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Aylsham Transport Strategy



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1. Introduction

1.1 Introduction

The Transportation Consultancy Ltd (ttc) have 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 Purpose of Report

This Transport Strategy is the final report in a suite of documents prepared in consultation with the Town Council, a local Transport Focus Group, Key Stakeholders and Local Residents. The document focuses specifically on the agreed solutions to the key issues and constraints identified within **Section 7** of the Baseline Report (document reference 210532-01), which have been summarised within the Transport Strategy.

1.3 Stakeholder Engagement

Initial consultation was undertaken with residents and local businesses of the town through use of a community survey. The survey was utilised to identify key local issues, which have formed the basis of the solutions presented within the Transport Strategy.

The outcome of the community engagement was subsequently discussed with key stakeholders, who were consulted in two stages; firstly, to agree the issues identified from the initial community survey, and secondly, to request feedback on preliminary design solutions. The key stakeholders consulted were as follows:

- South Norfolk Council;
- Broadlands District Council;
- Bure Valley Railway;
- Hopkins Homes;
- The National Farmers Union;
- The National Trust;
- Sanders Coaches;

- Norfolk Homes;
- Local Councillors;
- Feline Executive Travel;
- Key's Auction Site;
- Norfolk County Council; and
- Local Schools.

It should be noted that not all key stakeholders provided a response to the proposed schemes. Details of all feedback received are provided in **Appendix A**.

Further detail regarding feedback received is provided in **Chapter 5** of this document.

1.4 Aylsham Network Improvement Strategy (April 2020)

The Aylsham Network Improvement Strategy (ANIS), prepared by Norfolk County Council (NCC) in April 2020, was developed in collaboration with stakeholders and identified potential measures to help address existing transport network constraints and transport improvements to facilitate growth for the town. The feedback received from consultations and workshops generated the following key objectives:

- To understand the current transport issues on the cycle network, road traffic, parking, and access to services and facilities;
- To understand the town's future situation such as the impacts of growth proposals on the local transport network, and the implementation of future changes to the economy; and
- To identify what infrastructure requirements are needed to help bring forward growth and develop appropriate implementation plans.

The Transport Strategy has taken the ANIS into consideration throughout, with some of the design options outlined being derived from the work undertaken by NCC. It should be noted that this document does not intend to supersede the ANIS, but build on the findings, whilst also presenting additional network improvements that are likely to benefit the transport strategy for the town and bring forward growth.

2. Aylsham Improvement Schemes

2.1 Introduction

The initial Baseline Report (document reference 210532-01) outlined a series of ‘Key Issues’ and ‘General Issues’ associated with the existing network throughout the town. This section of the report seeks to address these issues, by providing a series of design options and considerations to improve access to the town for all users.

For each of the recommended, consideration has also been given to the respective benefit or disbenefit by user groups, using the following categories:

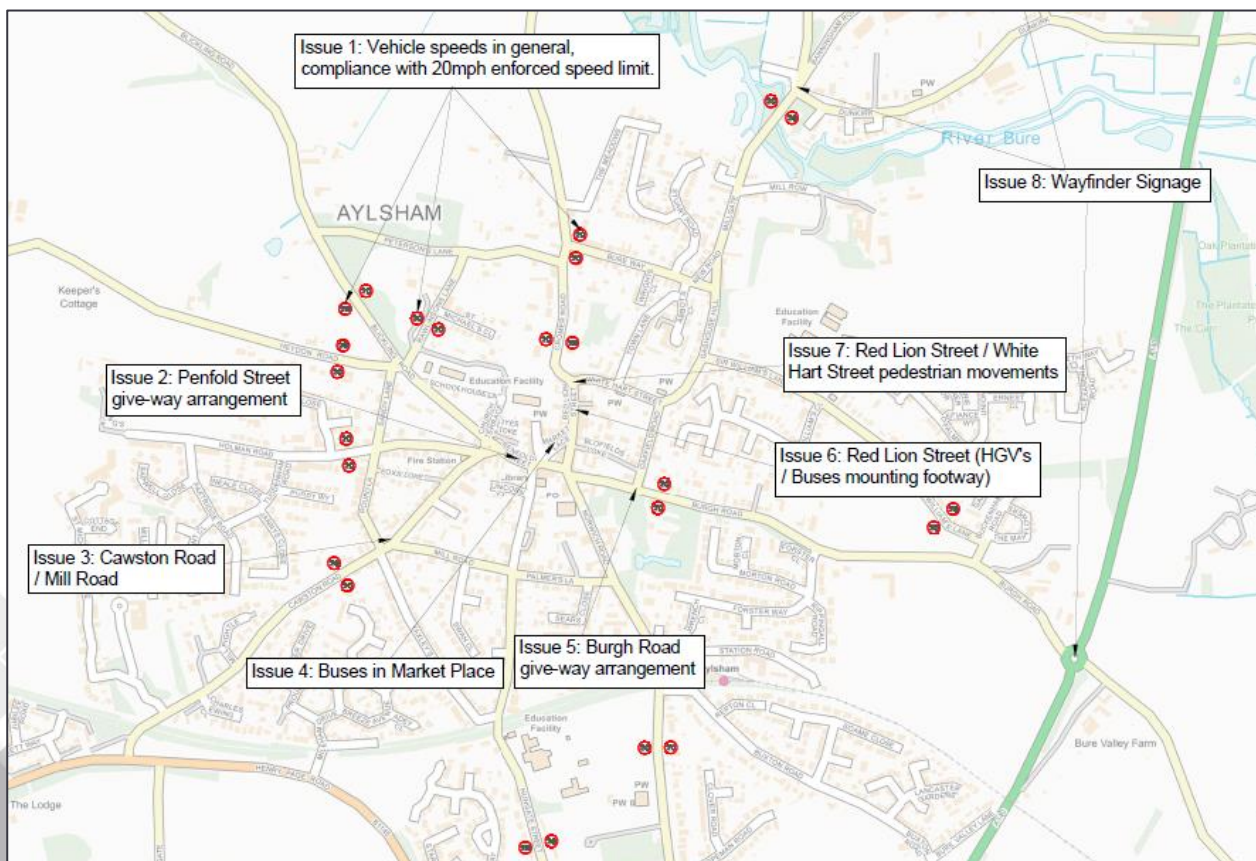
- Positive ✔
- Neutral or unaffected ↔
- Negative ✘

Based on the outcome of the benefit, the overall user benefit can be ranked as being ‘High’, ‘Medium’ or ‘Low’

2.2 Key Issues and Solutions

The key issues identified within the Baseline Report are illustrated in **Figure 2.1** below.

Figure 2.1 Key Issues Locations



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

Issue 1: Vehicle speeds

The community engagement survey raised a concern regarding the lack of acknowledgement and enforcement of the existing 20mph speed limit throughout the town, the extent of which is illustrated in **Figure 2.1** above.

Following a review of the existing speed limit zone, taking on board comments received from the survey, it was proposed that the extent of the zone be reduced, confining the restrictions predominantly to the town centre itself. The intention of the zone is to create a low vehicle speed environment in areas with higher risk of conflict with pedestrians / cyclists which is self-enforcing and more applicable to the setting.

Published in November 2018, Atkins, AECOM, and Professor Mike Maher (UCL) prepared a '20mph Research Study', commissioned by the Department for Transport (DfT), which evaluated the effectiveness of 20mph speed limits based on a series of case studies across England and various comparator areas with 30mph limits in place. The study found that compliance with 20mph limits is higher in city/town centre areas, compared to residential areas, and that evidence suggests that the characteristics of the roads has a bigger influence on driver speeds than the speed limits. It was therefore considered that by reducing the extent of the existing limit to the confines of the town centre, adherence is likely to increase, which is particularly important in areas where there is an increased potential for conflict between vehicles and vulnerable road users.

However, following consultation with Aylsham Town Council, it has been agreed that an initial review will be undertaken internally by the Town Council to determine the extents of the 'town centre'. A 'Speed Indicator Device with Slow Down (SAM 2)' will be positioned on roads where higher vehicle speeds have been observed, or at other key areas of concern, which will identify locations for further speed recordings to be located. Data collected from this task will inform the ultimate decision on the extent of the proposed '20mph limit'. It is however noted that to ensure accurate and representative data is gathered, the SAM 2 should be installed with the display turned off (if possible) so as not to encourage motorists to reduce their speeds according to a warning message being displayed.

It is considered that a change to the proposed speed limit area will contribute towards the following Town Council objectives:

- **Environment** – improves connectivity for pedestrians and reduces the potential for vehicular conflicts, ensuring that all users can co-exist in a safe and practical manner.

Table 2.1 sets out opportunities, constraints, and overall benefits of a targeted 20mph limit:

Table 2.1 Issue 1 Solution: Impacts on Users

User	Opportunities	Constraints	Benefit
Pedestrians	<ul style="list-style-type: none"> • Smaller zone increases potential for self-enforcement, slowing vehicles in key pedestrian areas. 	<ul style="list-style-type: none"> • Reduced overall zone means potential higher vehicle speeds on the outer periphery of the town. 	✓
Cyclists	<ul style="list-style-type: none"> • Creates a slower speed environment within the town centre, encouraging safe cycling. 	<ul style="list-style-type: none"> • Reduced overall zone means potential higher vehicle speeds on the outer periphery of the town. 	✓
Public Transport	None.	None.	↘
Mobility Impaired	<ul style="list-style-type: none"> • Reduces vehicle speeds within highly pedestrianised areas in the town centre, reducing risk of pedestrian-vehicle conflict. • Improves ability to cross the carriageway. 	None.	✓

User	Opportunities	Constraints	Benefit
Vehicle Access	<ul style="list-style-type: none"> Vehicle speeds in out-of-town areas raised to 30mph. Safer environment for all road users. 	<ul style="list-style-type: none"> Potential for higher vehicle speeds outside of town centre. 	
Highway Safety	<ul style="list-style-type: none"> Increases the likelihood of compliance, to the benefit of all road users. 	<ul style="list-style-type: none"> Reduces the extent of the existing 20mph zone, which may lead to increases in speeds, above the current levels of infringement. 	
OVERALL BENEFIT			High

Issue 2: Penfold Street give-way arrangement

The community engagement survey also identified operational issues with the existing give-way arrangement along Penfold Street. Whilst it is acknowledged that the current arrangement is a newly implemented scheme, residents expressed concerns of motorists frequently failing to observe the give-way, leading to ‘near misses’ with other vehicles and in some cases requiring vehicles to mount the footway, increasing levels of fear and intimidation for pedestrians. Additional concerns were also raised regarding queuing back into the Market Place, with a further request to reverse the arrangement.

Following a detailed review, it is considered that the wide residual carriageway width encourages vehicles to attempt two-way movements, reducing the effectiveness of the arrangement. It should however be noted that the existing direction of the give-way is in line with best practice guidance, encouraging slower vehicle movements into the town centre, and as a result, no changes to the priority would be proposed.

A proposal has been designed, as illustrated in the plan provided in **Appendix B**, with the following design considerations:

- Carriageway width of 3.5m (subject to review during the detailed design stage), eliminating the chance of two-way vehicle movements whilst retaining access to all properties along Penfold Street;
- Minimum footway width of 2.0m, improving the connectivity to the Market Place and improving the safety for all users;
- Formal give-way road markings to re-enforce the need to give-way to oncoming vehicles;
- Closure of Penfold Street south of the central traffic island, retaining all access to properties / for deliveries and emergency vehicles;
- Radius between Penfold Street and Cawston Road increased to 4.0m to allow larger vehicles to negotiate the island without impacting on oncoming traffic;
- Removal of give-way markings within the vicinity of the junction with Holman Road (Penfold Street into Cawston Road becomes the priority due to the stopping up of the carriageway); and
- Retain access to all properties along both sides of the carriageway.

It is considered that the revised arrangement will contribute towards the following Town Council objectives:

- **Environment** – improves connectivity for pedestrians and reduces the potential for vehicular conflicts, ensuring that all users can co-exist in a safe and practical manner.
- **Heritage** – ensuring the heritage assets in the town are not further compromised by pedestrianising the area south of the island with Penfold Street / Cawston Road, reducing any impact on the historic monument.

The proposed scheme is also illustratively presented within **Figure 2.2**.

Figure 2.2 Issue 2: Illustrative Concept



Table 2.2 sets out opportunities, constraints, and overall benefits of the proposed solution:

Table 2.2 Issue 2 Solution: Impacts on Users

User	Opportunities	Constraints	Benefit
Pedestrians	<ul style="list-style-type: none"> Increased footway width along the southern side provides a more appealing route to the town centre. Increased footway width reduces fear and intimidation. Provision of public realm space. 	None.	✓
Cyclists	<ul style="list-style-type: none"> Wider footways and improved crossing facilities improves the connectivity to the town centre. Footway / crossing point all one level surface, reducing trip hazards. 	None.	↘
Public Transport	None.	None.	↘
Mobility Impaired	<ul style="list-style-type: none"> Wider footways and improved public realm area improves connectivity to the town centre. Reduced conflict points with vehicles. 		✓
Vehicle Access	<ul style="list-style-type: none"> Formalised give-way reduces chance of vehicle-vehicle conflict. Priority given to vehicles exiting the town centre. All access to properties retained. 	<ul style="list-style-type: none"> Potential impact on congestion due to increased give-way distance. Stopping up of section of the junction with Cawston Road. 	✓

User	Opportunities	Constraints	Benefit
Highway Safety	<ul style="list-style-type: none"> Increases space for vulnerable road users and improves the legibility of the priority arrangement. 	None.	✓
OVERAL BENEFIT			High

Issue 3: Cawston Road / Mill Road

The community engagement survey identified concerns relating to on-street parking along Cawston Road and the impact it is having on forward visibility for vehicles travelling northbound, predominantly within the vicinity of the priority T-junction with Mill Road.

To mitigate this issue, the feasibility of implementing either a double yellow line traffic regulation order (TRO) or a controlled parking zone (CPZ) will need to be discussed with NCC. Both options would restrict parking along this section of Cawston Road.

