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1. Introduction

1.1 Background

The Transportation Consultancy Ltd (ttc) has been commissioned by Aylsham Town Council (the client) to prepare a Transport Strategy for the town. The principal aim of the Transport Strategy is:

‘To review the movement of people and vehicles through and around Aylsham with a view to establishing a viable system for the whole of Aylsham for the future’

The Transport Strategy must take into consideration the Town Council’s objectives which are:

‘Environment: *to establish an environmentally sound traffic system in which pedestrians and vehicles co-exist in a safe and practical manner.*

Local Economy: *to develop measures to support and sustain the local economy.*

Heritage: *to ensure the numerous heritage assets in the town are not further compromised.*

Well-Being: *to design an environmentally friendly and safe space for people by reducing the carbon footprint of residents, businesses and visitors to the town, minimising non-renewable energy consumption and improving nature conservation and landscaping.’*

1.2 Context

Aylsham is a historic market town located in the Broadland district of Norfolk. The town is located approximately 17 kms north of Norwich and 15 kms south of Cromer. As of 2021, Aylsham has a resident population of 8,717, however it is expected to rise as a result of new housing developments, adding circa 550 households, which equates to circa 1,300 residents, to the south and west of the town.

Aylsham has good bus connections with Norwich City Centre and neighbouring towns and villages. The town is located 10 kms west of the neighbouring town of North Walsham, which has a mainline rail station providing rail services (Greater Anglia) to Norwich and the Norfolk coast.

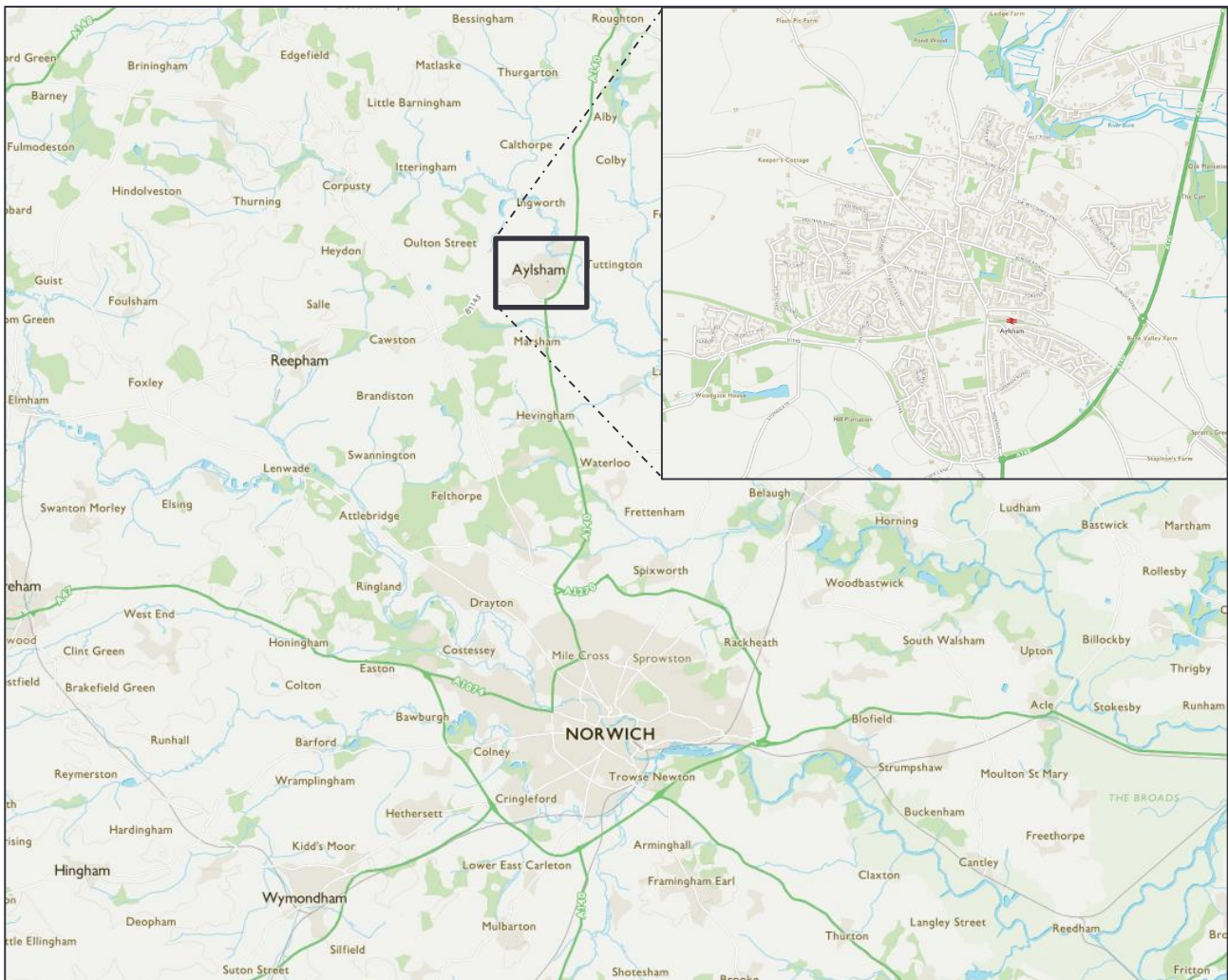
Aylsham is comprised of three main areas: residential areas; industrial / commercial areas; and the historic town centre. As stated within the ‘Norfolk Market Town Report 2018’, Aylsham has a total of 82 town centre business premises, promoting economic development in the area and draws people into Aylsham for services and retail.

Given the wealth of history in Aylsham, the town is a popular tourist destination, along with the nearby Blickling Hall National Trust, attracting around 200,000 visitors annually.

It is therefore key that the transport networks surrounding the town are well connected and operating within capacity in order to facilitate movement to benefit the local people, economy, and environment (both natural and historic).

The town location in a local context is illustrated below in **Figure 1.1**.

Figure 1.1 Site Location



Mapping Source: <https://osmaps.ordnancesurvey.co.uk/>

1.3 Overarching Objectives

The overarching objectives of the Transport Strategy development process are to:

- Understand the existing transport issues within Aylsham.
- Understand the future aspirations for the town.
- Develop a comprehensive set of measures that satisfactorily address the project brief.

1.4 Purpose of Report

This report is one of a suite of documents that will form the overall Transport Strategy and is focused on establishing the baseline context in order to understand the existing transport conditions and issues within Aylsham. By reviewing local policy requirements, identifying supporting data and gauging local stakeholder opinion. The content of the report seeks to firmly establish and capture the existing situation to enable a set of solutions to be developed as part of the second phase of the study.

1.5 Structure of Report

This Report is structured as follow:

- **Chapter 2:** Sets out the current Local and National Policies and Strategies in relation to the proposed transport strategy.
- **Chapter 3:** Provides a summary of the local road network within the town, an assessment of personal injury accidents to identify 'hotspots', an examination of the sustainable transport provision and a review of the transport infrastructure.
- **Chapter 4:** Sets out the outcome of the data collection exercise, including traffic flows, pedestrian flows and car park occupancy.
- **Chapter 5:** Provides a summary of the highway network site inspection.
- **Chapter 6:** Reports back on the outcome of the Key Stakeholder engagement process, together with the results of the community engagement exercise.
- **Chapter 7:** Reports on the key issues and constraints established as part of the baseline work.

2. Policy and Strategy Context Review

2.1 National Policy

National Planning Policy Framework (NPPF)

In July 2021 the Ministry of Housing, Communities and Local Government published the revised **National Planning Policy Framework (NPPF)**, which sets out the Government’s planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other development can be produced. It sets out the purpose of the planning system which is to contribute to the achievement of sustainable development, meeting the needs of the present without compromising the ability of future generations to meet their own needs.

NPPF at section 9 refers to promoting sustainable transport and paragraph 104 sets out the transport issues that need to be considered from the earliest stages of the plan-making process, in order that:

- the potential impacts of development on transport networks can be addressed;
- opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;
- opportunities to promote walking, cycling and public transport use are identified and pursued;
- the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and
- patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.

Ensuring the vitality of town centres is given special reference at Section 7 whereby, planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Consideration are set out in paragraph 86 and include for:

- define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;
- allow centres to grow and diversify to respond to rapid change;
- ensure that town centres are accessible and well connected; and
- recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.

It can be seen that national policy recognises the significance of towns centres in serving the local and rural areas and the role sustainable transport needs to play in the development of the Aylsham Transport Strategy.

National Design Guide

The National Design guide addresses the question of how we recognise well-designed places, by outlining and illustrating the Government’s priorities for well-designed places in the form of ten characteristics:

- **Context** – enhances the surroundings.
- **Identity** – attractive and distinctive.
- **Built form** – a coherent pattern of development.
- **Movement** – accessible and easy to move around.
- **Nature** – enhanced and optimised.
- **Public spaces** – safe, social and inclusive.
- **Uses** – mixed and integrated.
- **Homes and buildings** – functional, healthy and sustainable.
- **Resources** – efficient and resilient.
- **Lifespan** – made to last.

It is based on national planning policy, practice guidance and objectives for good design as set out in the National Planning Policy Framework. Specific, detailed and measurable criteria for good design are most appropriately set out at the local level. However, the ten characteristics specified are considered to provide an appropriate approach when implementing national and locally prescribed design standards. The former are most notably illustrated within the Design Manual for Roads and Bridges and Manual for Streets, and the latter in the North Norfolk Design Guide.

2.2 Regional Policy

Aylsham Neighbourhood Plan (2018-2038)

The Aylsham Neighbourhood Plan, dated 2019, has been prepared in order to enable the local community to positively influence planning in the parish of Aylsham for the benefit of all residents. The importance of this document will become apparent over the coming years as it affords the community a strong voice in the planning process, and a way of shaping future developments.

Within the Neighbourhood Plan there are thirteen key policies, grouped into five themes, which will support the ‘Vision of Aylsham’ and the ‘Aims and Objectives’ of this plan. Key policies of relevance in the development of the Transport Strategy are as follows:

Policy 11: Sustainable Transport

Development’s should, where appropriate and practicable:

A) Create opportunities to enhance and encourage the use of sustainable transport modes through the provision footpaths, cycleways and public transport improvements; and

B) Provide access, connectivity and linkages to the existing network of footpaths and cycleways and, in particular to the town centre, schools, community facilities and recreational spaces.

Policy 12: Traffic Impact

Assessing the potential impact of this traffic must include appropriate and proportionate measures to mitigate any negative impacts on road safety, pedestrians, safe road crossings, cyclists, parking, congestion, noise and air quality within Aylsham.

The Neighbourhood Plan covers the period 2018 to 2038 and will be delivered over the plan period by different stakeholders and partners.

Joint Core Strategy for Broadland, Norwich and South Norfolk (Adopted March 2011, amendments adopted January 2014)

The Joint Core Strategy (JCS) has been prepared by the three councils of Broadland, Norwich and South Norfolk, working together with Norfolk County Council as the Greater Norwich Development Partnership (GNDP).

The JCS sets out the long-term vision and objectives for the area, including strategic policies for steering and shaping development. As stated within the spatial vision for the JCS, the four main towns of Aylsham, Diss, Harleston, and Wymondham will:

- Provide for safe and healthy quality of life;
- Retain attractive historical centres as a focus for their continued success serving in their rural catchments;
- Enjoy greater economic prosperity with new opportunities for business;
- Accommodate new housing allocations that will be moderate in Aylsham (300 homes – subject to resolution of sewage capacity constraints), Diss (300 new homes) and Harleston (200-300 new homes), and large-scale in Wymondham (2,200 dwellings). This will be developed in a sustainable manner complementing each town’s form, function, historic character, and quality, and incorporating good sustainable transport links to town centres, local employment locations and good recreation, leisure and community facilities; and
- Be enhanced by cultural activities including those arising from ‘Cittaslow’ (slow town) status in Diss and Aylsham.

Greater Norwich Local Plan

Norwich City Council are working with Broadland District Council, Norfolk County Council, and South Norfolk District Council to prepare the Greater Norwich Local Plan (GNLP).

The GNLP will build on the long-established joint working arrangements for Greater Norwich which have delivered the current JCS for the area. The JCS plans for the housing and job needs of the area to 2026, and the GNLP will ensure that these needs continue to be met to 2036.

The GNLP will include strategic planning policies and will also allocate individual sites for development. It will aim to ensure that new homes and jobs are delivered and the environment is protected and enhanced, promoting sustainability and the effective functioning of the area.

Norfolk Cycling and Walking Strategy

Norfolk County Council (NCC) and partners are committed to encouraging people to walk and cycle more. They recognise the significant range of benefits from this and have been working with partners to improve the country-wide walking and cycling networks in Norfolk, and to encourage people to use them.

The vision for cycling and walking is that by 2025:

- More people walk and cycle to get to places of work and education, and for leisure;
- Walking and cycling are normal activities for most people, most of the time, and routes are direct, convenient and pleasant;
- Norfolk provides high quality facilities for active travellers, who will be welcomed as valuable customers for business, and as positive contributors to the community;
- Barriers to walking and cycling (such as concerns about safety and security) will have been addressed to ensure that residents and visitors are not put off from active travel;
- Norfolk delivers safe and attractive opportunities for cycling and walking for all types of user, including the elderly, those with chronic health conditions including physical and mental disabilities, people with visual impairment and young families; and
- People can transfer between active travel modes to other public transport services easily due to well-designed interchanges and facilities.

In order to realise the vision, the following will be undertaken:

- Recycle the railways and other disused or little-used routes;
- Engage with businesses and communities throughout Norfolk to share information about what positive actions are happening and what further barriers exist;
- Monitor the levels and patterns of active travel and disseminating this in support of actions and communications;
- Set challenging and realistic targets for changes in travel behaviour based on known trends and planned interventions;
- Co-ordinate programmes of investment and maintenance to support the other elements in the strategy;
- Evaluate the effects of changes in travel behaviour on our health and well-being, economy and businesses, and on the environment; and
- Work with user groups to ensure we take account of the physical and social needs of different types of user, including those with physical or mental impairments.

Funding for walking and cycling improvements will be secured, where appropriate, through the planning system including in discussions with developers, or obligations and conditions on consents. In addition, programmes of work will make use of funding through the Community Infrastructure Levy (CIL) where this has been agreed and adopted.

Key methods used to promote walking and cycling are as follows:

- Travel planning is promoted by NCC with an emphasis on incorporating cycling and walking into all journeys. Encouraging cycling and or walking to school and work is a key aim.
- Sustainable Travel Information Packs (STIP) was launched in 2018 to provide information to residents moving to new housing developments including maps with journey times to key points of interest. This links key messages from a variety of Council departments.
- A package of work for schools and education includes:
 - ▶ Cycling engagement projects, supporting local champions to inspire a culture shift within the school community;
 - ▶ Cycle training for children and family members;

- ▶ Annual school cycling challenge; and
- ▶ Investing in minor safety improvements and cycle parking.

In terms of key strategic cycle routes in the area, the ‘Norwich Green Loop’ is a new trail for walkers and cyclists that is made up of the Marriott’s Way, the Bure Valley Path, and a new path through the growth area between Wroxham and Norwich that has been provisionally called the ‘Broadland Way’. This will provide a circular route of about 50 miles, linking Norwich, Aylsham and Wroxham.

Aylsham Conservation Area (March 2008)

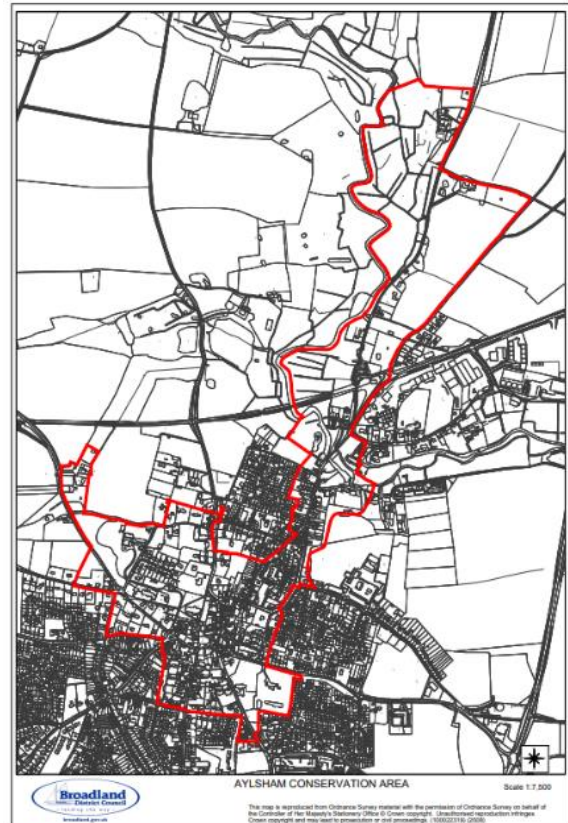
The Aylsham Conservation Area was designated in 1972, extended in 1981 to include the Old Hall and grounds, Blickling Road, and again in 1990 to include the area between Heydon Road and Blickling Road, and a stretch of the Bure Valley along Drabblegate.

The extent of the Aylsham Conservation Area is given opposite.

