

---

---

## Appendix D-3 – Report to Norfolk County Council’s Environment, Transport and Development Committee (17 March 2017)

---



# Environment Development and Transport Committee

Item No.

<b>Report title:</b>	<b>Great Yarmouth Third River Crossing project – submission of Outline Business Case to DfT</b>
<b>Date of meeting:</b>	<b>17 March 2017</b>
<b>Responsible Chief Officer:</b>	<b>Tom McCabe, Executive Director Community and Environmental Services</b>

## Strategic impact

Good infrastructure is one of Norfolk County Council's priorities. The priority is to "make Norfolk a place where businesses can succeed and grow. We will promote improvements to our transport and technology infrastructure to make Norfolk a great place to do business." A new river crossing at Great Yarmouth will help us meet this priority. It offers a direct route into the town from the south, provides the link between the trunk road network and the expanding port and the South Denes Enterprise Zone sites, and overcomes the problem of limited road access to the peninsula of Great Yarmouth. The Third River Crossing is vital to the economic prosperity of Great Yarmouth. Great Yarmouth is part of a larger economic sub-region with a strong economic heritage including manufacturing, food and drink processing, tourism and leisure industries. Great Yarmouth is highlighted as a key growth location within the New Anglia LEP's Strategic Economic Plan.

## Executive summary

Norfolk County Council adopted a preferred scheme for the Great Yarmouth Third River Crossing in 2009, comprising a lifting bridge over the River Yare to connect the trunk road network, at the A12 Harfreys Roundabout, to the southern peninsula near to the port and Enterprise Zone sites.

In the 2016 Budget, government announced a funding stream for the development of major local transport schemes (i.e. non-trunk road). Government invited local enterprise partnerships (LEPs) to bid for this funding, with a deadline of 31 May, for schemes that could be developed through 2016/17.

A bid for scheme development through 2016/17 was successful and has provided the necessary budget from government to take the scheme to programme entry stage. This has also opened the way to securing further funding from government for the later stages of work to obtain planning permission and carry out detailed design, and then for construction.

At programme entry stage, government's funding contribution would be set, subject to the full business case being agreed after the completion of the projects statutory processes. A local contribution of 20% is recommended as it is consistent with a similar project in Suffolk which has already been approved by the Department for Transport (DfT). This should ensure the project is well placed to compete against others in the funding decision making process.

In order to maintain the momentum to the delivery programme and to try to ensure a construction start in late 2020, it is recommended that the project delivery continues after the Outline Business Case has been submitted at the end of March 2017. Any work undertaken during this period would be at risk until a decision is received from DfT – expected by the summer 2017.

## **Recommendations:**

- 1. Committee is asked to note the update on progress since 2009 and approve the submission of an Outline Business Case to the Department for Transport (DfT) in March 2017.**
- 2. Committee notes the requirement to underwrite the local funding contribution of 20% towards the project on the basis of an approximate cost of £120m going forwards from April 2017 (at outturn cost). This funding is likely to come from a range of sources, however these are still to be confirmed. The funding will not be fully required until construction starts in late 2020.**
- 3. That Committee agree to progress development work on the next stage of the project from April 2017, at risk, pending the DfT decision expected during summer 2017. The cost of this is anticipated to be in the region of £200k.**

## **1. Proposal**

- 1.1. In August 2016 Norfolk County Council successfully bid for development funding in the fast track round of the large local major schemes fund and £1.08m was awarded by the Department for Transport (DfT) for the Council to develop an Outline Business Case (OBC) which will be submitted to DfT by 31 March 2017 as part of a competitive funding process. In total, a budget of £1.2m has been allocated to the project in 2016/17 to ensure the delivery of the OBC.
- 1.2. The business case will be structured to satisfy five criteria set by the DfT, which are: Strategic, Economic, Financial, Commercial and Management. These provide sufficient detail to demonstrate whether the scheme is feasible, deliverable, affordable and 'value for money'.
- 1.3. In December 2016, a motion was agreed by the County Council to include the 3<sup>rd</sup> River Crossing project as part of its key transport infrastructure priorities. Other projects included were the Norwich Western Link and Long Stratton bypass.

## **2. Evidence**

- 2.1. The Outline Business Case will be submitted to DfT towards the end of March 2017. A decision is expected during the summer of 2017. Should DfT grant the project 'programme entry' status, which is effectively an in principle funding allocation, we will move into the next phase of delivery, which is likely to take the form of a Development Consent Order (DCO) similar to that used for the Norwich Northern Distributor Road. A final business case submission will be necessary to release the funding allocation from DfT on successful completion of the statutory processes.
- 2.2. **Project Governance**
- 2.3. An officer project Board has been established to provide overview and scrutiny of the project. This is a requirement of DfT and provides the necessary governance in line with project management principles.
- 2.4. The Project Sponsor and chair of the project board is Tracy Jessop, Assistant Director of Environment and Transport (E&T), Community and Environmental Services (CES). Other members of the project board include senior officers from CES and representatives from Great Yarmouth Borough Council and the New Anglia LEP.
- 2.5. **Option Assessment**
- 2.6. Preparing the OBC has required further development work to identify and refine the preferred option. A detailed Options Assessment Report is being prepared and will be submitted to DfT as part of the business case submission, a summary

of the option process is provided below.

