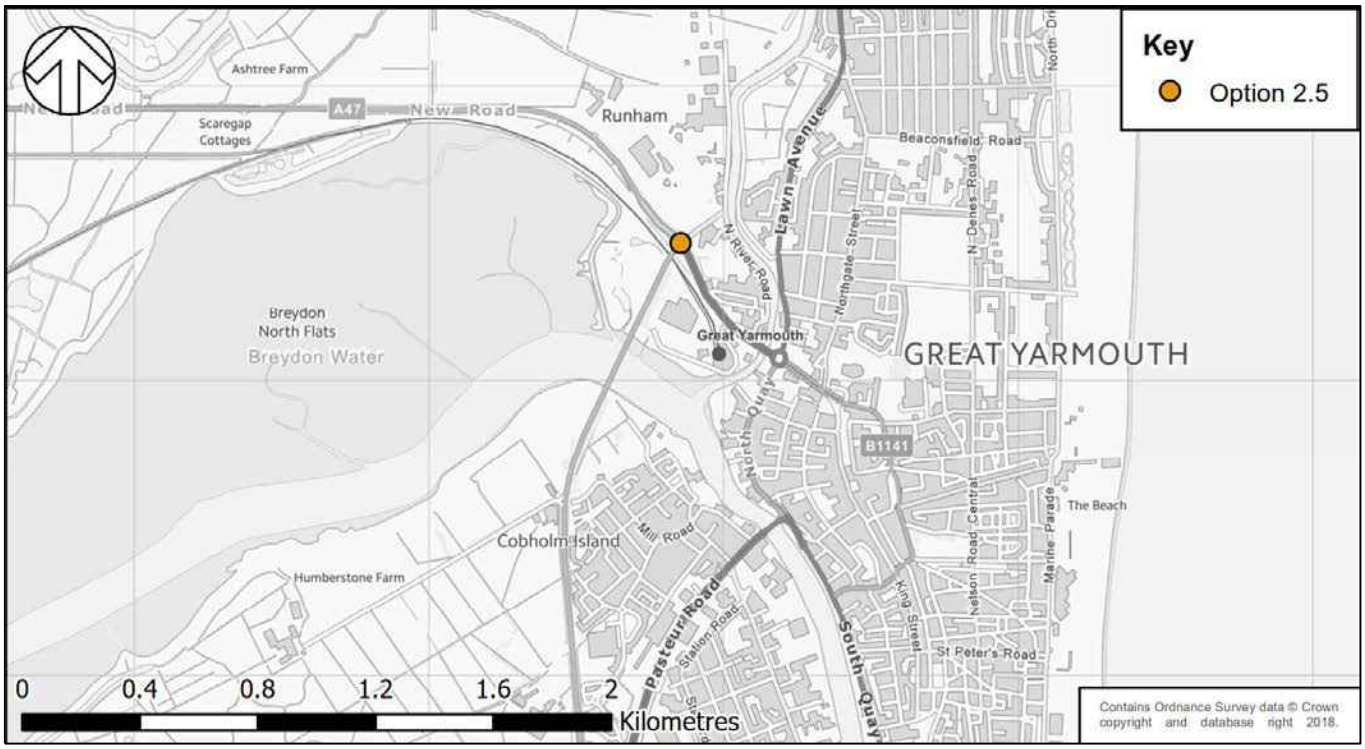
CONCEPT TYPE

Strategic Road Network

CONCEPT NAME

2.5: Capacity improvements at A47 Vauxhall Roundabout (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option is capacity improvements at the A47 Vauxhall Roundabout. Upgrades to the A47 Vauxhall Roundabout are included within Highways England's 2015-2020 Road Investment Strategy (RIS 1). Proposals are for a larger signalised roundabout, a widened bridge over the railway line to accommodate widening of the A47 southern exit and approach and realignment to current highway standards to improve safety.

BENEFITS	DISBENEFITS
▪ Increase junction capacity ▪ Reduce traffic congestion ▪ Improve journey time reliability ▪ Improve road user safety	▪ Benefit restricted to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	**FUNDING OPTIONS**
▪ Medium-term (3 to 10 years)	▪ Highways England

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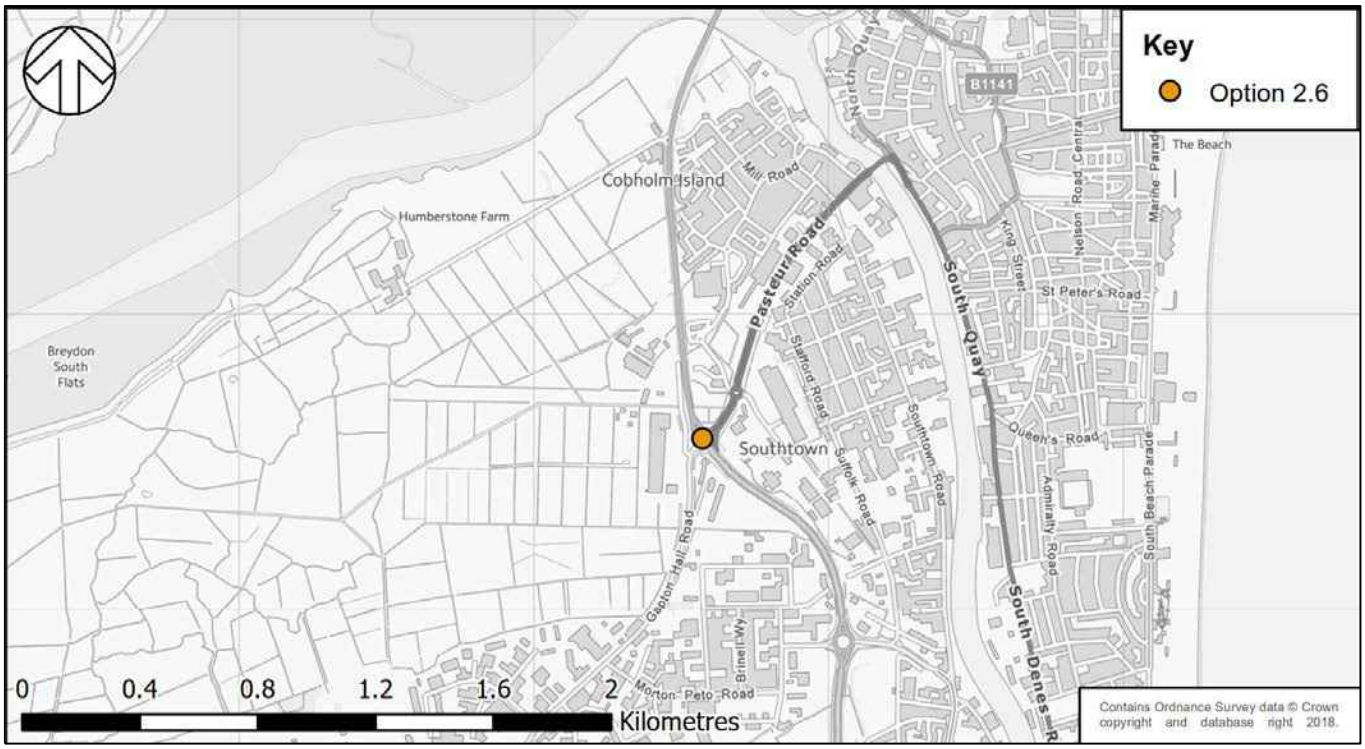
CONCEPT TYPE

Strategic Road Network

CONCEPT NAME

2.6: Capacity improvements at A47 Gapton Hall Roundabout (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option is capacity improvements at the A47 Gapton Hall Roundabout. Upgrades to the A47 Vauxhall Roundabout are included within Highways England's 2015-2020 Road Investment Strategy (RIS 1). Highways England's proposals are for a signalised roundabout. Highways England are also considering improving provision for pedestrians, cyclists and other non-motorised users.

BENEFITS	*DISBENEFITS*
▪ Increase junction capacity ▪ Reduce traffic congestion ▪ Improve journey time reliability ▪ Improve road user safety	▪ Benefit restricted to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Highways England

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CONCEPT TYPE

Strategic Road Network

CONCEPT NAME

2.7: Capacity improvements at A47 / James Paget University Hospital signalised junction

INITIAL OPTION SKETCH



DESCRIPTION

The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.

BENEFITS	DISBENEFITS
▪ Increase junction capacity ▪ Reduce traffic congestion ▪ Improve journey time reliability ▪ Improve road user safety	▪ Benefit restricted to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	**FUNDING OPTIONS**
▪ Medium-term (3 to 10 years)	▪ Highways England ▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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CONCEPT TYPE

Strategic Road Network

CONCEPT NAME

2.8: Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction

INITIAL OPTION SKETCH



DESCRIPTION

The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.

BENEFITS	DISBENEFITS
▪ Increase junction capacity ▪ Reduce traffic congestion ▪ Improve journey time reliability ▪ Improve road user safety	▪ Benefit restricted to single junction ▪ Potential to shift the problem to other junctions on the network
PROGRAMME	**FUNDING OPTIONS**
▪ Medium-term (3 to 10 years)	▪ Highways England ▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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3. BUS SERVICES & ASSOCIATED INFRASTRUCTURE

1. Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea
2. Improve bus interchange facilities at Great Yarmouth railway station
3. Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians
4. Introduction of new regular shuttle bus service
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)
6. Work with local bus operators to introduce universal ticketing on all bus services that serve Great Yarmouth
7. Introduction of demand responsive bus service to serve rural villages surrounding Great Yarmouth with restrictive or no existing bus service
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
9. Improve bus services between Great Yarmouth and Lowestoft
10. Investigate reallocation of carriageway space within Great Yarmouth town centre to improve bus and pedestrian routes
11. Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)
12. New / improved coach drop-off facilities in Great Yarmouth Town Centre
13. Investigate ‘lay by’ bus stops on Acle New Road to enable express bus services (e.g. X1 and X11) to access the station without entering the station concourse
14. Enhanced bus interchange facilities at the James Paget Hospital

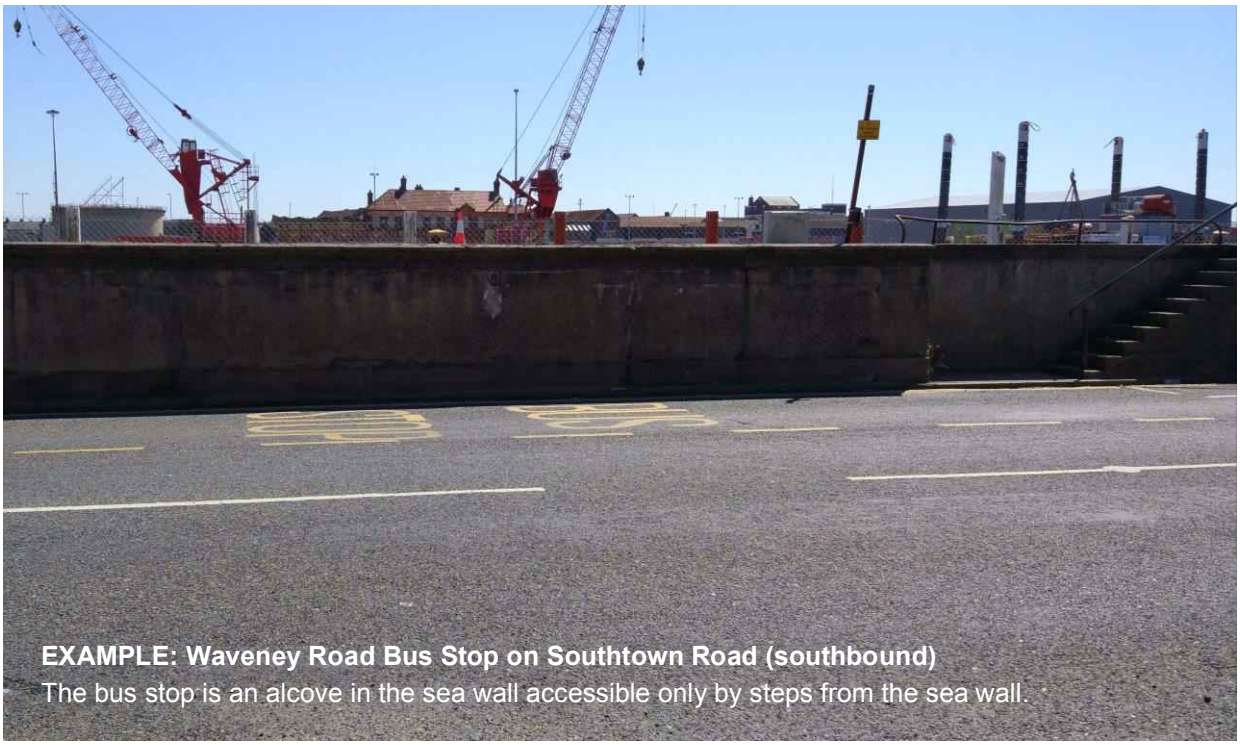
CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

3.1: Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea

INITIAL OPTION SKETCH



EXAMPLE: Waveney Road Bus Stop on Southtown Road (southbound)
The bus stop is an alcove in the sea wall accessible only by steps from the sea wall.

DESCRIPTION

This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs. This scheme is being investigated / developed by Norfolk County Council.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift	▪ No improvement to bus service frequencies or capacity of the public transport network
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ Bus operators ▪ Section 106 Developer Contributions

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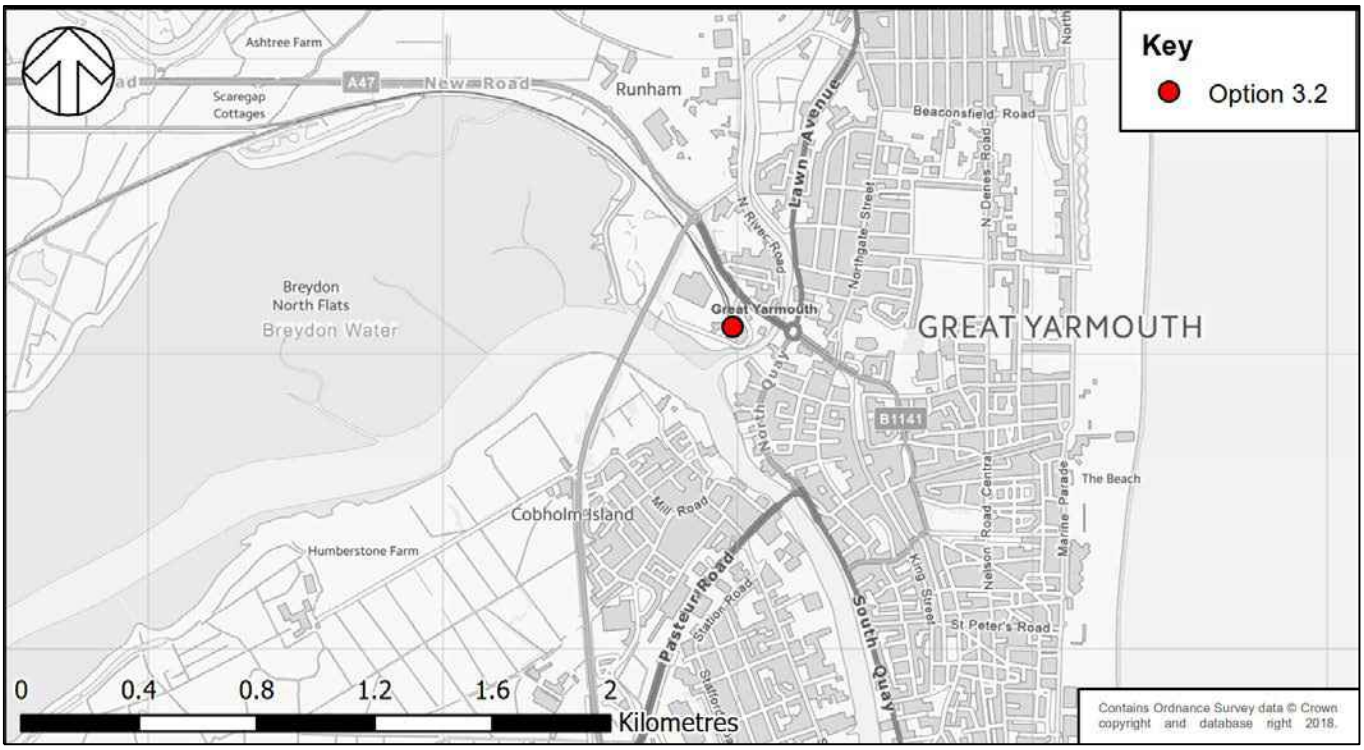
CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

3.2: Improve bus interchange facilities at Great Yarmouth railway station (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option is to improve the bus interchange at Great Yarmouth railway station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs. Bus stop improvements are being provided as a part of Norfolk County Council's rail station court improvements. This will provide improved bus stop and new bus shelter. This is due for completion in September 2018.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift ▪ Encourage interchange between bus and rail services	▪ No improvement to bus service frequencies or capacity of the public transport network
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ Bus Operators ▪ Greater Anglia

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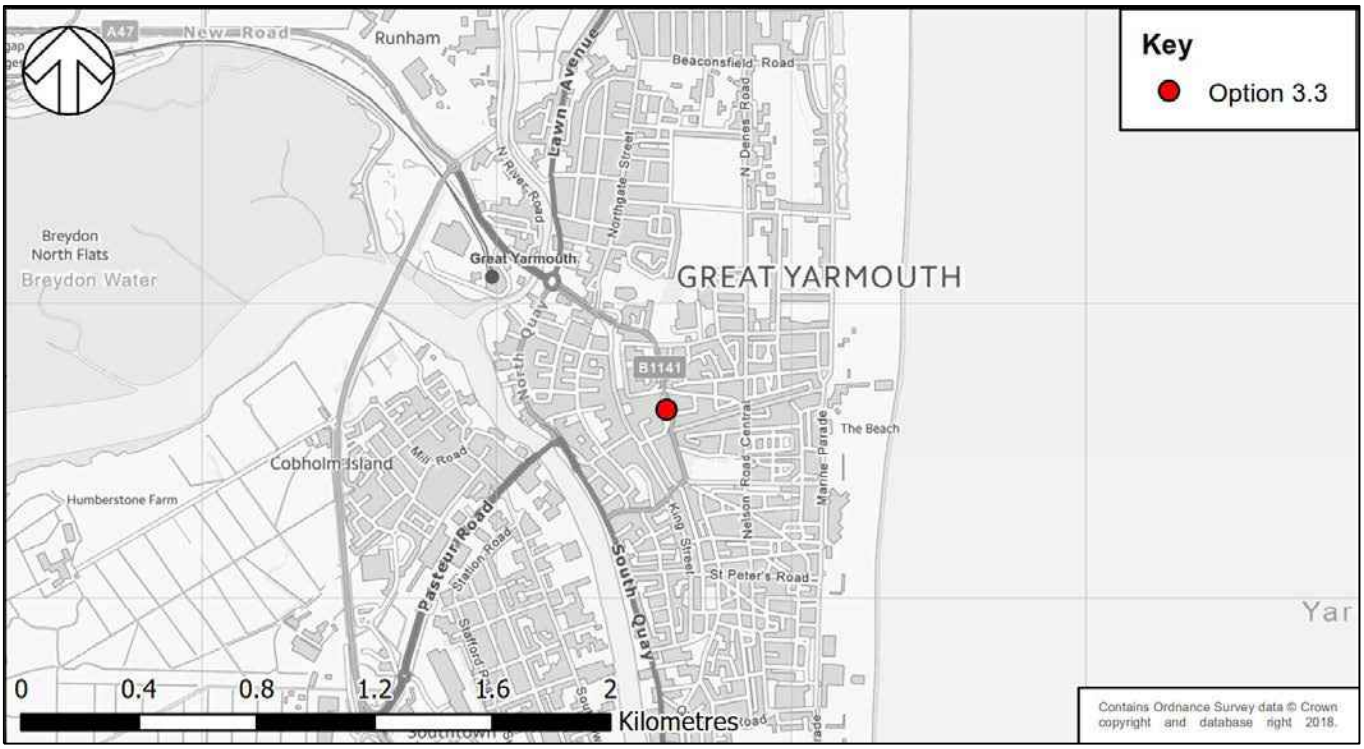
CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

3.3: Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option is to upgrade Market Gates bus station in Great Yarmouth town centre to improve the amenity and facilities for passengers. NCC undertook works to upgrade and improve the waiting facilities and general surroundings at Market Gates Bus Station in Spring 2018. This included new larger bus shelters, replacement of pedestrian railings, additional cycle parking, cladding on the concrete pillars and new information boards, improvements to lighting and retention of electronic passenger information screens. Future improvements could include introduction of RTPI and further enhancements to the general surroundings.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift	▪ No improvement to bus service frequencies or capacity of the public transport network
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ Bus operators

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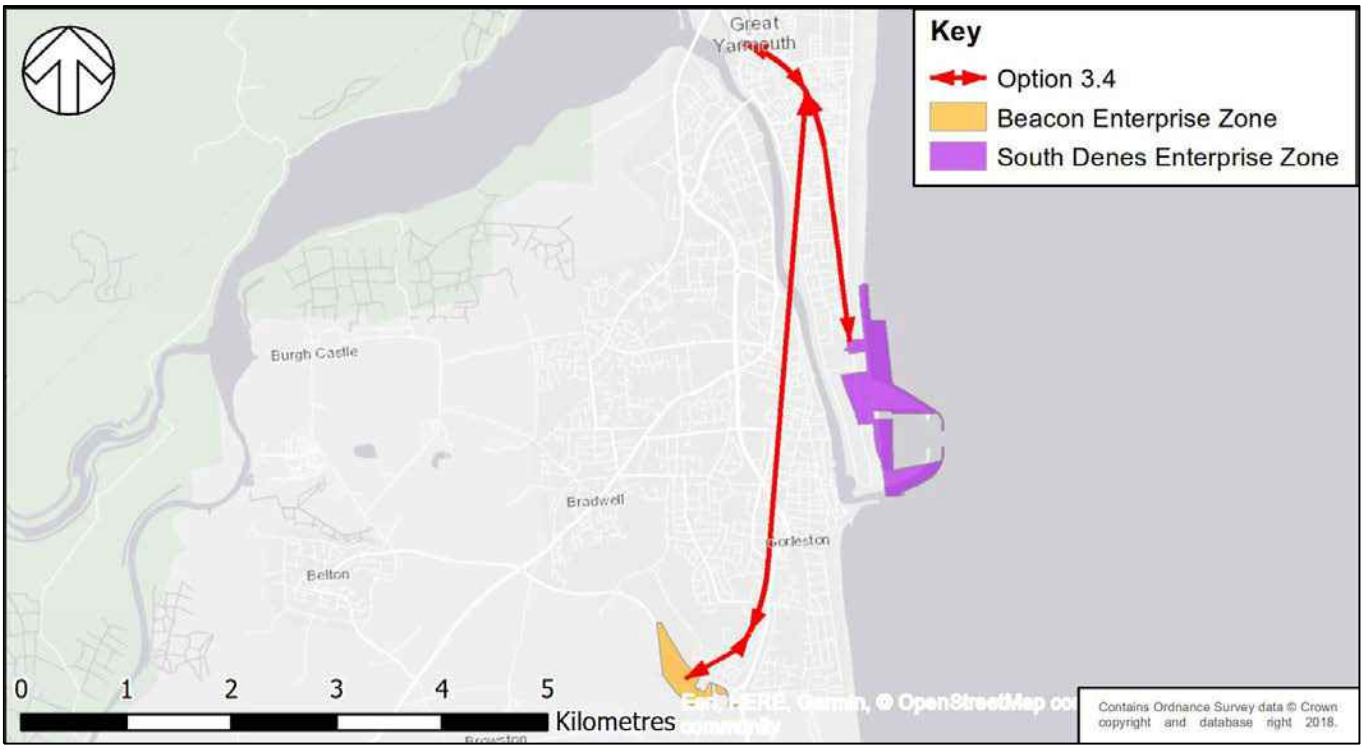
CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

3.4: Introduction of new regular shuttle bus service

INITIAL OPTION SKETCH



DESCRIPTION

This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.

BENEFITS	*DISBENEFITS*
▪ Increase capacity of public transport network ▪ Provide new direct public transport connection between rail station and major employment sites	▪ Unlikely to be run as a commercial service ▪ Likely need for services to be subsidised or externally supported
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ Bus operators ▪ Section 106 Developer Contributions

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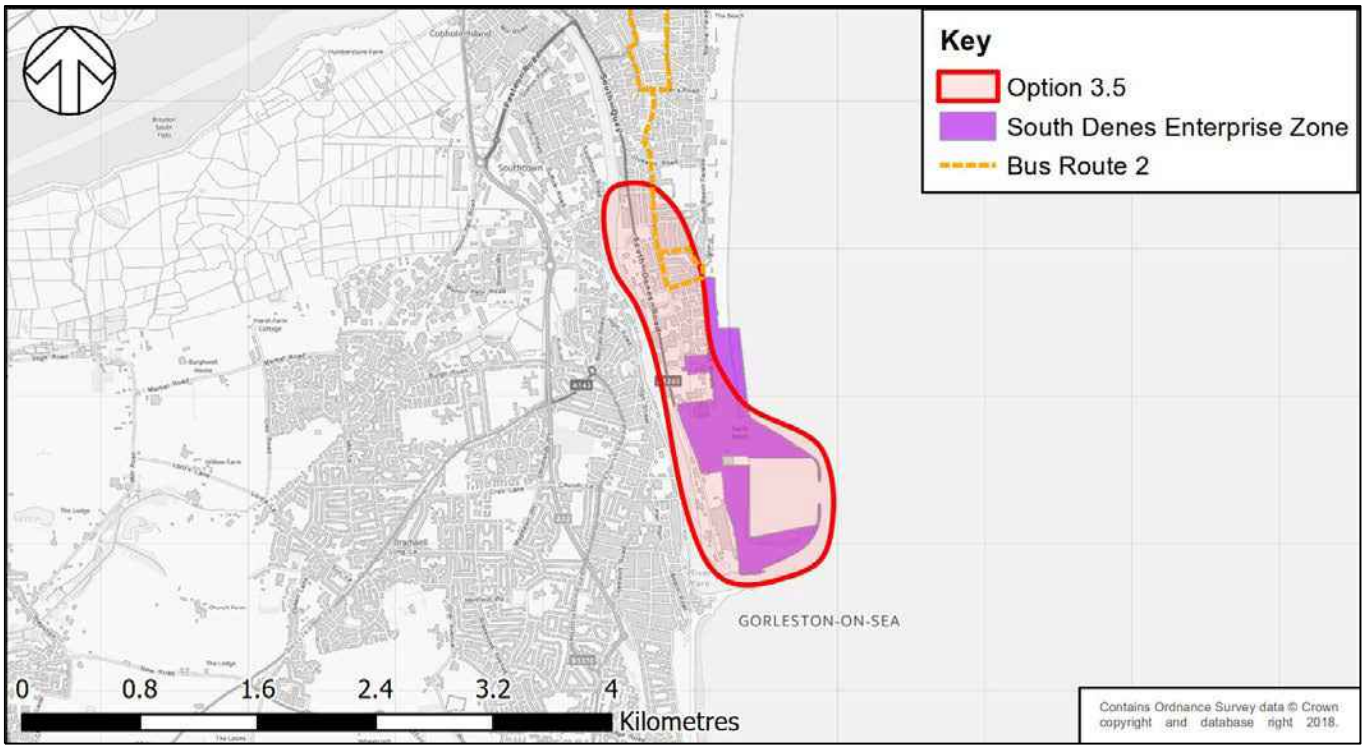
CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

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)

INITIAL OPTION SKETCH



DESCRIPTION

This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift through improve public transport facilities ▪ Improved connectivity of public transport hubs to key employment areas	▪ Unlikely to be run as a commercial service ▪ Likely need for services to be subsidised or externally supported
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ Bus operators

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CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

This option looks to introduce universal ticketing on all bus services throughout Great Yarmouth, in association with the local bus operators. This would provide a more efficient and user-friendly public transport network for users and encourage greater bus patronage. This would need to be agreed between each commercial operator. Alternative options would be to establish Advance Quality Partnerships, Franchising or Enhanced Partnerships. This would need to be established at a County Level.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift through improve public cross-service ticketing	▪ Dependent upon cooperation and support from local bus operators
PROGRAMME	***FUNDING OPTIONS***
▪ Medium-term (3 to 10 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ Bus operators

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CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

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

INITIAL OPTION SKETCH



Option DESCRIPTION

Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to introduce a demand responsive bus service connecting Great Yarmouth to the surrounding rural villages, allowing public transport access to the town encouraging modal shift.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift through improve public transport facilities to rural locations	▪ Dependent upon public transport operators ▪ Demand responsive may result in numerous trips with small patronage
PROGRAMME	***FUNDING OPTIONS***
▪ Medium-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ Bus operators

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CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift through improve public transport facilities to rural locations	▪ Dependent upon public transport operators
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ Bus operators

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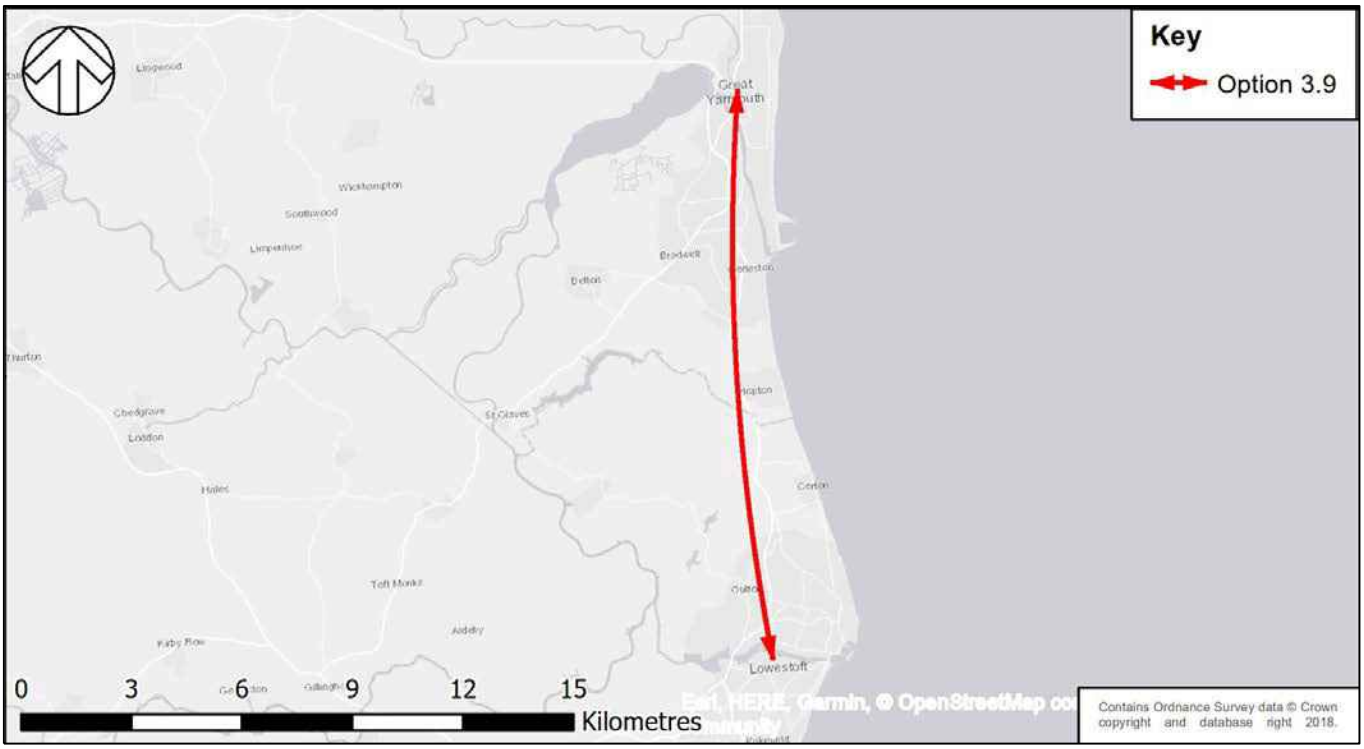
CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

3.9: Improve bus services between Great Yarmouth and Lowestoft

INITIAL OPTION SKETCH



DESCRIPTION

This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).

BENEFITS	*DISBENEFITS*
▪ Improve public transport strategic coastal connections ▪ Encourage modal shift through improved public transport services	▪ Requires support of bus operators
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ Bus operators

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CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

3.10: Investigate reallocation of carriageway space within Great Yarmouth town centre to improve bus and pedestrian routes

INITIAL OPTION SKETCH



DESCRIPTION

This scheme is to investigate the reallocation of carriageway space for improved bus and pedestrian routes. This could include the removal of parking at the western end of Stonecutters Way to east right-turn movements for buses, realignment of the Stonecutters Way / Howard Street North junction to ease left-turn movements for buses, and improving pedestrian crossing facilities between Broad Row and Market Row. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift through improved public transport and pedestrian routes ▪ Reduction in severity and frequency of accidents within the town centre	▪ Reallocation of carriageway could constrain capacity for other modes of traffic
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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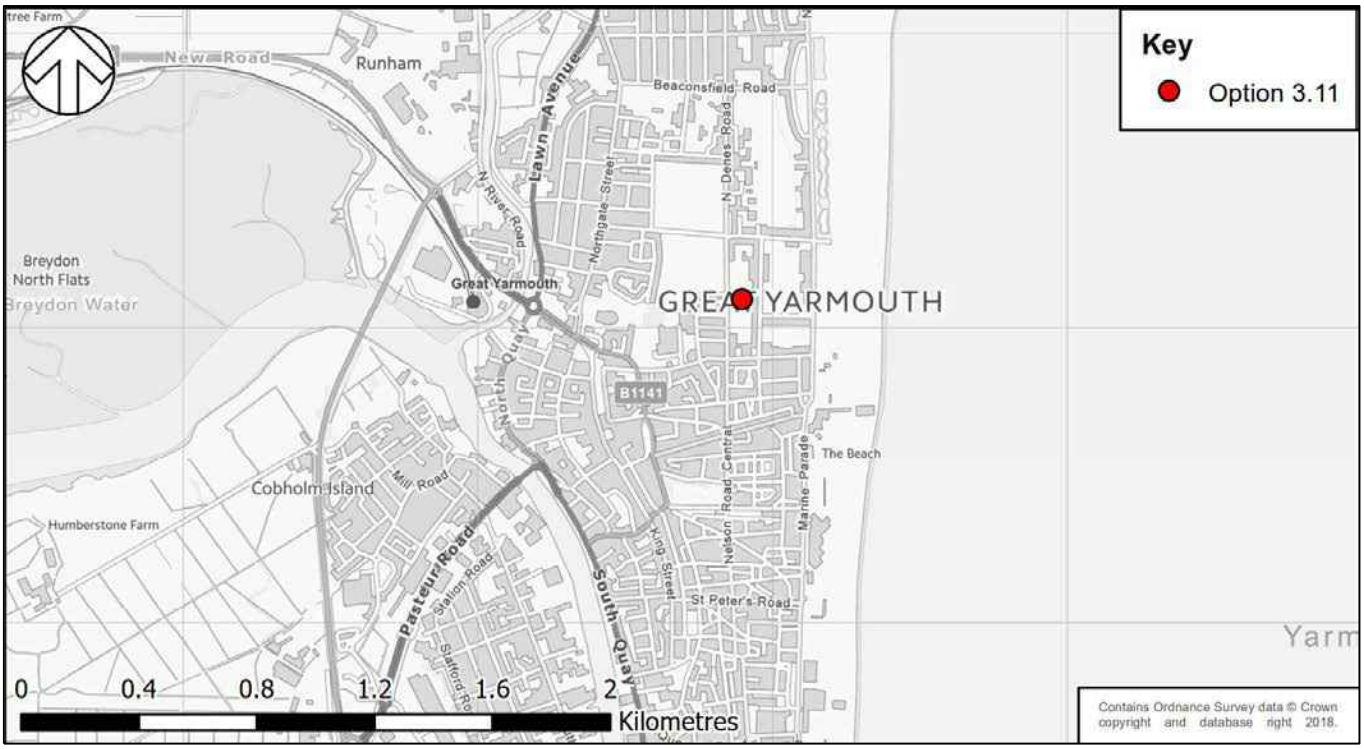
CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift through improve public transport facilities	▪ Dependent upon cost and available technology associated with RTPI ▪ Limited impact on wider network
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ Bus operators

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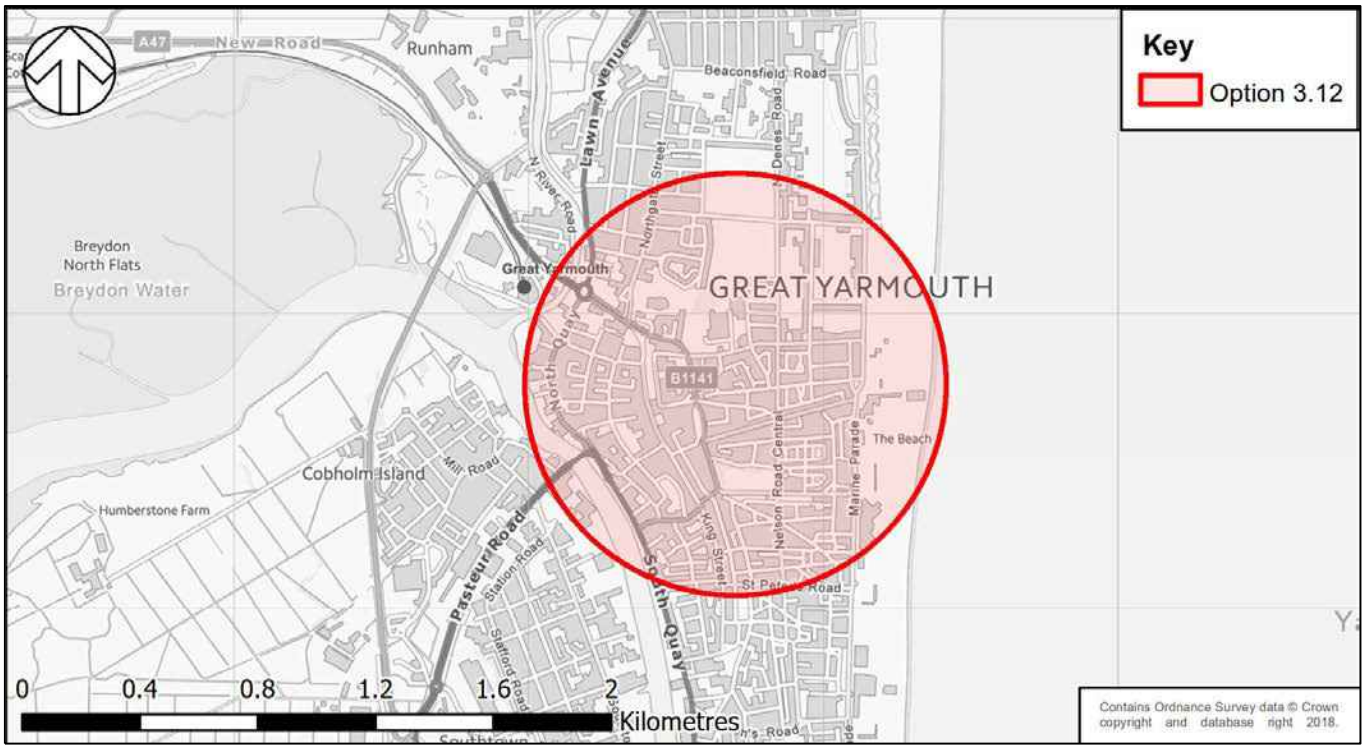
CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

3.12: New / improved coach drop-off facilities in Great Yarmouth Town Centre (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide a drop off / pick up zone in the centre of Great Yarmouth. A potential location for the drop off / pick up zone is along Regent Street or Howard Street within the town centre one-way system. This scheme has been agreed in principle with Great Yarmouth Borough Council.

BENEFITS	*DISBENEFITS*
▪ Greater connectivity between the coach park and town centre ▪ Encourages modal shift through improved public transport facilities to the town centre	▪ Potential short-term congestion during drop-off / pick up ▪ Potential loss of parking / loading bays
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

3.13: Investigate 'lay by' bus stops on Acle New Road to enable express bus services (e.g. X1 and X11) to access the station without entering the station concourse (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option considers investigating 'lay by' bus stops on the Acle New to enable express bus services like the X1 and X11. These improvements would allow bus services to access the station without entering the concourse and reduce journey times. The 'lay by' bus stops would require land-take, so that they would not encroach on Acle New Road, as well as the addition of pedestrian crossings and paths to safely get to the station.

BENEFITS	*DISBENEFITS*
▪ Improved journey times ▪ Improved station access	▪ Would require the adjoining land to belong to the local Highway Authority ▪ Pedestrian crossing could increase congestion on New Acle Road
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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CONCEPT TYPE

Bus Services & Associated Infrastructure

CONCEPT NAME

3.14: Enhanced bus interchange facilities at the James Paget Hospital (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option is the enhancement of the bus interchange and waiting facilities at James Paget Hospital.

BENEFITS	DISBENEFITS
▪ Encourages modal shift through improved public transport facilities	▪ Likely to require engagement with James Paget University Hospitals - NHS Foundation Trust
PROGRAMME	**FUNDING OPTIONS**
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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4. HEAVY RAIL SERVICES & GREAT YARMOUTH RAIL STATION

1. Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building
2. Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich
3. Work with Network Rail and Greater Anglia to improve the reliability of train services on the Wherry Line
4. Work with Greater Anglia to improve amenity for passengers travelling on the Wherry Line
5. Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth
6. Improve rail freight facilities at Great Yarmouth

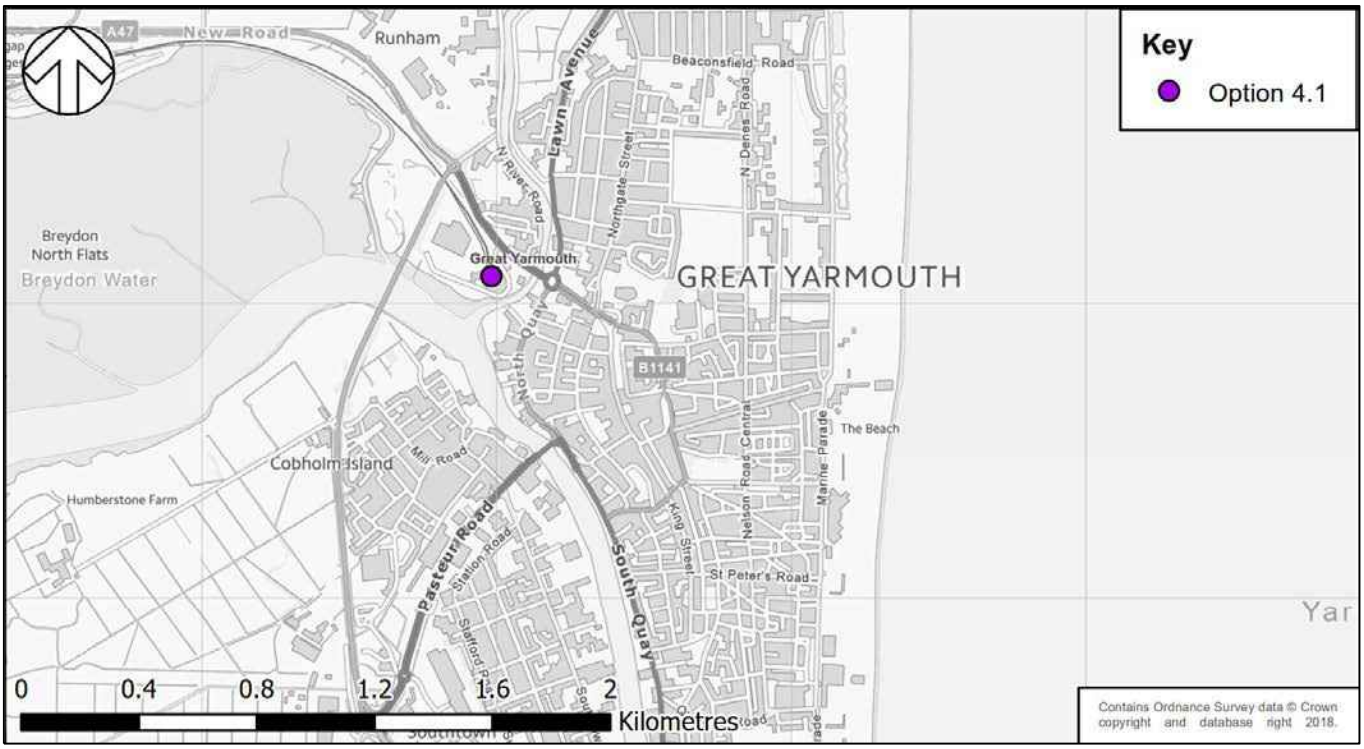
CONCEPT TYPE

Heavy Rail & Great Yarmouth Railway Station

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.

BENEFITS	*DISBENEFITS*
▪ Aesthetically pleasing gateway features create a sense of arrival into the town ▪ Encourage modal shift through improve public transport facilities	▪ Does not provide any direct benefits to transport and different modes of transport.
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term 3 to 10 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership ▪ Network Rail ▪ Greater Anglia

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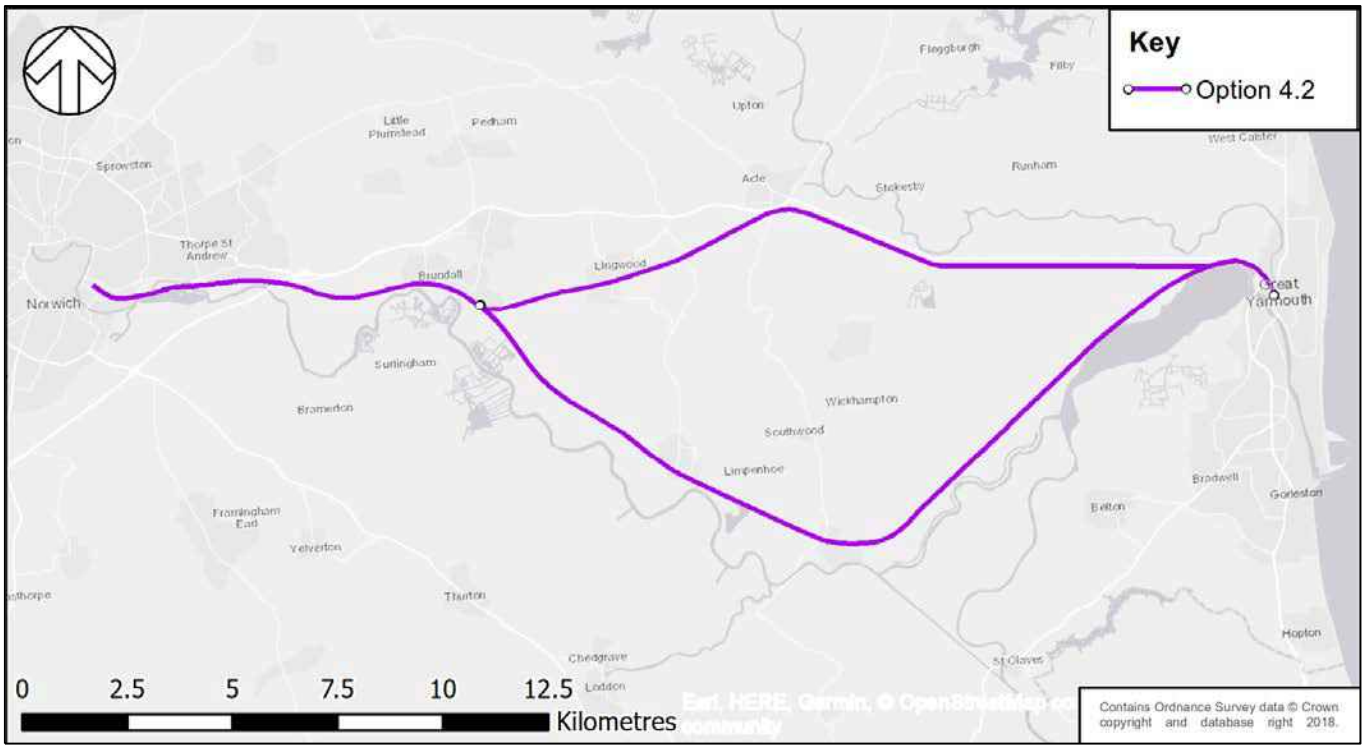
CONCEPT TYPE

Heavy Rail & Great Yarmouth Railway Station

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift through improved service frequency to Norwich ▪ Improve connectivity to Norwich and subsequently Norfolk and further afield	▪ Improvements may be required to enable higher service frequency and enable onward journeys ▪ Requires consultation and coordination with Network Rail and Greater Anglia
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Network Rail ▪ Greater Anglia

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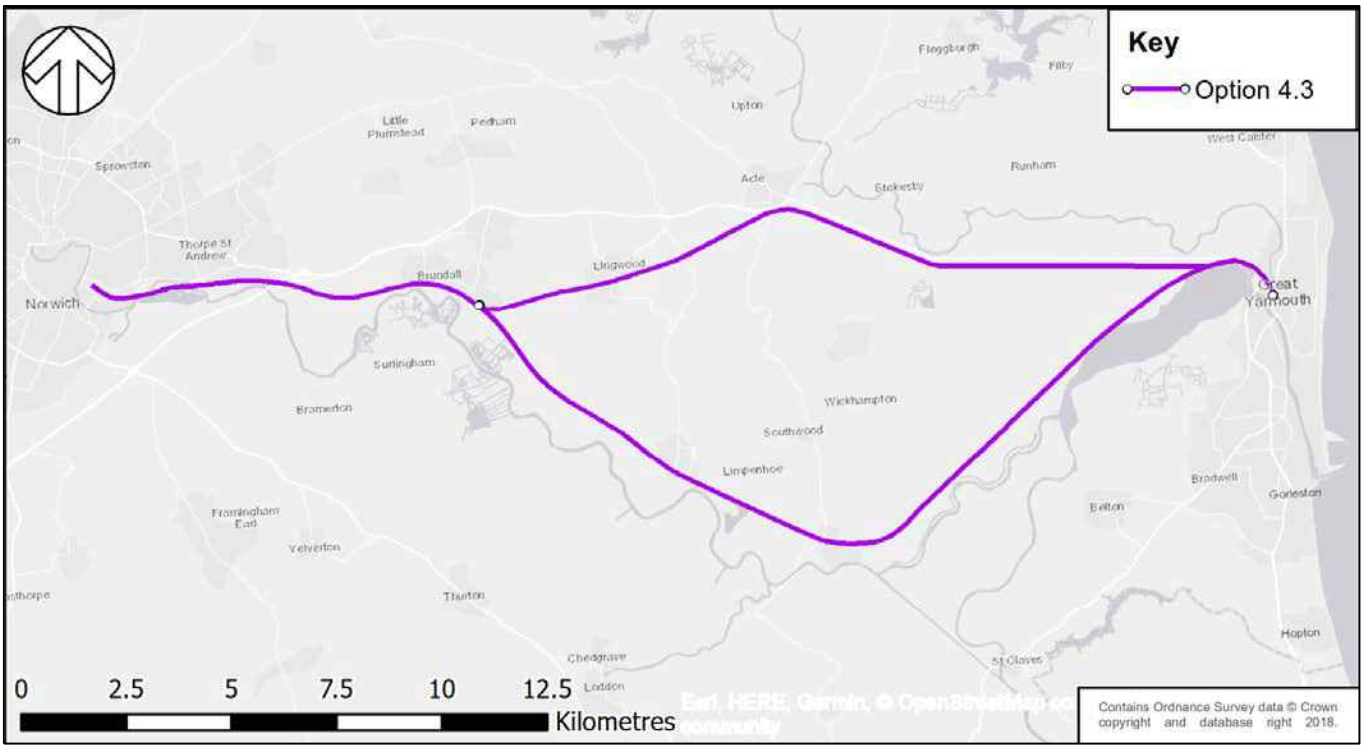
CONCEPT TYPE

Heavy Rail & Great Yarmouth Railway Station

CONCEPT NAME

4.3: Work with Network Rail and Greater Anglia to improve the reliability of train services between Great Yarmouth and Norwich (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the reliability of services on the Wherry Line. As part of Network Rail's Control Period 5, there are committed schemes to upgrade signalling systems and level crossings. This will improve overall safety and reliability of the railway, increase operational flexibility, improve level crossing safety, improve sustainability and reduce delay for road users at level crossings.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift through improved reliability of train services ▪ Improve connectivity to Norwich and subsequently Norfolk and further afield	▪ Improvements may be required which cause significant disruption to current services ▪ Requires consultation and coordination with Network Rail and Greater Anglia
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Network Rail ▪ Greater Anglia

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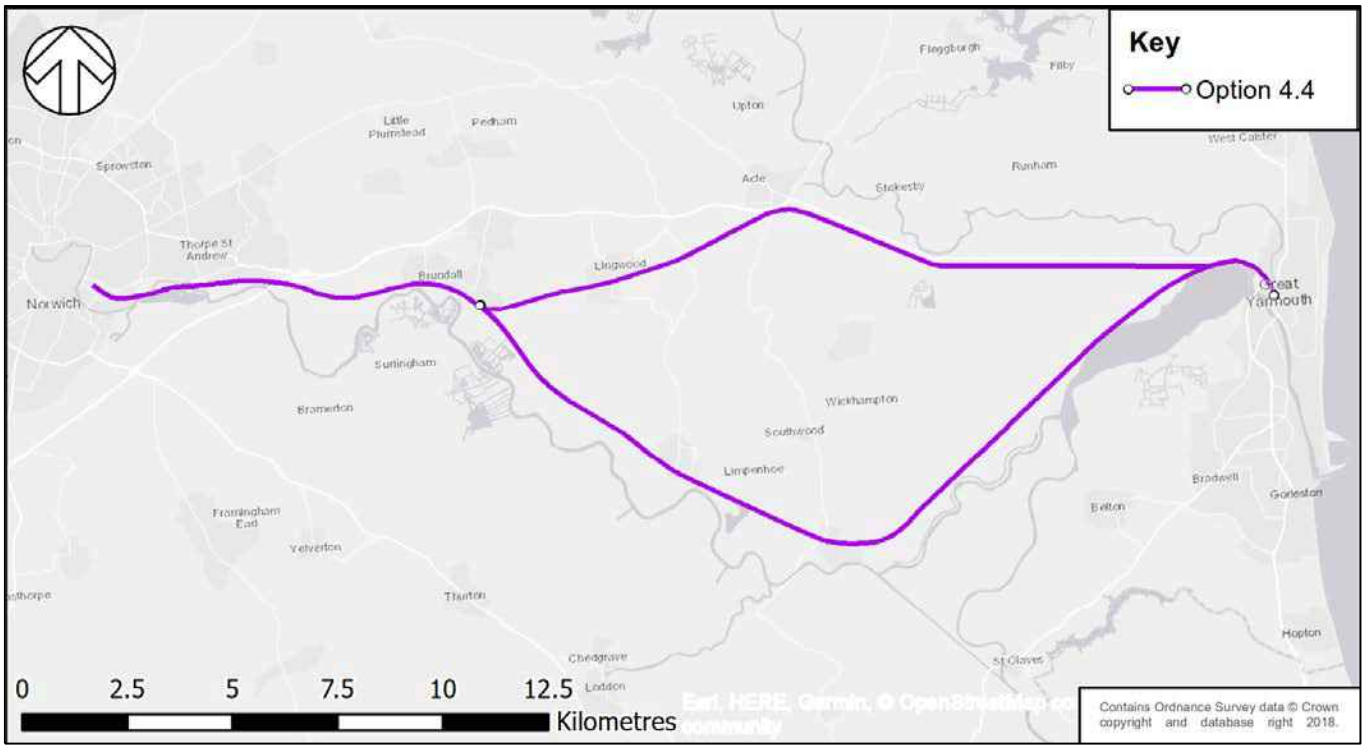
CONCEPT TYPE

Heavy Rail & Great Yarmouth Railway Station

CONCEPT NAME

4.4: Work with Greater Anglia to improve amenity for passengers travelling on the Wherry Line (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the amenity for passengers on the Wherry Line. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift through improve public transport facilities	▪ Does not provide any direct benefits to transport and different modes of transport
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Greater Anglia

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CONCEPT TYPE

Heavy Rail & Great Yarmouth Railway Station

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift through improve public transport facilities	▪ Require wider changes (frequency / reliability) to increase patronage ▪ Measures taken require cost with no guaranteed result
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ Greater Anglia

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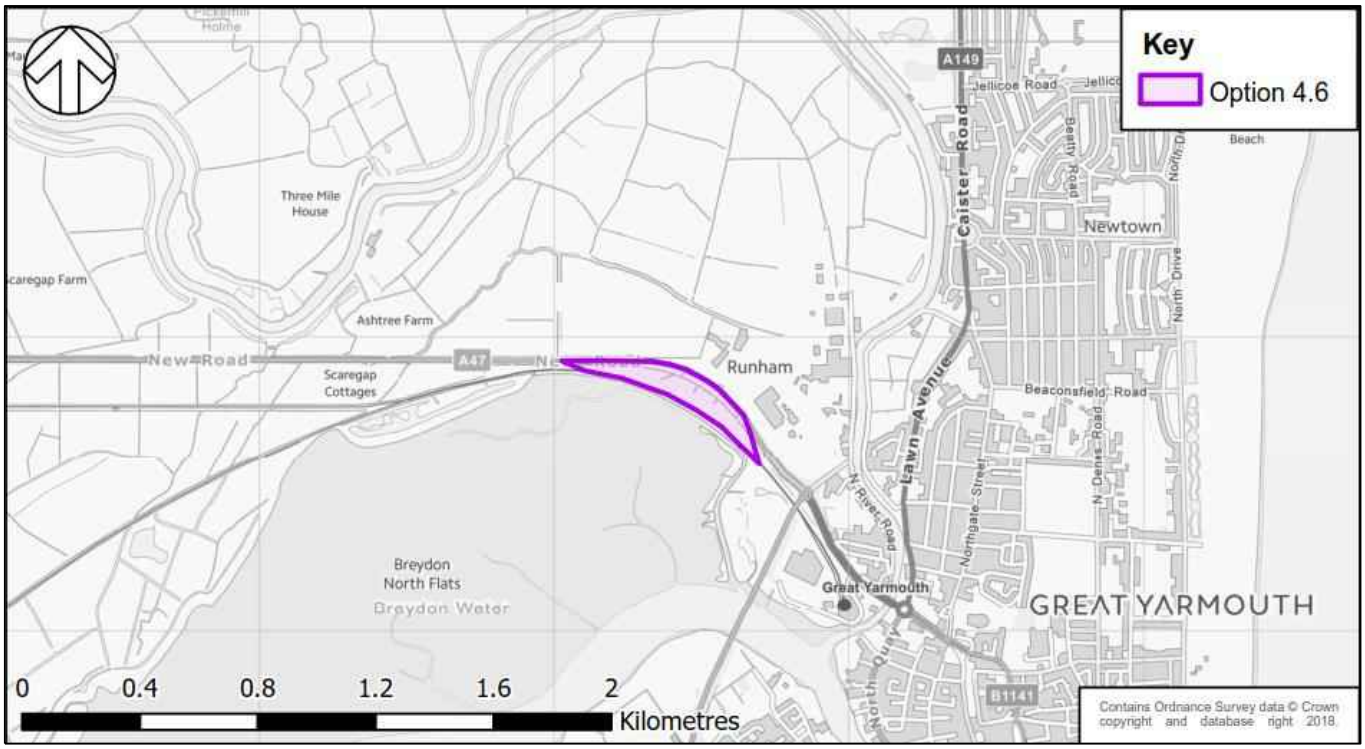
CONCEPT TYPE

Heavy Rail & Great Yarmouth Railway Station

CONCEPT NAME

4.6: Improve rail freight facilities at Great Yarmouth

INITIAL OPTION SKETCH



DESCRIPTION

This option looks to improve rail freight facilities at Great Yarmouth, enabling freight to be transferred between transport modes, allowing rail to be used to undertake the long-haul primary journey. This could be provided through delivery of an intermodal freight terminal, and the provision of associated warehousing. Improving rail freight facilities would support economic growth within the area.

BENEFITS	DISBENEFITS
▪ Support economic growth ▪ Reduce congestion by providing an alternative for freight delivery to HGVs	▪ Infrastructure required in a potential environmentally sensitive and constrained area
PROGRAMME	**FUNDING OPTIONS**
▪ Medium-term (3 to 10 years)	▪ Norfolk County Council ▪ Network Rail

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5. WALKING

1. Improvement to the access and signage and promotion of Norfolk's long-distance footpath network from Great Yarmouth
2. Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users
3. Improve lighting and tactile paving along northern section of esplanade
4. Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors
5. Improve the pedestrian amenity of The Rows
6. Improve pedestrian crossing facilities along the A143 Beccles Road
7. Simplify existing signalised arrangement and improve pedestrian crossing facilities at junction of Fuller's Hill / Northgate Street
8. Improve existing pedestrian routes to / from Harfreys Industrial Estate
9. Improve pedestrian crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College.
10. Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction
11. Improve pedestrian crossing facilities along Nottingham Way
12. Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park
13. Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre
14. Investigate provision of dedicated off-carriageway lanes for mobility scooter users
15. Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians
16. Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth

CONCEPT TYPE

Walking

CONCEPT NAME

5.1: Improvement to the access and signage and promotion of Norfolk's long-distance footpath network from Great Yarmouth (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option looks to improve access and signage to Norfolk's long-distance footpath 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).

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift to more sustainable modes of transport ▪ Improve connectivity and access to safe networks for walking	▪ Improvements may be needed to the footpath network so that it could support increased usage
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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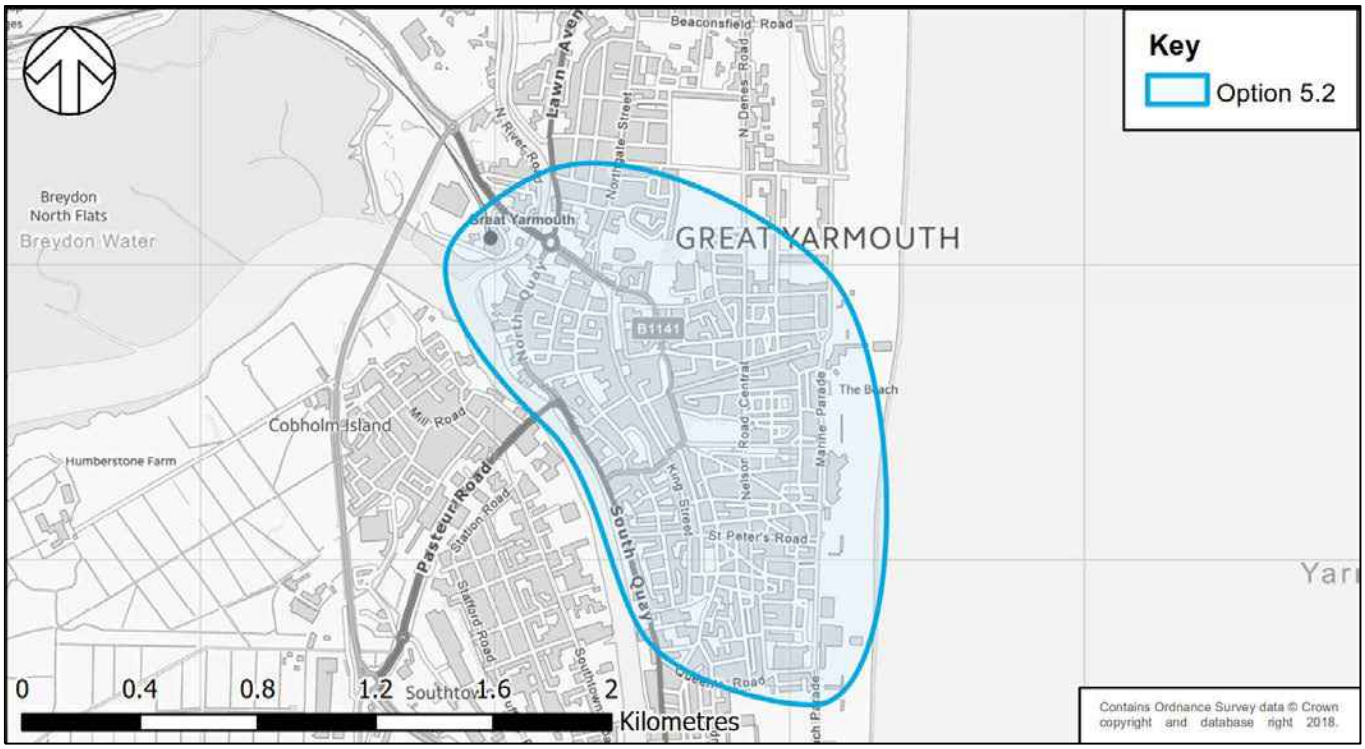
CONCEPT TYPE

Walking

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.