Norfolk County Council Local Transport Plan 4 Strategy (2021-2036)

Norfolk County Councils Local Transport Plan (LTP) details how the county council deals with a range of transport matters to achieve council objectives, including a strong and stable economy, the health and well-being of our residents and climate change.

The key issues this plan explores include how the council will: achieve the policy aim to work towards carbon neutrality by 2030 as agreed in the environmental policy recently adopted by the county council; improve air quality in urban areas; meet the challenge of technology and innovation in the transport system and the ways in which people work; and support the economy of the county by ensuring that people can make the connections they need.



3. Existing Situation

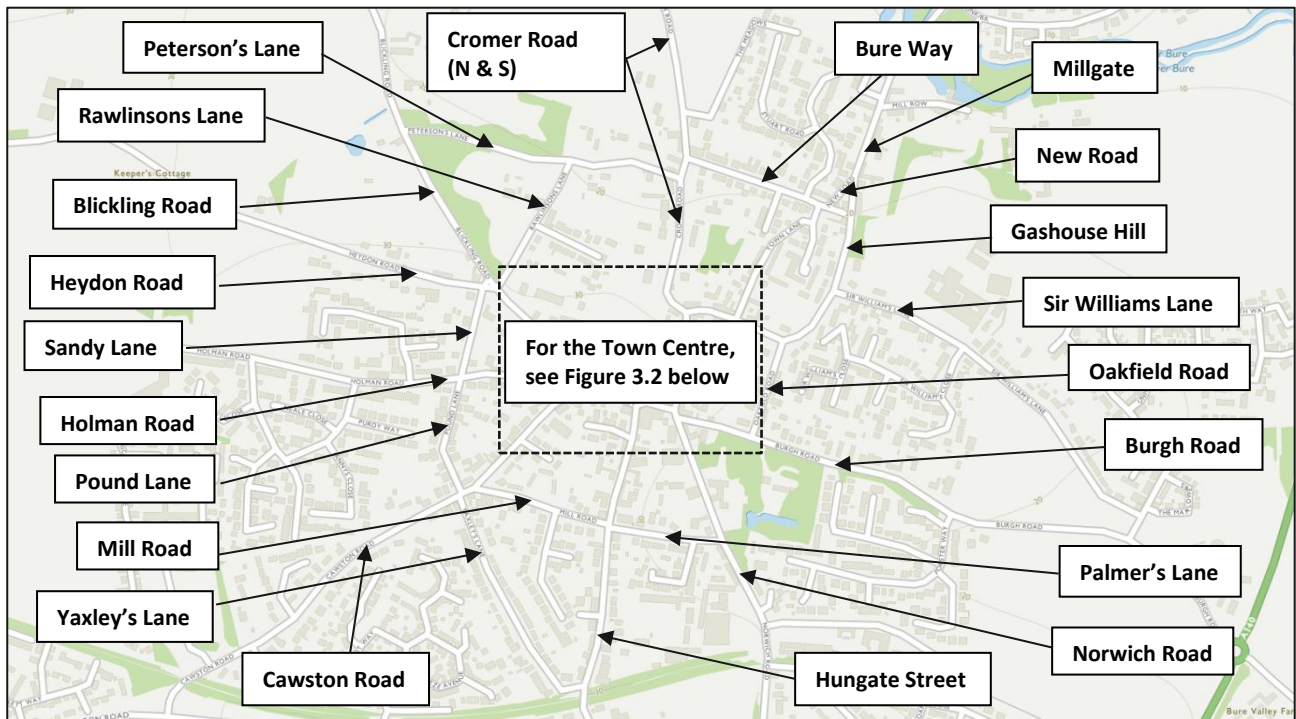
3.1 Introduction

This chapter of the report provides a summary of the local road network within the town, an assessment of personal injury accidents to identify 'hotspots', an examination of the sustainable transport provision and a review of the transport infrastructure.

3.2 Local Highway Network

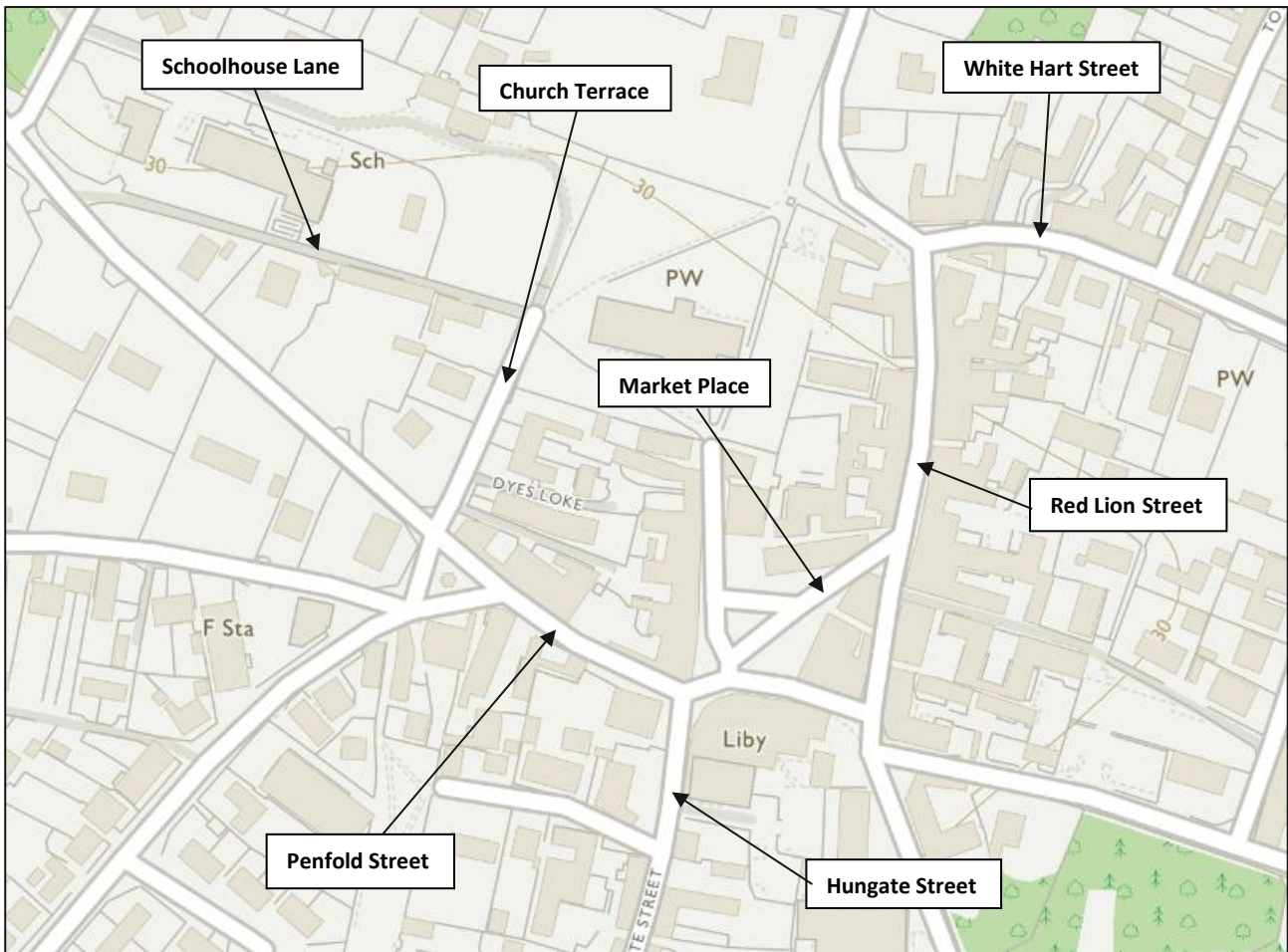
The local road network in for Aylsham is managed by the Local Highway Authority (LHA), Norfolk County Council (NCC). This section of the report provides a summary of the local roads which formed the study area of the site audit work, the locations of which are illustrated in **Figure 3.1** and **Figure 3.2** below.

Figure 3.1 Local Highway Network



Source: <https://osmaps.ordnancesurvey.co.uk/>

Figure 3.2 Local Highway Network (Town Centre)



Source: <https://osmaps.ordnancesurvey.co.uk/>

Cromer Road (Figure 3.1)

Cromer Road is a two-way single carriageway running on a north-south alignment to the north of Aylsham Town Centre. The carriageway is 7.3m wide with central white line markings, however the effective operating carriageway width is impacted at points by the presence of on-street parking.

On the approach to the town, at a point approximately 100m north of the junction with Bure Way, Cromer Road transitions from the national speed limit (60mph) to 30mph, before reducing further to 20mph at a point approximately 150m south of the junction with Peterson’s Lane.

South of the junction with Bure Way, a footway along its length is provided along the eastern side of the carriageway, before transitioning to the western side via a dropped kerb crossing with tactile paving at a point approximately 40m south of the junction with Peterson’s Lane. Footway widths range from 1.0-1.6m, and street lighting is provided at regular intervals.

Cromer Road is used as a bus route with bus stops at the Peterson’s Lane junction.

Bure Way (Figure 3.1)

Bure Way is a two-way single carriageway running on an east-west alignment to the north of Aylsham Town Centre between Cromer Road and Millgate. The carriageway is 5.3m wide with no central white line markings, however the effective width is significantly impacted by the presence of on-street parking predominantly along the northern side of the carriageway.

Bure Way is subject to a 20mph speed limit, with a footway (width ranging from 1.2-1.5m) provided along the northern side of the carriageway, and street lighting at regular intervals.

Millgate (Figure 3.1)

Millgate is a two-way single carriageway running on a north-south alignment to the north of Aylsham Town Centre. The carriageway is 5.8m wide with no central white line markings, however the effective width is impacted at points by the presence of on-street parking on both sides of the carriageway.

Millgate acts as the main local connector road from the town to the employment area to the north-east. The road is subject to a 20mph speed limit southbound from a point approximately 30m south of the junction with Dunkirk and does not provide footways or street lighting.

Millgate also operates as an approach road to the town centre from the north before it transitions into Gashouse Hill. The road has many blind turns and is predominantly residential in nature.

Millgate also provides an important bus route through Aylsham with bus stops located at Mill Row.

New Road (Figure 3.1)

New Road is a two-way single carriageway running on a northeast – southwest alignment to the north of Aylsham Town Centre between Bure Way and Millgate. The carriageway is approximately 5.2m wide with central white line markings, however the effective width reduces to 3.0m due to the presence of on street parking along the western side.

New Road is subject to a 20mph speed limit, features a footway along the western side of the carriageway, however no street lighting is provided.

Sir William's Lane (Figure 3.1)

Sir William's Lane is a two-way single carriageway road running on an east-west alignment to the northeast of Aylsham Town Centre and provides an access to Aylsham High School.

The carriageway is approximately 5.7m wide, does not feature any central white lining, and the effective width is reduced at points due to the presence of on-street parking and some notable pinch points adjacent to the recreational ground, where the carriageway reduces to circa 4.2m.

The road is subject to a 20mph speed limit, transitioning to 30mph at a point approximately 70m west of the junction with Buckenham Road. Footways are provided along both sides of the carriageway initially from the junction with Gashouse Hill up to a point approximately 65m southeast of the junction with Sir William's Close, from which provision continues along the northern side only. Street lighting is provided, however in intermittent intervals, along the northern side of the carriageway.

Red Lion Street (Figure 3.2)

Red Lion Street is a two-way single carriageway running on a north-south alignment in Aylsham Town Centre. The carriageway is 5.4m wide with no central white line markings and does not permit roadside parking.

Red Lion Street is a key town centre route fronted by retail premises along both sides. The road is subject to a 20mph speed limit, features narrow footways along both sides (0.8-1.2m wide), and street lighting at intermittent intervals.

Oakfield Road (Figure 3.1)

Oakfield Road is a single carriageway two-way carriageway located to the east of Aylsham town centre. The carriageway is wide enough for only one vehicle to pass, with passing areas available, however the effective width is narrowed due to the presence of intermittent on-street parking along both sides of the carriageway.

Oakfield Road is subject to a 20mph speed limit, and the carriageway width ranges from 3.6 - 4.8m. No footways are provided, however intermittent street lighting is afforded.

Market Place (Figure 3.2)

Market Place is a two-way single carriageway running on a northeast-southwest alignment in Aylsham Town Centre. The carriageway is 4.2-6m wide with central white line markings.

The road operates as one of Aylsham's principal town centre streets with its sides lined with numerous shops and pedestrian traffic. As such, the road is subject to a 20mph speed limit.

Market Place is the location of numerous town centre parking spots that are accessible from the carriageway. The road also affords spacious footways with extended pavements alongside bus stops serving all the bus routes operating through the town. Footway widths range from 1.0 - 1.9m, and street lighting is provided at regular intervals.

Penfold Street (Figure 3.2)

Penfold Street is a two-way single carriageway running on an east-west alignment in Aylsham Town Centre. The carriageway is 3.5 - 5.6m wide with no central white line markings and does not permit roadside parking.

The road operates as one of Aylsham's principal town centre streets, with direct frontage and high levels of pedestrian activity. As such, the road is subject to a 20mph speed limit.

Footway provision along Penfold Street is inconsistent and varies in its width. The roads eastern edge, by the town centre, is comprised of good footway provision on both sides of the carriageway and pedestrian crossing points. However, Penfold Street's western edge is largely void of any footways. Footway widths range from 1.0-5.5m, and street lighting is provided at regular intervals.

Burgh Road (Figure 3.1)

Burgh Road is a two-way single carriageway road running on a west – east alignment to the east of Aylsham town centre. The carriageway is approximately 5.0 – 6.0m wide with no central white line markings and there is a localised pinch point / give-way build out arrangement located at the junction with Oakfield Road which acts as a traffic calming feature.

Burgh Road operates as a principal approach road to the town centre from the east with a direct link to the A140. The road, beginning in the town centre, is subject to a 20mph speed limit until it transitions to 30mph at the junction with Oakfield Road.

A pedestrian footway is provided along the northern side of the carriageway, with street lighting at regular intervals.

Norwich Road (Figure 3.1)

Norwich Road is a two-way single carriageway road running on a north-south alignment, acting as the key route to the town centre from the south. The carriageway is approximately 6.8m wide with central white line markings and does not permit roadside parking.

The northern section of Norwich Road is subject to a 20mph speed limit, transitioning to 30mph at a point approximately 136m south of the roundabout with the Tesco Superstore. Footways are provided along both sides of the carriageway on the approach to the town centre, with street lighting at regular intervals.

Norwich Road is the main bus route into Aylsham town centre with several official and unofficial bus stops along its length.

Palmers Lane (Figure 3.1)

Palmers Lane is a two-way single carriageway road running on an east-west alignment to the south of Aylsham town centre. The carriageway width ranges between 4m and 5m with no central white line markings and does not permit roadside parking. The carriageway narrows to approximately 3m wide at a point approximately 75m east of the junction with Mill Road, creating a significant pinch point for two-way vehicle traffic.

The road is subject to a 20mph speed limit, features footways on both sides along the eastern section, with none provided at the point where the carriageway narrowing occurs. No street lighting is provided.

Hungate Street (N) Figure 3.2)

Hungate Street (N) is a two-way single carriageway road running on a north-south alignment to the immediate south of Aylsham Town Centre. The carriageway is between 3.3 - 4.1m wide with no central white line markings. The presence of on-street parking creates pinch points that impact the effective width of the carriageway.

Hungate Street (N) is subject to a 20mph speed limit as well as speed calming measures such as speed bumps. Signage is present at its junctions with Unicorn Yard and Palmers Lane, which indicates that the road is 'access only'.

Footways are not provided along either side of the carriageway apart from in the extreme north where the road forms part of the town centre with various shop fronts. Here the footways are approximately 2m wide with some street lighting at irregular intervals.

Hungate Street (S) (Figure 3.1)

Hungate Street (S) is a two-way single carriageway road running on a north-south alignment to the south of Aylsham. The road begins at the junction with Palmer's Lane and Mill Road before moving through the towns southern suburbs and adjoining the B1145. The carriageway is 5.5m wide with no central white line markings and contains some roadside parking at irregular intervals.

Hungate Street (S) operates as a significant approach road to Aylsham from the south as it intersects the B1145 that forms a key part of the local strategic highway network. The road transitions from a 20mph speed limit in the northern section to 30mph past Bure Valley School / John of Gaunt Infant School, with vehicular access to both granted from Hungate Street.

Footways along Hungate Street (S) are present in a variance of single- and double-sided provision with widths ranging from 1.0 - 2.0m, and street lighting is provided at regular intervals.

Mill Road (Figure 3.1)

Mill Road is a two-way single carriageway road running on an east-west alignment to Aylsham town centre's south which extends from Cawston Road in the west to Hungate Street (S) in the east. The carriageway is 5.7m wide with no central white line markings.

The road is subject to a 20mph speed limit like many residential streets in proximity to the town centre.

Footway provision on Mill Road is good with a variance of single- and double-sided provision. To the east of Swan Close, the highway affords a single sided footway along the south of the carriageway, whilst to the west of Swan Close, the highway provides a double-sided footway. Footway widths range from 1.0 - 2.0m with irregular street lighting.

Mill Road provides access to the town's long stay Buttlands car park.