It should be noted that any measure would require an enforcement agreement with Broadland District Council to ensure all restrictions are adhered to.

It is considered that the revised arrangement will contribute towards the following Town Council objectives:

- **Environment** – improves connectivity for pedestrians and reduces the potential for vehicular conflicts, ensuring that all users can co-exist in a safe and practical manner.

Table 2.3 sets out opportunities, constraints, and overall benefits of the proposed solution:

Table 2.3 Issue 3 Solution: Impact on Users

Option	Opportunities	Constraints	Benefit
Pedestrians	<ul style="list-style-type: none"> Reduces the likelihood of vehicles parking on the footway. 	None.	✓
Cyclists	<ul style="list-style-type: none"> Reduces the number of vehicles parked on-street and increases the level of carriageway available for cyclists. 	None.	✓
Public Transport Users	<ul style="list-style-type: none"> Reduces the number of parked vehicles parked on-street and ensures more space is available for buses. 	None.	✓
Mobility Impaired	<ul style="list-style-type: none"> Reduces the likelihood of vehicles parking on the footway to ensure the footway is available for mobility impaired users. 	None.	✓
Vehicle Access	<ul style="list-style-type: none"> Improves two-way flow along Cawston Road. 	<ul style="list-style-type: none"> Potential for vehicle speeds to increase. 	↘
Highway Safety	<ul style="list-style-type: none"> Removes obstacles to forward visibility. 	<ul style="list-style-type: none"> Potential for vehicle speeds to increase. 	↘
OVERAL BENEFIT			High

Issue 4: Buses in Market Place

Market Place is the key retail and commercial centre of Aylsham, however as noted from survey responses, there is a growing issue with buses, specifically regarding their size and the resultant conflict with other road users. The existing nature of Market Place / Red Lion Street restricts two-way movements in places due to pinch points and road narrowing, resulting in the mounting of the footway, which causes increased levels of fear and intimidation for pedestrians. This is illustrated within **Figure 2.3**.

Figure 2.3 Buses in the Market Place



Following a review of the available options, a plan illustrating proposed changes to the Market Place / Red Lion Street arrangement is provided in **Appendix B**. The following design considerations have been proposed:

- Formal car parking area providing 17 x standard bays, 1 x disabled bay, and 1 x loading bay. This area will be at carriageway level, with differing-coloured surfaces used to demarcate the differing uses.
- Service road along the western side of the square, raised to footway level, to allow access to properties / parking areas.
- Short-stay parallel and perpendicular parking bays provided along the service road and adjacent to the Co-operative.
- Increased and enhanced public realm space, both within the market square and outside the public house on the south-eastern side.

In addition to the above, it will be necessary to agree amendments to the bus timetables with service providers to avoid any likelihood of two buses passing each within the Town Centre. This is considered further within **Chapter 4**.

It is considered that the proposed design aligns with the following Town Council objectives:

- **Environment** – lessens the impact of vehicles on the market square, creating an enhanced pedestrian environment, allowing all users to co-exist in a safe and practical manner.
- **Local Economy** – the improvements should increase the footfall of pedestrians, resulting in a greater number of trips to / from the town centre, encouraging support for local businesses.
- **Heritage** – eliminating the possibility of two-way bus movements through Market Place will reduce the potential for conflict with historic buildings, as well as reducing levels of vibration, creating a more in-keeping market square.

Table 2.4 sets out opportunities, constraints, and overall benefits of the proposed solution:

Table 2.4 Issue 4 Solution: Impact on Users

Option	Opportunities	Constraints	Benefit
Pedestrians	<ul style="list-style-type: none"> Public realm improvements allow for greater connectivity across the market square. Separating pedestrians and vehicles reduces chance of conflict. Pedestrians take priority over motor vehicles. 	None.	✓
Cyclists	<ul style="list-style-type: none"> Improved cycle parking provision in high surveillance areas encourages cycling as a mode of travel to the town centre. 	None.	✓
Public Transport Users	<ul style="list-style-type: none"> Formalised access to public transport through provision of a 'transport hub'. Pedestrianisation improvements improve the accessibility to bus services. 	<ul style="list-style-type: none"> Potentially reduced frequency of services / increase to journey times due to one-way nature of Red Lion Street. 	✓
Mobility Impaired	<ul style="list-style-type: none"> Public realm area, all of level surface, will improve pedestrian connectivity whilst reducing trip hazards. Pedestrian priority reduces chance of pedestrian-vehicle conflict. 	None.	✓
Vehicle Access	<ul style="list-style-type: none"> Formalised parking area with easy to access parking. Short-stay bays retained in key areas. Access to for deliveries retained. One-way bus gate arrangement removes the issue of two-way vehicle conflicts. 	None.	✗
Highway Safety	<ul style="list-style-type: none"> Improves local amenity, allocates more appropriate levels of space to serve the function of the market place by enhancing pedestrian connectivity, increasing footway widths, formalising parking spaces and amending the access arrangements for buses, 	<ul style="list-style-type: none"> Reduces the level of parking available for public use in an area frequented with local services. Appropriate measures may be required to reduce the likelihood of illegal parking or parking within the public realm areas. 	✓
OVERALL BENEFIT			High

Issue 5: Burgh Road One-way Arrangement

The community engagement survey identified the existing give-way arrangement on Burgh Road (at the junction with Oakfield Road) as a potential issue. Responses stated that motorists frequently disregarded the priority, resulting in queues during peak traffic hours. Requests were made to reverse the give-way and allow priority to vehicles travelling westbound towards the town centre.

During initial consultation with Aylsham Town Council, 'ttc' recommended that the arrangement be retained in its existing form, with the addition of a kerbed taper on the northern side of the carriageway on the approach to the build out from the west, resulting in a less 'aggressive' carriageway narrowing, reducing the risk of confusion with the arrangement.

However, following further consultation with Burgh Road residents, several further key issues were identified along Burgh Road, as follows:

- Excessive vehicle speeds;
- Road safety for all users;
- Narrowness of Burgh Road, resulting in 'blockages';
- High level of children crossing the road, specifically at the entrance to the recreational grounds to access Aylsham High School to the north; and

- Narrow footways.

As a result, 'ttc' recommends the following improvements, with plans to illustrate provided in **Appendix B**:

- A one-way arrangement between the Burgh Road car park in the west to the priority T-junction with Forster Way, incorporating Oakfield Road within this arrangement, allowing for northbound movements only.
- A shared pedestrian / cycling facility along the northern side of Burgh Road, widening the existing footway whilst also maintaining access to all properties as required.
- Kerb build out at the priority T-junction with Forster Way to facilitate a dropped kerb pedestrian crossing, linking with the path along the western side of the access drive to the recreational grounds.
- Relocation of the existing 20mph signage, extending the 20mph catchment east of the junction with Forster Way.
- Raised table at the junction with Burgh Road / Sir Williams Lane to improve connectivity between the Local Plan allocation site and the proposed footway/cycleway connections.
- Shared pedestrian / cycle path through the recreational grounds, running parallel to the southern boundary, linking with the existing path to the west of the main vehicular access.

It is considered that the design proposals align with the following Town Council objective:

- **Environment** – lessens the impact of vehicles on the Burgh Road, creating an enhanced pedestrian environment, allowing all users to co-exist in a safe and practical manner.

A section of the proposed scheme is also illustratively presented within **Figure 2.4**.

Figure 2.4 Issue 5: Illustrative Concept



Table 2.5 sets out opportunities, constraints, and overall benefits of the proposed solution:

Table 2.5 Issue 5 Solution: Impact on Users

Option	Opportunities	Constraints	Benefit
Pedestrians	<ul style="list-style-type: none"> Improved connectivity to the town centre and recreational grounds. Improved crossing facilities. Slower vehicle speeds. 	None.	✓
Cyclists	<ul style="list-style-type: none"> Improved connectivity to the town centre and recreational grounds. Improved crossing facilities. Slower vehicle speeds. 	None.	✓
Public Transport	None.	<ul style="list-style-type: none"> Impact on bus route 43. Potential to reverse the route direction, or use Sir Williams Lane, subject to detailed discussions at the design stage. 	✗
Mobility Impaired	<ul style="list-style-type: none"> Wider footway and improved crossing facilities. Reduced conflict with vehicles resulting from the proposed one-way arrangement. 	None.	✓
Vehicle Access	<ul style="list-style-type: none"> Removed the give-way arrangement at the junction with Oakfield Road, reducing vehicle – vehicle conflict. 	<ul style="list-style-type: none"> One-way may result in displacement of traffic, increasing journey times. 	✓

Option	Opportunities	Constraints	Benefit
Highway Safety	<ul style="list-style-type: none"> Removes the existing give-way arrangement at the junction with Oakfield Road, resulting in no further vehicle – vehicle conflict. Increases footway width along northern side of the carriageway. Improved pedestrian crossing facilities. 	None.	✓
OVERALL BENEFIT			High

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

The community engagement survey identified existing operational issues along Red Lion Street, particularly relating to the narrow carriageway width and the frequent encroachment by larger vehicles when attempting two-way movements. Of the responses received, several requests were made for a one-way system / pedestrianised high street to improve conditions for pedestrians.

Following consultation with stakeholders and a review of several design options, it was considered that in order to align with the Town Council objectives, as well as addressing the comments raised from the survey, Red Lion Street should be a space which prioritises pedestrian movements, whilst maintaining access for vehicles as required. Vehicles currently using Red Lion Street do so for a number of purposes, which comprise:

- Travel between the school and the southern suburbs.
- Travel between the industrial estate to the north and the southern suburbs.
- Travel between the northern suburbs to the town centre.
- Travel between the northern suburbs and the A140.
- Travel through the town for agricultural purposes.

Red Lion Street is a key route through the town, and the restriction of vehicular movements is not considered to be practical. It is acknowledged that a previous 'one-way' scheme along Red Lion Street implemented by Aylsham Town Council as a temporary measure during the COVID-19 Pandemic, resulted in an unsuitable increase in traffic using Oakfield Road as a 'cut-through'.

To avoid any unnecessary re-routing of traffic within Aylsham, a scheme comprising a series of 'soft measures' are proposed, which will visually deter high speeds and inconsiderate manoeuvres, in order to promote a more pedestrianised environment, whilst still allowing access by vehicles. This will include the following, with a design to illustrate provided in **Appendix B**:

- Surface treatment throughout Red Lion Street, changing the carriageway colour to create a visual change for drivers.
- Block-paved surface treatments on all approaches joining Red Lion Street, serving as gateway features, alerting vehicles that they are entering a pedestrian-heavy area.
- Provision of 'Pedestrian Priority' signage.
- Raised table at the junction with White Hart Street, both to slow vehicles, and to provide a safer crossing point for pedestrians.
- Retention of the existing single yellow lines along both sides of Red Lion Street, prohibiting stopping vehicles at any time.

It is considered that the re-design of Red Lion Street will be a significant improvement to the town centre, improving conditions for pedestrians by reducing conflict with vehicles. The proposal will also align with the following Town Council objectives:

- **Environment** – the proposed traffic calming features will improve pedestrian visibility and encourage drivers to travel more cautiously along Red Lion Street, which may reduce any likely conflicts between users.
- **Local economy** – by improving the environment for pedestrians along Red Lion Street, this will likely increase the footfall for local businesses, in turn having a positive effect on the local economy.

Table 2.6 sets out opportunities, constraints, and overall benefits of the proposed solution:

Table 2.6 Issue 6 Solution: Impact on Users

Option	Opportunities	Constraints	Benefit
Pedestrians	• Slower vehicle speeds increase opportunities to cross.	• Vehicle – pedestrian conflict still an issue.	
Cyclists	None.	None.	
Public Transport	None.	None.	
Mobility Impaired	None.	• Footway width remains narrow, impeding access for mobility impaired users.	
Vehicle Access	• Access for all vehicles retained.	• May result in increased journey times through the town centre.	
Highway Safety	• Increases driver awareness to the presence of pedestrians.	• No physical changes to the design mean the existing chance of conflict with vehicles remains.	
OVERALL BENEFIT			Low

Issue 7: Red Lion Street / White Hart Street pedestrian crossing

The traffic surveys commissioned as part of the initial stages of works identified a high level of pedestrian movements from White Hart Lane, crossing Red Lion Street towards the grounds of Aylsham Parish Church. Given the narrow footways within proximity of the junction and no dedicated crossing facilities provided improvements proposed in response to Issue 6 also incorporate this junction to address the issue raised.

As outlined within the response to Issue 6 above, ‘ttc’ propose a raised table at the junction with Red Lion Street / White Hart Street, with a plan to illustrate this provided in **Appendix B**.

The provision of a pedestrian crossing in this location aligns with the Town Council’s **Environment** objective, ensuring that pedestrians can move through the town centre in a safe and practical manner, with minimal conflict with vehicles.

A section of the proposed scheme is also illustratively presented within **Figure 2.5**.

Figure 2.5 Issue 7: Illustrative Concept



Table 2.7 sets out opportunities, constraints, and overall benefits of the proposed solution:

Table 2.7 Issue 7 Solution: Impact on Users

Option	Opportunities	Constraints	Benefit
Pedestrians	<ul style="list-style-type: none"> Slower vehicle speeds increase opportunities to cross. 	None.	✓
Cyclists	None.	None.	↘
Public Transport	None.	None.	↘
Mobility Impaired	<ul style="list-style-type: none"> The presence of a raised crossing improves access for mobility impaired users. 	None.	✓
Vehicle Access	None.	None.	↘
Highway Safety	<ul style="list-style-type: none"> Increases driver awareness to the presence of pedestrians. 	None.	✓
OVERALL BENEFIT			Medium

Issue 8: Wayfinder signage

It has been identified that there is a need to assess the current directional signage throughout the town, specifically those referencing the town centre and any parking provision. At present, vehicles are encouraged







to route via secondary routes not deemed suitable for large volumes of vehicular traffic from the wider highway network, increasing levels of congestion, and impacting on local trips and pedestrian movements.