BENEFITS	*DISBENEFITS*
▪ Encourage modal shift to more sustainable modes of transport ▪ Improve connectivity and access to safe networks for walking	▪ Reduces the space for road users and could create congestion
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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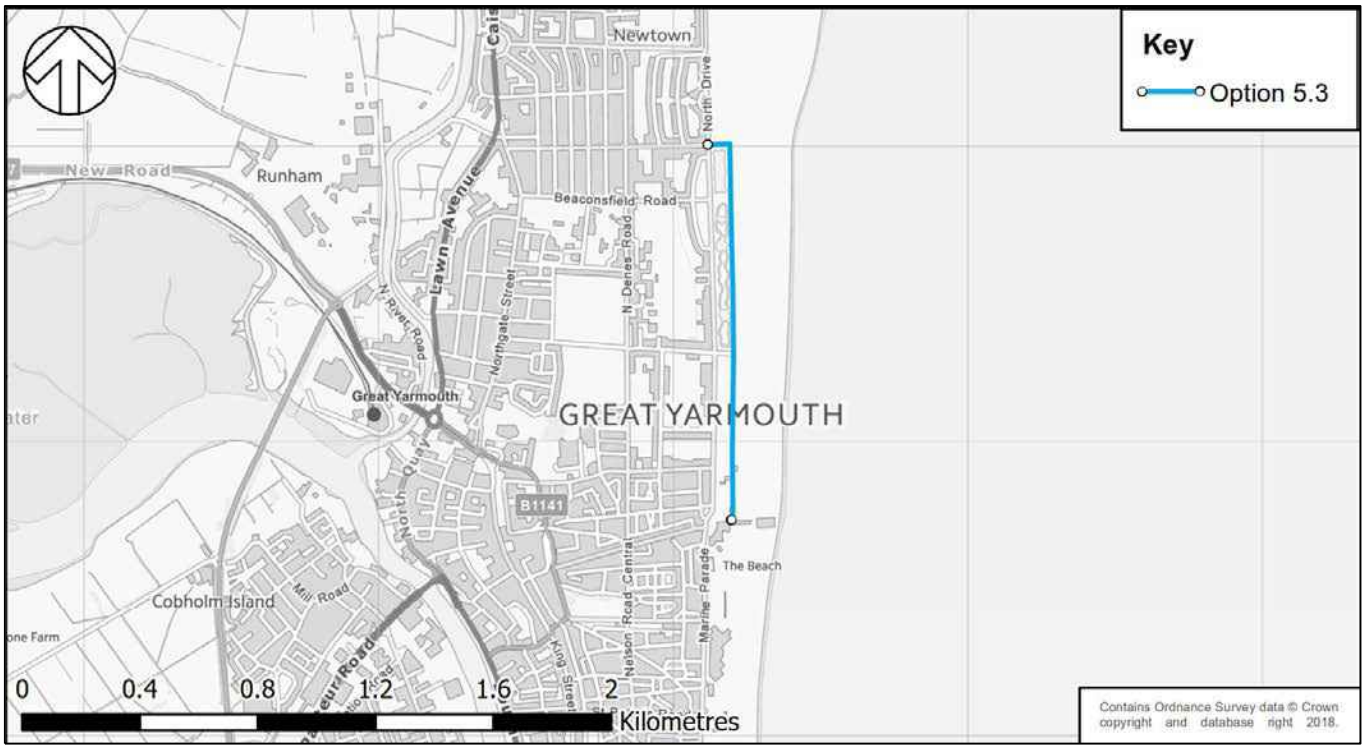
CONCEPT TYPE

Walking

CONCEPT NAME

5.3: Improve lighting and tactile paving along northern section of esplanade (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option looks at improving the lighting and tactile paving along the northern section of the esplanade in Great Yarmouth. These improvements would make the area safer for individuals and more accessible to all, as well as making the area more attractive to visit the area in the evening.

BENEFITS	*DISBENEFITS*
▪ Improve connectivity and access to safe networks for walking	▪ The area will have to be maintained regularly to make sure that the infrastructure is still in good condition
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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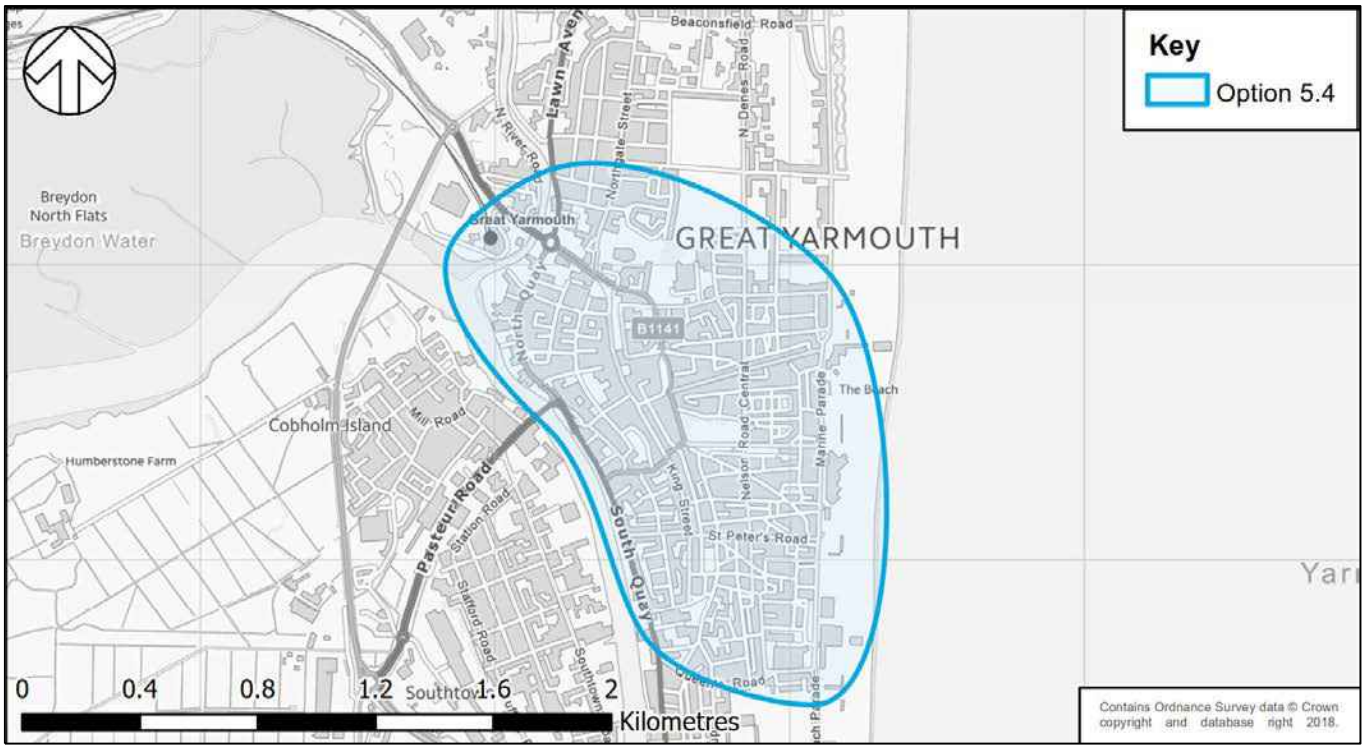
CONCEPT TYPE

Walking

CONCEPT NAME

5.4: Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option considers creating a Town Centre Wayfinding Strategy to help improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors. This will help to direct pedestrians to their destinations more quickly and may help to make individuals more aware of the attractions on offer.

BENEFITS	*DISBENEFITS*
▪ Improves connectivity in Great Yarmouth ▪ Quicker journeys for pedestrians that follow more direct sign-posted routes	▪ The Strategy will have to be maintained and updated regularly to ensure that all the routes can be found.
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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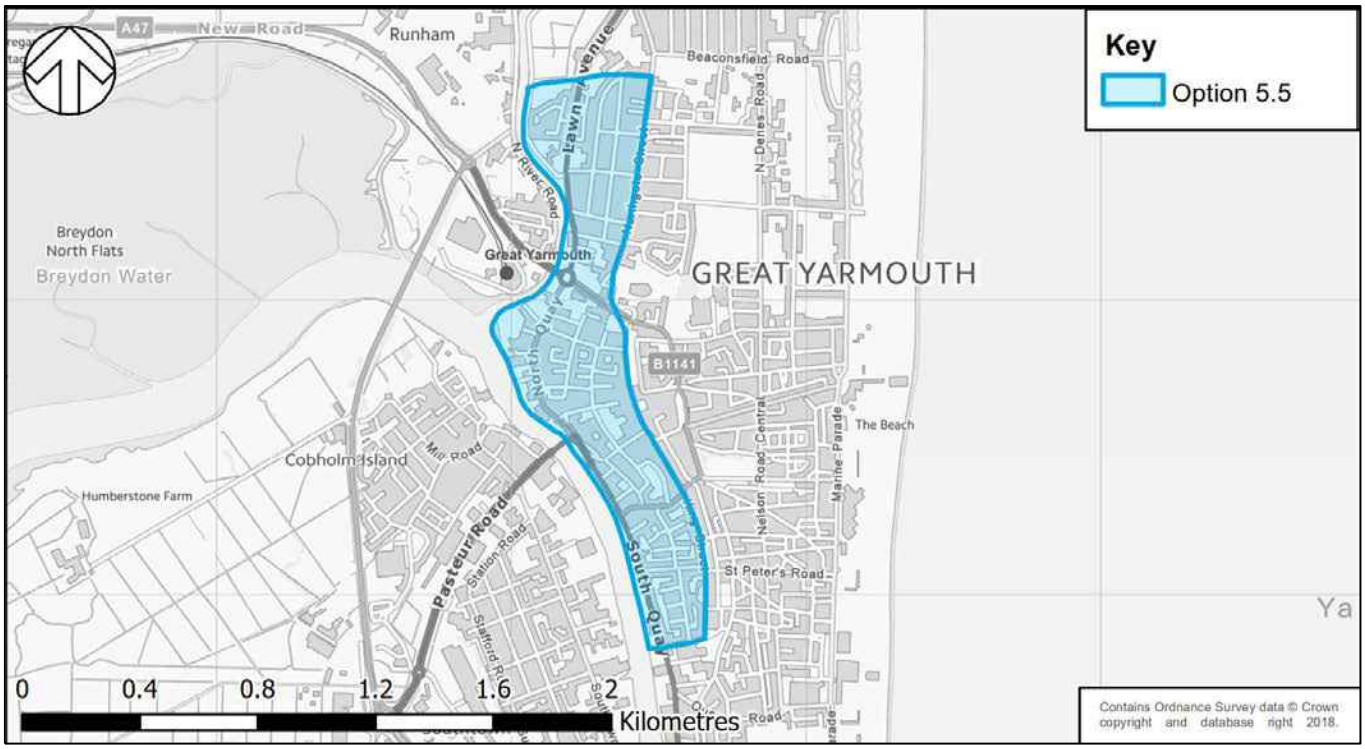
CONCEPT TYPE

Walking

CONCEPT NAME

5.5: Improve the pedestrian amenity of The Rows (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option considers improvements to the pedestrian amenity of The Rows, to make the area more enjoyable for pedestrians. Options could include a re-balance of a street in favour of pedestrians; creating more public space; or by restricting vehicle access at certain times during the day. Evaluations would need to be made to understand how pedestrians currently use the area and where improvements would have the greatest impact.

BENEFITS	*DISBENEFITS*
▪ Provides access to safe networks for walking	▪ If roads were closed this could create congestion ▪ Highway boundaries would have to be reviewed to see if any changes could be made to the roads
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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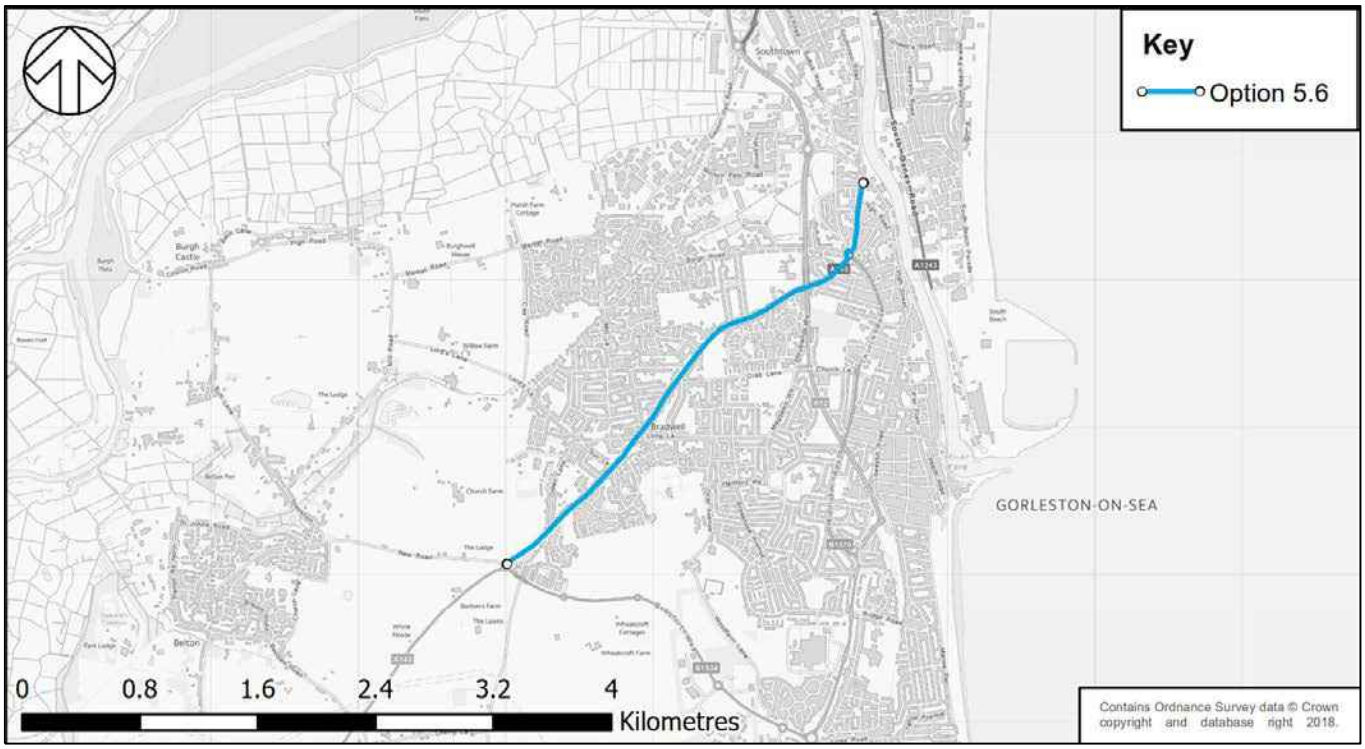
CONCEPT TYPE

Walking

CONCEPT NAME

5.6: Improve pedestrian crossing facilities along the A143 Beccles Road (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option considers improvements to pedestrian crossing facilities along the A143 Beccles Road, including minor improvements to the existing uncontrolled crossings. This would allow for safer crossing space and make it easier for pedestrians to get across Great Yarmouth. Improvements could be made to signalised crossing to ensure that pedestrians have an appropriate amount of time to cross and space to walk alongside the A143.

BENEFITS	DISBENEFITS
▪ Improved pedestrian facilities ▪ Improved accessibility and safety ▪ Encourage modal shift to a more sustainable form of transport.	▪ Signalised crossing could create congestion in Great Yarmouth, especially to areas that are already pinch-points.
PROGRAMME	**FUNDING OPTIONS**
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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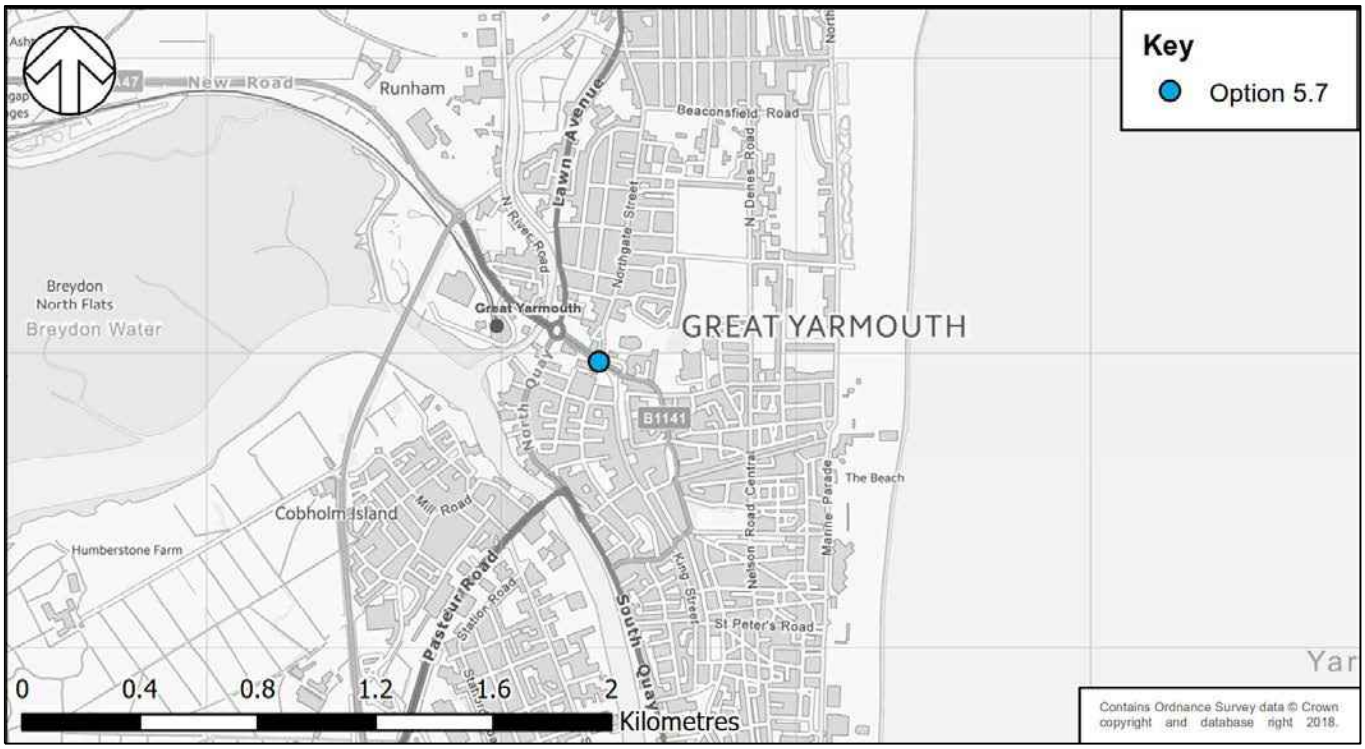
CONCEPT TYPE

Walking

CONCEPT NAME

5.7: Simplify existing signalised arrangement and improve pedestrian crossing facilities at junction of Fuller's Hill / Northgate Street (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option explores the simplification of existing signalised arrangements and improvements to pedestrian crossing facilities. Currently there is a pedestrian crossing for half of the Fuller's Hill / Northgate Street junction (with a full pedestrian crossing further down Northgate Street), so pedestrians cross the rest of the road on a refuge island. Extending the crossing would improve safety for users or moving the existing crossing to the junction would create improvements.

BENEFITS	DISBENEFITS
▪ Improved safety and accessibility for users	▪ Moving the pedestrian crossing would be costly. ▪ Changing the signalised arrangement could create congestion on the local road network.
PROGRAMME	**FUNDING OPTIONS**
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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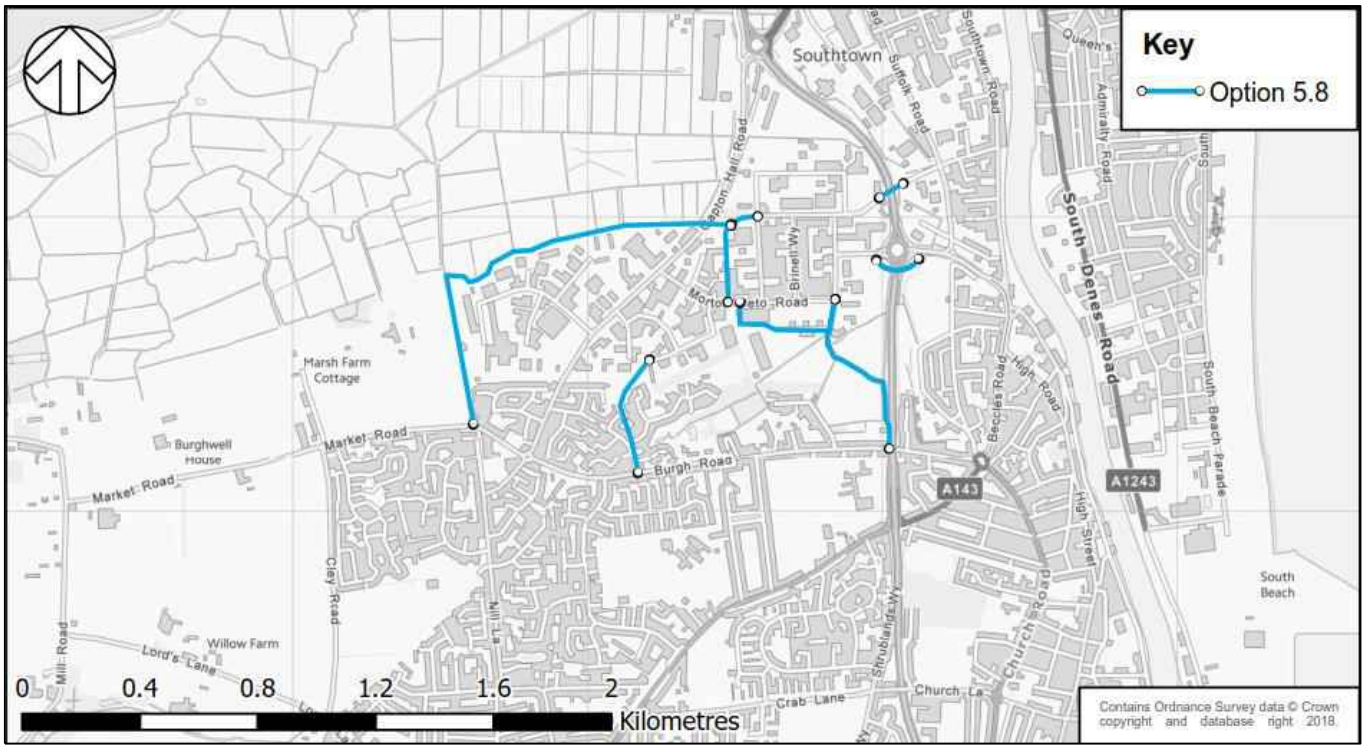
CONCEPT TYPE

Walking

CONCEPT NAME

5.8: Improve existing pedestrian routes to / from Harfreys Industrial Estate (Part of the scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.

BENEFITS	DISBENEFITS
▪ Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park	▪ Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park
PROGRAMME	**FUNDING OPTIONS**
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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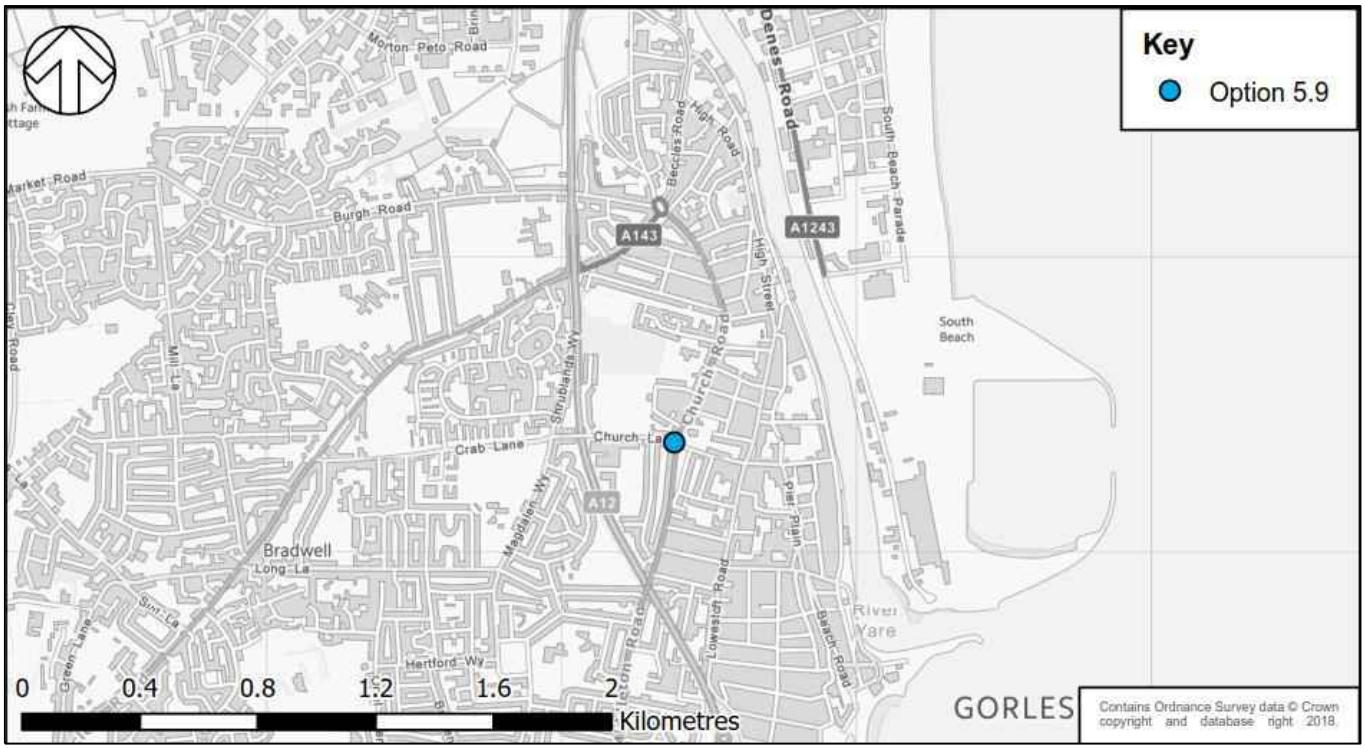
CONCEPT TYPE

Walking

CONCEPT NAME

5.9: Improve pedestrian crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option looks at improvements to pedestrian crossing facilities at the B1370 / Church Lane roundabout, as well as outside of East Norfolk Sixth Form College. There are currently no formal pedestrian crossing facilities at the B137 / Church Lane roundabout. Pedestrian crossing facilities could be improved through the provision of a zebra crossing or pelican crossing instead of the existing refuge islands.

BENEFITS	*DISBENEFITS*
▪ Improve pedestrian safety ▪ Improve accessibility along the roundabout	▪ Improvements could create congestion
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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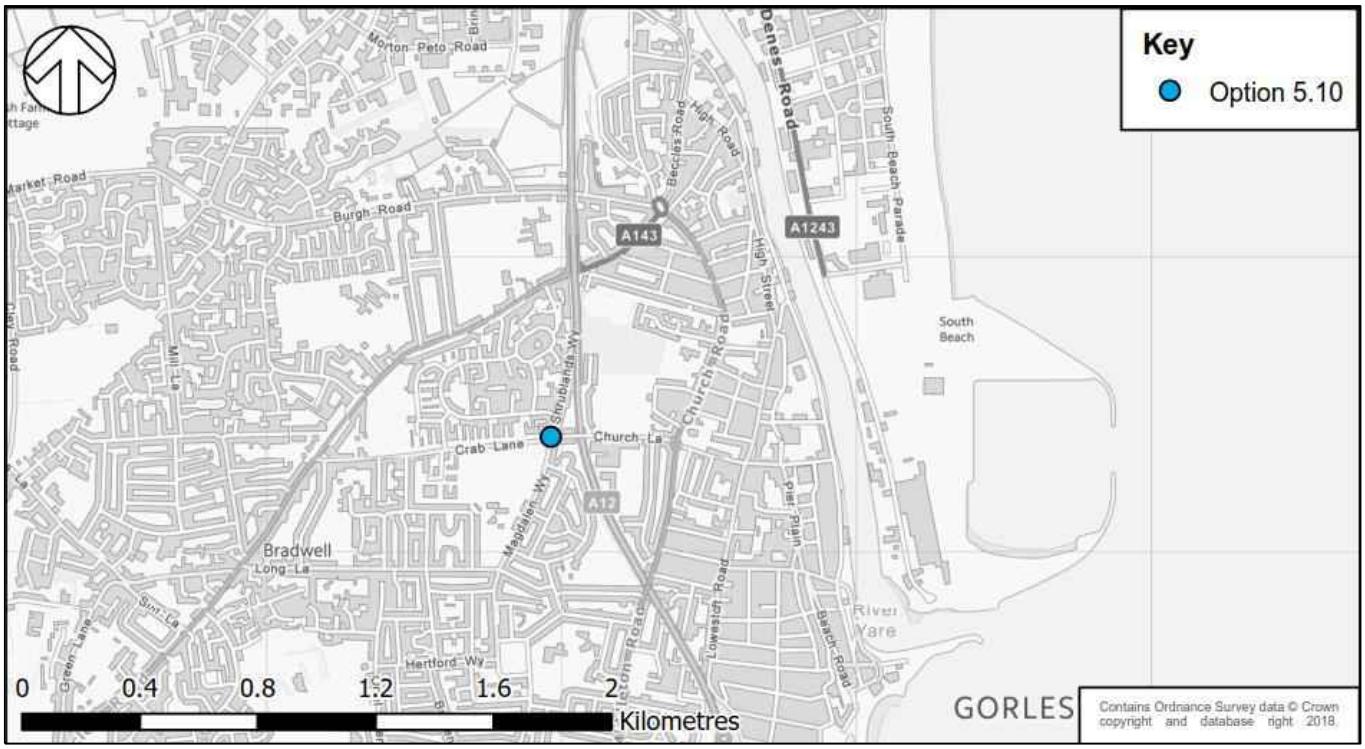
CONCEPT TYPE

Walking

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

This option considers improving pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction. There are currently no signalised pedestrian crossings – adding these would help to improve the safety for pedestrians.

BENEFITS	*DISBENEFITS*
▪ Improve pedestrian safety ▪ Improve accessibility at the junction	▪ The addition of the pedestrian crossings could create congestion
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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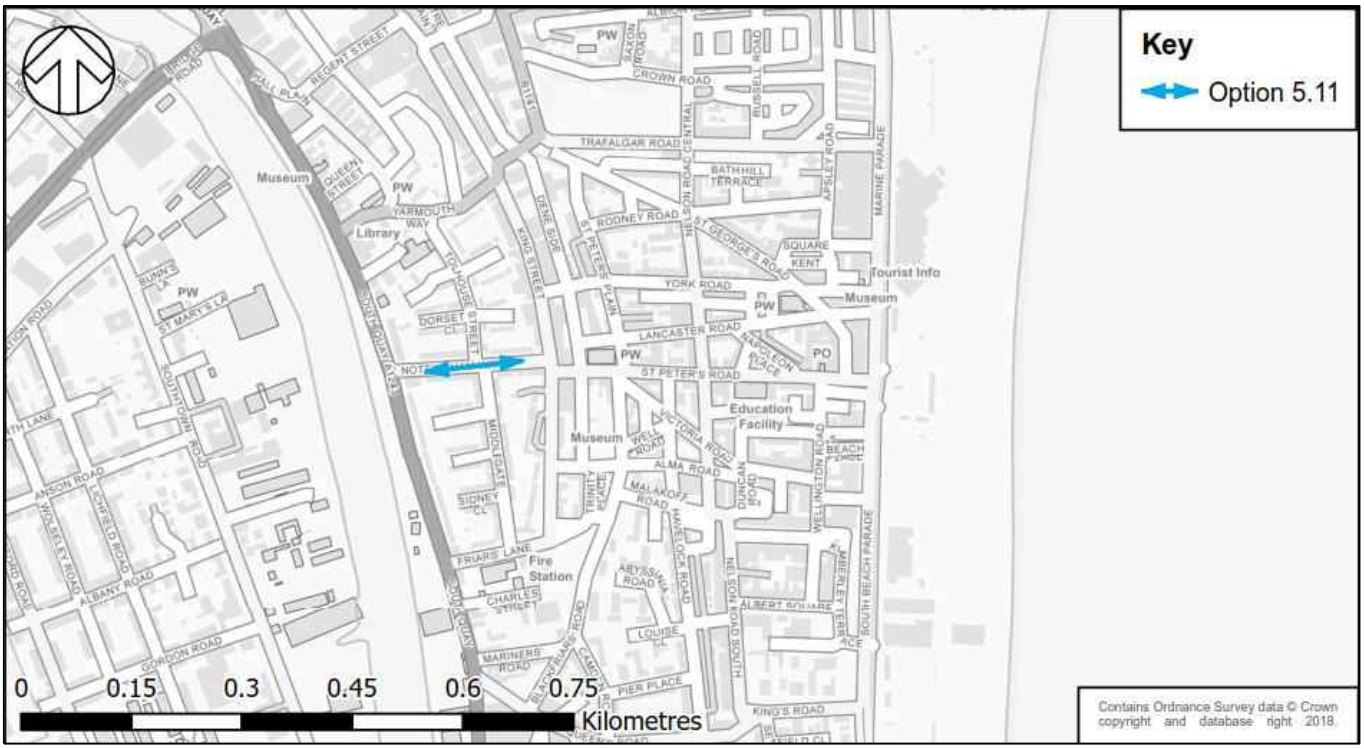
CONCEPT TYPE

Walking

CONCEPT NAME

5.11: Improve pedestrian crossing facilities along Nottingham Way (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option looks at improving pedestrian crossing facilities along Nottingham Way to make it safer and easier for pedestrians. This could be carried out using traffic calming measures that only one side of the road with priority, and packaged with pedestrian refuge islands to ensure that traffic slows down for pedestrians.

BENEFITS	DISBENEFITS
▪ Improved accessibility and safety for pedestrians	▪ The addition of traffic calming measures will reduce the amount of road available for on-street parking. ▪ Congestion could also occur
PROGRAMME	**FUNDING OPTIONS**
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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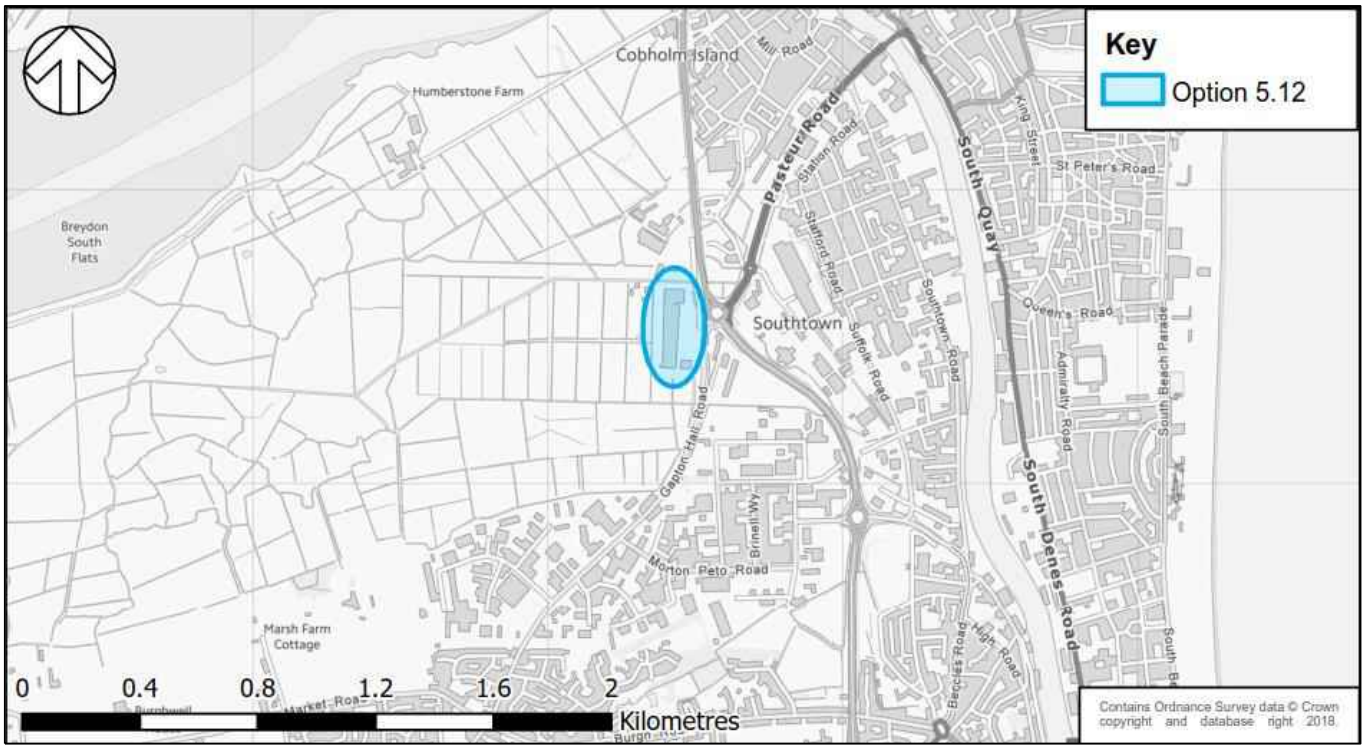
CONCEPT TYPE

Walking

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

This option explores improvements to facilities for pedestrians and cyclists around Gapton Hall Retail Park. There is currently a small amount of shared access paths, but a zebra crossing could be useful to help users crossing from one side of the retail park to the other.

BENEFITS	*DISBENEFITS*
▪ Improved accessibility and safety for pedestrians and cyclists	▪ Increased congestion near the zebra crossing
PROGRAMME	***FUNDING OPTIONS***
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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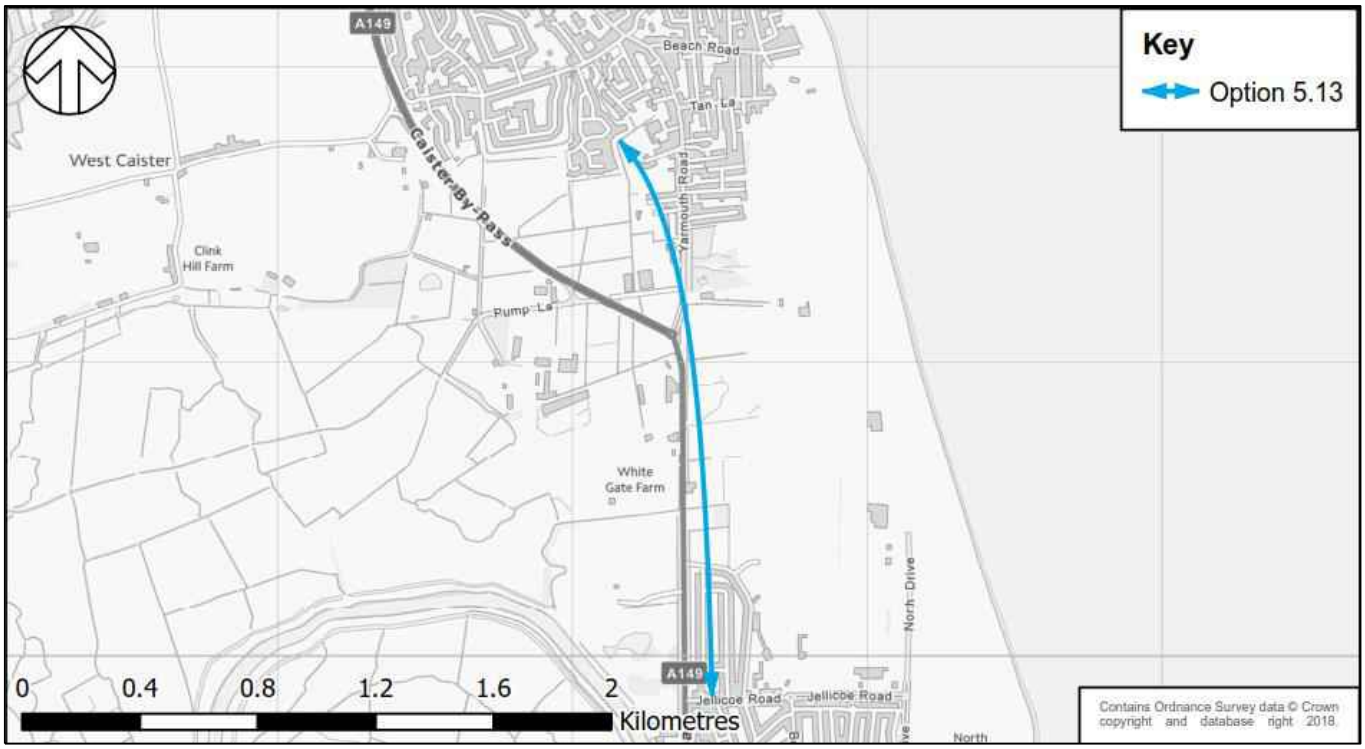
CONCEPT TYPE

Walking

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.

BENEFITS	*DISBENEFITS*
▪ Improved accessibility and safety for pedestrians and cyclists ▪ Improved journey times	▪ Encroachment into the road will reduce space for on-road parking
PROGRAMME	***FUNDING OPTIONS***
▪ Medium-term (3 to 10 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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CONCEPT TYPE

Walking

CONCEPT NAME

5.14: Investigate provision of dedicated off-carriageway lanes for mobility scooter users

INITIAL OPTION SKETCH



DESCRIPTION

This option explores the addition of dedicated off-carriageway lanes for mobility scooter users,that are segregated from pedestrian walkways. This will help to reduce the capacity issues for the current footpaths and make it safer for those who use them.

BENEFITS	*DISBENEFITS*
▪ Improved accessibility and safety for pedestrians and cyclists	▪ Encroachment into the road will reduce space for vehicles and on-road parking
PROGRAMME	***FUNDING OPTIONS***
▪ Medium-term (3 to 10 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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CONCEPT TYPE

Walking

CONCEPT NAME

5.15: Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians

INITIAL OPTION SKETCH



Image source: Sussexsaferroads.go.uk

DESCRIPTION

This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.

BENEFITS	DISBENEFITS
▪ Improved accessibility and safety for pedestrians and cyclists	▪ Encroachment into the road will reduce space for vehicles and on-road parking
PROGRAMME	**FUNDING OPTIONS**
▪ Medium-term (3 to 10 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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CONCEPT TYPE

Walking

CONCEPT NAME

5.15: Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.

INITIAL OPTION SKETCH



DESCRIPTION

This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.

BENEFITS	DISBENEFITS
▪ Improved accessibility to sustainable transport options ▪ Safer travel for pedestrians and cyclists	▪ Encroachment into the road will reduce space for vehicles and on-road parking
PROGRAMME	**FUNDING OPTIONS**
▪ Medium-term (3 to 10 years)	▪ Norfolk County Council ▪ New Anglia Local Enterprise Partnership

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6. CYCLING

1. New signed strategic cycle route between Great Yarmouth Town Centre and Gorleston-on-Sea that utilise Great Yarmouth Third River Crossing
2. Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth
3. Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider study area
4. Improve wayfinding for cyclists in the centre of Great Yarmouth and along existing pedalways
5. Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft
6. Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft
7. Develop a cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure
8. Comprehensively 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
9. New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing
10. A143 Beccles Road Cycle Improvements (package of measures)
11. Reallocation of carriageway space to provide a cycle route across Haven Bridge, between Mill Road and Hall Qay
12. Southtown Cycle Improvements (package of measures
13. Gorleston-On-Sea Cycle Improvements (package of measures)
14. Great Yarmouth Town Centre Cycle Improvements (package of measures)
15. 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
16. North Quay Cycle Improvements (package of measures)
17. Improve east-west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout

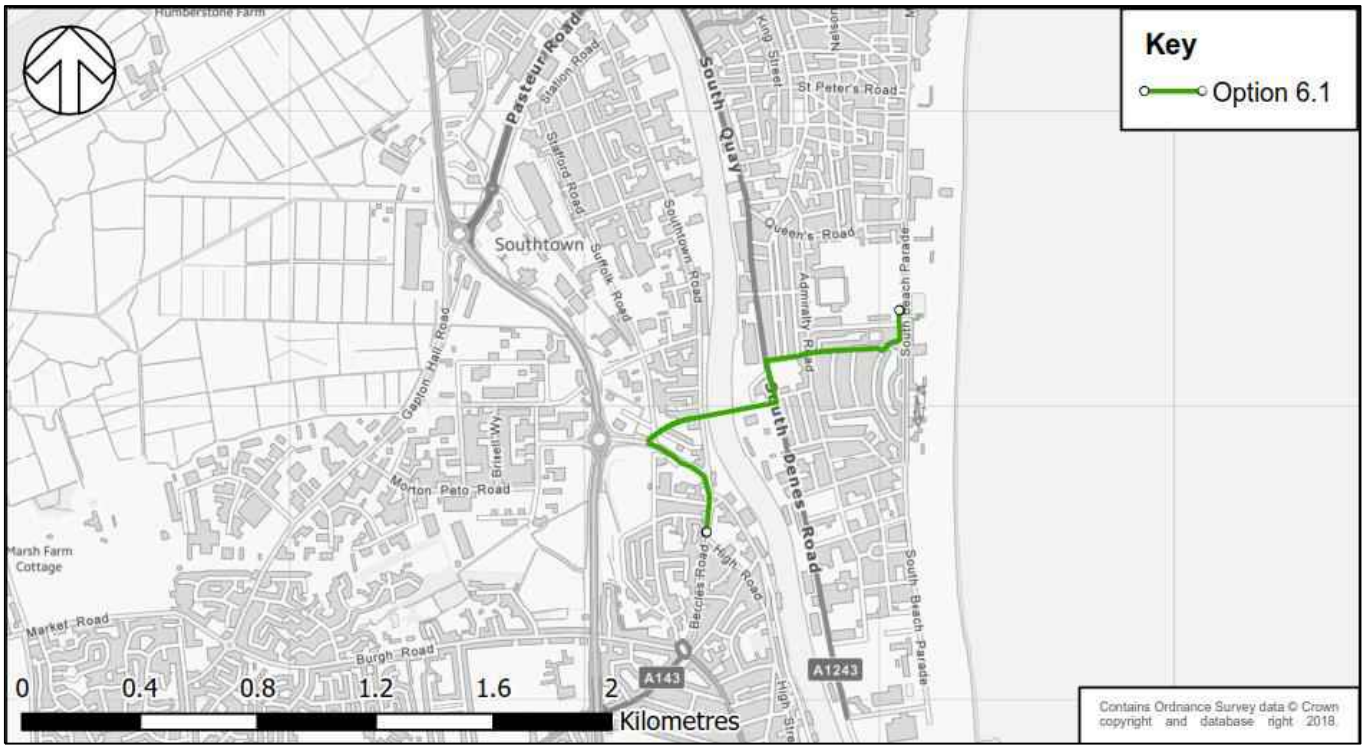
CONCEPT TYPE

Cycling – General

CONCEPT NAME

6.1: New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing

INITIAL OPTION SKETCH



DESCRIPTION

This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.

BENEFITS	*DISBENEFITS*
▪ Cycling in the area becomes more connected and easier to navigate around town ▪ Encourage use of a sustainable method of transport	▪ Relies on the completion of the GYTRC, any time delays will impact on the when the cycle route can be used
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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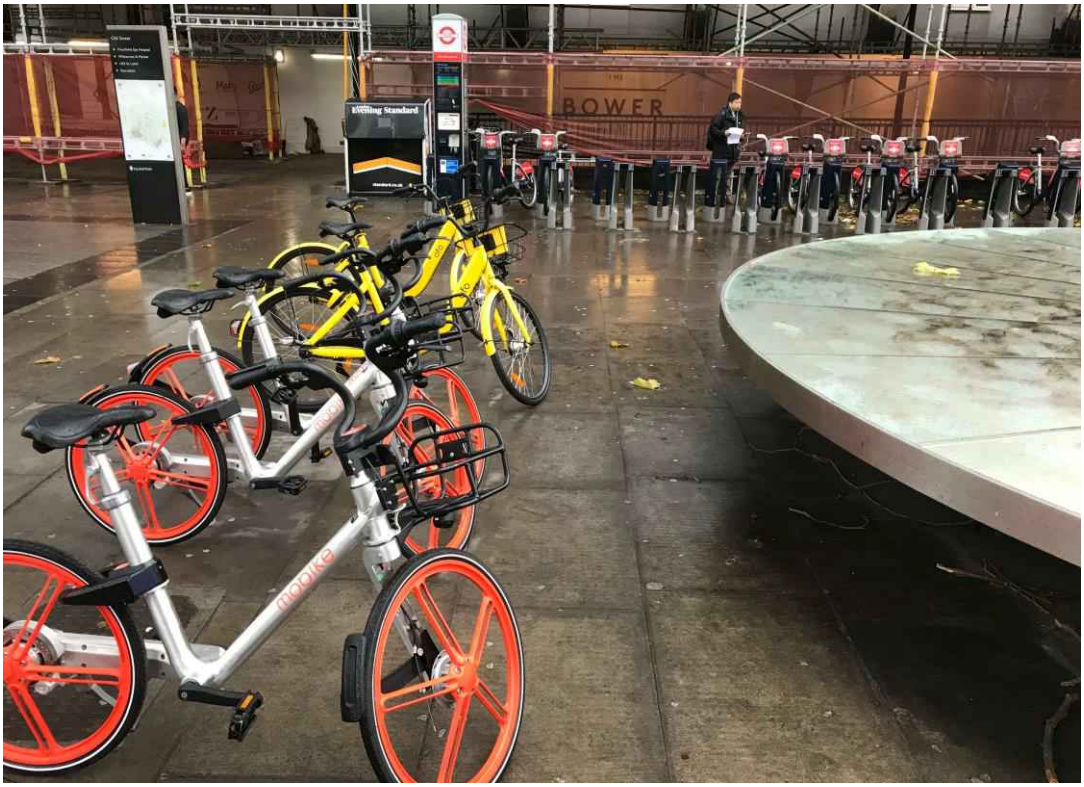
CONCEPT TYPE

Cycling – General

CONCEPT NAME

6.2: Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth

INITIAL OPTION SKETCH



DESCRIPTION

This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.

BENEFITS	*DISBENEFITS*
▪ Wider access to sustainable transport ▪ Cheap and affordable option to get around town	▪ Would need to be packaged with further cycle lane and infrastructure improvements to support greater cycle usage.
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Dockless cycle hire scheme operators

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CONCEPT TYPE

Cycling – General

CONCEPT NAME

6.3: Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider study area

INITIAL OPTION SKETCH



DESCRIPTION

This option explores assessing the current level of cycle parking and looks at adding new or upgraded parking in the town centre, along the seafront and close to large trip attractors. This would allow cyclists to leave their bikes in secure places and could encourage others to use their bikes more often.

BENEFITS	*DISBENEFITS*
▪ Increase cycle capacity ▪ Encourages use of bicycles, which could help to reduce the need for use a car to go about town.	▪ Requires adequate road / cycleway infrastructure to support an increase in cycle numbers
PROGRAMME	*FUNDING OPTIONS*
▪ Short term (0 to 3 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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CONCEPT TYPE

Cycling – General

CONCEPT NAME

6.4: Improve wayfinding for cyclists in Great Yarmouth and along existing pedalways

INITIAL OPTION SKETCH



DESCRIPTION

This option explores improving wayfinding for cyclists in Great Yarmouth and along the existing pedalways. Wayfinding includes using signage to direct users to cycle routes, to make the navigation of the routes simpler. The areas of Wherryman's Way, Weavers Way, recreational cycle routes around Great Yarmouth and Angles Way have been highlighted for improved signage; Burgh Park and Cobham park have been highlighted for accessibility improvements; and the addition of Stalham to Great Yarmouth cycle facilities.

BENEFITS	*DISBENEFITS*
▪ Could improve the number of people who use the cycle routes as they are more aware. ▪ Makes it easier to cycle around the town.	▪ Infrastructure would need to be Improved to support an increase in cyclists along current routes
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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CONCEPT TYPE

Cycling – General

CONCEPT NAME

6.5: Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft

INITIAL OPTION SKETCH



DESCRIPTION

This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.

BENEFITS	*DISBENEFITS*
▪ Promotes cycling. ▪ Helps users to identify the route. ▪ Improves accessibility of the bikeway system for all users.	▪ Routes only go through part of Great Yarmouth
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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CONCEPT TYPE

Cycling – General

CONCEPT NAME

6.6: Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft

INITIAL OPTION SKETCH



DESCRIPTION

This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.

BENEFITS	*DISBENEFITS*
▪ Improved safety in the study area. ▪ Improved connections between Great Yarmouth and Lowestoft.	▪ Only possible if there is enough space, or where it's possible to close one motor vehicle lane. ▪ Does not improve connections outside of Great Yarmouth, other than Lowestoft.
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 year)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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CONCEPT TYPE

Cycling – General

CONCEPT NAME

6.7: Develop a cycle route map / smartphone app for Great Yarmouth showing cycle routes and associated infrastructure

INITIAL OPTION SKETCH



DESCRIPTION

This option looks at developing a cycle route map or a smartphone app for Great Yarmouth, to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road)). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.

BENEFITS	*DISBENEFITS*
▪ Helps users decide which route to take ▪ Makes an individual aware of the cycle routes and amenities available and could encourage increased usage.	▪ Would have to be updated regularly to include all route upgrades or changes.
PROGRAMME	*FUNDING OPTIONS*
▪ Short-term (0 to 3 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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CONCEPT TYPE

Cycling

CONCEPT NAME

6.8: 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.

INITIAL OPTION SKETCH



DESCRIPTION

This option, and those that follow, highlights the opportunities available to join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.

BENEFITS	*DISBENEFITS*
▪ Improved cycle route connectivity ▪ Allow for a reduction in car journeys	▪ Will remove road space for other road users
PROGRAMME	***FUNDING OPTIONS***
▪ Long-term (10 years +)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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CONCEPT TYPE

Cycling

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.

BENEFITS	*DISBENEFITS*
▪ Improves cycle access across Great Yarmouth	▪ Removes on-road space away from other road users. ▪ Requires adequate road space to install some on-road facilities.
PROGRAMME	***FUNDING OPTIONS***
▪ Medium-term (3 to 10 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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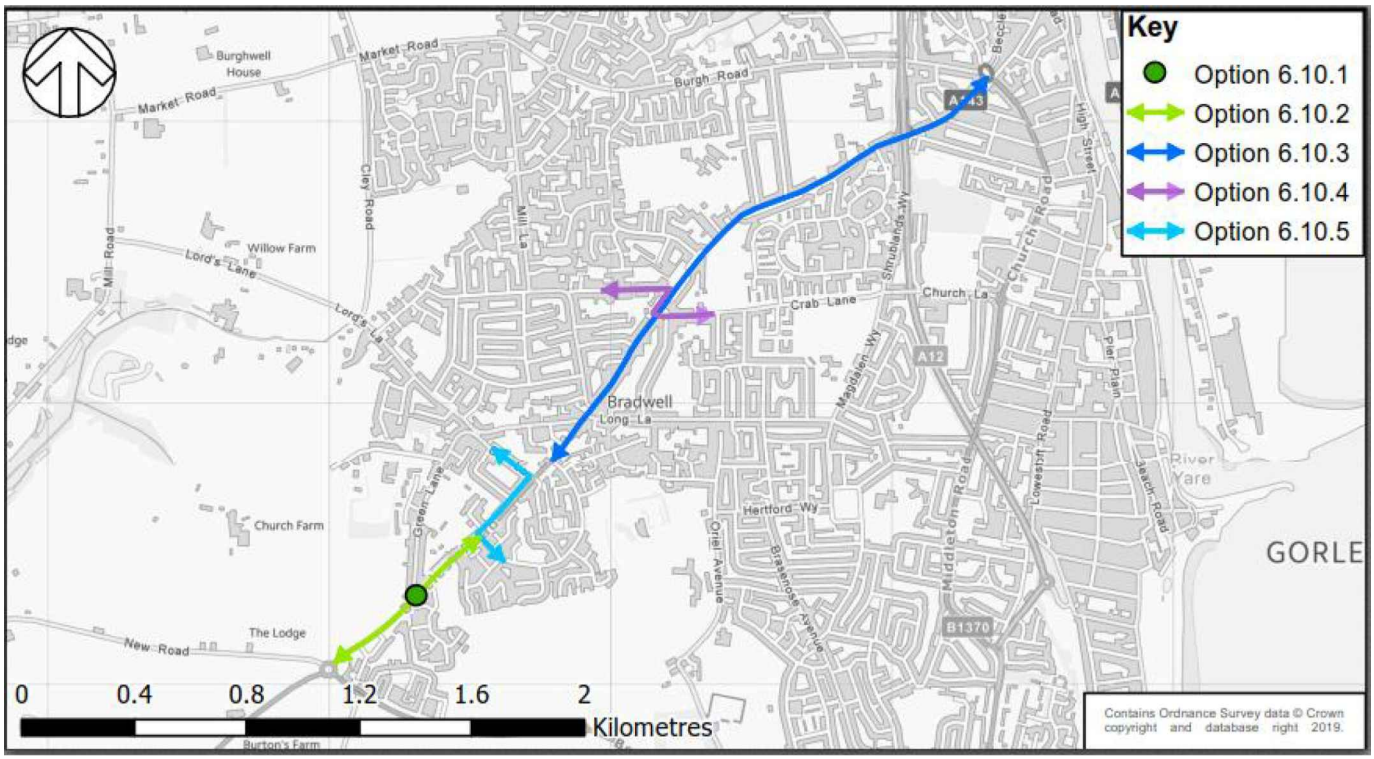
CONCEPT TYPE

Cycling

CONCEPT NAME

6.10: A143 Beccles Road Cycle Improvements (package of measures)

INITIAL OPTION SKETCH



DESCRIPTION

This option explores various cycle improvements along the A143 Beccles Road, including improvements to crossing facilities for cyclists on Beccles Road north of Green Lane; the A143 Beccles Road between Burnet Road and New Road; the A143 Beccles Road between Primrose Way and Beccles Road / Burgh Road Roundabout; between Bussey's Loke and Crab Lane; and between Burnet Road and Sun Lane. The improvements will be made to improve east to west connectivity.

BENEFITS	*DISBENEFITS*
▪ Safer for pedestrians and cyclists. ▪ Improves cycling and walking connectivity. ▪ Helps to encourage greater use of sustainable transport.	▪ Limited impact to the wider network
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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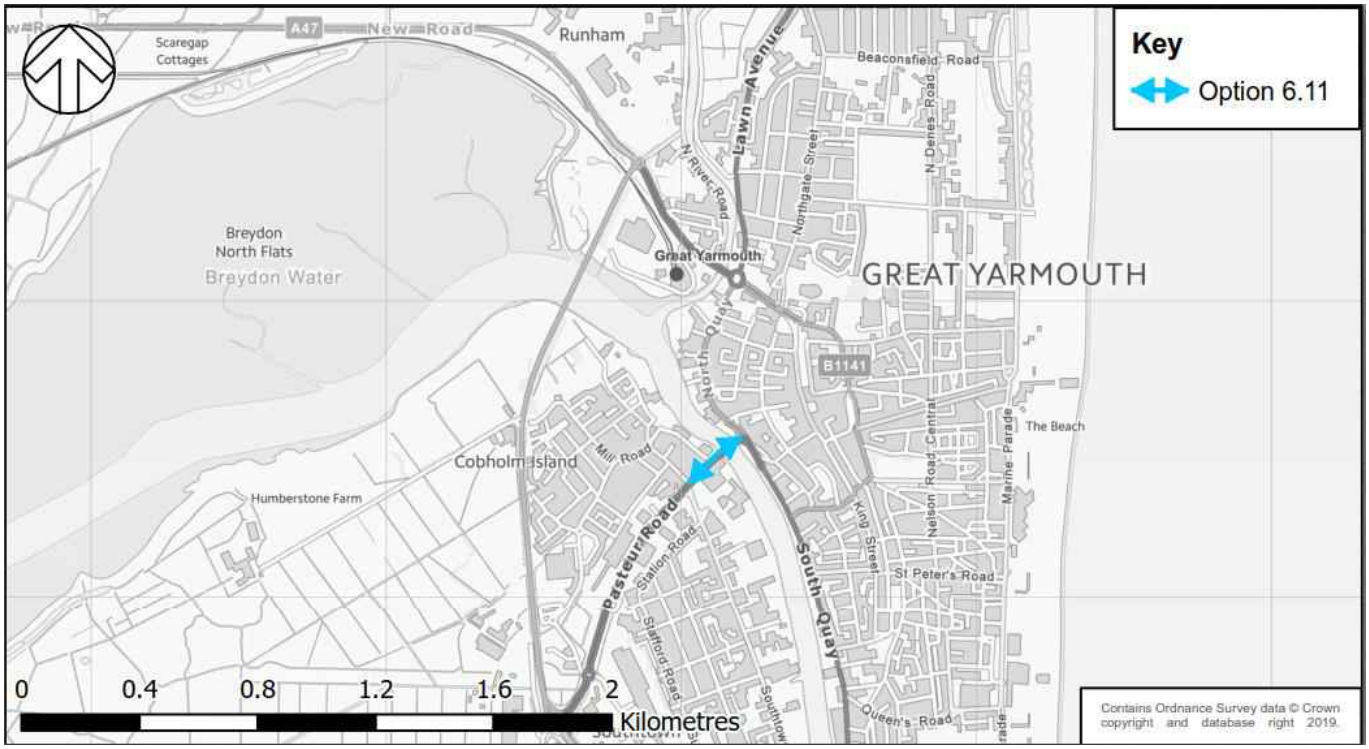
CONCEPT TYPE

Cycling

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.