- 2.7. Focusing on the preferred corridor agreed in 2009, a long-list of options was produced, based on different combinations of criteria including the location, form and geometry of the western and eastern connections to the local road network, the bridge height and the type of carriageway (dual, single, etc). This led to an interim long list of 40 options. A sifting process was then undertaken. The initial sift removed those options that did not make significant contributions to meeting the scheme objectives, did not resolve the identified problems, or were not deliverable or feasible. The list of 40 options was therefore reduced to nine.
- 2.8. The nine options were assessed using the DfT's Early Assessment Sifting Tool (EAST). The EAST process identified the high level economic, environmental and social impacts of all nine options. In addition, a more detailed operational assessment was undertaken of the remaining options using modelling to consider the traffic related impacts.
- 2.9. This process resulted in the nine options being reduced to three:
- Option 32 - Suffolk Road tie-in to the west (four lane high level bridge, with roundabout as west tie in and traffic signals to the east at South Denes Road)
  - Option 33 - Suffolk Road tie-in to the west (three lane high level bridge, with roundabout as west tie in and traffic signals to the east at South Denes Road)
  - Option 37 - Southtown Road tie in to the west (Single Carriageway two lane low level bridge with traffic signal junctions to the west and the east at South Denes Road)
- 2.10. Based on further considerations including safety, environment, resilience and operation, **option 32** has been identified as the preferred option. Option 37 performs less well in traffic operation terms, however as it is less expensive it has been identified as the "low-cost option" for comparison purposes.
- 2.11. **Modelling and Economic Case**  
As part of the development of the OBC, it is necessary to construct a transport model to evaluate the benefits of the changes that the project will bring to Great Yarmouth. Essential traffic surveys were completed in November 2016 and these have informed the construction of the updated transport model.
- 2.12. Economic appraisal and traffic modelling using the updated transport model and refined costs is currently underway and the full scheme benefits will not be known until late March. Initial appraisal work using the updated model and costs suggests the scheme will continue to represent high value for money.
- 2.13. **Stakeholder Consultation**  
A number of consultation events have been held in Great Yarmouth and Gorleston throughout December 2016 and January 2017. The objective was to seek views on the proposal to build a third bridge across the River Yare as well as the town's wider transport needs.
- 2.14. The consultation has shown that the Third River Crossing is considered by stakeholders to be vital and important infrastructure that will not only help to revitalise Great Yarmouth but will also create jobs, improve quality of life, ease congestion and generate business growth and opportunity.
- 2.15. There was a high level of support politically, within the business community and with the public. There has been constructive dialogue to date with the port operators and key operational issues raised by them will need to be worked through as the project progresses through its next phases.
- 2.16. A Consultation and Stakeholder Engagement Report has been produced and is appended to this report (see Appendix A). This consultation report will form part of the Outline Business Case submission to DfT.

## 2.17. Programme

The current indicative forward programme and associated costs are (note that previous costs are detailed in paragraph 3.1):

Stage	Timing	Funding	
		Total	Source
DfT consider OBC and decide whether to release further funding	Not certain: expected summer '17	NA	NA
Scheme development at risk until DfT approval (linked to next item)	April 2017 to summer 2017	(£200,000) included in £4m below	Initially from 2017/18 Growth Deal allocation, underwritten by NCC in case DfT refuse OBC
Detailed Design and Statutory Procedures (see details/dates in para 2.18 below)	2017/18-2019/20	Circa £4m	DfT Growth Deal (£2m allocated)
DfT review final business case and decide whether to give final funding approval and release funding for construction	Estimated during 2020	NA	NA
Delivery	Estimated start date late 2020	£116m (outturn prices)	DfT (80%) Local contribution (20%)
<b>Total</b>		<b>£120m</b>	

## 2.18. Indicative statutory process details and timescales:

- Commence Statutory Consultations Spring 2018
- Development Consent Order Application Early 2019
- Examination in Public Summer 2019
- Start of Construction Winter 2020
- Bridge completed and open Winter 2022

2.19. In view of the scale of the project and the statutory processes that must be completed, the above programme is challenging but deliverable and demonstrates the determination to fast track the delivery of this project. To ensure that the momentum is maintained going forward it is recommended that development work continues at risk from April 2017, following submission of the Outline Business Case until confirmation from the DfT (expected by the summer 2017). Key areas of work that would be progressed in advance of the DfT funding announcement would be:

- Early discussions with the construction sector to explore possible procurement options.
- Preparation of the full Ground Investigation survey specification
- Work to develop the Mechanical & Engineering (M&E) design
- Operational junction modelling and design refinement
- Engagement with stakeholders to discuss agreements for land access

- Preparation of public engagement and consultation plan
- 2.20. The estimated cost of this work over the 3 to 4 month period is £200,000. Norfolk County Council would need to underwrite these costs until the scheme is granted 'programme entry' by the DfT when the costs would be recovered from the 2017/18 Local Growth Deal allocation, which has been provided for the purpose of scheme development. This financial risk would only be realised if the project is not delivered in the future and would need to be reimbursed by revenue budgets.

### **3. Financial Implications**

- 3.1. The forward cost of the project is currently estimated at approximately £120 million (which includes estimated costs for design, construction, supervision, land, risk and inflation). In the years prior to 2016/17, the Council has invested £3.6 million on the development of the Third River Crossing, including £2.8 million to purchase land. £1.2m has been confirmed during 2016/17 (the majority from DfT) and £2 million has also been successfully secured through the Local Growth Fund in 2017/18 and 2018/19 towards the next stages of the project delivery.
- 3.2. As part of the business case submission Norfolk County Council will need to set out the local funding contribution towards the project. As stated above the submission of the OBC will be part of a competitive process. A 'local contribution' of 20% (based on comparisons with a similar scheme in Suffolk already approved by DfT) will be necessary to ensure we have the best chance of a successful outcome. Based on the current estimated cost of the project the local funding contribution would amount to £24m. This would be spread over a number of years, with the main costs not being realised until the 2020/21 financial year, when construction work is expected to start.
- 3.3. The details of the local funding mechanism will be clarified as the scheme is developed. It is likely that the local funding contribution could come from a variety of sources, possibly including, but not limited to, the New Anglia LEP, Local Authorities and the private sector. In view of the uncertainty about the sources of local funding at this stage, Norfolk County Council would be required by DfT to confirm that it will underwrite these costs to provide certainty of funding and deliverability.
- 3.4. Additional funding will also be required to maintain and operate the bridge over the life of the asset. The current estimated costs to operate the bridge, is estimated at up to £100k per annum depending on the operating arrangements which will be agreed as the detailed design is developed. Maintenance costs are likely to average around £150k per annum, however the early year life of the completed scheme should not require significant maintenance funding. The operation and maintenance of the Haven Bridge is under an existing agreement between the County Council and the port authority.

### **4. Issues, risks and innovation**

- 4.1. A key risk at this stage is the continuation of work after the OBC is submitted – with any work being at risk until DfT has confirmed programme entry in the summer (this is discussed in paragraphs 2.19 to 2.20 above).
- 4.2. There is a risk that DfT will not approve the Outline Business Case for the project. The financial risk of that is set out above, however any expenditure will not be abortive as it is reasonable to anticipate further possible funding opportunities and the project would be better placed to bid for these.
- 4.3. Assuming that the scheme progresses, then some of the main risks would be:
- **Planning Process:** not obtaining planning consent; or receiving

- unexpected and onerous requirements from the DCO.
- **Construction:** difficulties in securing access for surveys and preliminary construction; the construction schedule of the A12 Harfey's roundabout, or other A12/A47 schemes, conflicting with the bridge works programme; or adverse weather conditions causing delays/damage to construction.
- **Port operations:** the number and type of vessels changing significantly between now and construction, resulting in reduced traffic benefits or greater mitigation requirements; the need to alter the bridge to accommodate port operations; or the bridge affects the river sedimentation regime affecting port operations and maintenance.
- **Design/Scope change:** vessel simulations show a need for a bridge wider than 50m clear span; variations from current geotechnical and topographical assumptions impact on the design; or unexpected statutory services are located, particularly if they are under water/anticipated pier and fender locations.