Yaxley's Lane (Figure 3.1)

Yaxley's Lane is a two-way single carriageway road running on a northwest-southeast alignment to the south of Aylsham Town Centre in between Hungate Road (S) and Cawston Lane. The carriageway is 6m wide with no central white line markings, however the effective width is impacted at points by the presence of on-street parking.

Like the roads around it, Yaxley's Lane is subject to a 20mph speed limit as a residential street.

Footway provision on Yaxley's Lane is consistently double sided for the majority of the highways length until its junctions with Hungate Road (S) and Cawston Lane. Here, footway provision becomes one sided. Footways are approximately 1.5 - 2.3m in width with good crossing points and corresponding grass verges. Street lighting is provided on Yaxley's Lane but is inconsistent.

Cawston Road (Figure 3.1)

Cawston Road is a two-way single carriageway road running on a northeast-southwest alignment to the south of Aylsham. The road begins in Aylsham town centre before moving through the towns southwestern suburbs and joining the B1145. The highway is 7m wide with central white line markings and contains some roadside parking at irregular intervals that affects the effective width of the carriageway.

Cawston Road operates as a principal approach road to Aylsham from the south as it intersects the B1145 that forms a key part of the local strategic highway network. The road transitions from a 20mph speed limit in the northern section to 30mph past the junction with Yaxley's Lane.

Footways along Cawston Road are present in a variance of single- and double-sided provision with widths ranging from 1.0 – 2.0m. The highway's northern portion before the junction with Mill Road affords consistent double sided footway provision however further southbound from that point, only a single footway is present, which varies carriageway side. Cawston Road provides street lighting at regular intervals, particularly in the north.

Cawston Road also forms part of a route for an infrequent bus service with bus stops along its length.

Pound Lane (Figure 3.1)

Pound Lane is a two-way single carriageway road running on a north-south alignment to the west of Aylsham Town Centre. The road operates as an extension of Sandy Lane in the north and runs between the junctions at Holman Road and Cawston Road. The carriageway width ranges between 4.0m and 5.0m with no central white line markings.

As a residential road near the town centre, Pound Lane is subject to a 20mph speed limit. Pedestrian footways are not provided along either side of the carriageway and residential access is afforded directly roadside. Street lighting is provided at intermittent intervals.

Holman Road (Figure 3.1)

Holman Road is a two-way single carriageway road running on an east-west alignment to the west of Aylsham. The road begins in Aylsham town centre before moving through the town's western suburbs and

ending at a junction with country roads. The highway is 5m wide with no central white line markings and contains some roadside parking at irregular intervals that impacts the effective width of the carriageway.

Despite not directly connecting to the wider local strategic road network, Holman Road operates as a significant approach road to Aylsham from the west. The road transitions from a 20mph speed limit in the eastern section to 30mph past the junction with Holman Close.

Footways along Holman Road varied between single- and double-sided provision to none. The highway's eastern section between the town centre and Holman Close does not have any footways and pedestrian access to residences is afforded directly from the roadside. From this point westbound, Holman Road affords double sided footways that are 1.5 - 2.0m wide with suitable crossings and grass verges. This continues for 200m until footways become exclusively provided on the roads southern side at a width of 1.6m. Holman Road provides street lighting at regular intervals, particularly in the west.

Blickling Road (Figure 3.1)

Blickling Road is a two-way single carriageway road running on a northwest-southeast alignment to the west of Aylsham. The road begins in Aylsham town centre before moving through the town's western suburbs and out past the Blickling Estate towards the B1354 5km away. The carriageway, in the confines of Aylsham, is between 4.6 - 4.9m wide with no central white line markings.

Blickling Road operates as a significant approach road to Aylsham from the west as it collects traffic travelling from the B1354 via Saxthorpe and Briston. The road is subject to a 20mph speed limit within Aylsham's built-up area.

The footway network along Blickling Road is singular and is afforded on the roads northern edge with widths ranging from 0.5 - 2.0m. Street lighting is provided at regular intervals along the highway.

Sandy Lane (Figure 3.1)

Sandy Lane is a two-way single carriageway road running on a north-south alignment to the east of Aylsham Town Centre. The carriageway is 3.0m wide with no central white line markings with motor vehicles only permitted for access.

Sandy Road is subject to a 20mph speed limit and does not provide footways or street lighting.

Heydon Road (Figure 3.1)

Heydon Road is a two-way single carriageway road located to the north-west of Aylsham town centre. From the junction with Blickling Road, Heydon Road is initially bound on both sides by residential properties set back from the main carriageway. There are no central white line markings due to the rural, out of town nature of the road.

Heydon Road is initially subject to a 20mph speed limit, transitioning to 30mph at a point approximately 85m west of the junction with Sandy Lane. There are no footways provided, with street lighting at intermittent intervals.

School House Lane/Church Terrace (Figure 3.2)

School House Lane and Church Terrace are two-way single carriageway roads to the east of Aylsham Town Centre. The highways intersect at a right angle with School House Lane running on an east-west alignment and Church Terrace from the north-south. The carriageways are 3.5 - 3.8m wide with no central white line markings and are classified as not suitable for motor vehicles.

School Road Lane and Church Terrace do not provide footways or street lighting but can be considered pedestrian friendly due to the lack of traffic. In addition, School Road Lane provides a pedestrian route from the town to St Michael's School.

Rawlinsons Lane (Figure 3.1)

Rawlinsons Lane is a two-way single carriageway road running on a north-south alignment to the east of Aylsham town centre. The road operates as the sole access point for the multiple residences on St Michael's Close and also vehicular access to St Michaels School. The carriageway width is approximately 5.1m with no central white line markings.

Rawlinson's Lane is subject to a 20mph speed limit from the south until approximately 100m northwards where it transitions to 30mph.

Pedestrian footways and street lighting are not provided along either side of the carriageway.

Peterson's Lane (Figure 3.1)

Peterson's Lane is a two-way single carriageway road running on an east-west alignment to the north of Aylsham town centre. The road operates as a through road connecting the important arteries of Cromer Road, Blickling Road and Millgate. The carriageway width ranges between 4.0 – 5.0m with no central white line markings.

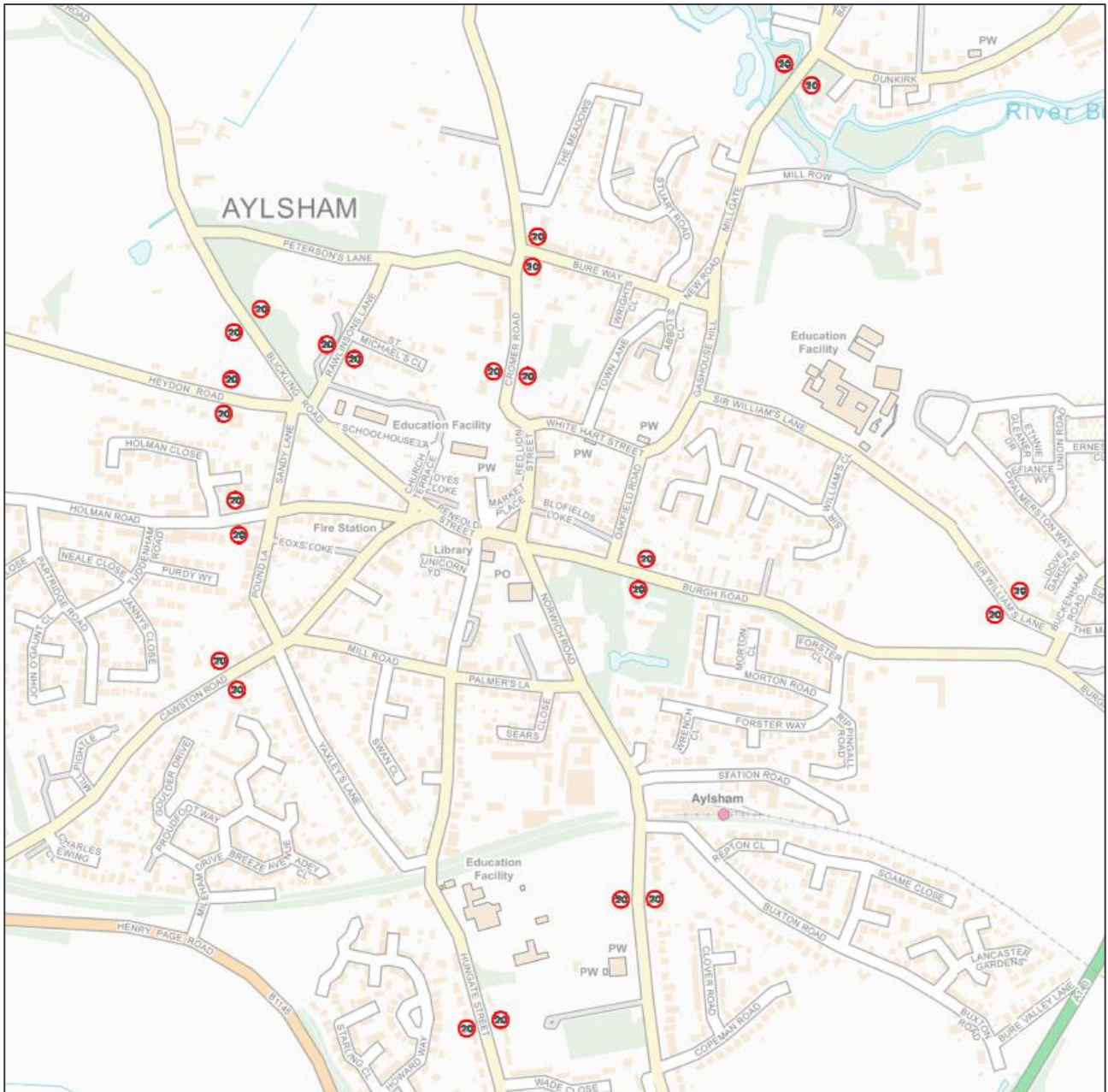
Peterson's Lane is subject to a 30mph and has some sections of poor visibility due to a lack of street lighting and tight turns.

Pedestrian footways are not provided along either side of the carriageway.

3.3 Speed Limit Zones

The majority of the town is subject to a 20mph zone, which extends along the majority of the approach roads. The extent of the 20mph zone is illustrated within **Figure 3.3**.

Figure 3.3 20mph Zone



3.4 Personal Injury Accident Data Review

Personal Injury Accident (PIA) data has been extracted from Crashmap (www.crashmap.com) for the latest five-year period (2016-2020). The data is collected by the police and is approved by the National Statistics Authority and audited by the Department for Transport each year.

The purpose of assessing recorded PIAs is to determine whether there is a history of accidents within Aylsham and to investigate whether there are any patterns or contributing factors to the accidents recorded. Clusters of accidents could indicate that improvements are required to enable development on the site to come forward.

The impact of casualties differs according to the severity of the injuries sustained. Three groups are usually differentiated as follows:

- **Fatal:** any death that occurs within 30 days from causes arising out of the accident.
- **Serious:** records casualties who require hospital treatment and have lasting injuries, but who do not die within the recording period for a fatality.
- **Slight:** where casualties have injuries that do not require hospital treatment, or, if they do, the effects of the injuries quickly subside.

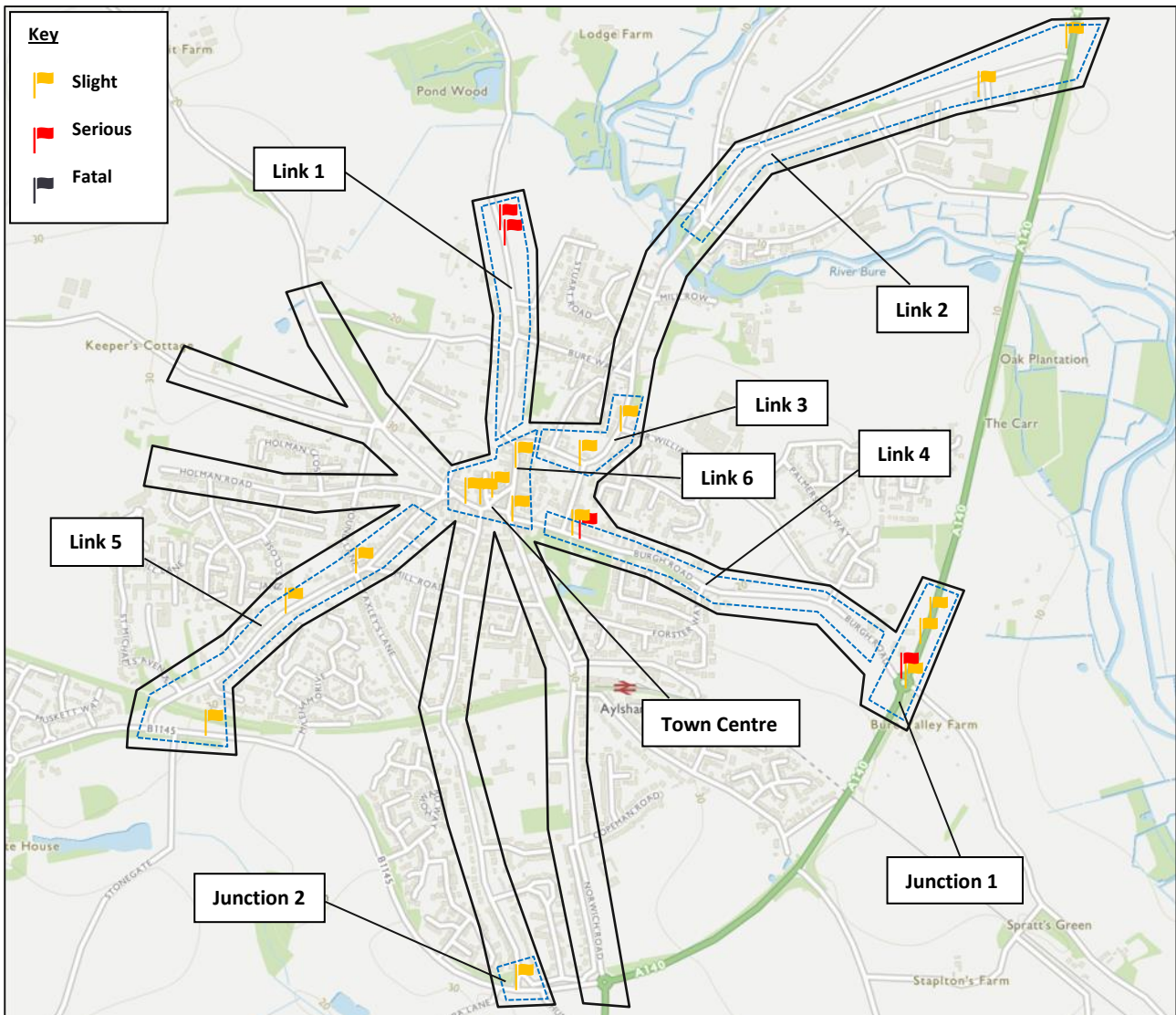
Only links or clusters which exhibit an accident rate of greater than one accident per annum are considered to be significant within this PIA review.

For this assessment, key links and junctions have been assessed to understand the accident trends on the approach to the Town Centre, namely:

- **Link 1** – Cromer Road (up to the junction with White Hart Street);
- **Link 2** – Banningham Road (between the junction with Dunkirk and the A140);
- **Link 3** – Gashouse Hill / White Hart Street (between the junction with Millgate and Cromer Road);
- **Link 4** – Burgh Road (between the junction with Oakfield Road and the A140);
- **Link 5** – Cawston Road (between the B1145 and the junction with Holman Road);
- **Link 6** – Red Lion Street (between the junction with Market Place and White Hart Lane);
- **Junction 1** – A140 / Burgh Road roundabout;
- **Junction 2** – B1145 / Hungate Street priority T-junction; and
- **Town Centre.**

Accidents recorded within the latest five-year period for the links / junctions above are illustrated below in **Figure 3.4**.

Figure 3.4 Personal Injury Accident Data (2016-2020)



Source: www.crashmap.co.uk, <https://osmaps.ordnancesurvey.co.uk/>

Table 3.1 below provides a summary of the PIAs recorded within the study area illustrated above.

Table 3.1 Personal Injury Accident Summary (2016 – 2020)

Link / Junction	PIA Severity		Rate Per Annum	Vulnerable Road User Involvement	
	Slight	Serious		Pedestrians	Cyclists
Link 1 – Cromer Road	-	2	0.4	-	-
Link 2 – Millgate	2	-	0.4	-	-
Link 3 – Gashouse Hill	2	-	0.4	-	1 (slight)
Link 4 – Burgh Road	1	1	0.4	1 (slight)	-
Link 5 – Cawston Road	3	-	0.6	-	1 (slight)
Link 6 – Red Lion Street	1	-	0.2	1 (slight)	-

Link / Junction	PIA Severity		Rate Per Annum	Vulnerable Road User Involvement	
	Slight	Serious		Pedestrians	Cyclists
Junction 1 – A140 / Burgh Rd	3	1	0.8	-	-
Junction 2 – B1145 / Hungate St	1	-	0.2	-	-
Town Centre	4	-	0.8	1 (slight)	2 (slight)

As shown in **Table 3.1**, none of the links or junctions within the study area exhibit an accident rate of greater than one per annum, with the highest rate being 0.8. As a result, it is considered that there are no underlying highways safety issues within Aylsham.