BENEFITS	*DISBENEFITS*
▪ Opens up new cycle routes for cyclists. ▪ Could encourage individuals to use bicycles as journey times have been reduce.	▪ Removes road space for other road users. ▪ Increase congestion for road vehicles
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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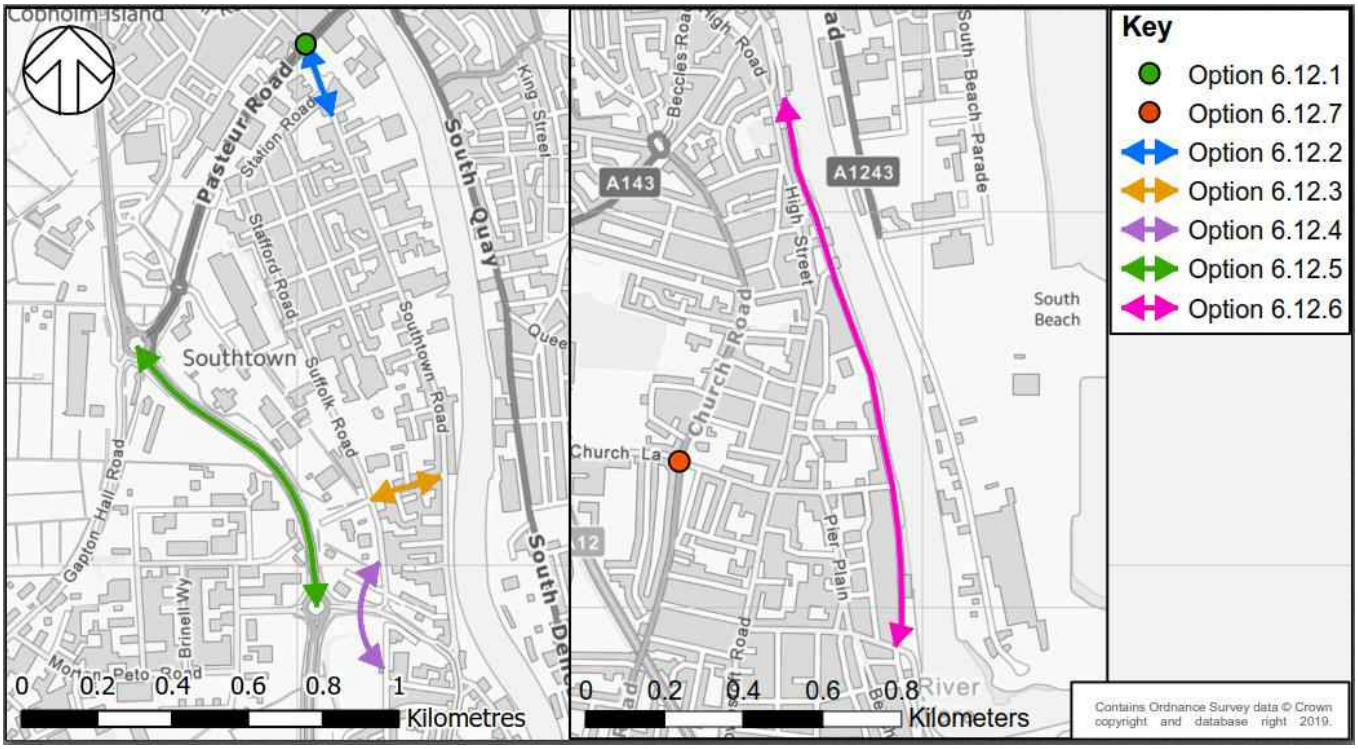
CONCEPT TYPE

Cycling

CONCEPT NAME

6.12: Southtown Cycle Improvements (package of measures)

INITIAL OPTION SKETCH



DESCRIPTION

This option explores various cycle improvements in Southtown, including the improvement of crossing facilities for cyclists at Pasteur Road / Bridge Road / Southtown Road signalised junction; between Suffolk Road and Southtown Road; across William Adams Way; Gapton Hall Roundabout; along Riverside Road between Pier Walk and Williamson's Lookout and at the B1370 / Church Lane roundabout.

BENEFITS	DISBENEFITS
▪ Increased accessibility and safety for users ▪ Reduced journey times	▪ May increase congestion for other road users if the crossings are continually used ▪ May depend on the boundary alongside the carriageway belonging to the Highway Authority ▪ Improvements may narrow the existing road, which could create congestion
PROGRAMME	**FUNDING OPTIONS**
▪ Medium-term (3 to 10 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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CONCEPT TYPE

Cycling

CONCEPT NAME

6.13: Gorleston-On-Sea Cycle Improvements (package of measures)

INITIAL OPTION SKETCH



DESCRIPTION

This option explores various cycle improvements in Gorleston-On-Sea, including adding new or improving crossing facilities for pedestrians and cyclists along the A47 Lowestoft Road and also considers a new north-south cycle route along the B1370. There is currently a cycle route along Lowestoft Road, so this scheme could build upon this.

BENEFITS	*DISBENEFITS*
▪ Improved accessibility and safety for users. ▪ Makes the cycle route more attractive for cyclists	▪ If extra space is needed to improve the cycle route, this could encroach on Lowestoft Road
PROGRAMME	***FUNDING OPTIONS***
▪ Medium-term (3 to 10 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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CONCEPT TYPE

Cycling

CONCEPT NAME

6.14: Great Yarmouth Town Centre Cycle Improvements (package of measures)

INITIAL OPTION SKETCH



DESCRIPTION

This option considers various cycle improvements in Great Yarmouth Town Centre, including a new cycle route between The Conge and Regent Street; between Fuller's Hill roundabout, The Conge and The Minster; and between the Town Centre, Hall Quay and the Seafront to improve north-south connectivity.

BENEFITS	*DISBENEFITS*
▪ Improves the connectivity of cycle route ▪ Improvements to journey times	▪ Some narrow roads, one-way roads and pavements in the highlighted areas may make it difficult to add dedicated cycle lanes
PROGRAMME	***FUNDING OPTIONS***
▪ Medium-term (3 to 10 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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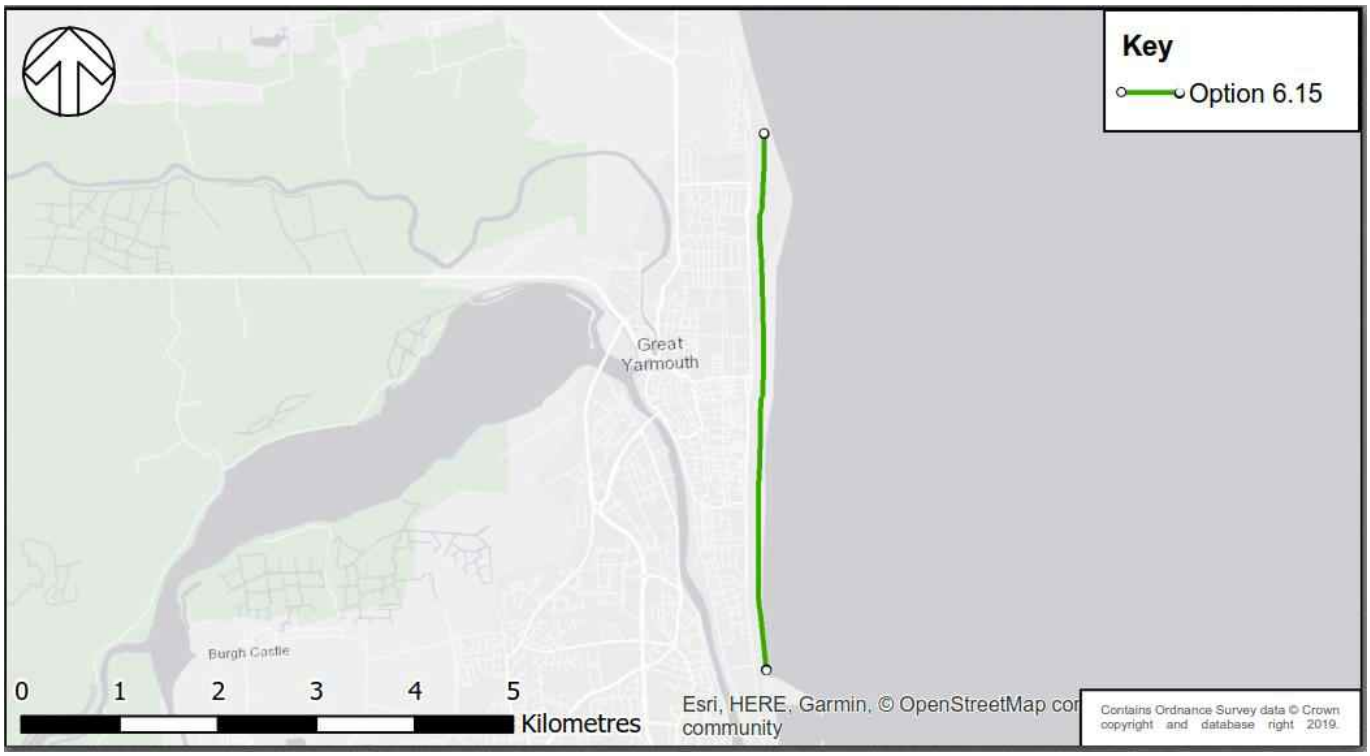
CONCEPT TYPE

Cycling

CONCEPT NAME

6.15: 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)

INITIAL OPTION SKETCH



DESCRIPTION

This option considers a new long-distance cycle route that will run along the sea front between Haven Seashore Holiday Park and South Denes Peninsular. There are currently north-south off carriageway cycle facilities south of Britannia Pier (shared-use path) and north of Euston Road (shared-use path) on the promenade east of the bowls green. The link between these two facilities currently requires cyclists to either dismount or to ride onto the carriageway around the cinema. Near the Pleasure Beach there are a number of pay and display parking bays which could be removed to allow the introduction of a dedicated cycle lane that connects with existing cycling infrastructure.

BENEFITS	*DISBENEFITS*
▪ Improves connectivity of cycle routes in Great Yarmouth. ▪ Could encourage modal shift as the town will be more accessible.	▪ Some of the cycle route would have to encroach on pedestrian walkways or the road network
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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CONCEPT TYPE

Cycling

CONCEPT NAME

6.16: North Quay Cycle Improvements (package of measures)

INITIAL OPTION SKETCH



DESCRIPTION

This option considers various cycle improvements in North Quay.

This option explores improvements to the east-west cycling connectivity between Lawn Avenue and North Drive and also along Fuller's Hill and St Nicholas Road. The existing highway boundary could be used to accommodate a new cycle lane and make it safer to cross the busy junctions.

BENEFITS	*DISBENEFITS*
▪ Improved access to areas in Great Yarmouth ▪ Increased safety for cyclists ▪ Reduced journey times	▪ Some of the cycle route would have to encroach on pedestrian walkways or the road network ▪ May rely on the extent of highway boundary that can be developed.
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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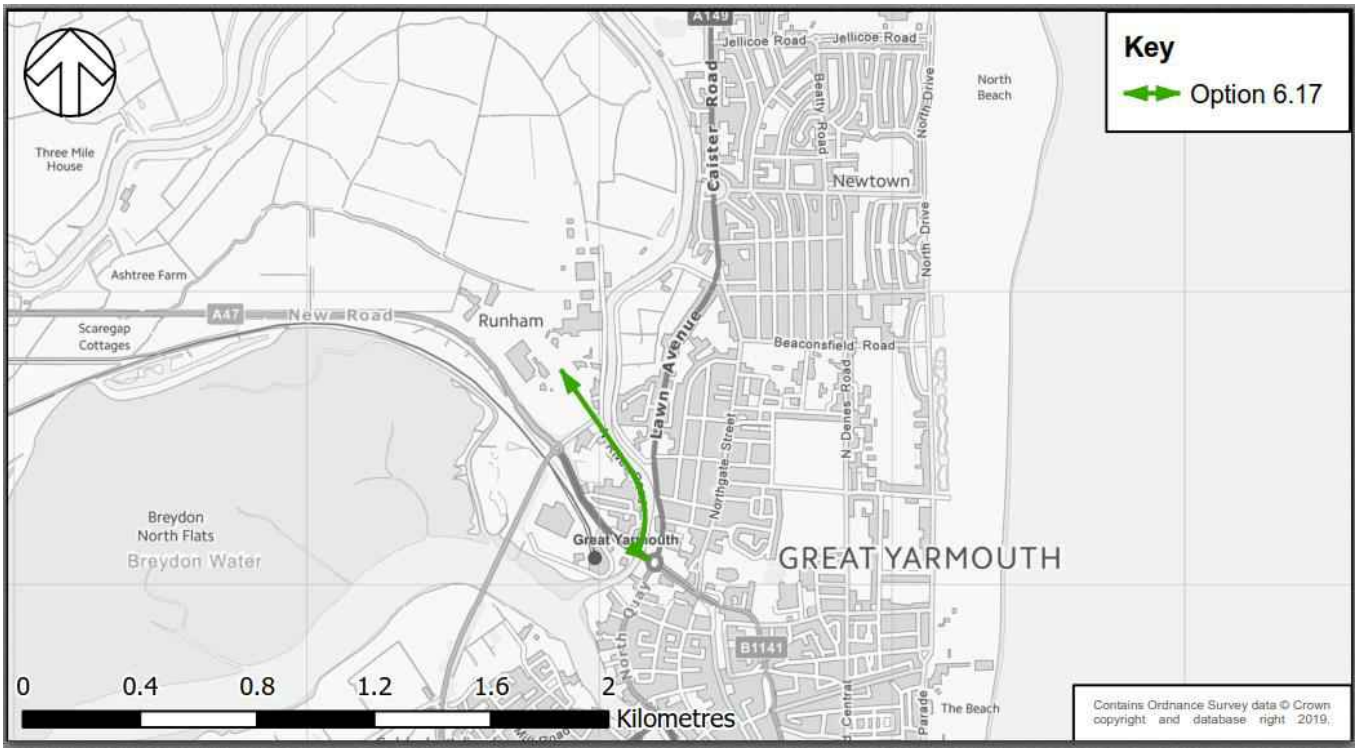
CONCEPT TYPE

Cycling

CONCEPT NAME

6.17: Improve east-west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout

INITIAL OPTION SKETCH



DESCRIPTION

This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill Roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.

BENEFITS	*DISBENEFITS*
▪ Safety improvements for users. ▪ Reduced journey times.	▪ Some of the cycle route would have to encroach on pedestrian walkways or the road network ▪ May rely on the extent of highway boundary that can be developed.
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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7. PARKING

1. Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.
2. Update and improve signage of car parks in Great Yamouth.

CONCEPT TYPE

Parking

CONCEPT NAME

7.1: Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.

INITIAL OPTION SKETCH



DESCRIPTION

This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.

BENEFITS	*DISBENEFITS*
▪ To ensure that parking in Great Yarmouth has not reached capacity ▪ Could provide the platform to improve public transport	▪ Could reduce the availability of parking spaces in the town, meaning that people are put off visiting
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Great Yarmouth Borough Council

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CONCEPT TYPE

Parking

CONCEPT NAME

7.2: Update and improve signage of car parks in Great Yarmouth

INITIAL OPTION SKETCH



Image source: bromsgrove.gov.uk

DESCRIPTION

This option is to improve the signage of car parks within Great Yarmouth. Improved signage will assist residents, visitors and workers finding a car parking space in the town and help car drivers make more informed decision about where they choose to park.

BENEFITS	*DISBENEFITS*
▪ To make better use of car parks in Great Yarmouth	▪ Could encourage greater travel by cars
PROGRAMME	*FUNDING OPTIONS*
▪ Short term (0 – 3 years)	▪ Great Yarmouth Borough Council

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8. ELECTRIC VEHICLES & ASSOCIATED INFRASTRUCTURE

1. Installation of electric vehicle charging points

CONCEPT TYPE

Electric Vehicles & Associated Infrastructure

CONCEPT NAME

8.1: Installation of electric vehicle charging points.

INITIAL OPTION SKETCH



DESCRIPTION

This option would seek the installation of electric vehicle charging points in Great Yarmouth. This increase in infrastructure would help to meet the demand for electric vehicles in Norfolk which rose by 60% from September 2016 to 2017. This infrastructure could also help to encourage a reduction in motor vehicle use and create a shift towards using more sustainable transport.

BENEFITS	*DISBENEFITS*
▪ Encourage the use of more sustainable forms of transport, as the infrastructure is there to support it. ▪ Remove range anxiety and make locations in the town more accessible	▪ Very costly and require regular maintenance ▪ Does not reduce the number of vehicles on the road ▪ Chargers installed will not be able to accommodate all connector types
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ S106 Developer Contributions ▪ Norfolk County Council ▪ Great Yarmouth Borough Council ▪ New Anglia Local Enterprise Partnership

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9. CAR SHARING / CAR CLUB

1. Support and encourage the installation of car sharing spaces within Great Yarmouth Borough Council Car Parks and by local businesses within their own private car parks
2. Work with car club operators to establish a car club for the town

CONCEPT TYPE

Car Sharing / Car Club

CONCEPT NAME

9.1: Support and encourage the installation of car sharing spaces within Great Yarmouth Borough Council Car Parks

INITIAL OPTION SKETCH



DESCRIPTION

This option explores the use of car clubs in Great Yarmouth, which involve the shared use of vehicles. Use of the vehicles is carried out through online booking systems or on the telephone. Car clubs can help to address the limited parking in areas of high density housing.

BENEFITS	*DISBENEFITS*
▪ Financial savings ▪ Reduce the number of vehicles on the road ▪ Most clubs use new or nearly new vehicles, which may be more fuel efficient and safer to drive.	▪ Not as flexible as using own vehicle - need to plan ahead and book the vehicle ▪ The spaces may not be in the most convenient of locations
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Great Yarmouth Borough Council

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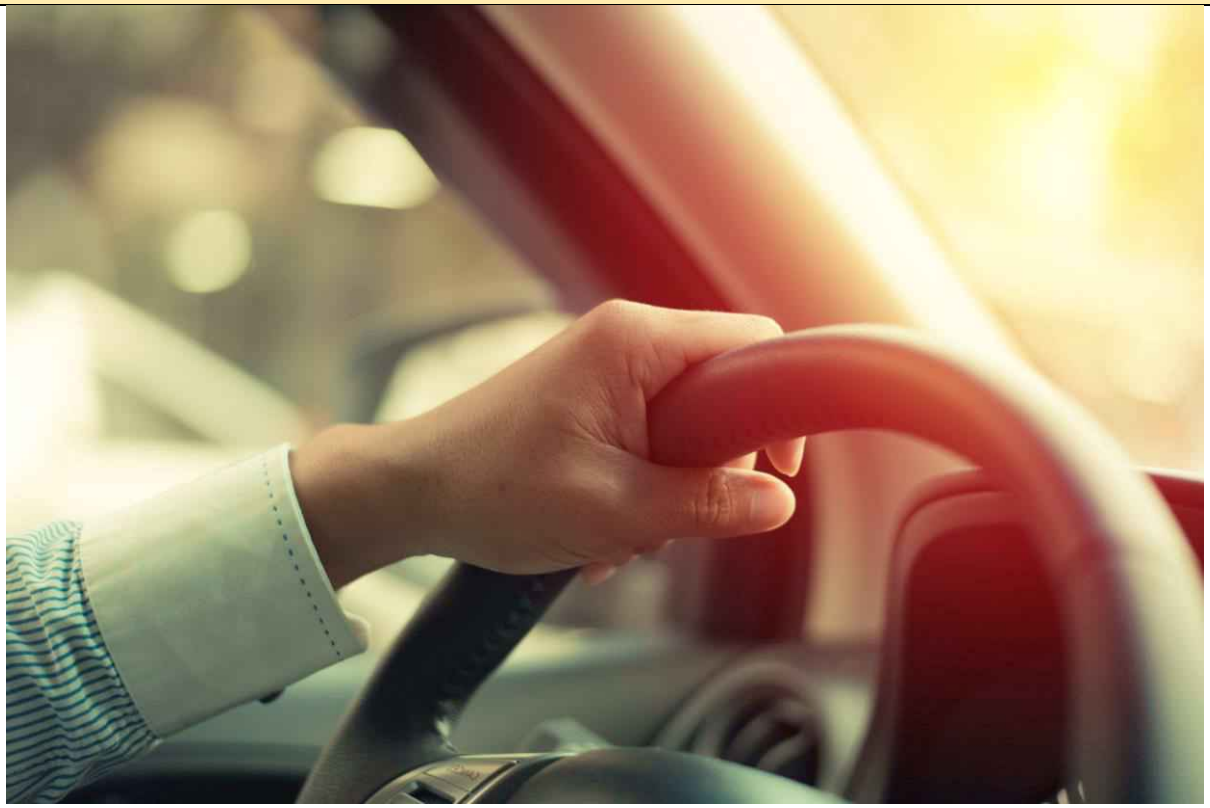
CONCEPT TYPE

Car Sharing / Car Club

CONCEPT NAME

9.2: Work with car club operators to establish a car club for the town

INITIAL OPTION SKETCH



DESCRIPTION

This option explores the addition of a car club in Great Yarmouth for the use of the public. A car club, like that of ZipCar in Cambridge, is a cheaper alternative to using your own vehicle, and only requires a membership to a car club company to get started.

BENEFITS	*DISBENEFITS*
▪ Freedom to use a car whenever it is needed and only pay per hour ▪ Financial savings	▪ Car use has to be booked ahead of time, which may make driving less flexible ▪ Would require a large fleet to encourage the move away from private ownership
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Commercial car club operator (e.g. Zip Car) ▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council ▪ S106 Developer Contributions

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10. SMARTER CHOICES

1. Support and encourage non-residential developments to produce a travel plan
2. Support and encourage developers of new residential developments to produce residential travel plans
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

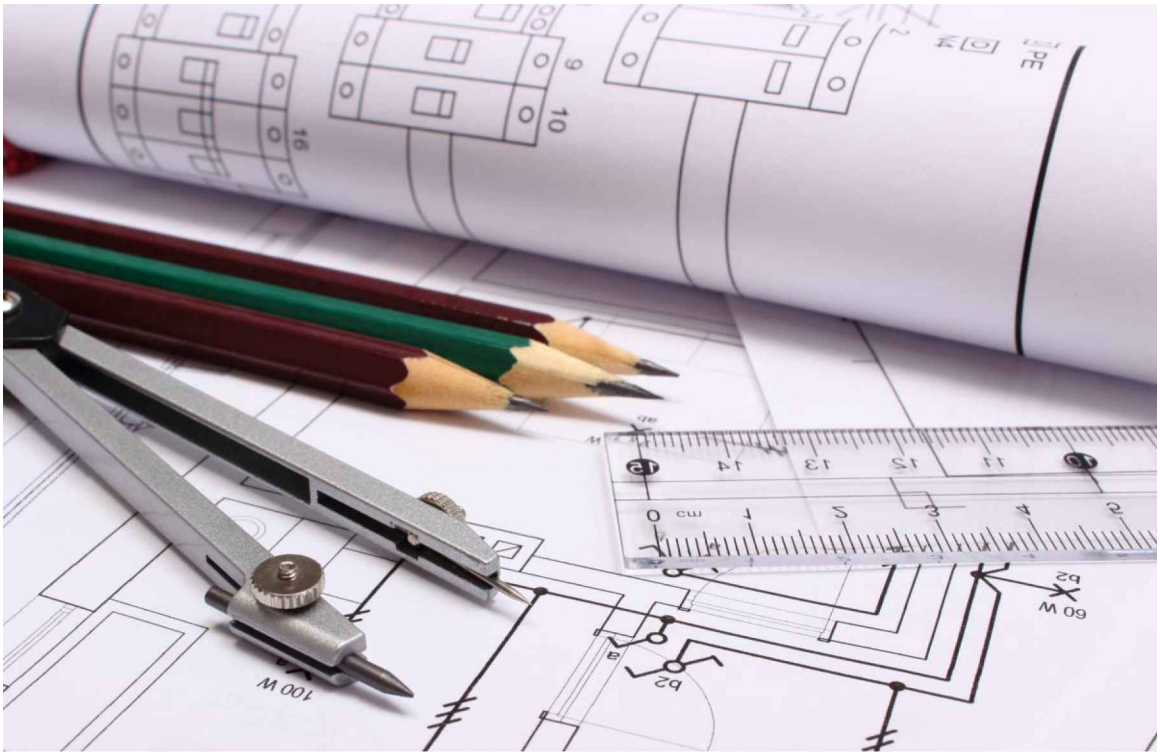
CONCEPT TYPE

Smarter Choices

CONCEPT NAME

10.1: Support and encourage non-residential developments to produce a travel plan

INITIAL OPTION SKETCH



DESCRIPTION

This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.

BENEFITS	*DISBENEFITS*
▪ Reducing peak time congestion ▪ Reducing harmful transport emissions and energy use ▪ Improving accessibility ▪ Reduced cost of travel	▪ A reduction in car travel may not be possible for all people, such as a salesperson ▪ The developments may not have the appropriate infrastructure to support a modal shift.
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ S106 Developer Contributions ▪ Norfolk County Council

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CONCEPT TYPE

Smarter Choices

CONCEPT NAME

10.2: Support and encourage developers of new residential developments to produce residential travel plans (Scheme being developed / investigated)

INITIAL OPTION SKETCH



DESCRIPTION

This option seeks to use a travel plan to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place. A residential travel plan will be tailored to the site and should address all aspects of life that create a need to travel and result in a reduction in the number of car journeys. This should also include a commitment to provide residents with free bus taster tickets and / or cycle vouchers (LGF Scheme).

BENEFITS	DISBENEFITS
▪ Encouraging sustainable travel and improving road safety ▪ Reducing carbon emissions ▪ Creating accessible, connected and inclusive communities	▪ Different travel plans are required for different sizes of development – a large development would have to demonstrate commitment to achieving the higher end of goals ▪ Monitoring of the travel plan is on-going so may

PROGRAMME	FUNDING OPTIONS
▪ Short-term (0 to 3 years)	▪ Norfolk County Council ▪ S106 Developer Contributions

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CONCEPT TYPE

Smarter Choices

CONCEPT NAME

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

INITIAL OPTION SKETCH



DESCRIPTION

This option considers using travel information hubs in Great Yarmouth town centre that would provide information on public transport e.g. buses, trains, trams etc. and further traffic information. This could make individuals more aware of the services on offer and could encourage modal shift away from personal vehicle ownership. Furthermore, including traffic information could help to change the times that individuals arrive and depart from Great Yarmouth to spread out the volumes of traffic.

BENEFITS	*DISBENEFITS*
▪ Reducing traffic congestion ▪ Reduced journey times ▪ Greater flexibility of modal choice	▪ May not be able to change transport behaviour, as it does not include any hard infrastructure proposals.
PROGRAMME	*FUNDING OPTIONS*
▪ Medium-term (3 to 10 years)	▪ Great Yarmouth Borough Council ▪ Norfolk County Council

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11. AUTONOMOUS VEHICLES

1. Keep under review the development of autonomous vehicle technology

CONCEPT TYPE

Autonomous Vehicles

CONCEPT NAME

11.1: Keep under review the development of autonomous vehicle technology

INITIAL OPTION SKETCH



DESCRIPTION

This option looks to review the development of autonomous vehicle technology, such as that currently underway in Milton Keynes, and their future applicability for Great Yarmouth. This technology could include the future addition of self-driving cars / taxis / HGVs, delivery robots or pods and will help to achieve a more connected transport network. Utilising autonomous vehicles and associated technology would reduce the need to own personal vehicles and increase the efficiency of the road network.

BENEFITS	*DISBENEFITS*
▪ Reduction of road accidents – car communicate to each other when they identify a risk ▪ Increased efficiency on the road network	▪ Safety risks associated with self-driving cars – the computer could malfunction ▪ Would require strong WIFI links to ensure the vehicles are connected
PROGRAMME	*FUNDING OPTIONS*
▪ Long-term (10 years +)	▪ New Anglia Local Enterprise Partnership ▪ Norfolk County Council

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Appendix D

STEP 1: INITIAL SIFT

Public

Theme		Ref	Option	Description	1. In Study Area?	2. Within Study timescales?		3. Is the option deliverable?	4. Is the option a Committed Scheme?	Sift Out?	Reason for Sifting out
1. Local Highway Network	General Improvements	1.1	Great Yarmouth Third River Crossing	The Great Yarmouth Third River Crossing is a committed scheme for a new lifting bridge over the River Yare. The bridge will link the A47 at Harfreys Roundabout, in the Southtown area on the western side of the river, with South Denes Road, the port and the enterprise zone on the eastern side of the river. The Development Consent Order application for the scheme is scheduled to be submitted in spring 2019.	Yes	Yes	Medium	Yes	Yes	Yes	Committed Scheme: Take forward to Stage 3.
		1.2	Traffic management measures to reduce HGV movements along the sea front	This option is the introduction of traffic management to reduce the number of HGV movements along the sea front. This could include width restrictions or new Traffic Regulation Orders (TROs). This issue was identified at the Stakeholder Workshop. A scheme is currently being explored by Norfolk County Council's Infrastructure Delivery Team.	Yes	Yes	Short	No	Yes	Yes	Committed Scheme: Investigative work has been undertaken (ATC surveys) and it has been concluded that currently HGV traffic management measures are not required. The option will be taken forward to Stage 3 on the basis that HGV usage will be monitored and traffic management measures introduced should a need be identified.
		1.3	Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic	This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.	Yes	Yes	Short	Yes	No	No	
		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	Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.	Yes	Yes	Short	Yes	No	No	
		1.5	Hall Quay Improvements	Provision of right turn facility between A1243 Hall Quay and A1423 Bridge Road and reallocation of highway space to improve movement of non-motorised users	Yes	Yes	Medium	Yes	Yes	Yes	Committed Scheme: Take forward to Stage 3.
		1.6	Convert Fuller's Hill bus-only right-turn to all vehicles right-turn	This option converts the bus-only right-turn on Fuller's Hill to allow all vehicles to turn right onto Priory Plain. Currently all vehicles from Fuller's Hill are routed north towards the A149 / North Quay roundabout or to Northgate street. A scheme is currently being progressed by Norfolk County Council's Infrastructure Delivery Team.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Take forward to Stage 3.
		1.7	Create sense of arrival into the town through new gateway features on Fuller's Hill Roundabout, and at Great Yarmouth railway station and North Quay	This option is to create a sense of arrival into Great Yarmouth through the introduction of new gateway features at locations on the periphery of the town, including; Fuller's Hill Roundabout, Great Yarmouth railway station and North Quay. This option could include new mixed-use development and public realm improvement (e.g. signage, landscaping). This scheme is identified as a key project in the Great Yarmouth Town Centre Masterplan .	Yes	Yes	Short	Yes	No	No	
		1.8	Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction	This option is to implement road safety improvements at and on the approach to the A143 / A47 slip roads / Shrublands Way signalised junctions. This could include improved signage and road markings, speed cameras on approach or traffic enforcement cameras at the signalised junction.	Yes	Yes	Short	Yes	No	No	
		1.9	Investigate introduction of urban clearways on key strategic routes	This option is to investigate the introduction of urban clearways on key strategic routes throughout the study area. An urban clearway prevents vehicles from stopping on the carriageway for sustained periods of time, typically during the peak hours. Urban clearways encourage enhanced traffic flow during the busiest periods of the day, whilst allowing overnight and daytime stopping.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme currently being progressed by NCC. The clearways project is looking at removing blockages on some routes in Great Yarmouth.
		1.10	Develop contingency measures to improve network resilience	The transport network is susceptible to costly delays as a result of congestion, accidents, special events and the weather. This option is to develop contingency measures to improve network resilience in response to such an event. This could include defining a hierarchy for routine maintenance and investment, developing suitable diversionary routes in response to incidents around the town and document how the council will respond to and manage the effects of different forms of disruption.	Yes	Yes	Short	Yes	No	No	
		1.11	Investigate the provision of additional HGV parking facilities to serve Great Yarmouth Port	This option explores the provision of additional HGV parking facilities to serve Great Yarmouth Port, allowing the port to support continued growth.	Yes	Yes	Short	Yes	No	No	
		1.13	Capacity improvement at Southtown Road / Station Road / Matalan and Farm Foods access signalised junction	The A1243 Pasteur Road / Bridge Road / Matalan and Farm Foods access / Southtown Road junctions have been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme currently being progressed by NCC
		1.14	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.	Yes	Yes	Short	Yes	No	No	
		1.15	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Yes	Yes	Short	Yes	No	No	
		1.16	Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Yes	Yes	Short	Yes	No	No	
		1.17	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.	Yes	Yes	Short	Yes	No	No	
		1.18	Capacity improvement at Fuller's Hill / Northgate street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Yes	Yes	Short	Yes	No	No	
		1.19	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.	Yes	Yes	Short	Yes	No	No	
		1.20	Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Yes	Yes	Short	Yes	No	No	
		1.21	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Yes	Yes	Short	Yes	No	No	
		1.22	Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Yes	Yes	Short	Yes	No	No	
		1.23	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Yes	Yes	Short	Yes	No	No	
		1.24	Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Yes	Yes	Short	Yes	No	No	

Theme	Ref	Option	Description	1. In Study Area?	2. Within Study timescales?		3. Is the option deliverable?	4. Is the option a Committed Scheme?	Sift Out?	Reason for Sifting out
	1.25	Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow	This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.	Yes	Yes	Long	Yes	No	No	
	1.26	New link road between Thamesfield Way and Suffolk Road	This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.	Yes	Yes	Medium	Yes	No	No	
	1.27	Review use and efficiency of traffic signals along Southtown Road	This option looks to review the efficiency of the traffic signals along Southtown Road to in order to increase junction capacity and improve efficiency capacity. Improvements could include upgrade to UTC or installation of MOVA at individual junctions.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme currently being progressed by NCC
	1.28	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.	Yes	Yes	Short	Yes	No	No	
	1.29	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.	Yes	Yes	Medium	Yes	No	No	
2. Strategic Road Network	2.1	A47 Acle Straight Dualling	Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.	Yes	Yes	Medium	Yes	No	No	
	2.2	Reduce speed limit on existing A47 Acle Straight	Currently, the A47 Acle Straight is set at the national speed limit for a single carriageway (60mph), except on the approach and exit to Great Yarmouth and Vauxhall Roundabout where the speed limit is reduced to 50mph. The A47 west of Acle is of dual carriageway standard and speed limit (70mph). This option is to reduce the speed limit on the existing single carriageway in order to improve traffic flow and road user safety.	Yes	Yes	Medium	No	No	Yes	Deliverability: Scheme unable to be delivered by NCC & GYBC and any future scheme would need to be investigated / delivered by Highways England. Previous safety schemes for this link have not considered this option necessary. Scheme is also likely to have low public acceptability.
	2.3	Introduce Average Speed Cameras on the existing A47 Acle Straight	Currently, the A47 Acle Straight is of national speed limit for a single carriageway (60mph), except on the approach and exit to Great Yarmouth and Vauxhall Roundabout where the speed limit is reduced to 50mph. The A47 west of Acle is of dual carriageway standard and speed limit (70mph). This option is to introduce average speed cameras along on the existing single carriageway in order to improve traffic flow and safety. This could be combined with a reduction in the speed limit.	Yes	Yes	Medium	No	No	Yes	Deliverability: Scheme unable to be delivered by NCC & GYBC. Any future scheme would need to be delivered by Highways England. Previous safety schemes for this link have not considered this necessary. Scheme is also likely to have low public acceptability.
	2.4	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.	Yes	Yes	Medium	Yes	No	No	
	2.5	Capacity improvements at A47 Vauxhall Roundabout	This option is capacity improvements at the A47 Vauxhall Roundabout. Upgrades to the A47 Vauxhall Roundabout are included within Highways England's 2015-2020 Road Investment Strategy (RIS 1). Proposals are for a larger signalised roundabout, a widened bridge over the railway line to accommodate widening of the A47 southern exit and approach and realignment to current highway standards to improve safety.	Yes	Yes	Medium	Yes	Yes	Yes	Highways England RIS 1 Committed Scheme: Take forward to Stage 3.
	2.6	Capacity improvements at A47 Gapton Hall Roundabout	This option is capacity improvements at the A47 Gapton Hall Roundabout. Upgrades to the A47 Vauxhall Roundabout are included within Highways England's 2015-2020 Road Investment Strategy (RIS 1). Highways England's proposals are for a signalised roundabout. Highways England are also considering improving provision for pedestrians, cyclists and other non-motorised users.	Yes	Yes	Medium	Yes	Yes	Yes	Highways England RIS 1 Committed Scheme: Take forward to Stage 3.
	2.7	Capacity improvements at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Yes	Yes	Medium	Yes	No	No	
	2.8	Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Yes	Yes	Medium	Yes	No	No	
s Services & Associated Infrastructure	3.1	Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea	This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.	Yes	Yes	Short	Yes	No	No	
	3.2	Improve bus interchange facilities at Great Yarmouth railway station	This option is to improve the bus interchange at Great Yarmouth railway station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs. Bus stop improvements are being provided as a part of Norfolk County Council's rail station court improvements. This will provide improved bus stop and new bus shelter. This is due for completion in September 2018.	Yes	Yes	Short	Yes	Yes	Yes	Bus interchange improvements provided as a part of NCC's rail station forecourt improvements (due for completion Sept 2018). Take forward to Stage 3.
	3.3	Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians	This option is to upgrade Market Gates bus station in Great Yarmouth town centre to improve the amenity and facilities for passengers. NCC undertook works to upgrade and improve the waiting facilities and general surroundings at Market Gates Bus Station in Spring 2018. This included new larger bus shelters, replacement of pedestrian railings, additional cycle parking, cladding on the concrete pillars and new information boards, improvements to lighting and retention of electronic passenger information screens. Future improvements could include introduction of RTPI and further enhancements to the general surroundings.	Yes	Yes	Short	Yes	Yes	Yes	Improvements to Market Gates Bus Station undertaken in Spring 2018. Take forward to Stage 3.
	3.4	Introduction of new regular shuttle bus service	This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.	Yes	Yes	Medium	Yes	No	No	
	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)	This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).	Yes	Yes	Short	Yes	No	No	
	3.6	Work with local bus operators to introduce universal ticketing on all bus services that serve Great Yarmouth	This option looks to introduce universal ticketing on all bus services throughout Great Yarmouth, in association with the local bus operators. This would provide a more efficient and user-friendly public transport network for users and encourage greater bus patronage. This would need to be agreed between each commercial operator. Alternative options would be to establish Advance Quality Partnerships, Franchising or Enhanced Partnerships. This would need to be established at a County Level.	Yes	Yes	Medium	No	No	Yes	Deliverability: Bus services commercially operated in Norfolk. Would require Advance Quality Partnership, Franchising or Enhanced Partnerships to be established at County level.
	3.7	Introduction of demand responsive bus service to serve rural villages surrounding Great Yarmouth with restrictive or no existing bus service	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to introduce a demand responsive bus service connecting Great Yarmouth to the surrounding rural villages, allowing public transport access to the town encouraging modal shift.	Yes	Yes	Medium	No	No	Yes	Deliverability: Unlikely to be commercially viable. Potential to reduced patronage on existing rural bus services. Unlikely to be used for regular journeys (e.g. commuting)
	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	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.	Yes	Yes	Short	Yes	No	No	
	3.9	Improve bus services between Great Yarmouth and Lowestoft	This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).	Yes	Yes	Short	Yes	No	No	

Theme	Ref	Option	Description	1. In Study Area?	2. Within Study timescales?		3. Is the option deliverable?	4. Is the option a Committed Scheme?	Sift Out?	Reason for Sifting out
3. Bus	3.10	Investigate reallocation of carriageway space within Great Yarmouth town centre to improve bus and pedestrian routes	This scheme is to investigate the reallocation of carriageway space for improved bus and pedestrian routes. This could include the removal of parking at the western end of Stonecutters Way to east right-turn movements for buses, realignment of the Stonecutters Way / Howard Street North junction to ease left-turn movements for buses, and improving pedestrian crossing facilities between Broad Row and Market Row. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme currently being progressed by NCC
	3.11	Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.	Yes	Yes	Short	Yes	No	No	
	3.12	New / improved coach drop-off facilities in Great Yarmouth Town Centre	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide a drop off / pick up zone in the centre of Great Yarmouth. A potential location for the drop off / pick up zone is along Regent Street or Howard Street within the town centre one-way system. This scheme has been agreed in principle with Great Yarmouth Borough Council.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: This option is currently being investigated with LGF funding as there is a need to remove coaches from Market Gates bus station as it is having an adverse impact on the scheduled buses. The other rationale is to bring the excursion coach passengers in to the town centre as the extra footfall could boost the local economy.
	3.13	Investigate 'lay by' bus stops on Acle New Road to enable express bus services (e.g. X1 and X11) to access the station without entering the station concourse	This option considers investigating 'lay by' bus stops on the Acle New to enable express bus services like the X1 and X11. These improvements would allow bus services to access the station without entering the concourse and reduce journey times. The 'lay by' bus stops would require land-take, so that they would not encroach on Acle New Road, as well as the addition of pedestrian crossings and paths to safely get to the station.	Yes	Yes	Medium	Yes	Yes	Yes	Committed Scheme: Take forward to Stage 3.
	3.14	Enhanced bus interchange facilities at the James Paget University Hospital	This option is the enhancement of the bus interchange and waiting facilities at James Paget University Hospital.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Take forward to Stage 3.
4. Heavy Rail Services & Great Yarmouth Railway Station	4.1	Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building	Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.	Yes	Yes	Medium	Yes	No	No	
	4.2	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.	Yes	Yes	Medium	Yes	No	No	
	4.3	Work with Network Rail and Greater Anglia to improve the reliability of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the reliability of services on the Wherry Line. As part of Network Rail's Control Period 5, there are committed schemes to upgrade signalling systems and level crossings. This will improve overall safety and reliability of the railway, increase operational flexibility, improve level crossing safety, improve sustainability and reduce delay for road users at level crossings.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Network Rail to upgrade signalling along the Wherry Line as a part of their Railway Upgrade Plan. Take forward to Stage 3.
	4.4	Work with Greater Anglia to improve amenity for passengers travelling on the Wherry Line	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the amenity for passengers on the Wherry Line. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Greater Anglia are introducing new rolling stock on the Wherry Line in 2019/20. Take forward to Stage 3.
	4.5	Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth	Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.	Yes	Yes	Short	Yes	No	No	
	4.6	Improve rail freight facilities at Great Yarmouth	This option looks to improve rail freight facilities at Great Yarmouth, enabling freight to be transferred between transport modes, allowing rail to be used to undertake the long-haul primary journey. This could be provided through delivery of an intermodal freight terminal, and the provision of associated warehousing. Improving rail freight facilities would support economic growth within the area.	Yes	Yes	Medium	No	No	Yes	Deliverability: Require significant investment and likely to provide low cost benefit.
5. Walking	5.1	Improvement to the access and signage and promotion of Norfolk's long-distance footpath network from Great Yarmouth	This option looks to improve access and signage to Norfolk's long-distance footpath 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).	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Scheme being developed / investigated by NCC. Take forward to Stage 3.
	5.2	Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users	This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.	Yes	Yes	Short	Yes	No	No	
	5.3	Improve lighting and tactile paving along northern section of esplanade	This option looks at improving the lighting and tactile paving along the northern section of the esplanade in Great Yarmouth. These improvements would make the area safer for individuals and more accessible to all, as well as making the area more attractive to visit the area in the evening.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Scheme being developed / investigated by NCC. Take forward to Stage 3.
	5.4	Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors	This option considers creating a Town Centre Wayfinding Strategy to help improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors. This will help to direct pedestrians to their destinations more quickly and may help to make individuals more aware of the attractions on offer.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Wayfinding Strategy already being progressed by NCC. Take forward to Stage 3.
	5.5	Improve the pedestrian amenity of The Rows	This option considers improvements to the pedestrian amenity of The Rows, to make the area more enjoyable for pedestrians. Options could include a re-balance of a street in favour of pedestrians; creating more public space; or by restricting vehicle access at certain times during the day. Evaluations would need to be made to understand how pedestrians currently use the area and where improvements would have the greatest impact.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Scheme to improve the amenity of the Rows already being progressed by NCC as a part of the Town Centre Masterplan. Take forward to Stage 3.
	5.6	Improve pedestrian crossing facilities along the A143 Beccles Road	This option considers improvements to pedestrian crossing facilities along the A143 Beccles Road, including minor improvements to the existing uncontrolled crossings. This would allow for safer crossing space and make it easier for pedestrians to get across Great Yarmouth. Improvements could be made to signalised crossing to ensure that pedestrians have an appropriate amount of time to cross and space to walk alongside the A143.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Scheme to provide minor improvements to existing uncontrolled crossings being developed / investigated by NCC. Take forward to Stage 3.
	5.7	Simplify existing signalised arrangement and improve pedestrian crossing facilities at junction of Fuller's Hill / Northgate Street	This option explores the simplification of existing signalised arrangements and improvements to pedestrian crossing facilities. Currently there is a pedestrian crossing for half of the Fuller's Hill / Northgate Street junction (with a full pedestrian crossing further down Northgate Street), so pedestrians cross the rest of the road on a refuge island. Extending the crossing would improve safety for users or moving the existing crossing to the junction would create improvements.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Scheme being developed / investigated by NCC. Take forward to Stage 3.
	5.8	Improve existing pedestrian routes to / from Harfreys Industrial Estate	This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.	Yes	Yes	Short	Yes	No	No	Partially Committed: Scheme being developed / investigated by NCC.
	5.9	Improve pedestrian crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College.	This option looks at improvements to pedestrian crossing facilities at the B1370 / Church Lane roundabout, as well as outside of East Norfolk Sixth Form College. There are currently no formal pedestrian crossing facilities at the B137 / Church Lane roundabout. Pedestrian crossing facilities could be improved through the provision of a zebra crossing or pelican crossing instead of the existing refuge islands.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Take forward to Stage 3.
	5.10	Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction	This option considers improving pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction. There are currently no signalised pedestrian crossings – adding these would help to improve the safety for pedestrians.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Scheme being developped / investigated by NCC. Take forward to Stage 3.
	5.11	Improve pedestrian crossing facilities along Nottingham Way	This option looks at improving pedestrian crossing facilities along Nottingham Way to make it safer and easier for pedestrians. This could be carried out using traffic calming measures that only one side of the road with priority, and packaged with pedestrian refuge islands to ensure that traffic slows down for pedestrians.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Scheme involving installation of zebra crossing is being progressed. Take forward to Stage 3.

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	5.12	Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park	This option explores improvements to facilities for pedestrians and cyclists around Gapton Hall Retail Park. There is currently a small amount of shared access paths, but a zebra crossing could be useful to help users crossing from one side of the retail park to the other.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Scheme being developped / investigated by NCC. Take forward to Stage 3.
	5.13	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.	Yes	Yes	Medium	Yes	No	No	
	5.14	Investigate provision of dedicated off-carriageway lanes for mobility scooter users	This option explores the addition of dedicated off-carriageway lanes for mobility scooter users,that are segregated from pedestrian walkways. This will help to reduce the capacity issues for the current footpaths and make it safer for those who use them.	Yes	Yes	Medium	No	No	Yes	Deliverability: Current DfT guidance / signage does not allow the provision of segregated facilities for mobility scooter users.
	5.15	Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.	This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.	Yes	Yes	Medium	Yes	No	No	
	5.16	Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.	This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.	Yes	Yes	Medium	Yes	No	No	
6. Cycling	6.1	New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing	This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.	Yes	Yes	Medium	Yes	No	No	
	6.2	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.	Yes	Yes	Medium	Yes	No	No	
	6.3	Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider study area	This option explores assessing the current level of cycle parking and looks at adding new or upgraded parking in the town centre, along the sea front and close to large trip attractors. This would allow cyclists to leave their bikes in secure places and could encourage others to use their bikes more often.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme currently being progressed by NCC
	6.4	Improve wayfinding for cyclists in Great Yarmouth and along existing pedalways	This option explores improving wayfinding for cyclists in Great Yarmouth and along the existing pedalways. Wayfinding includes using signage to direct users to cycle routes, to make the navigation of the routes simpler. The areas of Wherryman's Way, Weavers Way, recreational cycle routes around Great Yarmouth and Angles Way have been highlighted for improved signage; Burgh Park and Cobham park have been highlighted for accessibility improvements; and the addition of Stalham to Great Yarmouth cycle facilities.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme currently being progressed by NCC
	6.5	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.	Yes	Yes	Short	Yes	No	No	
	6.6	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.	Yes	Yes	Medium	Yes	No	No	
	6.7	Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.	Yes	Yes	Short	Yes	No	No	
	6.8	Comprehensively 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	This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.	Yes	Yes	Long	Yes	No	No	
	6.9	New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing	This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.	Yes	Yes	Medium	Yes	No	No	
	6.10	A143 Beccles Road Cycle Improvements (package of measures)	Various cycle improvements along the A143 Beccles Road	Yes	Yes	Medium	Yes	No	No	
	6.11	Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.	This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.	Yes	Yes	Medium	Yes	No	No	
	6.12	Southtown Cycle Improvements (package of measures)	Various cycle improvements in Southtown	Yes	Yes	Medium	Yes	No	No	
	6.13	Gorleston-on-Sea Cycle Improvements (package of measures)	Various cycle improvements in Gorleston-on-Sea	Yes	Yes	Medium	Yes	No	No	
	6.14	Great Yarmouth Town Centre Cycle Improvements (package of measures)	Various cycle improvements in Great Yarmouth Town Centre	Yes	Yes	Medium	Yes	No	No	
	6.15	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	This option considers a new long-distance cycle route that will run along the sea front between Haven Seashore Holiday Park and South Denes Peninsular. There are currently north-south off carriageway cycle facilities south of Britannia Pier (shared-use path) and north of Euston Road (shared-use path) on the promenade east of the bowls green. The link between these two facilities currently requires cyclists to either dismount or to ride onto the carriageway around the cinema. Near the Pleasure Beach there are a number of pay and display parking bays which could be removed to allow the introduction of a dedicated cycle lane that connects with existing cycling infrastructure.	Yes	Yes	Medium	Yes	Yes	Yes	Committed Scheme: Scheme being developed / investigated by NCC. Take forward to Stage 3.
	6.16	North Quay Cycle Improvements (package of measures)	Various cycle improvements in North Quay	Yes	Yes	Medium	Yes	No	No	
	6.17	Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.	Yes	Yes	Medium	Yes	No	No	
7. Parking	7.1	Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.	This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.	Yes	Yes	Medium	Yes	No	No	
	7.2	Update and improve signage of car parks in Great Yarmouth.	This option is to improve the signage of car parks within Great Yarmouth. Improved signage will assist residents, visitors and workers finding a car parking space in the town and help car drivers make more informed decision about where they choose to park.	Yes	Yes	Short	Yes	Yes	Yes	Committed Scheme: Scheme recently delivered by NCC.
8. Electric	8.1	Installation of electric vehicle charging points.	Support and encourage new developments, local business and GYBC to install electric car charging points in their car parks and on-street.	Yes	Yes	Medium	Yes	No	No	
9. Car Sharing / Car Club	9.1	Support and encourage the installation of car sharing spaces within GYBC car parks and by local businesses within their own private car parks	Provision of priority car parking spaces within GYBC car parks and local businesses private car parks for drivers that car share, in order to promote a reduction in the number of vehicle on the road network.	Yes	Yes	Medium	Yes	No	No	
	9.2	Work with car club operators to establish a car club for the town	This option explores the addition of a car club in Great Yarmouth for the use of the public. A car club, like that of ZipCar in Cambridge, is a cheaper alternative to using your own vehicle, and only requires a membership to a car club company to get started.	Yes	Yes	Medium	Yes	No	No	
Smarter Choices	10.1	Support and encourage non-residential developments to produce a travel plan	This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.	Yes	Yes	Medium	Yes	No	No	
	10.2	Support and encourage developers of new residential developments to produce residential travel plans	This option seeks to use a travel plan to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place. A residential travel plan will be tailored to the site and should address all aspects of life that create a need to travel and result in a reduction in the number of car journeys. This should also include a commitment to provide residents with free bus taster tickets and / or cycle vouchers (LGF Scheme).	Yes	Yes	Short	Yes	Yes	Yes	Local Highway Authority already requires new residential developments to produced Travel Plans in line with their September 2018 Travel Plan Guidance. Take forward to Stage 3.

Theme	Ref	Option	Description	1. In Study Area?	2. Within Study timescales?		3. Is the option deliverable?	4. Is the option a Committed Scheme?	Sift Out?	Reason for Sifting out
10. [illegible]	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	This option considers using travel information hubs in Great Yarmouth town centre that would provide information on public transport e.g. buses, trains, trams etc. and further traffic information. This could make individuals more aware of the services on offer and could encourage modal shift away from personal vehicle ownership. Furthermore, including traffic information could help to change the times that individuals arrive and depart from Great Yarmouth to spread out the volumes of traffic.	Yes	Yes	Medium	Yes	No	No	
11. Autonomous Vehicles	11.1	Keep under review the development of autonomous vehicle technology	This option looks to review the development of autonomous vehicle technology, such as that currently underway in Milton Keynes, and their future applicability for Great Yarmouth. This technology could include the future addition of self-driving cars / taxis / HGVs, delivery robots or pods and will help to achieve a more connected transport network. Utilising autonomous vehicles and associated technology would reduce the need to own personal vehicles and increase the efficiency of the road network.	Yes	No	Long	No	No	Yes	Deliverability & Timescales: Any significant development and application of autonomous vehicle technology is likely to occur post 2030.

Appendix E

STEP 2: STRATEGIC APPRAISAL

Public

Theme	Ref	Option	Description	1. Manage traffic congestion in Great Yarmouth	2. Capitalise on the infrastructure and investment opportunities presented by the Third River Crossing	3. To support sustainable housing and economic growth	4. Provide a safe environment for travel by all modes	5. Improve opportunities to use sustainable modes within Great Yarmouth by providing viable alternatives to car use	6. Increase active travel mode share for short journeys	7. Reduce harmful emissions and air quality impacts	Weighted Average	Weighted Average Rank	Comment on fit with objectives
	1.3	Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic	This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.	3	1	2	-1	-2	-2	1	0.90	45	Helps manage traffic congestion and support housing and economic growth. Likely to have adverse effect on opportunities to use sustainable modes and use of active travel modes for shorter journeys.
	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	Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.	2	3	1	-1	-2	-2	1	0.90	30	Helps manage traffic congestion and capitalises on the infrastructure and investment opportunities presented by the Third River Crossing. Likely to have adverse effect on opportunities to use sustainable modes or encourage active travel modes for shorter journeys.
	1.7	Create sense of arrival into the town through new gateway features on Fuller's Hill Roundabout, and at Great Yarmouth railway station and North Quay	This option is to create a sense of arrival into Great Yarmouth through the introduction of new gateway features at locations on the periphery of the town, including; Fuller's Hill Roundabout, Great Yarmouth railway station and North Quay. This option could include new mixed-use development and public realm improvement (e.g. signage, landscaping). This scheme is identified as a key project in the Great Yarmouth Town Centre Masterplan .	0	0	0	0	0	0	0	0.00	58	Doe not fit with any of the Study's objectives.
	1.8	Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction	This option is to implement road safety improvements at and on the approach to the A143 / A47 slip roads / Shrublands Way signalised junctions. This could include improved signage and road markings, speed cameras on approach or traffic enforcement cameras at the signalised junction.	0	0	0	1	0	0	0	0.10	57	Provides a safe environment for travel by all modes. Does not fit with any of the other objectives.
	1.10	Develop contingency measures to improve network resilience	The transport network is susceptible to costly delays as a result of congestion, accidents, special events and the weather. This option is to develop contingency measures to improve network resilience in response to such an event. This could include defining a hierarchy for routine maintenance and investment, developing suitable diversionary routes in response to incidents around the town and document how the council will respond to and manage the effects of different forms of disruption.	1	1	1	1	-1	-2	0	0.40	56	Helps manage traffic congestion and capitalises on the infrastructure and investment opportunities presented by the Third River Crossing. Likely to have adverse effect on opportunities to use sustainable modes or the use of active travel modes for shorter journeys.
	1.11	Investigate the provision of additional HGV parking facilities to serve Great Yarmouth Port	This option explores the provision of additional HGV parking facilities to serve Great Yarmouth Port, allowing the port to support continued growth.	-1	1	2	0	0	0	-1	0.00	58	Capitalises on the infrastructure and investment opportunities from the GYTRC and helps support sustainable housing and economic growth. Likely to have adverse effect on traffic congestion in Great Yarmouth and on air quality emissions.
	1.14	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.	2	0	2	2	-1	-1	1	0.90	31	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.15	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	2	0	2	2	-1	-1	1	0.90	31	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.16	Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	2	0	2	2	-1	-1	1	0.90	31	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.17	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.	2	0	2	2	-1	-1	1	0.90	31	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.18	Capacity improvement at Fuller's Hill / Northgate street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	2	0	2	2	-1	-1	1	0.90	31	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.19	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.	2	0	2	2	-1	-1	1	0.90	31	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.20	Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	3	0	3	2	-1	-1	1	1.30	11	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.21	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	2	0	2	2	-1	-1	1	0.90	31	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.22	Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	2	0	2	2	-1	-1	1	0.90	31	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.23	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	2	0	2	2	-1	-1	1	0.90	31	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.24	Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	2	0	2	2	-1	-1	1	0.90	31	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.25	Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow	This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.	2	0	2	2	-1	-1	1	0.90	31	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.26	New link road between Thamesfield Way and Suffolk Road	This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.	3	0	3	2	-1	0	-1	1.20	16	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.28	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.	2	0	2	2	-1	-1	1	0.90	31	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
	1.29	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.	2	0	2	0	0	-1	1	0.80	46	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.
ork	2.1	A47 Acle Straight Dualling	Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.	3	3	3	1	-1	-1	0	1.70	1	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented by the GYTRC.

Theme	Ref	Option	Description	1. Manage traffic congestion in Great Yarmouth	2. Capitalise on the infrastructure and investment opportunities presented by the Third River Crossing	3. To support sustainable housing and economic growth	4. Provide a safe environment for travel by all modes	5. Improve opportunities to use sustainable modes within Great Yarmouth by providing viable alternatives to car use	6. Increase active travel mode share for short journeys	7. Reduce harmful emissions and air quality impacts	Weighted Average	Weighted Average Rank	Comment on fit with objectives
2. Strategic Highway Netwo	2.4	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.	3	2	3	1	-1	-2	1	1.50	6	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented by the GYTRC.
	2.7	Capacity improvements at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	3	2	3	1	-1	-2	1	1.50	6	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented by the GYTRC.
	2.8	Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	3	2	3	1	-1	-2	1	1.50	6	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented by the GYTRC.
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 option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.	1	1	1	0	1	1	1	0.90	44	Helps manage traffic congestion, supports sustainable housing growth, likely to reduce harmful air quality emissions, increase opportunities for using sustainable modes of transport and is likely to increase active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented as this will enable new bus routes to be established.
	3.4	Introduction of new regular shuttle bus service	This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.	1	2	3	0	2	2	2	1.60	2	Helps manage traffic congestion, supports sustainable housing growth, likely to reduce harmful air quality emissions, increase opportunities for using sustainable modes of transport and is likely to increase active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented as this will enable new bus routes to be established.
	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)	This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).	1	2	3	0	2	2	2	1.60	2	Helps manage traffic congestion, supports sustainable housing growth, likely to reduce harmful air quality emissions, increase opportunities for using sustainable modes of transport and is likely to increase active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented as this will enable new bus routes to be established.
	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	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.	1	0	1	0	2	1	1	0.80	46	Helps manage traffic congestion, supports sustainable housing growth, likely to reduce harmful air quality emissions, increase opportunities for using sustainable modes of transport and is likely to increase active travel mode share for short journeys.
	3.9	Improve bus services between Great Yarmouth and Lowestoft	This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).	1	0	3	0	2	2	2	1.20	14	Helps manage traffic congestion, supports sustainable housing growth, likely to reduce harmful air quality emissions, increase opportunities for using sustainable modes of transport and is likely to increase active travel mode share for short journeys.
	3.11	Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.	1	0	0	1	2	1	1	0.80	46	Provides a safe environment for travel by all modes, improves opportunities to use sustainable modes within Great Yarmouth, likely to increase active travel mode share for short journeys and reduce harmful emissions and their air quality impacts.
4. Heavy Rail Services & Great Yarmouth Railway Station	4.1	Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building	Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.	1	0	1	2	2	1	1	1.00	20	Provides a safe environment for travel by all modes, improves opportunities to use sustainable modes within Great Yarmouth, likely to increase active travel mode share for short journeys and reduce harmful emissions and their air quality impacts. Likely to have a slight beneficial impact on managing traffic congestion in Great Yarmouth and supporting sustainable housing growth.
	4.2	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.	1	0	1	1	2	2	2	1.10	18	Provides a safe environment for travel by all modes, improves opportunities to use sustainable modes within Great Yarmouth, likely to increase active travel mode share for short journeys and reduce harmful emissions and their air quality impacts. Likely to have a slight beneficial impact on managing traffic congestion in Great Yarmouth and supporting sustainable housing growth.
	4.5	Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth	Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.	1	0	2	0	2	1	2	1.00	20	Improves opportunities to use sustainable modes within Great Yarmouth, likely to increase active travel mode share for short journeys and reduce harmful emissions and their air quality impacts. Likely to have a slight beneficial impact on managing traffic congestion in Great Yarmouth and supporting sustainable housing growth.
	5.2	Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users	This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.	0	1	1	2	1	1	1	0.80	49	Capitalises on the infrastructure and investment of the GYTRC, help support sustainable housing and economic growth, provides a safe environment for travel by all modes, likely to increase active travel mode share for short journeys and reduce harmful emissions and their air quality impacts. Likely to have an adverse impact on managing traffic congestion in Great Yarmouth.
	5.8	Improve existing pedestrian routes to / from Harfreys Industrial Estate	This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.	0	0	2	2	2	2	1	0.90	31	Help support sustainable housing and economic growth, provides a safe environment for travel by all modes, likely to increase active travel mode share for short journeys and reduce harmful emissions and their air quality impacts.
	5.13	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.	0	2	2	2	2	1	1	1.20	12	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts. Potential to capitalise on GYTRC infrastructure.
	5.15	Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.	This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.	0	2	0	2	2	2	0	1.00	20	Help provide a safe environment for travel by all modes of transport for all users. Encourage shorter journeys to be undertaken by active modes. GYTRC has potential to provide accessibility improvements for vulnerable users.
	5.16	Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.	This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.	1	0	1	2	2	2	2	1.20	14	Help reduce congestion during summer months. Provide a safe environment for travel by all modes of transport. Encourage shorter journeys to be undertaken by active modes of transport and reduce harmful emissions and air quality impacts. Help support sustainable growth in the tourism sector.
	6.1	New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing	This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.	0	3	2	2	2	2	1	1.50	6	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts. Potential to capitalise on GYTRC infrastructure.
	6.2	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.	0	1	1	0	2	2	1	0.80	49	Has potential to increase active mode share through availability of bicycles and the removal of barriers that may otherwise have discouraged cycling (e.g. cycle ownership, availability of cycle parking, maintenance of a bicycle). The scheme would also allow users to make part of journeys by bicycle when completing the whole journey by bicycle would be unfeasible. Scheme would help to support sustainable housing growth within the town and reduce harmful emissions and air quality impacts through mode shift.
	6.5	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.	0	0	2	2	2	2	2	1.00	20	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.
	6.6	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.	0	3	2	2	2	2	2	1.60	2	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts. Potential to capitalise on GYTRC infrastructure.