## 5. Background

- 5.1. In 2009 Cabinet adopted a preferred route for the scheme by way of a dual carriageway link utilising a 50m span bascule bridge over the river, it authorised purchase of properties the subject of valid Blight Notices served upon the Council and agreed for further study work to be undertaken into funding and procurement options.
- 5.2. Since then (2009), £2.8m has been invested by the county council to acquire properties and land.
- 5.3. At the meeting on 20 May 2016 Committee considered a [report](#) on a possible funding opportunity for the Third River Crossing to develop the Outline Business Case for the project ahead of the previously planned timescales. That report provides more details regarding the background to the project which has not been repeated in this report.
- 5.4. Following the success of that bid to government, work has progressed to ensure the Outline Business Case required by DfT is completed and submitted by their deadline of the end of March 2017.

### Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

**Officer name :** David Allfrey **Tel No. :** 01603 223292

**Email address :** david.allfrey@norfolk.gov.uk



If you need this report in large print, audio, braille, alternative format or in a different language please contact 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.

**Great Yarmouth Third River Crossing  
Consultation & Stakeholder Engagement Report  
March 2017**

## **Executive Summary**

### **1.0 Background**

### **2.0 Scope**

### **3.0 Engagement Activity**

- 3.1 Key Stakeholder Audiences and messages
- 3.2 Methods of Engagement
- 3.3 Activity timeline
- 3.4 Press Activity
- 3.5 Consultation Leaflet
- 3.6 Consultation Exhibition Material
- 3.7 Website
- 3.8 Questionnaire
- 3.9 Engagement Events
- 3.10 Social Media

### **4.0 Questionnaire Analysis**

- 4.1 Question 1: Modes of transport
- 4.2 Question 2: Transport issues in Great Yarmouth
- 4.3 Question 3: Congestion
- 4.4 Question 4: Average journey delays
- 4.5 Question 5: Investment in modes of transport
- 4.6 Question 6: How likely are you to use a Third River Crossing
- 4.7 Question 7: How often would you use a Third River Crossing
- 4.8 Question 8: Journey type
- 4.9 Question 9: Benefits of a Third River Crossing
- 4.10 Question 10: Open question on the benefits of a Third River Crossing
- 4.11 Question 11: Open question on the Third River Crossing
- 4.12 Question 12: Open question on infrastructure

### **5.0 Summary of Support**

- 5.1 Political
- 5.2 Businesses
- 5.3 Public

## Executive Summary

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

Great Yarmouth is world-renowned as England's offshore energy sector capital, in line to share in billions of pounds of private investment over coming decades, including in offshore windfarms and gas platform decommissioning. Linking the Port, new deep-water Outer Harbour and Enterprise Zone to the trunk road network will further boost the UK's prospects and prosperity, ensuring we are better placed to capture these jobs and investment for the nation.

A new Third River Crossing will provide linkages across the River Yare to the economic growth hub on the South Denes peninsula. The additional crossing would also support tourism, which is worth £577m per annum to Great Yarmouth and create jobs for 30% of the local workforce.

As part of the Outline Business Case submission for the Department of Transport Norfolk County Council, over a six month period, implemented an in-depth public consultation and engagement strategy that included:

- High level political interaction and engagement with MP Brandon Lewis
- High profile business engagement
- Working closely with our key stakeholder partners
- A series of intensive public stakeholder engagement events and public questionnaire

The engagement strategy presented officers with the opportunity to share emerging preliminary designs, and engage with key stakeholders on the Third River Crossing and the wider infrastructure improvements, investment planned for Great Yarmouth over the coming years and months; as well as enabling us to capture the strong local and political support for the Great Yarmouth Third River Crossing.

## Public Consultation

A period of public consultation was officially launched to the public in November 2016 and continued to 31<sup>st</sup> January 2017. This included a detailed infrastructure questionnaire, supported by a number of stakeholder events held in Great Yarmouth Library, Gorleston Library and Great Yarmouth Town Hall. The questionnaire was widely distributed with a total of 479 responses submitted.

The results from the questionnaire showed that there was a high level of support from the public in support of a new Third River Crossing for Great Yarmouth. With **81%** of respondents to the questionnaire stating that they would either be very likely, or likely to use a new Third River Crossing.

It was clear through analysis of the questionnaire that residents and businesses in Great Yarmouth suffer from congestion, with **71.4%** of respondents seeing this as

either a serious or a very serious issue, with many being delayed for lengthy periods of time.

**78.9%** of respondents to the public questionnaire either strongly agreed, or agreed that the Third River Crossing would make their journey times shorter and **80%** either strongly agreed or agreed that congestion would be greatly reduced by a new crossing.

The Third River Crossing is considered by respondents to the questionnaire to be an important piece of infrastructure that will not only contribute to the revitalisation of Great Yarmouth but will help create jobs, improve quality of life, ease congestion considerable and generate business.

### **Stakeholder Support**

Throughout the development of the outline business case there was and continues to be a high level of strategic support both politically and within the business community for the development of a Third River Crossing for Great Yarmouth.

MP, Brandon Lewis stated that the Third River Crossing will create a big boost to Great Yarmouth and a huge difference to our infrastructure.

Cllr Wilby Chairman of the environment, development and transport committee reiterated that the Third River Crossing unites councillors of all political parties and would have a huge benefit for Yarmouth, Norfolk and nationally bring prosperity, reduced journey times and easing congestion.

The Leader of Great Yarmouth Borough Council Cllr Graham Plant has also been a strong a vocal advocate of the importance of the Third River Crossing stating that the business case is incredibly strong and there is absolute commitment from the public and private sector to help secure national funding and make the bridges benefits reality.

Chris Starkie Managing Director of New Anglia LEP a key partners and funding contributor has stated it's the LEP's full support of the scheme, saying that it will boost productivity, attract inward investment and retain local talent. A Third River Crossing in Great Yarmouth will help create thousands of jobs, improved links across the town and the region.