3.5 Sustainable Transport

This section provides a summary of the public transport provision and facilities available in Aylsham.

Bus Services

There are several bus routes serving Aylsham and key bus stops located throughout the town that have been taken into consideration, with bus stop facilities including full shelters, flagged poles with timetables, and carriageway clearways. Service frequency and routes for all key services are summarised below in **Table 3.2**.

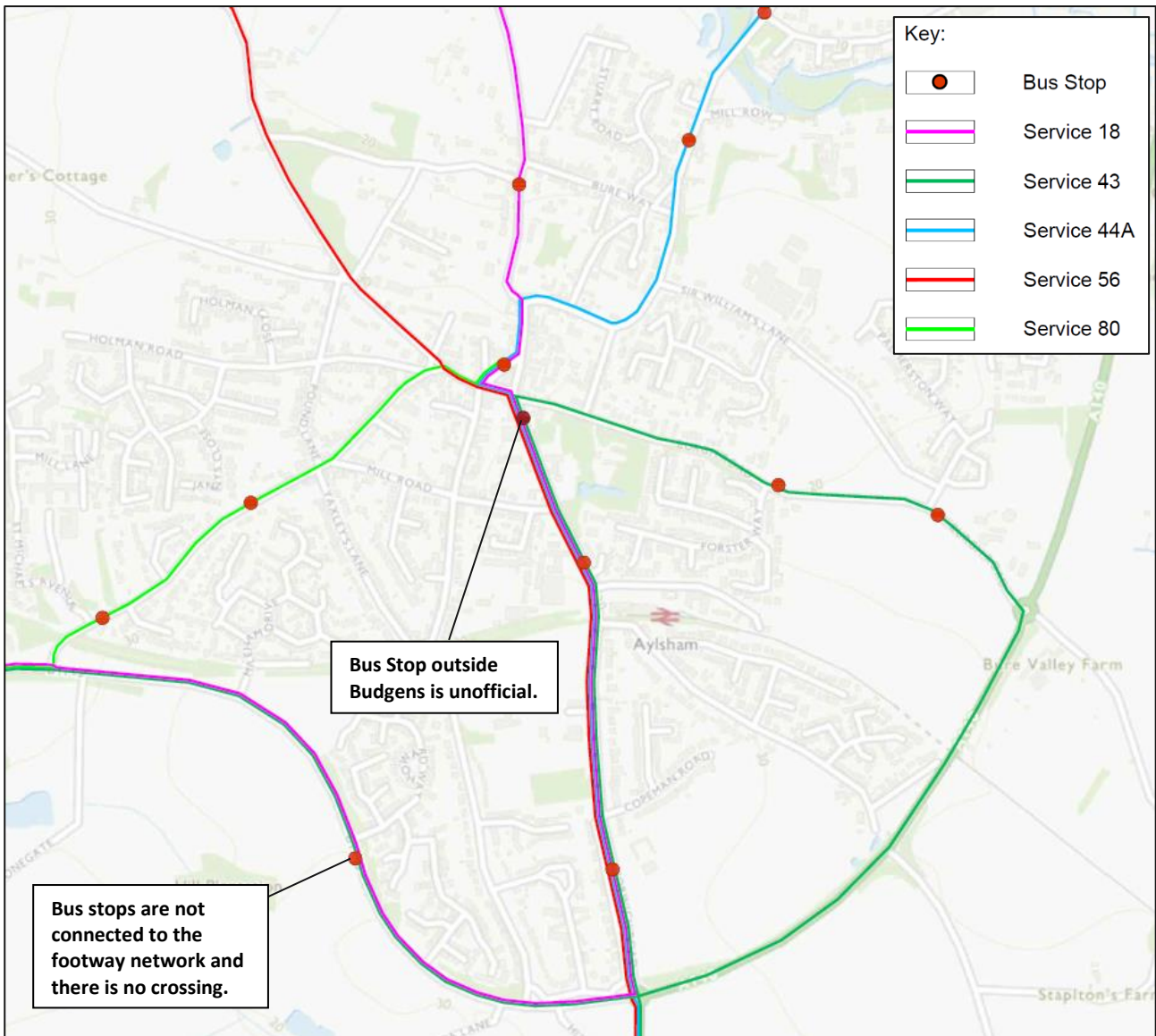
Table 3.2 Bus Services Summary

Service Number	Route Description	Frequency		
		Monday – Friday	Saturday	Sunday
18 (Sanders Coaches)	North Walsham – Aylsham - Cromer	Three services per day at 0920, 1145, and 1345 hours*.	Two services per day at 0920 and 1220 hours*.	N/A
43 (Sanders Coaches)	Holt – Reepham - Norwich	Five services per day at 1106, 1436, 1446, 1815, and 1817 hours**.	Two services per day at 1150 and 1505 hours**.	N/A
44A (Sanders Coaches)	Sheringham – Cromer – Norwich	Nine services per day at 0811, 0953, 1323, 1333, 1706, 1859, 1909, 1955, and 2319 hours*.	Six services per day at 0847, 0947, 1347, 1906, 1955, and 2318 hours*.	Five services per day at 0947, 1007, 1347, 1823, and 1906 hours*.
56 (Sanders Coaches)	Sheringham – Aylsham – Easton College	Only operates on a Monday and Tuesday. One service at 1725 hours**.	N/A	N/A
80 (Ourbus)	Aylsham – Reepham – Dereham	Only operates on a Friday. One service at 1455 hours*.	N/A	N/A

Source: <https://www.traveline.info/>. *Times taken from the 'Aylsham opp Bus Shelter (Market Place) stop, **Times taken from the 'Aylsham adj Budgens' stop, ***Noted that services 1A, 3, and 4 operated by Felix Executive Travel are no long in operation and have been excluded.

The routes for bus services summarised in the table above are illustrated below in **Figure 3.5**.

Figure 3.5 Aylsham Bus Services



Source: <https://osmaps.ordnancesurvey.co.uk/>

As demonstrated in **Table 3.2**, there are several bus services which serve the town centre and the wider area (as illustrated in **Figure 3.4**). Bus stops are provided along all key routes; however, the service frequencies are relatively limited and may not afford sufficient opportunity for residents to transition from private car use for all journey purposes.

It should be noted that, as illustrated in **Figure 3.4**, there is an informal bus stop located on Norwich Road, adjacent to the Budgens retail premises. This stop is not official, and following consultation with local business owners, not a stop that is supported. Furthermore, the bus stops on B1145 Henry Page Road are not accessible via the footway network and there is no crossing provided to allow patrons to access westbound service.

Rail Services

Aylsham Rail Station is operated by the Bure Valley Railway (BVR), which acts as a major tourist attraction within Norfolk, welcoming over 100,000 visitors per year. BVR is an "Historic Railway" and built on the track bed of the former Great Eastern Railway between Wroxham and Aylsham. This is no longer a mainline station and operates only on select days throughout the year.

The station provides parking facilities for up to 90 cars and three coaches, which is accessed off Norwich Road via Station Road at a point approximately 30m north of the mini roundabout with the Tesco Superstore.

The closest mainline rail station to Aylsham is in North Walsham, located approximately 9.3km to the east of the town. The station, operated by Great Anglia, provides 21 car parking spaces, and 18 cycle storage spaces. Car parking is provided at a cost of £3 per day.

The station provides onwards travel to Norwich and Sheringham.

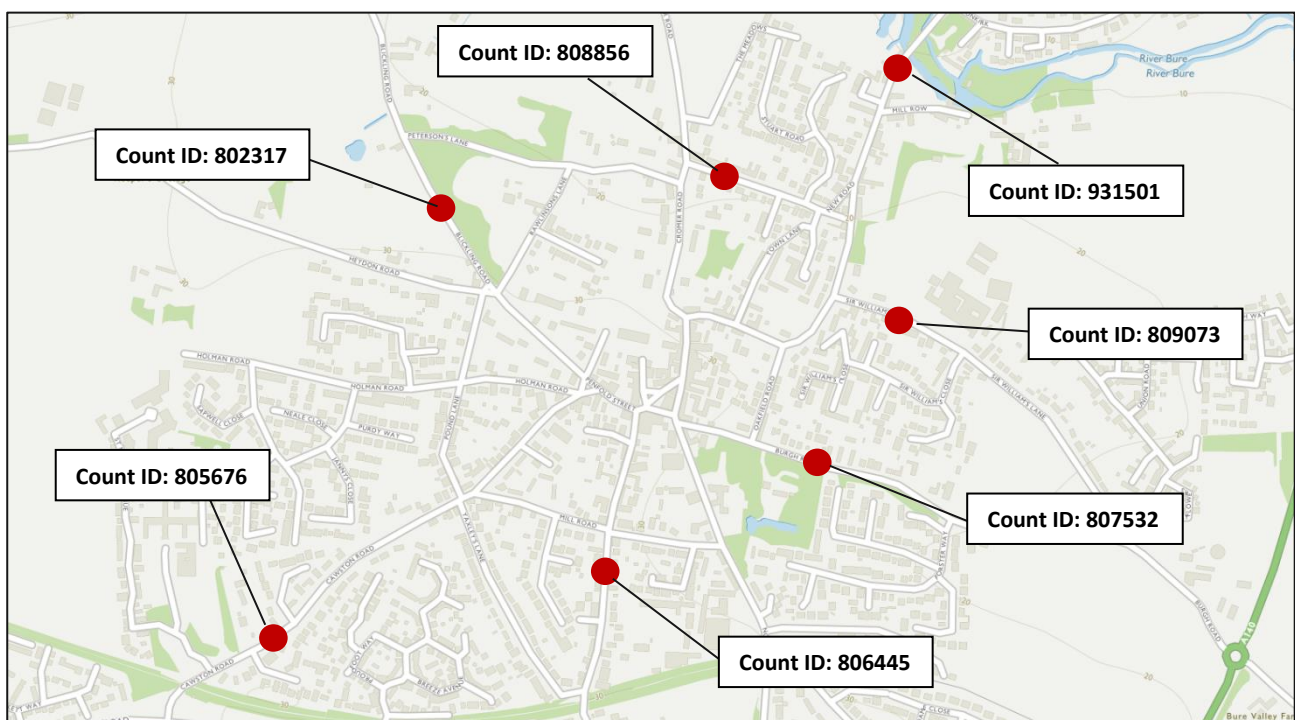
4. Data Collection

4.1 Traffic Flows

In order to form an initial understanding of baseline traffic flows in and around Aylsham, a review of existing Department for Transport (DfT) count points has been undertaken. The DfT have several counts located around the country, which record Annual Average Daily Traffic (AADT), and are updated each year.

A review of this database identifies a total of seven count locations in and around Aylsham, the locations of which are illustrated below in **Figure 4.1**.

Figure 4.1 DfT Count Point Locations

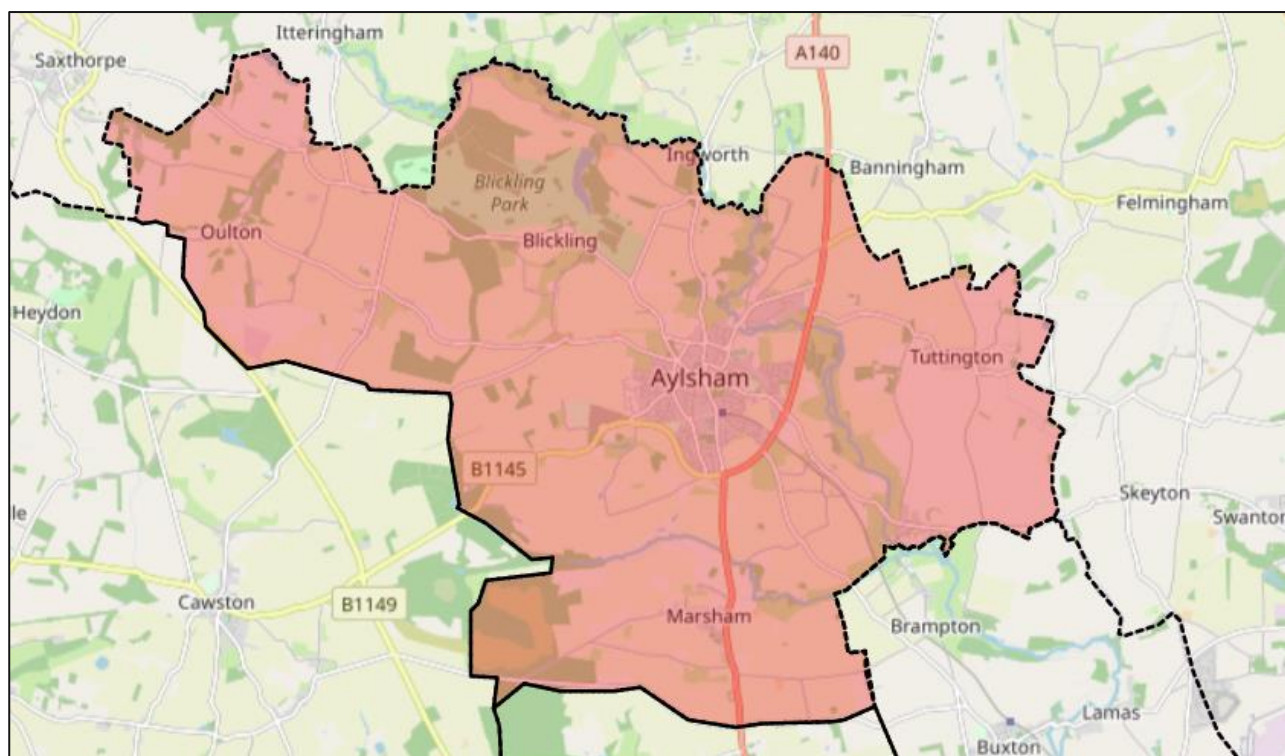


Source: <https://osmaps.ordnancesurvey.co.uk/>

The latest data available from each count point varies from 2009 to 2019. As a result, all counts have been uplifted to 2019 using the Trip End Model Presentation Programme (TEMPro Version 7.2), which is an industry standard means of forecasting traffic flows. It should be noted that this provides a snapshot of traffic data prior to the COVID-19 pandemic, and therefore are a robust representation of baseline traffic flows for Aylsham.

The growth factors have been modified within TEMPro using the National Transport Model (NTM) AF15 dataset to calculate the adjusted local growth figure for the 'Broadland 001' dataset. TEMPro is a program that provides projections of the total number of trips in an area over time for use in local and regional transport models. The role of TEMPro is to act as a nationally consistent benchmark distribution of growth in planning data and trip ends. Forecasts for two different years can be used to generate trip end growth factors between the two. The 'Broadland 001' district selected covers the area illustrated below in **Figure 4.2**.

Figure 4.2 Broadland 001 Area



Source: <https://nomisweb.co.uk>

A summary of the daily (0700-1900) two-way AADT traffic flows for each count location is provided below in Table 4.1.

Table 4.1 DfT Count Locations Data Summary

Time Period	Count Point						
	802317 Blickling Road	808856 Bure Way	931501 Millgate	809073 Sir William Ln	807532 Burgh Road	806445 Hungate	805676 Cawston Road
0700-0800	170	54	144	76	124	23	93
0800-0900	209	69	282	240	183	101	214
0900-1000	201	64	182	160	173	57	229
1000-1100	209	45	153	108	148	58	207
1100-1200	209	57	160	117	158	44	176
1200-1300	216	50	184	122	152	72	179
1300-1400	196	57	165	106	151	46	174
1400-1500	168	60	206	118	164	64	202
1500-1600	224	51	249	189	230	80	263
1600-1700	240	43	271	143	213	84	204
1700-1800	221	72	226	182	175	55	254
1800-1900	166	42	134	150	142	48	232

Time Period	Count Point						
	802317 Blickling Road	808856 Bure Way	931501 Millgate	809073 Sir William Ln	807532 Burgh Road	806445 Hungate	805676 Cawston Road
Total	2,429	664	2,355	1,711	2,013	732	2,428

Source: www.roadtraffic.dft.gov.uk

It should be noted that, whilst the AADT data identified above is dated 2019, this is still considered applicable to the current environment as it presents a pre COVID-19 traffic baseline. In order to further understand existing baseline conditions, traffic counts have been undertaken at several junctions throughout the town, the analysis of which is presented later in this section of the report.

In order to determine the actual capacity of the roads featuring the DfT count points, reference can be made to the Design Manual for Roads and Bridges (DMRB) 'TA 79/99: Traffic Capacity of Urban Roads', which classifies roads based on factors such as width, speed limit, side roads, and pedestrian crossing, and provides an indication of capacity. This guidance was withdrawn in March 2020, however it is still widely accepted as a guidance document, and it is still considered to be applicable in determining highway capacity.

Table 4.2 below provides a summary of the road classification for the section of road with a count point, the maximum capacity for each, and a summary of whether recorded traffic flows are under said threshold.