As part of any Wayfinder strategy moving forward, it is key that all vehicles travelling to / from the Town Centre are encouraged to do so via the A140 and Norwich Road, rather than the minor roads currently being used, e.g. Cawston Road, Burgh Road, and Millgate.

Plans provided in **Appendix B** illustrate existing signage to be removed, and plans for proposed routing signage.

Table 2.8 sets out opportunities, constraints and overall benefits of the proposed solution:

Table 2.8 Issue 8 Solution: Impact on Users

Option	Opportunities	Constraints	Benefit
Pedestrians	None.	None.	
Cyclists	<ul style="list-style-type: none"> Potentially reduced level of traffic flows on more local routes, minimising levels of conflict. 	None.	
Public Transport	None.	None.	
Mobility Impaired	None.	None.	
Vehicle Access	<ul style="list-style-type: none"> Vehicles will be directed along the most suitable access routes. 	<ul style="list-style-type: none"> May result in increased journey times through the town centre. 	
Highway Safety	<ul style="list-style-type: none"> Ensures vehicles utilise more suitable routes. 	<ul style="list-style-type: none"> Increases traffic on certain links, which could increase the likelihood of conflict. 	
OVERALL BENEFIT			Medium

2.3 General Issues and Solutions

Sir William Lane / Aylsham High School Pedestrian Crossing

An option has been considered to provide a pedestrian / cycle route to Aylsham High School over Sir Williams Lane from the recreational grounds to the south. This is a key pedestrian route towards the school and a proposal that would greatly improve the safety of pedestrians.

It is noted that provision of a crossing in this location was recommended within the Aylsham Network Improvement Strategy (ANIS), produced in April 2020 by NCC. This strategy sits in line with this to promote a safe pedestrian / cycle route to / from Aylsham High School.

The proposed design is illustrated in the plan provided in **Appendix B**, and the following has been provided:

- 2.5m segregated shared path along the western side of the existing recreational grounds access drive;
- Give-way tactile paved crossing point across Sir Williams Lane; and
- Grass verge widening along the northern side of Sir Williams Lane to allow for a continuous 2.5m shared path towards Buckenham Road.

A section of the proposed scheme is also illustratively presented within **Figure 2.6**.

Figure 2.6 School Crossing: Illustrative Concept



Table 2.9 sets out opportunities, constraints and overall benefits of the proposed solution:

Table 2.9 Pedestrian Crossing Solution: Impact on Users

Option	Opportunities	Constraints	Benefits
Pedestrians	<ul style="list-style-type: none"> Provides a safe, formalised crossing to access Aylsham High School. Provides an off-road pedestrian route from the town centre. 	None.	✓
Cyclists	<ul style="list-style-type: none"> Traffic free link to Aylsham High School. 	None.	✓
Public Transport	None.	None.	↘
Mobility Impaired	<ul style="list-style-type: none"> Increases the width of the footway and provides a dedicated crossing. 	None.	✓
Vehicle Access	None.	<ul style="list-style-type: none"> Narrows the access drive width to the recreational grounds to the south. 	✗
Highway Safety	<ul style="list-style-type: none"> Provides a crucial connection on a known desire line, ensuring pedestrians/cyclists are provided with 	None.	✓

Option	Opportunities	Constraints	Benefits
	improved opportunities to access the secondary school safely.		
OVERALL BENEFIT			High

Marriott's Way Improvements

Marriott's Way is a footpath / bridleway / cycle route, following the routes of two disused railway lines, which provides a traffic free route across Aylsham for pedestrians and cyclists. The route, whilst of an acceptable standard, mainly consists of an uneven surface in need of improvements.

The ANIS identified a section of Marriott's Way for improvements, namely the section between Mileham Drive and Woodgate, as part of 'Walking and Cycling Corridor 1'. Proposals for the works included the addition of lighting to improve safety, ramped accesses, and resurfacing. Since the ANIS publication, works to improve this section of Marriott's Way have been completed, as shown within the document in **Appendix C**. Also included is a plan illustrating proposed further improvement works to Marriott's Way to the south-east of the town.

It is however noted that the section of Marriott's Way between Mileham Drive and Norwich Road has not been subject to any past or future improvement plans, which is considered to be an oversight. This section provides pedestrian / cycle connectivity to Bure Valley School / John of Gaunt Infant School, linking with the large residential areas to the east and west. Any resurfacing / improvement works to this section would significantly enhance the attractiveness of the route, completing the potential full improvement of the link through Aylsham.

Table 2.10 sets out opportunities, constraints and overall benefits of the proposed solution:

Table 2.10 Marriott's Way: Impact on Users

Option	Opportunities	Constraints	Benefit
Pedestrians	<ul style="list-style-type: none"> Improves the link to Bure Valley School / John of Gaunt Infant School. Increases the attractiveness of the route. Links with the potential 'transport hublet' at Bure Valley Railway. 	None.	✓
Cyclists	<ul style="list-style-type: none"> Would improve the attractiveness of the route. Create a more suitable surface for cycling. 	None.	✓
Public Transport	None.	None.	↔
Mobility Impaired	<ul style="list-style-type: none"> Resurfacing will provide a more suitable, level surface for all users. 	None.	✓
Vehicle Access	None.	None.	↔
Highway Safety	<ul style="list-style-type: none"> Improves a traffic free route, which may then enable more users to access Marriot's Way and avoid using some of the lower quality footway network. 	None.	✓
OVERALL BENEFIT			High

Bure Valley School

As part of the Key Stakeholder engagement process a meeting was held with the headteacher of Bure Valley School (BVR). A number of issues were identified as a result of the meeting and opportunities to overcome the problems identified are outlined below.

From a pre-covid survey it was found that around 50% of the pupils are dropped off and picked up from the school, the remaining 50% either walk, cycle or scoot. In addition, whilst there is a car park it is not large enough and a few staff and visitors park off-site on Hungate Street. The school does encourage local staff close to the school to either walk or cycle.

The main entrance to the school is off Hungate Street where the majority of pupil drop off and pick up occurs, there is also a pedestrian entrance to the school site off Norwich Road. There are traffic issues on Hungate Street at school drop off and pick up times, the worst being at pick up times when parents are waiting on Hungate Street blocking the road and resident’s driveways.

Whilst there is no official School Travel Plan (STP) the pupils are encouraged walk, cycle or scoot to school and there are incentives to do so by way of bike and scooter shelters, newsletters and working with NCC on ‘bikeability’. It is recommended that the school formally adopts a BVS School Travel Plan (STP) and work with staff, parents and visitors to reduce the issues identified.

Regarding access to BVS, there is a view that Marriot Way, whilst being the main pedestrian and cycle route for pupils and parents from the west, is not popular as in the winter it is dark (there is no lighting) and muddy. It is recommended therefore that an improved access from Marriot Way to Hungate Street is investigated and linked to the Marriot Way Improvements recommended in the section above.

It is understood that BVS have been liaising with the Bure Valley Railway about a formal arrangement allowing a drop off/pick up point for the school, which will necessitate the opening of the car park earlier. As part of these discussions, BVS is looking at another entrance off Marriot’s Way where there is less of an incline. It is recommended that these discussions and dialogue are progressed with the Town Council taking a leading facilitation role.

Table 2.11 sets out opportunities, constraints and overall benefits of the proposed solution:

Table 2.11 BVS Travel Plan: Impact on Users

Option	Opportunities	Constraints	Benefit
Pedestrians	<ul style="list-style-type: none"> • Pedestrian accessibility would be promoted as part of the Travel Plan. • Improves the link to Bure Valley School / John of Gaunt Infant School. • Increases the attractiveness of the route. 	None.	✓
Cyclists	<ul style="list-style-type: none"> • Cyclist accessibility would be promoted as part of the Travel Plan. • Would improve the attractiveness of the route by improving connectivity. • Create a more suitable surface for cycling. 	None.	✓
Public Transport	<ul style="list-style-type: none"> • Public Transport accessibility would be promoted as part of the Travel Plan. 	None.	✓
Mobility Impaired	None.	None.	↘

Option	Opportunities	Constraints	Benefit
Vehicle Access	<ul style="list-style-type: none"> Access by car would be discouraged, this would overall benefit on network capacity during peak times. 	None.	✓
Highway Safety	<ul style="list-style-type: none"> Improvements to active travel and the discouragement of travel by car will reduce the likelihood of a conflict from occurring. 	None.	✓
OVERALL BENEFIT			High

Blickling Hall Pedestrian / Cycle Access

In order to encourage cycling as a method of travel from Aylsham town centre, it is proposed to provide a shared pedestrian cycle route along the southern side of Blickling Road from the junction with Silvergate Lane, which would link with a new shared pedestrian / cycle crossing within the vicinity of the access to Blickling Hall.

This proposal would link with the existing signed route along Heydon Road / Silvergate Lane and encourage cycling between Aylsham Town Centre and Blickling Hall.

The proposed cycle route scheme could also incorporate within the Blickling Bike Hire scheme, which is currently being considered by the National Trust. The bike hire scheme would provide significant prestige to a cycle hire scheme and may encourage residents to cycle to Blickling Hall rather than drive.


Following stakeholder engagement with The National Trust, there is also a desire to improve the existing signed and segregated pedestrian route along Blickling Road, which commences from the Blickling Road/Petersons Way junction. There is potential for the routes to be widened and re-surfaced in a similar manner to Marriot’s Way, which would provide an attractive link between the town and Blickling Hall.

It is considered that there is a significant opportunity for the Town Council to work with The National Trust to improve links and reduce the level of car dependency between a key local origin and destination.

Table 2.12 sets out opportunities, constraints and overall benefits of the proposed solution:

Table 2.12 Blickling Hall Pedestrian / Cycle Access: Impact on Users

Option	Opportunities	Constraints	Benefit
Pedestrians	<ul style="list-style-type: none"> Pedestrian access would be improved, through the provision of a dedicated crossing and new section of footway/cycleway. 	None.	✓
Cyclists	<ul style="list-style-type: none"> Cycle access would be improved, through the provision of a dedicated crossing and new section of footway/cycleway. 	None.	✓
Public Transport	None.	None.	↘
Mobility Impaired	<ul style="list-style-type: none"> Resurfacing would provide a more suitable, level surface for all users. 	None.	✓
Vehicle Access	None.	None.	↘

Option	Opportunities	Constraints	Benefit
Highway Safety	<ul style="list-style-type: none"> A dedicated crossing and new section of footway / cycleway would reduce the likelihood of conflicts with vehicles. 	None.	
OVERALL BENEFIT			High

3. Transport Hubs and Connectivity

It has been identified that Aylsham would benefit from the delivery of several ‘Transport Hubs’ to improve access to sustainable transport services and encourage uptake. It is considered that the most suitable approach would be to provide four interconnecting Transport Hubs, which will provide residents with a ‘network’ of opportunities to travel around the town sustainability.

Locations of proposed ‘Hubs’ comprise:

- Market Place.
- Bure Valley Railway.
- Proposed Residential Development GNLP0696R – it was raised during a Traffic Group meeting on the 25th May 2022 that space will be made available as part of the proposed development to the south of the town, along Norwich Road.
- Proposed Residential Development GNLP0311/0595/2060.
- Key’s Sale Yard.
- Cawston Road.

Transport Hubs offer the opportunity to blend sustainable modes of travel in a coherent and integrated manner, to enable journeys to be wholly sustainable. The Market Place currently benefits from the provision of bus stops, and in conjunction with improvements to the Market Place, improved pedestrian accessibility and cycle hire/storage would enable the delivery of central Transport Hub.

The Bure Valley Rail site would require collaboration between several parties to enable a Transport Hub to be established in this location. However, if a suitable solution could be agreed, a Transport Hub in this location would enable residents to walk/cycle/scoot etc to improved bus stop provision, with service frequencies and routes that support access to locally important destinations.

Further hubs within the Key’s Sale Yard, on Cawston Road and adjacent to Proposed Residential Development GNLP0696R, would ensure the interconnectivity between hubs covers a large part of the town and makes best use of the existing and proposed improvements associated with the strategy.

A concept illustration of a Transport Hub is shown within **Figure 4.1** and a plan illustrating the locations of the proposed hubs and their connecting links is presented within **Figure 4.2**.

Figure 3.1 Transport Hub: Illustrative Concept



Figure 3.2 Transport Hub Connectivity



4. Car Parking and Public Transport Strategy

4.1 Introduction

This section of the report discusses how the car parking and public transport issues and constraints identified in the Baseline Report are addressed. It has been established through the consultation process that the local planning and highway authorities were in the process of developing both car parking and bus strategies, which incorporate the town of Aylsham. The following sets out the approach being taken and how they could be incorporated into the Aylsham Transport Strategy.

4.2 Car Parking Strategy

Within Aylsham, there are a number of car parks operated by Broadlands District Council (BDC), all of which are free for users. The status of land/car park ownership is as follows:

- BDC own and operate the Burgh Road car park. The parking is free and permitted for a maximum of 4 hours between 8am and 6pm, Monday to Saturday.
- BDC lease the Buttland Car Park from the National Trust (NT), the lease period is an unknown at present. The car park is free and all-day parking is allowed.
- BDC own 21 car parking spaces at the Bure Valley Heritage Railway site (BVR). These spaces are accessed via BVR land. They are free with all day parking.

In respect of car park enforcement of the Burgh Road car park, as there is no paid parking, this is undertaken by the Kings Lynn area of the North Norfolk Partnership and paid for by BDC. It is apparent from observations that rigorous enforcement is not currently undertaken and as a result, cars are able to park all day resulting in low turnover and loss of parking capacity.

During the Key Stakeholder Engagement process it was established that BDC are in the process of preparing a car parking policy and strategy to cover the Broadlands District, which will be similar to the North Norfolk Parking Partnership strategy. Since parking operated by BDC in Aylsham is free, it is the view of the Local Authority that the taxpayer is shouldering the burden of maintenance and management of these assets and that this should be addressed by a paid parking system.

Figure 4.1 Example Parking Signage



BDC stated that as part of the parking review they will be talking to the various councils (including Aylsham TC), commerce and users. In addition, BDC will also be undertaking a survey of the car parks. BDC indicated that the car parking review will take c. 12 months to complete, then the strategy would then be brought before members and will be adopted in 2023.