The Great Yarmouth Chamber of Commerce have been and continue to be a strong advocate and supporter of the Third River Crossing with the new President of Great Yarmouth Chamber Council Neil Orford stated that the new crossing would provide much needed connections between the strategic road network and the fat growing energy related Enterprise Zone and that any improvements to the transport infrastructure will be of great benefit to businesses, residents and visitors to the Town.

Meetings have been held with Peel Port as a major stakeholder, throughout the consultation process and during the development of the outline business case. In particular with relation to the specific details regarding the operation of the bridge, detailed design of the structure and its potential impact on port activity. These

operational, design and mitigation details will continue to be developed with Peel Ports in the next phase of design and planning.

John Potter, Director, Porters Leisure Ltd a major business in Great Yarmouth employing 600 local residents and 200 staff from outside Great Yarmouth has given us their absolute support for the Third River Crossing. Stating that Great Yarmouth is cut off at every turn by some of the most deprived and suffocating transport links in the Country. They find themselves 'literally, economically and socially gridlocked on a daily basis'.

Jonathan Newman Manager Great Yarmouth Business Improvement District has stated the absolute support of the 180 businesses the BID represent. Stating that the bridge is vital in revitalising town centre businesses.

### **Summary**

The evidence gathered during the Outline Business Case with stakeholders shows that the Third River Crossing continues to be a vital, strategic, piece of infrastructure that is central to the economic growth in the region and UK and is widely supported by residents and businesses.

## 1.0 Background

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

The A47 and A12 provide strategic connectivity to and from the Great Yarmouth area and the government are currently investing in a series of improvements along the A47 and the A12 to help issues of congestion and delay. Furthermore, through the LEP Growth Deal an investment of £9m is planned in Great Yarmouth to help connect employment sites, tackle congestion pinch points and enhance facilities for sustainable modes of travel.

### **Some of the specific challenges facing Great Yarmouth include:**

- High unemployment rates, low participation in higher education, and a seasonal workforce;
- Severance caused by the River Yare between regeneration employment sites and residents in the southern part of the Great Yarmouth built up area;
- Poor connectivity between the South Denes brownfield area which is likely to be developed for port related activities;
- Limited road access to the peninsula of Great Yarmouth and the traffic congestion this causes;
- Accommodating the transport impacts from future commercial and residential developments and the expansion of the port, including heavy goods vehicles; and
- Providing direct access to the centre of Great Yarmouth and the seafront with its leisure activities for car trips from the south and south west.
- Perceptions of remoteness that the Great Yarmouth area suffers

Over the six months developing the Outline Business Case (October 2016 to March 2017) we developed a strong and robust public engagement strategy. The Great Yarmouth Third River Crossing has strong local support, however we wanted to re-engage and update our presumptions on that level of support.

This engagement included:

- Identifying and attending high profile networking and lobbying opportunities
- Working closely with MP Brandon Lewis
- Working closely with Norfolk County Council and Great Yarmouth Borough Council councillors
- Working with the press to ensure the maximum number of people can feel engaged in the consultation

- A series of intensive public stakeholder engagement events in from mid-November to end January 2017
- Working closely with Peel Ports and other port users on operational concerns
- Engaging directly with businesses and attending a number of key events

## 2.0 Scope

In September 2016 Norfolk County Council Great Yarmouth Third River Crossing Board approved proposals for a co-ordinated programme of targeted engagement.

The aim of this engagement and consultation process for the outline business case ran from September 2016 to February 2017 and sought to increase the understanding of the latest progress of the Great Yarmouth Third River Crossing; to ensure our key audiences would have not only clear and coherent information on the proposals for the bridge, but also how they link to the wider package of improvements earmarked for Great Yarmouth.

We actively sought the views of the political membership, key businesses in and around Great Yarmouth, in particular the port users including Peel Ports.

The main scope at this stage included:

- 1) The level of support for a Great Yarmouth Third River Crossing
- 2) The emerging designs for the Great Yarmouth Third River Crossing

Additional information but outside the scope of main purpose:

- 1) Highways England improvements to key junctions Gapton Roundabout, Vauxhall Roundabout and Harfrey's Roundabout
- 2) £9m sustainable transport improvements
- 3) Great Yarmouth Borough Councils master planning consultation

## 3.0 Engagement Activity

### 3.1 Key Stakeholder Audiences and Messages

As with the Outline Business Case stakeholders are crucial to the successful delivery of the Third River Crossing. NCC have built an extensive stakeholder list with politicians, businesses, port users, residents and all other interested parties.

Stakeholders will continue to be involved in the development of the Full Business Case for the scheme, and this will continue throughout the delivery phase. The engagement and consultation will give all stakeholder groups a voice that is heard and any concerns are addressed at an early stage to ensure a successful outcome. All stakeholders are vital to the schemes success, and we have identified the key stakeholder groups as having a very specific interest in the delivery and successful outcome of the Third Crossing project. Communications with each group will be tailored to their specific needs:

### **Audience 1 - Political**

- We must continue to set out a clear case as to why the Third River Crossing is essential to the growth of the area and how we can accelerate financial investment.
- Reassurance to our political members that our processes are inclusive. As well as galvanising the political support we need to ensure successful funding allocations throughout the various rounds of funding bid submissions.
- Engagement with MP's to ensure the TRC is kept at the top of the political agenda for 'Place' and there is an understanding that the TRC is Norfolk's key infrastructure priority.

### **Audience 2 – Businesses**

- Reassurance that the Third River Crossing is sensitive to the needs of local businesses, with economic growth not only bringing new business to the area but working for the benefit of those already there.
- Regular information to key businesses on the progress of the TRC
- Close liaison with the landowners affected by the bridge
- Specially targeted consultation events and 121 meetings with key businesses

### **Audience 3 - Public**

- Reassurance that NCC are working on the Third River Crossing to ensure growth works in the best interests of local people.
- Organise a number of high profile consultation events throughout November to and end of January engaging local residents on the options

### **Audience 4 – Port Users**

- Engagement with land owners directly affected by the bridge in the form of 121 meetings
- Engagement with land owners in-directly affected by the bridge

## **3.2 Methods of Engagement**

The Third River Crossing project delivery board agreed on a strategy to engage using a range of communication methods and tools to reach each of the key audiences. In particular using:

### **Direct engagement**

To garner support for the Third River Crossing among key stakeholders we met and engaged directly with key stakeholders. At appropriate times, we arranged meetings

with relevant officials and politicians. We also organised a number of public engagement events in both Gorleston and Great Yarmouth library to engage with the public.