Theme	Ref	Option	Description	1. Manage traffic congestion in Great Yarmouth	2. Capitalise on the infrastructure and investment opportunities presented by the Third River Crossing	3. To support sustainable housing and economic growth	4. Provide a safe environment for travel by all modes	5. Improve opportunities to use sustainable modes within Great Yarmouth by providing viable alternatives to car use	6. Increase active travel mode share for short journeys	7. Reduce harmful emissions and air quality impacts	Weighted Average	Weighted Average Rank	Comment on fit with objectives
6. Cycling	6.7	Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.	1	2	1	1	2	2	2	1.50	10	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts. Potential to capitalise on GYTRC infrastructure. Any mode shift is likely to help manage traffic congestion in Great Yarmouth.
	6.8	Comprehensively 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	This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.	0	1	2	2	2	2	1	1.10	17	Help support sustainable housing and economic growth, provides a safe environment for travel by all modes, improve opportunities to use sustainable travel and likely to increase active travel mode share for short journeys. Option is also to be able to capitalise on the GYTRC infrastructure and reduce harmful emissions and air quality impacts through mode shift.
	6.9	New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing	This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.	0	3	2	2	2	2	2	1.60	2	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts. Potential to capitalise on GYTRC infrastructure.
	6.10	A143 Beccles Road Cycle Improvements (package of measures)	Various cycle improvements along the A143 Beccles Road	0	0	2	2	2	2	2	1.00	20	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.
	6.11	Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.	This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.	-1	3	2	2	2	2	1	1.20	12	Capitalises on the GYTRC infrastructure, provides a safer environment for travel by all modes, helps to support sustainable housing growth, provides a safe environment for travel by al modes, likely to increase active mode share for shorter journeys. There may be some improvement to air quality as a result of mode shift.
	6.12	Southtown Cycle Improvements (package of measures)	Various cycle improvements in Southtown	0	0	2	2	2	2	2	1.00	20	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.
	6.13	Gorleston-on-Sea Cycle Improvements (package of measures)	Various cycle improvements in Gorleston-on-Sea	0	0	2	2	2	2	2	1.00	20	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.
	6.14	Great Yarmouth Town Centre Cycle Improvements (package of measures)	Various cycle improvements in Great Yarmouth Town Centre	0	0	2	2	2	2	2	1.00	20	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.
	6.16	North Quay Cycle Improvements (package of measures)	Various cycle improvements in North Quay	0	0	2	2	2	2	2	1.00	20	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.
	6.17	Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.	0	0	2	2	2	2	2	1.00	20	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.
7. Parking	7.1	Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.	This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.	1	0	2	0	1	1	1	0.80	49	Help to support sustainable housing and economic growth in Great Yarmouth by providing a clear strategy for managing car parking within the town. It has the potential to help manage traffic congestion, particularly in summer when demand for car parking is highest. A review of existing uncontrolled parking and parking charges also has the potential to encourage mode shift and use of non-car modes.
8. Electric Vehicle	8.1	Installation of electric vehicle charging points.	Support and encourage new developments, local business and GYBC to install electric car charging points in their car parks and on-street.	0	0	2	0	2	0	3	0.70	52	Supports sustainable housing growth, improves opportunities to use sustainable modes of travel and reduces harmful emissions and air quality impacts.
9. Car Sharing / Car Club	9.1	Support and encourage the installation of car sharing spaces within GYBC car parks and by local businesses within their own private car parks	Provision of priority car parking spaces within GYBC car parks and local businesses private car parks for drivers that car share, in order to promote a reduction in the number of vehicle on the road network.	1	0	1	0	1	0	1	0.60	53	Helps manage traffic congestion in Great Yarmouth, supports sustainable housing growth, improves opportunities to use sustainable modes of travel and reduces harmful emissions and air quality impacts.
	9.2	Work with car club operators to establish a car club for the town	This option explores the addition of a car club in Great Yarmouth for the use of the public. A car club, like that of ZipCar in Cambridge, is a cheaper alternative to using your own vehicle, and only requires a membership to a car club company to get started.	1	0	1	0	1	0	1	0.60	53	Helps manage traffic congestion in Great Yarmouth, supports sustainable housing growth, improves opportunities to use sustainable modes of travel and reduces harmful emissions and air quality impacts.
10. Smarter Choices	10.1	Support and encourage non-residential developments to produce a travel plan	This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.	1	0	2	0	2	2	2	1.10	18	Helps manage traffic congestion in Great Yarmouth, supports sustainable housing growth, improves opportunities to use sustainable modes of travel and reduces harmful emissions and air quality impacts. Likely to increase active travel mode share for short journeys.
	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	This option considers using travel information hubs in Great Yarmouth town centre that would provide information on public transport e.g. buses, trains, trams etc. and further traffic information. This could make individuals more aware of the services on offer and could encourage modal shift away from personal vehicle ownership. Furthermore, including traffic information could help to change the times that individuals arrive and depart from Great Yarmouth to spread out the volumes of traffic.	1	0	0	0	1	1	1	0.60	53	Potential to help manage traffic congestion in Great Yarmouth, will improve opportunities to use sustainable modes of travel by all modes, potential in increase active travel mode share for short journeys and reduce harmful emission and air quality impacts.

Rank	Ref	Option	Description	Weighted Average Score	Included in Shortlist?	Reason for exclusion
1	2.1	A47 Acle Straight Dualling	Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.	1.70	Yes	
2	3.4	Introduction of new regular shuttle bus service	This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.	1.60	Yes	
2	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)	This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).	1.60	Yes	
2	6.6	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.	1.60	Yes	
2	6.9	New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing	This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.	1.60	Yes	
6	2.4	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.	1.50	Yes	
6	2.7	Capacity improvements at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	1.50	Yes	
6	2.8	Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	1.50	Yes	
6	6.1	New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing	This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.	1.50	Yes	
10	6.7	Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.	1.50	Yes	
11	1.20	Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	1.30	Yes	
12	6.11	Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.	This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.	1.20	Yes	
12	5.13	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.	1.20	Yes	
14	3.9	Improve bus services between Great Yarmouth and Lowestoft	This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).	1.20	Yes	
14	5.16	Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.	This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.	1.20	Yes	
16	1.26	New link road between Thamesfield Way and Suffolk Road	This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.	1.20	Yes	
17	6.8	Comprehensively 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	This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.	1.10	Yes	
18	4.2	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.	1.10	Yes	
18	10.1	Support and encourage non-residential developments to produce a travel plan	This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.	1.10	Yes	
20	4.1	Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building	Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.	1.00	Yes	
20	4.5	Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth	Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.	1.00	Yes	
20	6.12	Southtown Cycle Improvements (package of measures)	Various cycle improvements in Southtown	1.00	Yes	
20	6.13	Gorleston-on-Sea Cycle Improvements (package of measures)	Various cycle improvements in Gorleston-on-Sea	1.00	Yes	
20	6.14	Great Yarmouth Town Centre Cycle Improvements (package of measures)	Various cycle improvements in Great Yarmouth Town Centre	1.00	Yes	
20	6.16	North Quay Cycle Improvements (package of measures)	Various cycle improvements in North Quay	1.00	Yes	

Rank	Ref	Option	Description	Weighted Average Score	Included in Shortlist?	Reason for exclusion
20	6.17	Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.	1.00	Yes	
20	6.5	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.	1.00	Yes	
20	6.10	A143 Beccles Road Cycle Improvements (package of measures)	Various cycle improvements along the A143 Beccles Road	1.00	Yes	
20	5.15	Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.	This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.	1.00	Yes	
30	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	Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.	0.90	Yes	
31	1.14	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.	0.90	Yes	
31	1.15	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	0.90	Yes	
31	1.16	Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	0.90	Yes	
31	1.17	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.	0.90	Yes	
31	1.18	Capacity improvement at Fuller's Hill / Northgate street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	0.90	Yes	
31	1.19	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.	0.90	Yes	
31	1.21	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	0.90	Yes	
31	1.22	Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	0.90	Yes	
31	1.23	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	0.90	Yes	
31	1.24	Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	0.90	Yes	
31	1.25	Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow	This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.	0.90	Yes	
31	1.28	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.	0.90	Yes	
31	5.8	Improve existing pedestrian routes to / from Harfreys Industrial Estate	This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.	0.90	Yes	
44	3.1	Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea	This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.	0.90	Yes	
45	1.3	Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic	This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.	0.90	Yes	
46	1.29	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.	0.80	Yes	
46	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	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.	0.80	Yes	
46	3.11	Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.	0.80	Yes	

Rank	Ref	Option	Description	Weighted Average Score	Included in Shortlist?	Reason for exclusion
49	5.2	Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users	This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.	0.80	Yes	
49	6.2	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.	0.80	Yes	
49	7.1	Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.	This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.	0.80	Yes	
52	8.1	Installation of electric vehicle charging points.	Support and encourage new developments, local business and GYBC to install electric car charging points in their car parks and on-street.	0.70	No	Does not address traffic congestion within Great Yarmouth.
53	9.1	Support and encourage the installation of car sharing spaces within GYBC car parks and by local businesses within their own private car parks	Provision of priority car parking spaces within GYBC car parks and local businesses private car parks for drivers that car share, in order to promote a reduction in the number of vehicle on the road network.	0.60	No	There is already relatively good car parking availability in the town (outside of the summer peaks). Any priority parking is likely to result in limited mode shift / reduction in single occupancy car journeys.
53	9.2	Work with car club operators to establish a car club for the town	This option explores the addition of a car club in Great Yarmouth for the use of the public. A car club, like that of ZipCar in Cambridge, is a cheaper alternative to using your own vehicle, and only requires a membership to a car club company to get started.	0.60	No	Unlikely to be economically viable for a Car Club Operator to introduce a scheme in Great Yarmouth.
53	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	This option considers using travel information hubs in Great Yarmouth town centre that would provide information on public transport e.g. buses, trains, trams etc. and further traffic information. This could make individuals more aware of the services on offer and could encourage modal shift away from personal vehicle ownership. Furthermore, including traffic information could help to change the times that individuals arrive and depart from Great Yarmouth to spread out the volumes of traffic.	0.60	No	Limited potential to encourage mode shift. More personalised information is more easily and readily available from people's own Smartphone devices.
56	1.10	Develop contingency measures to improve network resilience	The transport network is susceptible to costly delays as a result of congestion, accidents, special events and the weather. This option is to develop contingency measures to improve network resilience in response to such an event. This could include defining a hierarchy for routine maintenance and investment, developing suitable diversionary routes in response to incidents around the town and document how the council will respond to and manage the effects of different forms of disruption.	0.40	No	Does not assist with better day-to-day management of the network nor does it encourage more sustainable travel behaviour or encourage road user safety. Pedestrianised route between Town Centre and Sea Front already exists.
57	1.8	Road safety improvements at and on approach to the A143 / A47 slip roads / Shrublands Way signalised junction	This option is to implement road safety improvements at and on the approach to the A143 / A47 slip roads / Shrublands Way signalised junctions. This could include improved signage and road markings, speed cameras on approach or traffic enforcement cameras at the signalised junction.	0.10	No	The option is a poor fit with the objectives of the Transport Strategy. Previous PIA's have generally occurred outside of the peak hours when traffic flows are low and vehicle speeds are higher. Any road safety scheme at this junction is likely to yield limited benefit.
58	1.11	Investigate the provision of additional HGV parking facilities to serve Great Yarmouth Port	This option explores the provision of additional HGV parking facilities to serve Great Yarmouth Port, allowing the port to support continued growth.	0.00	No	The scheme is a poor fit with the objectives of the Transport Strategy. It does not reduce traffic congestion or encourage sustainable development. Any additional HGV parking within the study area could result in additional HGV movements through the main urban area of Great Yarmouth.
58	1.7	Create sense of arrival into the town through new gateway features on Fuller's Hill Roundabout, and at Great Yarmouth railway station and North Quay	This option is to create a sense of arrival into Great Yarmouth through the introduction of new gateway features at locations on the periphery of the town, including; Fuller's Hill Roundabout, Great Yarmouth railway station and North Quay. This option could include new mixed-use development and public realm improvement (e.g. signage, landscaping). This scheme is identified as a key project in the Great Yarmouth Town Centre Masterplan .	0.00	No	The option is a poor fit with the objectives of Transport Strategy and the benefits are principally non-transport related (place making). There is the potential for the scheme to be delivered as a part of a separate non-transport focused study. It is noted that the scheme is identified in the Town Centre Masterplan and there is the potential for Scheme to be delivered through this investment.

Appendix F

STEP 3: OPTION APPRAISAL

Public

Appendix F.1

SUMMARY

Public

Option Number	Option	Option Description	Strategic																2.1	
			1.1		1.2		1.3		1.4		1.5		1.6		AVERAGE SCORE	Economic Growth				
			Identified problems and objectives of the option		Scale of impact		Impact on other modes of transport		Makes better use of existing infrastructure or 'does more with less'?		Impact on other Govt policies besides transport?		Fit with Study Objectives?							
			Identified problems and objectives of the option	*Score*	*Comment*	*Score*	*Comment*	*Score*	*Comment*	*Score*	*Comment*	*Score*	*Comment*							
1.14	**Capacity improvement at A143 Beccles Road / Crab Lane priority junction**	*The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.*	Increase junction capacity.	1.00	Scheme likely to provide minor capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	1.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.58	1.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.15	**Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction**	*The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	Increase junction capacity.	1.00	Scheme likely to provide minor capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	1.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.58	1.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.16	**Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction**	*The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	Increase junction capacity.	1.00	Scheme likely to provide minor capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	1.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.58	1.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.17	**Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction**	*The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.*	Increase junction capacity.	1.00	Scheme likely to provide minor capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	1.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.58	1.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.18	**Capacity improvement at Fuller's Hill / Northgate street signalised junction**	*The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	Increase junction capacity.	1.00	Scheme likely to provide minor capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	1.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.58	1.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.19	**Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction**	*The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.*	Increase junction capacity.	1.00	Scheme likely to provide minor capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	1.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.58	1.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.20	**Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction**	*The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	Increase junction capacity and improve movement through the junction for non-motorised users.	2.00	Scheme likely to provide minor capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	2.00	Supports housing and economic growth.	1.30	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	1.06	1.00	Help support sustainable residential and employment growth in the study area.
1.21	**Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction**	*The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	Increase junction capacity.	1.00	Scheme likely to provide minor capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	1.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.58	1.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.22	**Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction**	*The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	Increase junction capacity.	1.00	Scheme likely to provide minor capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	1.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.58	1.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.23	**Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction**	*The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	Increase junction capacity.	1.00	Scheme likely to provide minor capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	1.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.58	1.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.24	**Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction**	*The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	Increase junction capacity.	1.00	Scheme likely to provide minor capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	1.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.58	1.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.25	**Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow**	*This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.*	Reduce congestion and improve traffic flow in Great Yarmouth Town Centre.	1.00	Scheme likely to provide minor benefit to traffic flow and congestion in Great Yarmouth Town Centre.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing infrastructure.	2.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.78	1.00	Improve connectivity to and reliability accessing the Town Centre (both by car and by bus).
1.26	**New link road between Thamesfield Way and Suffolk Road**	*This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.*	Improve east-west connectivity, link capacity and congestion in Southtown area.	2.00	Scheme will provide significant improvement to east-west connectivity in Southtown Area.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	0.00	Short new link road connecting.	2.00	Supports housing and economic growth.	1.20	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.84	2.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.28	**Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road**	*This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.*	Reduce traffic congestion at Station Road / Southtown Road signalised junction.	1.00	Scheme will provide minor improvement on operation of Southtown Road / Station Road signalised junction and moderate improvement to accessibility of B&M.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	-1.00	New junction.	0.00	No impact on other Government policies.	0.90	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	-0.02	1.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.29	**Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.**	*This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.*	Increase capacity of A47 Vauxhall Roundabout junction.	2.00	Scheme has potential to provide significant capacity improvements on A47 at and on approach to Vauxhall Roundabout.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	-1.00	Upgrade to existing junction, but utilises land not previously within the Highway Boundary.	2.00	Supports housing and economic growth.	0.80	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys.	0.56	2.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
1.3	**Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic**	*This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.*	Reduce traffic congestion in Great Yarmouth.	1.00	Scheme likely to provide minor benefit to traffic flow and congestion in Great Yarmouth.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	1.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion and support housing and economic growth. Likely to have adverse effect on opportunities to use sustainable modes and use of active travel modes for shorter journeys.	0.58	2.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
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**	*Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.*	Reduce traffic congestion in Great Yarmouth when bridges are up (closed to traffic) / during summer peak period.	1.00	Scheme likely to provide minor benefit to traffic flow and congestion in Great Yarmouth.	0.00	Unlikely to have a negative impact on any other modes of transport.	1.00	New signage infrastructure, but utilises existing network.	0.00	Supports housing and economic growth.	0.90	Helps manage traffic congestion and capitalises on the infrastructure and investment opportunities presented by the Third River Crossing. Likely to have adverse effect on opportunities to use sustainable modes or encourage active travel modes for shorter journeys.	0.58	1.00	Help manage network resilience and journey time reliability when bridges are up (closed to traffic) or during the peak summer season when car parking demand is high.
2.1	**A47 Acle Straight Dualling**	*Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.*	Increase link capacity, road user safety and improve journey time reliability on A47 Acle Straight.	3.00	Scheme likely to provide significant increase in link capacity along A47 Acle Straight.	3.00	Likely to improve road user safety for non-motorised users as a result of the provision of segregated crossing facilities (e.g. overbridge / underpass) where PRoW cross the A47.	2.00	Dualling of existing strategic link.	3.00	Supports housing and economic growth.	1.70	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented by the GYTRC.	2.54	3.00	Facilitate significant residential and employment growth in Great Yarmouth through improved strategic connectivity. This includes significant improvements to journey time reliability and network resilience.
2.4	**Capacity improvements at A47 Harfreys Roundabout**	*The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.*	Increase junction capacity.	2.00	Scheme likely to provide minor to moderate capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	2.00	Supports housing and economic growth.	1.50	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented by the GYTRC.	1.10	2.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
2.7	**Capacity improvements at A47 / James Paget University Hospital signalised junction**	*The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	Increase junction capacity.	2.00	Scheme likely to provide minor to moderate capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	2.00	Supports housing and economic growth.	1.50	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented by the GYTRC.	1.10	2.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.

Option Number	Option	Option Description	ECONOMIC												AVERAGE SCORE				
			2.2 Carbon Emissions		2.3 Socio-distributional impacts and the regions		2.4 Local Environment		2.5 Wellbeing: Physical activity, injury/deaths, enabling people to enjoy range of services etc., crime, terrorism, severance		2.6 Value for Money: Expected value for money				3.1 Implementation timetable		3.2 Public acceptability	
			Score	Comment	Score	Comment	Score	Comment	Score	Comment	Score	Comment			Score	Comment	Score	Comment
1.14	**Capacity improvement at A143 Beccles Road / Crab Lane priority junction**	*The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	0.83		2.00	Short	3.00	Very High
1.15	**Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction**	*The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	0.83		2.00	Short	2.00	High
1.16	**Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction**	*The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	0.83		2.00	Short	2.00	High
1.17	**Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction**	*The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	0.83		2.00	Short	2.00	High
1.18	**Capacity improvement at Fuller's Hill / Northgate street signalised junction**	*The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	0.83		2.00	Short	2.00	High
1.19	**Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction**	*The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	0.83		2.00	Short	2.00	High
1.20	**Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction**	*The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	2.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	1.00		2.00	Short	3.00	Very High
1.21	**Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction**	*The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	0.83		2.00	Short	2.00	High
1.22	**Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction**	*The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	0.83		2.00	Short	2.00	High
1.23	**Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction**	*The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	0.83		2.00	Short	2.00	High
1.24	**Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction**	*The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	0.83		2.00	Short	2.00	High
1.25	**Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow**	*This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	2.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion in areas of high pedestrian movements.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	1.00		-2.00	Long	2.00	High
1.26	**New link road between Thamesfield Way and Suffolk Road**	*This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	0.00	May have negative impact on local residents in Southtown Area as a result of rat-running (air quality and noise impacts). Will reduce severance for all users. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	0.00	Scheme is likely to have neutral impact on the environment as link road is across brownfield land. There is likely to be some negative impact on noise and air quality as a result of an increase in traffic. This is likely to be offset by positive air quality and noise impacts on other parts of the local road network as a result of vehicles rerouting.	2.00	Reduce severance. Improve journey times.	0.00	Medium (1.5 to 2)	0.83		0.00	Medium	1.00	Medium to High
1.28	**Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road**	*This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car park/s from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion at Station Road / Southtown Road signalised junction	-1.00	May create road safety issue on A1243 Pasteur Road.	0.00	Medium (1.5 to 2)	0.50		2.00	Short	2.00	High
1.29	**Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.**	*This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	2.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	1.17		0.00	Medium	2.00	High
1.3	**Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic**	*This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	1.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion in the Town Centre area.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	1.00		2.00	Short	2.00	High
1.4	**Develop and introduce a signage strategy to inform drivers of car parking avalability, congestion and, when implemented, status of the Great Yarmouth Third River Crossing**	*Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	0.00	Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	0.00	Scheme likely to have negligible impact on the environment. Scheme may have negative impact on streetscape as a result of the installation of additional signage.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	0.50		2.00	Short	2.00	High
2.1	**A47 Acle Straight Dualling**	*Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	3.00	Improve the strategic accessibility of Great Yarmouth and road user safety. It is likely to also improve connectivity across the A47 Acle Straight for NMUs as any scheme is likely to include footbridges and / or underpasses. Likely to encourage regeneration of Great Yarmouth. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	-1.00	Scheme likely to have significant impact on the local environment. It is anticipated that there will be a negative visual, heritage, noise and ecological impact. There may be limited positive air quality impact as a result of reduced vehicle queuing and congestion.	3.00	Improve strategic connectivity of Great Yarmouth. Improve journey time reliability.	0.00	Medium (1.5 to 2)	1.50		0.00	Medium	3.00	Very High
2.4	**Capacity improvements at A47 Harfreys Roundabout**	*The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	2.00	Improve strategic accessibility of Great Yarmouth. Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	2.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	1.33		0.00	Medium	3.00	Very High
2.7	**Capacity improvements at A47 / James Paget University Hospital signalised junction**	*The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	2.00	Improve strategic accessibility of Great Yarmouth. Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	2.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	1.33		0.00	Medium	3.00	Very High

Option Number	Option	Option Description	MANAGERIAL						FINANCIAL					COMMERCIAL				AVERAGE SCORE	Rank
			3.3			3.4		AVERAGE SCORE	4.1			4.2		AVERAGE SCORE	5.1		5.2		
			Practical feasibility			Quality of evidence Based on evidence presented in Stage 1 Issues and Opportunities Report			Affordability			Capital Cost			Income generated		Funding Source		
			Score	Feasibility	Comment	Score	Comment		Score	Comment		Score	Comment		Score	Comment	Comment		
1.14	**Capacity improvement at A143 Beccles Road / Crab Lane priority junction**	*The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.*	0.00	Neutral	Further work needed to assess feasibility of a scheme and extents of highway boundary.	2.00	GYTRC Saturn Model identified junction as pinch point on local highway network.	1.75	-1.00	Medium to Low		-1.00	Medium to High		-1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.72	29
1.15	**Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction**	*The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	0.00	Neutral	Further work needed to assess feasibility of a scheme and extents of highway boundary.	2.00	GYTRC Saturn Model identified junction as pinch point on local highway network.	1.50	-1.00	Medium to Low		-1.00	Medium to High		-1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.16	**Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction**	*The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	0.00	Neutral	Further work needed to assess feasibility of a scheme and extents of highway boundary.	2.00	GYTRC Saturn Model identified junction as pinch point on local highway network.	1.50	-1.00	Medium to Low		-1.00	Medium to High		-1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.17	**Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction**	*The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.*	0.00	Neutral	Further work needed to assess feasibility of a scheme and extents of highway boundary.	2.00	GYTRC Saturn Model identified junction as pinch point on local highway network.	1.50	-1.00	Medium to Low		-1.00	Medium to High		-1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.18	**Capacity improvement at Fuller's Hill / Northgate street signalised junction**	*The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	0.00	Neutral	Further work needed to assess feasibility of a scheme and extents of highway boundary.	2.00	GYTRC Saturn Model identified junction as pinch point on local highway network.	1.50	-1.00	Medium to Low		-1.00	Medium to High		-1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.19	**Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction**	*The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.*	0.00	Neutral	Further work needed to assess feasibility of a scheme and extents of highway boundary.	2.00	GYTRC Saturn Model identified junction as pinch point on local highway network.	1.50	-1.00	Medium to Low		-1.00	Medium to High		-1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.20	**Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction**	*The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	0.00	Neutral	Further work needed to assess feasibility of a scheme and extents of highway boundary.	2.00	GYTRC Saturn Model identified junction as pinch point on local highway network.	1.75	-1.00	Medium to Low		-1.00	Medium to High		-1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.91	22
1.21	**Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction**	*The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	0.00	Neutral	Further work needed to assess feasibility of a scheme and extents of highway boundary.	2.00	GYTRC Saturn Model identified junction as pinch point on local highway network.	1.50	-1.00	Medium to Low		-1.00	Medium to High		-1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.22	**Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction**	*The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	0.00	Neutral	Further work needed to assess feasibility of a scheme and extents of highway boundary.	2.00	GYTRC Saturn Model identified junction as pinch point on local highway network.	1.50	-1.00	Medium to Low		-1.00	Medium to High		-1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.23	**Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction**	*The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	0.00	Neutral	Further work needed to assess feasibility of a scheme and extents of highway boundary.	2.00	GYTRC Saturn Model identified junction as pinch point on local highway network.	1.50	-1.00	Medium to Low		-1.00	Medium to High		-1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.24	**Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction**	*The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	0.00	Neutral	Further work needed to assess feasibility of a scheme and extents of highway boundary.	2.00	GYTRC Saturn Model identified junction as pinch point on local highway network.	1.50	-1.00	Medium to Low		-1.00	Medium to High		-1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.25	**Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow**	*This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.*	0.00	Neutral	Further work needed to assess feasibility of a scheme and extents of highway boundary.	2.00	GYTRC Saturn Model identified junction as pinch point on local highway network.	0.50	0.00	Medium		0.00	Medium		0.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.26	**New link road between Thamesfield Way and Suffolk Road**	*This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.*	-1.00	Unfeasible	Further work needed to assess feasibility of a scheme and extents of highway boundary. Likely to require compulsory purchase.	1.00	GYTRC Saturn Model shows significant congestion in Southtown area. No modelling has been undertaken to explore impact of new link road.	0.25	-2.00	Low		-2.00	High		-2.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.34	50
1.28	**Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road**	*This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.*	2.00	Moderately Feasible	Relatively simple to deliver, subject to extent of highway boundary and agreement with land owners.	1.00	GYTRC Saturn Model identified Station Road / Southtown Road junction as pinch point on local highway network. No modelling work has assessed impact of new "Out" movement.	1.75	1.00	Medium to High		1.00	Medium to Low		1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.29	**Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.**	*This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.*	-1.00	Unfeasible	Significant infrastructure works likely to be required to utilise the land. Any scheme likely to require close working with Network Rail.	1.00	GYTRC Saturn Model identified Vauxhall Roundabout and A47 Acle Straight as pinch point on Strategic Road Network. Highways England are developing a scheme for this junction. No work has been undertaken that has explored the feasibility of utilising land in the rail freight sidings.	0.50	-2.00	Low		-2.00	High		-2.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.43	49
1.3	**Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic**	*This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.*	1.00	Feasible	Scheme would require significant work to deliver.	1.00	GYTRC Saturn Model identified significant congestion in Town Centre area. No work has been undertaken that assesses impact of upgrading traffic signal network and possible capacity benefit that could be achieved.	1.50	-2.00	Low		-2.00	High		-2.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.61	46
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**	*Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.*	2.00	Moderately Feasible	Relatively easy to deliver.	1.00	A signage strategy to inform drivers when GYTRC is closed to traffic is being developed.	1.75	1.00	Medium to High		1.00	Medium to Low		1.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership	0.83	26
2.1	**A47 Acle Straight Dualling**	*Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.*	-1.00	Unfeasible	Cannot be progressed by NCC / GYBC alone. Requires support from Highways England.	2.00	GYTRC Saturn Model identified A47 Acle Straight as pinch point on strategic road network. No work has been undertaken to explore feasibility of dualling the road.	1.00	-2.00	Low		-3.00	Very High		-2.50	0.00	No income generated	Highways England	1.15	8
2.4	**Capacity improvements at A47 Harfreys Roundabout**	*The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.*	2.00	Moderately Feasible	Cannot be progressed by NCC / GYBC alone. Requires support from Highways England.	3.00	GYTRC Saturn Model identified A47 Harfreys Roundabout as pinch point on strategic road network. A scheme for this junction is currently being explored by Highways England.	2.00	-2.00	Low		-2.00	High		-2.00	0.00	No income generated	Highways England	0.97	17
2.7	**Capacity improvements at A47 / James Paget University Hospital signalised junction**	*The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	1.00	Feasible	Cannot be progressed by NCC / GYBC alone. Requires support from Highways England.	1.00	GYTRC Saturn Model identified this junction as pinch point on strategic road network.	1.25	-1.00	Medium to Low		-1.00	Medium to High		-1.00	0.00	No income generated	Highways England	0.92	19

Option Number	Option	Option Description	Strategic																2.1	
			1.1		1.2		1.3		1.4		1.5		1.6		AVERAGE SCORE	Economic Growth				
			Identified problems and objectives of the option		Scale of impact		Impact on other modes of transport		Makes better use of existing infrastructure or 'does more with less'?		Impact on other Govt policies besides transport?		Fit with Study Objectives?							
			Identified problems and objectives of the option	*Score*	*Comment*	*Score*	*Comment*	*Score*	*Comment*	*Score*	*Comment*	*Score*	*Comment*			*Score*	*Comment*			
2.8	**Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction**	*The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	Increase junction capacity.	2.00	Scheme likely to provide minor to moderate capacity improvement.	-1.00	Potential for any scheme to not include appropriate provision for non-motorised users, to not follow desire lines of non-motorised users and increase delay for non-motorised users.	1.00	Upgrade to existing junction / infrastructure.	2.00	Supports housing and economic growth.	1.50	Helps manage traffic congestion, supports sustainable housing growth, provides a safe environment for travel by all modes and likely to reduce harmful air quality emissions. Likely to have an adverse effect on improving opportunities for using sustainable modes of transport and increasing active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented by the GYTRC.	1.10	2.00	Improve connectivity, improve reliability of the local highway network and help facilitate housing and employment growth in the Study Area.
3.1	**Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea**	*This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.*	Encourage mode shift from car to bus for local journeys and improve journey experience for passengers.	0.00	Unlikely to lead to any significant mode shift. Likely to provided limited improved in journey experience for existing users.	0.00	Unlikely to have a negative impact on any other modes of transport.	1.00	Upgrade to existing infrastructure.	0.00	No impact on other Government policies.	0.90	Helps manage traffic congestion, supports sustainable housing growth, likely to reduce harmful air quality emissions, increase opportunities for using sustainable modes of transport and is likely to increase active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented as this will enable new bus routes to be established.	0.38	0.00	Limited potential to facilitate residential and employment growth.
3.4	**Introduction of new regular shuttle bus service**	*This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.*	Improve the public transport connectivity of the South Denes Peninsular.	2.00	Provide significant improvement to public transport connectivity of South Denes Peninsular	1.00	May reduce traffic congestion as a result of mode shift from car to bus.	3.00	Utilises existing infrastructure	2.00	Supports housing and economic growth in South Denes Peninsular	1.60	Helps manage traffic congestion, supports sustainable housing growth, likely to reduce harmful air quality emissions, increase opportunities for using sustainable modes of transport and is likely to increase active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented as this will enable new bus routes to be established.	1.92	2.00	Facilitate employment growth in South Denes Peninsular through improved connectivity.
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)**	*This option seek s to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).*	Improve the public transport connectivity of the South Denes Peninsular.	2.00	Provide significant improvement to public transport connectivity of South Denes Peninsular	1.00	May reduce traffic congestion as a result of mode shift from car to bus.	3.00	Utilises existing infrastructure	2.00	Supports housing and economic growth in South Denes Peninsular	1.60	Helps manage traffic congestion, supports sustainable housing growth, likely to reduce harmful air quality emissions, increase opportunities for using sustainable modes of transport and is likely to increase active travel mode share for short journeys. Capitalises on the infrastructure opportunities presented as this will enable new bus routes to be established.	1.92	2.00	Facilitate employment growth in South Denes Peninsular through improved connectivity.
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**	*Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.*	Improve the public transport connectivity of rural settlements in Great Yarmouth Borough.	0.00	Unlikely to lead to any significant improvement of the public transport connectivity of rural settlements.	0.00	Unlikely to have a negative impact on any other modes of transport.	3.00	Utilises existing infrastructure	1.00	Supports housing and economic growth in rural settlements.	0.80	Helps manage traffic congestion, supports sustainable housing growth, likely to reduce harmful air quality emissions, increase opportunities for using sustainable modes of transport and is likely to increase active travel mode share for short journeys.	0.96	1.00	Potential to support sustainable development in rural locations across Great Yarmouth borough.
3.9	**Improve bus services between Great Yarmouth and Lowestoft**	*This option seek s to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).*	Improve public transport connectivity between Great Yarmouth and Lowestoft.	1.00	Scheme likely to improve public transport connectivity between Great Yarmouth and Lowestoft.	1.00	May reduce traffic congestion as a result of mode shift from car to bus.	3.00	Utilises existing infrastructure	2.00	Supports housing and economic growth.	1.20	Helps manage traffic congestion, supports sustainable housing growth, likely to reduce harmful air quality emissions, increase opportunities for using sustainable modes of transport and is likely to increase active travel mode share for short journeys.	1.64	1.00	Improve connectivity between Great Yarmouth and Lowestoft.
3.11	**Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)**	*Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.*	Encourage greater use of coach services / encourage greater number of scheduled coach trips to Great Yarmouth by operators.	0.00	Scheme unlikely to lead to any signficant change in use of coach services.	1.00	May reduce traffic congestion as a result of mode shift from car to coach. Particularly in summer months when the number of coach trips to Great Yarmouth is highest.	3.00	Utilises existing infrastructure	1.00	Supports regeneration of area surrounding Coach Station. Potential to encourage greater number of coach trips to the Town.	0.80	Provides a safe environment for travel by all modes, improves opportunities to use sustainable modes within Great Yarmouth, likely to increase active travel mode share for short journeys and reduce harmful emissions and their air quality impacts.	1.16	1.00	Encourage greater number of coach trips to the town.
4.1	**Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building**	*Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.*	Encourage greater use of rail services to / from Great Yarmouth.	0.00	Scheme unlikely to lead to any signficant change in use of rail services.	0.00	Unlikely to have a negative impact on any other modes of transport.	2.00	Upgrade to existing infrastructure.	1.00	Support regeneration of Station area.	1.00	Provides a safe environment for travel by all modes, improves opportunities to use sustainable modes within Great Yarmouth, likely to increase active travel mode share for short journeys and reduce harmful emissions and their air quality impacts. Likely to have a slight beneficial impact on managing traffic congestion in Great Yarmouth and supporting sustainable housing growth.	0.80	0.00	Limited potential to facilitate residential and employment growth.
4.2	**Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich**	*The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.*	Encourage greater use of rail services to / from Great Yarmouth.	1.00	Scheme likely to lead to minor increase in use of rail services.	1.00	May reduce traffic congestion as a result of mode shift from car to bus.	3.00	Utilises existing infrastructure	2.00	Supports housing and economic growth.	1.10	Provides a safe environment for travel by all modes, improves opportunities to use sustainable modes within Great Yarmouth, likely to increase active travel mode share for short journeys and reduce harmful emissions and their air quality impacts. Likely to have a slight beneficial impact on managing traffic congestion in Great Yarmouth and supporting sustainable housing growth.	1.62	3.00	Improve strategic connectivity of the Study Area and help support significant employment and residential growth.
4.5	**Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth**	*Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.*	Encourage greater use of rail services to / from Great Yarmouth.	1.00	Scheme likely to lead to minor increase in use of rail services.	1.00	May reduce traffic congestion as a result of mode shift from car to bus.	3.00	Utilises existing infrastructure	0.00	No impact on other Government policies.	1.00	Improves opportunities to use sustainable modes within Great Yarmouth, likely to increase active travel mode share for short journeys and reduce harmful emissions and their air quality impacts. Likely to have a slight beneficial impact on managing traffic congestion in Great Yarmouth and supporting sustainable housing growth.	1.20	1.00	Help unlock existing strategic rail capacity of the study area to facilitate employment and residential growth.
5.2	**Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users**	*This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.*	Improve pedestrian connectivity of the Town Centre and seafront and encourage shorter journeys to be made on foot.	1.00	Scheme likely to provide minor improvement to pedestrian connectivity	-1.00	May result in increased traffic congestion as a result of any reallocation of carriageway space.	2.00	Utilises existing infrastructure	1.00	Encourage more active lifestyles. Support housing and economic growth in Town Centre and along seafront.	0.80	Capitalises on the infrastructure and investment of the GYTRC, help support sustainable housing and economic growth, provides a safe environment for travel by all modes, likely to increase active travel mode share for short journeys and reduce harmful emissions and their air quality impacts. Likely to have an adverse impact on managing traffic congestion in Great Yarmouth.	0.76	1.00	Help facilitate growth in Great Yarmouth Town Centre and along Seafront.
5.13	**Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre**	*This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.*	Improve pedestrian and cycle connectivity between Great Yarmouth and Caister-on-Sea.	1.00	Scheme likely to provide minor improvement to cycle connectivity.	-1.00	May result in reduction in carriageway space for vehicles. This could potentially lead to increased traffic congestion.	2.00	Upgrade to existing infrastructure.	1.00	Supports housing and economic growth.	1.20	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active travel mode share for short journeys and likely to reduce harmful emissions and air quality impacts. Potential to capitalise on GYTRC infrastructure.	0.84	1.00	Help support sustainable residential and employment growth in the study area.
5.8	**Improve existing pedestrian routes to / from Harfreys Industrial Estate**	*This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.*	Improve pedestrian connectivity of Harfreys Industrial Estate.	1.00	Scheme likely to provide minor improvement to pedestrian connectivity.	0.00	Unlikely to have a negative impact on any other modes of transport.	2.00	Upgrade to existing infrastructure.	0.00	No impact on other Government policies.	0.90	Help support sustainable housing and economic growth, provides a safe environment for travel by all modes, likely to increase active travel mode share for short journeys and reduce harmful emissions and their air quality impacts.	0.78	1.00	Help support sustainable residential and employment growth in the study area.
5.15	**Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.**	*This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.*	Improve pedestrian connectivity for vulnerable users.	1.00	Scheme likely to provide minor improvement to pedestrian connectivity for vulnerable users.	1.00	May reduce traffic congestion as a result of mode shift from car to non-car modes of transport.	2.00	Upgrade to existing infrastructure.	0.00	No impact on other Government policies.	1.00	Help provide a safe environment for travel by all modes of transport for all users. Encourage shorter journeys to be undertaken by active modes. GYTRC has potential to provide accessibility improvements for vulnerable users.	1.00	0.00	Limited potential to facilitate residential and employment growth.
5.16	**Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.**	*This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.*	Improve sustainable transport connectivity of Great Yarmouth's Holiday Parks to reduce the use of the car for shorter journeys.	1.00	Scheme likely to provide minor improvement to sustainable transport connectivity of Great Yarmouth Holiday Parks.	1.00	May reduce traffic congestion as a result of mode shift from car to non-car modes of transport.	1.00	Upgrade to existing infrastructure / may include new pedestrian / cycle routes.	1.00	Supports housing and economic growth.	1.20	Help reduce congestion during summer months. Provide a safe environment for travel by all modes of transport. Encourage shorter journeys to be undertaken by active modes of transport and reduce harmful emissions and air quality impacts. Help support sustainable growth in the tourism sector.	1.04	1.00	Help support growth in the tourism sector.
6.1	**New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing**	*This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.*	Improve cycling routes between Great Yarmouth and Gorleston-on-Sea and encourage cycling for shorter journeys.	1.00	Scheme likely to provide minor improvement to cycle connectivity.	0.00	Unlikely to have a negative impact on any other modes of transport.	3.00	Utilises existing infrastructure.	1.00	Supports housing and economic growth.	1.50	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts. Potential to capitalise on GYTRC infrastructure.	1.30	1.00	Help support sustainable residential and employment growth in the study area.
6.12	**Southtown Cycle Improvements (package of measures)**	*Various cycle improvements in Southtown*	Improve cycling routes in Southtown area and encourage cycling for shorter journeys.	1.00	Scheme likely to provide minor improvement to cycle connectivity.	-1.00	May result in reduction in carriageway space for vehicles. This could potentially lead to increased traffic congestion.	-1.00	New cycling infrastructure.	1.00	Encourage more active lifestyles. Support housing and economic growth.	1.00	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.	0.20	1.00	Help support sustainable residential and employment growth in the study area.
6.13	**Gorleston-on-Sea Cycle Improvements (package of measures)**	*Various cycle improvements in Gorleston-on-Sea*	Improve cycling routes in Gorleston-on-Sea and encourage cycling for shorter journeys.	1.00	Scheme likely to provide minor improvement to cycle connectivity.	-1.00	May result in reduction in carriageway space for vehicles. This could potentially lead to increased traffic congestion.	-1.00	New cycling infrastructure.	1.00	Encourage more active lifestyles. Support housing and economic growth.	1.00	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.	0.20	1.00	Help support sustainable residential and employment growth in the study area.
6.14	**Great Yarmouth Town Centre Cycle Improvements (package of measures)**	*Various cycle improvements in Great Yarmouth Town Centre*	Improve cycling routes in Great Yarmouth Town Centre and encourage cycling for shorter journeys.	1.00	Scheme likely to provide minor improvement to cycle connectivity.	-1.00	May result in reduction in carriageway space for vehicles. This could potentially lead to increased traffic congestion.	-1.00	New cycling infrastructure.	1.00	Encourage more active lifestyles. Support housing and economic growth.	1.00	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.	0.20	1.00	Help support sustainable residential and employment growth in the study area.
6.16	**North Quay Cycle Improvements (package of measures)**	*Various cycle improvements in North Quay*	Improve cycling routes in North Quay and encourage cycling for shorter journeys.	1.00	Scheme likely to provide minor improvement to cycle connectivity.	-1.00	May result in reduction in carriageway space for vehicles. This could potentially lead to increased traffic congestion.	-1.00	New cycling infrastructure.	1.00	Encourage more active lifestyles. Support housing and economic growth.	1.00	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.	0.20	1.00	Help support sustainable residential and employment growth in the study area.
6.17	**Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout**	*This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.*	Improve pedestrian and cycling connectivity of Vauxhall Holiday Park.	1.00	Scheme likely to provide moderate improvement to cycle connectivity.	-1.00	May result in reduction in carriageway space for vehicles. This could potentially lead to increased traffic congestion.	-1.00	New pedestrian and cycling infrastructure.	1.00	Support economic growth (tourism)	1.00	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.	0.20	1.00	Help support sustainable residential and employment growth in the study area.
6.2	**Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth**	*This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.*	Encourage the use of a bicycle for shorter journeys in Great Yarmouth.	2.00	Scheme likely to lead to a moderate increase in cycling journeys in Great Yarmouth.	0.00	Unlikely to have a negative impact on any other modes of transport.	3.00	Utilising existing cycling infrastructure	1.00	Supports housing and economic growth.	0.80	Has potential to increase active mode share through availability of bicycles and the removal of barriers that may otherwise have discouraged cycling (e.g. cycle ownership, availability of cycle parking, maintenance of a bicycle). The scheme would also allow users to make part of journeys by bicycle when completing the whole journey by bicycle would be unfeasible. Scheme would help to support sustainable housing growth within the town and reduce harmful emissions and air quality impacts through mode shift.	1.36	1.00	Help support sustainable residential and employment growth in the study area.
6.5	**Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft**	*This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.*	Encourage cycling between Great Yarmouth and Lowestoft (recreation and commuting)	0.00	Scheme unlikely to lead to any signficant change in the use of NCR 517.	0.00	Unlikely to have a negative impact on any other modes of transport.	2.00	New signage along existing cycle routes.	0.00	Encourage more active lifestyles.	1.00	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.	0.60	1.00	Help support sustainable residential and employment growth in the study area.
6.6	**Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft**	*This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.*	Encourage cycling between Great Yarmouth and Lowestoft (recreation and commuting)	2.00	Scheme likely to provide moderate improvement to cycle connectivity between Great Yarmouth and Lowestoft.	-1.00	May result in reduction in carriageway space for vehicles. This could potentially lead to increased traffic congestion.	-1.00	New cycling infrastructure.	1.00	Encourage more active lifestyles. Support housing and economic growth.	1.60	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts. Potential to capitalise on GYTRC infrastructure.	0.52	1.00	Help support sustainable residential and employment growth in the study area.

Option Number	Option	Option Description	ECONOMIC														ENVIRONMENTAL			
			2.2		2.3		2.4		2.5		2.6		AVERAGE SCORE	3.1		3.2				
			Carbon Emissions		Socio-distributional impacts and the regions		Local Environment		Wellbeing		Value for Money			Implementation timetable		Public acceptability				
									Physical activity, injury/deaths, enabling people to enjoy range of services etc., crime, terrorism, severance		Expected value for money									
			Score	Comment	Score	Comment	Score	Comment	Score	Comment	Score	Comment		Score	Comment	Score	Comment				
2.8	**Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction**	*The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	1.00	Potential to reduce traffic congestion and reduce carbon emissions. Capacity improvements may encourage use of the car for journeys previously undertaken by non-car modes of transport.	2.00	Improve strategic accessibility of Great Yarmouth. Localised benefit on air quality, accessibility and safety. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	2.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	1.00	Potential to improve road user safety. Improve journey time reliability.	0.00	Medium (1.5 to 2)	1.33	0.00	Medium	3.00	Very High				
3.1	**Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea**	*This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.*	0.00	Limited potential to reduce carbon emissions through mode shift.	0.00	It is considered that the option will not negatively effect groups of people with Protected Characteristics.	2.00	Scheme likely to have positive impact on air quality as a result of reduced vehicle queuing and congestion.	0.00	Potential mode shift may encourage people to walk more / be more physically active.	0.00	Medium (1.5 to 2)	0.33	2.00	Short	3.00	Very High				
3.4	**Introduction of new regular shuttle bus service**	*This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.*	2.00	Potential to encourage mode shift from car to rail / shuttlebus.	2.00	Help regeneration of South Denes Peninsular. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of mode shift from car to bus.	2.00	Improve public transport connectivity of South Denes Peninsular. Potential mode shift may encourage people to walk more / be more physically active.	0.00	Medium (1.5 to 2)	1.50	0.00	Medium	2.00	High				
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)**	*This option seek s to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).*	2.00	Potential to encourage mode shift from car to bus for shorter journeys.	2.00	Help regeneration of South Denes Peninsular. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of mode shift from car to bus.	2.00	Improve public transport connectivity of South Denes Peninsular. Potential mode shift may encourage people to walk more / be more physically active.	0.00	Medium (1.5 to 2)	1.50	2.00	Short	2.00	High				
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**	*Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.*	1.00	Potential to encourage mode shift from car to bus.	3.00	Reduce severance and improve accessibility for residents and workers with no access to a car / on a low income living and working in rural locations. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	0.00	Scheme unlikely to have any significant environmental impact.	1.00	Improve public transport connectivity of rural settlements. Potential mode shift may encourage people to walk more / be more physically active.	0.00	Medium (1.5 to 2)	1.00	2.00	Short	2.00	High				
3.9	**Improve bus services between Great Yarmouth and Lowestoft**	*This option seek s to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).*	2.00	Potential to encourage mode shift from car to bus.	2.00	Reduce severance and improve accessibility for residents and workers with no access to a car / on a low income. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of mode shift from car to bus.	2.00	Improve public transport connectivity of Lowestoft. Potential mode shift may encourage people to walk more / be more physically active.	0.00	Medium (1.5 to 2)	1.33	2.00	Short	2.00	High				
3.11	**Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)**	*Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.*	1.00	Potential to encourage mode shift from car to coach.	0.00	Localised improvement to facilities at Beach Coach Station. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of mode shift from car to coach.	1.00	Potential mode shift may encourage people to walk more / be more physically active.	0.00	Medium (1.5 to 2)	0.67	2.00	Short	2.00	High				
4.1	**Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building**	*Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.*	1.00	Potential to encourage mode shift from car to rail.	2.00	Help regeneration of area surrounding Great Yarmouth Railway Station. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme will improve streetscape at railway station.	0.00	Potential mode shift may encourage people to walk more / be more physically active.	0.00	Medium (1.5 to 2)	0.67	0.00	Medium	2.00	High				
4.2	**Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich**	*The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.*	2.00	Potential to encourage mode shift from car to rail.	2.00	Improve strategic accessibility of Great Yarmouth. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of mode shift from car to rail.	2.00	Improve public transport connectivity. Potential mode shift may encourage people to walk more / be more physically active.	0.00	Medium (1.5 to 2)	1.67	0.00	Medium	2.00	High				
4.5	**Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth**	*Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WiFi connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.*	3.00	Potential to encourage mode shift from car to rail.	0.00	It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of mode shift from car to rail.	1.00	Potential mode shift may encourage people to walk more / be more physically active.	0.00	Medium (1.5 to 2)	1.00	2.00	Short	2.00	High				
5.2	**Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users**	*This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.*	1.00	Potential to encourage shorter journeys to be undertaken on foot instead of by car.	0.00	Localised improvement to safety and connectivity for pedestrians and cyclists. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited environmental impact. It may lead to mode shift from car to foot with some improvement in air quality. Any reallocation of carriageway space may lead to a worsening of congestion and queuing in the Town Centre / along the Sea Front and offset any benefits.	1.00	Potential mode shift may encourage people to walk more / be more physically active.	0.00	Medium (1.5 to 2)	0.67	2.00	Short	0.00	Medium				
5.13	**Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre**	*This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.*	1.00	Potential to encourage shorter journeys to be undertaken on foot / by bicycle instead of by car.	0.00	Localised improvement to safety for pedestrians and cyclists. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	2.00	Scheme likely to have limited positive impact on streetscape and air quality (as a result of potential mode shift from car to foot / bicycle).	2.00	Improve pedestrian and cycle connectivity between Great Yarmouth and Caister-on-Sea. Improve safety for cyclists. Encourage mode shift from car to walking / cycling for shorter journeys.	0.00	Medium (1.5 to 2)	1.00	0.00	Medium	1.00	Medium to High				
5.8	**Improve existing pedestrian routes to / from Harfreys Industrial Estate**	*This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.*	1.00	Potential to encourage shorter journeys to be undertaken on foot / by bicycle instead of by car.	1.00	Localised improvement to for pedestrians. Improve walking accessibility of Harfreys Industrial Estate and reduce severance for works. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of mode shift from car to foot.	2.00	Improve pedestrian connectivity of Harfreys Industrial Estate. Encourage mode shift from car to walking for shorter journeys.	0.00	Medium (1.5 to 2)	1.00	2.00	Short	2.00	High				
5.15	**Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.**	*This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.*	1.00	Potential to encourage shorter journeys to be undertaken on foot / by bicycle instead of by car.	2.00	Provide benefits across Great Yarmouth.	1.00	Scheme likely to have limited positive impact on air quality as a result of mode shift from car to foot.	2.00	Improve safety for vulnerable users travelling on foot. Encourage vulnerable users to make shorter journeys by non-car modes.	0.00	Medium (1.5 to 2)	1.00	0.00	Medium	2.00	High				
5.16	**Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.**	*This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.*	1.00	Potential to encourage shorter journeys to be undertaken on foot / by bicycle instead of by car.	1.00	Benefits likely to be restricted to residents, visitors and workers of the Holiday Park.	1.00	Scheme likely to have limited positive impact on air quality as a result of mode shift from car to foot.	2.00	Improve safety of residents, visitors and workers travelling to the Holiday Parks by active modes of travel.	0.00	Medium (1.5 to 2)	1.00	0.00	Medium	2.00	High				
6.1	**New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing**	*This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.*	1.00	Potential to encourage mode shift from car to bicycle.	0.00	Localised improvement to safety for cyclists. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle. The scheme may also provide some improvement to the existing streetscape.	2.00	Improve cycle connectivity. Encourage mode shift from car to cycle for shorter journeys.	0.00	Medium (1.5 to 2)	0.83	0.00	Medium	1.00	Medium to High				
6.12	**Southtown Cycle Improvements (package of measures)**	*Various cycle improvements in Southtown*	1.00	Potential to encourage mode shift from car to bicycle.	0.00	Localised improvement to safety for cyclists. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle. The scheme may also provide some improvement to the existing streetscape.	2.00	Improve cycle connectivity. Improve safety for cyclists. Encourage mode shift from car to cycle for shorter journeys.	0.00	Medium (1.5 to 2)	0.83	0.00	Medium	1.00	Medium to High				
6.13	**Gorleston-on-Sea Cycle Improvements (package of measures)**	*Various cycle improvements in Gorleston-on-Sea*	1.00	Potential to encourage mode shift from car to bicycle.	0.00	Localised improvement to safety for cyclists. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle. The scheme may also provide some improvement to the existing streetscape.	2.00	Improve cycle connectivity. Improve safety for cyclists. Encourage mode shift from car to cycle for shorter journeys.	0.00	Medium (1.5 to 2)	0.83	0.00	Medium	1.00	Medium to High				
6.14	**Great Yarmouth Town Centre Cycle Improvements (package of measures)**	*Various cycle improvements in Great Yarmouth Town Centre*	1.00	Potential to encourage mode shift from car to bicycle.	0.00	Localised improvement to safety for cyclists. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle. The scheme may also provide some improvement to the existing streetscape.	2.00	Improve cycle connectivity. Improve safety for cyclists. Encourage mode shift from car to cycle for shorter journeys.	0.00	Medium (1.5 to 2)	0.83	0.00	Medium	1.00	Medium to High				
6.16	**North Quay Cycle Improvements (package of measures)**	*Various cycle improvements in North Quay*	1.00	Potential to encourage mode shift from car to bicycle.	0.00	Localised improvement to safety for cyclists. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle. The scheme may also provide some improvement to the existing streetscape.	2.00	Improve cycle connectivity. Improve safety for cyclists. Encourage mode shift from car to cycle for shorter journeys.	0.00	Medium (1.5 to 2)	0.83	0.00	Medium	1.00	Medium to High				
6.17	**Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout**	*This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.*	1.00	Potential to encourage mode shift from car to bicycle.	1.00	Localised improvement to safety for pedestrians and cyclists. Reduce NMU severance of Vauxhall Holiday Park. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle. The scheme may also provide some improvement to the existing streetscape.	2.00	Improve pedestrian and cycle connectivity. Encourage mode shift from car to walking / cycling for shorter journeys.	0.00	Medium (1.5 to 2)	1.00	0.00	Medium	1.00	Medium to High				
6.2	**Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth**	*This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.*	1.00	Potential to encourage mode shift from car to bicycle.	0.00	It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle.	1.00	Potential to encourage cycling for shorter journeys within Great Yarmouth.	0.00	Medium (1.5 to 2)	0.67	0.00	Medium	3.00	Very High				
6.5	**Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft**	*This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.*	1.00	Potential to encourage mode shift from car to bicycle.	0.00	It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle.	1.00	Potential to encourage cycling (both for recreation and commuting) for journeys between Great Yarmouth and Lowestoft.	0.00	Medium (1.5 to 2)	0.67	2.00	Short	1.00	Medium to High				
6.6	**Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft**	*This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.*	1.00	Potential to encourage mode shift from car to bicycle.	0.00	Localised improvement to safety for cyclists. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle.	2.00	Improve cycle connectivity between Great Yarmouth and Lowestoft. Potential to encourage cycling (both for recreation and commuting) for journeys between Great Yarmouth and Lowestoft.	0.00	Medium (1.5 to 2)	0.83	0.00	Medium	1.00	Medium to High				

Option Number	Option	Option Description	MANAGERIAL					AVERAGE SCORE	FINANCIAL				AVERAGE SCORE	COMMERCIAL			AVERAGE SCORE	Rank
			3.3 Practical feasibility			3.4 Quality of evidence (Based on evidence presented in Stage 1 Issues and Opportunities Report)			4.1 Affordability		4.2 Capital Cost			5.1 Income generated		5.2 Funding Source		
			Score	Feasibility	Comment	Score	Comment		Score	Comment	Score	Comment		Score	Comment	Comment		
2.8	**Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction**	*The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.*	1.00	Feasible	Cannot be progressed by NCC / GYBC alone. Requires support from Highways England.	1.00	GYTRC Saturn Model identified this junction as pinch point on strategic road network.	1.25	-1.00	Medium to Low	-1.00	Medium to High	-1.00	0.00	No income generated	Highways England	0.92	19
3.1	**Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea**	*This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.*	2.00	Moderately Feasible	Relatively easy to deliver.	1.00	Pedestrian audit identified gaps in the existing bus stop provision (e.g. potential for new shelters).	2.00	2.00	High	2.00	Low	2.00	0.00	No income generated	Norfolk County Council / New Anglia Local Enterprise Partnership / Section 106 developer contributions	0.88	24
3.4	**Introduction of new regular shuttle bus service**	*This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.*	1.00	Feasible	Relatively easy to procure, however service unlikely to be commercially viable and will require subsidy.	2.00	Review of existing bus routes and Census OD data showing relatively high percentage of workers (in the context of Great Yarmouth) of the South Denes Peninsular commuting by train.	1.25	-1.00	Medium to Low	1.00	Medium to Low	0.00	3.00	New ticket sales	Norfolk County Council / New Anglia Local Enterprise Partnership / Section 106 developer contributions / Bus Operators (Commercial Service)	1.48	3
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)**	*This option seek s to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).*	1.00	Feasible	Relatively easy to procure, however service unlikely to be commercially viable and will require subsidy.	2.00	Review of existing bus routes.	1.75	0.00	Medium	2.00	Low	1.00	3.00	New / Additional ticket sales	Norfolk County Council / New Anglia Local Enterprise Partnership / Section 106 developer contributions / Bus Operators (Commercial Service)	1.70	1
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**	*Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.*	0.00	Neutral	Relatively easy to procure, however any increase in service is unlikely to be commercially viable and will require subsidy.	0.00	Limited supporting evidence. Strong stakeholder support, but no feasibility study has assess stability of rural bus services in Great Yarmouth Borough and the required subsidy from NCC / GYBC to support future services (e.g. discussion with bus operators on the current commercial viability of rural bus services).	1.00	-1.00	Medium to Low	1.00	Medium to Low	0.00	2.00	New / Additional ticket sales	Norfolk County Council / New Anglia Local Enterprise Partnership / Section 106 developer contributions / Bus Operators (Commercial Service)	0.93	18
3.9	**Improve bus services between Great Yarmouth and Lowestoft**	*This option seek s to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).*	1.00	Feasible	Relatively easy to procure, however service unlikely to be commercially viable and will require subsidy.	0.00	Limited supporting evidence. Strong stakeholder support and Census OD data suggesting high number of commuters travelling between the two towns.	1.25	0.00	Medium	1.00	Medium to Low	0.50	2.00	New / Additional ticket sales	Norfolk County Council / New Anglia Local Enterprise Partnership / Section 106 developer contributions / Bus Operators (Commercial Service)	1.34	4
3.11	**Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)**	*Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.*	2.00	Moderately Feasible	Relatively easy to implement improvements to existing facilities. May require works to be undertaken outside of summer peaks to minimise disruption.	1.00	Review of existing provision. Stakeholder consultation did not include any responses from coach operators.	1.75	2.00	High	2.00	Low	2.00	2.00	New / Additional ticket sales	Norfolk County Council / New Anglia Local Enterprise Partnership / Coach Operators	1.27	6
4.1	**Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building**	*Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.*	2.00	Moderately Feasible	Will require support from Greater Anglia.	2.00	Site visit identified Station as a poor gateway feature to the town.	1.50	1.00	Medium to High	1.00	Medium to Low	1.00	3.00	New / Additional ticket sales. Additional rent from shops / cafes	Norfolk County Council / New Anglia Local Enterprise Partnership / Network Rail / Greater Anglia	1.06	13
4.2	**Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich**	*The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.*	-1.00	Unfeasible	Will require support from Greater Anglia, Network Rail and DfT Network constraints and capacity may limit any potential to increase services.	0.00	Census OD data and mode shares indicate potential for large number of east-west commuting trips to be made by rail (e.g. between Great Yarmouth and Norwich). There is also strong stakeholder support. No feasibility assessment has been undertaken to assess the viability of introducing new services.	0.25	-1.00	Medium to Low	-1.00	Medium to High	-1.00	2.00	New / Additional ticket sales	Network Rail / Greater Anglia	1.06	12
4.5	**Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth**	*Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.*	0.00	Neutral	Will require support from Greater Anglia.	0.00	Census OD data and mode shares indicate potential for large number of east-west commuting trips to be made by rail (e.g. between Great Yarmouth and Norwich). There is also strong stakeholder support. No feasibility assessment has been undertaken to assess the viability of introducing new services.	1.00	1.00	Medium to High	1.00	Medium to Low	1.00	2.00	New / Additional ticket sales	Network Rail / Greater Anglia	1.11	9
5.2	**Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users**	*This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.*	2.00	Moderately Feasible	Considered to be feasible, subject to extent of highway boundary / existing land ownership.	1.00	Site visit and review of existing pedestrian provision. Comments received at Stakeholder workshop on conflict between pedestrians and mobility scooter users.	1.25	1.00	Medium to High	1.00	Medium to Low	1.00	0.00	No income generated	Norfolk County Council / New Anglia Enterprise Partnership	0.82	27
5.13	**Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre**	*This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.*	1.00	Feasible	Considered to be feasible, subject to extent of highway boundary / existing land ownership.	2.00	Cycle audit of existing provision identified poor provision for cyclists along this link.	1.00	1.00	Medium to High	1.00	Medium to Low	1.00	0.00	No income generated	Norfolk County Council / New Anglia Enterprise Partnership	0.90	23
5.8	**Improve existing pedestrian routes to / from Harfreys Industrial Estate**	*This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.*	3.00	Very Feasible	Upgrade of existing pedestrian routes only.	2.00	Site visit and stakeholders have identified existing pedestrian provision as poor. OD surveys have not been analysed to understand potential for workers and visitors to Harfreys Industrial Estate to walk.	2.25	2.00	High	2.00	Low	2.00	0.00	No income generated	Norfolk County Council / New Anglia Enterprise Partnership	1.27	5
5.15	**Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.**	*This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.*	2.00	Moderately Feasible	Considered to be feasible, subject to extent of highway boundary / existing land ownership.	1.00	Site visit and review of existing pedestrian provision.	1.25	1.00	Medium to High	1.00	Medium to Low	1.00	0.00	No income generated	Norfolk County Council / New Anglia Enterprise Partnership	1.00	14
5.16	**Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.**	*This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.*	2.00	Moderately Feasible	Upgrade of walking and cycling routes likely to be feasible. New shuttle bus service unlikely to be feasible.	1.00	Site visit and review of existing pedestrian provision.	1.25	1.00	Medium to High	1.00	Medium to Low	1.00	1.00	Shuttlebus service has potential to generate income	Norfolk County Council / New Anglia Enterprise Partnership	1.07	11
6.1	**New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing**	*This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.*	2.00	Moderately Feasible	Relatively easy to deliver once the GYTRC is complete.	1.00	Option based on delivery of GYTRC.	1.00	2.00	High	2.00	Low	2.00	0.00	No income generated	Norfolk County Council / New Anglia Enterprise Partnership	1.08	10
6.12	**Southtown Cycle Improvements (package of measures)**	*Various cycle improvements in Southtown*	1.00	Feasible	Considered to be feasible, subject to extent of highway boundary / existing land ownership.	2.00	Cycle audit of existing provision identified poor provision for cyclists in this area.	1.00	1.00	Medium to High	1.00	Medium to Low	1.00	0.00	No income generated	Norfolk County Council / New Anglia Enterprise Partnership	0.67	30
6.13	**Gorleston-on-Sea Cycle Improvements (package of measures)**	*Various cycle improvements in Gorleston-on-Sea*	1.00	Feasible	Considered to be feasible, subject to extent of highway boundary / existing land ownership.	2.00	Cycle audit of existing provision identified poor provision for cyclists in this area.	1.00	1.00	Medium to High	1.00	Medium to Low	1.00	0.00	No income generated	Norfolk County Council / New Anglia Enterprise Partnership	0.67	30
6.14	**Great Yarmouth Town Centre Cycle Improvements (package of measures)**	*Various cycle improvements in Great Yarmouth Town Centre*	1.00	Feasible	Considered to be feasible, subject to extent of highway boundary / existing land ownership.	2.00	Cycle audit of existing provision identified poor provision for cyclists in this area.	1.00	1.00	Medium to High	1.00	Medium to Low	1.00	0.00	No income generated	Norfolk County Council / New Anglia Enterprise Partnership	0.67	30
6.16	**North Quay Cycle Improvements (package of measures)**	*Various cycle improvements in North Quay*	1.00	Feasible	Considered to be feasible, subject to extent of highway boundary / existing land ownership.	2.00	Cycle audit of existing provision identified poor provision for cyclists in this area.	1.00	1.00	Medium to High	1.00	Medium to Low	1.00	0.00	No income generated	Norfolk County Council / New Anglia Enterprise Partnership	0.67	30
6.17	**Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout**	*This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.*	1.00	Feasible	Considered to be feasible, subject to extent of highway boundary / existing land ownership.	2.00	Based on audit of existing provision and likely pedestrian and cyclist desire line (between Vauxhall Holiday Park and Town Centre)	1.00	1.00	Medium to High	1.00	Medium to Low	1.00	0.00	No income generated	Norfolk County Council / New Anglia Enterprise Partnership	0.72	28
6.2	**Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth**	*This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.*	2.00	Moderately Feasible	Considered to be feasible, however strategy will be needed to avoid bikes being left in unsuitable locations and bikes being stolen / vandalised.	1.00	Experience of dockless cycle hire schemes in other cities in the UK.	1.50	3.00	Very High	1.00	Medium to Low	2.00	2.00	Cycle hire fees	Comercial Operator (e.g. ofo, mobike etc.)	1.27	6
6.5	**Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft**	*This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.*	3.00	Very Feasible	Quick and easy to deliver.	1.00	Cycle audit of Great Yarmouth identified poor wayfinding along existing pedal ways.	1.75	2.00	High	2.00	Low	2.00	0.00	No income generated	Norfolk County Council / New Anglia Enterprise Partnership	1.00	14
6.6	**Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft**	*This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.*	1.00	Feasible	Considered to be feasible, subject to extent of highway boundary / existing land ownership.	1.00	Desktop study and cycle audit identified limited segregated off-road cycle provision between the two towns.	0.75	0.00	Medium	0.00	Medium	0.00	0.00	No income generated	Norfolk County Council / New Anglia Enterprise Partnership	0.59	47

Option Number	Option	Option Description	Strategic																2.1	
			1.1		1.2		1.3		1.4		1.5		1.6		AVERAGE SCORE	Economic Growth				
			Identified problems and objectives of the option		Scale of impact		Impact on other modes of transport		Makes better use of existing infrastructure or 'does more with less'?		Impact on other Govt policies besides transport?		Fit with Study Objectives?							
			Identified problems and objectives of the option		*Score*	*Comment*	*Score*	*Comment*	*Score*	*Comment*	*Score*	*Comment*	*Score*	*Comment*		*Score*	*Comment*		*Score*	*Comment*
6.7	**Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure**	*The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.*	Encourage the use of a bicycle for shorter journeys in Great Yarmouth.		0.00	Scheme unlikely to lead to any signficant increase in cycling for shorter journeys in Great Yarmouth.	0.00	Unlikely to have a negative impact on any other modes of transport.	3.00	Utilises existing infrastructure.	0.00	Encourage more active lifestyles.	1.50	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts. Potential to capitalise on GYTRC infrastructure. Any mode shift is likely to help manage traffic congestion in Great Yarmouth.		0.90	1.00	Help support sustainable residential and employment growth in the study area.
6.8	**Comprehensively 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**	*This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.*	Encourage the use of a bicycle for shorter journeys in Great Yarmouth.		2.00	Scheme likely to provide moderate improvement to cycle connectivity.	-1.00	May result in reduction in carriageway space for vehicles. This could potentially lead to increased traffic congestion.	-1.00	New cycling infrastructure.	1.00	Encourage more active lifestyles. Support housing and economic growth.	1.10	Help support sustainable housing and economic growth, provides a safe environment for travel by all modes, improve opportunities to use sustainable travel and likely to increase active travel mode share for short journeys. Option is also to be able to capitalise on the GYTRC infrastructure and reduce harmful emissions and air quality impacts through mode shift.		0.42	1.00	Help support sustainable residential and employment growth in the study area.
6.9	**New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing**	*This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.*	Improve cycling routes between Gorleston-on-Sea and Great Yarmouth area and encourage cycling for shorter journeys.		1.00	Scheme likely to provide moderate improvement to cycle connectivity.	0.00	Unlikely to have a negative impact on any other modes of transport.	-1.00	New cycling infrastructure.	1.00	Encourage more active lifestyles. Support housing and economic growth.	1.60	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts. Potential to capitalise on GYTRC infrastructure.		0.52	1.00	Help support sustainable residential and employment growth in the study area.
6.10	**A143 Beccles Road Cycle Improvements (package of measures)**	*Various cycle improvements along the A143 Beccles Road*	Improve cycling routes along A134 Beccles Road and encourage cycling for shorter journeys.		1.00	Scheme likely to provide minor improvement to cycle connectivity.	-1.00	May result in reduction in carriageway space for vehicles. This could potentially lead to increased traffic congestion.	-1.00	New cycling infrastructure.	1.00	Encourage more active lifestyles. Support housing and economic growth.	1.00	Provides a safe environment for travel by all modes. Helps support sustainable housing and economic growth, improve opportunities to use sustainable modes within Great Yarmouth, likely to increase active mode share for short journeys and likely to reduce harmful emissions and air quality impacts.		0.20	1.00	Help support sustainable residential and employment growth in the study area.
6.11	**Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.**	*This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.*	Improve cycling connectivity between Great Yarmouth and Gorleston-on-Sea via Haven Bridge and encourage cycling for shorter journeys.		2.00	Scheme likely to provide moderate improvement to cycle connectivity.	-1.00	May result in reduction in carriageway space for vehicles. This could potentially lead to increased traffic congestion.	-1.00	New cycling infrastructure, but makes use of existing crossing over the River Yare.	1.00	Encourage more active lifestyles. Support housing and economic growth.	1.20	Capitalises on the GYTRC infrastructure, provides a safer environment for travel by all modes, helps to support sustainable housing growth, provides a safe environment for travel by al modes, likely to increase active mode share for shorter journeys. There may be some improvement to air quality as a result of mode shift.		0.44	1.00	Help support sustainable residential and employment growth in the study area.
7.1	**Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.**	*This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.*	Review on-street parking and the CPE to protect the quality of life for residents and better manage demand for car parking durring the summer months.		2.00	Scheme likley to lead to be management of car parking within Great Yarmouth and improved availability of car parking for local residents.	0.00	Unlikely to have a negative impact on any other modes of transport.	3.00	Utilises existing infrastructure.	1.00	Support economic growth (tourism)	0.80	Help to support sustainable housing and economic growth in Great Yarmouth by providing a clear strategy for managing car parking within the town. It has the potential to help manage traffic congestion, particularly in summer when demand for car parking is highest. A review of existing uncontrolled parking and parking charges also has the potential to encourage mode shift and use of non-car modes.		1.36	2.00	Help support sustainable residential and employment growth in the study area. Help to support tourism in Great Yarmouth.
10.1	**Support and encourage non-residential developments to produce a travel plan**	*This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.*	Reduce the number of single occupancy car trips and Encourage greater use of sustainable forms of transport.		2.00	Scheme likely to result in moderate mode shift from car to non-car modes of transport as a result of implementation of targeted measures.	2.00	Has the potential to reduce traffic congestion as a result of the mode shift from car to non-car modes of transport.	3.00	Utilises existing infrastructure.	2.00	Supports housing and economic growth.	1.10	Helps manage traffic congestion in Great Yarmouth, supports sustainable housing growth, improves opportunities to use sustainable modes of travel and reduces harmful emissions and air quality impacts. Likely to increase active travel mode share for short journeys.		2.02	2.00	Help support sustainable residential and employment growth in the study area.