The view of BDC is that they will be looking towards a joint district wide policy and strategy with South Norfolk which will include Aylsham. The current view is that the policy and strategy will include for paid parking, based upon the following:

- 1 hour free;
- A charge of £4 for 4 hours; and
- A charge of £5 for all-day.

As a result of the proposed paid parking system, BDC will be required to resurface and light the car parks. In addition, as there are currently no electric vehicle (e/v) provision within the combined authority, there will be a desire to introduce e/v charging into the town landscape. It is recommended that the Town Council work with BDC to ensure that electric vehicle (e/v) provision is provided for in all car parks within Aylsham.

Following the Key Stakeholder Engagement there did not appear to be any major opposition to introducing paid parking into the town's landscape and indeed experience shows that this type of traffic demand management encourages more use of sustainable transport modes. As a result, it is recommended that the Town Council ensures that it plays an integral part of the consultation process envisaged by BDC to ensure that the joint councils car parking policy and strategy is fit for purpose within Aylsham.

4.3 Public Transport Strategy

The Aylsham Public Transport Strategy aims to assist in the ease of access to buses throughout the town by working with Norfolk County Council to enhance bus service provision and improve passenger facilities.

Overview

With regards to future public transport improvement, and in response to the Governments National Bus Strategy, Norfolk County Council have produced a Bus Service Improvement Plan (BSIP), dated October 2021. The BSIP proposes an ambitious and highly deliverable programme of measures and schemes to deliver a series of defined outcomes and have identified funding streams for each element of Norfolk's BSIP programme. Its aim is to improve services for bus passengers in Norfolk as public transport is viewed as a vital service in the rural areas, not only for people to get to services but to keep the market towns and urban centres vibrant and accessible. In addition, it underpins the important role that public transport plays to alleviate social isolation and help towards peoples' wellbeing. The measures and schemes in this BSIP will be delivered via an Enhanced Partnership Plan and Scheme(s).

Bus Service Infrastructure and Information

Bus services in Aylsham are focused on the town centre, with two bus stops located in the Market Place, and other bus stops found on the key radial routes into Aylsham. The location of the bus stops and provision of facilities at the bus stops are given within the Baseline Report (document reference 210532-01) and dated February 2022.

The Baseline Report found that some of the bus stops in Aylsham, whilst informal, were well established and it is therefore recommended in the first instance that the Town Council work with both Norfolk County Council and bus operators to provide clarity regarding formal bus stop locations in Aylsham and references appropriately updated.

In addition, the BSIP proposes a series of actions to improve the quality and consistency of bus stops in Norfolk, ensuring that a decent standard of service is given to passengers waiting to board and/or alight their buses. The County Council has developed categories for bus stops and interchanges across the county with what should be expected at each stop in each category. This will form the foundation of improvements to bus stops in the BSIP programme. The details of how bus stops will be assigned to each category will be discussed and agreed with partners when the Enhanced Partnership is operational from April 2022 onwards.

In order to progress a Public Transport Strategy for Aylsham, it is strongly recommended that the Town Council approach Norfolk County Council, along with the County Councillor representative for Aylsham, to be part of, or observer of, the Enhanced Partnership Board.

As identified in the Baseline Report access to bus stops for pedestrians needs to be improved at certain locations and these are discussed in **Section 2** above.

Bus Service Operations

The existing bus services within Aylsham are operated on a commercial basis by private bus operators, with the majority being delivered by Sanders Coaches. The buses serving Aylsham are mostly double decker or full-sized single deck vehicles and take up a lot of precious road space within the town centre. This is especially apparent on the narrow roads at the junction of Market Place and Red Lion Street, as described in **Section 2**. This creates a safety problem and causes congestion throughout the day as illustrated in **Figure 2.3**.

As part of the Public Transport Strategy, it is recommended that the Town Council, in conjunction with the County Council, local councillors and Sanders Coaches, form an Aylsham Bus Partnership Board to try and provide a solution to the problems encountered in Aylsham Town Centre. As a matter of urgency, the potential to run smaller buses serving Aylsham should be considered, together with the use of electric buses. Also, in order to avoid buses meeting in the town centre and avoid the potential buses idling in the Market Place the bus timetable should be reviewed.

Measures to focus services within Transport Hubs is being considered as part of the Aylsham Improvement Schemes and these should be factored into any future stakeholder consultations.

5. Key Stakeholder Engagement

As outlined in **Section 1.3**, several key stakeholders have been involved throughout the design process to ensure the proposals and in line with local requirements.

Table 5.1 below presents a summary of the feedback received, a response from a design perspective, and a rating using a 'RAG' assessment to determine the acceptability of the design proposals, with 'Green' being generally positive, 'Amber' being neutral, or with minor issues, and 'Red' being negative, with significant concerns.

Table 5.1 Key Stakeholder Engagement

Consultee	Feedback	TTC Response	Summary / RAG
20mph Speed Limit Improvement			
All consultees	General support for amendments to the existing 20mph speed limit area.	TTC mentioned the use of the SAM2 to determine locations for formal speed surveys to be undertaken. Aylsham Town Council to review once complete and determine an appropriate area.	Green
Penfold Street Give-way			
National Farmers Union	Notes that the existing arrangement causes delays and danger when larger, slower moving farm vehicles travel through the town.	The proposed design formalises the give-way arrangement, re-enforcing the priority of vehicles to limit safety issues for all users.	Amber
Norfolk County Council	General support for the regularisation of the narrowing to improve the footway width and the change in give-way direction. Concerns regarding visibility from the junction with Cawston Road / Penfold Street and the proposed arrangement routing all vehicles through this junction. Design needs to be compliant for all users, mentioning the width of carriageway being against best practice guidance for cyclists.	The design does not propose any amendments to the position of the give-way line at the junction with Cawston Road / Penfold Street. There is no record of any highway safety issues at this location that the design proposal would be expected to exacerbate. The comments relating to the final design are acknowledged. The existing arrangement is preliminary and will be subject to change at the detailed design stage, at which point any design concerns will be addressed.	Amber
Aylsham Town Council	Generally support the change, however did voice concerns regarding the carriageway width and access to properties. Consulted with the fire service. They currently use the existing arrangement to turn as required. Concerns that the proposal will impede the use when needed.	The comments relating to the final design are acknowledged. The existing arrangement is preliminary and will be subject to refinement at the detailed design stage, at which point any design concerns will be addressed. It is also proposed that the existing arrangement would be retained for access only, and use by emergency services will still be permitted.	Amber
All other consultees	General support for the design proposal.	Noted.	Green
Market Place			
Broadlands District Council	Focussed on parking strategy and the implications on the Market Place. Council looking to secure 2 hours free parking, however did confirm this would be subject to a	Noted.	Green

	business case. Also referenced EV charging and ensured that the Town Council would be fully consulted on the proposed parking strategy.		
National Trust	Indicated support for the Market Place proposals and would support a further reduction in parking if this could be achieved.	The reduction in parking to achieve the design proposal was based on a parking survey, which identified any loss could be accommodated within car parks on the periphery of the town. Final number of parking spaces to be determined at the detailed design stage.	
Norfolk County Council	Supported in principle, particularly maximising pedestrian space. Need to consider cycle parking as a priority, and in well lit / visible areas to encourage users.	Noted. Noted and agreed. The current plans are preliminary, cycle parking locations will be determined at the detailed design stage.	
Norfolk Country Council Passenger Transport Team	Amendments to the design required to accommodate the northbound bus stop and widen the entry radius from Penfold Street. Reduced parking provision may lead to other non-regulated areas of the town centre being targeted for short stay parking. An assessment of these potential locations should be undertaken and TRO's implemented to mitigate this risk.	The current design is preliminary and will be subject to change at the detailed design stage. The reduction of parking within Market Place was determined using a parking survey. It was identified that there is sufficient capacity within the Burgh Road / Buttlands car parks to accommodate the loss of parking.	
Aylsham Town Council	Generally supportive of proposed changes.	Noted.	
All other consultees	General support for the design proposal.	Noted.	
Burgh Road One-way			
Hopkins Homes	Confirmed that the Transport Assessment for the proposed new build development is currently being prepared, and that NCC had confirmed that the applicants assessment should consider Burgh Road.	Noted.	
Aylsham Town Council	Overall support for the proposal. Need to consider the implications of the one-way arrangement on Sir Williams Road.	The implications of the one-way arrangement will be assessed at the detailed design stage.	
National Farmers Union	Mentioned the widest vehicle in use is 3.3m, so any proposals would need to take this into consideration.	To be determined at the detailed design stage. The final design will accommodate the largest vehicles likely to use the route.	
Norfolk County Council	Design of the shared pedestrian / cycle path would need to comply with guidance set out within LTN 1/20. Consideration of the implications of the one-way system on neighbouring roads is required. Any amendments to Burgh Road would need to take buses into consideration.	Noted. To be determined at the detailed design stage.	
All other consultees	General support for the design proposal.	Noted.	
Red Lion Street			
Aylsham Town Council	Generally support the revised proposal. Keen to improve conditions for pedestrians whilst also retaining use for vehicles.	Noted.	

National Farmers Union	Mentioned that retaining two-way movements would be preferable due to the potential impact on journeys through the town centre. It was however noted that Red Lion Street is not frequently used by agricultural vehicles.	Noted.	
Norfolk County Council	Supported in principle, particularly maximising pedestrian space. Any surface treatment would need to be durable and appealing, and to consider the use of rolled asphalt. Raised tables should avoided due to causing increased noise and vibrations for properties within close proximity. Street signs would need to be discrete and low in frequency as to not increase street clutter.	Comments noted. Details relating to surface treatment, raised tables, and street signs will be determined at the detailed design stage.	
All other consultees	General support for the design proposal.	Noted.	
Sir Williams Road School Crossing			
Norfolk Country Council	The crossing is supported, but NCC note that it does not appear achievable without third party land.	The proposed required widening of the existing footway, utilising existing grass verge assumed to be within highways control. It is not deemed necessary to affect third party land to deliver this proposal.	
All other consultees	General support for the design proposal.	Noted.	
Marriott's Way Improvements			
All consultees	General support for the proposal.	Noted.	
Blickling Hall Cycle Path			
National Trust	Supportive of the arrangement but noted that the connection and crossing should support both cyclists and pedestrians. Would also like to see a speed reduction within the vicinity of the Blickling Hall access. Improvements to the existing segregated pedestrian route, which routes along the western side of Blickling Road, between the Petersons Lane and Silvergate Lane junctions would also be a welcome addition.	Crossing design will be determined at the detailed design stage, but TTC support use by pedestrians as well as cyclists. It is recommended the Town Council investigate the opportunities to improve this route in consultation with all relevant stakeholders.	
All other consultees	Generally supportive. Need to determine the extent of third party land ownership.	Noted.	
Transport Hubs			
Norfolk County Council Passenger Transport Team	Market Place is under consideration for a 'Gold' standard bus stop, with real-time information. Future enhancements to a full Transport Hub with additional facilities could be considered if funding became available. Bure Valley Railway Station, Cawston Road, Norwich Road and Burgh Road could see the introduction of additional infrastructure to facilitate multi-modal travel, however, these would be 'light-touch' and not to the same	Noted. Noted.	

	<p>high specification of the Market Place. Significant funding would be required. Norwich Road delivery could be incorporated into adjacent development S106/S278.</p> <p>Palmer's Lane isn't on the existing bus network nor suitable for bus service provision, so NCC would reject the introduction of a Travel Hub at this location.</p>	<p>It is not recommended that buses travel via Palmers Lane in its entirety, and would just make use of the Transport Hub within Key's sales yard. Potential to exclude buses from this hub to prevent any conflict.</p>	
All other consultees	<p>Generally supportive. Consideration should be given to how they connect / link with the town centre.</p>		

6. Summary and Recommendations

6.1 Introduction




The following sections outline the summary and recommendations for:

- The Aylsham Improvement Schemes
- Car Parking
- Public Transport

6.2 Aylsham Improvement Schemes




























This report has sought to provide a targeted response to the key themes and issues identified as part of the baseline report, which has culminated in several significant and decisive highway and public realm improvement schemes. Many of the suggested schemes benefit several user groups and the following sets out a summary of the overall user benefit based on the qualitative assessment presented within **Table 6.1**.

The summary considers how the recommended schemes benefit or disbenefit user groups, using the following categories:

- Positive 
- Neutral or unaffected 
- Negative 

Based on the outcome of the overall benefit, the overall user benefit can be ranked as being 'High', 'Medium' or 'Low'. These categories will assist in defining scheme priority.