### Website

We utilised the NCC website a single source of credible information about our work on the Third River Crossing [www.norfolk.gov.uk](http://www.norfolk.gov.uk) This website holds all the relevant documents and evidence reports, as well as explanations as to how the NCC is working to make the Third River Crossing a reality. We used the website as a portal to share information and showcase the progress of NCC on the development of the Third River Crossing.

### Social Media

We used Norfolk County Council’s social media to engage social media users for the Third River Crossing event promotion and engagement with businesses in particular. To utilise Twitter, Facebook and LinkedIn to promote the bridge. Social media was used to promote the work ongoing on the development of the outline business case, reach a wider audience and monitor public support for the Third River Crossing. Using #GY3RC

### Targeted media coverage

Norfolk County Council’s media team released a number of press releases updating on progress of the GYTRC, to promote events, to encourage the completion of the questionnaire. The press have been and continue to be very responsive and positive in their media coverage with the Great Yarmouth Mercury and the EDP picking up on each press release and running it as a key story. The Third River Crossing made front page news.

### 3.3 Stakeholder Activity timeline

Summary of consultation activity undertaken by the Third River Crossing delivery team September 2016 – February 2017:

Date	Activity
21 <sup>st</sup> September 2016	<p><b>Third River Crossing Inception Meeting with Department of Transport</b></p> <p>Senior Officers met with Department of Transport to agree the scope of the outline business case.</p>
7 October 2016	<p><b>Department of Transport Exhibition</b></p> <p>Exhibition display for officials from Department of Transport who had visited Norfolk to see the NDR</p>
18 <sup>th</sup> October 2016	<p><b>Meeting with Peel Port Director and Maritime Expert</b></p> <p>Update meeting with Peel Port Director on the maritime work and level of consultation with Peel Ports required to ensure a robust</p>

	case. Peel Port are very helpful and willing to provide information as required.
<b>20 October 2016</b>	<p><b>Update to all Norfolk MPs</b></p> <p>An update was sent to all Norfolk MP's on the Third River Crossing. Henry Bellingham MP was in particular supportive and recognised the wider benefits of the Third River Crossing to the wider economy.</p>
<b>14<sup>th</sup> November 2016</b>	<p><b>Meeting with Great Yarmouth Chamber of Commerce Great Yarmouth Area Board.</b></p> <p>Officers met with the chamber to update the board. The Chamber were clear in their support.</p>
<b>17<sup>th</sup> November 2016</b>	<p><b>Meeting with Cllr Cliff Jordan Leader of Norfolk County Council and Cllr Alison Thompson Deputy Leader Norfolk County Council</b></p> <p>A meeting to update our leader and deputy leader on the project and secure continued support of the Third River Crossing.</p>
<b>21<sup>st</sup> November 2016</b>	<p><b>Update to Great Yarmouth Borough Council Economic Committee</b></p> <p>Officers updated the local members on the scheme.</p>
<b>25<sup>th</sup> November 2016</b>	<p><b>Meeting with Peel Port Strategic directors</b></p> <p>A high level meeting to update Peel Ports on the scheme and secure their ongoing high level support for the scheme.</p>
<b>8<sup>th</sup> December 2016 – 31<sup>st</sup> January 2017</b>	<p><b>Public Consultation Exhibitions</b></p> <p>Public exhibitions start in Great Yarmouth Town Hall, as well as Great Yarmouth Library and Gorleston Library. Met with a high level of interest. In particular the exhibitions in libraries.</p>
<b>8<sup>th</sup> December 2016</b>	<p><b>Look East Interview at Great Yarmouth Town Hall about the Third River Crossing</b></p> <p>An extremely positive showpiece from BBC Look East on the Third River Crossing, the LEP and the increase in funding available for Norfolk schemes.</p>
<b>19<sup>th</sup> January 2017</b>	<p><b>Sponsored Chamber of Commerce Business Breakfast</b></p> <p>Officers arranged to sponsor a business breakfast on the Third River Crossing and the wider work ongoing in Great Yarmouth on infrastructure.</p>

	Over 80 businesses attended and officers received a high level of support for the scheme.
<b>19<sup>th</sup> January 2017</b>	<b>Meeting with Town Centre BID Manager</b>  Officers met with the Town Centre Business Improvement District Manager Jonathan Newman who voiced strong support for the benefits the TRC would bring to 180 retail businesses he represents.
<b>20<sup>th</sup> January 2017</b>	<b>Meeting with Brandon Lewis MP</b>  Brandon Lewis MP met with officers from Norfolk County Council, Cllr Martin Wilby Chairman of Environment, Development and Transport Committee and Cllr Graham Plant Leader of Great Yarmouth Borough Council to discuss the Third River crossing and Brandon expressed his ongoing support.
<b>3<sup>rd</sup> February 2017</b>	<b>Norfolk chamber of Commerce MP Event</b>  Over 150 businesses attended and hear Brandon Lewis MP, Henry Bellingham MP, George Freeman MP and Richard Bacon MP talk about the importance of better infrastructure in Norfolk for the wider economy.  In particular Brandon Lewis MP made crystal clear his 100% support for the Great Yarmouth Third River Crossing.  Officers engaged directly with businesses who all voiced a complete support and vital necessity of the Third River Crossing.
<b>7<sup>th</sup> February 2017</b>	<b>Peel Port Meeting</b>  A meeting with Peel Port and their strategic directors to discuss the Third River Crossing scheme development.
<b>10<sup>th</sup> February 2017</b>	<b>Facilitated Port Users Stakeholder Breakfast</b>  A key breakfast with the port users to discuss the technical detail of the scheme and engage them fully in the process. Outlining the next stages of work.

### 3.4 Press Activity

Summary of press activity on the Third River Crossing:

<b>Date</b>	<b>Article Title</b>	<b>Summary of Key Points</b>
<b>27<sup>th</sup> May 2016</b>	<b>Third River Crossing Funding</b>  Local Transport Today:	Norfolk County Council bid for Third River Crossing funding.

