

Policy CS16 – Improving accessibility and transport

The Council and its partners will work together to make the best use of, and improve, existing transport infrastructure within and connecting to the Borough, having first considered solutions to transport problems that are based on better management and the provision and promotion of sustainable forms of travel. This will be achieved by:

- a) Supporting improvements that reduce congestion, improve accessibility and improve road safety without an unacceptable impact on the local environment, in accordance with Policy CS11; and communities, in accordance with Policy CS9. High priority schemes that will assist in achieving this include:
 - Working with our partners to mitigate congestion at pinch points and actively manage the road network
 - Supporting any future proposals to dual the A47
 - Supporting the development of a new link road to the south of Bradwell via the A12 through Beacon Park to the A143 Beccles Road, in accordance with Policy CS18
 - Supporting proposals for a third river crossing over the River Yare which appropriately balances the needs of road and river traffic and continuing to protect the route alignment
 - Working with our partners to reduce car dependency by improving both the quantity and quality of the public transport service on offer in the borough and the wider area, including the promotion of a quality bus corridor from Great Yarmouth to Lowestoft
 - Upgrading Great Yarmouth Railway and Bus Stations to provide higher quality facilities that encourage greater use of public transport
 - Improving accessibility to employment, education, health, recreation, leisure and shopping facilities by enhancing linkages between existing 'green travel' routes to create a coherent network of footpaths, cycleways and bridleways
 - Supporting the port and its future development as a passenger and freight intermodal interchange, with facilities to achieve efficient staging, loading and unloading and to realise the potential of the port to function as a sustainable transport corridor
- b) Directing new development towards the most sustainable locations in accordance with Policy CS2, thereby reducing the need to travel and maximising the use of sustainable transport modes
- c) Ensuring that new development does not have an adverse impact on the safety and efficiency of the local road network for all users
- d) Seeking developer contributions towards transport infrastructure improvements, including those made to sustainable transport modes, in accordance with Policy CS14
- e) Minimising the impact of new development on the existing transport infrastructure by encouraging applicants to:
 - Produce and implement Transport Assessments and Travel Plans, as appropriate
 - Improve accessibility to sustainable transport modes
 - Ensure that adequate access routes are available for emergency services, waste collection and delivery vehicles
 - Ensure that necessary transport improvements are addressed prior to development, where possible

- f) Working with operators to ensure the continued need for, and appropriate maintenance and upgrading (as appropriate) of, the heliport, coach, bus, rail and heavy goods vehicle facilities
- g) Ensuring that development proposals contribute to the implementation of the Norfolk Local Transport Plan to deliver improved accessibility through integrated and sustainable transport modes

Creating a more integrated transport network

4.16.1 A well-connected and integrated transport network supports the sustainable functioning and development of the borough. At present the majority of trips taken within and to the borough are by car, resulting in congestion and increased air pollution, particularly at peak times.

4.16.2 In Great Yarmouth the seafront, central shopping area and outer harbour are on a peninsula, separated from a high percentage of the resident population by the River Yare. The two existing river crossings; Breydon Bridge and Haven Bridge are subject to high traffic flows and become severely congested during peak hours. Great Yarmouth and Gorleston also experience a dramatic increase in traffic flows during the holiday season. This extra traffic conflicts with town centre, port and commercial traffic, creating congestion problems on the road network, particularly on the A47 and A12, South Quay, North Quay, Fullers Hill and Lawn Avenue.



4.16.3 Easing congestion and improving the transportation network will make the borough more desirable to investors and improve air quality through a reduction in traffic emissions. To help ease congestion, the Council with its partner organisations and the local transport operators are pursuing a range of different options, including:

- Supporting the development of a Third River Crossing to reduce congestion within the heritage area of North Quay and South Quay, reducing pressure on Haven Bridge and generally improving access across the River Yare and to help the Outer Harbour realise its long-term potential. This scheme is supported in principle by the New Anglia Local Enterprise Partnership in their emerging New Anglia Plan for Growth and features in the Norfolk & Suffolk Local Transport Body's list of top priority schemes. Norfolk County Council have adopted a preferred route alignment for a third river crossing south of the existing bridges; this route will continue to be safeguarded by Great Yarmouth Borough Council and Norfolk County Council

- Creating a link road from the A12 through Beacon Park to the A143 Beccles Road to improve connectivity and alleviate congestion in Bradwell and the wider area
- Upgrading the access, physical appearance and facilities at Great Yarmouth Railway Station and supporting measures to improve other existing sustainable transport infrastructure to promote greater accessibility and choice
- Promoting infrastructure improvements and traffic management to service new and existing development

Locating new development

4.16.4 A key planning objective in Government policy is to ensure that jobs, shopping, leisure facilities and services are accessible by public transport, cycling and walking. This is important in terms of social inclusion for people without access to a car. People who do not have a car are more likely to be prevented from accessing key facilities and employment opportunities, and are at more at risk of becoming socially excluded. Young people, older people and disabled people often rely on the quality of public transport to gain access to key services and social activity.



4.16.5 Providing good accessibility can help change travel behaviour and increase the use of sustainable modes of transport such as walking and cycling. However, travel planning, education and demand management are also essential elements of the overall transport strategy. Therefore preference is given to using more sustainable means of transport to access any new development through ensuring that travel plans are implemented and public transport initiatives are supported.

4.16.6 It is crucial that new development does not create or exacerbate network congestion or generate safety issues, which could result in costly travel delays to businesses in terms of overlong commercial journeys and the late arrival of staff. This could also affect an individual's quality of life through excessive travel delays, increased costs to access work in relation to distances travelled and the emission of greenhouse gases.

4.16.7 The regeneration of the town centre and the waterfront redevelopment areas presents an opportunity to locate development close to key services and employment opportunities. Similarly, the growth at Bradwell will also be sustainably located with good public transport access to services, facilities and the main employment areas.

4.16.8 In a rural area, the viability of high frequency and extensive public transport services will inevitably be problematic. Therefore the appropriate location of development and facilities can make a major contribution to improving their accessibility.

Local Transport Plan

4.16.9 Norfolk County Council is the Highways and Transport Authority for the borough, with responsibility for the preparation of the Local Transport Plan (LTP). This includes transport policies and a five-year programme of transport improvements. The most recent Local

Transport Plan runs from 2011-2026. It includes a number of objectives for the borough, which seek to address transport issues relating to a relatively poor local economy and the need to regenerate the area. The measures include:

- Supporting the role of Great Yarmouth as a potential gateway between the region and Europe by enhancing strategic connections, including the A47, with a long-term ambition to dual the remaining single carriageway
- Developing a Third River Crossing over the River Yare to create a new link between the trunk road network and the port, as well as reducing congestion in the town
- Co-ordinating bus and rail links to improve access into the town centre
- Improving access to employment and services by public transport, cycling and walking, particularly from deprived areas, by promoting specific workplace buses and other initiatives as part of workplace travel plans, where possible
- Improving strategic access to the area by road and rail, including the entry and exit points, which in turn may reduce the real and perceived remoteness of the area, which may be inhibiting economic growth