Table 6.1 Summary of Scheme Benefits

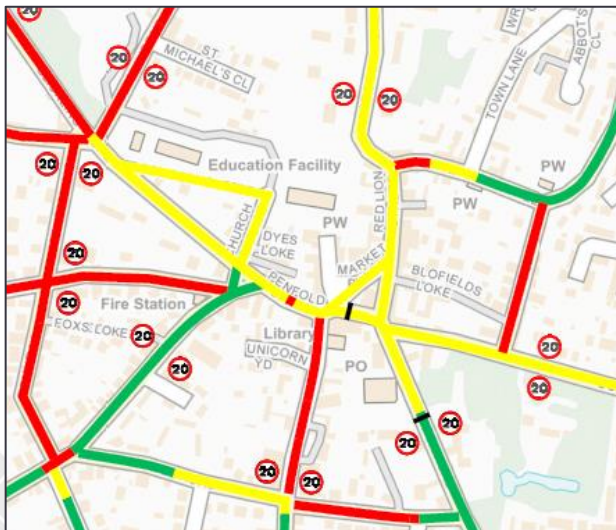
Scheme	Overall Benefit						Ranked by User Benefit
	Pedestrian	Cycle	Public Transport User	Mobility Impaired	Vehicle Access	Highway Safety	
Key Issues							
Issue 1 – Vehicle Speeds							High
Issue 2 – Penfold Street give-way							High
Issue 3 – Cawston Road / Mill Road							High
Issue 4 – Buses in Market Place							High
Issue 5 – Burgh Road one-way							High

Scheme	Overall Benefit						Ranked by User Benefit
	Pedestrian	Cycle	Public Transport User	Mobility Impaired	Vehicle Access	Highway Safety	
Issue 6 – Red Lion Street	↗	↗	↗	✗	↗	✓	Low
Issue 7 – Red Lion Street / White Hart Street pedestrian crossing	✓	↗	↗	✓	↗	✓	Medium
Issue 8 – Wayfinder Signage	↗	↗	↗	↗	↗	↗	Low
General Issues							
Sir Williams Lane / Aylsham High School pedestrian crossing	✓	✓	↗	✓	✗	✓	High
Marriott's Way Improvement Scheme	✓	✓	↗	✓	↗	✓	High
Bure Valley School	✓	✓	✓	↗	✓	✓	High
Blickling Hall pedestrian / cycle access	✓	✓	↗	✓	↗	✓	High

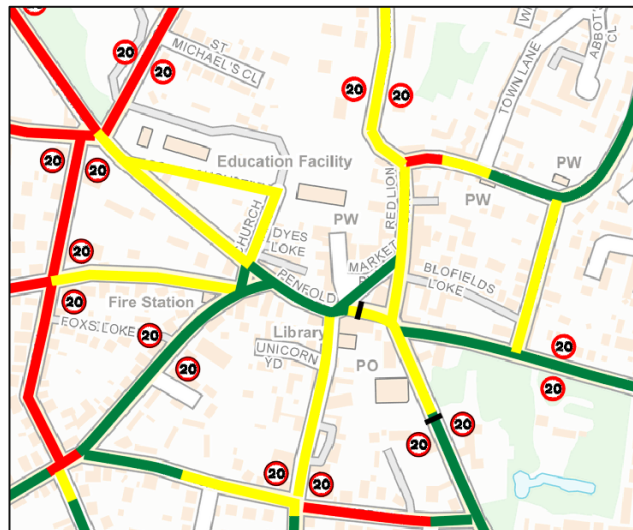
To further validate the scheme ranking, a comparison has been prepared between the 'RAG' assessment conducted for vehicle and pedestrian accessibility as part of the baseline, and a revised baseline with the implementation of the schemes identified. This exercise has been illustrated within **Figure 6.1**.

Figure 6.1 Impact of Schemes on the Baseline 'RAG' Assessment

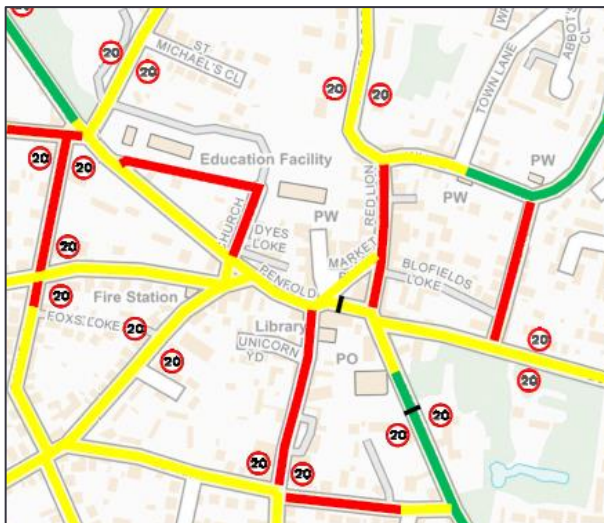
Baseline Pedestrian 'RAG' Assessment



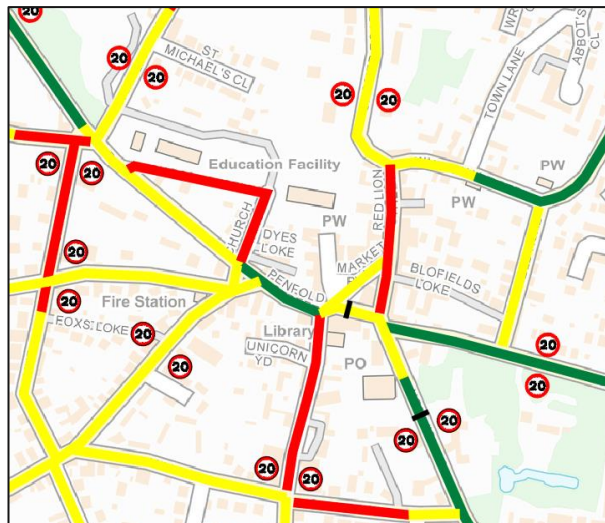
Revised Pedestrian 'RAG' Assessment



Baseline Vehicle 'RAG' Assessment



Revised Vehicle 'RAG' Assessment



As can be seen from the above, the improvements to the Market Place, Burgh Road, the buildout along Penfold Street, and the provision of general pedestrian accessibility improvements has significantly improved the pedestrian environment and access to the town centre.

6.3 Transport Hubs

The delivery of the Transport Hubs would offer significant benefit to encourage local sustainable connectivity, but it is acknowledged that their delivery will need to consider the Public Transport Strategy and the delivery of Local Plan development. The Town Council should ensure continual consideration to the delivery of the Transport Hubs, when being consulted with concerning the aforementioned strategy/development.

6.4 Car Parking

With regards to car parking, it has been established that BDC are to implement paid parking strategy within all towns in the District, which will:

- Enable improvements to the existing provision to be made.
- Ensure parking is enforced.
- Increase turnover and therefore capacity.
- Encourage users to transition to sustainable modes of travel.

It is considered that the future parking strategy will be of significant benefit to the town, though it is recommended that the Town Council feed into the strategy during the consultation.

6.5 Public Transport

With regards to public transport and the encouragement of bus usage, it is recommended that:

- An Aylsham Bus Partnership Board is formed with Norfolk County Council and Sanders Coaches and local councillors.
- Bus stop provision and location is clarified.

- The Town Council be part of the Norfolk's BSIP Enhanced Partnership.
- The Town Council work with Norfolk County Council to ensure the delivery of the programme within the BSIP as it relates to Aylsham, in particular to attain:
 - ▶ Better bus stop standards.
 - ▶ RTI at all bus stops in Aylsham.
 - ▶ Fare subsidies for young people.
 - ▶ Modern buses to improve the town centre environment.

Appendix A

Key Stakeholder Feedback

Meeting Minutes

Date: 21st September 2022

Meeting at: MS Teams

Subject / purpose:

Key Stakeholder Consultation – Phase 2

Attendees:

David Disney (DD) – Broadland District Council and South Norfolk Council
James McGavin (JM) – The Transportation Consultancy Ltd

Items discussed:

- 1** **JM** presented a summary of the issues and options being taken forward as part of the Aylsham Town Council Transport Strategy.
- 2** **JM/DD** focussed on the parking strategy and implication for the Market Place. JM conveyed that the Council would be looking to secure 2 hours free parking, but **DD** confirmed that this would very much depend on the business case, given the capital expenditure and enforcement required to monitor the car parks. **JM** also made reference to the provision of EV charging and ensuring the Town Council would be fully consulted on the proposed parking strategy. **DD** confirm that the Council would be consulted in due course. .
- 3** **JM** made reference to the works undertaken in support of the strategy and **DD** requested a copy of the information rating to the user survey, particularly in regard to ‘purpose of visiting the town’ and ‘length of stay’. **JM** agreed this would be provided.
- 4** **DD** indicated support for the strategy in general and felt the proposals afforded significant enhancements to the town.

Meeting Minutes

Date: 14th September 2022

Meeting at: Teams meeting

Subject / purpose:

Key Stakeholder Consultation – Phase 2

Attendees:

Sue Catchpole (SC) – Broadlands District Council
Alan Bailes (AB) – The Transportation Consultancy
Luke Ford (LF) – The Transportation Consultancy

Points raised:

- 1 There will be questions about the impact of one-way system on Sir William Lane.
- 2 Need to emphasis safety aspects of the strategy as there are more houses planned.
- 3 Disabled parking spaces need to be incorporated into the transport strategy.
- 4 Weight limits on residential roads would be useful.

Meeting Minutes

Date: 27th August 2022

Meeting at: Response via email

Subject / purpose:

Key Stakeholder Consultation – Phase 2

Response From:

Andrew Barnes – Managing Director, Bure Valley Railway (BVR)

Points raised:

- 1 Headteacher of Bure Valley School approached BVR regarding potential use of the car park for drop-off / pick-up, however BVR politely declined.
- 2 Issues with parents parking in spaces closest to Norwich Road, and also extending stays beyond just drop-off / pick-up.
- 3 Queried why Tesco's car park isn't being advertised for pick-up / drop-off.
- 4 Suggested parents park at the far end of the car park, however this was not observed.
- 5 Questioned whether the Community Church and Buffer Bears Nursery Car Park could be used for school pic-up / drop-off. Mention of the school using some of their own land to create a car park specifically for this purpose.

Meeting Minutes

Date: 20th September 2022

Meeting at: MS Teams

Subject / purpose:

Key Stakeholder Consultation – Phase 2

Attendees:

Darren Cogman (DG) – Bidwells LLP

Luke Fairall (LF) – Rossi Long Consulting Ltd

James McGavin (JM) – The Transportation Consultancy Ltd

Items discussed:

- 1 **JM** presented a summary of the issues and options being taken forward as part of the Aylsham Town Council Transport Strategy.
- 2 Discussion focused on the Burgh Road proposals, which sit within the vicinity of the residential development proposals.
- 3 **LF** confirmed that the Transport Assessment was currently being prepared and that Norfolk County Council (NCC) had confirmed that the applicant's assessment should consider Burgh Road.
- 4 With regards to the application, **JM** confirmed that the key issues are Burgh Road, Red Lion Street and the Market Place.
- 5 **JM** confirmed that the schemes had been discussed with officers at NCC, but the meeting did not include officers from Development Control.
- 6 **JM** confirmed that the strategy document would be used by the Town Council to outline the locally accepted improvements that would support the Town Council's Neighbourhood Plan, but the document itself would not constitute local policy (this statement is true at the time of the meeting).
- 7 It was acknowledged by both parties that the planning process and the transport strategy are related but separate and that the former would need to consider the standard and accepted assessment approach.
- 8 **JM** reiterated that the proposals would seek to significantly improve local connectivity, which would be of benefit to the Local Plan development but acknowledged **Item 7**.

Meeting Minutes

Date: 14th September 2022

Meeting at: Teams meeting

Subject / purpose:

Key Stakeholder Consultation – Phase 2

Attendees:

Alan Bailes (AB) – The Transportation Consultancy
Luke Ford (LF) – The Transportation Consultancy
Helen Corina (HC) – Norfolk County Council
Ed Parnaby (EP) – Norfolk County Council
Adrian Hollis (AH) – Norfolk County Council
Kevin Townly (KT) – Norfolk County Council
Richard Pearson (RP) – Norfolk County Council
Chris Alston (CA) – Norfolk County Council

Points raised:

- 1 KT mention the possibility making a one-way system with the use of Burgh Road (as proposed) with Sir Williams Lane in the opposite direction.
- 2 KT mentioned that raised tables could be a “red flag” and need to consider their impact on residents. More detailed consultation will be required with residents to ensure that they are acceptable. Aylsham has a lot of old buildings and the vibration could affect the older buildings.
- 3 Need to make sure that Red Lion Street surface treatment is durable and appealing. Consider the use of rolled asphalt.
- 4 EP stated that in terms of walking and cycling the NCC guiding principles and standards should be utilised.
- 5 CA discussed the merits of the arrangements for Penfold Street. In addition, it was mentioned that parking for cycles should be included particularly at Market Place where 8 spaces could be available.
- 6 CA mentioned that we need the views of the Council’s Safety Audit Team. Post note these have been received from Kevin Allen.
- 7 Cawston Road proposals were discussed, whereby CA stated that the only solution was to implement a “Controlled Parking Zone”.
- 8 CA was concerned about the drainage when using coloured surface treatment and in particular Red Lion Street. CA also stated that more horizontal should be considered on Red Lion street, together with sign clutter and where signs would go.
- 9 Finally, CA added that coloured rolled asphalt should be considered in place of raised tables.

Meeting Minutes

Date: 8th September 2022

Meeting at: Teams meeting

Subject / purpose:

Key Stakeholder Consultation – Phase 2

Attendees:

John Newton (JN) – National Farmers Union
Alan Bailes (AB) – The Transportation Consultancy
Luke Ford (LF) – The Transportation Consultancy

Points raised:

- 1 Most farmers surrounding Aylsham avoid the town due to issues manoeuvring larger vehicles.
- 2 Widest tractor units used are 3.3m, so any designs will need to take these into consideration.
- 3 No specific opposition to the transport strategy proposals.
- 4 JN forward on the presentation to other NFU members, who responded with the following:

Noted issues when travelling along Cawston Road due to other road users and welcomed the efforts to reduce the level of on-street parking.

Another significant issue within Aylsham relates to overgrown hedgerows / trees requiring larger vehicles to occupy more road space.