Option Number	Option	Option Description	ECONOMIC														ENVIRONMENTAL					
			2.2		2.3		2.4		2.5		2.6		AVERAGE SCORE	3.1		3.2						
			Carbon Emissions		Socio-distributional impacts and the regions		Local Environment		Wellbeing		Value for Money			Implementation timetable		Public acceptability						
									Physical activity, injury/deaths, enabling people to enjoy range of services etc., crime, terrorism, severance		Expected value for money											
			Score	Comment	Score	Comment	Score	Comment	Score	Comment	Score	Comment		Score	Comment	Score	Comment	Score	Comment	Score	Comment		
6.7	**Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure**	*The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.*	1.00	Potential to encourage mode shift from car to bicycle.	0.00	Potential for maps to not be accessible to people with visual impairment.	1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle.	2.00	Potential to encourage cycling (both for recreation and commuting) within Great Yarmouth.	0.00	Medium (1.5 to 2)	0.83	2.00	Short	1.00	Medium to High						
6.8	**Comprehensively 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**	*This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.*	1.00	Potential to encourage mode shift from car to bicycle.	0.00		1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle.	2.00	Potential to encourage cycling (both for recreation and commuting) within Great Yarmouth.	0.00	Medium (1.5 to 2)	0.83	-2.00	Long	1.00	Medium to High						
6.9	**New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing**	*This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.*	1.00	Potential to encourage mode shift from car to bicycle.	0.00	Potential for maps to not be accessible to people with visual impairment.	1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle.	2.00	Improve cycle connectivity. Improve safety for cyclists. Encourage mode shift from car to cycle for shorter journeys.	0.00	Medium (1.5 to 2)	0.83	0.00	Medium	1.00	Medium to High						
6.10	**A143 Beccles Road Cycle Improvements (package of measures)**	*Various cycle improvements along the A143 Beccles Road*	1.00	Potential to encourage mode shift from car to bicycle.	0.00	Localised improvement to safety for cyclists. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	1.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle.	2.00	Improve cycle connectivity. Improve safety for cyclists. Encourage mode shift from car to cycle for shorter journeys.	0.00	Medium (1.5 to 2)	0.83	0.00	Medium	1.00	Medium to High						
6.11	**Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.**	*This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.*	1.00	Potential to encourage mode shift from car to bicycle.	0.00	It is considered that the option will not negatively effect groups of people with Protected Characteristics.	0.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to bicycle. This may be offset by an increase by an increase in congestion as a result of the reallocation of carriageway space.	2.00	Improve cycle connectivity. Improve safety for cyclists. Encourage mode shift from car to cycle for shorter journeys.	0.00	Medium (1.5 to 2)	0.67	0.00	Medium	0.00	Medium						
7.1	**Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.**	*This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.*	0.00	May lead to some mode shift from car to non-car modes as a results of changes in car parking availability.	0.00	It is considered that the option will not negatively effect groups of people with Protected Characteristics.	0.00	Unlikely to have any impacts on the local environment. May lead to some redistribution of traffic accessing alternative car parking arrangements. This may be offset by some mode shift.	2.00	Improve well-being of local residents by provided improved access to car parking. Help visitors identify suitable car parking locations in summer months.	0.00	Medium (1.5 to 2)	0.67	0.00	Medium	0.00	Medium						
10.1	**Support and encourage non-residential developments to produce a travel plan**	*This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.*	3.00	Potential to encourage significant mode shift from car to non-car modes of transport through implementation of Specific, Measurable, Achievable, Realistic and Time-based (SMART) targets.	0.00	Targeted sustainable travel planning measures likely to be introduced at workplaces with sufficient resources to implement. Could result in no measures being implemented in areas of low income. It is considered that the option will not negatively effect groups of people with Protected Characteristics.	2.00	Scheme likely to have limited positive impact on air quality as a result of potential mode shift from car to other non-car modes of transport.	2.00	Potential to encourage mode shift from car to walking and cycling for shorter journeys. Targeted measures introduced as a part of the travel plan could help people live healthier lifestyles.	0.00	Medium (1.5 to 2)	1.50	0.00	Medium	1.00	Medium to High						

Option Number	Option	Option Description	MANAGERIAL						FINANCIAL						COMMERCIAL					
			3.3 Practical feasibility			3.4 Quality of evidence (Based on evidence presented in Stage 1 Issues and Opportunities Report)		AVERAGE SCORE	4.1 Affordability			4.2 Capital Cost		AVERAGE SCORE	5.1 Income generated			5.2 Funding Source		AVERAGE SCORE	Rank
			Score	Feasibility	Comment	Score	Comment		Score	Comment		Score	Comment		Score	Comment		Comment		
6.7	**Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure**	*The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.*	1.00	Feasible	Considered to be feasible. Will require audit of entire network to record standard of existing links.	1.00	Based on success of cycle maps / apps developed for other Towns / Cities.	1.25	1.00	Medium to High		1.00	Medium to Low		1.00	0.00	No income generated		Norfolk County Council / New Anglia Enterprise Partnership	0.92	19
6.8	**Comprehensively 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**	*This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.*	-1.00	Unfeasible	Whilst the ambition is to fill in the gaps in the cycle network across Great Yarmouth, this is unlikely to be feasible within the current local plan period.	1.00	Cycle audit of Great Yarmouth identified gaps in existing cycling infrastructure across the town.	-0.25	-2.00	Low		-2.00	High		-2.00	0.00	No income generated		Norfolk County Council / New Anglia Enterprise Partnership / S106 Agreement	0.12	51
6.9	**New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing**	*This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.*	1.00	Feasible	Considered to be feasible, subject to extent of highway boundary / existing land ownership.	2.00	Cycle audit of existing provision identified poor provision for cyclists along South Quay / Southgate Road.	1.00	2.00	High		2.00	Low		2.00	0.00	No income generated		Norfolk County Council / New Anglia Enterprise Partnership	0.87	25
6.10	**A143 Beccles Road Cycle Improvements (package of measures)**	*Various cycle improvements along the A143 Beccles Road*	1.00	Feasible	Considered to be feasible, subject to extent of highway boundary / existing land ownership.	2.00	Cycle audit of existing provision identified poor provision for cyclists in this area.	1.00	1.00	Medium to High		1.00	Medium to Low		1.00	0.00	No income generated		Norfolk County Council / New Anglia Local Enterprise Partnership	0.67	30
6.11	**Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.**	*This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.*	0.00	Neutral	Dependent upon the impact of the GYTRC on traffic flows across Haven Bridge.	1.00	Cycle audit of Great Yarmouth and site visit identified this as an existing pinch point. Traffic modelling for the GYTRC shows a reduction in traffic flows around Haven Bridge with the GYTRC.	0.25	2.00	High		0.00	Medium		1.00	0.00	No income generated		Norfolk County Council / New Anglia Enterprise Partnership	0.51	48
7.1	**Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.**	*This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.*	1.00	Feasible	Any new parking restrictions, controls or increase to charges likely to be opposed.	1.00	Comments from Stakeholders / Members on existing parking provision in the town. Comments from GYBC on parking availability in the town during the summer months.	0.50	2.00	High		2.00	Low		2.00	1.00	Potential to collect increased fees from car parking and administ		Great Yarmouth Borough Council / Norfolk County Council	0.99	16
10.1	**Support and encourage non-residential developments to produce a travel plan**	*This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.*	1.00	Feasible	Require NCC resource to support non-residential developments and monitor Travel Plans.	2.00	Based on mode shift success of non-residential Travel Plans delivered elsewhere in the UK.	1.00	1.00	Medium to High		3.00	Very Low		2.00	0.00	No income generated		Norfolk County Council / Section 106 developer contributions	1.51	2

Appendix F.2

FULL APPRAISAL MATRIX

Public

Option Number	Option	Option Description	STRATEGIC						ECONOMIC							MANAGERIAL						FINANCIAL			COMMERCIAL		AVERAGE SCORE	RANK
			Identified problems and objectives of the option	Scale of impact	Impact on other modes of transport	Makes better use of existing infrastructure or does more with less	Impact on other car owners besides transport?	Fit with Study Objectives?	AVERAGE SCORE	Economic Growth	Carbon Emissions	Socio-distributional impacts and the regions	Local Environment	Wellbeing	Value for Money	AVERAGE SCORE	Implementation timetable		Public acceptability	Practical feasibility	Quality of evidence	AVERAGE SCORE	Affordability	Capital Cost	AVERAGE SCORE	Income generated	Funding Source		
			1.1	1.2	1.3	1.4	1.5	1.6		2.1	2.2	2.3	2.4	2.5	2.6		3.1		3.2	3.3	3.4		4.1	4.2		5.1	5.2		
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)	This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).	Improve the public transport connectivity of the South Denes Peninsular.	2.00	1.00	3.00	2.00	1.60	1.92	2.00	2.00	2.00	1.00	2.00	0.00	1.50	2.00	Short	2.00	1.00	2.00	1.75	0.00	2.00	1.00	3.00	Norfolk County Council / New Anglia Local Enterprise Partnership / Section 106 developer contributions / Bus Operators (Commercial Service)	1.70	1
10.1	Support and encourage non-residential developments to produce a travel plan	This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.	Reduce the number of single occupancy car trips and Encourage greater use of sustainable forms of transport.	2.00	2.00	3.00	2.00	1.10	2.02	2.00	3.00	0.00	2.00	2.00	0.00	1.50	0.00	Medium	1.00	1.00	2.00	1.00	1.00	3.00	2.00	0.00	Norfolk County Council / Section 106 developer contributions	1.51	2
3.4	Introduction of new regular shuttle bus service	This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.	Improve the public transport connectivity of the South Denes Peninsular.	2.00	1.00	3.00	2.00	1.60	1.92	2.00	2.00	2.00	1.00	2.00	0.00	1.50	0.00	Medium	2.00	1.00	2.00	1.25	-1.00	1.00	0.00	3.00	Norfolk County Council / New Anglia Local Enterprise Partnership / Section 106 developer contributions / Bus Operators (Commercial Service)	1.48	3
3.9	Improve bus services between Great Yarmouth and Lowestoft	This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).	Improve public transport connectivity between Great Yarmouth and Lowestoft.	1.00	1.00	3.00	2.00	1.20	1.64	1.00	2.00	2.00	1.00	2.00	0.00	1.33	2.00	Short	2.00	1.00	0.00	1.25	0.00	1.00	0.50	2.00	Norfolk County Council / New Anglia Local Enterprise Partnership / Section 106 developer contributions / Bus Operators (Commercial Service)	1.34	4
5.8	Improve existing pedestrian routes to / from Harfreys Industrial Estate	This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.	Improve pedestrian connectivity of Harfreys Industrial Estate.	1.00	0.00	2.00	0.00	0.90	0.78	1.00	1.00	1.00	1.00	2.00	0.00	1.00	2.00	Short	2.00	3.00	2.00	2.25	2.00	2.00	2.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	1.27	5
3.11	Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.	Encourage greater use of coach services / encourage greater number of scheduled coach trips to Great Yarmouth by operators.	0.00	1.00	3.00	1.00	0.80	1.16	1.00	1.00	0.00	1.00	1.00	0.00	0.67	2.00	Short	2.00	2.00	1.00	1.75	2.00	2.00	2.00	2.00	Norfolk County Council / New Anglia Local Enterprise Partnership / Coach Operators	1.27	6
6.2	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.	Encourage the use of a bicycle for shorter journeys in Great Yarmouth.	2.00	0.00	3.00	1.00	0.80	1.36	1.00	1.00	0.00	1.00	1.00	0.00	0.67	0.00	Medium	3.00	2.00	1.00	1.50	3.00	1.00	2.00	2.00	Comercial Operator (e.g. ofo, mobike etc.)	1.27	6
2.1	A47 Acle Straight Dualling	Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.	Increase link capacity, road user safety and improve journey time reliability on A47 Acle Straight.	3.00	3.00	2.00	3.00	1.70	2.54	3.00	1.00	3.00	-1.00	3.00	0.00	1.50	0.00	Medium	3.00	-1.00	2.00	1.00	-2.00	-3.00	-2.50	0.00	Highways England	1.15	8
4.5	Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth	Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.	Encourage greater use of rail services to / from Great Yarmouth.	1.00	1.00	3.00	0.00	1.00	1.20	1.00	3.00	0.00	1.00	1.00	0.00	1.00	2.00	Short	2.00	0.00	0.00	1.00	1.00	1.00	1.00	2.00	Network Rail / Greater Anglia	1.11	9
6.1	New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing	This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.	Improve cycling routes between Great Yarmouth and Gorleston-on-Sea and encourage cycling for shorter journeys.	1.00	0.00	3.00	1.00	1.50	1.30	1.00	1.00	0.00	1.00	2.00	0.00	0.83	0.00	Medium	1.00	2.00	1.00	1.00	2.00	2.00	2.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	1.08	10
5.16	Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.	This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.	Improve sustainable transport connectivity of Great Yarmouth's Holiday Parks to reduce the use of the car for shorter journeys.	1.00	1.00	1.00	1.00	1.20	1.04	1.00	1.00	1.00	1.00	2.00	0.00	1.00	0.00	Medium	2.00	2.00	1.00	1.25	1.00	1.00	1.00	1.00	Norfolk County Council / New Anglia Enterprise Partnership	1.07	11
4.2	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.	Encourage greater use of rail services to / from Great Yarmouth.	1.00	1.00	3.00	2.00	1.10	1.62	3.00	2.00	2.00	1.00	2.00	0.00	1.67	0.00	Medium	2.00	-1.00	0.00	0.25	-1.00	-1.00	-1.00	2.00	Network Rail / Greater Anglia	1.06	12
4.1	Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building	Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.	Encourage greater use of rail services to / from Great Yarmouth.	0.00	0.00	2.00	1.00	1.00	0.80	0.00	1.00	2.00	1.00	0.00	0.00	0.67	0.00	Medium	2.00	2.00	2.00	1.50	1.00	1.00	1.00	3.00	Norfolk County Council / New Anglia Local Enterprise Partnership / Network Rail / Greater Anglia	1.06	13
5.15	Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.	This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.	Improve pedestrian connectivity for vulnerable users.	1.00	1.00	2.00	0.00	1.00	1.00	0.00	1.00	2.00	1.00	2.00	0.00	1.00	0.00	Medium	2.00	2.00	1.00	1.25	1.00	1.00	1.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	1.00	14
6.5	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.	Encourage cycling between Great Yarmouth and Lowestoft (recreation and commuting)	0.00	0.00	2.00	0.00	1.00	0.60	1.00	1.00	0.00	1.00	1.00	0.00	0.67	2.00	Short	1.00	3.00	1.00	1.75	2.00	2.00	2.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	1.00	14
7.1	Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.	This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.	Review on-street parking and the CPE to protect the quality of life for residents and better manage demand for car parking durring the summer months.	2.00	0.00	3.00	1.00	0.80	1.36	2.00	0.00	0.00	0.00	2.00	0.00	0.67	0.00	Medium	0.00	1.00	1.00	0.50	2.00	2.00	2.00	1.00	Great Yarmouth Borough Council / Norfolk County Council	0.99	16
2.4	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.	Increase junction capacity.	2.00	-1.00	1.00	2.00	1.50	1.10	2.00	1.00	2.00	2.00	1.00	0.00	1.33	0.00	Medium	3.00	2.00	3.00	2.00	-2.00	-2.00	-2.00	0.00	Highways England	0.97	17
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	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.	Improve the public transport connectivity of rural settlements in Great Yarmouth Borough.	0.00	0.00	3.00	1.00	0.80	0.96	1.00	1.00	3.00	0.00	1.00	0.00	1.00	2.00	Short	2.00	0.00	0.00	1.00	-1.00	1.00	0.00	2.00	Norfolk County Council / New Anglia Local Enterprise Partnership / Section 106 developer contributions / Bus Operators (Commercial Service)	0.93	18

Option Number	Option	Option Description	STRATEGIC						ECONOMIC							MANAGERIAL						FINANCIAL			COMMERCIAL		AVERAGE SCORE	RANK
			Identified problems and objectives of the option	Scale of impact	Impact on other modes of transport	Makes better use of existing infrastructure or does more with less	Impact on other Government policies besides transport?	Fit with Study Objectives?	AVERAGE SCORE	Economic Growth	Carbon Emissions	Socio-distributional impacts and the regions	Local Environment	Wellbeing	Value for Money	AVERAGE SCORE	Implementation timetable		Public acceptability	Practical feasibility	Quality of evidence	AVERAGE SCORE	Affordability	Capital Cost	AVERAGE SCORE	Income generated	Funding Source		
			1.1	1.2	1.3	1.4	1.5	1.6		2.1	2.2	2.3	2.4	2.5	2.6		3.1		3.2	3.3	3.4		4.1	4.2		5.1	5.2		
2.7	Capacity improvements at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Increase junction capacity.	2.00	-1.00	1.00	2.00	1.50	1.10	2.00	1.00	2.00	2.00	1.00	0.00	1.33	0.00	Medium	3.00	1.00	1.00	1.25	-1.00	-1.00	-1.00	0.00	Highways England	0.92	19
2.8	Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Increase junction capacity.	2.00	-1.00	1.00	2.00	1.50	1.10	2.00	1.00	2.00	2.00	1.00	0.00	1.33	0.00	Medium	3.00	1.00	1.00	1.25	-1.00	-1.00	-1.00	0.00	Highways England	0.92	19
6.7	Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.	Encourage the use of a bicycle for shorter journeys in Great Yarmouth.	0.00	0.00	3.00	0.00	1.50	0.90	1.00	1.00	0.00	1.00	2.00	0.00	0.83	2.00	Short	1.00	1.00	1.00	1.25	1.00	1.00	1.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	0.92	19
1.20	Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Increase junction capacity and improve movement through the junction for non-motorised users.	2.00	-1.00	1.00	2.00	1.30	1.06	1.00	1.00	1.00	2.00	1.00	0.00	1.00	2.00	Short	3.00	0.00	2.00	1.75	-1.00	-1.00	-1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.91	22
5.13	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.	Improve pedestrian and cycle connectivity between Great Yarmouth and Caister-on-Sea.	1.00	-1.00	2.00	1.00	1.20	0.84	1.00	1.00	0.00	2.00	2.00	0.00	1.00	0.00	Medium	1.00	1.00	2.00	1.00	1.00	1.00	1.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	0.90	23
3.1	Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea	This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.	Encourage mode shift from car to bus for local journeys and improve journey experience for passengers.	0.00	0.00	1.00	0.00	0.90	0.38	0.00	0.00	0.00	2.00	0.00	0.00	0.33	2.00	Short	3.00	2.00	1.00	2.00	2.00	2.00	2.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership / Section 106 developer contributions	0.88	24
6.9	New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing	This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.	Improve cycling routes between Gorleston-on-Sea and Great Yarmouth area and encourage cycling for shorter journeys.	1.00	0.00	-1.00	1.00	1.60	0.52	1.00	1.00	0.00	1.00	2.00	0.00	0.83	0.00	Medium	1.00	1.00	2.00	1.00	2.00	2.00	2.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	0.87	25
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	Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.	Reduce traffic congestion in Great Yarmouth when bridges are up (closed to traffic) / during summer peak period.	1.00	0.00	1.00	0.00	0.90	0.58	1.00	1.00	0.00	0.00	1.00	0.00	0.50	2.00	Short	2.00	2.00	1.00	1.75	1.00	1.00	1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.83	26
5.2	Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users	This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.	Improve pedestrian connectivity of the Town Centre and seafront and encourage shorter journeys to be made on foot.	1.00	-1.00	2.00	1.00	0.80	0.76	1.00	1.00	0.00	1.00	1.00	0.00	0.67	2.00	Short	0.00	2.00	1.00	1.25	1.00	1.00	1.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	0.82	27
6.17	Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.	Improve pedestrian and cycling connectivity of Vauxhall Holiday Park.	1.00	-1.00	-1.00	1.00	1.00	0.20	1.00	1.00	1.00	1.00	2.00	0.00	1.00	0.00	Medium	1.00	1.00	2.00	1.00	1.00	1.00	1.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	0.72	28
1.14	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.	Increase junction capacity.	1.00	-1.00	1.00	1.00	0.90	0.58	1.00	1.00	1.00	1.00	1.00	0.00	0.83	2.00	Short	3.00	0.00	2.00	1.75	-1.00	-1.00	-1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.72	29
6.12	Southtown Cycle Improvements (package of measures)	Various cycle improvements in Southtown	Improve cycling routes in Southtown area and encourage cycling for shorter journeys.	1.00	-1.00	-1.00	1.00	1.00	0.20	1.00	1.00	0.00	1.00	2.00	0.00	0.83	0.00	Medium	1.00	1.00	2.00	1.00	1.00	1.00	1.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	0.67	30
6.13	Gorleston-on-Sea Cycle Improvements (package of measures)	Various cycle improvements in Gorleston-on-Sea	Improve cycling routes in Gorleston-on-Sea and encourage cycling for shorter journeys.	1.00	-1.00	-1.00	1.00	1.00	0.20	1.00	1.00	0.00	1.00	2.00	0.00	0.83	0.00	Medium	1.00	1.00	2.00	1.00	1.00	1.00	1.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	0.67	30
6.14	Great Yarmouth Town Centre Cycle Improvements (package of measures)	Various cycle improvements in Great Yarmouth Town Centre	Improve cycling routes in Great Yarmouth Town Centre and encourage cycling for shorter journeys.	1.00	-1.00	-1.00	1.00	1.00	0.20	1.00	1.00	0.00	1.00	2.00	0.00	0.83	0.00	Medium	1.00	1.00	2.00	1.00	1.00	1.00	1.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	0.67	30
6.16	North Quay Cycle Improvements (package of measures)	Various cycle improvements in North Quay	Improve cycling routes in North Quay and encourage cycling for shorter journeys.	1.00	-1.00	-1.00	1.00	1.00	0.20	1.00	1.00	0.00	1.00	2.00	0.00	0.83	0.00	Medium	1.00	1.00	2.00	1.00	1.00	1.00	1.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	0.67	30
6.10	A143 Beccles Road Cycle Improvements (package of measures)	Various cycle improvements along the A143 Beccles Road	Improve cycling routes along A134 Beccles Road and encourage cycling for shorter journeys.	1.00	-1.00	-1.00	1.00	1.00	0.20	1.00	1.00	0.00	1.00	2.00	0.00	0.83	0.00	Medium	1.00	1.00	2.00	1.00	1.00	1.00	1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.67	30
1.25	Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow	This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.	Reduce congestion and improve traffic flow in Great Yarmouth Town Centre.	1.00	-1.00	1.00	2.00	0.90	0.78	1.00	1.00	1.00	2.00	1.00	0.00	1.00	-2.00	Long	2.00	0.00	2.00	0.50	0.00	0.00	0.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.15	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Increase junction capacity.	1.00	-1.00	1.00	1.00	0.90	0.58	1.00	1.00	1.00	1.00	1.00	0.00	0.83	2.00	Short	2.00	0.00	2.00	1.50	-1.00	-1.00	-1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.16	Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Increase junction capacity.	1.00	-1.00	1.00	1.00	0.90	0.58	1.00	1.00	1.00	1.00	1.00	0.00	0.83	2.00	Short	2.00	0.00	2.00	1.50	-1.00	-1.00	-1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.17	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.	Increase junction capacity.	1.00	-1.00	1.00	1.00	0.90	0.58	1.00	1.00	1.00	1.00	1.00	0.00	0.83	2.00	Short	2.00	0.00	2.00	1.50	-1.00	-1.00	-1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.18	Capacity improvement at Fuller's Hill / Northgate street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Increase junction capacity.	1.00	-1.00	1.00	1.00	0.90	0.58	1.00	1.00	1.00	1.00	1.00	0.00	0.83	2.00	Short	2.00	0.00	2.00	1.50	-1.00	-1.00	-1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35

Option Number	Option	Option Description	STRATEGIC						ECONOMIC							MANAGERIAL						FINANCIAL			COMMERCIAL		AVERAGE SCORE	RANK
			Identified problems and objectives of the option	Scale of impact	Impact on other modes of transport	Makes better use of existing infrastructure or does more with less	Impact on other Government policies beside transport?	Fit with Study Objectives?	AVERAGE SCORE	Economic Growth	Carbon Emissions	Socio-distributional impacts and the regions	Local Environment	Wellbeing	Value for Money	AVERAGE SCORE	Implementation timetable		Public acceptability	Practical feasibility	Quality of evidence	AVERAGE SCORE	Affordability	Capital Cost	AVERAGE SCORE	Income generated	Funding Source		
			1.1	1.2	1.3	1.4	1.5	1.6		2.1	2.2	2.3	2.4	2.5	2.6		3.1		3.2	3.3	3.4		4.1	4.2		5.1	5.2		
1.19	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.	Increase junction capacity.	1.00	-1.00	1.00	1.00	0.90	0.58	1.00	1.00	1.00	1.00	1.00	0.00	0.83	2.00	Short	2.00	0.00	2.00	1.50	-1.00	-1.00	-1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.21	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Increase junction capacity.	1.00	-1.00	1.00	1.00	0.90	0.58	1.00	1.00	1.00	1.00	1.00	0.00	0.83	2.00	Short	2.00	0.00	2.00	1.50	-1.00	-1.00	-1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.22	Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Increase junction capacity.	1.00	-1.00	1.00	1.00	0.90	0.58	1.00	1.00	1.00	1.00	1.00	0.00	0.83	2.00	Short	2.00	0.00	2.00	1.50	-1.00	-1.00	-1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.23	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Increase junction capacity.	1.00	-1.00	1.00	1.00	0.90	0.58	1.00	1.00	1.00	1.00	1.00	0.00	0.83	2.00	Short	2.00	0.00	2.00	1.50	-1.00	-1.00	-1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.24	Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Increase junction capacity.	1.00	-1.00	1.00	1.00	0.90	0.58	1.00	1.00	1.00	1.00	1.00	0.00	0.83	2.00	Short	2.00	0.00	2.00	1.50	-1.00	-1.00	-1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.28	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.	Reduce traffic congestion at Station Road / Southtown Road signalised junction.	1.00	-1.00	-1.00	0.00	0.90	-0.02	1.00	1.00	1.00	1.00	-1.00	0.00	0.50	2.00	Short	2.00	2.00	1.00	1.75	1.00	1.00	1.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.66	35
1.3	Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic	This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.	Reduce traffic congestion in Great Yarmouth.	1.00	-1.00	1.00	1.00	0.90	0.58	2.00	1.00	1.00	1.00	1.00	0.00	1.00	2.00	Short	2.00	1.00	1.00	1.50	-2.00	-2.00	-2.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.61	46
6.6	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.	Encourage cycling between Great Yarmouth and Lowestoft (recreation and commuting)	2.00	-1.00	-1.00	1.00	1.60	0.52	1.00	1.00	0.00	1.00	2.00	0.00	0.83	0.00	Medium	1.00	1.00	1.00	0.75	0.00	0.00	0.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	0.59	47
6.11	Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.	This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.	Improve cycling connectivity between Great Yarmouth and Gorleston-on-Sea via Haven Bridge and encourage cycling for shorter journeys.	2.00	-1.00	-1.00	1.00	1.20	0.44	1.00	1.00	0.00	0.00	2.00	0.00	0.67	0.00	Medium	0.00	0.00	1.00	0.25	2.00	0.00	1.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership	0.51	48
1.29	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.	Increase capacity of A47 Vauxhall Roundabout junction.	2.00	-1.00	-1.00	2.00	0.80	0.56	2.00	1.00	1.00	2.00	1.00	0.00	1.17	0.00	Medium	2.00	-1.00	1.00	0.50	-2.00	-2.00	-2.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.43	49
1.26	New link road between Thamesfield Way and Suffolk Road	This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.	Improve east-west connectivity, link capacity and congestion in Southtown area.	2.00	-1.00	0.00	2.00	1.20	0.84	2.00	1.00	0.00	0.00	2.00	0.00	0.83	0.00	Medium	1.00	-1.00	1.00	0.25	-2.00	-2.00	-2.00	0.00	Norfolk County Council / New Anglia Local Enterprise Partnership	0.34	50
6.8	Comprehensively 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	This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.	Encourage the use of a bicycle for shorter journeys in Great Yarmouth.	2.00	-1.00	-1.00	1.00	1.10	0.42	1.00	1.00	0.00	1.00	2.00	0.00	0.83	-2.00	Long	1.00	-1.00	1.00	-0.25	-2.00	-2.00	-2.00	0.00	Norfolk County Council / New Anglia Enterprise Partnership / S106 Agreement	0.12	51

Appendix G

PACKAGED LIST OF OPTIONS FOR INCLUSION IN THE GYTS

Public

Appendix G.1

COMMITTED SCHEMES

Public

Reference	Option	Description
Short Term (0 to 3 years)		
1.2	Traffic management measures to reduce HGV movements along the sea front	This option is the introduction of traffic management to reduce the number of HGV movements along the sea front. This could include width restrictions or new Traffic Regulation Orders (TROs). This issue was identified at the Stakeholder Workshop. A scheme is currently being explored by Norfolk County Council's Infrastructure Delivery Team.
1.6	Convert Fuller's Hill bus-only right-turn to all vehicles right-turn	This option converts the bus-only right-turn on Fuller's Hill to allow all vehicles to turn right onto Priory Plain. Currently all vehicles from Fuller's Hill are routed north towards the A149 / North Quay roundabout or to Northgate street. A scheme is currently being progressed by Norfolk County Council's Infrastructure Delivery Team.
1.9	Investigate introduction of urban clearways on key strategic routes	This option is to investigate the introduction of urban clearways on key strategic routes throughout the study area. An urban clearway prevents vehicles from stopping on the carriageway for sustained periods of time, typically during the peak hours. Urban clearways encourage enhanced traffic flow during the busiest periods of the day, whilst allowing overnight and daytime stopping.
1.13	Capacity improvement at A1243 Pasteur Road / Bridge Road / Matalan and Farm Foods access / Southtown Road signalised junctions	The A1243 Pasteur Road / Bridge Road / Matalan and Farm Foods access / Southtown Road junctions have been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme
1.27	Review use and efficiency of traffic signals along Southtown Road	This option looks to review the efficiency of the traffic signals along Southtown Road to in order to increase junction capacity and improve efficiency capacity. Improvements could include upgrade to UTC or installation of MOVA at individual junctions.
3.2	Improve bus interchange facilities at Great Yarmouth railway station	This option is to improve the bus interchange at Great Yarmouth railway station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs. Bus stop improvements are being provided as a part of Norfolk County Council's rail station court improvements. This will provide improved bus stop and new bus shelter. This is due for completion in September 2018.
3.3	Upgrades to Market Gates bus station to improve amenity and facilities for pedestrians	This option is to upgrade Market Gates bus station in Great Yarmouth town centre to improve the amenity and facilities for passengers. NCC undertook works to upgrade and improve the waiting facilities and general surroundings at Market Gates Bus Station in Spring 2018. This included new larger bus shelters, replacement of pedestrian railings, additional cycle parking, cladding on the concrete pillars and new information boards, improvements to lighting and retention of electronic passenger information screens. Future improvements could include introduction of RTPI and further enhancements to the general surroundings.
3.10	Investigate reallocation of carriageway space within Great Yarmouth town centre to improve bus and pedestrian routes	This scheme is to investigate the reallocation of carriageway space for improved bus and pedestrian routes. This could include the removal of parking at the western end of Stonecutters Way to east right-turn movements for buses, realignment of the Stonecutters Way / Howard Street North junction to ease left-turn movements for buses, and improving pedestrian crossing facilities between Broad Row and Market Row. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme.
3.12	New / improved coach drop-off facilities in Great Yarmouth Town Centre	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide a drop off / pick up zone in the centre of Great Yarmouth. A potential location for the drop off / pick up zone is along Regent Street or Howard Street within the town centre one-way system. This scheme has been agreed in principle with Great Yarmouth Borough Council.
3.14	Enhanced bus interchange facilities at the James Paget University Hospital	This option is the enhancement of the bus interchange and waiting facilities at James Paget University Hospital.
4.3	Work with Network Rail and Greater Anglia to improve the reliability of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the reliability of services on the Wherry Line. As part of Network Rail's Control Period 5, there are committed schemes to upgrade signalling systems and level crossings. This will improve overall safety and reliability of the railway, increase operational flexibility, improve level crossing safety, improve sustainability and reduce delay for road users at level crossings.
4.4	Work with Greater Anglia to improve amenity for passengers travelling on the Wherry Line	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the amenity for passengers on the Wherry Line. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures.
5.1	Improvement to the access and signage and promotion of Norfolk's long-distance footpath network from Great Yarmouth	This option looks to improve access and signage to Norfolk's long-distance footpath 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).
5.3	Improve lighting and tactile paving along northern section of esplanade	This option looks at improving the lighting and tactile paving along the northern section of the esplanade in Great Yarmouth. These improvements would make the area safer for individuals and more accessible to all, as well as making the area more attractive to visit the area in the evening.
5.4	Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors	This option considers creating a Town Centre Wayfinding Strategy to help improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors. This will help to direct pedestrians to their destinations more quickly and may help to make individuals more aware of the attractions on offer.
5.5	Improve the pedestrian amenity of The Rows	This option considers improvements to the pedestrian amenity of The Rows, to make the area more enjoyable for pedestrians. Options could include a re-balance of a street in favour of pedestrians; creating more public space; or by restricting vehicle access at certain times during the day. Evaluations would need to be made to understand how pedestrians currently use the area and where improvements would have the greatest impact.
5.6	Improve pedestrian crossing facilities along the A143 Beccles Road	This option considers improvements to pedestrian crossing facilities along the A143 Beccles Road, including minor improvements to the existing uncontrolled crossings. This would allow for safer crossing space and make it easier for pedestrians to get across Great Yarmouth. Improvements could be made to signalised crossing to ensure that pedestrians have an appropriate amount of time to cross and space to walk alongside the A143.
5.7	Simplify existing signalised arrangement and improve pedestrian crossing facilities at junction of Fuller's Hill / Northgate Street	This option explores the simplification of existing signalised arrangements and improvements to pedestrian crossing facilities. Currently there is a pedestrian crossing for half of the Fuller's Hill / Northgate Street junction (with a full pedestrian crossing further down Northgate Street), so pedestrians cross the rest of the road on a refuge island. Extending the crossing would improve safety for users or moving the existing crossing to the junction would create improvements.
5.9	Improve pedestrian crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College.	This option looks at improvements to pedestrian crossing facilities at the B1370 / Church Lane roundabout, as well as outside of East Norfolk Sixth Form College. There are currently no formal pedestrian crossing facilities at the B137 / Church Lane roundabout. Pedestrian crossing facilities could be improved through the provision of a zebra crossing or pelican crossing instead of the existing refuge islands.
5.10	Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction	This option considers improving pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction. There are currently no signalised pedestrian crossings – adding these would help to improve the safety for pedestrians.
5.11	Improve pedestrian crossing facilities along Nottingham Way	This option looks at improving pedestrian crossing facilities along Nottingham Way to make it safer and easier for pedestrians. This could be carried out using traffic calming measures that only one side of the road with priority, and packaged with pedestrian refuge islands to ensure that traffic slows down for pedestrians.

Reference	Option	Description
Short Term (0 to 3 years)		
5.12	Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park	This option explores improvements to facilities for pedestrians and cyclists around Gapton Hall Retail Park. There is currently a small amount of shared access paths, but a zebra crossing could be useful to help users crossing from one side of the retail park to the other.
6.3	Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider study area	This option explores assessing the current level of cycle parking and looks at adding new or upgraded parking in the town centre, along the sea front and close to large trip attractors. This would allow cyclists to leave their bikes in secure places and could encourage others to use their bikes more often.
6.4	Improve wayfinding for cyclists in Great Yarmouth and along existing pedalways	This option explores improving wayfinding for cyclists in Great Yarmouth and along the existing pedalways. Wayfinding includes using signage to direct users to cycle routes, to make the navigation of the routes simpler. The areas of Wherryman's Way, Weavers Way, recreational cycle routes around Great Yarmouth and Angles Way have been highlighted for improved signage; Burgh Park and Cobham park have been highlighted for accessibility improvements; and the addition of Stalham to Great Yarmouth cycle facilities.
7.2	Update and improve signage of car parks in Great Yarmouth.	This option is to improve the signage of car parks within Great Yarmouth. Improved signage will assist residents, visitors and workers finding a car parking space in the town and help car drivers make more informed decision about where they choose to park.
10.2	Support and encourage developers of new residential developments to produce residential travel plans	This option seeks to use a travel plan to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place. A residential travel plan will be tailored to the site and should address all aspects of life that create a need to travel and result in a reduction in the number of car journeys. This should also include a commitment to provide residents with free bus taster tickets and / or cycle vouchers (LGF Scheme).

Reference	Option	Description
Medium Term (3 to 10 years)		
1.1	Great Yarmouth Third River Crossing	The Great Yarmouth Third River Crossing is a committed scheme for a new lifting bridge over the River Yare. The bridge will link the A47 at Harfreys Roundabout, in the Southtown area on the western side of the river, with South Denes Road, the port and the enterprise zone on the eastern side of the river. The Development Consent Order application for the scheme is scheduled to be submitted in spring 2019.
1.5	Hall Quay Improvements	Provision of right turn facility between A1243 Hall Quay and A1423 Bridge Road and reallocation of highway space to improve movement of non-motorised users
2.5	Capacity improvements at A47 Vauxhall Roundabout	This option is capacity improvements at the A47 Vauxhall Roundabout. Upgrades to the A47 Vauxhall Roundabout are included within Highways England's 2015-2020 Road Investment Strategy (RIS 1). Proposals are for a larger signalised roundabout, a widened bridge over the railway line to accommodate widening of the A47 southern exit and approach and realignment to current highway standards to improve safety.
2.6	Capacity improvements at A47 Gapton Hall Roundabout	This option is capacity improvements at the A47 Gapton Hall Roundabout. Upgrades to the A47 Vauxhall Roundabout are included within Highways England's 2015-2020 Road Investment Strategy (RIS 1). Highways England's proposals are for a signalised roundabout. Highways England are also considering improving provision for pedestrians, cyclists and other non-motorised users.
3.13	Investigate 'lay by' bus stops on Acle New Road to enable express bus services (e.g. X1 and X11) to access the station without entering the station concourse	This option considers investigating 'lay by' bus stops on the Acle New to enable express bus services like the X1 and X11. These improvements would allow bus services to access the station without entering the concourse and reduce journey times. The 'lay by' bus stops would require land-take, so that they would not encroach on Acle New Road, as well as the addition of pedestrian crossings and paths to safely get to the station.
6.15	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	This option considers a new long-distance cycle route that will run along the sea front between Haven Seashore Holiday Park and South Denes Peninsular. There are currently north-south off carriageway cycle facilities south of Britannia Pier (shared-use path) and north of Euston Road (shared-use path) on the promenade east of the bowls green. The link between these two facilities currently requires cyclists to either dismount or to ride onto the carriageway around the cinema. Near the Pleasure Beach there are a number of pay and display parking bays which could be removed to allow the introduction of a dedicated cycle lane that connects with existing cycling infrastructure.

Appendix G.2

NON-COMMITTED SCHEMES

Public

Non-Committed Schemes (Ranked)

Rank	Reference	Option	Description
Short Term (0 to 3 years)			
1	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)	This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).
2	3.9	Improve bus services between Great Yarmouth and Lowestoft	This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).
3	5.8	Improve existing pedestrian routes to / from Harfreys Industrial Estate	This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.
4	3.11	Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.
5	4.5	Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth	Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.
6	6.5	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.
7	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	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.
8	6.7	Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.
9	1.20	Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
10	3.1	Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea	This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.
11	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	Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.
12	5.2	Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users	This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.
13	1.14	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.
14	1.15	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
15	1.16	Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
16	1.17	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing
17	1.18	Capacity improvement at Fuller's Hill / Northgate street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
18	1.19	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.
19	1.21	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
20	1.22	Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.

Rank	Reference	Option	Description
Short Term (0 to 3 years)			
21	1.23	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
22	1.24	Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.
23	1.28	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.
24	1.3	Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic	This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.

Rank	Reference	Option	Description
Medium Term (3 to 10 years)			
1	10.1	Support and encourage non-residential developments to produce a travel plan	This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.
2	3.4	Introduction of new regular shuttle bus service	This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.
3	6.2	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.
4	2.1	A47 Acle Straight Dualling	Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.
5	6.1	New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing	This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.
6	5.16	Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.	This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.
7	4.2	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.
8	4.1	Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building	Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.
9	5.15	Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.	This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.
10	7.1	Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.	This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.
11	2.4	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.
12	2.7	Capacity improvements at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.
13	2.8	Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.
14	5.13	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.

Rank	Reference	Option	Description
Medium Term (3 to 10 years)			
15	6.9	New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing	This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.
16	6.17	Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.
17	6.10	A143 Beccles Road Cycle Improvements (package of measures)	Various cycle improvements along the A143 Beccles Road
18	6.12	Southtown Cycle Improvements (package of measures)	Various cycle improvements in Southtown
19	6.13	Gorleston-on-Sea Cycle Improvements (package of measures)	Various cycle improvements in Gorleston-on-Sea
20	6.14	Great Yarmouth Town Centre Cycle Improvements (package of measures)	Various cycle improvements in Great Yarmouth Town Centre
21	6.16	North Quay Cycle Improvements (package of measures)	Various cycle improvements in North Quay
22	6.6	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.
23	6.11	Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.	This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.
24	1.29	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.
25	1.26	New link road between Thamesfield Way and Suffolk Road	This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.

Rank	Reference	Option	Description
Long Term (10+ Years)			
1	1.25	Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow	This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.
2	6.8	Comprehensively 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	This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.

Appendix H

ACTION PLAN

Public

Short Term - Action Plan							
Rank	Option Number	Option	Option Description	Timescale	Average Score	Initial Actions	Stakeholders
1	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)	This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).	Short	1.70	Engage with bus operators to establish commercial viability. Identify future development that could support new services (through Section 106Developer contributions). Identify where new bus stop infrastructure may be required to support a new service.	Bus Operators Norfolk County Council Developers
2	3.9	Improve bus services between Great Yarmouth and Lowestoft	This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).	Short	1.34	Engage with bus operators to establish commercial viability. Identify future development that could support new services (through Section 106Developer contributions). Identify where new bus stop infrastructure may be required to support a new service.	Bus Operators Norfolk County Council Developers
3	5.8	Improve existing pedestrian routes to / from Harfreys Industrial Estate	This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road. This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.	Short	1.27	Survey existing pedestrian routes. Establish proposed upgrades (e.g. lighting, surfacing, signage etc.).	Norfolk County Council Great Yarmouth Borough Council
4	3.11	Improvements to facilities at Beach Coach Station (e.g. improved drop-off facilities and waiting facilities)	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.	Short	1.27	Audit of existing coach station and NMU access	Norfolk County Council Great Yarmouth Borough Council Coach Operators
5	4.5	Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth	Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.	Short	1.11	Engage with Greater Anglia and understand existing use of train services and measures that could increase patronage.	Greater Anglia Norfolk County Council Developers
6	6.5	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.	Short	1.00	Undertake detailed review of existing wayfinding provision. Establish wayfinding strategy for cyclists that is coherent across Great Yarmouth. Identify location for new wayfinding infrastructure.	Norfolk County Council
7	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	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.	Short	0.93	Engage with bus operators to establish commercial viability of existing services. Identify future Development that could support existing / new services (through Section 106Developer contributions).	Bus Operators Developers
8	6.7	Develop cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.	Short	0.92	Understand whether existing / similar apps are available and offer same functionality. Identify availability of data / additional data requirements. Engage with app developers / graphic designers to understand cost and feasibility of producing app / updated route map.	Norfolk County Council Great Yarmouth Borough Council Cycling Groups / Organisations
9	1.20	Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	0.91	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).	Norfolk County Council
10	3.1	Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea	This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.	Short	0.88	Engage with bus operators. Understand current situation regarding bus stops that have been recently improved, or are proposed to be improved.	Bus Operators Norfolk County Council Great Yarmouth Borough
11	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	Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.	Short	0.83	Understand signage strategy proposed as a part of the GYTRC. Work with GYTRC team to Develop signage strategy that could provide drivers with information on traffic and parking issues across Great Yarmouth.	Norfolk County Council
12	5.2	Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users	This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.	Short	0.82	Identify non-pedestrianised links with high footfall. Develop design for an improvement scheme.	Norfolk County Council Great Yarmouth Borough Council Town Centre Businesses and Residents
13	1.14	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.	Short	0.72	Identify capacity improvement options.	Norfolk County Council
14	1.15	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	0.66	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
15	1.16	Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	0.66	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
16	1.17	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.	Short	0.66	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
17	1.18	Capacity improvement at Fuller's Hill / Northgate street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	0.66	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council

Short Term - Action Plan							
Rank	Option Number	Option	Option Description	Timescale	Average Score	Initial Actions	Stakeholders
18	1.19	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.	Short	0.66	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
19	1.21	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	0.66	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
20	1.22	Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	0.66	Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models). Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
21	1.23	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	0.66	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
22	1.24	Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Short	0.66	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
23	1.28	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.	Short	0.66	Develop design for an improvement scheme. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
24	1.3	Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic	This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.	Short	0.61	Develop design for an improvement scheme. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council

Medium Term - Action Plan							
Rank	Option Number	Option	Option Description	Timescale	Average Score	Initial Actions	Stakeholders
1	10.1	Support and encourage non-residential developments to produce a travel plan	This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.	Medium	1.51	Review existing delivery of Travel Planning in the Study Area. Look to understand proportion of non-residential Development that currently have a Travel Plan. Review success of existing Travel Plans. Identify particular areas / type of businesses to target as a part of a pilot study. Develop strategy (including marketing materials, presentations, guidance documents and templates) to help non-residential Developments produced their own Travel Plan.	Norfolk County Council Great Yarmouth Borough Council
2	3.4	Introduction of new regular shuttle bus service	This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.	Medium	1.48	Engage with bus operators to establish commercial viability. Identify future Development that could support new services (through Section 106Developer contributions). Identify where new bus stop infrastructure may be required to support a new service.	Bus Operators Norfolk County Council Great Yarmouth Borough Council
3	6.2	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to that of Ofo in Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.	Medium	1.27	Monitor dockless cycle hire schemes in other towns and cities in the UK. Hold discussions with dockless cycle operators. Explore infrastructure requirements to facilitate dockless hire cycle operators.	Dockless Cylcle Hire Opperators Norfolk County Council Great Yarmouth Borough Council
4	2.1	A47 Acle Straight Dualling	Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.	Medium	1.15	Engage with Highways England on work undertaken to date. Undertake corridor study exploring possible improvement options along the A47. Work with Highways England to have the scheme allocated in the next Road Investment Strategy.	Norfolk County Council Highways England
5	6.1	New signed strategic cycle route between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes that utilise Great Yarmouth Third River Crossing	This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre, Gorleston-on-Sea and other key routes. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected.	Medium	1.08	Work with GYTRC team to ensure proposed layout connects with existing cycle network. Work with GYTRC to introduce cycle route signage at and on approach to the crossing.	Norfolk County Council Great Yarmouth Borough Council
6	5.16	Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.	This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.	Medium	1.07	Hold discussions with representatives of the Great Yarmouth Holiday Parks to understand existing travel patterns of residents, visitors and workers. Undertake audit of existing pedestrian and cycle routes to / from Great Yarmouth Holiday Parks. Develop improvement schemes / new pedestrian and cycle routes.	Great Yarmouth Borough Council Norfolk County Council Great Yarmouth Holiday Parks
7	4.2	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.	Medium	1.06	Engage with Great Anglia and Network Rail. Seek to understand existing barriers to introduction of more frequent service. Work with Great Anglia and Network Rail to identify ways that rail services between Great Yarmouth and Norwich could be increased.	Greater Anglia Norfolk County Council Great Yarmouth Borough Council
8	4.1	Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building	Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station concourse and create a sense of arrival to the town. This could include new mixed-use development of the concourse, public realm improvements and greater presence of railway operator personnel.	Medium	1.06	Work with Great Anglia to establish range of possible short, medium and long-term improvement options for the railway station concourse.	Greater Anglia Norfolk County Council
9	5.15	Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.	This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.	Medium	1.00	Hold discussions with local action groups to identify existing issues and opportunities. Undertake audit of the current accessibility of the urban environment to vulnerable users.	Great Yarmouth Borough Council Norfolk County Council Local action groups representing vulnerable users
10	7.1	Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.	This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.	Medium	0.99	Car Parking Utilisation Survey during summer months Survey of existing residents to understand issues / receptibility to introduction of permits	Norfolk County Council Great Yarmouth Borough Council
11	2.4	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.	Medium	0.97	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).	Norfolk County Council Highways England
12	2.7	Capacity improvements at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Medium	0.92	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).	Norfolk County Council Highways England
13	2.8	Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Medium	0.92	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).	Norfolk County Council Highways England
14	5.13	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently.	Medium	0.90	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
15	6.9	New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing	This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc.	Medium	0.87	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Medium Term - Action Plan							
Rank	Option Number	Option	Option Description	Timescale	Average Score	Initial Actions	Stakeholders
16	6.17	Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park.	Medium	0.72	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
17	6.10	A143 Beccles Road Cycle Improvements (package of measures)	Various cycle improvements along the A143 Beccles Road	Medium	0.67	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
18	6.12	Southtown Cycle Improvements (package of measures)	Various cycle improvements in Southtown	Medium	0.67	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
19	6.13	Gorleston-on-Sea Cycle Improvements (package of measures)	Various cycle improvements in Gorleston-on-Sea	Medium	0.67	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
20	6.14	Great Yarmouth Town Centre Cycle Improvements (package of measures)	Various cycle improvements in Great Yarmouth Town Centre	Medium	0.67	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
21	6.16	North Quay Cycle Improvements (package of measures)	Various cycle improvements in North Quay	Medium	0.67	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
22	6.6	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.	Medium	0.59	Identify shortlist of route options. Understand existing land ownership (including highway boundary extent). Develop design for an improvement scheme based on option proformas.	Norfolk County Council Great Yarmouth Borough Council
23	6.11	Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.	This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.	Medium	0.51	Develop design for an improvement scheme based on option proformas.	Norfolk County Council Great Yarmouth Borough Council
24	1.29	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.	Medium	0.43	Engage with Highways England about the potential to incorporate the land into any future scheme for the A47 and Acle Straight.	Vauxhall Holiday Park Highways England Network Rail Norfolk County Council
25	1.26	New link road between Thamesfield Way and Suffolk Road	This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.	Medium	0.34	Establish land ownership. Develop option. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Local land owners, residents and businesses Norfolk County Council

Long Term - Action Plan							
Rank	Option Number	Option	Option Description	Timescale	Average Score	Initial Actions	Stakeholders
1	1.25	Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow	This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.	Long	0.66	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council Great Yarmouth Borough Council Town Centre Residents, & Businesses
2	6.8	Comprehensively 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	This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle.	Long	0.12	Identification of gaps in cycle network. Packaging of cycle schemes that address gaps in the network.	Norfolk County Council Great Yarmouth Borough Council



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GREAT YARMOUTH TRANSPORT STRATEGY

DRAFT FOR CONSULTATION













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Norfolk County Council

GREAT YARMOUTH TRANSPORT STRATEGY - DRAFT FOR CONSULTATION

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EXECUTIVE SUMMARY

Great Yarmouth is one of the UK's most popular seaside destinations and the principle retail, service and employment centre within the borough. The economy of Great Yarmouth has historically been built on fishing and tourism, however in recent decades it has grown to serve and support offshore natural gas industries and more recently offshore wind power. Despite this growth, parts of Great Yarmouth contain some of the most deprived neighbourhoods in the UK[1]; with higher levels of unemployment than both the average for the East of England and Great Britain[2].

To support continuing economic development and the needs of residents, the adopted Local Plan Core Strategy identifies a need to deliver 7,140 dwellings within the Borough of Great Yarmouth over the course of the plan period (2013 to 2030)[3]. The majority of the planned growth is focused in the borough's main towns of Great Yarmouth and Gorleston-on-Sea, and the key service centres of Bradwell and Caister-on-Sea.

Transport improvements are fundamental to achieving sustainable housing and economic growth in Great Yarmouth, tackling inequality, improving health and supporting regeneration. Improving walking, cycling and public transport will enable existing and future, residents, visitors and employees to choose cleaner and healthier ways to travel. A Transport Strategy is therefore required to enhance the existing transport networks to support existing and new communities.

This document sets out the transport vision for Great Yarmouth, highlighting the challenges and opportunities along with the transport infrastructure that needs to be delivered within the short and medium term to enable growth to come forward sustainably as well as supporting the existing local communities.

[1] Source: Ministry of Housing, Communities and Local Government Indices of Multiple Deprivation 2015
[2] Source: Office for National Statistics Annual Population Survey 2017
[3] Great Yarmouth Borough Council is currently consulting on a lower housing target which considers the Government's latest policy and guidance on this matter. There is a possibility that the Council's housing target may be revised down to 5,139 dwellings for the same plan period at the point of adoption of the Local Plan Part 2.

The transport infrastructure presented in the strategy has been sifted from an initial long-list of options which have been subject to stakeholder engagement, appraisal and prioritised using a bespoke Strategic Assessment tool and a Department for Transport's (DfT) based Early Assessment and Sifting Tool (EAST), which compares the Strategic, Economic, Managerial, Financial and Commercial case for each transport option. An Action Plan has then been produced to take forward the identified options along with a series of recommended next steps.

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1 TRANSPORT STRATEGY CONTEXT

1.1 INTRODUCTION



Great Yarmouth. Photo: Mike Page.

1.1.1. This Transport Strategy sets out the vision, objectives and short, medium and long-term transport infrastructure required to support existing and new communities in Great Yarmouth.

> ***Vision**: To support sustainable economic growth in Great Yarmouth by facilitating journey reliability and travel mode choice for all, whilst contributing to improved air quality and safety.*

1.1.2. The Transport Strategy focuses on the main urban area of Great Yarmouth, Gorleston-on-Sea, Bradwell and Caister-on-Sea, but recognises the importance of the local rural communities and the wider Norfolk sub-region.

1.1.3. The development of this Transport Strategy was led by WSP and has been produced through engagement with a wide range of stakeholders, including Great Yarmouth Borough Council and Norfolk County Council.

1.1.4. This Transport Strategy has been developed to support the vision, strategic objectives and planned growth set out in the Great Yarmouth Local Plan (2013 to 2030) and the vision and objectives of the Great Yarmouth Town Centre Regeneration Framework & Masterplan and Norfolk's Local Transport Plan for 2026.

1.1.5. This Transport Strategy shares a common set of transport policy objectives including:

- Reducing the impact on the environment;
- Promoting sustainable developments / growth;
- Maintaining and improving Great Yarmouth's Infrastructure;
- Promoting accessibility improvements at a local and strategic level;
- Promoting a reduction in car use; and
- Promoting road safety.

1.1.6. This Transport Strategy builds on the work undertaken by Norfolk County Council, Great Yarmouth Borough Council and New Anglia Local Enterprise Partnership to support economic growth within the town.