Table 4.2 Road Classifications

Count Location	Road Classification	Determining Factors	Maximum Capacity (Two-way hourly flow)	Within Capacity? ✓ / X
802317 – Blickling Road	UAP 1	<ul style="list-style-type: none"> - High standard single / dual; carriageway road carrying predominantly through traffic with limited access - 40-60mph for dual, generally 40mph single - 0-2 side roads per km - Limited access to roadside development - Restricted parking and loading - Mostly at grade separated pedestrian crossings - In lay-by bus stops 	2,200 vehicles per hour (two way) (Flow taken for 6.75m carriageway from Table 2 in TA 79/99, and uplifted by 40% to calculate two-way movements)	✓
808856 – Bure Way	UAP 3	<ul style="list-style-type: none"> - Variable standard road carrying mixed traffic with frontage access, side roads, bust stops and at-grade pedestrian crossings - 30-40mph speed limit - More than 2 side roads per km - Frontage access to development - Unrestricted parking and loading - Some at-grade pedestrian crossings - At kerbside bus stops 	1,500 vehicles per hour (two way) (Flow taken for 6.1m carriageway from Table 2 in TA 79/99, and uplifted by 40% to calculate two-way movements)	✓
931501 – Millgate	UAP 3	<ul style="list-style-type: none"> - Variable standard road carrying mixed traffic with frontage access, side roads, bust stops and at-grade pedestrian crossings - 30-40mph speed limit - More than 2 side roads per km - Frontage access to development - Unrestricted parking and loading - Some at-grade pedestrian crossings - At kerbside bus stops 	1,500 vehicles per hour (two way) (Flow taken for 6.1m carriageway from Table 2 in TA 79/99, and uplifted by 40% to calculate two-way movements)	✓
809073 – Sir William Lane	UAP 3	<ul style="list-style-type: none"> - Variable standard road carrying mixed traffic with frontage access, side roads, bust stops and at-grade pedestrian crossings - 30-40mph speed limit 	1,500 vehicles per hour (two way)	✓

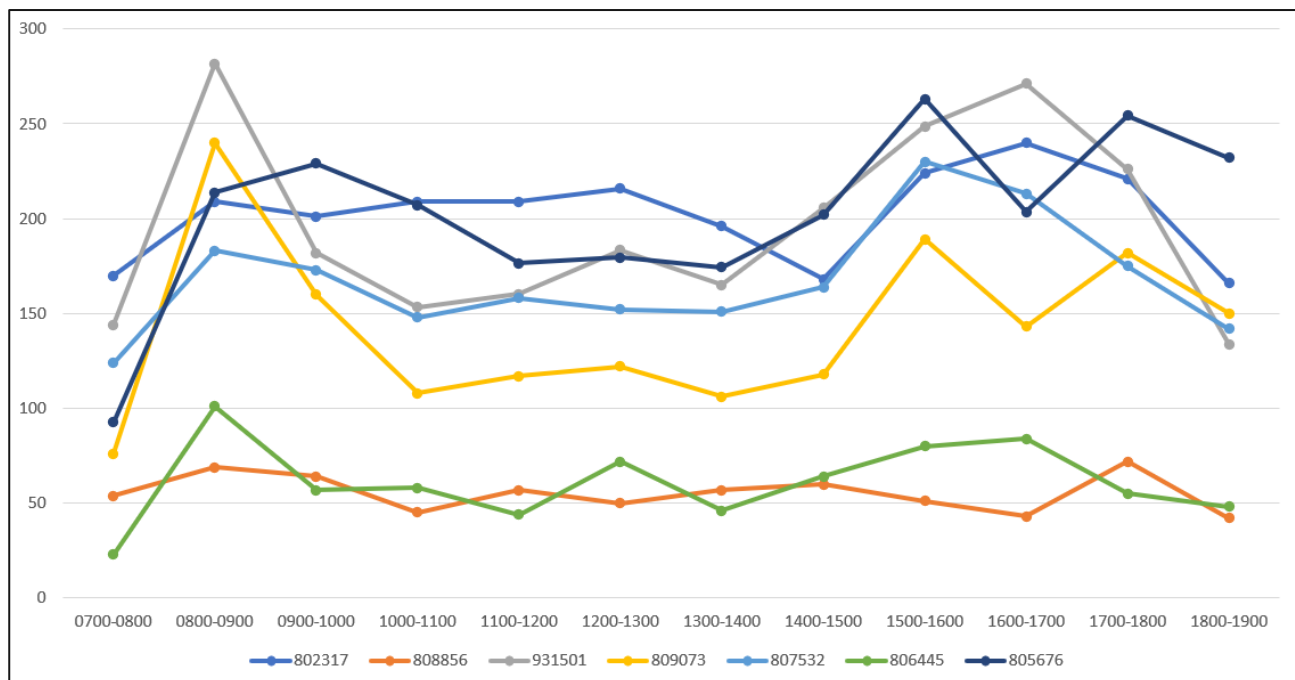
Count Location	Road Classification	Determining Factors	Maximum Capacity (Two-way hourly flow)	Within Capacity? ✓ / X
		<ul style="list-style-type: none"> - More than 2 side roads per km - Frontage access to development - Unrestricted parking and loading - Some at-grade pedestrian crossings - At kerbside bus stops 	(Flow taken for 6.1m carriageway from Table 2 in TA 79/99, and uplifted by 40% to calculate two-way movements)	
807532 – Burgh Road	UAP 3	<ul style="list-style-type: none"> - Variable standard road carrying mixed traffic with frontage access, side roads, bust stops and at-grade pedestrian crossings - 30-40mph speed limit - More than 2 side roads per km - Frontage access to development - Unrestricted parking and loading - Some at-grade pedestrian crossings - At kerbside bus stops 	1,500 vehicles per hour (two way) (Flow taken for 6.1m carriageway from Table 2 in TA 79/99, and uplifted by 40% to calculate two-way movements)	✓
806445 – Hungate Street	UAP 3	<ul style="list-style-type: none"> - Variable standard road carrying mixed traffic with frontage access, side roads, bust stops and at-grade pedestrian crossings - 30-40mph speed limit - More than 2 side roads per km - Frontage access to development - Unrestricted parking and loading - Some at-grade pedestrian crossings - At kerbside bus stops 	1,500 vehicles per hour (two way) (Flow taken for 6.1m carriageway from Table 2 in TA 79/99, and uplifted by 40% to calculate two-way movements)	✓
805676 – Cawston Road	UAP 3	<ul style="list-style-type: none"> - Variable standard road carrying mixed traffic with frontage access, side roads, bust stops and at-grade pedestrian crossings - 30-40mph speed limit - More than 2 side roads per km - Frontage access to development - Unrestricted parking and loading - Some at-grade pedestrian crossings - At kerbside bus stops 	1,500 vehicles per hour (two way) (Flow taken for 6.1m carriageway from Table 2 in TA 79/99, and uplifted by 40% to calculate two-way movements)	✓

Road classifications and capacity assessments carried out using TA 79/99: Table 1 and 2.

Comparing traffic flows in **Table 4.1** and the capacity of each road identified in **Table 4.2**, the data shows that all roads featuring count points on the approach to Aylsham recorded flows well under the indicated capacity thresholds identified within TA 79/99.

In addition to the above assessment, a graph illustrating the daily traffic flows identified in **Table 4.1** is provided below in **Figure 4.3**.

Figure 4.3 Hourly Traffic Flows Summary Illustration (Two way)



The above graph illustrates that, for the majority of the count points, there is a noticeable increase in traffic during an AM (0800-0900 hours) and PM peak (1500-1700 hours), with a smaller midday peak (1200-1300 hours).

In addition to the DfT counts set out above, multi-modal traffic counts were undertaken by a specialist traffic survey company (360 TSL) on Tuesday 19th October at 14 key junctions within Aylsham as follows:

- **Junction 1** – Banningham Road / A140;
- **Junction 2** – Bure Way / Cromer Road / Petersons Lane;
- **Junction 3** – Burgh Road / Oakfield Road;
- **Junction 4** – Gashouse Hill / Sir Williams Lane;
- **Junction 5** – Banningham Road / Dunkirk;
- **Junction 6** – Burgh Road / Buckenham Road;
- **Junction 7** – Burgh Road / Norwich Road / Red Lion Street;
- **Junction 8** – Blickling Road / Cawston Road / Penfold Street;
- **Junction 9** – Hungate Street / Penfold Street;
- **Junction 10** – White Hart Street / Oakfield Road;
- **Junction 11** – Hungate Street / Mill Road / Palmers Lane;
- **Junction 12** – Cromer Road / White Hart Street / Red Lion Street;
- **Junction 13** – Norwich Road / Palmers Lane; and
- **Junction 14** – Cawston Road / Mill Road.

The data captured has been used to determine the dominant modal choice along the highway network within Aylsham, which will influence the type of measures considered as part of the Transport Strategy. To

determine whether the data captured recently is representative of pre-Covid levels a selective comparison with the available DfT data has been undertaken and the results displayed within **Figure 4.4**.

Figure 4.4 360 TSL Data Vs DfT Data



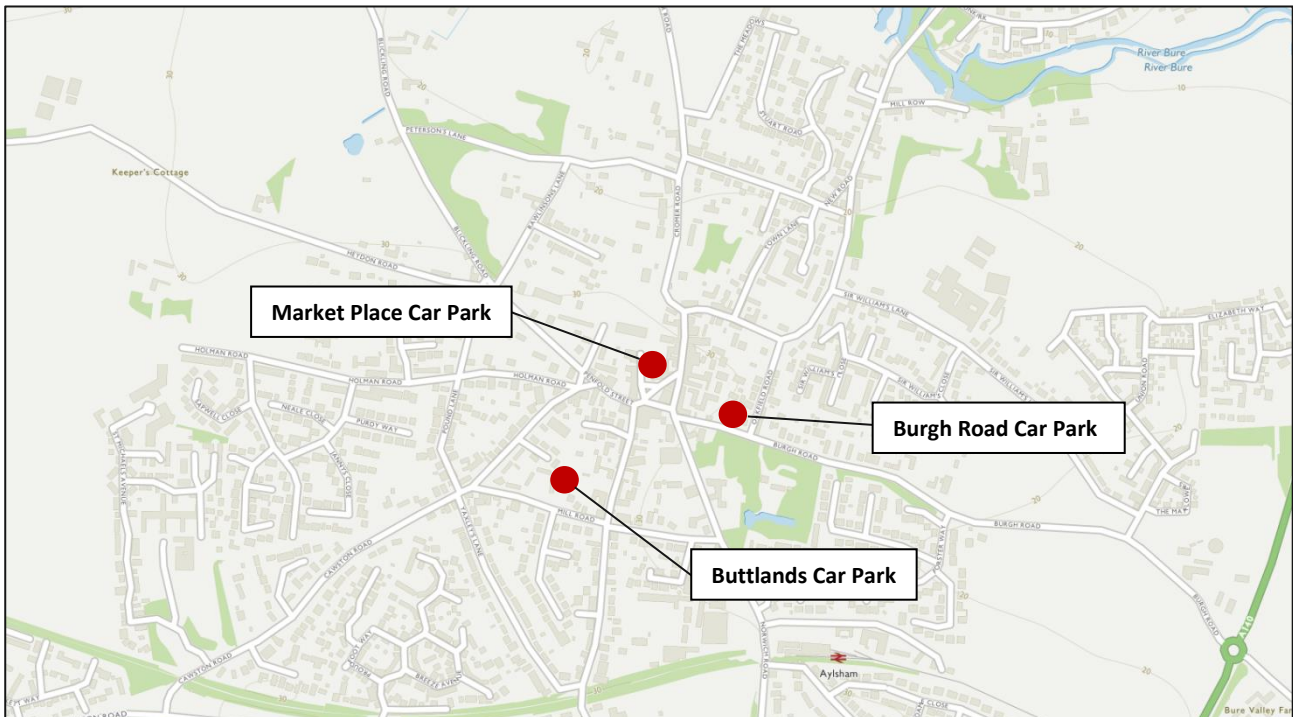
In addition to the above, a traffic network diagram illustrating the peak hour traffic counts collected, along with the raw count data, is provided in **Appendix A**.

The recent traffic survey data compares relatively favourably with the DfT survey data, indicating the recent survey is comparable to pre-Covid traffic conditions. There is a notable difference in flows along Sir Williams Lane, but this could be attributed to the time of year the survey data was collected, with the DfT surveys conducted in July and the recent surveys conducted in October (during School Term time). Other differences are likely to be reflective of daily fluctuations, but consideration of the higher flows will be given where appropriate.

4.2 Car Parking

There are several car parks situated within the town centre and their locations are illustrated within **Figure 4.5**.

Figure 4.5 Aylsham Car Park Location



Source: <https://osmaps.ordnancesurvey.co.uk/>

The following sets details of each car park.

- Burgh Road (managed by Broadland District Council).
 - ▶ No overnight parking permitted.
 - ▶ 57 spaces provided.
 - ▶ Free of charge.
 - ▶ Parking permitted for a maximum period of four hours between 8am-6pm Monday-Saturday.
- The Buttlands (managed by Broadland District Council).

- ▶ No overnight parking permitted.
- ▶ 58 spaces provided.
- ▶ Free of charge.
- ▶ All-day / long-stay parking permitted.
- Market Place (managed by Aylsham Town Council).
 - ▶ Two hours maximum stay Mon-Fri 8am-6pm.
 - ▶ 28 spaces provided.
 - ▶ Free of charge.

It should be noted that, whilst time limits do apply to the car parks listed above, there is no evidence of parking enforcement within the town centre¹.

In addition to the above, car parking is also available at the following locations:

- Budgens of Aylsham;
- Tesco Superstore; and
- Bure Valley Railway (Aylsham Rail Station).

To understand the levels car parking occupancy within the town centre, the official car parks listed above have been subject to spot surveys on the following days:

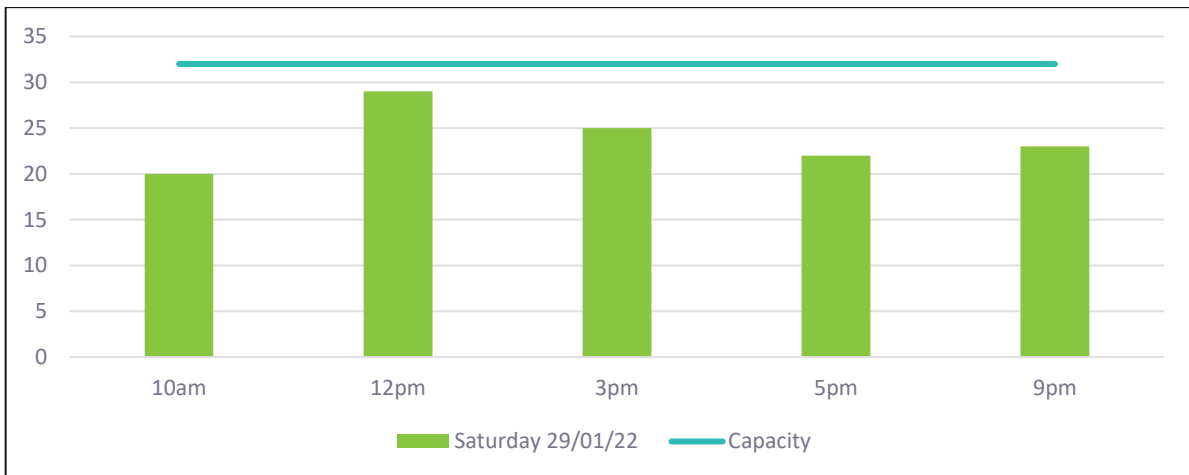
- Market Square:
 - ▶ Friday 28th January 2022; and
 - ▶ Saturday 29th January 2022.
- Buttlands Car Park:
 - ▶ Saturday 29th January 2022.
- Burgh Road:
 - ▶ Monday 24th January 2022; and
 - ▶ Wednesday 26th January 2022.

A summary of the occupancy data collected is illustrated in **Figure 4.6** below.

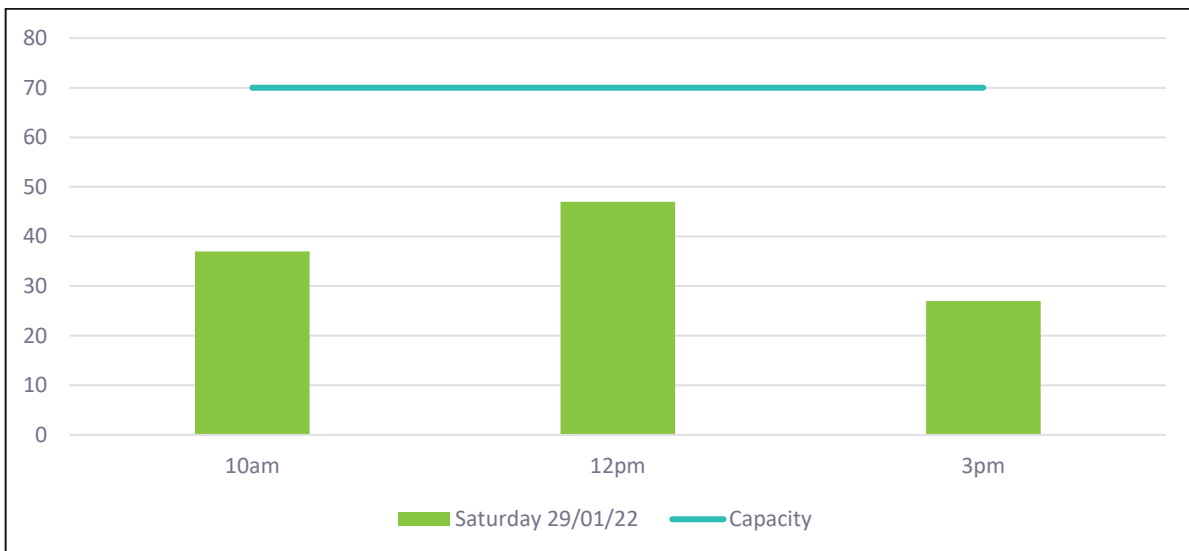
¹ Regarding enforcement of the Burgh Road car park, as there is no paid parking this is undertaken by Kings Lynn area of the North Norfolk Partnership and paid for by BDC. There is no evidence to show that the 4 hour stay is rigorously enforced and as a result car park all day.