Meeting Minutes

Date: 22nd September 2022

Meeting at: MS Teams

Subject / purpose:

Key Stakeholder Consultation – Phase 2

Attendees:

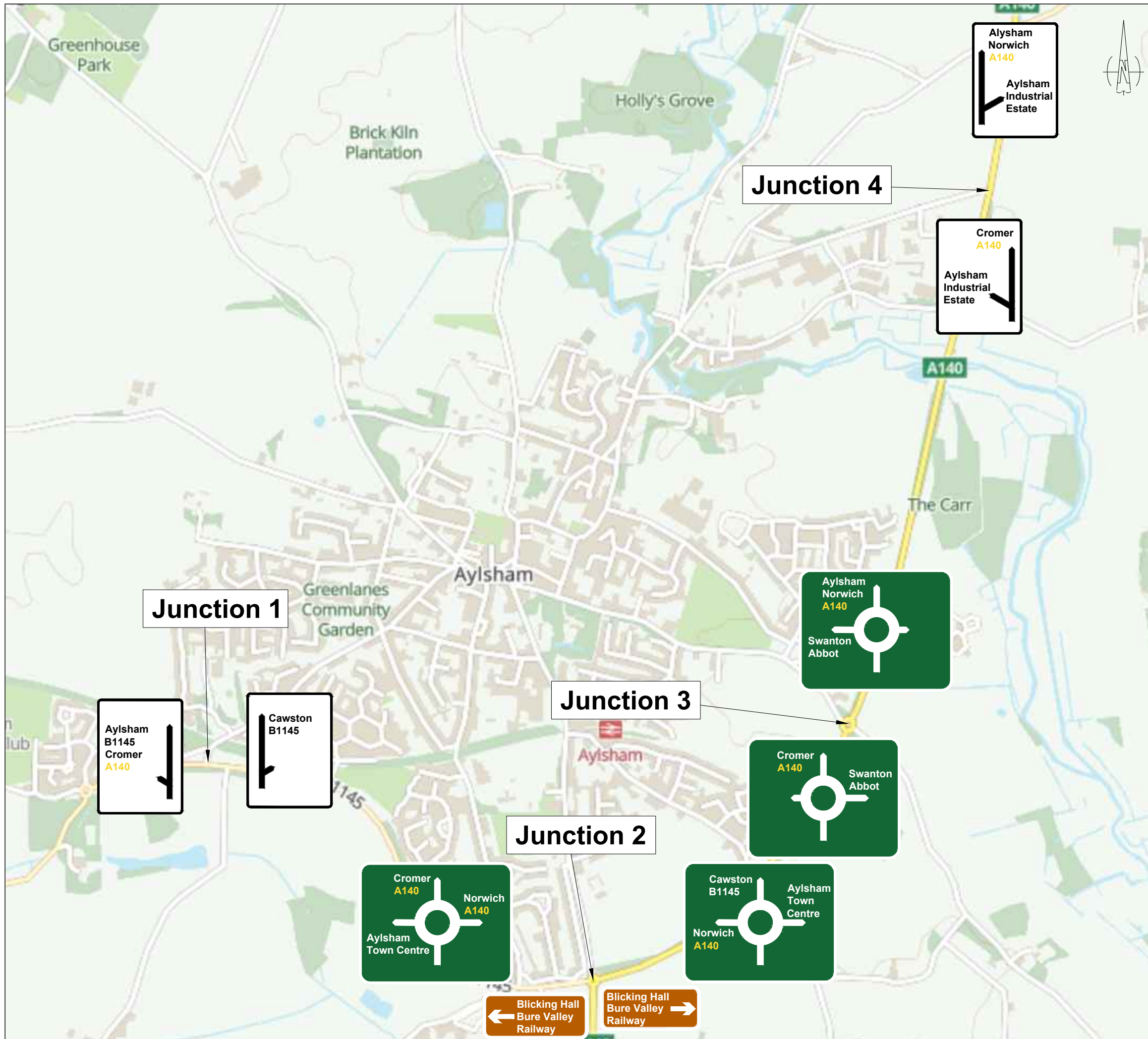
Heather Jermy (HJ) – The National Trust
James McGavin (JM) – The Transportation Consultancy Ltd

Items discussed:

- 1** **JM** presented a summary of the issues and options being taken forward as part of the Aylsham Town Council Transport Strategy.
- 2** **HJ** indicated support for the Market Place proposals and would support a further reduction in car parking if this could be achieved.
- 3** **JM** confirmed that the changes in parking would be in line with the forthcoming parking strategy being developed by Broadland District Council and South Norfolk Council. **HJ** noted that any charging regimes would need to be discussed/agreed with The National Trust, if they were to affect the car parks leased to the Town Council.
- 4** **JM/HJ** discussed the cycle crossing and connection to Blickling Hall. **HJ** was supportive of the arrangements but noted that the connection and crossing should support pedestrians and **HJ** would also be keen to see a speed reduction within the vicinity of the Blickling Hall access. Improvements to the existing segregated pedestrian route, which routes along the western side of Blickling Road, between the Petersons Lane and Silvergate Lane junctions would also be a welcome addition. Consideration of improvements to the connection between the existing pedestrian route and Aylsham town centre should also be incorporated.
- 5** **HJ** confirmed that The National Trust will be undertaking an independent exercise to review accessibility to Blickling Hall, including improved links with the town and potential links with Bure Valley Rail.
- 6** **JM** noted that the independent exercise to review accessibility sounded promising and would hopefully align and support the objectives of the Transport Strategy.

Appendix B

Scheme Drawings



Date of 1st Issue 11/10/22	Description First Issue	Drawn by SB	Checked by JM
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A3 SCALE
1:500

Drawing Title
**Overview Plan
Proposed Road Sign Illustrations
Sheet 1 of 5**

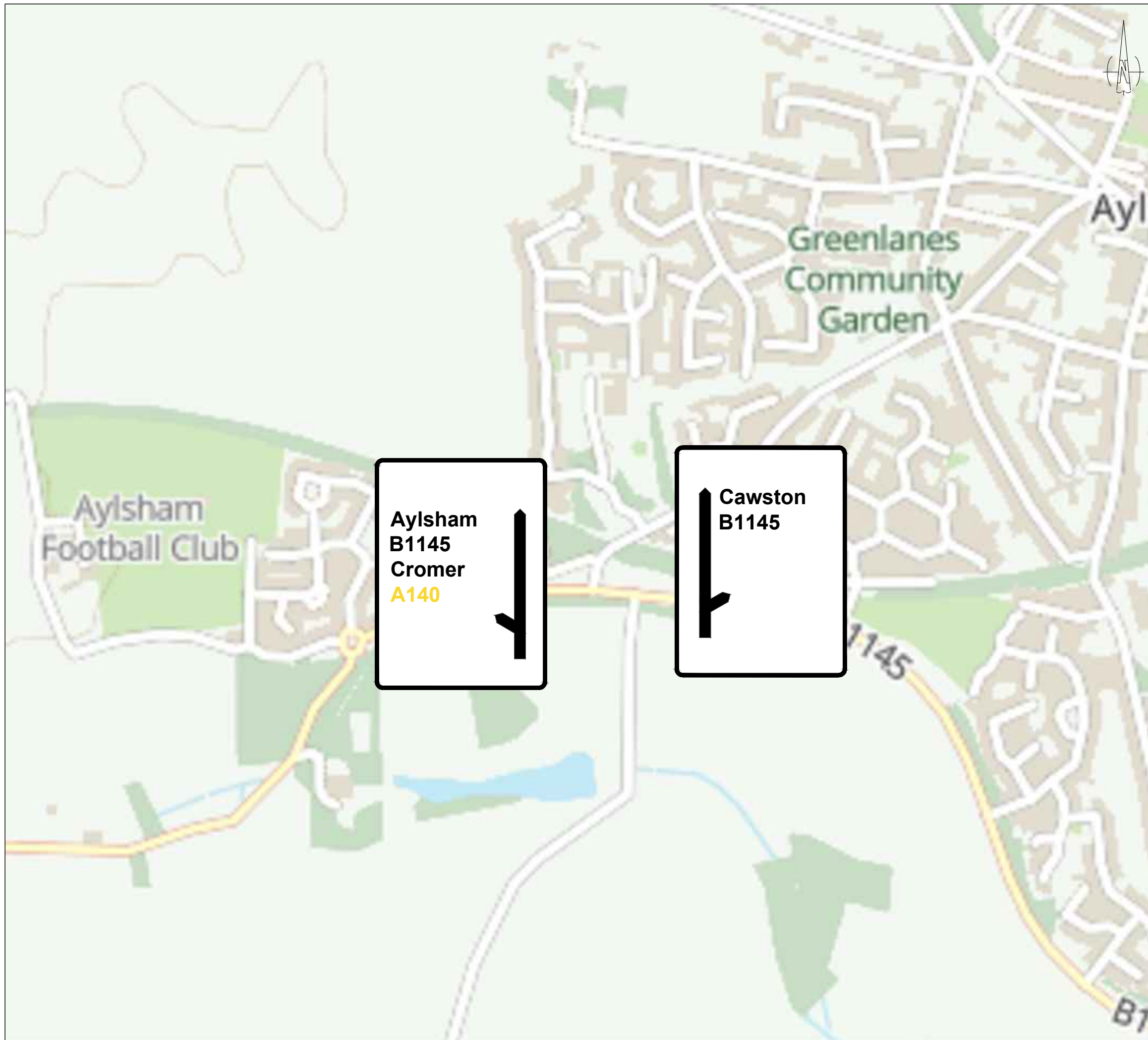
Architect

Drawing Status
Preliminary

27 Park Street
Leamington Spa
CV32 4QN
E: info@ttc-transportplanning.com



Drawing Number 210532-09	Revision -
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Date of 1st Issue 11/10/22	Description First Issue	Drawn by SB	Checked by JM
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Notes:
1. Sign location and design are illustrative and are subject to detailed design and agreement with Norfolk County Council in their capacity as the Local Highway Authority.

A3 SCALE
1:1000

Drawing Title
**Junction 1
Proposed Road Sign Illustrations
Sheet 2 of 5**

Architect

Drawing Status
Preliminary

27 Park Street
Leamington Spa
CV32 4QN
E: info@ttc-transportplanning.com



Drawing Number 210532-09	Revision -
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Date of 1st Issue 11/10/22	Description First Issue	Drawn by SB	Checked by JM
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Notes:
1. Sign location and design are illustrative and are subject to detailed design and agreement with Norfolk County Council in their capacity as the Local Highway Authority.

A3 SCALE
1:1000

Drawing Title
**Junction 2
Proposed Road Sign Illustrations
Sheet 3 of 5**

Architect

Drawing Status
Preliminary

27 Park Street
Leamington Spa
CV32 4QN
E: info@ttc-transportplanning.com



Drawing Number 210532-09	Revision -
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Date of 1st Issue 11/10/22	Description First Issue	Drawn by SB	Checked by JM
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Notes:
1. Sign location and design are illustrative and are subject to detailed design and agreement with Norfolk County Council in their capacity as the Local Highway Authority.

A3 SCALE
1:1000

Drawing Title
**Junction 3
Proposed Road Sign Illustrations
Sheet 4 of 5**

Architect

Drawing Status
Preliminary

27 Park Street
Leamington Spa
CV32 4QN
E: info@ttc-transportplanning.com



Drawing Number 210532-09	Revision -
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Date of 1st Issue 11/10/22	Description First Issue	Drawn by SB	Checked by JM
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Notes:
1. Sign location and design are illustrative and are subject to detailed design and agreement with Norfolk County Council in their capacity as the Local Highway Authority.

A3 SCALE
1:1000

Drawing Title
**Junction 4
Proposed Road Sign Illustrations
Sheet 5 of 5**

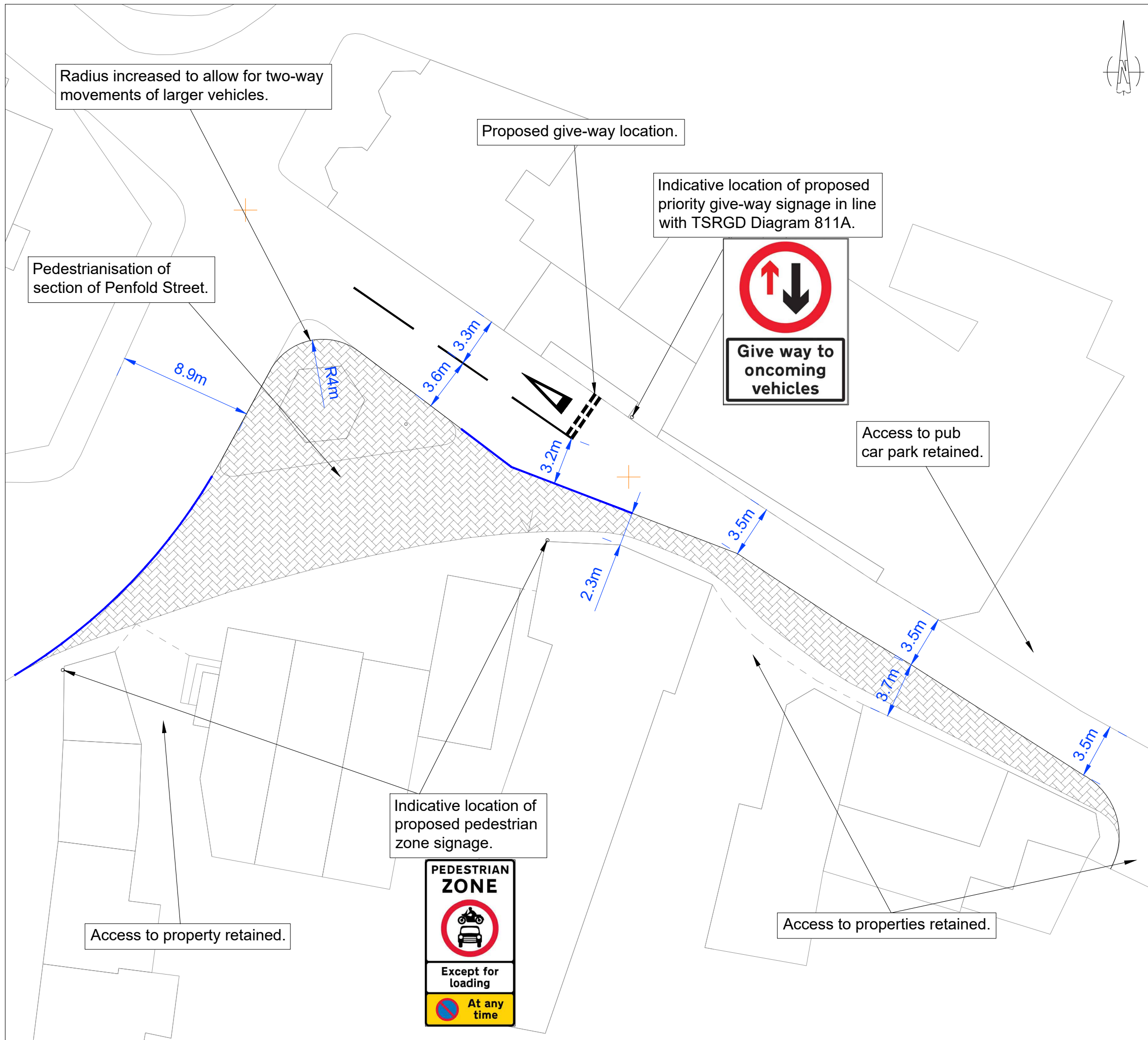
Architect

Drawing Status
Preliminary

27 Park Street
Leamington Spa
CV32 4QN
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Drawing Number 210532-09	Revision -
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Radius increased to allow for two-way movements of larger vehicles.