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The main transport infrastructure and regeneration schemes currently being progressed include:

- *The Great Yarmouth Third River Crossing;*
- *Growth Fund Congestion Relief Schemes;*
- *Growth Fund Sustainable Transport Schemes;*
- *Great Yarmouth Town Centre Masterplan; and*
- *Regeneration of underutilised land particularly in South Denes.*

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1.2 THE OPPORTUNITIES

1.2.1. As the principal service centre in the Borough, good transport connectivity is fundamental to sustainable housing and economic growth and the future success of Great Yarmouth.

1.2.2. Enhancing local and strategic transport connections to and within Great Yarmouth are critical to supporting the development of the port industries (including offshore natural gas and wind power), facilitating tourism and enabling sustainable housing and economic growth.

1.2.3. Improvements to local and strategic transport networks can help address social exclusion, by providing all residents of Great Yarmouth with access to jobs, education and leisure opportunities.

1.2.4. The compact nature of the town means that sustainable transport options have the potential to provide attractive alternatives to the use of a private car for shorter journeys. In turn helping residents, workers and visitors have more active lifestyles and reduce the emission of harmful air pollutants.

In summary there is the opportunity for transport infrastructure solutions to:

- *Encourage economic growth and regeneration by improving access to labour markets;*
- *Promote social inclusion by providing improved access to jobs and services;*
- *Help residents, works and visitors have more active lifestyles through improvements to walking and cycling infrastructure; and*
- *Reduce the emission of harmful air pollutants.*

Characteristics of a good transport network that support sustainable growth are:

- *It connects people with jobs;*
- *It connects businesses with their local, regional and global markets;*
- *It reduces social exclusion by providing access to everyday services, education and leisure opportunities;*
- *It provides attractive alternatives to the use of the car;*
- *It encourages the use of sustainable modes of transport for shorter journeys; and*
- *It limits the emission of harmful air pollutants.*

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1.3 THE CHALLENGES

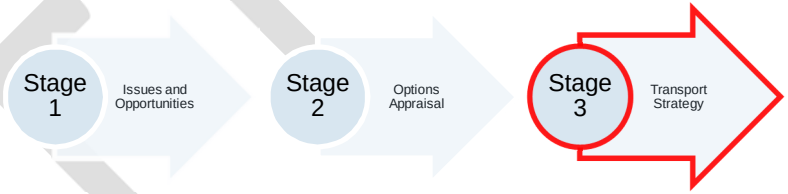
1.3.1. There are a number of challenges that impede the deliverability of transport infrastructure solutions in Great Yarmouth and in turn the deliverability of sustainable housing and economic growth in the town. These challenges are associated with both physical constraints and socio-economic conditions within the town.

1.3.2. The main challenges are:

- The perceived remoteness of Great Yarmouth because of its coastal location and rural surroundings;
- Severance of Great Yarmouth and Goreleston-on-Sea by the River Yare;
- High level of reliance upon the car for commuting outside the main urban area of Great Yarmouth and Gorleston-on-Sea[4];
- High levels of social and economic deprivation in the town[5];
- An unemployment rate for the borough that is higher than the average of for the East of England[6];
- Education attainment rates of residents that are lower than the average for the East of England[7];
- Lower than national average life expectancies of residents[8]; and
- A local workforce that lacks the skills and education to fill jobs in the off-shore growth sectors.

1.4 STUDY STAGES

1.4.1. The Transport Strategy is the final part of a suite of reports covering the three stages of the Study. A summary of the two previous stages of the Study is provided below.



- **Stage 1** of the Study was the production of an issues and opportunities report. This sets out the existing transport situation in Great Yarmouth and serves as an evidence base for the development of a long list of options for appraisal.
- **Stage 2** of the Study was an options appraisal report. This was the appraisal of a long list of options using a

[4] Source: 2011 Census Car or Van Driver Mode Share – Usual Residents Journey to Work
[5] Source: Ministry of Housing, Communities and Local Government Indices of Multiple Deprivation 2015
[6] Source: Office for National Statistics Annual Population Survey 2017
[7] Source: 2011 Census Qualifications Gained
[8] Source: Office for National Statistics National Life Tables

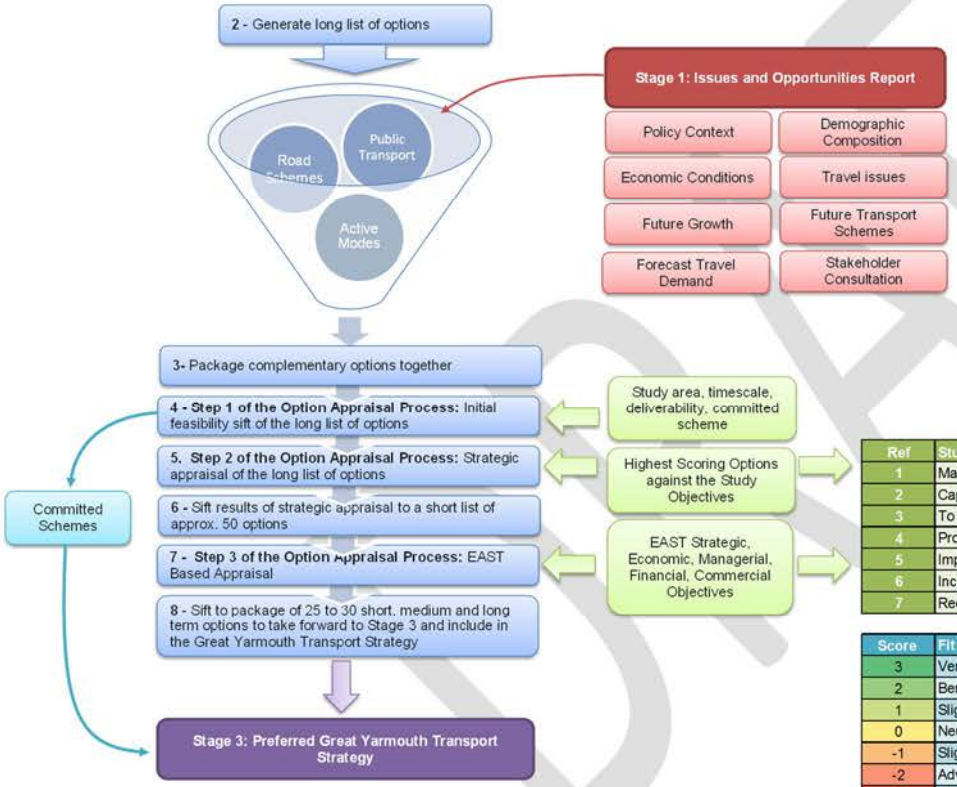
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three-step process outlined in **Section 5** of this Transport Strategy.

1.4.2. The appraisal identified a shortlist of fifty-six non-committed transport infrastructure solution schemes for inclusion in this Transport Strategy (**Stage 3**).

1.4.3. Any option identified as committed, a scheme with funding and a clear delivery timetable has been taken forward for direct inclusion in the Transport Strategy and is summarised in **Section 4**.

1.4.4. The diagram below summarises the Study Stages and options appraisal process.



Ref	Study Objective	Scoring
1	Manage traffic congestion in Great Yarmouth	1 to 7
2	Capitalise on the infrastructure and investment opportunities presented by the Third River Crossing	1 to 7
3	To support sustainable housing and economic growth	1 to 7
4	Provide a safe environment for travel by all modes	1 to 7
5	Improve opportunities to use sustainable modes within Great Yarmouth by providing viable alternatives to car use	1 to 7
6	Increase active travel mode share for short journeys	1 to 7
7	Reduce harmful emissions and air quality impacts	1 to 7

Score	Fit with objectives
3	Very Beneficial
2	Beneficial
1	Slight Beneficial
0	Neutral
-1	Slight Adverse
-2	Adverse
-3	Very Adverse

1.5 PURPOSE OF THE TRANSPORT STRATEGY



Haven Bridge and Hall Quay

1.5.1. The purpose of this Transport Strategy is to support regeneration and help to unlock the significant potential of Great Yarmouth.

1.5.2. It sets out a focus and direction for addressing transport issues and opportunities in the town by understanding the transport barriers to sustainable housing and economic growth and identifying the short, medium and long-term infrastructure requirements to address these barriers.

1.5.3. The Transport Strategy concludes by setting out a high-level Action Plan to deliver improved transport infrastructure that addresses existing transport barriers and supports sustainable housing and economic growth.

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2 SPATIAL SCOPE AND OBJECTIVES

2.1 SPATIAL SCOPE

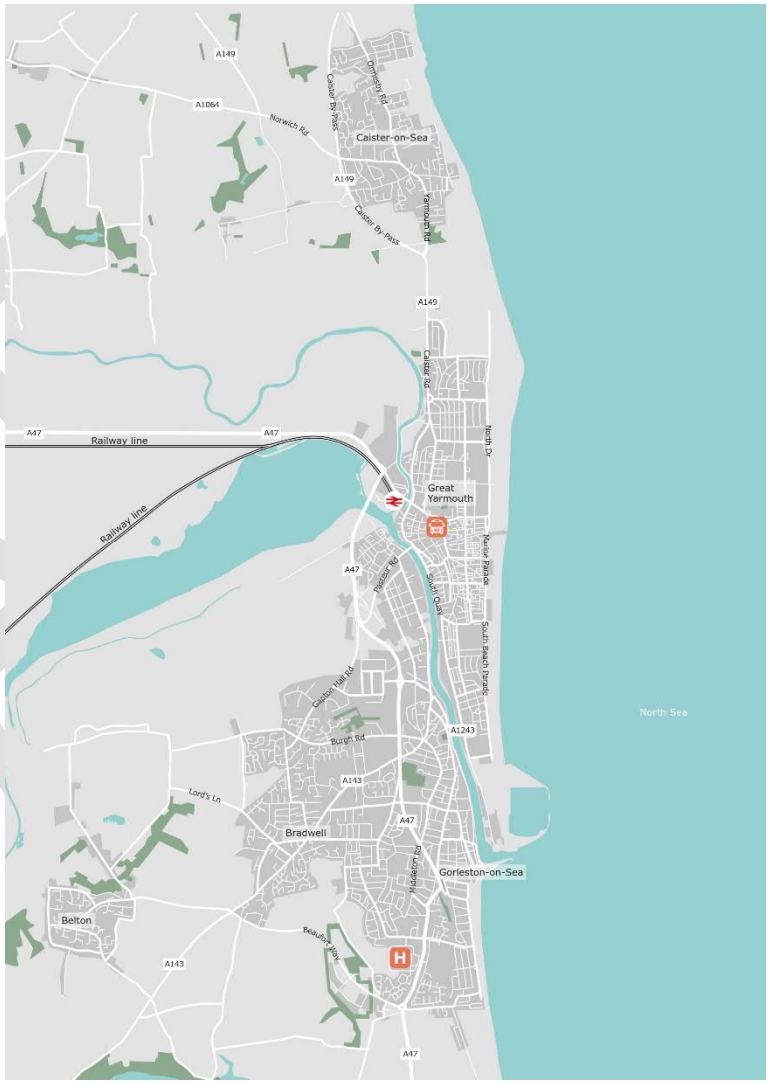
2.1.1. The study area for the Transport Strategy is the main urban area of Great Yarmouth, Gorleston-on-Sea, Bradwell and Caister-on-Sea.

2.1.2. Whilst the focus for the Transport Strategy is the main urban area of Great Yarmouth, consideration has been given to the wider local and strategic transport network that connects Great Yarmouth with surrounding settlements in borough. This includes consideration of Great Yarmouth's bus and rail service catchment areas and the A47, A143 and A149 corridors.

2.2 OBJECTIVES

2.2.1. The objectives of the Transport Strategy are to:

- Manage traffic congestion in Great Yarmouth;
- Capitalise on the infrastructure and investment opportunities presented by the Great Yarmouth Third River Crossing;
- Support sustainable housing and economic growth;
- Provide a safe environment for travel by all modes;
- Improve opportunities to use sustainable modes within Great Yarmouth by providing viable alternatives to car use;
- Increase active travel mode share for short journeys; and
- Reduce harmful emissions and air quality impacts.



Transport Strategy Study Area

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3 TRANSPORT CHALLENGES AND OPPORTUNITIES

3.1 GREAT YARMOUTH AS A PLACE TO LIVE AND WORK

3.1.1. This section sets out the case for short, medium and long-term transport infrastructure interventions based on the existing transport challenges and opportunities in Great Yarmouth.

SUB-REGIONAL ACCESSIBILITY

3.1.2. Great Yarmouth is situated on the east coast of Norfolk, within the rural surroundings of the Norfolk Broads, approximately 35 km (21 miles) west of Norwich and 17km (11 miles) north of Lowestoft.

3.1.3. The main strategic connections to the town are the A47 (towards Norwich and Lowestoft) and the Great Yarmouth to Norwich section of the Wherry Line.

3.1.4. Norwich is the primary service centre in Norfolk and is a major centre for housing and job growth. The centre of Norwich is accessible from Great Yarmouth Town Centre within a 40-minute drive via the A47 or 50 minutes by public transport.

3.1.5. Lowestoft to the south also has a strong synergy with Great Yarmouth, with both towns being recognised as national Centres for Offshore Renewable Engineering. Lowestoft is accessible within a 20 to 25-minute drive via the A47 or 40 to 50 minutes by public transport.

A47



A47 Acle Straight

3.1.6. The A47 forms part of the Strategic Road Network and is managed by Highways England. The road connects Peterborough and Lowestoft via Norwich and Great Yarmouth.

3.1.7. Between Norwich and Acle, the road is principally dual carriageway, however between Acle and Vauxhall Roundabout to the west of Great Yarmouth, the A47 is single carriageway.

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3.1.8. At peak periods varying levels of delay and congestion occur along the Acle Straight, this is largely attributable to delays at Vauxhall Roundabout to the north west of Great Yarmouth, but also because of the numerous minor access roads that connect with the A47 along this link.

3.1.9. The strategic importance of this link and single carriageway nature of the route means that a minor accident, most typically rear end shunts, can lead to significant disruption. This gives rise to unreliable journey times with the route often being closed for hours at a time when incidents occur that block the road.

3.1.10. In 2017 to address safety issues along the A47 Acle Straight, Highways England implemented a package of safety improvement measures. This consisted of improvements to signage and road markings, installation of hazard posts and kerb re-alignment.

3.1.11. Whilst there are a number of committed improvement schemes for A47 junctions in the centre of Great Yarmouth, Highways England have no further improvement schemes planned for the A47 Acle Straight.

3.1.12. Stakeholders continue to lobby for improvements to the A47 Acle Straight, with the A47 Alliance identifying the dualling of this link as their top priority for inclusion in Highways England's Road Investment Strategy 2 (RIS2) which covers the period 2020 to 2025.

- *The A47 is the sole strategic road network connection to Great Yarmouth.*
- *High levels of congestion and delay occur at peak periods along A47, particularly along the Acle Straight and on approach to Vauxhall Roundabout.*
- *The A47 Acle Straight is single carriageway. As a result, minor accidents can lead to significant disruption.*
- *Highways England have committed improvement schemes for Vauxhall and Gapton Hall Roundabouts.*
- *There are currently no improvement schemes planned by Highways England for the A47 Acle Straight.*

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Great Yarmouth Railway Station

3.1.13. Great Yarmouth Station is one of three terminuses on the Wherry Line[9]. The station is situated approximately 600m (0.4 miles) from the town centre, or a 5-10-minute walk via Vauxhall Bridge.

3.1.14. Currently, regular bus service serving the station, limiting the potential for users to interchange between bus and rail, or make use of integrated ticking such as 'PLUSBUS'. Whilst Greater Anglia operate "Bike & Go" cycle hire from the station; the uptake of this service is understood to be low.



Recently improved bus stop and bus shelter at Great Yarmouth Railway Station

[9] Lowestoft and Norwich are the other terminuses on the Wherry Line.

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Great Yarmouth Railway Station © Copyright Ed Webster and licensed for reuse under this Creative Commons Licence: https://creativecommons.org/licenses/by-sa/2.0/

3.1.15. Outside of the peak hours an hourly service operates between Great Yarmouth and Norwich with the majority of these services operating via the Acle branch of the line. The high cost and low frequency of rail services between Great Yarmouth and Norwich, means that there is strong competition with the X1 and X11 express bus services.

Rail

- Anytime Day Return is £10.90
- Journey time between Great Yarmouth and Norwich is 45 minutes
- Typically, one service per hour off-peak

Bus

- Explorer Zone Adult First Day is £7.00
- Journey time between Great Yarmouth and Norwich is typically 40 to 45 minutes
- X1 and X11 operate up to every 15 minutes.

Prices correct as of May 2019

3.1.16. The main station building in Great Yarmouth serves as a poor gateway feature to the town. The building not reflect the current aspirations of the town as a thriving seaside town or global centre for off-shore energy. Furthermore the restricted operating hours of the main station building means that the limited facilities available at the station are unavailable to most commuters[10].

[10] Works to improve the railway station forecourt were completed in September 2018. However, this work did not include improvements to the main station building.

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Great Yarmouth Main Station Building

- *Limited potential to interchange between rail and local bus services.*
- *Low usage of "bike and go" cycle hire scheme.*
- *Rail services compete with express bus services. Rail services between Great Yarmouth and Norwich are less frequent and more expensive than the X1 and X11 express bus services.*
- *Victorian railway infrastructure and older rolling stock is less reliable than newer technologies.*
- *The existing station building is a poor gateway feature to the town.*
- *Commuters are poorly served by the limited facilities and restrictive operating hours of the station building.*

3.1.17. The line is reliant upon Victorian signalling infrastructure and uses old rolling stock. This infrastructure is less reliable than new technologies and restricts the potential to provide faster and more reliable journeys[11].

[11] The signalling infrastructure of the Wherry Line is currently being upgraded by Network Rail as a part of their railway upgrade plan. Greater Anglia are currently in the process of delivering new rolling stock across the Greater Anglia Region. Further details are provided in Chapter 4 of the Transport Strategy.

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Great Yarmouth Seafront

3.1.18. The economy of Great Yarmouth has historically been built on fishing and tourism, however in recent decades it has grown to service and support offshore natural gas industries and more recently offshore wind power. This has been supported by a new Great Yarmouth and Lowestoft Enterprise Zone, with locations at South Denes Peninsula and at Beacon Park.

3.1.19. To support sustainable housing and economic growth, it is important that high quality sustainable transport links are provided between main residential areas and major employment destinations.

3.1.20. In Great Yarmouth the major employment destinations are:

- **James Paget University Hospital**: serves a population of 230,000 residents and employs more than 3,000 staff.
- **Harfreys Industrial Estate**: A mixture of industrial and commercial units.
- **Great Yarmouth Town Centre**: A variety of independent and chain retail stores, restaurants and cafes;
- **Gorleston-on-Sea High Street**: Variety of independent and chain retail stores, restaurants and cafes. The area is also surrounded by a number of light industrial and commercial units.
- **South Denes Peninsula**: Characterised by large offshore energy, port and logistic industries in addition to a number of smaller and medium sized industries. It also forms part of the Great Yarmouth and Lowestoft Enterprise Zone.
- **Beacon Park**: 25 acres of mixed office, industrial and leisure development. Established in 2012 it forms part of the Great Yarmouth and Lowestoft Enterprise Zone.

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Beacon Park. Photo: Mike Page.

The main economic drivers in Great Yarmouth are:

- *Energy and engineering*
- *Electronics*
- *Offshore gas exploration*
- *Service and supply*
- *Hydrographic survey*
- *Geoscience*
- *Engineering*
- *Logistics*
- *Port and logistics*
- *Deep water harbour*

UNDERSTANDING THE PEOPLE WHO LIVE IN THE BOROUGH



Market Place

3.1.21. Great Yarmouth borough is home to a population of approximately 99,150, of which about 68,500 live within the

study area of this Transport Strategy (Great Yarmouth, Gorleston-on-Sea, Bradwell and Caister-on-Sea)[12].

3.1.22. In recent years population growth in Great Yarmouth has been lower than the average for Norfolk, East of England and England as a whole. Between 2012 and 2016, the population of the borough grew by 1.6% compared to an average of 3.8% for the East of England.

3.1.23. Use of mobility scooters within the town is high and likely to be associated with the high proportion of older residents[13]. Despite the average age of residents of the Transport Strategy study area being lower than the average for the borough, a 21% of residents are aged over 65.



Mobility Scooters at Hall Quay

3.1.24. Even with the growth associated with the off-shore energy sector in recent years, Great Yarmouth remains home to some of the most deprived neighbourhoods in England[14],

[12] Source: Office for National Statistics 2016 Mid-Year Population Estimates

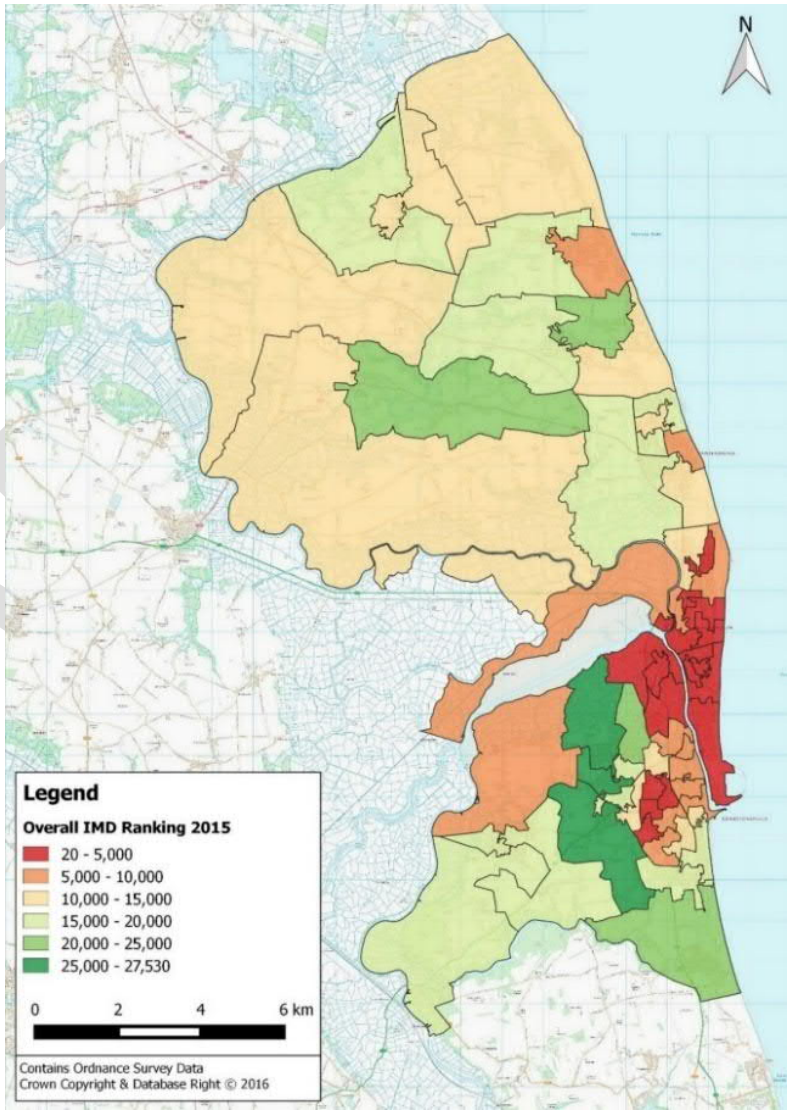
[13] High use of mobility scooters and potential conflict with pedestrians reported by Members of Great Yarmouth Borough Council at a Stakeholder Consultation Event.

[14] Great Yarmouth borough has the highest concentration of neighbourhoods within the most deprived 10% of neighbourhoods nationally. The Index of Multiple Deprivation considers seven domains of deprivation: Income, employment, education, health, crime, barriers to housing and services, and living environment. Source: Ministry of Housing, Communities and Local Government Indices of Multiple Deprivation 2015

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suggesting that much of the economic growth associated with these industries has not filtered down to residents.

3.1.25. Within the Transport Strategy Study area, the highest levels of social and economic deprivation have been recorded within the main urban area of Great Yarmouth, Gorleston-on-Sea and Bradwell.



2015 Indices of Multiple Deprivation

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- *Most of the population of Great Yarmouth borough lives within the settlements of Great Yarmouth, Gorleston-on-Sea, Bradwell and Caister-on-Sea.*
- *A significant proportion of residents are aged 65+ and is likely to be associated with high use of mobility scooters within the town.*
- *Neighbourhoods in Great Yarmouth are some of the most socially and economically deprived in England.*

3.2 ROLE OF GREAT YARMOUTH WITHIN THE WIDER REGIONAL ECONOMY



Great Yarmouth Outer Harbour: Photo: Mike Page

3.2.1. The town has a local economy dominated by tourism, energy and engineering, and port and logistics which plays a pivotal role in supporting the wider regional economy of Norfolk:

- It is one of the global leaders in the off-shore energy sector;
- It is the largest sea-side resort in Norfolk; and
- The Great Yarmouth and Lowestoft Enterprise Zone has already led to significant investment and business growth in the East Anglia region and has potential to encourage further growth.



Great Yarmouth Outer Harbour

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Wind Turbine on Great Yarmouth Outer Harbour

3.2.2. The town is a global centre for the off-shore energy sector. For over 50 years it has been the main operations and maintenance base for gas extraction in the Southern North Sea. Today it is at the forefront of the delivery of off-shore renewable energy with the world's largest wind farm, East Anglia ONE, being built from Great Yarmouth. This is part of a £39 billion energy investment over the next 20 years[15].

3.2.3. Whilst some of the jobs in off-shore energy are the highest paying in Norfolk, many local residents earn less than the regional and national averages, suggesting many workers of these higher skilled jobs live outside the Borough.



Great Yarmouth Seafront

3.2.4. Great Yarmouth is Norfolk's largest sea-side resort, an industry estimated to be worth more than £600m each year[15]. The town is a gateway to the Norfolk Broads and a

[15] Great Yarmouth Borough Council Estimate May 2018

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highly attractive destination for day trippers visiting from other parts of the county and further afield.



Regent Street

3.2.5. Despite new job opportunities emerging in the offshore-energy sector unemployment rates in the borough of Great Yarmouth remain higher than the average for the East of England and Great Britain[16]. Whilst the tourism industry provides a large number of jobs for local residents, this work can be seasonal, with data showing an increase in Jobseeker Allowance and Universal Credit Claimants during the winter months[17].

3.2.6. In 2012 New Anglia Local Enterprise Partnership established the Great Yarmouth and Lowestoft Enterprise Zone to encourage further investment and business growth in the East Anglia region.

3.2.7. This enterprise zone is comprised of 121 hectares of employment land across six sites. Two of these sites are situated within Great Yarmouth, at South Denes and Beacon Park. By the end of March 2018 this had led to:

- 32 companies in situ;
- £33.4 million of private capital investment;
- 832 jobs;
- 33,289 sqm of new floorspace; and
- 3,635 sqm of refurbished floorspace.

[16] Source: Office for National Statistics Annual Population Survey 2017

[17] Office for National Statistics 2016-2018 Claimant Count

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- *Global leader in off-shore energy sector, this provides high skill and high paid jobs.*
- *Point of delivery for the world's largest wind farm.*
- *The Great Yarmouth and Lowestoft Enterprise Zone has the potential to encourage new businesses to the region.*
- *Great Yarmouth is Norfolk's largest seaside resort.*
- *Tourism industry is an important part of Great Yarmouth's economy, but can lead to seasonal fluctuations in employment.*

3.3 CURRENT LOCAL TRANSPORT PROVISION

ACTIVE TRAVEL



Temple Road / Regent Road Pedestrian Crossing

3.3.1. The compact nature of the main urban area of Great Yarmouth means that for short journeys walking and cycling are highly attractive alternatives to the use of a private car.

3.3.2. The walking network in Great Yarmouth is generally good, with wide footways and streetlighting. An exception to this is the A143 south of Burgh Road. An audit undertaken in August 2017 found this link to have poor wayfinding infrastructure, have few opportunities to cross the

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carriageway, have substandard and poor-quality footway surfaces and characterised by minor littering and vandalism.



The Rows

3.3.3. One of Great Yarmouth's unique features is 'The Rows'. These historic streets help to enhance east-west connectivity by providing a pedestrian cut through between the River Yare and Town Centre. However, the narrow nature of these streets, combined with poor lighting and graffiti has the potential to make these spaces unattractive and discourage their use, particularly at night[18].

3.3.4. Great Yarmouth is connected to an extensive network of long-distance footpaths which converge on the railway station. Whilst they provide connectivity to nearby settlements, none of these connect Great Yarmouth with Lowestoft.

Long Distance Footpath Network in Great Yarmouth:

- 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).

[18] To address this Great Yarmouth Borough Council is currently in the progressing an improvement scheme as a part of their Town Centre Masterplan.

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Regent Street - Advisory on-road cycle lane (Cycle Route 7 – Town Centre Orbital)

3.3.5. A large number of cycle routes run through Great Yarmouth. These comprise local pedal-ways and National Cycling Routes. Whilst the existing cycle routes in the Town provide relatively good north / south connectivity, the network is generally disjointed and characterised by an absence of signage at key decision points.

3.3.6. There is relatively weak east-west cycle connectivity, particularly within Gorleston-on-Sea. The weak east-west cycle connectivity between Gorleston-on-Sea and Great Yarmouth is attributable to all cycle routes having to cross the River Yare via Haven Bridge. This crossing has no dedicated cycling provision and cyclists are either required to dismount and walk across the bridge on foot, or cycle on carriageway.

3.3.7. A number of strategic cycle routes connect Great Yarmouth with surrounding settlements (such as National Cycle Route 517 between Great Yarmouth and Beccles via Lowestoft). However outside of the main urban area of Great Yarmouth the majority of routes are on-road.



New cycle crossing between Great Yarmouth Railway Station and Vauxhall Bridge

3.3.8. Cycle parking provision within the centre of Great Yarmouth and along the seafront is generally limited and unlikely to be convenient for residents, visitors and workers travelling to key trip attractors within the town.

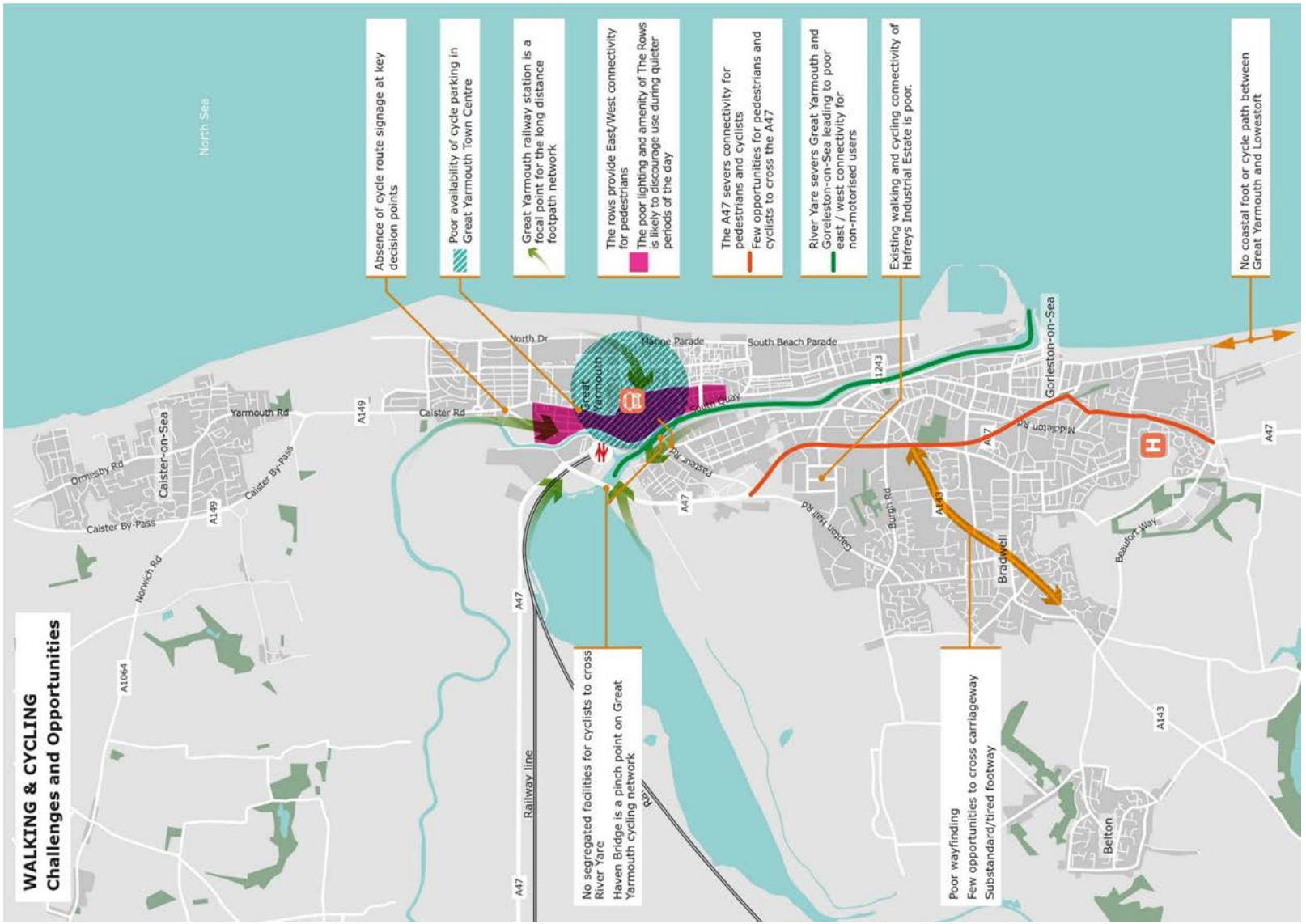
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Sheffield Stand Cycle Parking in the Town Centre

- *The Rows enhance east-west connectivity in the Town Centre, however the amenity of these links is likely to discourage their use.*
- *There is no continuous coastal path for pedestrians and cyclist between Great Yarmouth and Lowestoft.*
- *The existing cycle network in the town is disjointed.*
- *Haven Bridge has no segregated provision for cyclists and is a pinch point for cycle routes in Great Yarmouth.*
- *The River Yare severs Gorleston-on-Sea and South Denes Peninsular, restricting the potential to make journeys between these two locations on foot.*
- *Strategic cycle routes that connect Great Yarmouth wider surrounding area are principally on-road.*
- *Limited cycle parking near key trip attractors.*

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WALKING & CYCLING
Challenges and Opportunities
Absence of cycle route signage at key decision points
Poor availability of cycle parking in Great Yarmouth Town Centre
Great Yarmouth railway station is a focal point for the long distance footpath network
The rows provide East/West connectivity for pedestrians
The poor lighting and amenity of The Rows is likely to discourage use during quieter periods of the day
The A47 severs connectivity for pedestrians and cyclists
Few opportunities for pedestrians and cyclists to cross the A47
River Yare severs Great Yarmouth and Gorleston-on-Sea leading to poor east / west connectivity for non-motorised users
Existing walking and cycling connectivity of Hafreys Industrial Estate is poor.
No coastal foot or cycle path between Great Yarmouth and Lowestoft
No segregated facilities for cyclists to cross River Yare
Haven Bridge is a pinch point on Great Yarmouth cycling network
Poor wayfinding
Few opportunities to cross carriageway
Substandard/tired footway
North Sea
North Dr
Marine Parade
South Beach Parade
Great Yarmouth
South Quay
Caister Rd
Yarmouth Rd
Caister-on-Sea
Ormesby Rd
Caister By-Pass
Norwich Rd
A149
A1064
A47
Railway line
Pasteur Rd
Gorleston-on-Sea
Middleton Rd
Burgh Rd
Bradwell
Beaufort Way
Belton
A143
1243

BUS & COACH SERVICES



Market Gates Bus Station

3.3.9. Bus services cover the main corridors through Great Yarmouth, with all routes from outlying areas serving the town centre and Market Gates bus station.

3.3.10. Market Gates bus station is situated in the centre of the town beneath Market Gates Shopping Centre. Whilst recent improvements to lighting, barriers and signage have sought to enhance the amenity of the bus station, its general amenity remains poor and uninviting with a lack of natural surveillance.



Market Gates Bus Station

3.3.11. Most bus services run in north / south direction connecting Great Yarmouth with Caister-on-Sea to the north and / or Gorleston-on-Sea to the south, with many of these services continuing onto Lowestoft.

3.3.12. The majority of bus services route between Great Yarmouth and Gorleston-on-Sea via Haven Bridge, this results in the South Denes Peninsula being poorly served by public transport.

3.3.13. A number of bus services serve the rural settlements that surround the town, however many of these operate on a frequency of one bus per hour or less making these services unattractive for regular commuting journeys.

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3.3.14. Despite many bus services to / from Norwich routing past Great Yarmouth Railway Station, none of them stop there. This limits the potential for users to interchange between bus and rail or make use of “PLUS BUS” integrated ticket.

3.3.15. Except for the Fullers Hill right turn facility to the north of the Town Centre[19], there are no dedicated bus priority measures in Great Yarmouth. The absence of bus priority measures, such as bus lanes, results in poor journey time reliability and buses being delayed in traffic along the main strategic routes within the town.



Bus travelling along Regent Street

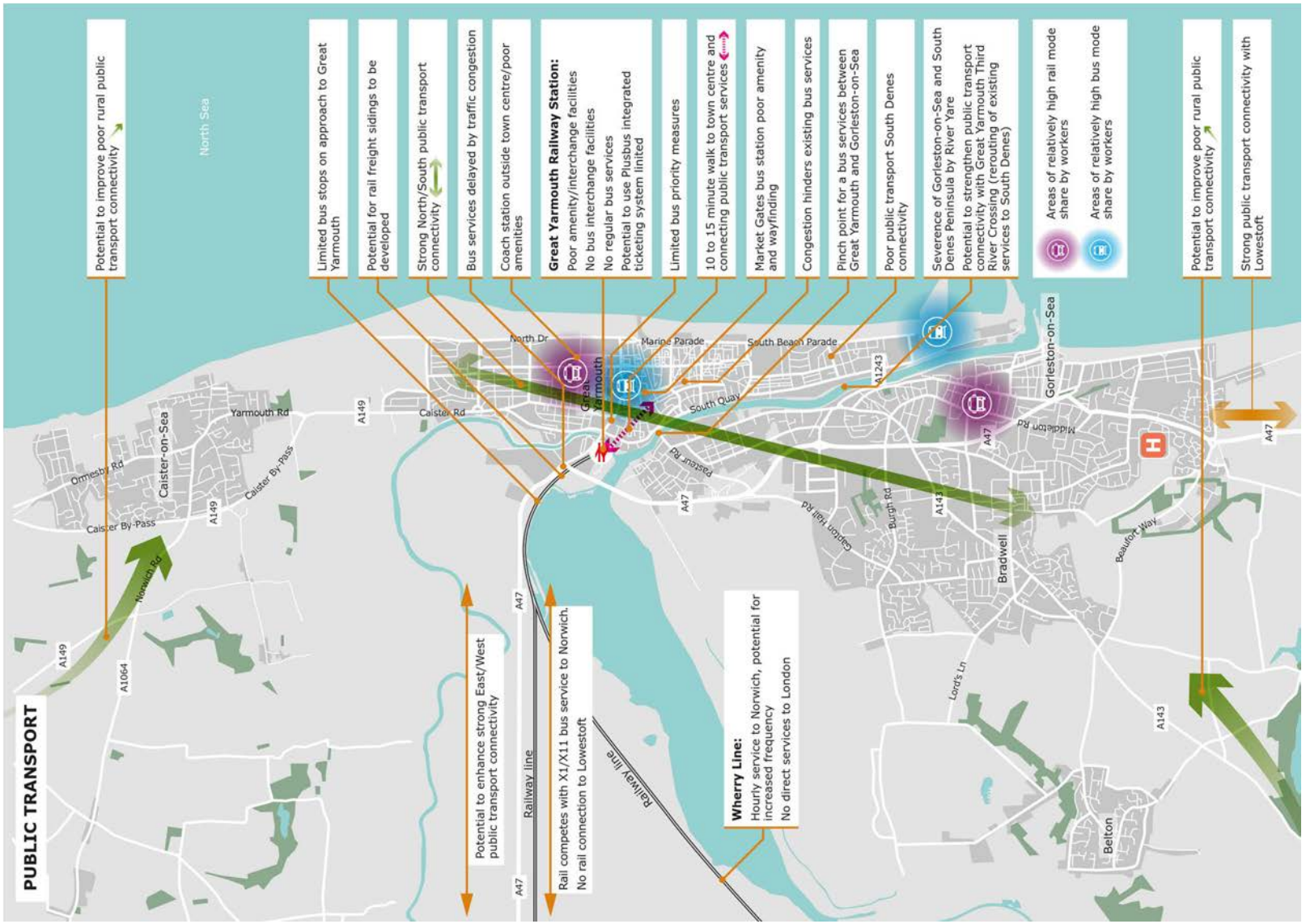
3.3.16. Beach Coach Station is situated on the outskirts of the town centre and has parking for 100 coach and HGVs. It is the Principle parking location for coach trips to the town as there are no other formal coach drop off facilities in the town centre or along the sea front. The coach station has limited waiting facilities for passengers and is approximately a 10-minute walk from the Town Centre.

[19] The bus only right turn restriction on Fullers Hill has been temporarily removed as a part of one-year trial.

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- *Poor amenity of Market Gates Bus Station.*
- *Strong north / south public transport connectivity.*
- *South Denes Peninsular is poorly served by existing bus services.*
- *Poor rural public transport connectivity.*
- *Railway station not served by regular bus services.*
- *Limited potential for integrated ticketing.*
- *Limited bus priority measures.*
- *Existing coach station situated on outskirts of the town centre.*

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PUBLIC TRANSPORT
Potential to improve poor rural public transport connectivity
Limited bus stops on approach to Great Yarmouth
Potential for rail freight sidings to be developed
Strong North/South public transport connectivity
Bus services delayed by traffic congestion
Coach station outside town centre/poor amenities
Great Yarmouth Railway Station:
Poor amenity/interchange facilities
No bus interchange facilities
No regular bus services
Potential to use Plusbus integrated ticketing system ilnited
Limited bus priority measures
10 to 15 minute walk to town centre and connecting public transport services
Market Gates bus station poor amenity and wayfinding
Congestion hinders existing bus services
Pinch point for a bus services between Great Yarmouth and Gorleston-on-Sea
Poor public transport South Denes connectivity
Severence of Gorleston-on-Sea and South Denes Peninsula by River Yare
Potential to strengthen public transport connectivity with Great Yarmouth Third River Crossing (rerouting of existing services to South Denes)
Areas of relatively high rail mode share by workers
Areas of relatively high bus mode share by workers
Potential to improve poor rural public transport connectivity
Strong public transport connectivity with Lowestoft
Potential to enhance strong East/West public transport connectivity
Rail competes with X1/X11 bus service to Norwich.
No rail connection to Lowestoft
Wherry Line:
Hourly service to Norwich, potential for increased frequency
No direct services to London
North Sea
Great Yarmouth
Caister-on-Sea
Gorleston-on-Sea
Bradwell
Belton
Railway line
Railway line
North Dr
Marine Parade
South Beach Parade
South Quay
Caister Rd
Yarmouth Rd
Ormesby Rd
Caister By-Pass
Norwich Rd
Pasteur Rd
Burgh Rd
Middleton Rd
Beaufort Way
Lord's Ln
A149
A1064
A47
A1243
A143

LOCAL HIGHWAY NETWORK



Traffic Congestion along Hall Quay

3.3.17. The local highway network in Great Yarmouth experiences significant delay and congestion at peak times.

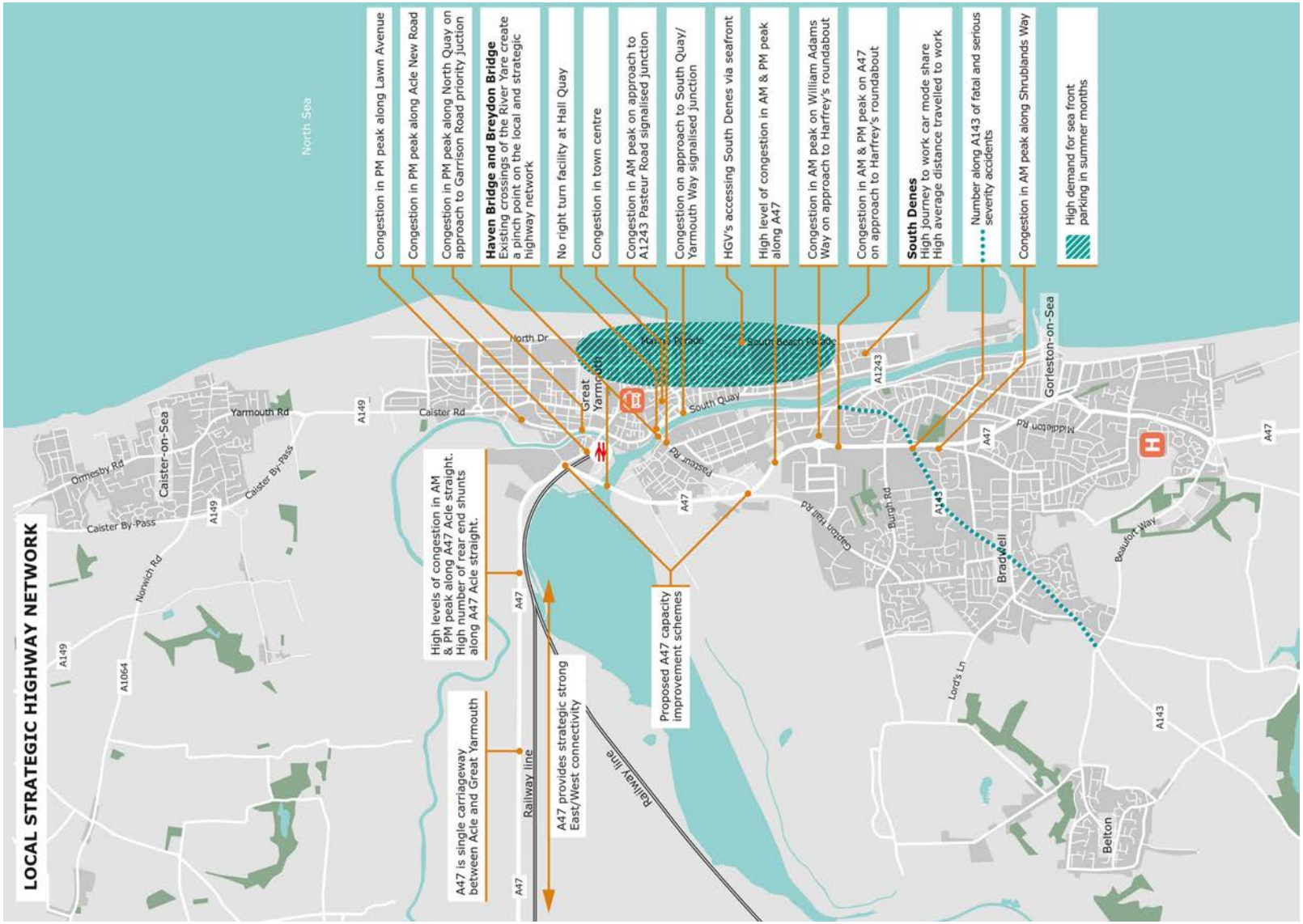
3.3.18. Strategic modelling work undertaken for the Great Yarmouth Third River Crossing has identified number of links and junctions in the town that experience significant levels of queuing and delay at peak periods.

3.3.19. The limited number of existing crossings of the River Yare create a pinch point on the local highway network. It is anticipated that the Great Yarmouth Third River Crossing will help alleviate these pinch points on the network and help reduce traffic and congestion to the north of Great Yarmouth.

- *Existing crossings across the River Yare create a pinch-point on the local highway network.*
- *Significant delay and congestion and queuing at many junctions at peak periods.*

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KEY
Traffic delay at AM peak period
Traffic delay at PM peak period
Source: GYTRC Strategic Transport Model
HIGHWAY DELAY JUNCTIONS
North Sea
North Dr
Marine Parade
South Beach Parade
Great Yarmouth
South Quay
Caister Rd
Yarmouth Rd
Caister-on-Sea
Ormesby Rd
Caister By-Pass
Norwich Rd
A149
A1064
A47
A1243
A143
Gorleston-on-Sea
Middleton Rd
Burgh Rd
Beaufort Way
Bradwell
Lord's Ln
Belton
Railway line


LOCAL STRATEGIC HIGHWAY NETWORK
Congestion in PM peak along Lawn Avenue
Congestion in PM peak along Acle New Road
Congestion in PM peak along North Quay on approach to Garrison Road priority junction
Haven Bridge and Breydon Bridge
Existing crossings of the River Yare create a pinch point on the local and strategic highway network
No right turn facility at Hall Quay
Congestion in town centre
Congestion in AM peak on approach to A1243 Pasteur Road signalised junction
Congestion on approach to South Quay/ Yarmouth Way signalised junction
HGV's accessing South Denes via seafront
High level of congestion in AM & PM peak along A47
Congestion in AM peak on William Adams Way on approach to Harfrey's roundabout
Congestion in AM & PM peak on A47 on approach to Harfrey's roundabout
South Denes
High journey to work car mode share
High average distance travelled to work
Number along A143 of fatal and serious severity accidents
Congestion in AM peak along Shrublands Way
High demand for sea front parking in summer months
High levels of congestion in AM & PM peak along A47 Acle straight. High number of rear end shunts along A47 Acle straight.
A47 is single carriageway between Acle and Great Yarmouth
A47 provides strategic strong East/West connectivity
Proposed A47 capacity improvement schemes
North Sea
Great Yarmouth
Caister-on-Sea
Gorleston-on-Sea
Bradwell
Belton
Railway line
Railway line
North Dr
South Quay
Pasteur Rd
Caister Rd
Yarmouth Rd
Ormesby Rd
Caister By-Pass
Norwich Rd
Middleton Rd
Burgh Rd
Capon Hall Rd
Beaufort Way
Long's Ln
A47
A149
A1064
A1243
A143

PERSONAL INJURY ACCIDENTS

3.3.20. Between July 2013 and June 2018, a total of 637 personal injury accidents were recorded in the Transport Strategy study area, of these:

- 337 occurred at a junction;
- 527 were of slight severity;
- 106 were of serious severity; and
- 4 were fatal;

3.3.21. Three of the fatal severity accidents occurred along the A143 Beccles Road. A description of these fatal accidents is provided below:

- Vehicle travelling along Beccles Road towards the town centre colliding with the concrete flyover support for the A47.
- Pedestrian stepping out into the path of an oncoming vehicle at the junction with Crab Lane.
- Passenger falling from the cargo area of the car when turning around a corner.

3.3.22. The fourth fatal severity accident occurred on Burgh Road and involved a pedestrian walking into the path of a vehicle.

3.3.23. The highest concentration of personal injury accidents in the Transport Strategy study area occurred in the Centre of Great Yarmouth, with clusters recorded at: Hall Quay; St Peter's Road between King's Street and Nelson Road Central; North Quay; Southtown Road between Station Road and Bridge Road; Fullers Hill Roundabout; and A47 Vauxhall Roundabout.

3.3.24. Outside of the central area of Great Yarmouth the most significant accidents clusters area at:

- A47 / A143 signalised junction; along Lowestoft Road / High Street between Clarkes Road and Cross Road;
- A47 Gapton Hall roundabout; A47 Harfreys roundabout; and
- Within the Magdalen Way / Trinity Way area.

3.3.25. A high number of serious severity accident involving non-motorised users occurred along links with relatively poor provision for non-motorised users:

- **North Quay**: Two serious severity accidents involved pedal cyclists and one involved a pedestrian;
- **Haven Bridge**: Two serious severity accidents involved pedal cyclist; and
- **Beccles Road, south of William Adam's Way**: Two serious severity accidents involved pedestrians crossing the road.

A47 Acle Straight

3.3.26. Outside of the main urban area of Great Yarmouth, a large number of personal injury accidents have been recorded along the A47 Acle Straight.

3.3.27. In total, 77 accidents were recorded along the A47 Acle Straight between January 2012 and December 2017. Of these 58 accidents were of slight severity, 15 serious severity and 4 were fatal.

3.3.28. Most accidents were associated with rear end shunts (44 accidents), whilst others were associated with head-on collisions, offside collisions, skidding or overtaking. Two of

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the fatal accidents were caused by rear end shunts, and two by head-on collisions. Only one accident involved a NMU, whereby a pedal cyclist was struck by an overtaking car.

3.3.29. The high number of rear end shunts are reflective of its single carriageway nature, high speed and frequency of side accesses which lead to stationary or slow-moving traffic.

- *Highest concentration of personal injury accidents recorded within the centre of Great Yarmouth and at strategic junctions on the A47 and A143.*
- *Number of serious severity accidents recorded along links with poor provision for non-motorised users.*
- *Number of fatal severity accidents recorded along A47 and A143.*
- *Large number of rear end shunts along the A47 Acle Straight.*

CAR PARKING

3.3.30. Car parking in the centre of Great Yarmouth comprises a combination of short and long stay car parks and on-street parking bays.

3.3.31. At the time of the last audit in 2013 there were 2,647 public car parking spaces in the town centre and 2,778 public car parking spaces along the sea front. This was in addition to 3,098 spaces in private car parks



Howard Street Car Park

3.3.32. Outside of the summer peaks there is generally a good availability of car parking within the town centre and along the sea front. However, in July and August, most car parks along the sea front are full by late morning.

3.3.33. No utilisation survey of car parking in Great Yarmouth has ever been undertaken, but car parking ticket sales suggest demand has remained relatively static.

3.3.34. Between 2014 and 2017 there was 6% reduction in ticket sales; however, this is partly attributable to the introduction of initiatives to provide free parking at selected times; this included:

- Free car parking on selected town centre short-stay car parks every Wednesday from 12 noon; and

- Removal of overnight charges from 4pm on all Town Centre Car Parks.

3.3.35. Great Yarmouth does not currently have a parking strategy. A parking strategy is important as it helps to balance the parking needs of residents, visitors and workers with the need to promote sustainable travel, whilst supporting local shops and businesses.

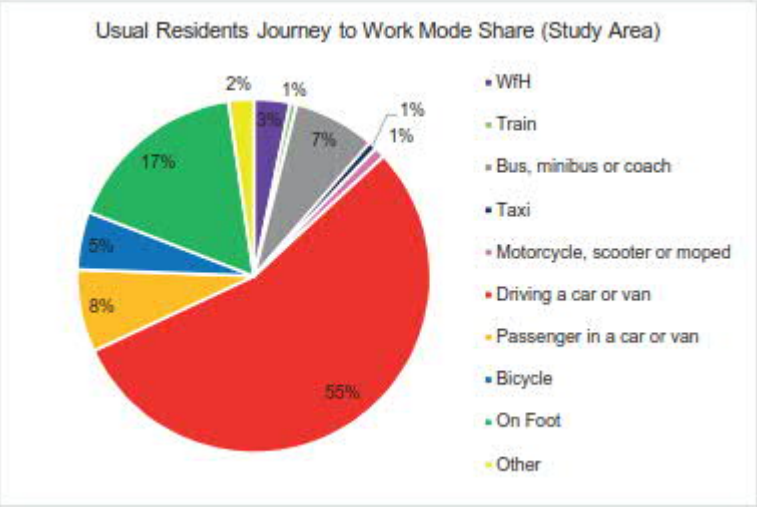
- *GYBC Car parking ticket sales have remained relatively static.*
- *High demand for sea front parking in summer months.*
- *Great Yarmouth does not have a car parking strategy.*

3.4 CURRENT TRIP MAKING PATTERNS

3.4.1. Car is the main mode of travel for journeys to work in Great Yarmouth. Within the Transport Strategy study area 55% of resident's journeys to work are undertaken by car or van. This compares with an average of 61% for the Borough.

3.4.2. In the Transport Strategy study area active travel accounts for 22% of resident commuting trips (17% walking and 5% cycling) and is higher than the average for the Borough (13% walking and 4% cycling).

3.4.3. Journeys to work by public transport are predominately undertaken by bus (7%) and is in line with the average mode share for the borough (6%).



3.4.4. In Transport Strategy study area the highest car or van driver mode share was recorded in Bradwell (>50%) and the lowest was observed in Great Yarmouth Town Centre and South Denes Peninsula (<10%). Outside of the Transport Strategy study area and main urban area of Great Yarmouth the car or van mode share is significantly higher at between 51% and 71%.

3.4.5. There is a high level of self-containment of commuting trips within Great Yarmouth with 63% of the employed population living and working in the Transport Strategy study area. Furthermore, 74% of all residents living in the Transport Strategy study area and 76% of all workers working in the Transport Strategy study area live in the Great Yarmouth Borough. The high levels of self-containment support opportunities for commuting trips to be undertaken by sustainable modes of travel.

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3.4.6. The relatively low journey to work car mode share is reflective of:

- The urban nature of the Transport Strategy study area;
- Strong north / south bus connectivity;
- Good availability of local services and facilities; and
- Relatively high internalisation of commuting trips.



Great Yarmouth Outer Harbour. Photo: Mike Page.

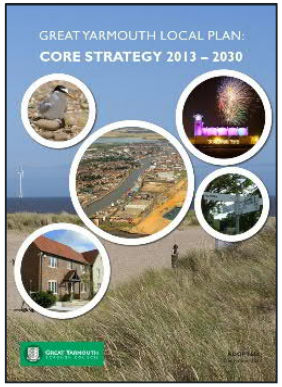
3.4.7. The growth of the offshore-energy sector in the town has the potential to change commuting patterns to the town. The average commuting distance by Great Yarmouth workers is less than 20km, however in South Denes (where there has been a growth in off-shore energy industries) the average distance travelled to work is 31 to 41 km. Furthermore, the majority of workers in South Denes travel to work by car (81-90%). To facilitate these commuting movements strong strategic road and public transport routes are essential.

- *The low journey to work car mode share is reflective of the high proportion of residents living and working within the Transport Strategy study area.*
- *Offshore energy sector appears to be changing commuting patterns with workers commuting longer distances.*
- *Longer average commuting distances suggest many jobs in South Denes area are not being filled by local residents.*

3.5 SUPPORTING PLANNED GROWTH

LOCAL PLANNED GROWTH

3.5.1. Great Yarmouth Borough Council's Local Plan sets out the planned growth for the Borough for the period 2013 to 2030. During this period, it seeks to deliver 7,140 dwellings.



3.5.2. The strategy identifies two key sites for development within the main urban area of Great Yarmouth. These are the 'Waterfront Area' and 'Land to the south of Bradwell'.

Beacon Park - Policy CS18

This development will provide approximately:

- *1,000 new dwellings*
- *10 – 15 hectares of new employment land to the south of the A47 / A143 link road and west of the existing Beacon Business Park*

Great Yarmouth's Waterfront - Policy CS17

This development will provide approximately:

- *1,000 new dwellings of mixed types*
- *16,500m2 of employment floorspace*
- *14,200m2 of retail and leisure space*

Supporting Infrastructure Improvements - Policy CS16

3.5.3. Policy CS16 of the Local Plan relates to improving accessibility and transport within Great Yarmouth, and identifies the following high priority schemes:

- Supporting proposals to dual the A47;
- Supporting proposals for a Great Yarmouth Third River Crossing over the River Yare;
- Upgrading Great Yarmouth Railway and Bus Station; and
- Supporting the port and its future development as a passenger and freight intermodal interchange.

Emerging Local Plan Part 2

3.5.4. A variation to the current housing target set out in Local Plan Part 1 has been proposed via the emerging Local Plan Part 2, which may revise the housing target down to 5,139 dwellings for the same plan period 2013-2030.

GROWTH FORECASTS

3.5.5. Between 2018 and 2030 (the end of the current local plan period (2030) it is forecast[20] that in the Transport Strategy study area:

- The population will grow by 11.24%,
- The total number of households will grow by 15.29%[21],
- The total number of jobs will grow by 4.54% and
- The total number of workers will grow by 5.93%.

[20] Source: TEMPro v7.2. This includes planning data from DfT's National Trip End Model (NTEM) and is used to forecast the growth in the trip origin-destinations (or product-attractions) up to 2050 for use in transport modelling.

[21] This does not reflect the changes set out in the emerging Local Plan Part 2.

3.5.6. The growth forecast in the Transport strategy study area is slightly higher than the average growth predicted across the borough as a whole.

Area	Period	Population	Households	Jobs	Workers
Great Yarmouth Borough	2018	100,768	44,924	44,675	38,604
	2030	111,983 (+11,214)	51,745 (+6,821)	46,686 (+2,011)	40,809 (+2,205)
	Growth	11.13%	15.18%	4.50%	5.71%
Transport Strategy Study Area (based on MSOA boundaries [22])	2018	78,005	34,888	38,983	29,239
	2030	86,776 (+8,771)	40,223 (+5,335)	40,753 (+1,770)	30,973 (+1,734)
	Growth	11.24%	15.29%	4.54%	5.93%

3.6 TRAFFIC GROWTH FORECASTS

3.6.1. Traffic flows in Great Yarmouth area forecasted to increase by between 14% and 19% between 2018 and 2030[23]. The highest levels of traffic growth are forecast within the Centre of Great Yarmouth and Gorleston-on-Sea. The lowest levels of traffic growth are forecast within Bradwell.