	<a href="https://www.transportxtra.com/publications/local-transport-today/news/49076/norfolk-bids-for-great-yarmouth-bridge-cash">https://www.transportxtra.com/publications/local-transport-today/news/49076/norfolk-bids-for-great-yarmouth-bridge-cash</a>	
<b>6<sup>th</sup> August 2016</b>	<p><b>Funding boost for Great Yarmouth Third River crossing</b></p> <p>EDP 24:</p> <p><a href="http://www.edp24.co.uk/motoring/funding_boost_of_1m_for_third_river_crossing_in_great_yarmouth_1_4647101">http://www.edp24.co.uk/motoring/funding_boost_of_1m_for_third_river_crossing_in_great_yarmouth_1_4647101</a></p>	The Department for Transport (DfT) has agreed to put £1,080,000 towards building a business case for the bridge project.
<b>8<sup>th</sup> August 2016</b>	<p><b>Funding boost of £1million for Third River Crossing very welcome</b></p> <p>Norfolk Chamber of Commerce News Desk:</p> <p><a href="http://norfolkchamber.co.uk/news/policy-news/funding-boost-1m-great-yarmouth-third-river-crossing">http://norfolkchamber.co.uk/news/policy-news/funding-boost-1m-great-yarmouth-third-river-crossing</a></p>	More than £1million of government funding has been agreed to help move forward the third river crossing project in Great Yarmouth. The Department for Transport (DfT) has agreed to put £1,080,000 towards building a business case for
<b>8<sup>th</sup> August 2016</b>	<p><b>Funding boost of £1m for third river crossing in Great Yarmouth</b></p> <p>Great Yarmouth Mercury:</p> <p><a href="http://www.greatyarmouthmercury.co.uk/news/funding_boost_of_1m_for_third_river_crossing_in_great_yarmouth_1_4647101">http://www.greatyarmouthmercury.co.uk/news/funding_boost_of_1m_for_third_river_crossing_in_great_yarmouth_1_4647101</a></p>	<p>MP for Great Yarmouth Brandon Lewis said it was great for the town on a day when Yarmouth's Regent Street had been hit by a devastating fire.</p> <p>"It's a big boost when we could do with some good news," he said, adding: "It will make a huge difference to our infrastructure."</p> <p>Mr Lewis said that developing the business case itself would be a huge piece of work.</p> <p>He stressed that although people talk about dualling the Acle Straight as a priority, this scheme would do a lot to alleviate traffic issues in the town.</p> <p>He added: "We have secured £10m for safety improvements on the Acle Straight and £30m to improve the Vauxhall</p>

		roundabout. With the third river crossing, this would do a lot to tackle the traffic problems in the town. That will give us the position to then argue for dualling.”
<b>10<sup>th</sup> August 2016</b>	<b>Third River Crossing gets Funding</b>  <b>Heart Radio:</b> <a href="http://www.heart.co.uk/eastanglia/news/local/third-river-crossing-gets-1-million-of-funding/#KX6CLpciYiZzx0Bh.99">http://www.heart.co.uk/eastanglia/news/local/third-river-crossing-gets-1-million-of-funding/#KX6CLpciYiZzx0Bh.99</a>	After last week's devastating fire in Great Yarmouth, the town can now welcome some promising news.
<b>14<sup>th</sup> October 2016</b>	<b>Opportunities for Great Yarmouth including Third River Crossing</b>  <b>Lovewell-Blake:</b> <a href="http://www.lovewell-blake.co.uk/news/Great-Yarmouth-Mercury:-An-opportunity-for-Yarmouth-to-address-infrastructure-issues">http://www.lovewell-blake.co.uk/news/Great-Yarmouth-Mercury:-An-opportunity-for-Yarmouth-to-address-infrastructure-issues</a>	The business community in Great Yarmouth will welcome this new government commitment to focusing on the kind of infrastructure issues which have for too long stood in the way of growth and prosperity for the town.
<b>1<sup>st</sup> November 2016</b>	<b>Chamber of Commerce calls for infrastructure</b>  <b>Chamber of Commerce:</b> <a href="https://norfolkchamber.co.uk/news/policy/chamber-calls-infrastructure-projects-great-yarmouth">https://norfolkchamber.co.uk/news/policy/chamber-calls-infrastructure-projects-great-yarmouth</a>	It has been great to see our town bustling with tourists visiting our beaches and leisure activities recently – mostly in the sunshine, for once! Although this is a boost for retail and tourism businesses in our area, it highlights the accessibility problems with our area for both visitors and businesses.
<b>9<sup>th</sup> November 2016</b>	<b>Press Release from News Desk on Vital Traffic Surveys</b>  Norfolk County Council News Desk: <a href="https://www.norfolk.gov.uk/news/2016/11/traffic-surveys-to-help-inform-future-transport-investment-in-great-yarmouth">https://www.norfolk.gov.uk/news/2016/11/traffic-surveys-to-help-inform-future-transport-investment-in-great-yarmouth</a>	Traffic surveys to help inform future transport investment in Great Yarmouth

<p><b>9<sup>th</sup> November 2016</b></p>	<p><b>Traffic surveys to help inform future transport investment in Great Yarmouth</b></p> <p>Norfolk Chamber of Commerce News Desk:</p> <p><a href="https://norfolkchamber.co.uk/news/policy/traffic-surveys-help-inform-future-transport-investment-great-yarmouth">https://norfolkchamber.co.uk/news/policy/traffic-surveys-help-inform-future-transport-investment-great-yarmouth</a></p>	<p>Traffic surveys designed to gather information to determine future transport provision in Great Yarmouth are set to be carried out in the town in the next two weeks</p>
<p><b>9<sup>th</sup> November 2016</b></p>	<p><b>Beach Radio Interview</b></p>	<p>Senior Officers were interviewed by local radio on the importance of the Third River Crossing to Great Yarmouth.</p>
<p><b>9<sup>th</sup> November 2016</b></p>	<p><b>Norfolk Radio Interview</b></p>	<p>Senior Officers were interviewed by local radio on the importance of the Third River Crossing to Great Yarmouth.</p>
<p><b>9<sup>th</sup> November 2016</b></p>	<p><b>Chamber calls for infrastructure projects in Great Yarmouth</b></p> <p>Norfolk Chamber of Commerce News Desk:</p> <p><a href="https://norfolkchamber.co.uk/news/policy/chamber-calls-infrastructure-projects-great-yarmouth">https://norfolkchamber.co.uk/news/policy/chamber-calls-infrastructure-projects-great-yarmouth</a></p>	<p>It has been great to see our town bustling with tourists visiting our beaches and leisure activities recently – mostly in the sunshine, for once! Although this is a boost for retail and tourism businesses in our area, it highlights the accessibility problems with our area for both visitors and businesses.</p>
<p><b>21<sup>st</sup> November 2016</b></p>	<p><b>Article Published in Great Yarmouth Council Magazine</b></p> <p>Norfolk County Council News Desk:</p> <p><a href="http://www.norfolk.gov.uk">www.norfolk.gov.uk</a></p>	<p>A key article highlighting the scheme and the up and coming consultation events</p>
<p><b>29<sup>th</sup> November 2016</b></p>	<p><b>Public's views sought on Great Yarmouth third river crossing</b></p> <p>Great Yarmouth Mercury:</p> <p><a href="http://www.greatyarmouthmercury.co.uk/news/public-s-views-sought-on-great-yarmouth-third-river-crossing-1-4797947">http://www.greatyarmouthmercury.co.uk/news/public-s-views-sought-on-great-yarmouth-third-river-crossing-1-4797947</a></p>	<p>Norfolk County Council has launched the exercise to find out about transport issues in the borough and how the new bridge might affect people living, working and visiting the area.</p>