Proposed give-way location.

Indicative location of proposed priority give-way signage in line with TSRGD Diagram 811A.



Access to pub car park retained.

Pedestrianisation of section of Penfold Street.

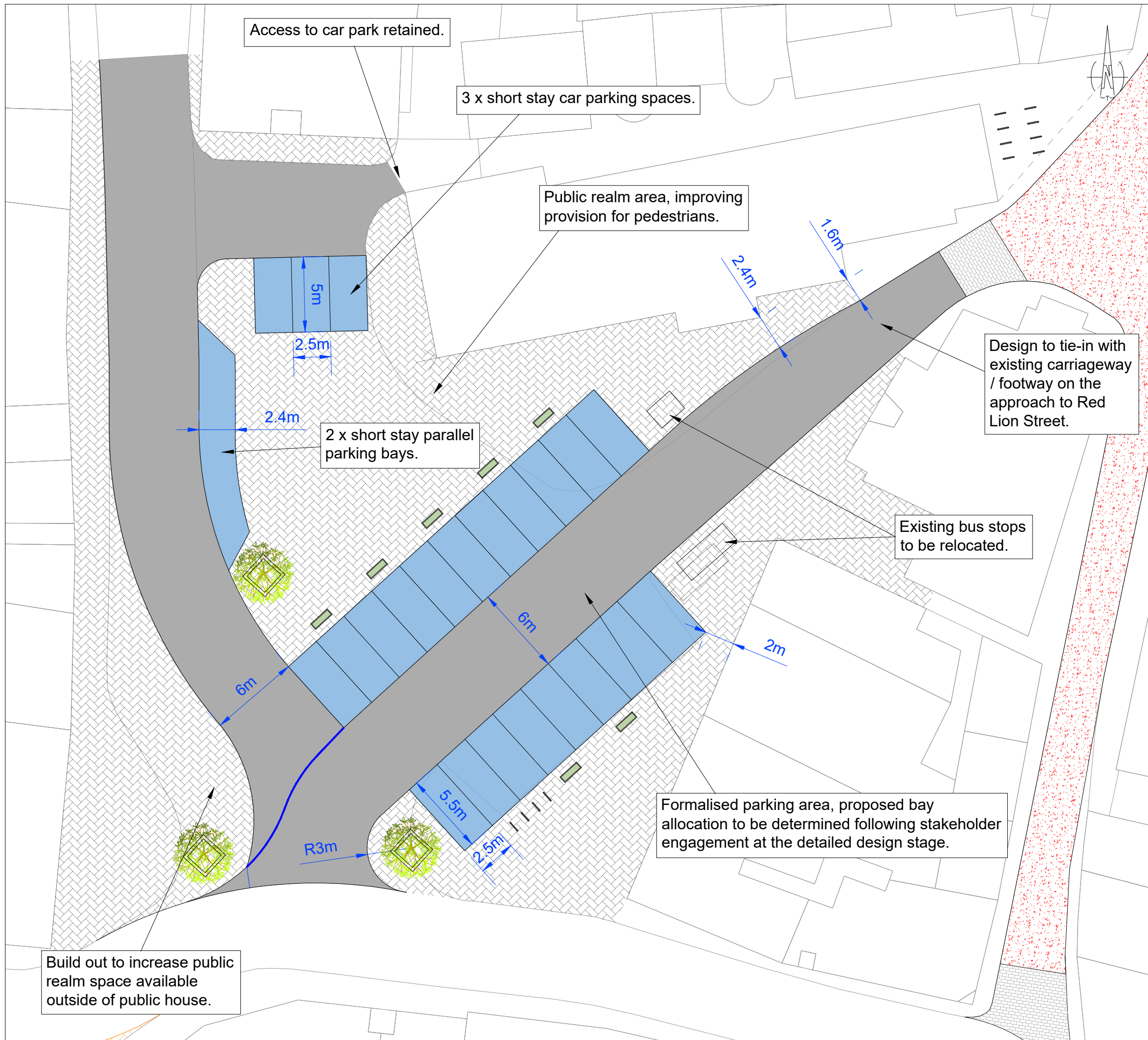
Indicative location of proposed pedestrian zone signage.



Access to property retained.

Access to properties retained.

Date of 1st Issue 11/10/22	Description First Issue	Drawn by LF	Checked by JM
Key: Existing Proposed Proposed area to be pedestrianised Proposed Chamfered Kerb			
Notes: 1. Design is based on OS Mastermap. 2. All design is preliminary and will be subject to detailed design.			
A3 SCALE 1:250			
Drawing Title Aylsham Transport Strategy Design Options Issue 2: Penfold Street Give-way arrangement Sheet 1 of 7			
Architect			
Drawing Status <div style="text-align: right; color: red; font-weight: bold;">Preliminary</div>			
27 Park Street Leamington Spa CV32 4QN E: info@ttc-transportplanning.com			
Drawing Number <div style="text-align: right; font-weight: bold;">210532-10</div>			Revision <div style="text-align: center;">-</div>



Date of 1st Issue	Description	Drawn by	Checked by
11/10/22	First Issue	LF	JM

Key:

	Existing
	Proposed
	Proposed area to be pedestrianised
	Proposed car parking
	Proposed carriageway
	Proposed Chamfered Kerb
	Bench
	Tree planters
	Cycle parking

- Notes:
1. Design is based on OS Mastermap.
 2. All design is preliminary and will be subject to detailed design.

A3 SCALE
1:250

Drawing Title
Aylsham Transport Strategy
 Design Options
 Issue 4: Market Place
 Sheet 2 of 7

Architect


Drawing Status
Preliminary

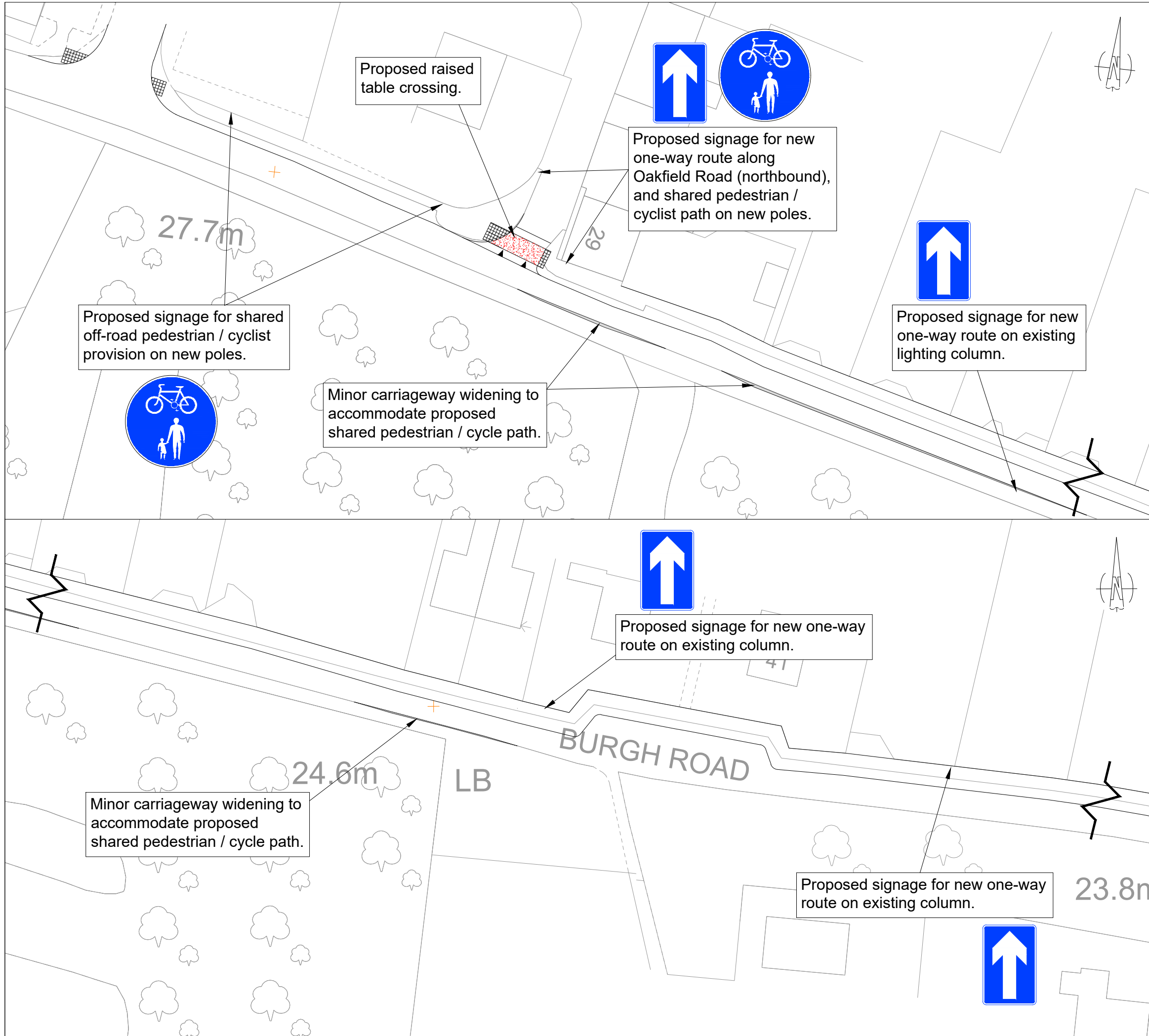
27 Park Street
 Leamington Spa
 CV32 4QN
 E: info@ttc-transportplanning.com



Drawing Number
210532-10

Revision
 -

Key:
 Area of widening (300m2)



A3 SCALE
N/A

Drawing Title
Aylsham Transport Strategy
Design Options
Burgh Road Carriageway Widening
Sheet 3 of 7