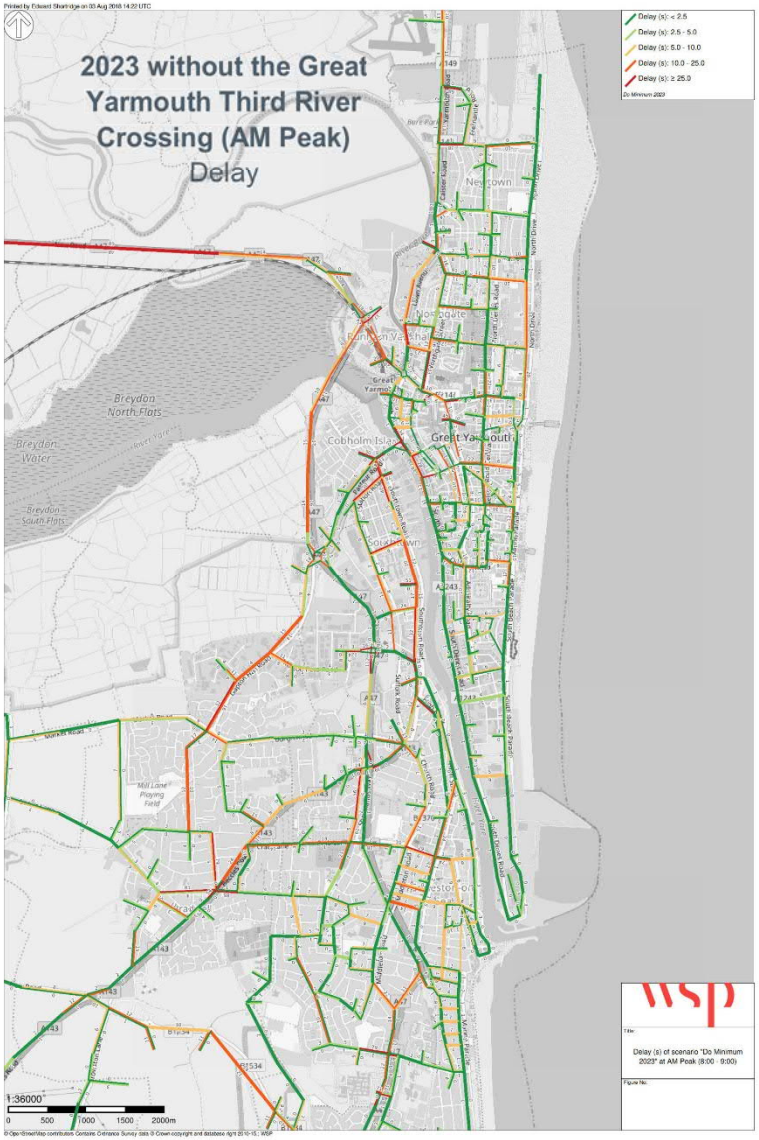
3.6.2. The strategic transport model produced for the Great Yarmouth Third River Crossing shows that between 2018 and 2023, without the Great Yarmouth Third River Crossing, the highest increase in AM and PM peak hour traffic flows will be on:

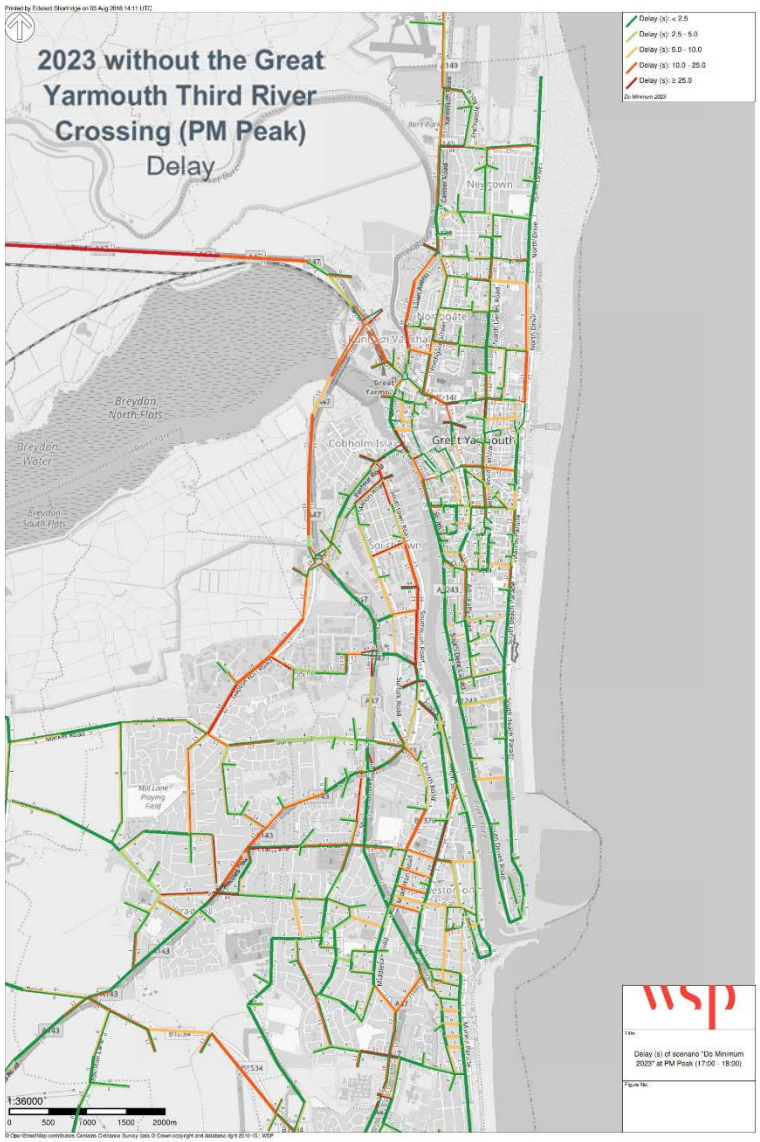
- A47 south of Vauxhall Roundabout
- Acle New Road
- Fullers Hill
- Priory Plain
- Temple Road
- Haven bridge
- Gapton Hall Road
- A47 / A143 Slip Roads
- South Quay
- Southgate Road.

[22] Transport Strategy Study area based on combined boundary of Great Yarmouth 003, 004, 005, 006, 007, 008, 009, 010, 011, 013 MSOAs.

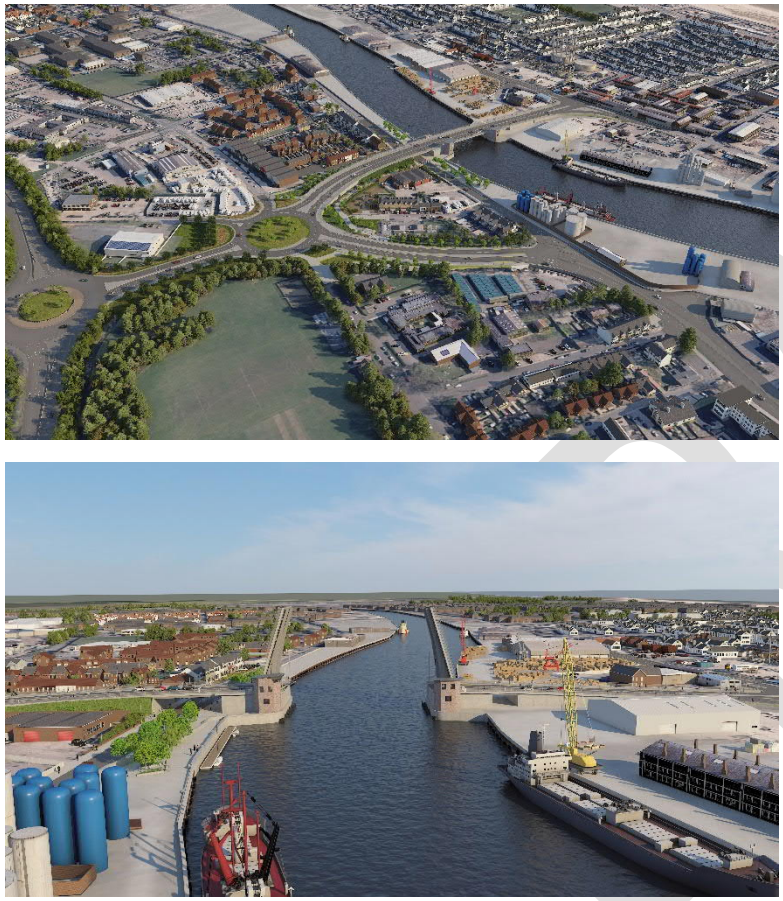
[23] Source: TEMPro V7.2. The software calculates the traffic growth factors through the use of the National Trip End Model (NTEM) and National Transport Model (NTM) datasets (dataset AF15).

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2023 without the Great Yarmouth Third River Crossing (AM Peak) Delay
Delay (s): < 2.5
Delay (s): 2.5 - 5.0
Delay (s): 5.0 - 10.0
Delay (s): 10.0 - 25.0
Delay (s): ≥ 25.0
Delay (s) of scenario "Do Minimum 2023" at AM Peak (8:00 - 9:00)
1:36000
0 500 1000 1500 2000m


2023 without the Great Yarmouth Third River Crossing (PM Peak) Delay
Delay (s): < 2.5
Delay (s): 2.5 - 5.0
Delay (s): 5.0 - 10.0
Delay (s): 10.0 - 25.0
Delay (s): ≥ 25.0
Delay (s) of scenario "Do Minimum 2023" at PM Peak (17:00 - 18:00)
1:36000
0 500 1000 1500 2000m

3.7 GREAT YARMOUTH THIRD RIVER CROSSING

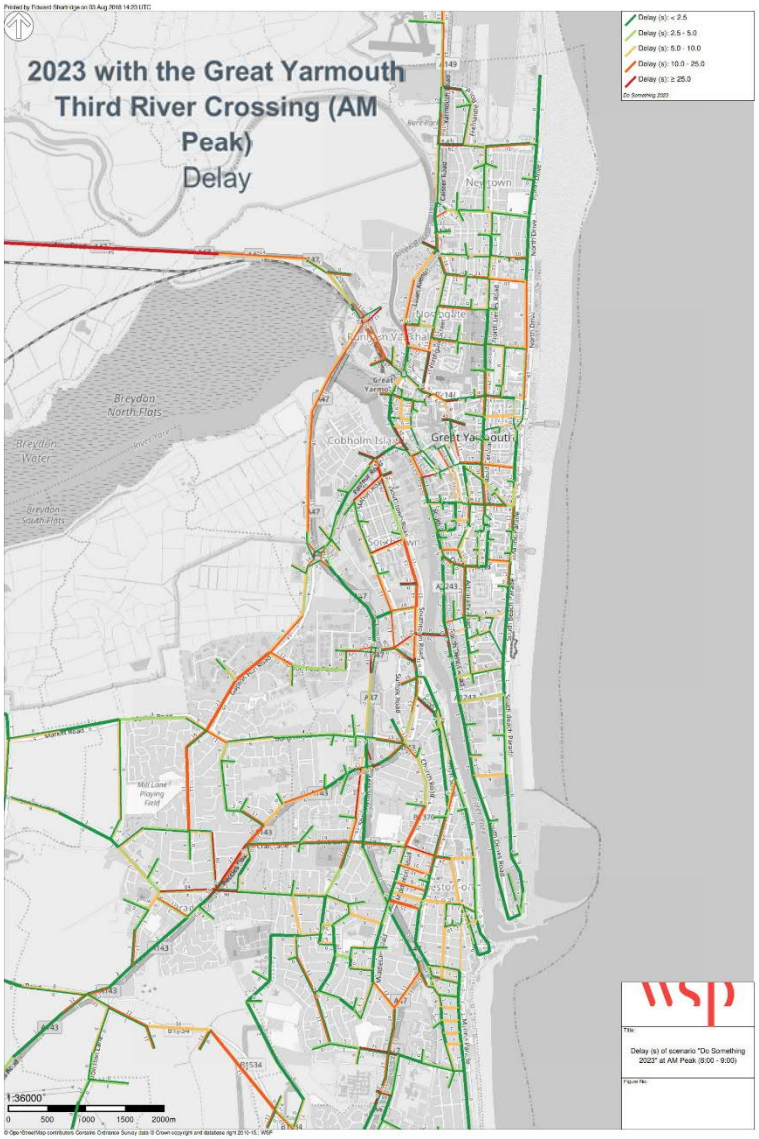


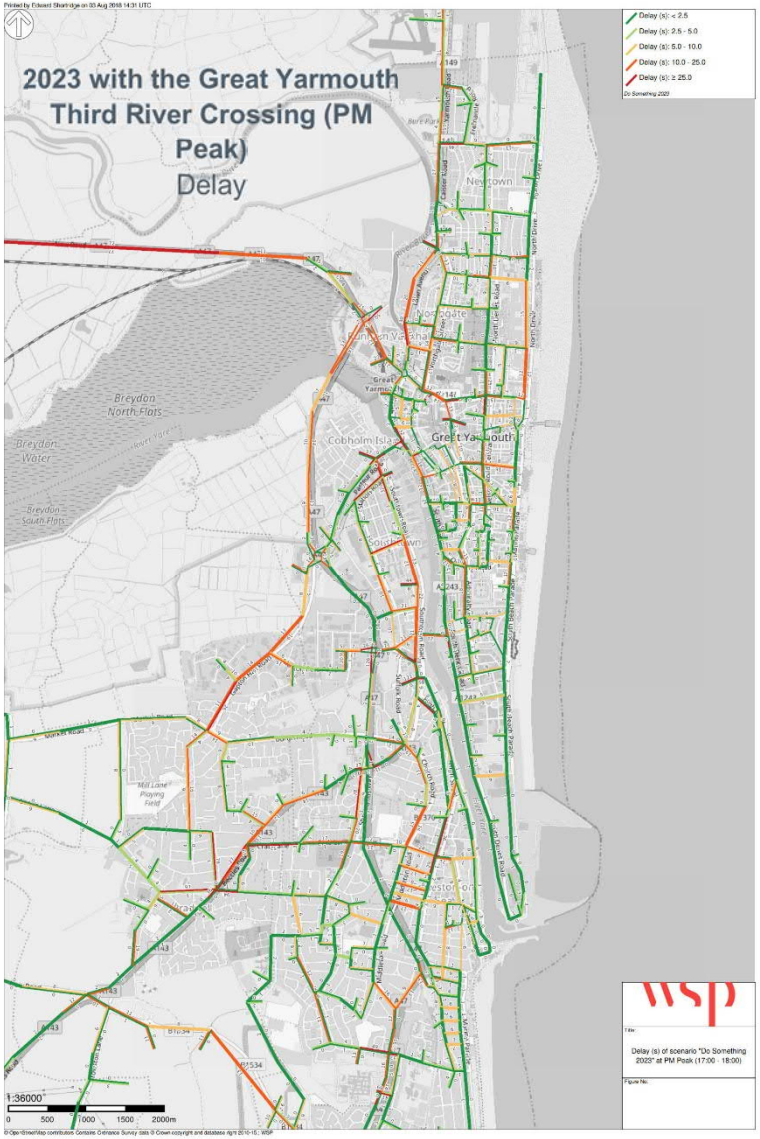
Illustrative design of the Great Yarmouth Third River Crossing.

3.7.1. The Great Yarmouth Third River Crossing is expected to lead to a significant redistribution of traffic on the local and strategic road networks in Great Yarmouth.

3.7.2. The scheme will principally reduce the volume of traffic using routes to the west and north west of the scheme (A47 north of Harfreys Roundabout, Hall Quay, South Quay and Fullers Hill), but lead to an increase in traffic using routes to the south, east and north east of the scheme (A47 south of Harfreys Roundabout and residential routes to the east of the River Yare that provide access to the town centre and sea front).

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2023 with the Great Yarmouth Third River Crossing (AM Peak)
Delay
Delay (s): < 2.5
Delay (s): 2.5 - 5.0
Delay (s): 5.0 - 10.0
Delay (s): 10.0 - 25.0
Delay (s): ≥ 25.0
Delay (s) of scenario "Do Something 2023" at AM Peak (8:00 - 9:00)
1:36000
0 500 1000 1500 2000m


2023 with the Great Yarmouth Third River Crossing (PM Peak)
Delay
Delay (s): < 2.5
Delay (s): 2.5 - 5.0
Delay (s): 5.0 - 10.0
Delay (s): 10.0 - 25.0
Delay (s): ≥ 25.0
Delay (s) of scenario "Do Something 2023" at PM Peak (17:00 - 18:00)
1:36000
0 500 1000 1500 2000m

4 PLANNED INFRASTRUCTURE IMPROVEMENTS

4.1 LOCAL & STRATEGIC INFRASTRUCTURE IMPROVEMENTS

4.1.1. To address a number of the transport challenges and opportunities within Great Yarmouth a range of transport policy and infrastructure projects are already planned for delivery in the short and medium-terms. These schemes are being delivered by a variety of Stakeholders including: Norfolk County Council, Great Yarmouth Borough Council, Highways England, Greater Anglia and Network Rail.

4.1.2. For the purpose of this Transport Strategy, short-term schemes are those that have either recently been completed or expected to be completed by the end of 2022, and medium-term infrastructure projects are expected to be delivered by the end of the current local plan period in 2030.

4.1.3. All of these schemes have a firm funding commitment from the relevant stakeholders and clear delivery timetable. The sections below provide detail of the short and medium-term policy and infrastructure improvements proposed in Great Yarmouth at a strategic and local scale. The schemes have been grouped based on the broad overarching aim of each option.

4.2 SHORT TERM (SCHEMES RECENTLY DELIVERED, OR EXPECTED TO BE DELIVERED BY 2022)

STRATEGIC IMPROVEMENTS

Schemes to encourage journeys by rail

Reference	Scheme	Description
SC8	Improve amenity for passengers travelling on the Wherry Line	New rolling stock is being rolled out across the Greater Anglia Network. All of the trains will have plug and USB sockets, fast free Wi-Fi, air conditioning, accessible toilets, wheelchair spaces and bicycle spaces. The scheme is being funded by Great Anglia and all the new rolling stock should all be in service by the end of 2020.
SC9	Improve the reliability of train services on the Wherry Line	Network rail is currently upgrading the existing Victorian signalling systems along the Wherry Line. This will improve the safety and reliability of the railway, improve operational flexibility, improve level crossing safety, improve sustainability and efficiency using modern technology and reduce the duration of level crossing closures. The works are currently ongoing and date for the new signalling system to be activated is currently unknown.

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LOCAL INFRASTRUCTURE

Schemes to reduce delay and improve capacity of the local highway network

Reference	Scheme	Description
SC1	Southtown Road / Bridge Road Area Improvement scheme	This scheme is the removal of the existing signals on the Southtown Road junction with Station Road, including the exit from Matalan car park. Along with the addition of 'right turn' lanes, this is designed to keep traffic free-flowing in the area, and to reduce queuing and the time taken to exit the car park. A new toucan crossing and extension of existing cycle lanes will also help those getting around by foot or bicycle and a relocated bus stop on Southtown Road (closer to the toucan crossing) will make it easier for buses to re-join traffic lanes into town. The scheme will increase the capacity of the junction and improve provision for pedestrians and cyclists. Norfolk County Council are currently consulting on this option.
SC2	Market Place / Fullers Hill Capacity Improvement Scheme	This scheme is the conversion of the existing bus only right turn between Market Place and Fuller's Hill to all vehicles right turn to improve the flow of traffic in the Town Centre Area. This scheme was implemented in early 2019 as a one-year trial.

Schemes to better manage traffic on the local highway network

Reference	Scheme	Description
SC3	Traffic management measures to reduce HGV movements along the sea front	This scheme is the investigation of traffic management measures to reduce the number of HGV movements along the sea front. Possible measures could include width restrictions or new Traffic Regulation Orders (TROs). Investigative work to progress this scheme was undertaken by Norfolk County Council's Infrastructure Delivery Team in Summer 2018. This work concluded that no further action is need at this time.
SC19	Introduction of urban clearways on key strategic routes	This scheme is the introduction of urban clearways or loading restrictions on key strategic routes throughout the Transport Strategy study area. An urban clearway prevents vehicles from stopping on the carriageway for sustained periods of time, typically during the peak hours. Urban clearways encourage enhanced traffic flow during the busiest periods of the day, whilst allowing overnight and daytime stopping.

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Schemes to improve bus interchange facilities and encourage travel on local bus services		
Reference	**Scheme**	**Description**
SC4	Enhanced bus interchange facilities at the James Paget University Hospital	This scheme is improvements to the bus interchange and waiting facilities at James Paget University Hospital. This scheme will be delivered by Norfolk County Council. Investigative work on this scheme has not yet commenced.
SC5	Improve bus interchange facilities at Great Yarmouth railway station	This scheme is to provide improvements to the rail station forecourt at Great Yarmouth railway station, including improvements to the existing bus interchange facilities (a new bus shelter and improvements to the existing bus stop). A railway station forecourt Improvement scheme was completed in September 2018. This included improvements to the existing bus interchange facilities as well as improvements to the wider public realm in the station area and improvements to pedestrian and cycle connectivity.   *Great Yarmouth Railway Station Concourse Improvements*
SC6	New / improved coach drop-off facilities in Great Yarmouth Town Centre	Great Yarmouth's coach station is currently situated on the outskirts of the town centre. The purpose of this scheme is to provide a drop off / pick up zone in the centre of Great Yarmouth. The location has not been finalised, but could include a drop off / pick up zone along Regent Street or Howard Street within the town centre one-way system. Surveys of the existing coach station are due to commence in Summer 2019.

Schemes to improve bus interchange facilities and encourage travel on local bus services

Reference	Scheme	Description
SC7	Upgrade and improvement works to the waiting facilities and general surroundings at Market Gates Bus Interchange	This scheme is to improve waiting facilities and general surroundings at Market Gates bus station in Great Yarmouth Town Centre. The works include new bus shelters, replacement of pedestrian railings, additional cycle parking, cladding the concrete pillars, new information boards, improvements to lighting and retention of electronic passenger information screens. This scheme is currently ongoing.   *Market Gates Bus Station*

Schemes to encourage journeys to be made on foot and bicycle

Reference	Scheme	Description
SC10	Improve crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College	This scheme is improvements to pedestrian crossing facilities at the B1370 / Church Lane roundabout, as well as outside of East Norfolk Sixth Form College as currently there are no formal pedestrian crossing facilities at the B1370 / Church Lane roundabout. This scheme is being delivered by Norfolk County Council's Infrastructure Delivery Team. Work on this scheme has not yet commenced.

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Schemes to encourage journeys to be made on foot and bicycle

Reference	Scheme	Description
SC11	Improve pedestrian crossing facilities along Nottingham Way	This scheme is to improve pedestrian crossing facilities along Nottingham Way to make it safer and easier for pedestrians. This scheme will be delivered by Norfolk County Council's Infrastructure Delivery Team. Work on this scheme has not yet commenced.
SC10	Improve crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College	This scheme is improvements to pedestrian crossing facilities at the B1370 / Church Lane roundabout, as well as outside of East Norfolk Sixth Form College. There are currently no formal pedestrian crossing facilities at the B137 / Church Lane roundabout. Work on this scheme has not yet commenced
SC11	Improve pedestrian crossing facilities along Nottingham Way	This scheme is to improve pedestrian crossing facilities along Nottingham Way to make it safer and easier for pedestrians. Work on this scheme has not yet commenced.
SC12	Improve the pedestrian amenity of The Rows	This scheme considers improvements to the pedestrian amenity of The Rows, to make the area more enjoyable for pedestrians. This scheme is currently being progressed by Great Yarmouth Borough Council as a part of their Town Centre Masterplan.
SC13	Simplify signalised arrangement / improve crossing facilities at junction of Fuller's Hill / Northgate Street	This scheme is the simplification of existing signalised arrangements and improvements to pedestrian crossing facilities. The previous arrangement was a pedestrian crossing for half of the Fuller's Hill / Northgate Street junction, with a full pedestrian crossing further down Northgate Street. The scheme will improve safety for non-motorised users and improve the operation of the junction. This scheme was delivered by Norfolk County Council and is now complete.
SC14	Town Centre Wayfinding Strategy to improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors	This scheme is the creation of a Town Centre Wayfinding Strategy to help improve pedestrian connectivity between the Town Centre, Seafront, bus station, railway station and other key trip attractors. This will help to direct pedestrians to their destinations more quickly and may help to make individuals more aware of the attractions on offer. This scheme is being progressed by Norfolk County Council.
SC15	Travel Planning	Norfolk County Council can already request that new expanding residential, commercial and educational premises to produce a Travel Plan.

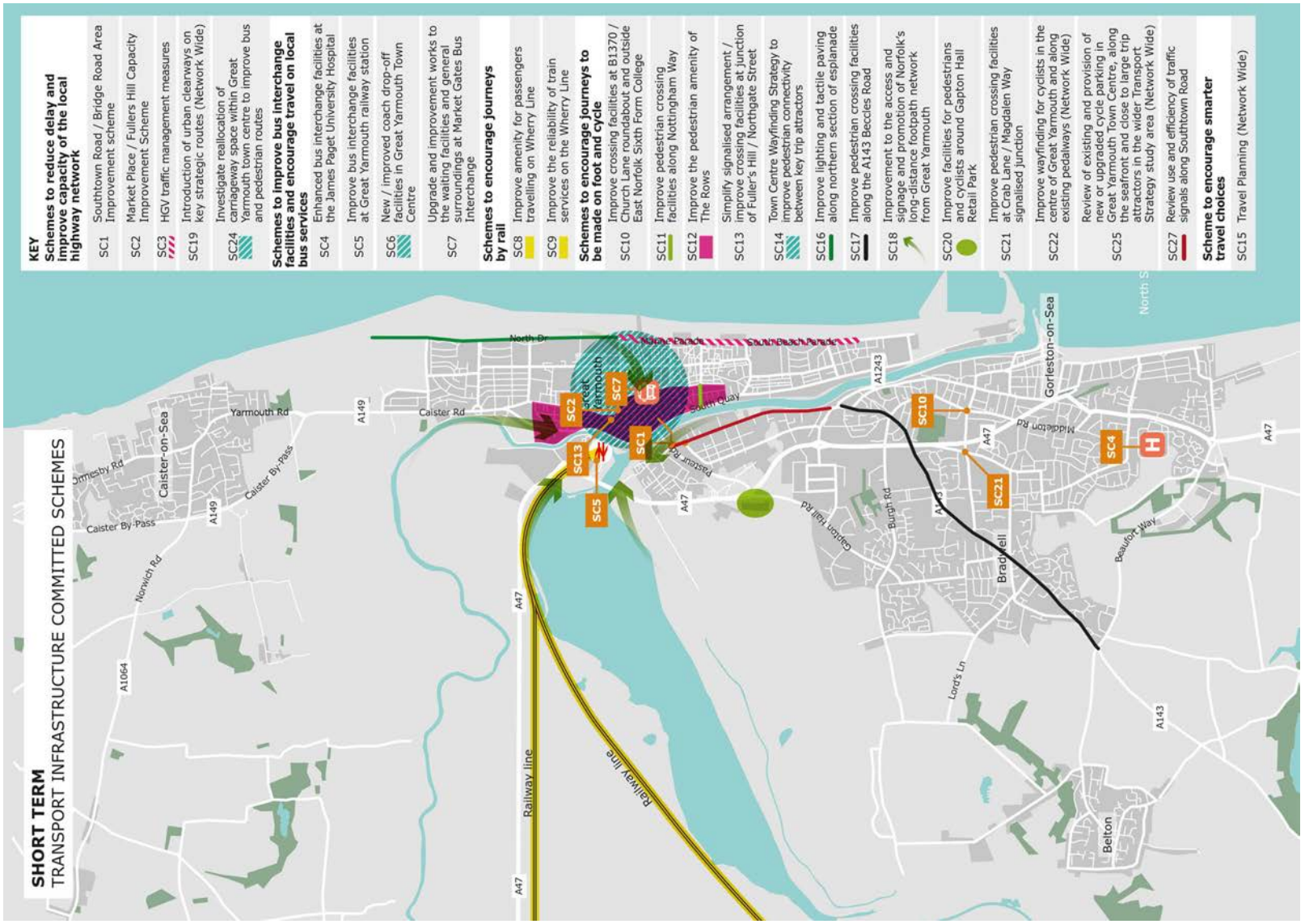
Schemes to encourage journeys to be made on foot and bicycle

Reference	Scheme	Description
SC16	Improve lighting and tactile paving along northern section of esplanade	This scheme is to improve the lighting and tactile paving along the northern section of the esplanade in Great Yarmouth. These improvements would make the area safer for individuals and more accessible to all, as well as making the area more attractive to visit the area in the evening. Investigative work has not yet commenced.
SC17	Improve pedestrian crossing facilities along the A143 Beccles Road	This scheme is improvements to pedestrian crossing facilities along the A143 Beccles Road, including minor improvements to the existing uncontrolled crossings. This would allow for safer crossing space and make it easier for pedestrians to get across Great Yarmouth. Improvements could be made to signalised crossing to ensure that pedestrians have an appropriate amount of time to cross and space to walk alongside the A143.
SC18	Improvement to the access and signage and promotion of Norfolk's long-distance footpath network from Great Yarmouth	This scheme is to improve access and signage to Norfolk's long-distance footpath 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).
SC27	Review use and efficiency of traffic signals along Southtown Road	This option looks to review the efficiency of the traffic signals along Southtown Road to in order to increase junction capacity and improve efficiency capacity. Improvements could include upgrade to UTC or installation of MOVA at individual junctions.
SC20	Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park	This option explores improvements to facilities for pedestrians and cyclists around Gapton Hall Retail Park. There is currently a small amount of shared access paths, but a zebra crossing could be useful to help users crossing from one side of the retail park to the other.
SC21	Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction	This option considers improving pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction. There are currently no signalised pedestrian crossings – adding these would help to improve the safety for pedestrians.
SC22	Improve wayfinding for cyclists in the centre of Great Yarmouth and along existing pedalways	This option explores improving wayfinding for cyclists in the centre of Great Yarmouth and along the existing pedalways. Wayfinding includes using signage to direct users to cycle routes, to make the navigation of the routes simpler. The areas of Wherryman's Way, Weavers Way, recreational cycle routes around Great Yarmouth and Angles Way have been highlighted for improved signage; Burgh

Schemes to encourage journeys to be made on foot and bicycle		
Reference	**Scheme**	**Description**
		Park and Cobham park have been highlighted for accessibility improvements; and the addition of Stalham to Great Yarmouth cycle facilities.
SC24	Investigate reallocation of carriageway space within Great Yarmouth town centre to improve bus and pedestrian routes	This scheme is to investigate the reallocation of carriageway space for improved bus and pedestrian routes. This could include the removal of parking at the western end of Stonecutters Way to east right-turn movements for buses, realignment of the Stonecutters Way / Howard Street North junction to ease left-turn movements for buses, and improving pedestrian crossing facilities between Broad Row and Market Row. A scheme is currently being developed as a part of Norfolk County Council's Local Growth Fund Programme.
SC25	Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider Transport Strategy study area	This option explores assessing the current level of cycle parking and looks at adding new or upgraded parking in the town centre, along the sea front and close to large trip attractors. This would allow cyclists to leave their bikes in secure places and could encourage others to use their bikes more often.

Schemes to better manage parking		
Reference	**Scheme**	**Description**
SC26	Update and improve signage of car parks in Great Yarmouth.	This scheme is the installation of new car parking signage within Great Yarmouth. The improved signage will assist residents, visitors and workers finding a car parking space in the town and help car drivers make more informed decision about where they choose to park. This scheme has recently been delivered.

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KEY
Schemes to reduce delay and improve capacity of the local highway network
SC1 Southtown Road / Bridge Road Area Improvement scheme
SC2 Market Place / Fullers Hill Capacity Improvement Scheme
SC3 HGV traffic management measures
SC19 Introduction of urban clearways on key strategic routes (Network Wide)
SC24 Investigate reallocation of carriageway space within Great Yarmouth town centre to improve bus and pedestrian routes
Schemes to improve bus interchange facilities and encourage travel on local bus services
SC4 Enhanced bus interchange facilities at the James Paget University Hospital
SC5 Improve bus interchange facilities at Great Yarmouth railway station
SC6 New / improved coach drop-off facilities in Great Yarmouth Town Centre
SC7 Upgrade and improvement works to the waiting facilities and general surroundings at Market Gates Bus Interchange
Schemes to encourage journeys by rail
SC8 Improve amenity for passengers travelling on Wherry Line
SC9 Improve the reliability of train services on the Wherry Line
Schemes to encourage journeys to be made on foot and cycle
SC10 Improve crossing facilities at B1370 / Church Lane roundabout and outside East Norfolk Sixth Form College
SC11 Improve pedestrian crossing facilities along Nottingham Way
SC12 Improve the pedestrian amenity of The Rows
SC13 Simplify signalised arrangement / improve crossing facilities at junction of Fuller's Hill / Northgate Street
SC14 Town Centre Wayfinding Strategy to improve pedestrian connectivity between key trip attractors
SC16 Improve lighting and tactile paving along northern section of esplanade
SC17 Improve pedestrian crossing facilities along the A143 Beccles Road
SC18 Improvement to the access and signage and promotion of Norfolk's long-distance footpath network from Great Yarmouth
SC20 Improve facilities for pedestrians and cyclists around Gapton Hall Retail Park
SC21 Improve pedestrian crossing facilities at Crab Lane / Magdalen Way signalised junction
SC22 Improve wayfinding for cyclists in the centre of Great Yarmouth and along existing pedalways (Network Wide)
SC25 Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider Transport Strategy study area (Network Wide)
SC27 Review use and efficiency of traffic signals along Southtown Road
Scheme to encourage smarter travel choices
SC15 Travel Planning (Network Wide)
SHORT TERM
TRANSPORT INFRASTRUCTURE COMMITTED SCHEMES
Caister-on-Sea
Yarmouth Rd
Caister Rd
A149
Caister By-Pass
Ormesby Rd
Norwich Rd
A1064
North Dr
Great Yarmouth
South Quay
Pasteur Rd
A47
Railway line
A1243
Gorleston-on-Sea
Middleton Rd
Gapton Hall Rd
Burgh Rd
Bradwell
Beaufort Way
Lord's Ln
A143
Belton
SC1
SC2
SC4
SC5
SC7
SC10
SC13
SC21

4.3 MEDIUM TERM (SCHEMES EXPECTED TO BE DELIVERED BETWEEN 2022 AND 2030)

STRATEGIC INFRASTRUCTURE

MC1 - Great Yarmouth Third River Crossing

4.3.1. The Great Yarmouth Third River Crossing is a new connection between the A47 and South Denes Peninsula, an area home to many businesses operating within the offshore energy sector. In the Autumn Budget 2017 the Government allocated a contribution of £98m towards the construction of crossing.

4.3.2. The Great Yarmouth Third River Crossing is needed to deliver the following objectives:

- To support Great Yarmouth as a centre for both offshore renewable energy and the offshore oil and gas industry, enabling the delivery of renewable energy NSIPs and enhancing the port's role as an international gateway;
- To improve access and strategic connectivity between Great Yarmouth port and the national road network thereby supporting and promoting economic and employment growth (particularly in the Enterprise Zone);
- To support the regeneration of Great Yarmouth, including the town centre and seafront, helping the visitor and retail economy;
- To improve regional and local access by enhancing the resilience of the local road network, reducing congestion and improving journey time reliability;
- To improve safety and to reduce road casualties and accidents, in part by reducing heavy traffic from unsuitable routes within the town centre;
- To improve access to and from the Great Yarmouth peninsula for pedestrians, cyclists and buses, encouraging more sustainable modes of transport and also reducing community severance; and
- To protect and enhance the environment by reducing emissions of greenhouse gases and minimising the environmental impact of the Proposed Scheme.

4.3.3. The project is expected to cost approximately £120, with £98 million being provided by the Department for Transport. The remaining cost will be locally funded from a range of sources. Construction of the crossing is due to start in late 2020 and the aim is for the bridge to be operational by early 2023. Delivery of this scheme is being led by Norfolk County Council.

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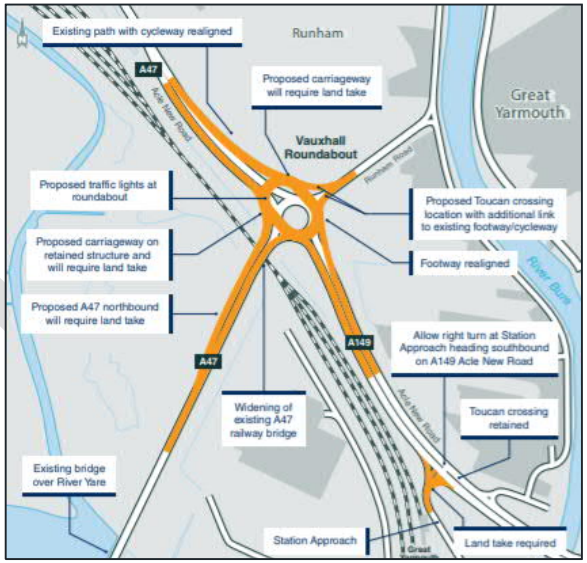
MC2- A47 Junction Improvements

4.3.4. To address congestion and delays at junctions on the A47. Highways England have identified two improvement schemes for the Vauxhall Roundabout and Gapton Hall Roundabout junctions.

4.3.5. The preferred option for Vauxhall Roundabout is a new larger signalised roundabout widened over the railway line and the preferred option for Gapton Hall Roundabout is the installation of traffic signals on the existing roundabout with the potential to improve provision for non-motorised users.



Proposed Improvements. Gapton Hall Roundabout. Source: Highways England



Proposed Improvements. Gapton Hall Roundabout. Source: Highways England

4.3.6. Following the announcement of the Great Yarmouth Third River Crossing, Norfolk County Council is currently working with Highways England to review the proposed improvement scheme at Vauxhall and Gapton Hall roundabouts. This is to consider whether the improvement scheme needs to be amended to reflect and be more compatible with the benefits of the Great Yarmouth Third River Crossing. A final decision on A47 junction improvements is expected in 2019.

LOCAL INFRASTRUCTURE

MC3 – Investigate 'lay by' bus stops on Acle New Road

4.3.7. Norfolk County Council's Infrastructure Delivery Team are currently investigating 'lay by' bus stops on the Acle New Road to enable express bus services including the X1 and X11 to serve Great Yarmouth Railway Station without entering the forecourt area. Currently no buses serve Great Yarmouth railway station, as such this will provide the potential for passengers to interchange with existing bus services. Investigative works for this scheme has not yet commenced.

MC4 - Hall Quay Improvements

4.3.8. Norfolk County Council's Infrastructure Delivery Team are currently developing an improvement scheme for Hall Quay. The initial focus of the scheme was the provision of new right turn facilities between the A1243 Hall Quay and A1423 Bridge Road and reallocation of highway space to improve non-motorised users. However initial transport modelling work undertaken by Norfolk County Council showed that the right turn facilities would increase delay and congestion at the junction. As a result of this the focus of the scheme has shifted towards improving the public realm along Hall Quay and movement of non-motorised users. Work on this scheme commenced in Spring 2019 and is currently ongoing.

MC5 - Creation of an Uninterrupted cycle route along the sea front between Haven Seashore Holiday Park and South Denes Peninsula via North Drive, Marine Parade and South Beach Parade

4.3.9. This scheme is the creation of a new long-distance cycle route that will run along the sea front between Haven Seashore Holiday Park and South Denes Peninsula. Areas for improvement include the link between the cycle lane south of Britannia Pier and the shared space cycle facility north of Britannia Pier. This scheme is currently being progressed by Norfolk County Council's Infrastructure Delivery Team.

4.3.10. There are currently north-south off carriageway cycle facilities south of Britannia Pier (shared-use path) and north of Euston Road (shared-use path) on the promenade east of the bowls green. The link between these two facilities currently requires cyclists to either dismount or to ride onto the carriageway around the cinema. Near the Pleasure Beach there are a number of pay and display parking bays which could be removed to allow the introduction of a dedicated cycle lane that connects with existing cycling infrastructure.

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KEY
MC1 Great Yarmouth Third River Crossing
MC2 A47 Junction Improvements
MC3 Investigate 'lay by' bus stops on Acle New Road to enable express bus services (e.g. X1 and X11) to access the station without entering the station concourse
MC4 Hall Quay Improvements
MC5 Creation of an 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
MEDIUM TERM
TRANSPORT INFRASTRUCTURE COMMITTED SCHEMES
North Sea
Great Yarmouth
Gorleston-on-Sea
Caister-on-Sea
Bradwell
Belton
Caister Rd
Yarmouth Rd
Ormesby Rd
Caister By-Pass
Norwich Rd
South Quay
Pasteur Rd
Middleton Rd
Burgh Rd
Beaufort Way
Lord's Ln
Railway line
A47
A149
A1064
A1243
A143
MC1
MC2
MC3
MC4

5 THE NEED FOR PRIORITISED INVESTMENT

5.1 TRANSPORT CHALLENGES AND OPPORTUNITIES



Breydon Bridge. One of two existing road crossings of the River Yare. © Copyright John Fielding and licensed for reuse under this Creative Commons Licence: https://creativecommons.org/licenses/by-sa/2.0/

5.1.1. The transport challenges and opportunities set out in Section 3 have been used to inform the development of a long list of potential transport infrastructure interventions that can support the vision and objectives of this Transport Strategy.

5.1.2. The development of this long list is discussed in more detail in the subsequent sections, however in summary the main transport challenges and opportunities that need to be considered are:

- **The existing crossings across the River Yare (Breydon Bridge and Haven Bridge) creates a pinch point for all road users**. This results in significant delay and congestion on approach to these crossings at peak time, poor reliability of bus services and a disjointed cycle network.
- **The expansion of the off-shore energy sector appears to be changing commuting patterns in the town**. Workers in areas of the town where there is a strong presence of off-shore energy industries commute significantly further than the average for Great Yarmouth.
- **Cycling infrastructure provision in Great Yarmouth is incomplete and disjointed**. A large number of local and national cycle routes cross the town however the provision for cyclists along these routes is disjointed. For instance, despite there being no dedicated provision for cyclists, all cycle routes between Great Yarmouth and Gorleston-on-Sea route via Haven Bridge.
- **Walking and cycling improvements have the potential to help make jobs and local facilities more easily accessible by non-car modes**. The compact nature of Great Yarmouth and high level of internalisation of commuting trips within the town means that there is strong potential for shorter journeys to be undertaken by active modes of travel. Improvements to walking and cycling networks would help facilitate

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sustainable economic growth, encourage mode-shift, encourage more active lifestyles and improve air quality.

- **Great Yarmouth has some of the most economically and socially deprived neighbourhoods in the UK**. The high levels of deprivation can be associated in part with poor access to jobs and other everyday services and activities. In Great Yarmouth the severance created by the River Yare is likely to play a role in attributing to this. As such any improvement to transport networks in areas of high deprivation is likely to promote social inclusion.
- **The A47 experiences high levels of congestion at peak times.** The A47 provides strategic connectivity to Norwich and Lowestoft. Many of the junctions along the A47 in Great Yarmouth are approaching capacity. The A47 Acle Straight is a single carriageway road with frequent side accesses. This results in stop start traffic and is likely to be attributable to the high number of rear end shunts recorded along this road. The single carriageway nature of the road means that minor incidents can lead to significant delays and disruption. Stakeholders including Great Yarmouth Borough Council, Norfolk County Council and the A47 Alliance have identified the Acle Straight as their top priority for inclusion in Highways England's next Road Investment Strategy 2. Whilst there are currently no committed improvement schemes along A47 Acle Straight, stakeholders continue to lobby for them.
- **Areas Identified for growth currently have poor connectivity**. The South Denes area which forms part of the Great Yarmouth and Lowestoft Enterprise Zone has weak local and strategic connectivity is poorly served by public transport. This is reflected by a high journey to work car share amongst workers of South Denes.
- **The Great Yarmouth Third River Crossing has the potential to provide significant benefit to Great Yarmouth**. The crossing will significantly improve the local and strategic connectivity of Great Yarmouth and South Denes Peninsula by providing improved access to the A47, helping to promote sustainable housing and economic growth. The crossing will also create new opportunities for bus, walking and cycling routes. It also has the potential to address the high levels of social deprivation experienced in the town by providing better access to jobs and services.

5.2 PRORITISED INVESTMENT

5.2.1. To address the above challenges and opportunities there is a need for prioritised investment in transport infrastructure. This can help address the reasons for social exclusion by providing better access to jobs and services, but also help promote sustainable housing and economic growth in the town by reducing the need to travel by car and improving access to supply chains and labour markets.

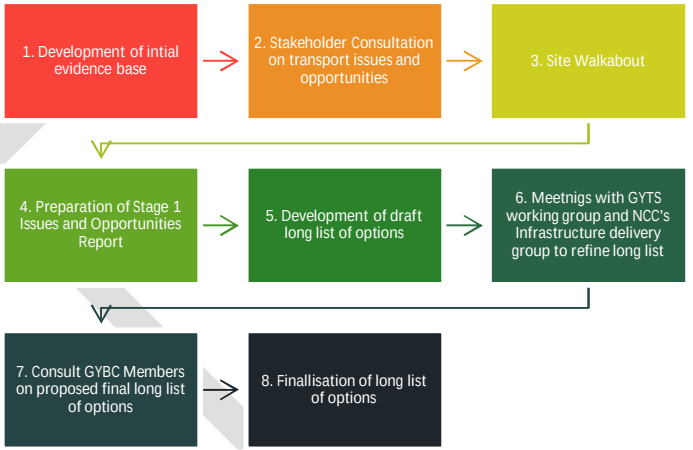
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5.2.2. The investment in transport infrastructure is envisaged to be through a package of short, medium and long-term infrastructure interventions that could be delivered during up to and beyond the current local plan period (up to 2030).

5.2.3. The following sections summarises the option development process used to identify a recommended shortlist of transport infrastructure schemes, currently uncommitted, that are recommended for progression over the next 10+ years.

5.3 TRANSPORT INFRASTRUCTURE OPTION DEVELOPMENT

5.3.1. The initial step was to develop a long list of short (0 to 3 years), medium (3 to 10 year) and long-term (10+ years) options based on the evidence base in the Stage 1 Transport Issues and Opportunities Report (summarised in Section 3 above), working group meetings with Norfolk County Council and Great Yarmouth Borough Council and consultation with stakeholders and Members of Great Yarmouth Borough Council.



5.3.2. No single option was considered capable of solving all the identified issues or achieve all the study specific objectives. Therefore, a number of overarching transport themes that are complementary to each other have been used to group the identified options. The transport themes are:



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5.4 STAKEHOLDER ENGAGEMENT

5.4.1. A stakeholder consultation event was held on 14 June 2018. The purpose of this event was for the project team to introduce the Transport Strategy to key stakeholders and Council Members. The workshop consisted of a presentation by WSP setting out the transport issues and opportunities in the Transport Strategy study area.

5.4.2. The presentation was followed by a feedback session where key Stakeholders and Council Members could provide comment on the transport issues and opportunities identified in the presentation.

5.4.3. Comments were received in regard to:

- Walking and cycling infrastructure;
- Travel patterns of residents;
- Visitors and workers of Great Yarmouth,
- Rail and bus services; and
- The local and strategic road network.

5.4.4. Feedback received was incorporated into the Stage 1 Issues and Opportunities report and taken into consideration during the development of the long list of options.

5.5 LONG LIST OF OPTIONS

5.5.1. In total, 118 conceptual options were identified for Great Yarmouth, this comprised:

- 12 General local highway improvement schemes;
- 18 Local highway capacity improvement schemes;
- 8 Strategic Road Network improvement schemes;
- 14 Bus service & associated infrastructure improvement schemes;
- 6 Heavy rail service and Great Yarmouth railway station improvement schemes;
- 16 Walking infrastructure improvement schemes;
- 32 Cycling infrastructure improvement schemes – of which 9 are area wide and 23 are area specific;
- 3 Parking policies / improvement schemes;
- 2 Electric vehicle schemes;
- 3 Car sharing / car club initiatives;
- 3 Smarter choices initiatives; and
- 1 Autonomous vehicle technology initiative.

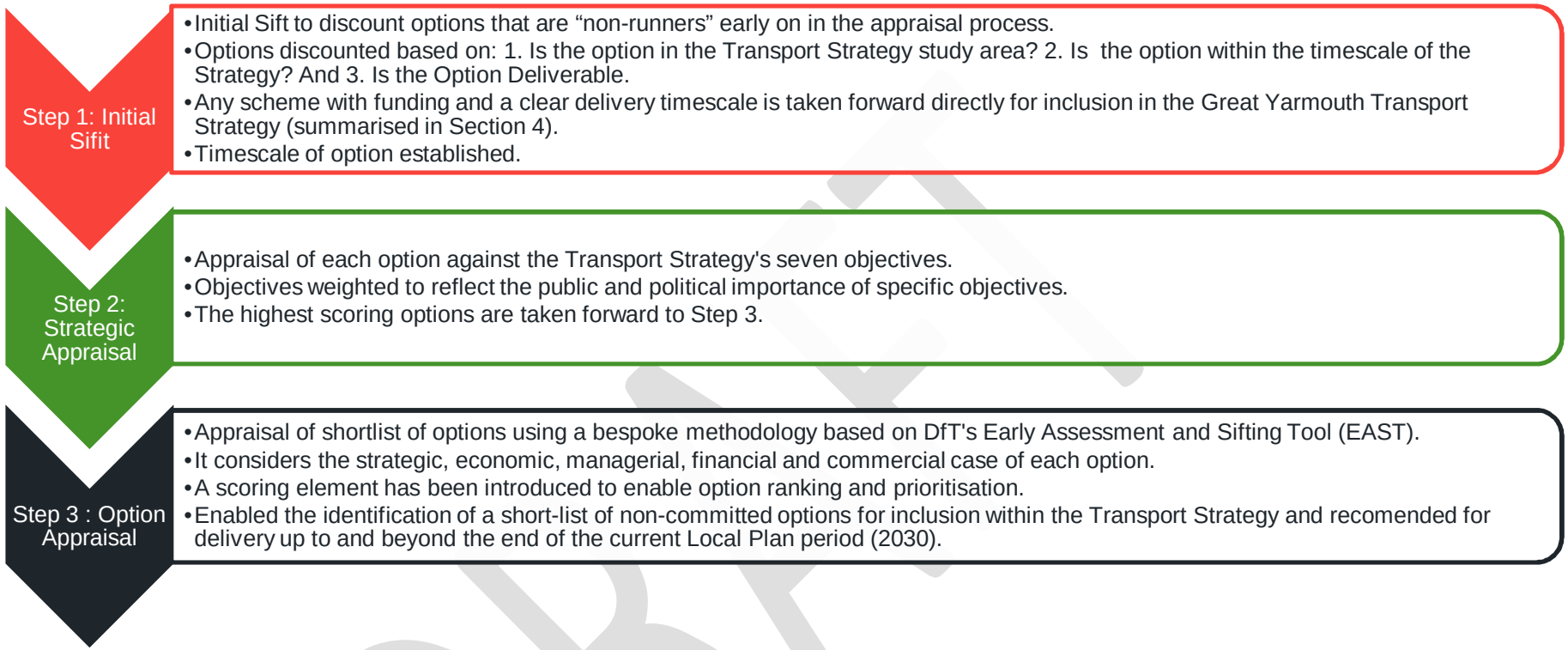
5.6 OPTION APPRAISAL

5.6.1. It is not possible to deliver all of the options identified on the long list due to timescale, funding and deliverability constraints. Therefore, in order to identify a prioritised list of options for inclusion in the Transport Strategy an option appraisal of the long list of options was undertaken. This appraisal undertaken using a bespoke Strategic Assessment tool based on the Department for Transport's Early Assessment and Sifting Tool (EAST) which compares the Strategic, Economic, Managerial, Financial and Commercial case for each transport option.

5.6.2. The purpose of the option appraisal is to produce a shortlist of short, medium and long-term options recommended for delivery up to and beyond the end of the current local plan period (2030).

5.6.3. The appraisal was a three-step process:

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5.6.4. The following section identifies the shortlist of short, medium and long-term options recommended for delivery by the end of the current local plan period (by 2030).

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6 AN INTEGRATED TRANSPORT STRATEGY FOR GREAT YARMOUTH

6.1 OVERVIEW

6.1.1. This section sets out a package of short, medium and long-term options to address the transport issues in Great Yarmouth and support sustainable economic growth.

- **Short-term** options are planned for delivery by 2022;
- **Medium-term** options are planned for delivered between 2023 and 2030 (end of the current local plan period); and
- **Long-term** options are planned for delivery beyond 2030.

6.1.2. All of the options identified in this section of the Transport Strategy are non-committed, unfunded and have no confirmed timescale for delivery. As such the expected delivery should be treated as a recommendation and may change based on funding availability or following future development of the option.

6.1.3. It should be noted that all the options presented in the Transport Strategy are all unranked. Further detail on possible option prioritisation is provided in the Stage 2: Options Appraisal Report.

6.2 A MULTI-MODAL STRATEGY

6.2.1. One of the challenges faced by Great Yarmouth is its rural sub-region, whilst the compact nature of the town provides opportunities for movement by walking, cycling and public transport, access to the rural settlements that surround Great Yarmouth is more challenging by sustainable modes. As such the Transport Strategy include a range of strategic and local highway improvement schemes.

6.2.2. No one single mode or option can address the transport issues in Great Yarmouth. As such a package of measures are required including strategic and local car and non-car based options, that enhance:

- Local Highway Network capacity;
- Strategic Highway Network capacity
- The bus services and bus stops;
- Rail services and Great Yarmouth Railway Station;
- Walking infrastructure;
- Cycling infrastructure;
- Parking provisions and management; and
- Smarter Choices (e.g. Travel Plans).

6.3 GEOGRAPHIC SCALES

6.3.1. The short and medium-term infrastructure options have been categorised based on geographic scale:

- **Strategic**: These options relate to the core transport corridors and networks that connect Great Yarmouth (such as the A47, Wherry Line and National Cycling Routes).
- **Area Wide**: These options relate to transport schemes or initiatives proposed across the Transport Strategy study area (e.g. transport policies, bus stop improvements etc.).

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- **Local**: These options address local transport issues and are considered to have a localised benefit (e.g. local junction capacity improvement scheme or localised pedestrian infrastructure improvement scheme).

6.4 ACTION PLAN

6.4.1. In order to realise the ambitious aims of this Transport Strategy and help deliver the infrastructure solutions identified, an outline Action Plan has been developed. This is intended to:

- Help identify initial actions to develop each option; and
- Identify stakeholder engagement likely to be required.

6.4.2. The initial actions are intended to help steer the development any business case for the programme of work as a whole as well as individual projects within the programme, and to secure funding.

6.4.3. The initial actions and stakeholders likely to be involved are provided alongside the description of each option in s

Sections 6.6, 6.7 and 6.8.

6.5 SHORT TERM (OPTIONS EXPECTED TO BE DELIVERED BY 2022)

STRATEGIC

Options to encourage the use of public transport

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SS1	Work with Greater Anglia to improve patronage numbers on rail services to / from Great Yarmouth	Working with Greater Anglia, this option looks to improve patronage numbers on rail services to / from Great Yarmouth. Greater Anglia are committed to introducing new rolling stock in 2019 / 2020, which include greater WIFI connectivity, charging points and other passenger amenity measures. Other ways to improve patronage include advertising, service frequency, service reliability, rail schemes and greater ticketing options.	Encourage modal shift through improve public transport facilities	Require wider changes (frequency / reliability) to increase patronage. Measures taken require cost with no guaranteed result.	Engage with Greater Anglia and understand existing use of train services and measures that could increase patronage.	Greater Anglia Norfolk County Council Developers

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Options to encourage the use of public transport

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SS2	Improve bus services between Great Yarmouth and Lowestoft	This option seeks to improve the public transport connectivity between Great Yarmouth Lowestoft. This could be achieved through the introduction of a new bus service, improved frequency of existing services, inclusion of more stops between the two coastal towns and improved experience for users (journey time reliability, on-board features).	Improve public transport strategic coastal connections. Encourage modal shift through improved public transport services.	Requires support of bus operators	Engage with bus operators to establish commercial viability. Identify future development that could support new services (through Section 106Developer contributions). Identify where new bus stop infrastructure may be required to support a new service.	Bus Operators Norfolk County Council Developers

Option to encourage journeys to be made by bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SS3	Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft	This option considers the improvements to signage of the Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft. This would ensure that the cycle routes meet the highest design standards and offer the best experience to users.	Promotes cycling. Helps users to identify the route. Improves accessibility of the bikeway system for all users.	Route only go through part of Great Yarmouth	Undertake detailed review of existing wayfinding provision. Establish wayfinding strategy for cyclists that is coherent across Great Yarmouth. Identify location for new wayfinding infrastructure.	Norfolk County Council

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KEY
Options to encourage the use of public transport
SS1
Work with GA to improve patronage numbers on rail services to / from Great Yarmouth
SS2
Improve bus services between Great Yarmouth and Lowestoft
Option to encourage journeys to be made by bicycle
SS3
Improve signage of Sustrans National Cycle Route 517 between Great Yarmouth and Lowestoft
SHORT TERM
TRANSPORT INFRASTRUCTURE STRATEGIC OPTIONS
North Sea
Great Yarmouth
Caister-on-Sea
Lowestoft
Berney Arms
Belton
Somerleyton
Haddiscoe
Reedham
Acle
Cantley
Beccles
Gillingham
The Norfolk Broads
A47
A149
A143
A1064
A146
A12

AREA WIDE

Option to encourage the use of public transport

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA1	Bus stop improvements throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea	This option is to provide improvements to bus stops throughout the main urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities and raised kerbs.	Encourage modal shift	No improvement to bus service frequencies or capacity of the public transport network	Engage with bus operators. Understand current situation regarding bus stops that have been recently improved, or are proposed to be improved.	Bus Operators Norfolk County Council Great Yarmouth Borough



Left: Flag and pole bus stop cut into the Quayside on Southtown Road. Right: Flag and pole bus stop on Admiralty Road.

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Option to better manage traffic on the local and strategic highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA2	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	Improvements to existing signing and provision of new signage to help drivers make more informed decisions (e.g. route choice, car park etc). This could include the introduction of Variable Message Signs (VMS) to warn drivers of congestion, accidents, roadwork zones, speed limits, car park availability and status of river crossings (including the Third River Crossing once constructed). A scheme is currently being developed as a part of the Great Yarmouth Third River Crossing scheme.	Help drivers make more informed decisions on their route choices / choice of car park Improve journey time reliability and reduced congestion, particularly when crossings are closed	Signage may be ignored, especially by drivers using Satnavs. Increase rat-running if drivers have knowledge of the local road network.	Understand signage strategy proposed as a part of the GYTRC. Work with GYTRC team to Develop signage strategy that could provide drivers with information on traffic and parking issues across Great Yarmouth.	Norfolk County Council

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Options to encourage journeys to be made by bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA3	Develop a cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure	The option looks at developing a cycle route map or smartphone app for Great Yarmouth to show users the standard of cycle infrastructure (e.g. shared use (segregated, advisory, on-road cycle lane and on-road). An app could be designed to calculate journey times, distance to local amenities and highlight the different types of cycle routes a user could follow.	Helps a user to plan their cycling routes more effectively. May make users aware of new routes. May reduce journey times if routes can be planned beforehand.	Would have to be updated regularly to include all route upgrades or changes.	Understand whether existing / similar apps are available and offer same functionality. Identify availability of data / additional data requirements. Engage with app developers / graphic designers to understand cost and feasibility of producing app / updated route map.	Norfolk County Council Great Yarmouth Borough Council Cycling Groups / Organisations

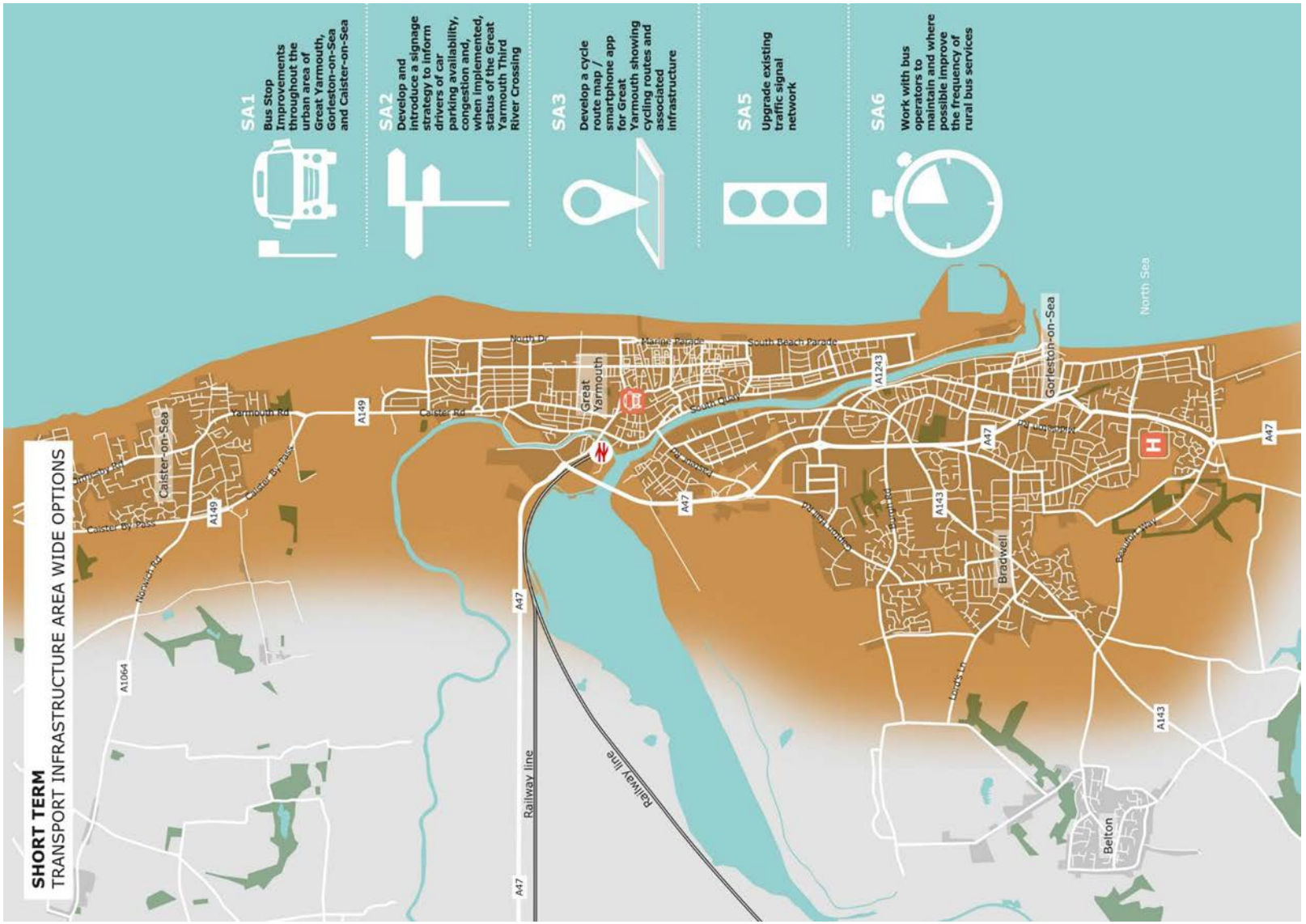
Option to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA5	Upgrade existing traffic signal network within Great Yarmouth to coordinate signal times and phasing and improve the flow of traffic	This option involves upgrading and improving the traffic signal network within Great Yarmouth to coordinate signal times and phasing. Improvements could include introduction of Urban Traffic Control (UTC) to coordinate traffic signals across a network, or upgrading existing signal controllers to include MOVA.	Improve connectivity and reliability on the network by improving junction efficiency and capacity. Improve access to goods and services through reduced journey times	Provides junction capacity benefits only, no increase in physical capacity of links	Develop design for an improvement scheme. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council

Option to encourage journeys by public transport

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SA6	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	Great Yarmouth has an extensive bus network, however away from residential areas in the rural villages surrounding the town, there is limited or no provision. This option looks to work with bus operators to maintain, and where possible, improve the frequency of rural bus services that connect Great Yarmouth with the villages to the north-west and south-west of the town.	Encourage modal shift through improve public transport facilities to rural locations	Dependent upon public transport operators	Engage with bus operators to establish commercial viability of existing services. Identify future Development that could support existing / new services (through Section 106Developer contributions).	Bus Operators Developers

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SHORT TERM
TRANSPORT INFRASTRUCTURE AREA WIDE OPTIONS
SA1
Bus Stop Improvements throughout the urban area of Great Yarmouth, Gorleston-on-Sea and Caister-on-Sea
SA2
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
SA3
Develop a cycle route map / smartphone app for Great Yarmouth showing cycling routes and associated infrastructure
SA5
Upgrade existing traffic signal network
SA6
Work with bus operators to maintain and where possible improve the frequency of rural bus services
Caister-on-Sea
Great Yarmouth
Gorleston-on-Sea
Bradwell
Belton
North Sea
Railway line
A47
A149
A1064
A1243
A143

LOCAL

6.5.1. Following a review of the 2018 strategic modelling for the Great Yarmouth Third River Crossing a number of junctions have been identified as experiencing high levels of queuing and delay at peak periods. Whilst the intention of the options below is to address existing pinch points on the local highway network further work will need to be undertaken to determine the details of any highway intervention (including carrying out surveys and undertaking additional modelling).