<p><b>30<sup>th</sup> November 2016</b></p>	<p><b>Press Release from News Desk Seeking Views on the Third River Crossing</b></p> <p>Norfolk County Council News Desk:</p> <p><a href="https://www.norfolk.gov.uk/news/2016/11/11/news-sought-on-potential-third-river-crossing-for-great-yarmouth">https://www.norfolk.gov.uk/news/2016/11/11/news-sought-on-potential-third-river-crossing-for-great-yarmouth</a></p>	<p>Norfolk County Council has launched a public consultation to find out about transport issues in Great Yarmouth and how its proposal for a third river crossing might affect people living, working and visiting the area.</p>
<p><b>23<sup>rd</sup> November 2016</b></p>	<p><b>Watch Now – Bite Size presentation to Chamber from Norfolk County Council on the Third River Crossing</b></p> <p>Norfolk Chamber of Commerce News Desk:</p> <p><a href="http://norfolkchamber.co.uk/news/policy-news/watch-now-bite-size-norfolk-progress-third-river-crossing">http://norfolkchamber.co.uk/news/policy-news/watch-now-bite-size-norfolk-progress-third-river-crossing</a></p>	<p>Presenter: David Allfrey, Infrastructure and Economic Growth Manager, Norfolk County Council, Tig Armstrong and Claire Sullivan Norfolk County Council.</p> <p>Chamber members can join us live for these 'Bite-size Norfolk' presentations and ask their questions live.</p>
<p><b>8<sup>th</sup> December 2017</b></p>	<p><b>Great Yarmouth Third River Crossing have your say.</b></p> <p>East Coast Plans:</p> <p><a href="http://eastcoastplans.co.uk/planning-in-great-yarmouth-and-gorleston/great-yarmouth-third-river-crossing">http://eastcoastplans.co.uk/planning-in-great-yarmouth-and-gorleston/great-yarmouth-third-river-crossing</a></p>	<p>Norfolk County Council has launched a public consultation to find out about transport and how a third river crossing for Great Yarmouth might affect the area in preparation for a bid for funding due to be submitted to government in March 2017.</p>
<p><b>12<sup>th</sup> December 2016</b></p>	<p><b>Warning that Norfolk will ‘die on its feet’ without more money for roads</b></p> <p>EDP24:</p> <p><a href="http://www.edp24.co.uk/news/politics/warning-that-norfolk-will-die-on-its-feet-without-more-money-for-roads-1-4813445">http://www.edp24.co.uk/news/politics/warning-that-norfolk-will-die-on-its-feet-without-more-money-for-roads-1-4813445</a></p>	<p>Norfolk County Council today agreed to name three projects as its transport infrastructure priorities including the Third River Crossing for Great Yarmouth.</p> <p>Colleen Walker, Labour councillor, said it was vital that the third river crossing in Great Yarmouth happened.</p> <p>She said: “Norfolk is coming to a standstill. If we do not do something quickly, this place will die on its feet.”</p>

<p><b>1<sup>st</sup> December 2016</b></p>	<p><b>Come to the Great Yarmouth Business Breakfast sponsored by Norfolk County Council on the Third River Crossing</b></p> <p>Norfolk Chamber of Commerce News Desk:</p> <p><a href="http://norfolkchamber.co.uk/events/chamber-event/great-yarmouth-business-breakfast-0">http://norfolkchamber.co.uk/events/chamber-event/great-yarmouth-business-breakfast-0</a></p>	<p>Tig Armstrong, Infrastructure and Economic Growth Manager, and David Allfrey, Major Projects Manager, Norfolk County Council, will discuss the recent ongoings with the Third River Crossing, covering:</p> <ul style="list-style-type: none"> <li>• The Borough's master planning work</li> <li>• Highways England junction improvement</li> <li>• Dualling the A47</li> <li>• Sustainable transport improvements in the town</li> <li>• The impact of the Third River Crossing to traffic and businesses in the area</li> <li>• Timescales of the project</li> </ul>
<p><b>2<sup>nd</sup> December 2016</b></p>	<p><b>Share your views on the Third River Crossing</b></p> <p>Norfolk Chamber of Commerce News Desk:</p> <p><a href="http://norfolkchamber.co.uk/news/policy-news/share-your-views-great-yarmouth-third-river-crossing">http://norfolkchamber.co.uk/news/policy-news/share-your-views-great-yarmouth-third-river-crossing</a></p>	<p>Views on a proposal for a third river crossing in Great Yarmouth are being sought as part of a public consultation.</p>
<p><b>13<sup>th</sup> January 2017</b></p>	<p><b>Third River Crossing would benefit Great Yarmouth</b></p> <p>Norfolk Chamber of Commerce News Desk:</p> <p><a href="http://norfolkchamber.co.uk/news/policy-news/chamber-third-river-crossing-would-benefit-great-yarmouth">http://norfolkchamber.co.uk/news/policy-news/chamber-third-river-crossing-would-benefit-great-yarmouth</a></p>	<p>The current lack of connectivity severely inhibits movement in Great Yarmouth resulting in congestion and ultimately limiting the economic potential of the town. Particular areas that could be affected include: the Great Yarmouth Enterprise Zone, the Energy Park, the South Denes Business Park and the deep water outer harbour. Norfolk County Council previously carried out a public consultation on a third river crossing in 2009, in which 92% of people supported a new crossing. The government have now given them the opportunity</p>