Figure 4.6 Car Park Occupancy

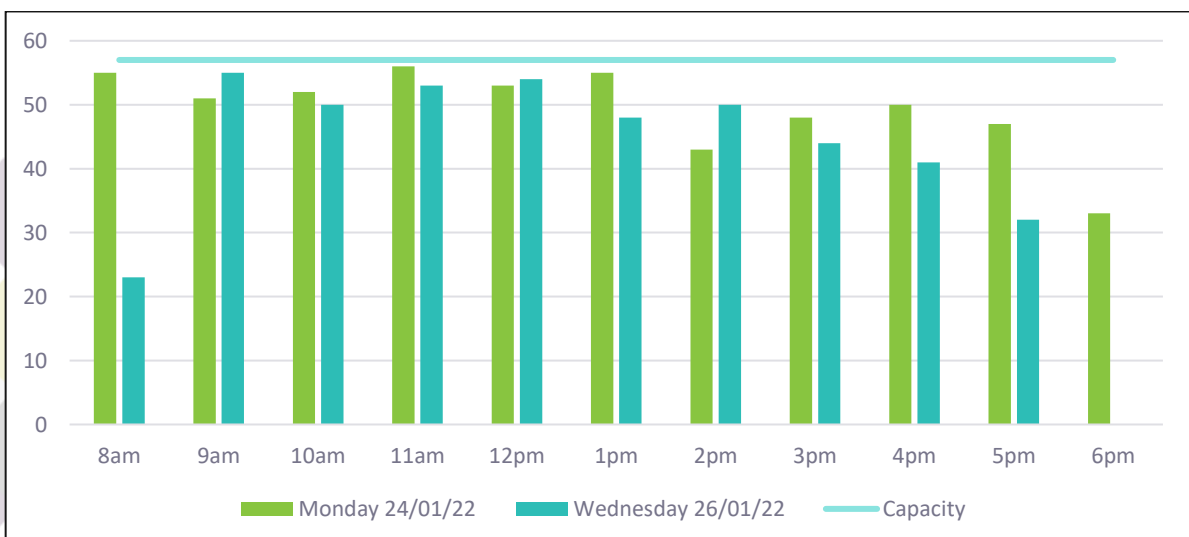
Market Place Car Park



The Buttlands Car Park



Burgh Road Car Park



In addition to the above, the raw traffic count data collected is provided in **Appendix B**.

The sample car park occupancy surveys indicate that all car parks were identified to have unused capacity at various points throughout the day. Burgh Road car park shows to be nearing capacity during the morning / midday period, with numbers falling into the evening period.

Peak usage within the Market Place area falls during the midday / early afternoon period, however staying above 50% occupancy throughout the day. It should be noted that the Market Place was identified in the residents / businesses survey to experience high car parking turnover.

The Buttlands car park is shown to experience the lowest level of occupancy on the date surveyed, with peak usage occurring during the midday period.

5. Network Audit & Inspection

5.1 Introduction

A site visit was undertaken by “ttc” technical staff on the 1st October 2021, which involved a detailed audit of the existing highway network throughout Aylsham. A set of criteria was derived based on a preliminary desktop review of the town, to ensure that recording and analysis was consistent. The criteria used is listed as follows:

- Carriageway width and condition;
- Footway provision, width, and condition;
- Presence of on-street parking;
- Provision of street lighting;
- Pedestrian crossing provision; and
- Traffic Regulation Orders (TROs).

It should be acknowledged that the highway network does not include any shared or dedicated cycle provision and therefore this has not been included for within the audit. It should also be acknowledged that there are no dedicated bus lanes or facilities to support bus priority and therefore this has also been excluded from the audit.

To ensure the results of the audit are clear and easily assessable, a ‘Red Amber Green’ rating scale has been used to categorise the quality of the existing network using the criteria outlined below:

- Red – Narrow carriageway / large presence of on-street parking / no central white line markings / narrow footways / no pedestrian crossing points / no street lighting;
- Amber – Carriageway width restricted in places due to on-street parking / some white line markings / footways provided, however not full provision / limited street lighting; and
- Green – Wide carriageway with little to no on-street parking / central white line markings / footways provided on both sides of the carriageway / pedestrian crossing points provided / street lighting at regular intervals.

A summary of this exercise for vehicles and pedestrians is presented within **Sections 5.2** and **5.3** respectively. A copy of the raw data, along with plans to illustrate the key observations, is provided in **Appendix C**.

5.2 Vehicle Network Audit

A comparison exercise has been undertaken, combining observations gained from the site audit and traffic counts carried out by 360 TSL, to determine the sections of the network from a vehicular perspective that present key issues to be addressed.

Red Lion Street

- Identified as 'Red' in the RAG assessment.
- Two-way vehicle flows of 251 and 243 during the AM and PM peak hours respectively.
- Narrow carriageway (circa. 3.8m in sections) results in vehicles mounting narrow footways.
- Relatively high vehicle flow.
- Further assessment required (discussed in **Section 7.2**).

Penfold Street

- Identified as 'Amber' in the RAG assessment.
- Two-way vehicle flows of 352 and 404 during the AM and PM peak hours respectively.
- Give-way arrangement results in congestion / vehicle-vehicle conflict.
- Further assessment required (discussed in **Section 7.2**).

Burgh Road

- Identified as 'Amber' in the RAG assessment.
- Two-way vehicle flows of 252 and 234 during the AM and PM peak hours respectively.
- Give-way arrangement at the junction with Oakfield Road results in congestion / conflict with on-street parking.
- Lack of central white line markings for a link experiencing high traffic volumes.
- Further assessment required (discussed in **Section 7.2**).

Hungate Street (N)

- Identified as 'Red' in the RAG assessment.
- Two-way vehicle flows of 34 and 69 during the AM and PM peak hours respectively.
- Whilst the road is signed as access only and subject to relatively low vehicle flows, there are high levels of on-street parking creating pinch points impacting on safe access.
- Further assessment required (discussed in **Section 7.2**).

Norwich Road

- Identified as 'Green' in the RAG assessment.
- Two-way vehicle flows of 429 and 518 during the AM and PM peak hours respectively.
- Whilst no significant issues have been identified, it is acknowledged that the Aylsham Network Improvement Strategy (April 2020) identifies 'Corridor 2' as requiring potential improvement.

Cawston Road

Northern Section

- Identified as 'Amber' in the RAG assessment.
- Two-way vehicle flows of 167 and 189 during the AM and PM peak hours respectively.
- Issues with on-street parking and forward visibility identified.
- Further assessment required (discussed in **Section 7.2**).

Southern Section

- Identified as 'Green' in the RAG assessment.
- Two-way vehicle flows of 175 and 188 during the AM and PM peak hours respectively.
- No significant issues identified; therefore, no further assessment is deemed necessary.

Blickling Road

- Identified as 'Amber' in the RAG assessment.
- Two-way vehicle flows of 319 and 260 during the AM and PM peak hours respectively.
- Sections of road narrowing between the junction with Rawlinsons Lane, and Cawston Road restricts two-way movements between larger vehicles.
- Further assessment required (discussed in **Section 7.2**).

Cromer Road

- Southern section identified as 'Amber' in the RAG assessment.
- Two-way vehicle flows of 75 and 96 during the AM and PM peak hours respectively.
- Effective carriageway width restricted in places due to the presence of on-street parking along the eastern side of the carriageway.
- No significant issues due to low vehicle flows; therefore, no further assessment is deemed necessary.

White Hart Street

- Western section identified as 'Amber' in the RAG assessment.
- Two-way vehicle flows of 198 and 185 during the AM and PM peak hours respectively.
- Narrow carriageway at the junction with Red Lion Street, along with the presence of on-street parking reducing the effective carriageway width.
- Further assessment required (discussed in **Section 7.2**).

Oakfield Road

- Identified as 'Red' in the RAG assessment.
- Two-way vehicle flows of 28 and 27 during the AM and PM peak hours respectively.

- Narrow carriageway wide enough for only one-way vehicle movements, reduced further in places due to the presence of on-street parking.
- No significant issue due to low vehicle flows; therefore, no further assessment is deemed necessary.

5.3 Pedestrian Network Audit

A comparison exercise has been undertaken, combining observations gained from the site audit and traffic counts carried out by 360 TSL, to determine the sections of the network from a pedestrian perspective that present key issues to be addressed.

Red Lion Street

- Identified as 'Amber' in the RAG assessment.
- Two-way pedestrian flows of 77 and 59 during the AM and PM peak hours respectively.
- Narrow footways along both sides of the carriageway, not possible for two-way passing, causes fear and intimidation when larger vehicles mounting the footway.
- High pedestrian flow along with the high vehicle flows identified in **Section 5.2**.
- Further assessment required (discussed in **Section 7.2**).

Penfold Street

- Identified as 'Amber' with a small section of 'Red' in the RAG assessment.
- Two-way pedestrian flows of 37 and 43 during the AM and PM peak hours respectively.
- Section of narrow / no footway, no formal crossing point provided to access the Market Place.
- Further assessment required (discussed in **Section 7.2**).

Burgh Road

- Identified as 'Amber' in the RAG assessment.
- Two-way pedestrian flows of 16 and 14 during the AM and PM peak hours respectfully.
- Footway only along the northern side of the carriageway.
- Low pedestrian flows and minimal conflict with vehicles; therefore, no further assessment is deemed entirely necessary, however, with reference to the Aylsham Network Improvement Strategy (April 2020), some of the cycle improvements identified may be beneficial.

Hungate Street (N)

- Identified as 'Red' in the RAG assessment.
- Two-way pedestrian flows of 127 and 113 during the AM and PM peak hours respectively.
- Pedestrian flows far exceed recorded vehicle flows; however, road still caters predominantly for vehicles.
- Further assessment required (discussed in **Section 7.2**).

Norwich Road

- Identified as 'Green' in the RAG assessment for the majority, changing to 'Amber' on the approach to the Market Place.
- Two-way pedestrian flows of 53 and 90 during the AM and PM peak hours respectively.
- Whilst no significant issues have been identified, it is acknowledged that the Aylsham Network Improvement Strategy (April 2020) identifies 'Corridor 2' as requiring potential improvement.

Cawston Road

- Identified predominantly as 'Green' in the RAG assessment, however with a short section of 'Red' at the junction with Mill Road.
- Two-way pedestrian flows of 23 and 24 during the AM and PM peak hours respectively.
- Lack of footway / crossing points at the junction with Mill Road.
- Further assessment required (discussed in **Section 7.2**).

Blickling Road

- Identified as 'Amber' in the RAG assessment.
- Two-way pedestrian flows of 69 and 29 during the AM and PM peak hours respectively.
- Narrow footway, encroached on two-way passing vehicles restricts the effective width, also causing levels of fear and intimidation.
- One of the main pedestrian routes to the primary school.
- Further assessment required (discussed in **Section 7.2**).

Cromer Road

- Southern section identified as 'Amber' in the RAG assessment.
- Two-way pedestrian flows of 90 and 28 during the AM and PM peak hours respectively.
- Footway only provided along the western side of the carriageway, no formal pedestrian crossing point at the junction with White Hart Street, which shows as a dominant flow (47 movements during the AM peak hour).
- Further assessment required (discussed in **Section 7.2**).

White Hart Street

- The RAG assessment identified a mix of provision along this link. The initial section from the junction with Red Lion Street is identified as 'Red'; 'Amber' up to the junction with Town Lane; and 'Green' for the remaining section.
- Two-way pedestrian flows of 151 and 71 during the AM and PM peak hours respectively.
- Lack of crossing point at the junction with Red Lion Street and narrow footways in this area contributed to the 'Red' rating.

- Vary narrow footways blocked by vehicles observed along the stretch up to the junction with Town Lane.
- Further assessment required (discussed in **Section 7.2**).

Oakfield Road

- Identified as 'Red' in the RAG assessment.
- Two-way pedestrian flows of 59 and 17 during the AM and PM peak hours respectfully.
- Narrow carriageway with no dedicated pedestrian facilities, despite pedestrian flows showing to be higher than vehicles during the AM peak hour.
- Nature of the road, along with slow vehicle speeds does create a pedestrian friendly environment.
- Further assessment required (discussed in **Section 7.2**).

The survey and audit review analysis has revealed there are several likely conflicts between users and current provision, which would warrant further review as part of the Transport Strategy. It should be noted that affording users with the right kind of provision will be an important and crucial step in ensuring that one of the Town Councils Key Objectives, which seeks to ensure *"pedestrians and vehicles co-exist in a safe and practical manner"*, is satisfied.

6. Key Stakeholder and Community Engagement

6.1 Engagement Context

As part of the study, communications with the stakeholders and the local community are seen as a critical part of the development of a transport strategy to ensure that any recommendations are afforded the necessary local support. To ensure that the community involvement is at the heart of the study an engagement process was developed in two stages, namely:

- **Phase 1** – engagement with the key stakeholders, local community and businesses. The aim of the process was to identify potential issues and problems that have not been identified during the various site visits and ascertain ideas on how to improve the town offer, together with the acceptability of potential solutions.
- **Phase 2** – following the phase 1 engagement a second a final stakeholder and community engagement workshop will present the potential option elements of the transport strategy for consideration. The aim of the engagement workshop will be to gauge levels of acceptability of the potential transport strategy options.

The section of the report sets out the outcomes of the Phase 1 element of the Key Stakeholder and Community Engagement process.

6.2 Key Stakeholder

The engagement with interested parties at the outset of the study was seen as an integral aspect of the study process and was deemed essential to attain “buy in” into the study from all the key stakeholders.

Following the Inception Meeting with Aylsham Town Council, held during October 2021, the key stakeholders were agreed to be the following bodies, namely:

- Norfolk County Council;
- The National Trust;
- Broadland and South Norfolk District Council;
- Local District and County Councillors;
- Public Transport Operators;
- Bure Valley Railway;
- Local Schools;
- National Farmers Union;
- Norfolk Homes; and
- Hopkins Homes.

Engagement Process

The engagement process took the form of initial email contact with the appropriate person for each organisation. Following the initial contact either meetings were arranged, or a decision as to the most appropriate way forward. The Key Stakeholder contact list and initial responses are set out in **Appendix D**.

From the initial contact with Key Stakeholders the following was noted:

- Feline Executive Travel only operate a very limited bus service through Aylsham and consequently see no point in being part of the consultation process.
- Norfolk Homes were reluctant to be part of the Phase 1 Consultation process and agreed to forward the Transport Assessment once a planning application is submitted. Despite this it was agreed to invite Norfolk Homes to the second consultation phase.

Engagement Outcomes

Following initial contact with the key stakeholder those wishing to be involved were contacted by email to arrange either a "teams meeting" or telephone meeting to take part in the consultation process.

The meetings with the key stakeholders focused on the following agenda, namely:

- An outline of the proposed aims and objectives of the project;
- The outcomes of the 'ttc' site visit and data collation phases of the project;
- A focus on the key transport issues and problems of interest to the key stakeholder; and
- Discussions around potential working solutions.

The notes of the meetings with the various key stakeholders are included in **Appendix D**, with the salient points regarding the problems and issues identified presented within **Table 6.1**.

Table 6.1 Key Stakeholder: Summary Responses

Key Stakeholder	Summary Response
Aylsham High School	Around 70 % of students travel in on 14 buses a day from the rural areas, and generally do not travel through the town centre. There are no direct walking and cycle routes and better routes needed.
Bure Valley School	Around 50% of the pupils are dropped off and picked up from the school. The remaining 50% either walk, cycle or scoot. The car park is not large enough and a few staff and visitors park off-site on Hungate Street. The school encourages local staff close to the school to either walk or cycle. There are traffic issues on Hungate Street at school drop off and pick up times. Marriot Way is not popular with students as it is muddy and no lighting. There is no School Travel Plan. BVS is looking with the TC at another entrance off Marriot's Way where the less of an incline.
St Michael's School	The school encourages pupils and parents to "Park and Stride", whereby parents are encouraged to park in the town centre and walk to school via Schoolhouse Lane.
Broadland District Council	Very little enforcement of parking on and off-street currently takes place. BDC is about to embark on a parking strategy, which will include Aylsham and that paid parking will be likely be implemented as in other towns in the district.
Bure Valley Railway	BVR has a 125-year lease from BDC and is undergoing a rent review. The railway is open 265 days a year and the retail 363 days. BVR have 100 car parking spaces (21 with BDC) on site, which is closed in the evenings. BVR are keen to see improvements to the town and work with the TC to develop a fit and proper transport strategy for the future. BVR would not be opposed to the BVR site being used/developed as Transport Hub for the town.
Hopkins Homes	Agreed that the two teams remain in contact during the course of the study. 'ttc' have been provided with the current Masterplan for the site.
Local Councillor's	Not sure that parking is much of a major issue, however signage to the town car parks was lacking and where present, confusing. BVR site was discussed as a potential P&R site. The most dangerous area in the town is outside the Black Boys Inn and Lloyds Pharmacy due to poor visibility and restricted pavement width. The cleaning of road signs and removal of overhanging vegetation is required. Installation of CCTV in the town centre (none currently in place) is desirable. If the study were to consider the re-introduction of pedestrianisation then there needs to be a clearcut reason and purpose to proceed with it.