Options to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL2	Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Improve journey time reliability. Increase junction capacity and improve efficiency. Improve facilities for non-motorised users.	Benefit limited to single junction. Potential to shift the problem to other junctions on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
SL3	Capacity improvement at A143 Beccles Road / Crab Lane priority junction	The A143 Beccles Road / Crab Lane priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include signalising the junction or replacing the existing priority arrangement with a small roundabout.	Improve journey time reliability. Increase junction capacity and improve efficiency. Improve facilities for non-motorised users.	Benefit limited to single junction. Potential to shift the problem to other junctions on the network.	Identify capacity improvement options.	Norfolk County Council

Options to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL4	Capacity improvement at A143 Beccles Road / Shrublands Way / A147 slip road signalised junction	The A143 Beccles Road / Church Lane / Long Lane / Mill Lane junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Improve journey time reliability. Increase junction capacity and improve efficiency. Improve facilities for non-motorised users.	Benefit limited to single junction. Potential to shift the problem to other junctions on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
SL5	Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction	The A143 Beccles Road / William Adam's Way / Southtown Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. A scheme at this junction is incorporated within the Great Yarmouth Third River Crossing scheme.	Improve journey time reliability. Increase junction capacity and improve efficiency. Improve facilities for non-motorised users.	Benefit limited to single junction. Potential to shift the problem to other junctions on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council

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Options to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL6	Capacity improvement at Fuller's Hill / Northgate street signalised junction	The Fuller's Hill / Northgate junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements. Any scheme would tie in with the recent improvement works at this junction (Scheme SC13).	Improve journey time reliability. Increase junction capacity and improve efficiency. Improve facilities for non-motorised users.	Benefit limited to single junction. Potential to shift the problem to other junctions on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
SL7	Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction	The Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include upgrading to a signalised crossing or replacing the existing priority arrangement with a small roundabout.	Improve journey time reliability. Increase junction capacity and improve efficiency. Improve facilities for non-motorised users.	Benefit limited to single junction. Potential to shift the problem to other junctions on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council

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Options to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL9	Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction	The Lawn Avenue / Tar Works Road / Caister Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Improve connectivity and reliability on the network by improving junction efficiency and capacity.	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
SL10	Capacity improvement at A47 Lowestoft Road / High Street / Church Lane / Baker Street signalised junction	The A47 Lowestoft Road / High Street / Church Lane / Baker Street junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Improve connectivity and reliability on the network by improving junction efficiency and capacity	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models). Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council

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Options to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL11	Highway works to improve operation of the Market Gates / Temple Road / South Market Road signalised junction	The Market Gates / Temple Road / South Market Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. It has been suggested that existing on-street bus stops and taxi ranking contribute to queuing and delays at this junction. The operation of this junction could be improved through a review of on-street bus stops and taxi ranks within the immediate locality of this junction and / or junction capacity improvements (e.g. a review of phasing and timings and / or reallocation of carriageway space within the highway boundary to support the dominant movements).	Improve connectivity and reliability on the network by improving junction efficiency and capacity.	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
SL12	Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction	The Priory Plain / St Nicholas Road / Temple Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Improve connectivity and reliability on the network by improving junction efficiency and capacity.	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Identify capacity improvement options. Develop high level option plans. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council

Options to reduce delay and traffic congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL13	Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road	This option explores providing an 'OUT' movement for vehicles from Lidl and B&M car parks onto the A1243 Pasteur Road. Currently vehicles can only enter the car parks from Pasteur Road (westbound) and Station Road, but only exit onto Station Road. To re-join the A1243 Pasteur Road users must travel through two signalised junctions. There is a pedestrian crossing along Pasteur Road outside the entrance to B&M, which could be incorporated into a signalised junction to allow vehicles to exit safely onto the A1243.	Reduced congestion onto Station Road. Improve accessibility of Lidl and B&M.	Land ownership issues. Reduced car parking. Potential for "rat running" through car park. Increase traffic congestion on A1243 Pasteur Road.	Develop design for an improvement scheme. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council
SL23	Capacity improvement at Hall Quay / South Quay / Bridge Road signalised junction	The Hall Quay / South Quay / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings, and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Improve journey time reliability. Increase junction capacity and improve efficiency.	Limited impact to individual junction. Potential to shift the problem to elsewhere on the network.	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).	Norfolk County Council

Options to encourage journeys by public transport

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL16	Improve public transport connectivity of South Denes peninsula / South Denes Enterprise Zone through introduction of new bus services / extension of existing services	This option seeks to improve the public transport connectivity between Great Yarmouth town centre and the South Denes peninsula and South Denes Enterprise Zone. This could be achieved through the introduction of a new bus service, or the extension of an existing service (for example Route 2, which currently connects Great Yarmouth Town Centre to the Barrack Estate).	Encourage modal shift through improve public transport facilities. Improved connectivity of public transport hubs to key employment areas	Unlikely to be run as a commercial service. Likely need for services to be subsidised or externally supported.	Engage with bus operators to establish commercial viability. Identify future development that could support new services (through Section 106Developer contributions). Identify where new bus stop infrastructure may be required to support a new service.	Bus Operators Norfolk County Council Developers
SL22	Improvements to facilities at Beach Coach Station	Currently the coach park is on the outskirts of the town centre, so the purpose of this option is to provide improvements to the facilities at the Beach Coach Station. Improvements could include the introduction of real time passenger information (RTPI), new and improved bus shelters, new and improved waiting facilities, raised kerbs and improved drop off / pick up facilities.	Encourage more coach trips to Great Yarmouth. Encourage mode shift from car to coach.	Increase in coach services likley to be in summer months only.	Audit of existing coach station and NMU access	Norfolk County Council Great Yarmouth Borough Council Coach Operators



Informal pedestrian crossing facilities across the A47

Options to encourage journeys by foot and bicycle

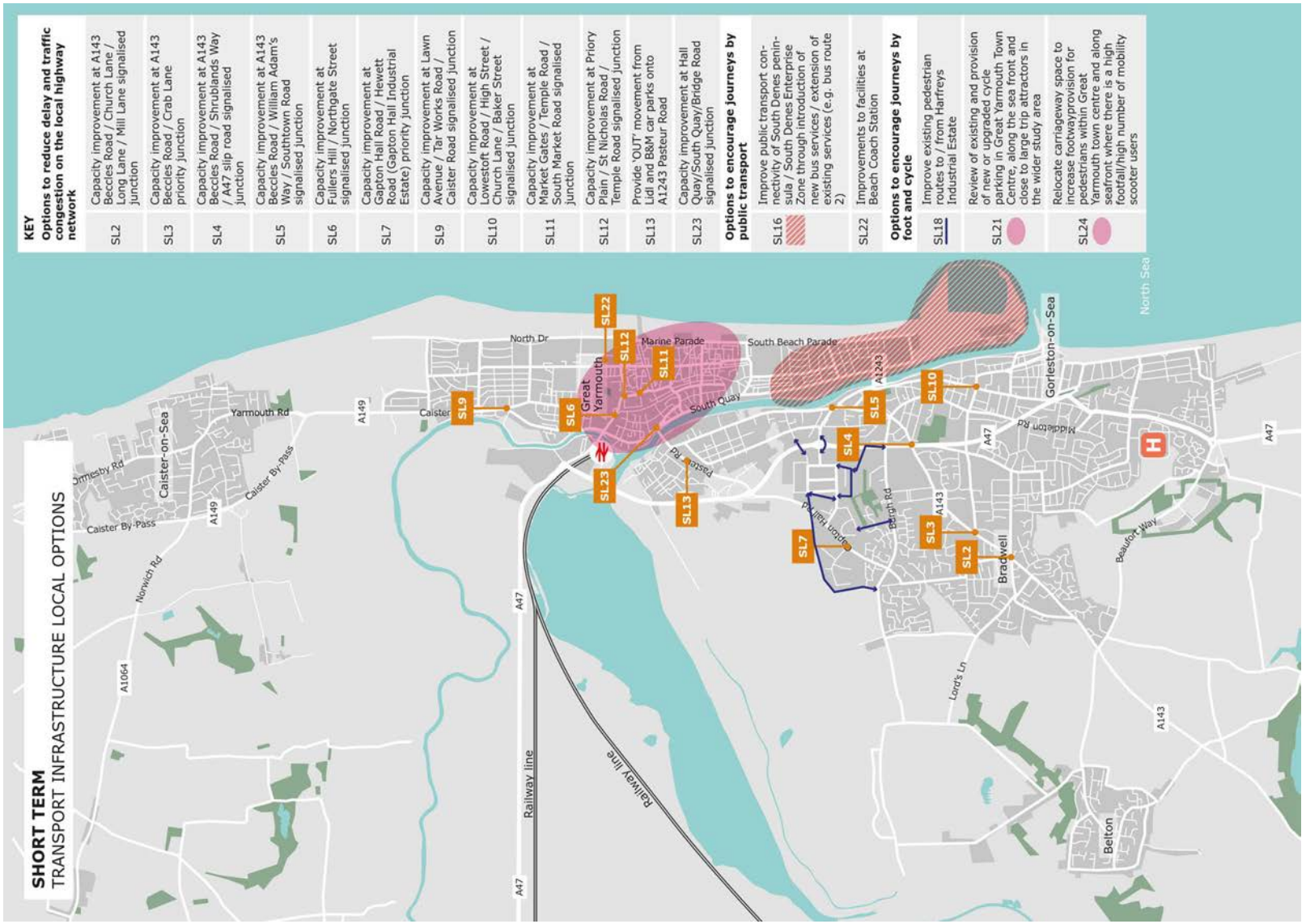
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL18	Improve existing pedestrian routes to / from Harfreys Industrial Estate	This option considers improvements to the existing pedestrian route to / from Harfreys Industrial Estate. Improvements could be made to: the foot/ cycle bridge across A47; footpath between Harfreys Road and Burgh Road; and the footpath between Edison Way and Burgh Road (recently delivered). This scheme would help to improve accessibility for pedestrians because they include path widening, replacing styles of barriers, reviewing pedestrian crossing points and cutting back vegetation.	Improve access in and around Harfreys Industrial Estate. Safer walking routes.	Proposed pedestrian routes may not be seen as attractive. Routes may offer no / limited journey time benefit to workers of Harfreys Industrial Estate.	Survey existing pedestrian routes. Establish proposed upgrades (e.g. lighting, surfacing, signage etc.).	Norfolk County Council Great Yarmouth Borough Council

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Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
SL21	Review of existing and provision of new or upgraded cycle parking in Great Yarmouth Town Centre, along the seafront and close to large trip attractors in the wider Transport Strategy study area	This option explores assessing the current level of cycle parking and looks at adding new or upgraded parking in the town centre, along the sea front and close to large trip attractors. This would allow cyclists to leave their bikes in secure places and could encourage others to use their bikes more often.	Increase cycle capacity. Encourages use of bicycles, which could help to reduce the need for use a car to go about town.	Requires adequate road / cycleway infrastructure to support an increase in cycle numbers.	Undertake audit of existing cycle parking provision and survey its utilisation. Review survey results to understand need for additional cycle parking provision.	Operators of large trip attractors (e.g. Britannia Pier) Norfolk County Council Great Yarmouth Borough
SL24	Reallocate carriageway space to increase footway provision for pedestrians within Great Yarmouth Town Centre and along seafront where there is a high footfall / high number of mobility scooter users	This option explores a reallocation of carriageway space to increase footway provision for pedestrians within the town centre and along the seafront. These improvements would help to mitigate the high footfall / high number of mobility scooter users and improve safety in the area.	Improve safety and amenity for pedestrians. Encourage shorter journeys to be made on foot.	May result in reduction in carriageway space for other road users.	Identify non-pedestrianised links with high footfall. Develop design for an improvement scheme.	Norfolk County Council Great Yarmouth Borough Council Town Centre Businesses and Residents

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KEY
Options to reduce delay and traffic congestion on the local highway network
SL2 Capacity improvement at A143 Beccles Road / Church Lane / Long Lane / Mill Lane signalised junction
SL3 Capacity improvement at A143 Beccles Road / Crab Lane priority junction
SL4 Capacity improvement at A143 Beccles Road / Shrublands Way / A47 slip road signalised junction
SL5 Capacity improvement at A143 Beccles Road / William Adam's Way / Southtown Road signalised junction
SL6 Capacity improvement at Fullers Hill / Northgate Street signalised junction
SL7 Capacity improvement at Gapton Hall Road / Hewett Road (Gapton Hall Industrial Estate) priority junction
SL9 Capacity improvement at Lawn Avenue / Tar Works Road / Caister Road signalised junction
SL10 Capacity improvement at Lowestoft Road / High Street / Church Lane / Baker Street signalised junction
SL11 Capacity improvement at Market Gates / Temple Road / South Market Road signalised junction
SL12 Capacity improvement at Priory Plain / St Nicholas Road / Temple Road signalised junction
SL13 Provide 'OUT' movement from Lidl and B&M car parks onto A1243 Pasteur Road
SL23 Capacity improvement at Hall Quay/South Quay/Bridge Road signalised junction
Options to encourage journeys by public transport
SL16 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)
SL22 Improvements to facilities at Beach Coach Station
Options to encourage journeys by foot and cycle
SL18 Improve existing pedestrian routes to / from Harfreys Industrial Estate
SL21 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
SL24 Relocate carriageway space to increase footwayprovision for pedestrians within Great Yarmouth town centre and along seafront where there is a high footfall/high number of mobility scooter users
SHORT TERM
TRANSPORT INFRASTRUCTURE LOCAL OPTIONS
North Sea
North Dr
Marine Parade
South Beach Parade
Great Yarmouth
South Quay
Caister
Yarmouth Rd
Caister-on-Sea
Ormesby Rd
Caister By-Pass
Norwich Rd
A1064
A149
A47
A1243
A143
Pasteur Rd
Beccles Rd
Gapton Hall Rd
Bradwell
Gorleston-on-Sea
Middleton Rd
Beaufort Way
Lord's Ln
Belton
Railway line
SL2
SL3
SL4
SL5
SL6
SL7
SL9
SL10
SL11
SL12
SL13
SL22
SL23

6.6 MEDIUM TERM (OPTIONS EXPECTED TO BE DELIVERED BY 2030)

STRATEGIC

Options to reduce delay and congestion on the strategic road network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MS1	A47 Acle Straight Dualling	Upgrading the A47 Acle Straight to dual carriageway standard would increase capacity and create a continuous stretch of dual carriageway from Dereham to Great Yarmouth when combined with the other A47 Highways England schemes.	Improve road user safety. Improve journey times and journey time reliability. Create continuous dual carriageway between Dereham and Great Yarmouth.	May create new pinch points on network in Great Yarmouth. Requires consultation and coordination with Highways England.	Engage with Highways England on work undertaken to date. Undertake corridor study exploring possible improvement options along the A47. Work with Highways England to have the scheme allocated in the next Road Investment Strategy.	Norfolk County Council Highways England
MS2	Capacity improvements at A47 Harfreys Roundabout	The stretch of the A47 through northern Great Yarmouth experiences heavy congestion during peak times. Capacity improvements at the A47 Harfreys Roundabout could include signalisation, reallocation of lane space and widening within the highway boundary to support the dominant movements. The A47 Harfreys Roundabout will be one of the main accesses to the Third River Crossing from the west. A scheme at this junction is currently being investigated by Highways England, but is not currently committed.	Increase junction capacity. Reduce traffic congestion. Improve journey time reliability. Improve road user safety.	Benefit restricted to single junction. Potential to shift the problem to other junctions on the network.	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).	Norfolk County Council Highways England

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Options to reduce delay and congestion on the strategic road network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MS3	Investigate the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park.	This option considers investigating the use of land at the rail freight sidings to assist with the optimum configuration of the enlarged Vauxhall Roundabout, the full dualling of the A47 Acle Straight and improved access to Vauxhall Holiday Park. Land-take will help with the re-alignment of the roundabout to improve access for pedestrians, cyclists and other road vehicles.	Improve access to Vauxhall Holiday Park. Potential to help reduce congestion on the A47 Acle Straight and at Vauxhall Roundabout.	Limit or prevent any future use of the rail sidings.	Engage with Highways England about the potential to incorporate the land into any future scheme for the A47 and Acle Straight.	Vauxhall Holiday Park Highways England Network Rail Norfolk County Council
MS4	Capacity improvements at A47 / James Paget University Hospital signalised junction	The A47 / James Paget University Hospital junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Capacity improvements at A47 / James Paget University Hospital signalised junction.	Capacity improvements at A47 / James Paget University Hospital signalised junction.	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).	Norfolk County Council Highways England
MS5	Capacity improvements at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction	The A47 Lowestoft Road / Brasenose Avenue / Bridge Road junction has been identified as a pinch point in the Great Yarmouth Third River Crossing transport modelling. Capacity improvements could include a review of the signalised junction arrangement including the phasing and timings and the reallocation of carriageway space within the highway boundary to support the dominant movements.	Increase junction capacity. Reduce traffic congestion. Improve journey time reliability. Improve road user safety.	Benefit restricted to single junction. Potential to shift the problem to other junctions on the network.	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models, LinSig).	Norfolk County Council Highways England

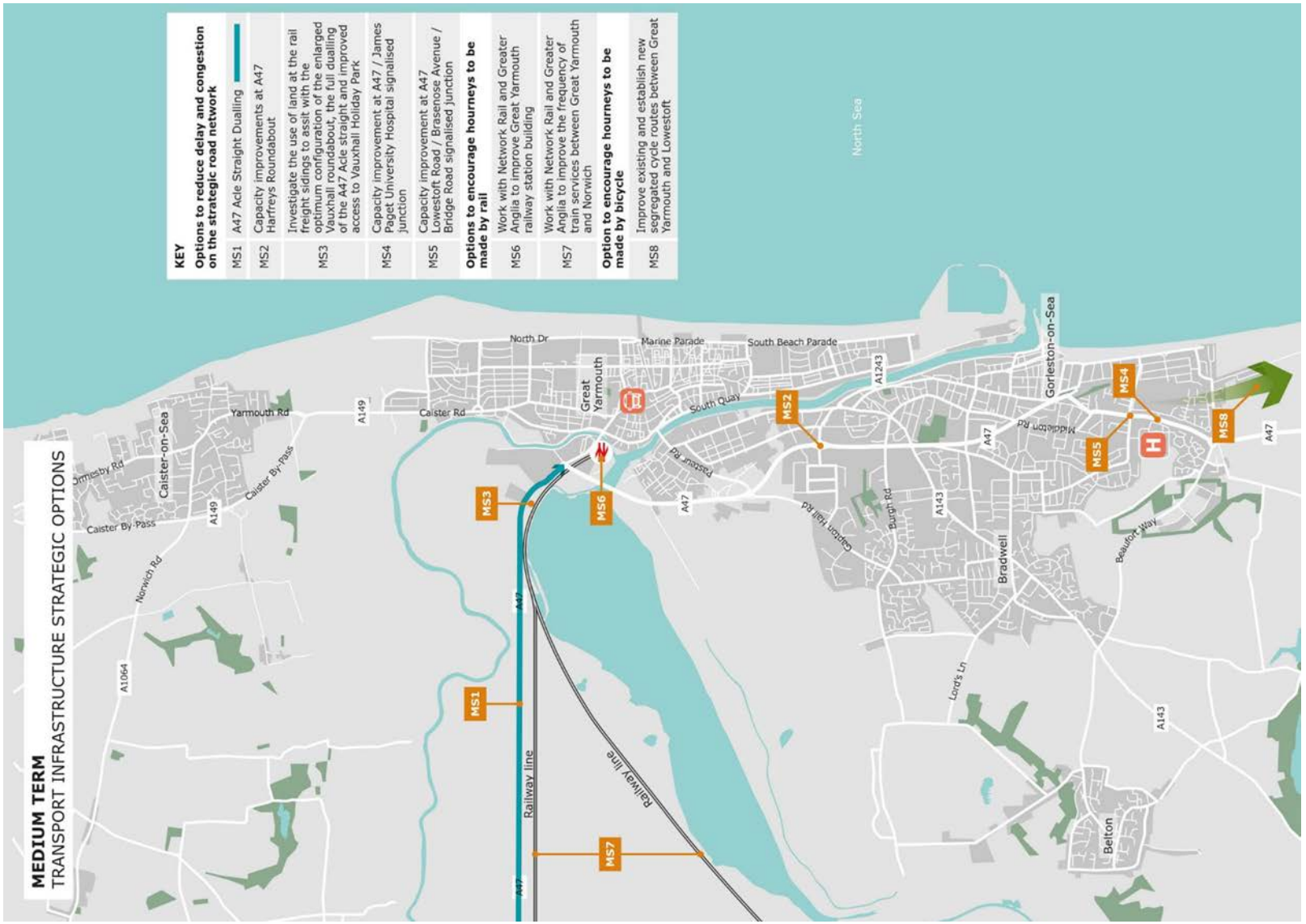
Options to encourage journeys to be made by rail

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MS6	Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building	Great Yarmouth Railway Station appears run down and gloomy, giving a poor impression of the town. It also seems remote and is often unmanned for long periods of time. Working with Network Rail and Greater Anglia, this option aims to improve the railway station building and create a sense of arrival to the town. This could include new mixed-use development of the railway station building, public realm improvements and greater presence of railway operator personnel.	Aesthetically pleasing gateway features create a sense of arrival into the town. Encourage modal shift through improve public transport facilities.	Does not provide any direct benefits to transport and different modes of transport.	Work with Great Anglia to establish range of possible short, medium and long-term improvement options for the railway station concourse.	Greater Anglia Norfolk County Council
MS7	Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich	The current frequency of services between Norwich and Great Yarmouth is approximately one train per hour, with a journey time of 30-35 minutes. Working with Network Rail and Greater Anglia, this option looks to improve the frequency of services between Norwich and Great Yarmouth, subsequently improving connectivity to Norfolk and further afield.	Improved safety in the Transport Strategy study area. Improved connections between Great Yarmouth and Lowestoft.	Only possible if there is enough space, or where it's possible to close one motor vehicle lane. Does not improve connections outside of Great Yarmouth, other than Lowestoft.	Engage with Great Anglia and Network Rail. Seek to understand existing barriers to introduction of more frequent service. Work with Great Anglia and Network Rail to identify ways that rail services between Great Yarmouth and Norwich could be increased.	Greater Anglia Norfolk County Council Great Yarmouth Borough Council

Option to encourage journeys to be made by bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MS8	Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft	This option considers improving existing cycle routes around Great Yarmouth and the potential to establish new routes between Great Yarmouth and Lowestoft. Segregated cycle lanes help to allocate space on roads for cycle use only and this could encourage people to switch from using their personal vehicle.	Improved safety in the Transport Strategy study area. Improved connections between Great Yarmouth and Lowestoft.	Only possible if there is enough space, or where it's possible to close one motor vehicle lane. Does not improve connections outside of Great Yarmouth, other than Lowestoft.	Identify shortlist of route options. Understand existing land ownership (including highway boundary extent). Develop design for an improvement scheme based on option proformas.	Norfolk County Council Great Yarmouth Borough Council

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KEY
Options to reduce delay and congestion on the strategic road network
MS1 A47 Acle Straight Dualling
MS2 Capacity improvements at A47 Harfreys Roundabout
MS3 Investigate the use of land at the rail freight sidings to assit with the optimum configuration of the enlarged Vauxhall roundabout, the full dualling of the A47 Acle straight and improved access to Vauxhall Holiday Park
MS4 Capacity improvement at A47 / James Paget University Hospital signalised junction
MS5 Capacity improvement at A47 Lowestoft Road / Brasenose Avenue / Bridge Road signalised junction
Options to encourage hourneys to be made by rail
MS6 Work with Network Rail and Greater Anglia to improve Great Yarmouth railway station building
MS7 Work with Network Rail and Greater Anglia to improve the frequency of train services between Great Yarmouth and Norwich
Option to encourage hourneys to be made by bicycle
MS8 Improve existing and establish new segregated cycle routes between Great Yarmouth and Lowestoft
MEDIUM TERM
TRANSPORT INFRASTRUCTURE STRATEGIC OPTIONS
North Sea
North Dr
Marine Parade
South Beach Parade
Great Yarmouth
Gorleston-on-Sea
South Quay
Caister Rd
Yarmouth Rd
Caister-on-Sea
Ormesby Rd
Caister By-Pass
Norwich Rd
A149
A1064
A1243
A47
A143
Pasteur Rd
Middleton Rd
Burgh Rd
Bradwell
Beaufort Way
Lord's Ln
Belton
Railway line
MS1
MS2
MS3
MS4
MS5
MS6
MS7
MS8

Options to encourage journeys to be made by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MA1	New signed strategic cycle route between Great Yarmouth Town Centre and Gorleston-on-Sea that utilise Great Yarmouth Third River Crossing	This option explores the addition of a new strategic cycle link between Great Yarmouth Town Centre and Gorleston-on-Sea. This route would utilise the new Great Yarmouth Third River Crossing and provide a new route around the town that currently lacks cycle access. This option would also tie-into several existing routes (cycle route 2 to the east of the River Yare and Sustrans Route 517, cycle route 5 and cycle route 6 or existing neighbourhood links along the A143) to make sure that the cycle routes are well connected. Norfolk County Council is currently investigating a possible cycle route scheme on both sides of the River Yare, however this is not a committed scheme.	Cycling in the area becomes more connected and easier to navigate around town. Encourage use of a sustainable method of transport.	Relies on the completion of the GYTRC, any time delays will impact on the when the cycle route can be used.	Work with GYTRC team to ensure proposed layout connects with existing cycle network. Work with GYTRC to introduce cycle route signage at and on approach to the crossing.	Norfolk County Council Great Yarmouth Borough Council
MA3	Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth	This option explores using dock-less cycle operators to add a cycle hire scheme to Great Yarmouth, similar to Mobike Norwich. Typically cycle hire schemes require an app to be downloaded onto a smartphone and subscription set up using a credit card. Using an app helps the user to locate a bicycle.	Availability of bicycles encourages use for shorter journeys. Does not require bicycle ownership. Does not require formal cycle parking facilities (e.g. Sheffield Standard).	Parked bicycles could block footways. Commercial viability.	Monitor dockless cycle hire schemes in other towns and cities in the UK. Hold discussions with dockless cycle operators. Explore infrastructure requirements to facilitate dockless hire cycle operators.	Dockless Cylcle Hire Opperators Norfolk County Council Great Yarmouth Borough Council

Options to encourage journeys to be made by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MA5	Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians.	This option is accessibility improvements throughout Great Yarmouth to improve accessibility for vulnerable users. Improvements could include new formalised crossings, improved street lighting, tactile paving and dropped curbs.	Improves connectivity for vulnerable users. Encourage shorter journeys to be undertaken on foot. Help vulnerable users feel safer and more confident travelling in Great Yarmouth.	May only be small pinch point improvement schemes and may not be able to provide any significant improvement in accessibility.	Hold discussions with local action groups to identify existing issues and opportunities. Undertake audit of the current accessibility of the urban environment to vulnerable users.	Great Yarmouth Borough Council Norfolk County Council Local action groups representing vulnerable users
MA6	Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth.	This option is improvements to the sustainable transport connectivity of Holiday Parks in Great Yarmouth (Haven Seashore Holiday Park, Vauxhall Holiday Park and Cherry Tree Holiday Park). Improvements could include new / upgraded walking and cycling routes and provision for shuttle bus services during the summer months.	Improve safety for residents, visitors and workers travelling to Great Yarmouth's Holiday Parks by active modes of transport. Encourage shorter journeys to be undertaken by non-car modes of transport.	Funding / commercial viability of shuttle bus service.	Hold discussions with representatives of the Great Yarmouth Holiday Parks to understand existing travel patterns of residents, visitors and workers. Undertake audit of existing pedestrian and cycle routes to / from Great Yarmouth Holiday Parks. Develop improvement schemes / new pedestrian and cycle routes.	Great Yarmouth Borough Council Norfolk County Council Great Yarmouth Holiday Parks

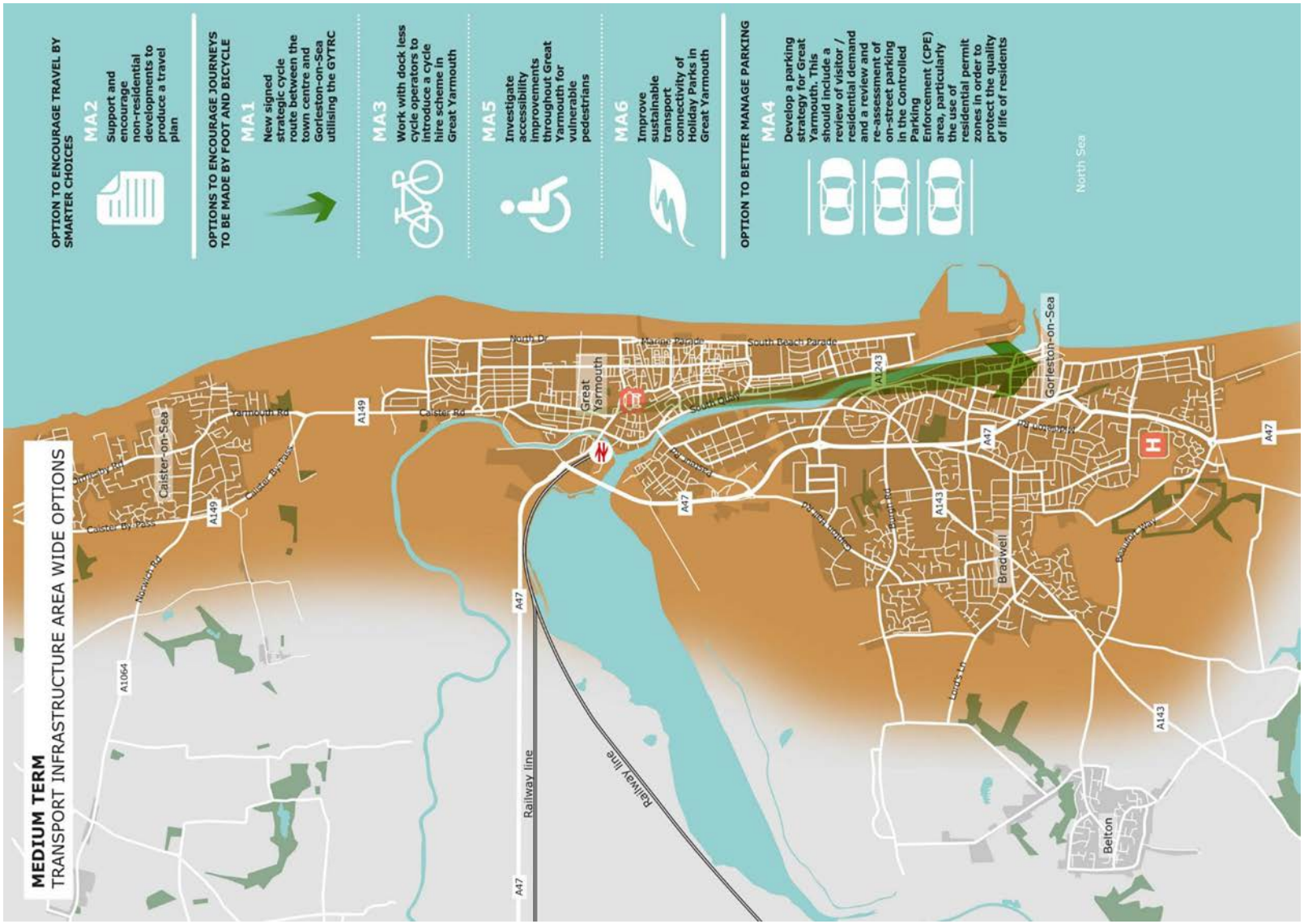
Option to encourage travel by smarter choices

Ref	Option	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MA2	Support and encourage non-residential developments to produce a travel plan	This option explores using a travel plan (e.g. workplace or school travel plan), that aims to encourage behaviour change which will lead to the use of more sustainable modes of travel. Where practical and feasible this should include a commitment to providing facilities for cyclists (e.g. changing areas, showers etc.), increasing walking, encouraging use of public transport and providing information on liftshare opportunities.	Reducing peak time congestion. Reducing harmful transport emissions and energy use. Improving accessibility. Reduced cost of travel.	A reduction in car travel may not be possible for all people, such as a salesperson. The developments may not have the appropriate infrastructure to support a modal shift.	Review existing delivery of Travel Planning in the Transport Strategy Study Area. Look to understand proportion of non-residential Development that currently have a Travel Plan. Review success of existing Travel Plans. Identify particular areas / type of businesses to target as a part of a pilot study. Develop strategy (including marketing materials, presentations, guidance documents and templates) to help non-residential Developments produced their own Travel Plan.	Norfolk County Council Great Yarmouth Borough Council

Option to better manage parking

Ref	Option	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
MA4	Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents.	This option explores how Great Yarmouth Borough Council would develop a parking strategy to assess visitor / residential demand in the town, to ensure that there are adequate spaces for all. There will then be a review of the controlled on-street parking – which could include the decision to limit the amount of spaces and open up the public realm.	Help better manage car parking during peak periods (summer months). Help ensure availability of car parking for residents of Great Yarmouth.	Potential for new car parking charges to be introduced. Potential for removal of uncontrolled on-street parking in central locations.	Car Parking Utilisation Survey during summer months Survey of existing residents to understand issues / receptibility to introduction of permits	Norfolk County Council Great Yarmouth Borough Council

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MEDIUM TERM
TRANSPORT INFRASTRUCTURE AREA WIDE OPTIONS
OPTION TO ENCOURAGE TRAVEL BY SMARTER CHOICES
MA2
Support and encourage non-residential developments to produce a travel plan
OPTIONS TO ENCOURAGE JOURNEYS TO BE MADE BY FOOT AND BICYCLE
MA1
New signed strategic cycle route between the town centre and Gorleston-on-Sea utilising the GYTRC
MA3
Work with dock less cycle operators to introduce a cycle hire scheme in Great Yarmouth
MA5
Investigate accessibility improvements throughout Great Yarmouth for vulnerable pedestrians
MA6
Improve sustainable transport connectivity of Holiday Parks in Great Yarmouth
OPTION TO BETTER MANAGE PARKING
MA4
Develop a parking strategy for Great Yarmouth. This should include a review of visitor / residential demand and a review and re-assessment of on-street parking in the Controlled Parking Enforcement (CPE) area, particularly the use of residential permit zones in order to protect the quality of life of residents
North Sea
Great Yarmouth
Gorleston-on-Sea
Caister-on-Sea
Bradwell
Belton
Railway line
A47
A149
A1064
A143
A1243

LOCAL

Option to reduce delay and congestion on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML1	New link road between Thamesfield Way and Suffolk Road	This option looks to provide a new link road between Thamesfield Way and Suffolk Road to provide an additional access into the Southtown area and to relieve Southtown Road of congestion.	Relieve congestion on Southtown Road and Pasteur Road. Provide an additional access into the Southtown area.	Land will need to be acquired in order to build the scheme. May lead to “rat running” by non-local traffic.	Establish land ownership. Develop option. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Local land owners, residents and businesses Norfolk County Council

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Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML2	Package of Cycle Improvements along A143 Beccles Road	This option is the delivery of a range of cycle infrastructure improvements along the A143 Beccles Road, including: Widening the existing shared-use route on the A143 Beccles Road between Burnet Road and New Road. This could lead onto the opportunity for a new segregated route; Adding a new cycle route along the A143 Beccles Road between Primrose Way and Beccles Road / Burgh Road Roundabout. Cycle crossing facilities could also be considered to make the route much more accessible and quicker for users; Developing the existing neighbourhood cycle routes between Bussey's Loke and Crab Lane to improve the east-west cycle connectivity (scheme currently being progressed by Norfolk County Council); and Exploring how the existing neighbourhood cycle route between Burnet Road and Sun Lane can used to improve east-west cycle connectivity. The developments would include improvements to crossing facilities for cyclists at A143 / Sun Lane priority junction.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users.	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML3	Package of Cycle Infrastructure Improvements in Gorleston-on-Sea	This option is the delivery of a range of cycle infrastructure improvements in Gorleston-on-Sea, including: Adding new or improving crossing facilities for pedestrians and cyclists along the A47 Lowestoft Road. Safer crossings could be added at major junctions to make it easier to cross the road; and Consideration of a new north-south cycle route along the B1370. A scheme could build upon the existing cycle route along Lowestoft Road.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

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Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML4	Package of Cycle Infrastructure Improvements in Great Yarmouth Town Centre	This option is a range of cycle infrastructure improvements in Great Yarmouth Town Centre, including: Consideration of a new cycle route between The Conge and Regent Street to improve north-south connectivity. Initial improvements have been made to the Conge and it has been noted that there is a missing link between The Conge and The Minster. Cycle links between The Conge and the town centre could be improved either along Hall Quay and Georges Street, along Howard Street South or a north-south link across the edge of the Market Place from King Street to The Conge; Exploration of a new north-south cycle route between Fuller's Hill roundabout, The Conge and The Minster. The improvements to the roundabout would allow users to cross safely and could build upon the existing pathway around the roundabout; and Consideration of a new east-west cycle route between the town centre, Hall Quay and the Seafront. A contraflow cycle lane exists along most of the Transport Strategy study area, however there are some sections that could be improved. These improvements could be made to: junctions of King Street (both with Regent Road and with Regent Street), pedestrian crossings and eastern and western tie-in points to the network. All of these links are currently being investigated by Norfolk County Council, however none of these are committed schemed.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML5	Improve east west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout	This option considers cycle improvements and bus stop locations along the New Acle Road, as well as cycle tie-in points on the eastern side of the bridge to Fuller's Hill roundabout and Tar Works Road. Improvements to these areas would encourage modal shift for users that visit the Vauxhall Holiday Park. Part of this scheme is currently being delivered between Vauxhall Roundabout and Acle New Road Bridge. The section at Vauxhall Roundabout will need to be delivered by Highways England and is not currently a committed scheme.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
ML6	Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre	This option considers improvements to facilities for pedestrians and cyclists between Caister-on Sea and Great Yarmouth Town Centre. These improvements would allow for improved accessibility and improved journey times for users. There are currently shared use and segregated access for cyclists and pedestrians into Caister-on-Sea, but these could be improved so that the cycle lanes are segregated from the main road more frequently. A number of possible improvements are being investigated by Norfolk County Council, however none of these are committed schemes.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council
ML7	New on-road cycle facilities along South Quay / Southgates Road, to tie-up with Great Yarmouth Third River Crossing	This option considers measures to add new on-road cycle facilities along the South Denes Peninsula. The new measures would link up with the Great Yarmouth Third River Crossing, so that there is cycle access across the town. The on-road cycle facilities can include; cycle lanes, controlled crossings, advisory routes and traffic calming etc. A number of possible improvements are being investigated by Norfolk County Council, however none of these are committed schemes.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML8	Package of Cycle Infrastructure Improvements in North Quay	This option is a range of cycle infrastructure improvements in the North Quay area, including: Improvements to the east-west cycling connectivity between Lawn Avenue and North Drive. Salisbury Road could provide a connecting route, but due to cars parking on both sides of the road, it may be difficult to fit in a cycle lane. Barnard Avenue (with a link to the A149 Caister Road) could provide a suitable platform, but the current road will need to be reduced to fit in the cycle lanes; and Improvements to the east-west route along Fuller's Hill and St Nicholas Road for use by pedestrians and cyclists. Existing highway boundary could be used to accommodate a new cycle lane and make it safer to cross the busy junctions.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

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Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML9	Package of Cycle Infrastructure Improvements in Southtown	This option is a range of cycle infrastructure improvements in the Southtown area, including: Exploring improving cycle route and crossing facilities along Southtown Road. Particularly between the signalised and priority junctions; Exploring the measures that could be employed to improve cycling connectivity between Suffolk Road and Southtown Road. Improvements could involve adding dedicated cycle lanes on the road or on the pedestrian walkway. Consideration of the opportunities to improve cycling connectivity across William Adam's Way; Provision of a cycle bridge at Gapton Hall roundabout or a segregated cycleway running alongside the A47 that connects with the overbridge north of Harfreys Roundabout; Improvements to the 1.5km route along Riverside Road for cyclists between Pier Walk and Williamson's Lookout (this has recently been delivered). Improvements to the pedestrian and cycling crossings at the B1370 / Church Lane roundabout. There are currently three uncontrolled crossings outside of East Norfolk Sixth Form College, however, due to how busy this road is, especially when the college opens and closes, a controlled crossing may be more beneficial. All of these improvements are currently being investigated by Norfolk County Council, however none of these are committed schemes.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Develop design for an improvement scheme based on option proformas.	Norfolk County Council

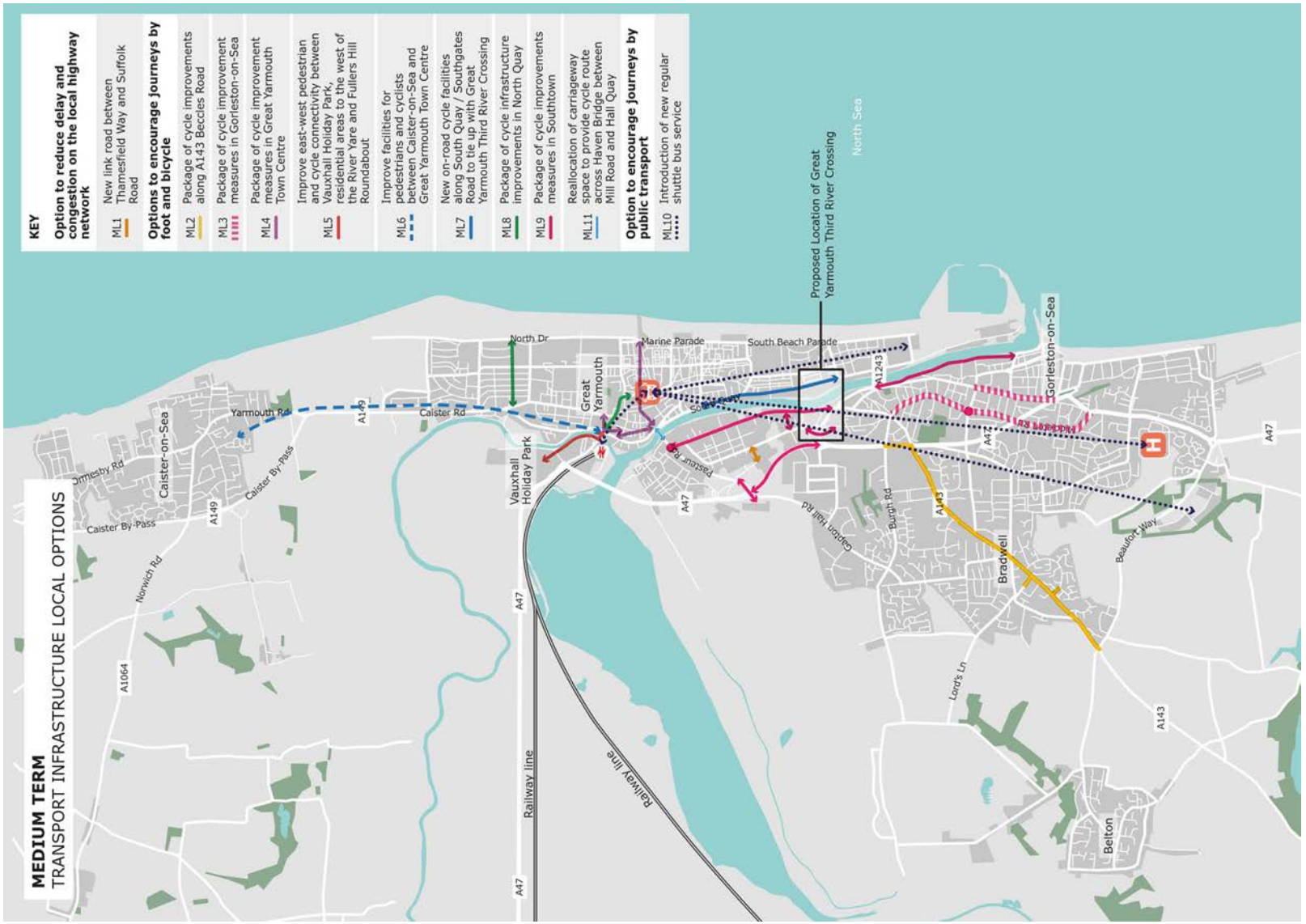
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Options to encourage journeys by foot and bicycle

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML11	Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay.	This option considers the reallocation of carriageway space to provide for cycle route access across Haven Bridge between Mill Road and Hall Quay. This would allow for faster journeys for cyclists and safer journeys if the cycle route is segregated. This option would be implemented after the construction of the GYTRC and the traffic impacts of the scheme are known.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users. Potential to increase congestion on approach to Haven Bridge.	Develop design for an improvement scheme based on option proformas.	Norfolk County Council Great Yarmouth Borough Council

Option to encourage journeys by public transport

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
ML10	Introduction of new regular shuttle bus service	This option looks to introduce a new shuttle bus service at regular intervals between Great Yarmouth railway station and Great Yarmouth town centre with a possibility to extend the shuttle bus service to include key employment sites to the south of Great Yarmouth including: James Paget University Hospital, Beacon Park Enterprise Zone and South Denes Enterprise Zone.	Increase capacity of public transport network. Provide new direct public transport connection between rail station and major employment sites.	Unlikely to be run as a commercial service. Likely need for services to be subsidised or externally supported	Engage with bus operators to establish commercial viability. Identify future Development that could support new services (through Section 106Developer contributions). Identify where new bus stop infrastructure may be required to support a new service.	Bus Operators Norfolk County Council Great Yarmouth Borough Council


KEY
Option to reduce delay and congestion on the local highway network
ML1 New link road between Thamesfield Way and Suffolk Road
Options to encourage journeys by foot and bicycle
ML2 Package of cycle improvements along A143 Beccles Road
ML3 Package of cycle improvement measures in Gorleston-on-Sea
ML4 Package of cycle improvement measures in Great Yarmouth Town Centre
ML5 Improve east-west pedestrian and cycle connectivity between Vauxhall Holiday Park, residential areas to the west of the River Yare and Fullers Hill Roundabout
ML6 Improve facilities for pedestrians and cyclists between Caister-on-Sea and Great Yarmouth Town Centre
ML7 New on-road cycle facilities along South Quay / Southgates Road to tie up with Great Yarmouth Third River Crossing
ML8 Package of cycle infrastructure improvements in North Quay
ML9 Package of cycle improvements measures in Southtown
ML11 Reallocation of carriageway space to provide cycle route across Haven Bridge between Mill Road and Hall Quay
Option to encourage journeys by public transport
ML10 Introduction of new regular shuttle bus service
MEDIUM TERM
TRANSPORT INFRASTRUCTURE LOCAL OPTIONS
Proposed Location of Great Yarmouth Third River Crossing
North Sea
North Dr
Marine Parade
South Beach Parade
Great Yarmouth
Gorleston-on-Sea
Caister Rd
Yarmouth Rd
Caister-on-Sea
Ormesby Rd
Caister By-Pass
Norwich Rd
Vauxhall Holiday Park
Railway line
Pasteur Rd
Burgh Rd
Bradwell
Beaufort Way
Belton
Lord's Ln
A47
A149
A1064
A1243
A143

6.7 LONG TERM (OPTIONS EXPECTED TO BE DELIVERED AFTER 2030)

STRATEGIC

Options to encourage journeys by bicycle

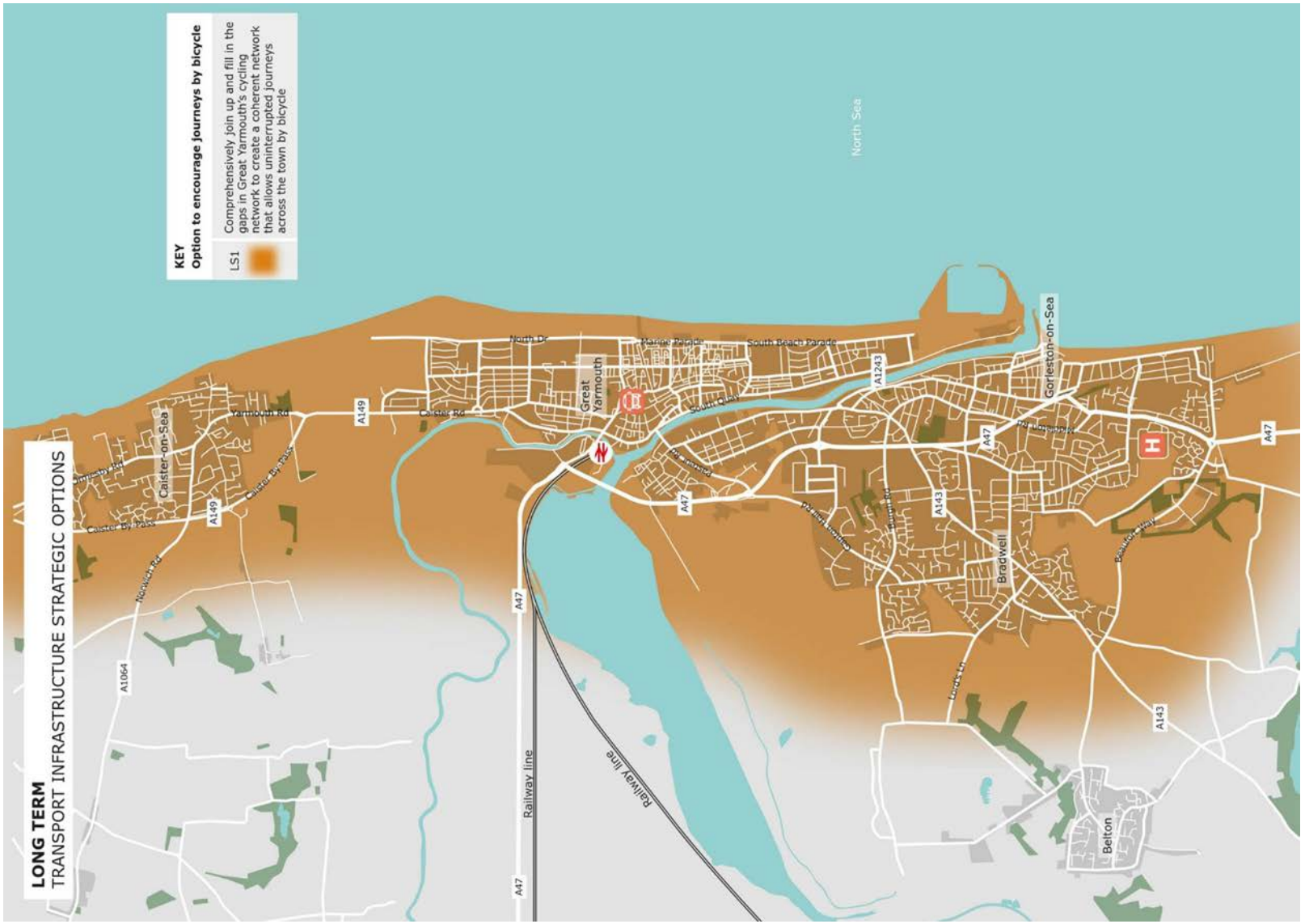
Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
LS1	Comprehensively join up and fill in the gaps in Great Yarmouth's cycling network to create a coherent network that allows uninterrupted journeys across the town by bicycle	This option is to comprehensively join up and fill in the gaps on Great Yarmouth's cycling network. This would allow the town to create a coherent network that enables uninterrupted journeys by bicycle. Norfolk County Council are currently investigating / working on a number of schemes in Great Yarmouth to help deliver this option.	Create safer environment for cyclists. Encourage mode shift.	May lead to reduction in road space for other road users	Identification of gaps in cycle network. Packaging of cycle schemes that address gaps in the network.	Norfolk County Council Great Yarmouth Borough Council

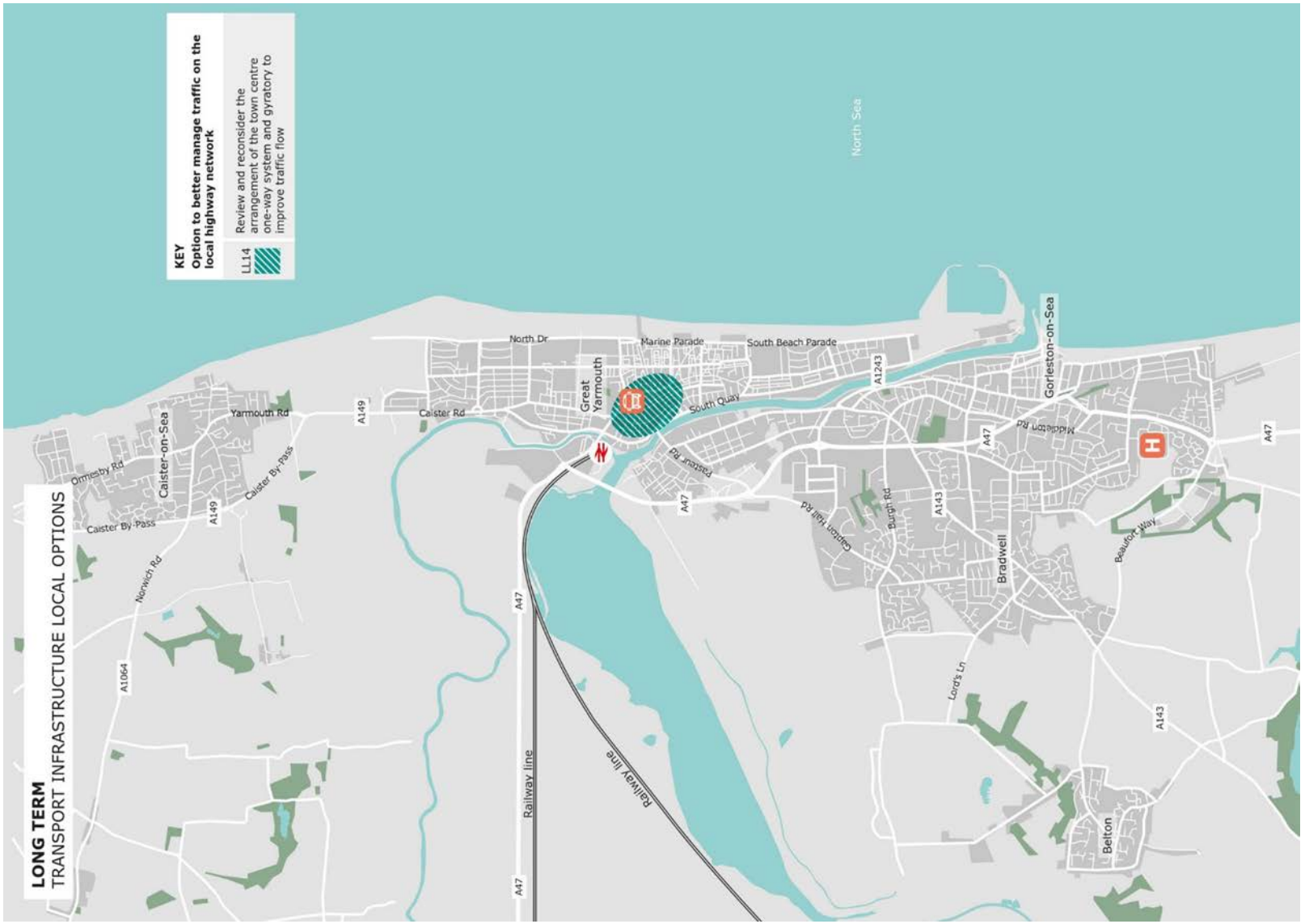
LOCAL

Option to better manage traffic on the local highway network

Ref	Summary	Description	Benefits	Dis-Benefits	Initial Actions	Stakeholders
LL14	Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow	This option looks to review and reconsider the arrangement of the one-way system and gyratory in order to improve traffic flow throughout the town centre. This could include generic directional traffic management schemes such as changing two-way sections of road altered to one-way only sections and vice versa. This could be achieved through the reallocation of the carriageway within the highway boundary and could accommodate provision for other modes of transport.	Improve traffic flow by reconsidering the one-way system and gyratory. Improve connectivity and reliability on the network by improving efficiency and capacity.	Increase rat-running if drivers have knowledge of the local road network. Shifting traffic onto other areas of the local road network.	Identify improvement options. Undertake option testing using existing transport models (e.g. using GYTRC Paramics & Saturn models).	Norfolk County Council Great Yarmouth Borough Council Town Centre Residents, & Businesses

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KEY
Option to encourage journeys by bicycle
LS1
Comprehensively 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
LONG TERM
TRANSPORT INFRASTRUCTURE STRATEGIC OPTIONS
North Sea
Great Yarmouth
Gorleston-on-Sea
Caister-on-Sea
Bradwell
Belton
Railway line
A47
A149
A1064
A143
A1243


KEY
Option to better manage traffic on the local highway network
LL14
Review and reconsider the arrangement of the town centre one-way system and gyratory to improve traffic flow
LONG TERM
TRANSPORT INFRASTRUCTURE LOCAL OPTIONS
North Sea
North Dr
Marine Parade
South Beach Parade
Great Yarmouth
South Quay
Gorleston-on-Sea
A1243
A47
A149
A1064
A143
Caister Rd
Yarmouth Rd
Caister-on-Sea
Caister By-Pass
Ormesby Rd
Norwich Rd
Pasteur Rd
Middleton Rd
Burgh Rd
Bradwell
Beaufort Way
Lord's Ln
Belton
Railway line

7 NEXT STEPS

7.1 OVERVIEW

7.1.1. This Transport Strategy has identified a short-list of about 50 non-committed transport infrastructure options to address the transport challenges and opportunities in Great Yarmouth and support the overarching vision and objectives.

7.1.2. Most of these options are at a very early stage of development and very high level, although a few are actively being developed by Norfolk County Council. The options identified in this Transport Strategy are intended to steer the development of more detailed options at a variety of spatial scales.

7.1.3. This section sets out the work required to progress the options presented in this Transport Strategy further.

7.2 COLLABORATIVE ACTION

7.2.1. One of the first actions will be to broaden the dialogue and engagement with local and strategic partners.

7.2.2. A Great Yarmouth Working group should be established to help guide the development and delivery of options and include a range of Stakeholders. This should include:

- Great Yarmouth Borough Council,
- Norfolk County Council,
- Highways England,
- New Anglia Local Enterprise Partnership,
- Network Rail
- Greater Anglia.

7.2.3. The level of collaboration required will depend on the scale of the options being progressed. Local options are likely to be developed by Norfolk County Council and Great Yarmouth Borough Council. Whereas strategic road or rail options, such as the dualling of the A47 Acle Straight will require greater collaboration with Highways England, Network Rail and Greater Anglia.

7.2.4. The priority of the working group meetings will be to establish the delivery priority of options, progress the development of options and identify possible funding options.

7.3 POLICY INTEGRATION

7.3.1. In order for the Great Yarmouth Transport Strategy to be successful, local and regional economic, transport and land use policies will need to be integrated and aligned.

7.3.2. Ensuring that policies support future developments in the Transport Strategy study area, be they in urban or rural settings, and deliver strong transport links is an imperative for sustainable economic growth in Great Yarmouth.

7.4 EVIDENCE BASE

7.4.1. To deliver as many of the options in the Transport Strategy as possible, a number of options will require a more detailed evidence base.

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7.4.2. The strategic and microsimulation models produced for the Great Yarmouth Third River Crossing provide a robust tool for assessing the impact of highway interventions in Great Yarmouth, but this has a number of limitations:

- The microsimulation model is focused around the Great Yarmouth Third River Crossing and does not cover the entirety of the town; and
- The strategic model does not fully cover the route of the A47.

7.4.3. As such, new traffic surveys and new traffic models may need to be created to help develop a number of the local highway capacity improvement options.

7.5 SCHEME DEVELOPMENT

7.5.1. The Transport Strategy has presented a high-level list of short and medium-term options recommended for delivery by the end of the current local plan period (by 2030). However, before the options can be delivered, further work will be needed to develop the design and detail.

7.5.2. At this stage it is anticipated that this work will include:

- **Engagement with Stakeholders,** including:
  - New Anglia Local Enterprise Partnership
  - Norfolk County Council
  - Great Yarmouth Borough Council
  - Highways England
  - Network Rail
  - Great Anglia
  - Local bus operators
  - Local businesses
- **Ensure that the options align with Stakeholder's existing and emerging strategies**, including:
  - Highways England's East of England Route Strategies;
  - Norfolk County Council's Local Transport Plans;
  - Great Yarmouth Borough Council's Local Plan; and
  - Great Yarmouth Borough Council's Town Centre Masterplan.
- **Developing the design of the option** (e.g. identifying possible routes, alignments, layouts etc.).
- **Undertaking further feasibility assessments to ensure the option is deliverable**. This will be particularly important for strategic transport infrastructure schemes such as dualling the A47 Acle Straight.
- **Undertake a high-level costing exercise** to assist with identifying and securing option funding.
- **Option Assessment to understand the impact of the proposed option** (e.g. e.g. impact on other junctions, environmental impacts etc.).

Development of Highways Schemes

7.5.3. It is recommended that highway options are developed and assessed using Norfolk County Council's strategic and micro-simulation models of Great Yarmouth. These models cover large parts of Great Yarmouth and were

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developed to assess the traffic impacts of the Great Yarmouth Third River Crossing.

7.5.4. For Strategic Highway Schemes such as dualling the A47 Acle Straight, new traffic models may be required. This however should be established early on during stakeholder engagement with Highways England.

7.6 FUNDING

7.6.1. All the options identified in the Transport Strategy are currently un-funded. Critical to the delivery of the options in this Transport Strategy is the identification of possible funding sources.

7.6.2. There is the potential for options to be funded by both the public sector (Local Government and Central Government funding allocations and initiatives) and private sector (through other funding mechanisms and avenues).

7.6.3. Potential sources of funding include:

- **New Anglia Local Enterprise Partnership**: In 2017 the LEP was awarded £8.875 million from a Government Growth Deal to deliver a package of measures to improve public transport, walking and cycling links in Great Yarmouth.
- **Highways England**: Funding allocation in their next Road Investment Strategy.
- **Network Rail**: Funding allocation in their next Control Period.
- **Central Government Funds**: Local Sustainable Transport Fund, National Productivity Investment Fund etc.
- **Norfolk County Council**
- **Great Yarmouth Borough Council**
- **S106 Contributions / Planning Conditions**
- **Private Operators**: (e.g. Greater Anglia, bus operators etc.).
- **Social Enterprises**:

7.6.4. To identify and secure funding for the options outlined in this Transport Strategy it is recommended that relevant stakeholders are engaged early on during the scheme development.

7.7 BUSINESS CASE DEVELOPMENT

7.7.1. To access public funding streams and attract private funding business cases for the short and medium-term options will need to be developed.

7.7.2. This will build on the evidence base presented in the Stage 1 Issues and Opportunities Report and Stage 2 Options Appraisal Report.

7.7.3. It is expected that the business case will follow DfT guidance and set out the following:

- **A case for the scheme**, the strategic case;
- **The value for money**, the economic case;
- **Commercial viability**, the commercial case;
- **The financial affordability**, the financial case; and
- **Achievability**, the management case.

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7.7.4. The decision-making process typically takes place in three phases:

1. Strategic Business Case
2. Outline Business Case
3. Full Business Case

7.7.5. After each stage is an investment decision point on whether to proceed to the next stage.

7.7.6. Critical to the business cases will be identifying funding sources including innovative funding streams across all modes.

7.8 CONTINUED REVIEW OF THE INTEGRATED TRANSPORT STRATEGY

7.8.1. The Transport Strategy has presented a package of high-level short and medium-term options for delivery at a strategic, area wide and local scale.

7.8.2. It is recognised that as options are developed and further studies are undertaken there is the potential for the scope, deliverability, funding options and delivery timescale of the options to change.

7.8.3. For this reason, the Transport Strategy will be a 'living plan' that will be regularly reviewed throughout the plan period as further studies are undertaken and as more detail on proposed option becomes available. This will include:

- Additional clarity and detail on the option proposals
- Updates to the list of planned improvement schemes,
- Updates to the delivery timescale, and
- Updates to option funding sources

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