Architect


Drawing Status

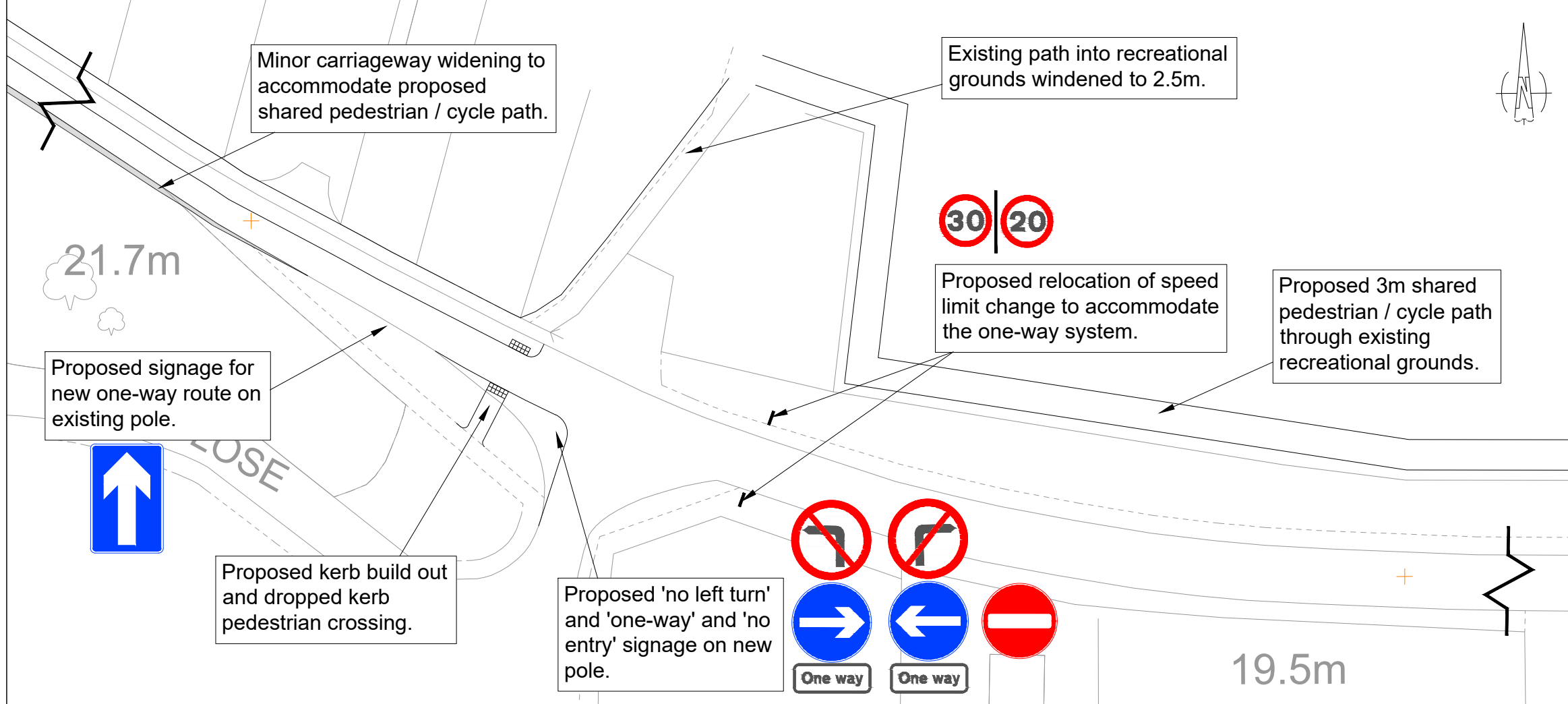
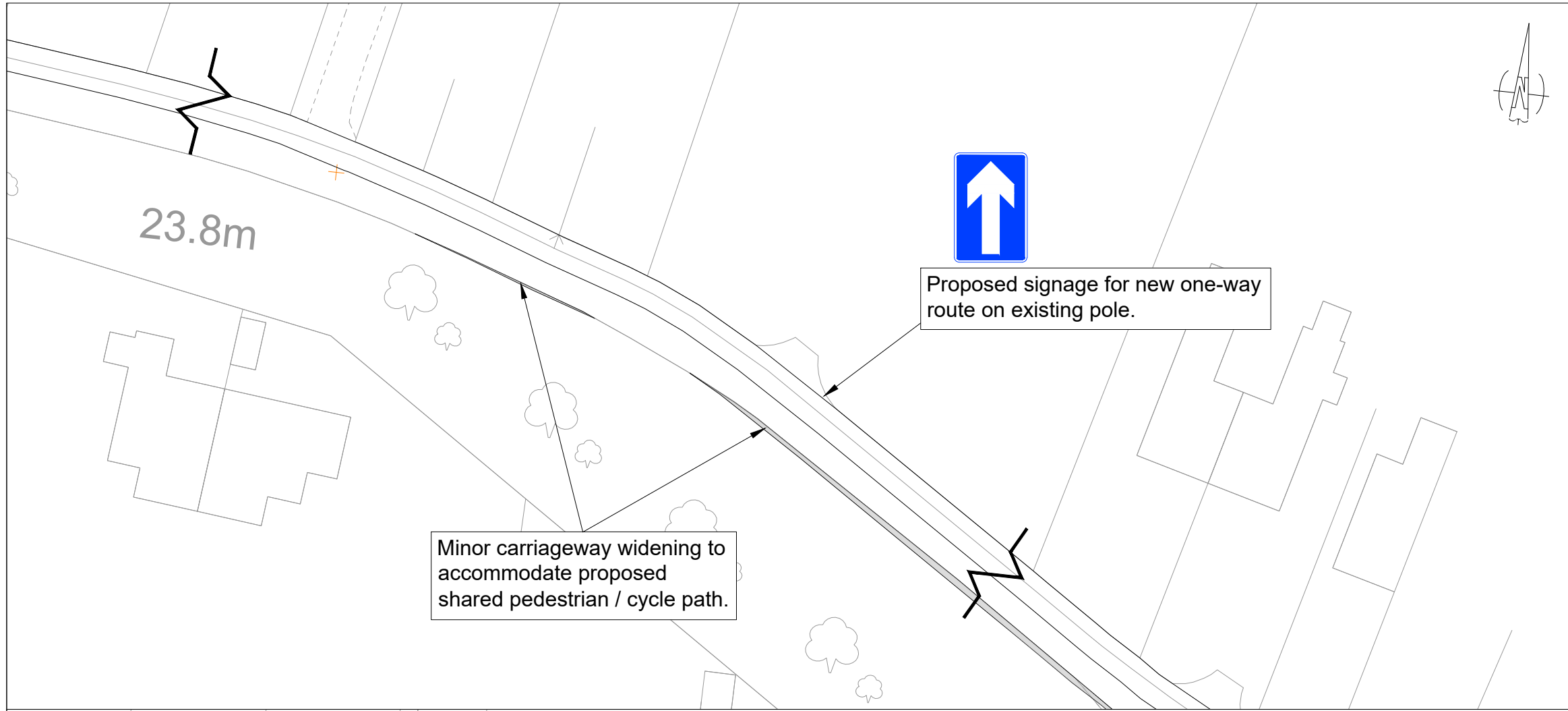
Preliminary

27 Park Street
 Leamington Spa
 CV32 4QN
 E: info@ttc-transportplanning.com



Drawing Number 210532-10	Revision -
------------------------------------	---------------

Key:
 Area of widening (300m2)



A3 SCALE
N/A

Drawing Title
Aylsham Transport Strategy
Design Options
Burgh Road Carriageway Widening
Sheet 4 of 7

Architect

Drawing Status
Preliminary

27 Park Street
 Leamington Spa
 CV32 4QN
 E: info@ttc-transportplanning.com




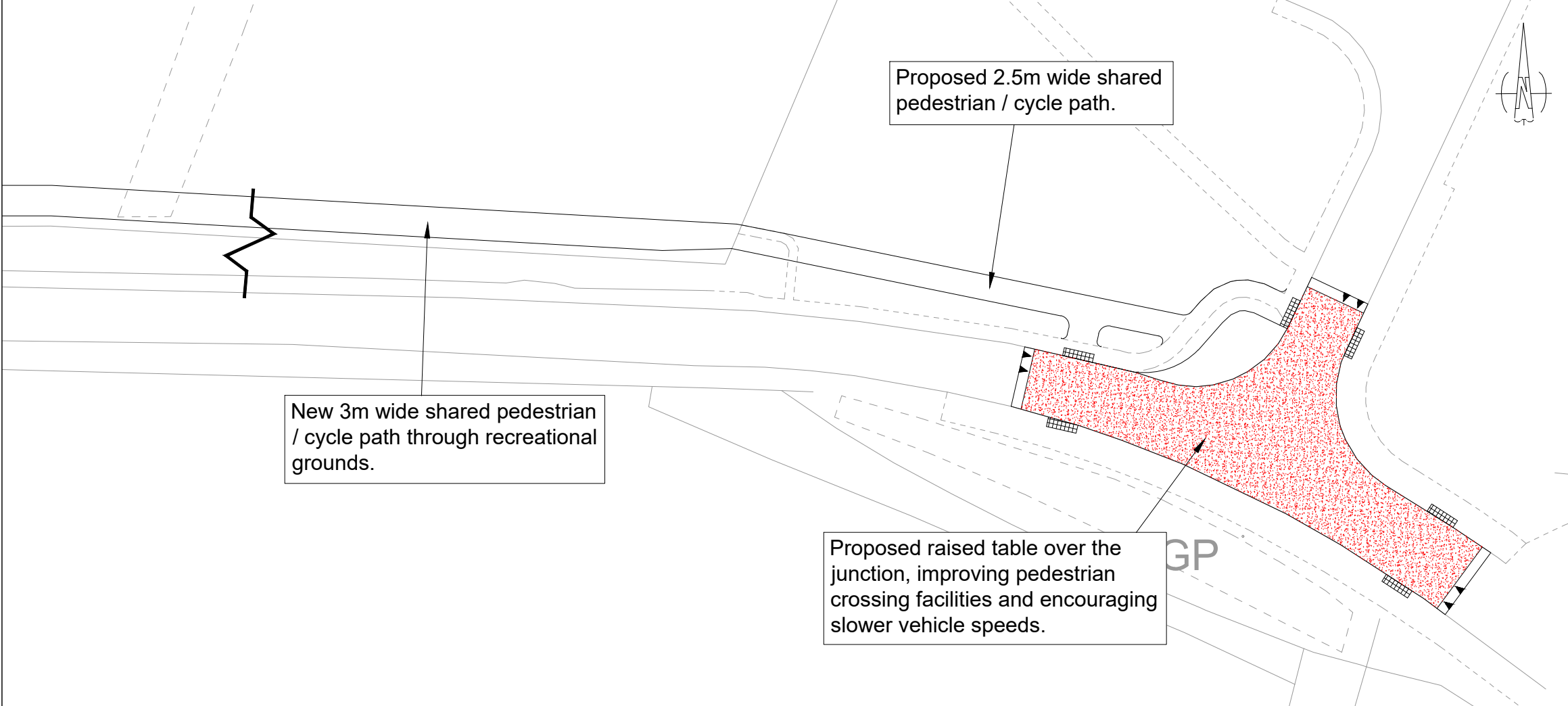
the transportation consultancy

Drawing Number
210532-10

Revision
 -

Date of 1st Issue 11/10/22	Description First Issue	Drawn by LF	Checked by JM
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Key:
 Area of widening (300m2)



A3 SCALE
N/A

Drawing Title
Aylsham Transport Strategy
Design Options
Burgh Road Carriageway Widening
Sheet 5 of 7

Architect

Drawing Status

Preliminary

27 Park Street
 Leamington Spa
 CV32 4QN
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the transportation consultancy

Drawing Number
210532-10

Revision
 -

Raised junction table to slow vehicle speeds and improve pedestrian connectivity.

Pedestrian priority signage proposed on existing pole.

Block paving upon entry to Red Lion Street to slow vehicles and promote a slower speed environment.



Surface treatment along the carriageway.

Pedestrian priority signage proposed on new pole.



Block paving upon entry to Red Lion Street to slow vehicles and promote a slower speed environment.

Pedestrian priority signage proposed on existing pole.



Block paving upon entry to Red Lion Street to slow vehicles and promote a slower speed environment.

- Key:
- Existing
 - Proposed
 - Proposed area to be pedestrianised
 - Proposed pedestrian crossing
 - Proposed car parking
 - Proposed carriageway
 - Proposed block paving
 - Proposed surface treatment

- Notes:
1. Design is based on OS Mastermap.
 2. All design is preliminary and will be subject to detailed design.

A3 SCALE
1:500

Drawing Title
Aylsham Transport Strategy
Design Options
Red Lion Street
Sheet 6 of 7

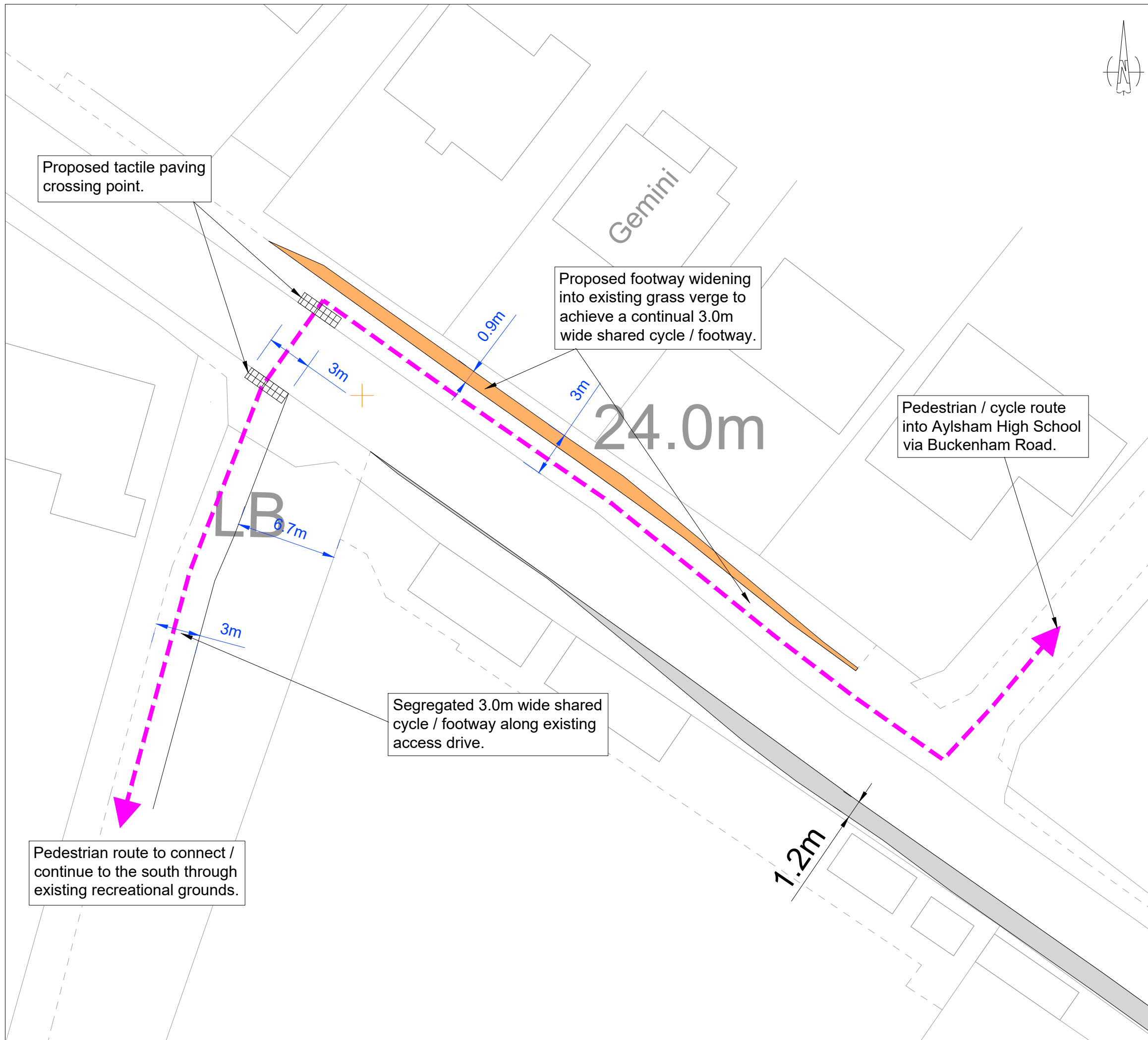
Architect

Drawing Status
Preliminary

27 Park Street
Leamington Spa
CV32 4QN
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Drawing Number 210532-10	Revision -
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Date of 1st Issue 11/10/22	Description First Issue	Drawn by LF	Checked by JM
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Key:

	Existing
	Proposed
	Pedestrian / cycle route
	Tactile paving
	Area of proposed widening required

- Notes:**
- Design is based on OS Mastermap.
 - All design is preliminary and will be subject to detailed design.

A3 SCALE
1:250

Drawing Title
Aylsham Transport Strategy
Design Options
Sir Williams Lane School Crossing
Sheet 7 of 7

Architect

Drawing Status
Planning

27 Park Street
 Leamington Spa
 CV32 4QN
 E: info@ttc-transportplanning.com



Drawing Number
210532-10

Revision
 -

Appendix C

Marriot's Way Improvements



Marriott's Way Resurfacing - Aylsham

SPL Stabilisation (Mileham Drive to Woodgate)

March 2020