Key Stakeholder	Summary Response
National Farmers Union	The main issue is tractors and trailers going through the town's narrow streets, particularly when there is an abundance of grain movements in the summer. The trend will continue to grow as the farming vehicles become bigger.
National Trust	National Trust land (Market Place and Buttlands) is leased to the TC and DC respectively. NT happy to work with the TC to help introduce a "Green Culture" to the community. NT has a bike hire scheme on the estate and are looking to extend it. Blickling Road from the town to the estate is perceived to be a fast road, particularly for cyclists, and there would be a desire to reduce the speed limit to make it safer and more attractive to cyclists.
Norfolk County Council (Highway Authority)	NCC are in the process of developing a Local Cycling and Walking Infrastructure Plan (LCWIP) for the County, which is due at the end of the year. As part of the LCWIP process NCC will be engaging with key groups during the spring/summer of this year. It is hoped that Aylsham Town Council will be part of this engagement process so the Town Council can feed in the outcome from the Transport Strategy into the LCWIP.
Sanders Coaches	Congestion hotspots occur where the roads are too narrow for busses to pass other vehicles. Delivery lorries on Red Lion Street hold up the buses. Sanders coaches operates MyTrip, however as Aylsham has an aging population not everyone one uses mobile phone apps. Whilst the RTI system in Norwich is unreliable, it would be helpful in Aylsham and particularly at the Tesco bus stops.

Issues raised by Key Stakeholders have been included within **Sections 7.2** and **7.3** as appropriate.

6.3 Community Engagement

Introduction

In order to engage with the local community and businesses it was agreed, as part of the study, to undertake a "Community Transport Survey" jointly with the Town Council. The objective of the survey was to gather key travel information, focus on key transport problems and issues, and seek feedback and concerns from the local community.

It was agreed to create the survey through the online survey program, "Survey Monkey", whereby the details of the survey and questions, aimed at both residents and businesses, was approved by the client. A copy of the final survey is provided within **Appendix E**.

Responses

The online survey was open for responses between the period of 15th November 2021 – 10th January 2022 and yielded a total of 483 responses: 465 were residents; and 18 were business owners.

Of the resident respondents, 88% live in Aylsham and the northern rural surrounding area (postcode N11) and 8% in the rural area to the south of Aylsham (NR10).

From respondents who are residents, it was found that 95% work in Aylsham and its surrounding area, with 2% working in the greater Norwich area. Of the respondents who work in Aylsham and the surrounding area, 30% work in the town centre and 5% work in the industrial park to the northeast of the town centre (Dunkirk).

Key Salient Facts

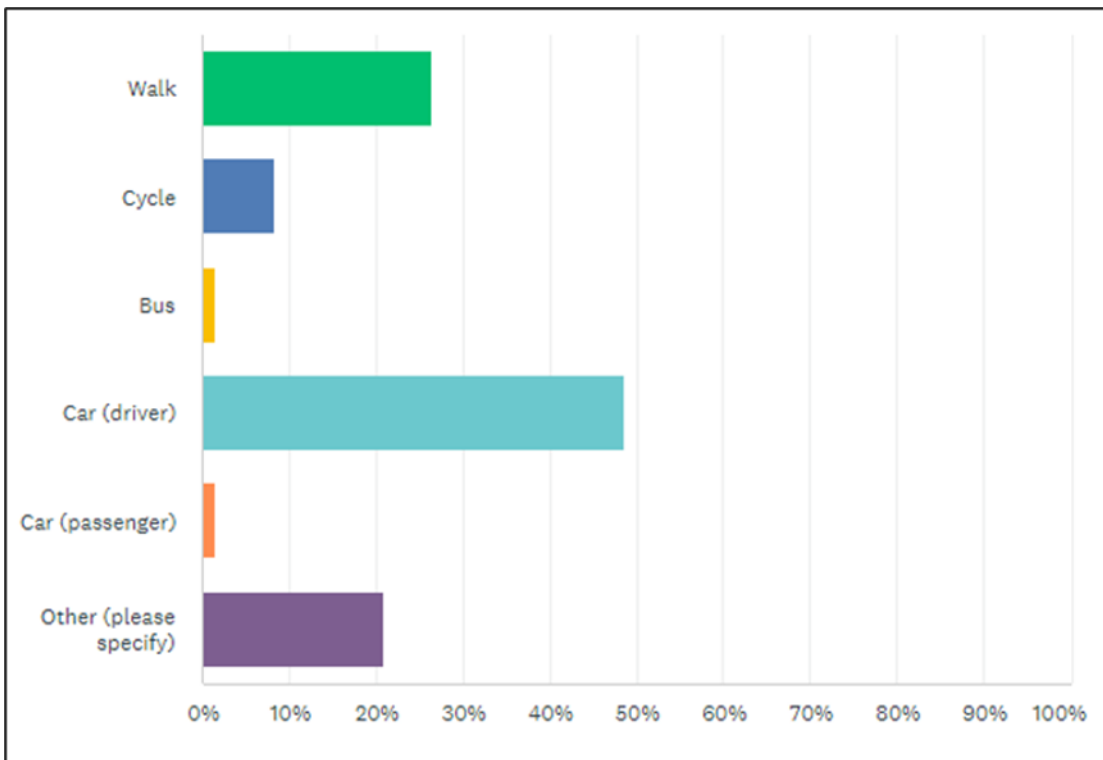
The survey provided key insight into the transport background of Aylsham and the views of residents / business owners.

A selection of results is presented below, with more detailed outputs provided in **Appendix F**.

Method of Travel

When asked what the main mode of travel to your place of work is, it was shown that almost 50% were car drivers, with almost 30% taking the walking option. It should be noted that the question in the survey was caveated with – “If your place of work or mode of travel has changed due to COVID-19 please consider how you intend to travel post-COVID-19.” A graphical illustration of the results is presented below in **Figure 6.1**.

Figure 6.1 Main method of travel to work

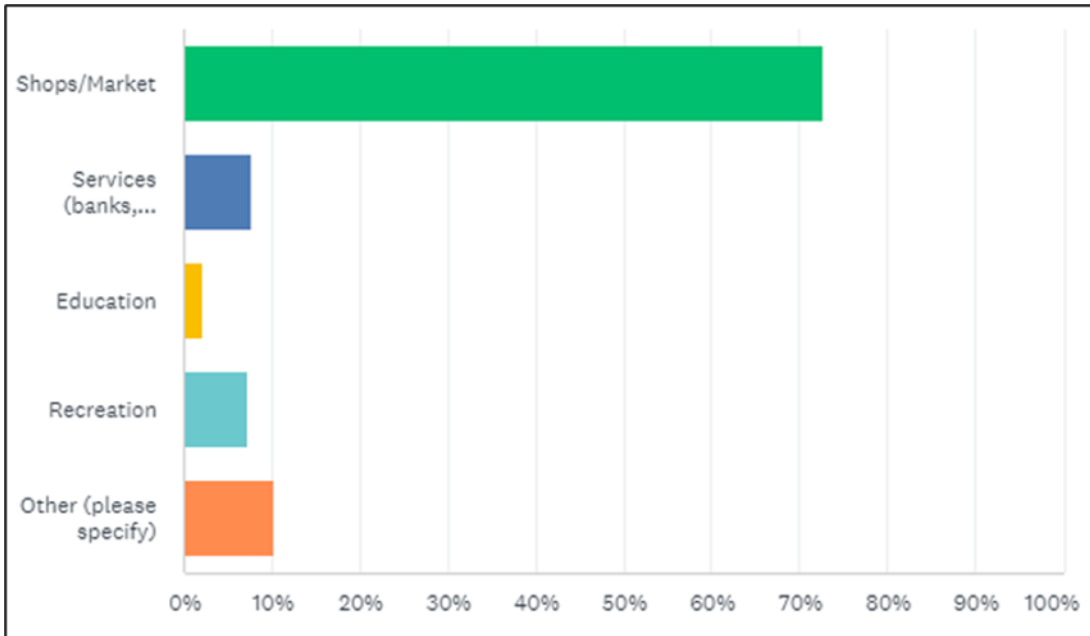


It should be noted that all the ‘other’ respondents stated they work from home.

Purpose for Visiting Aylsham

When asked what your main purpose is for visiting Aylsham town centre, the majority, over 70%, stated that it was to visit the shops and or market. A graphical illustration of the results is presented below in **Figure 6.2**.

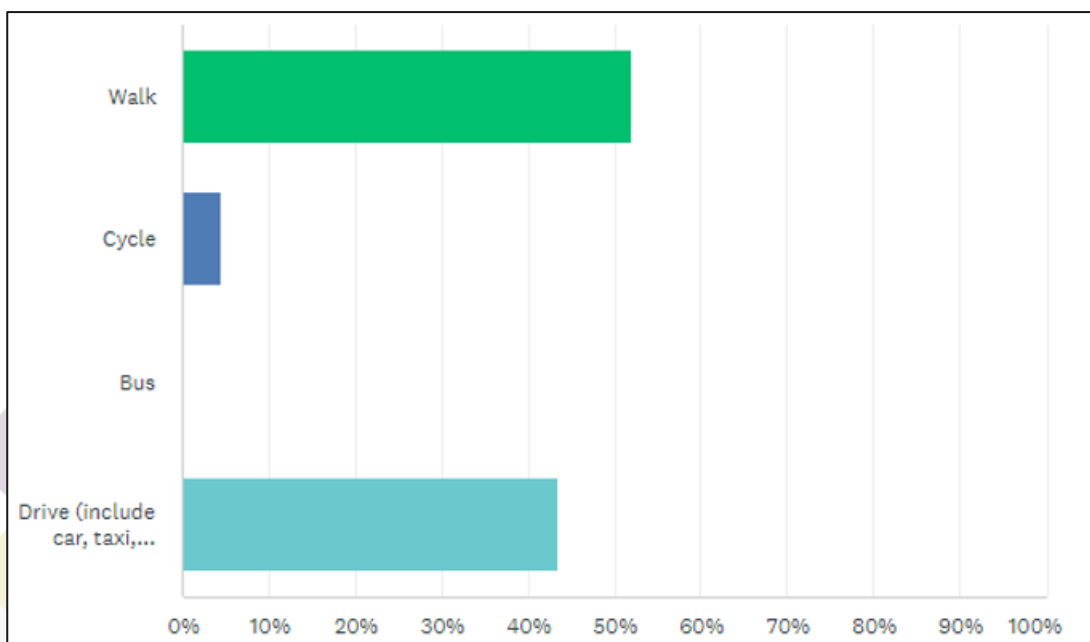
Figure 6.2 Main purpose for visiting Aylsham



Method of Travel to Services and Facilities

When asked about the mode of travel to access local services, the majority of respondents indicated they walked, which is considered reflective of the town centres proximity to the surrounding suburbs. The second most popular mode was driving. A graphical illustration of the results is presented below in **Figure 6.3**.

Figure 6.3 Main mode of travel to services and facilities

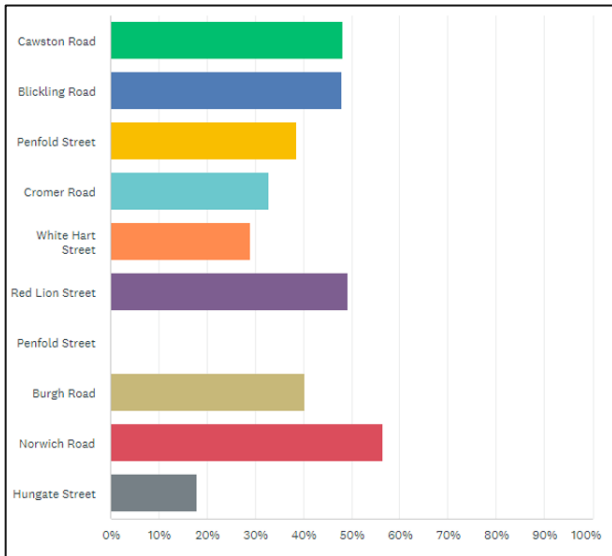


Routing

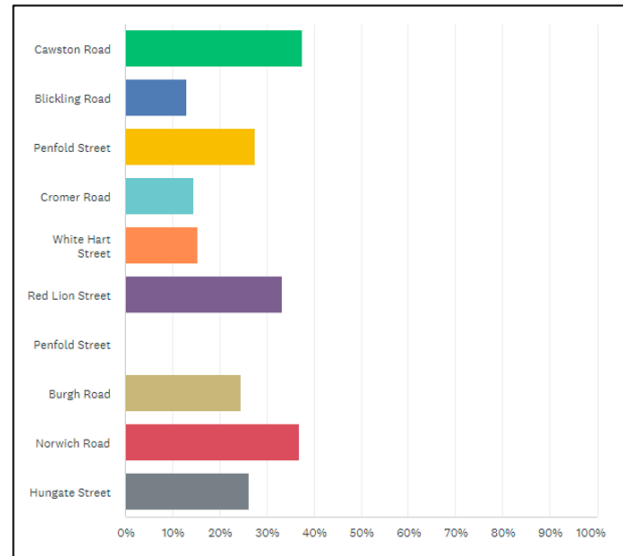
To ascertain the importance of the road hierarchy within Aylsham, several questions were asked about the routes taken within the town. Two questions were asked about routes taken when passing through the

town and when accessing local services and facilities. For both questions, the main routes were Norwich Road, Red Lion Street, and Cawston Road. A graphical illustration of the results is presented below in **Figure 6.4**.

Figure 6.4 Routes taken within Aylsham



Routes taken travelling through the Town Centre



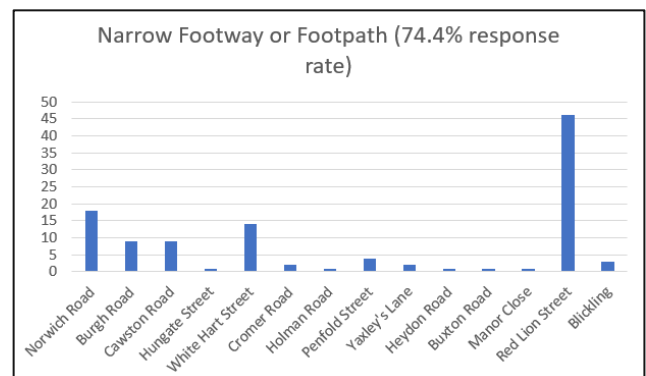
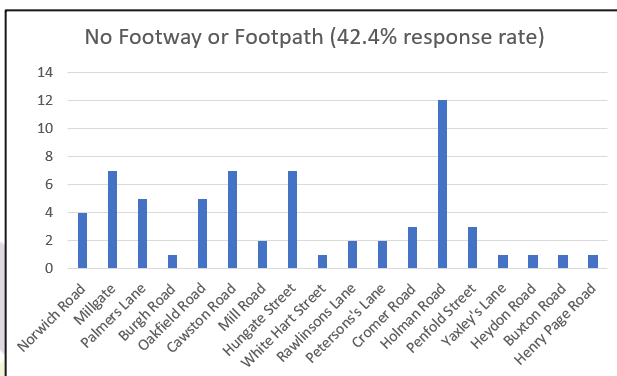
Routes take travelling to the Town Centre

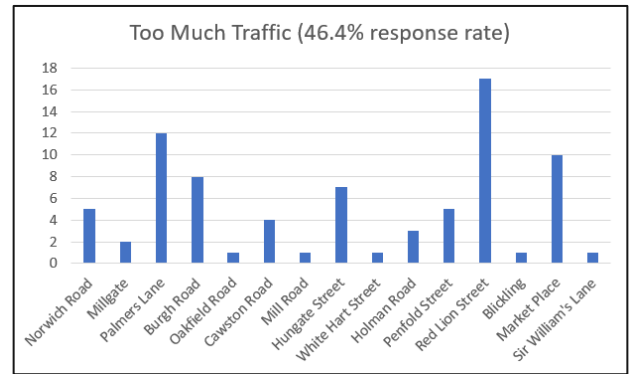
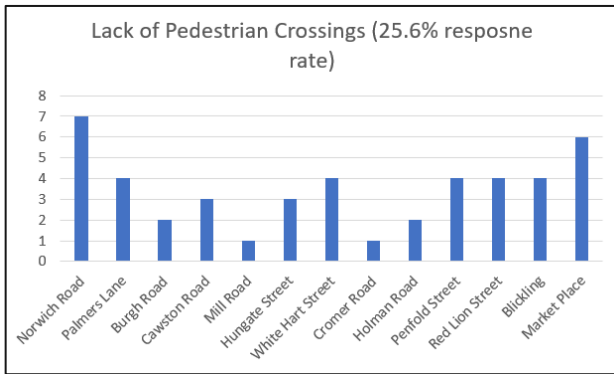
Barriers to Travel within Aylsham

Several questions were included within the survey regarding barriers to travelling in Aylsham from a walking and cycling perspective.

Issues experienced by pedestrians are illustrated graphically in **Figure 6.5** below.

Figure 6.5 Issues experienced by pedestrians

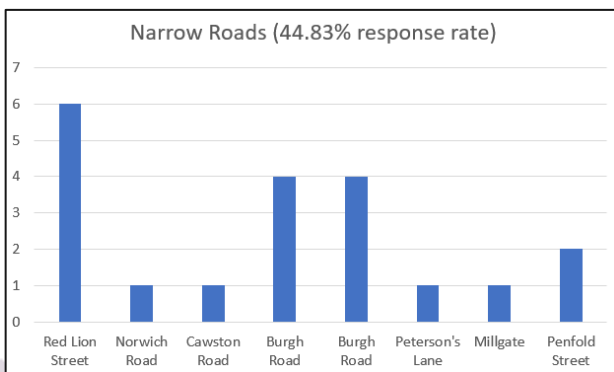
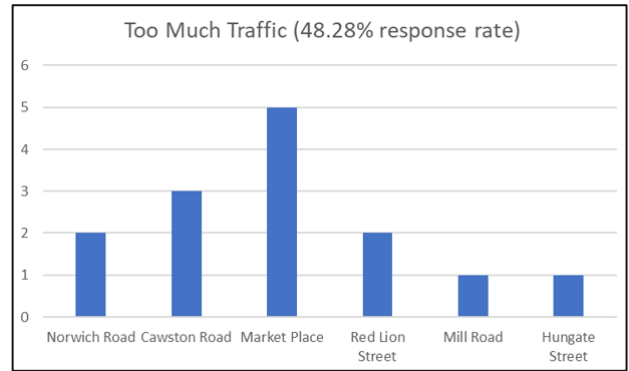
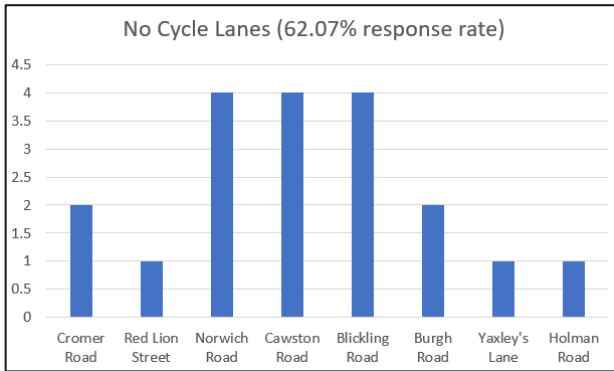




Other responses of note include high vehicle speeds, feelings of being unsafe on links with poor footway provision, and parked cars obstructing footways.

Issues experienced by cyclists are illustrated graphically in **Figure 6.6** below.

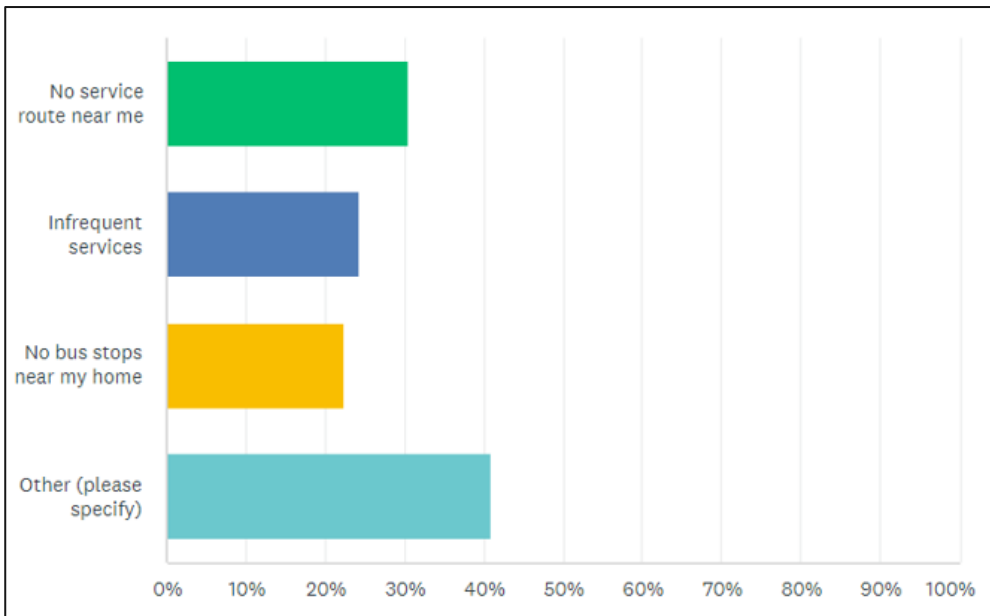
Figure 6.6 Issues and problems experienced by cyclists



Other responses of note include a lack of cycle parking (38% of responses), specifically in the marketplace, speeding vehicles, informal parking, and driver awareness.

Issues experienced by public transport users are illustrated graphically in **Figure 6.7** below.

Figure 6.7 Issues and problems experienced by public transport users

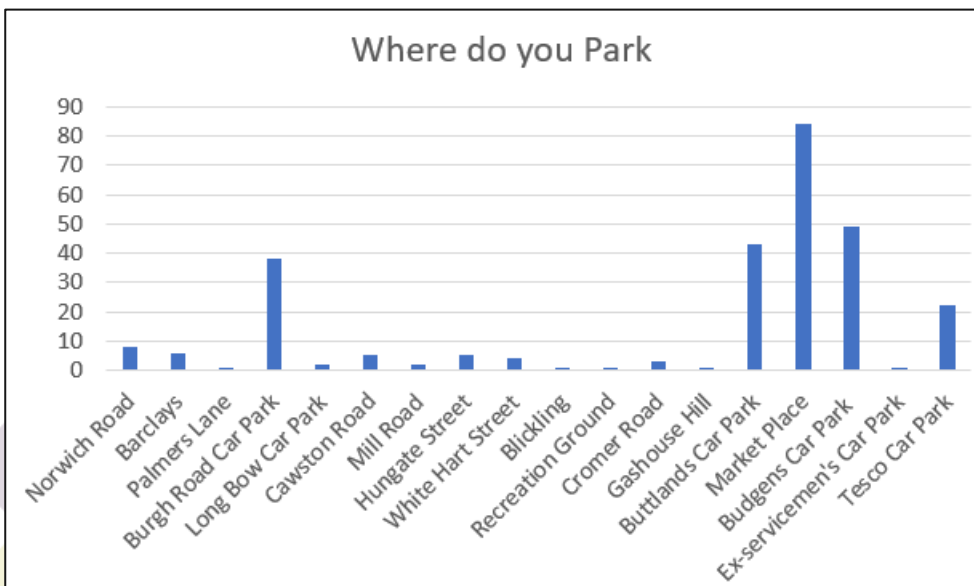


Of the responds who answered “other”, these were because they lived close enough so they could walk in, or they felt the bus services were unreliable.

Parking

The survey asked residents where they frequently parked within the town, the results of which are illustrated graphically in **Figure 6.8** below.

Figure 6.8 Parking locations: residents



Burgh Road, Buttlands, Market Place and Budgens car park were identified as being the most popular. The results indicate that the Market Place, having the least spaces available, has the greatest turnover based on the results of the stakeholder engagement consultation.

Transport Issues: Businesses

Business owners were also questioned whether there are any existing transport issues within the town which had an impact on their business. Of those who responded, circa. 70% stated 'yes', with the dominant response stating lack of parking, with a large proportion of those available being used regularly by non-customers.

7. Problems, Issues and Constraints

7.1 Introduction

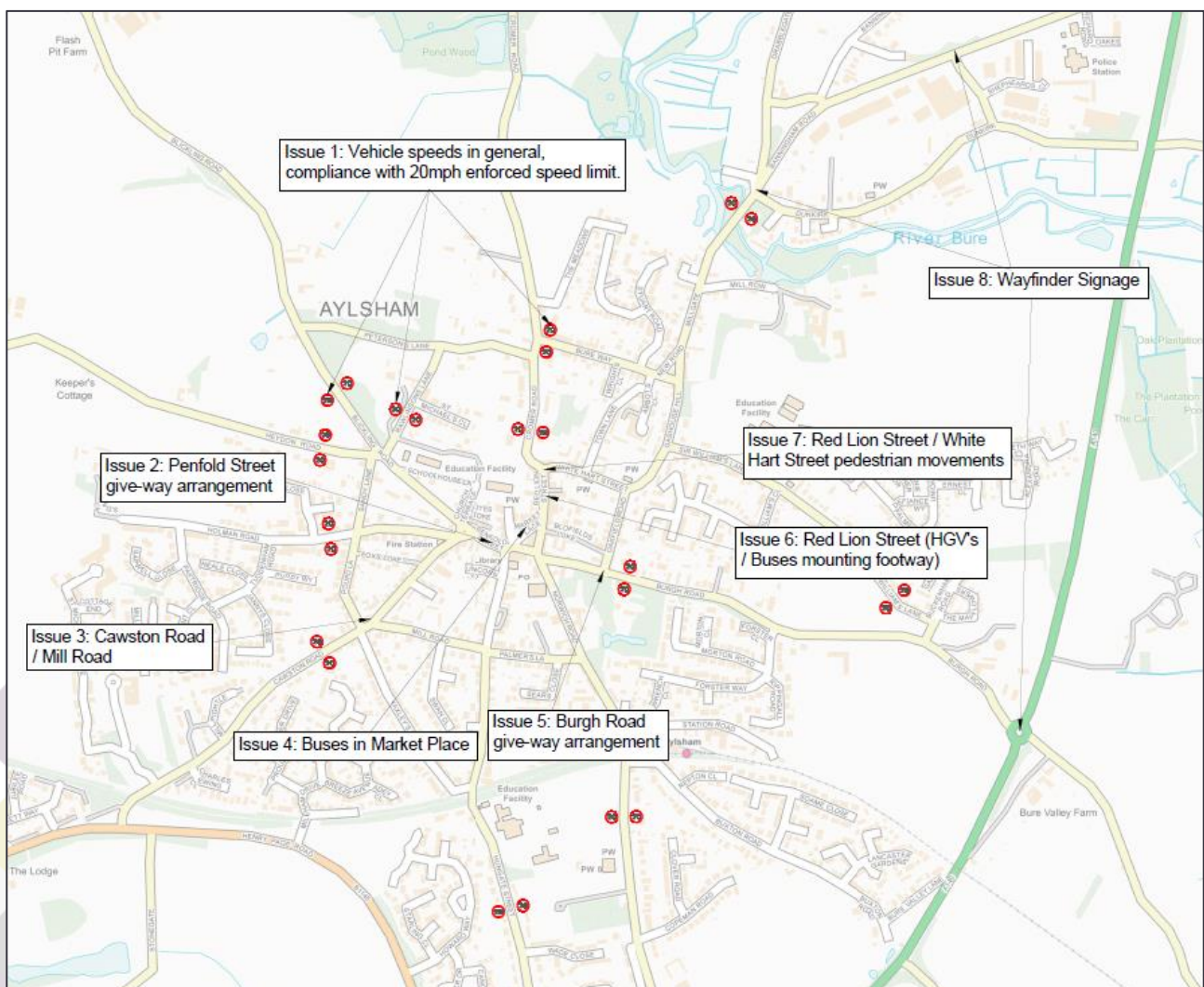
Chapter 6 above outlines the salient facts obtained from the engagement process, providing a high-level summary of the issues and concerns from the perspective of key stakeholders and both Aylsham residents and business owners. A more detailed analysis of the results, particularly open-ended questions, revealed specific issues and problems to be addressed to improve traffic and transport conditions throughout the town. This Chapter provides details on these, with full survey outputs available in **Appendix F**.

The key issues also draw from the network audit and inspection covered in **Chapter 5**.

7.2 Key Issues

The following sets out the key issues, with **Figure 7.1** illustrating their locations within the town.

Figure 7.1 Key Issues Locations



Issue 1: Vehicle Speed

Aylsham benefits from a 20mph speed limit throughout the majority of the town, with the boundary limits illustrated in the plan provided in **Figure 3.3**. The intention is to encourage slower vehicle speeds throughout, especially on the approaches to the town centre.

Following the survey however, a significant number of responses referred to excessive vehicle speeding issues within the designated 20mph zones, specifically mentioning Norwich Road and Hungate Street (within the vicinity of Bure Valley School) as particular hot spots.

Concerns were expressed that motorists do not abide by the existing 20mph speed limits, due to its scope and the lack of enforcement, the issue is getting progressively worse.

Issue 2: Penfold Street Give-way Arrangement

Penfold Street, at the junction with Cawston Road, features a give-way arrangement to prioritise traffic movements into the town centre. The arrangement is in place due to a section of narrow carriageway on Penfold Street, which is only wide enough for only one-way traffic.

Following analysis of the survey, respondents stated that in practice, motorists are observed to ignore the arrangement, leading to near misses and vehicles mounting the footway to allow two-way movements. Concerns were also raised of the queuing vehicles back into the market square due the direction of the priority arrangement.

Issue 3: Cawston Road / Mill Road

Cawston Road is a two-way single carriageway with central white line markings, however, experiences a high level of on-street car parking, predominantly along the western side, limiting both the effective carriageway width and the forward visibility.

The survey revealed a large amount of local concern for the extent of on-street parking, predominantly at and around the priority T-junction with Mill Road. Respondents noted the cause being overspill from businesses in the area.

Residents stated that the lack of visibility ahead of parked cars leads to a large number of vehicle-vehicle conflicts, resulting in a high occurrence of near misses.

Issue 4: Buses in Market Place

Responses from the survey indicated issues with buses within the Market Place, specifically their size and issues with two-way movements. It is reported that buses frequently mount the footway, causing fear and intimidation for pedestrians, and creating a less than ideal environment to encourage walking within the town centre.

It has been noted by the Town Council that buses idle within the Market Place, which is most likely to be attributable to a lack of any other convenient locations along the routes.

Issue 5: Burgh Road Give-way Arrangement

An existing give-way arrangement currently operates along Burgh Road, within the vicinity of the priority T-junction with Oakfield Road, whereby priority is given to vehicles travelling eastbound exiting the town centre.

Responses from the survey indicated that residents wish for this arrangement to be reversed, giving priority to vehicles travelling westbound towards the town centre. It has been stated that cars often ignore the

priority, leading to near misses, and queuing vehicles due to on-street parking impact the effectiveness of the design, increasing congestion for vehicles entering the town.

Issue 6: Red Lion Street (HGV's / Buses mounting footway)

Multiple respondents noted concerns with larger vehicles mounting the already narrow footways along Red Lion Street when attempting two-way movements. Of those responses, many called for a one-way arrangement to be implemented, with some requesting pedestrianisation.

Red Lion Street is a key route through the town centre for north-south traffic, however due to the narrow footways, this is a less than desirable route for pedestrians, which may discourage walking as a means for accessing local services and facilities.

Issue 7: Red Lion Street / White Hart Street Pedestrian Crossing

As identified in **Chapter 5**, pedestrian flows at this junction indicate the requirement for a pedestrian crossing facility to be provided. Narrow footways and high vehicle flows result in pedestrian – vehicle conflict and fear and intimidation.

Issue 8: Wayfinder Signage

Traffic signage in and around the town to be assessed. Current signage directs vehicles through the town centre, as opposed to routing via the A140 from the Industrial Estate and along Burgh Road from the A140 as opposed to Norwich Road. This encourages more vehicle movements through the town or along less suitable routes, increasing levels of congestion and impacting on local trips and pedestrian movements.

In addition to town centre wayfinding, car park way finding also requires further consideration.

7.3 General Issues

The following sets out the general issues:

- **Footway provision** – general footway quality throughout the town, lack of consistent provision, and limited dedicated crossing points.
- **Cycle provision** – no cycle specific provision identified within the town, which has been specifically referenced by Aylsham High School. Limited options for cycle parking, specifically within the town centre and Market Place.
- **Bus services / bus stop accessibility** – in cases, limited footway provision restrict access to bus services for some users. Frequency of services are limited, and poor bus stop facilities also reduce the attractiveness of using the bus.
- **Through traffic** – specifically vehicle movements to / from Blickling Hall, as well as agricultural related traffic. Movements to / from the industrial estate to the northeast also impacting on the town centre.
- **Parking** – illegal parking, lack of enforcement, though this is likely to be addressed by Broadland District Council. Parking within the Market Place was identified as important to retain following results of the survey and St Michael's School encourage use of the town centre car park to avoid parking along School Lane.
- **Transport Hub** – requirement for a public transport hub to improve access to services and encourage sustainable travel within and outside of Aylsham. The Bure Valley Railway welcome this proposal and would support the use of their site to facilitate it.