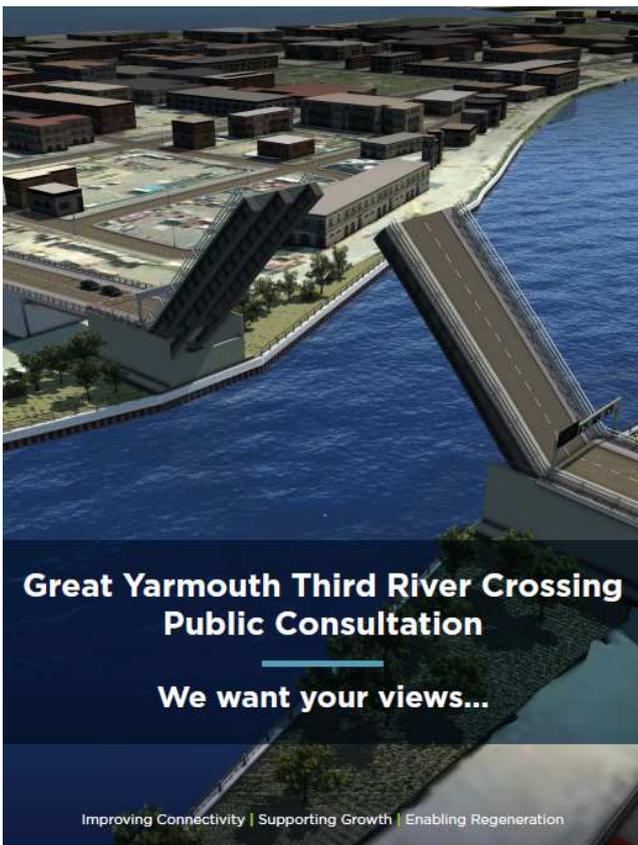
		to bid for funding to move the bridge into the planning and detailed design phase.
<b>18<sup>th</sup> January 2017</b>	<p><b>Press Release from News Desk – Still time to give your views on the Third River Crossing</b></p> <p>Norfolk County Council News Desk:</p> <p><a href="https://www.norfolk.gov.uk/news/2017/01/s-till-time-to-give-your-views-on-potential-third-river-crossing">https://www.norfolk.gov.uk/news/2017/01/s-till-time-to-give-your-views-on-potential-third-river-crossing</a></p> <p>Diss Mercury:</p> <p><a href="http://www.dissmercury.co.uk/news/still-time-to-have-your-say-in-great-yarmouth-third-river-crossing-consultation-1-4854-509">http://www.dissmercury.co.uk/news/still-time-to-have-your-say-in-great-yarmouth-third-river-crossing-consultation-1-4854-509</a></p>	Since Norfolk County Council launched the consultation at the end of November 2016, more than 250 people have given their views, both online and at a series of consultation events that have taken place in Great Yarmouth and Gorleston.
<b>20<sup>th</sup> January 2017</b>	<p><b>Chamber Third River Crossing Business Chamber breakfast</b></p> <p>Norfolk Chamber of Commerce News Desk:</p> <p><a href="https://norfolkchamber.co.uk/news/general/infrastructure-updates-and-ample-networking">https://norfolkchamber.co.uk/news/general/infrastructure-updates-and-ample-networking</a></p>	On Thursday 19th January, over 70 members joined us for a Business Breakfast at the Great Yarmouth Town Hall. The Assembly Room provided a grand and spacious setting where delegates could network over coffee upon arrival.
<b>27<sup>th</sup> January 2017</b>	<p><b>Chamber urges business to support Great Yarmouth Third River Crossing</b></p> <p>Norfolk Chamber of Commerce News Desk:</p> <p><a href="https://norfolkchamber.co.uk/news/policy/chamber-urges-business-support-great-yarmouth-third-river-crossing">https://norfolkchamber.co.uk/news/policy/chamber-urges-business-support-great-yarmouth-third-river-crossing</a></p>	Norfolk Chamber is urging businesses to submit letters of support, which will be sent to Chris Grayling, Secretary of State for Transport, for the proposed Great Yarmouth Third River Crossing
<b>6<sup>th</sup> February 2017</b>	<p><b>Chamber meets MPs with infrastructure high on the agenda</b></p> <p>Norfolk Chamber of Commerce News Desk:</p>	As the event resumed, members had the chance to hear from Brandon Lewis – MP for Great Yarmouth, in a pre-recorded video message. Brandon highlighted key growth in his constituency with the Great Yarmouth River Crossing

<https://norfolkchamber.co.uk/news/policy/chamber-members-question-region%E2%80%99s-mps>

development, and spoke of how Brexit must now become an opportunity for the UK.

### 3.5 Consultation Leaflet

A consultation leaflet was produced that could be used for all our key stakeholder audiences:



Norfolk County Council    GREAT YARMOUTH    NEWANGLIA

**The Great Yarmouth Third River Crossing is a vital part of the economic growth strategy for the Great Yarmouth area**

The new crossing will provide much needed connections between the strategic road network and the fast growing energy related Enterprise Zone. This proposal is crucial in providing linkages across the River Yare to the economic growth hub in the South Denes peninsula. The current lack of connectivity severely inhibits movement in Great Yarmouth resulting in congestion and ultimately limiting the economic potential of the Great Yarmouth Enterprise Zone, Great Yarmouth Energy Park, the South Denes Business Park and the deep water outer harbour, operated by Peel Ports Great Yarmouth.

Norfolk County Council has invested close to £4m towards the scheme to date:

- 2003-2009: invested £1.1m to identify the preferred crossing type and route
- 2009-2015: £2.8m to acquire properties and land to safeguard the route
- 2015-2016: £2m funding secured via the New Anglia Local Enterprise Partnership
- 2016: £1.2m bid submission to Department for Transport

A new crossing would support the town's role as part of the East of England Energy Zone, as a Centre for Offshore Renewable Engineering and provide the capacity for regeneration, economic growth and act as a catalyst for investment.

The crossing would also support tourism in East Anglia; tourism is worth £577million per annum locally to the borough of Great Yarmouth and creates jobs for 30% of the local workforce; and the borough of Great Yarmouth hosts more than a third of all tourists staying in Norfolk and a quarter of all tourists staying in Norfolk and Suffolk.

**TIMELINE AND COSTS OF PROPOSED CROSSING**

Year	Activity / Cost
2017-18	£1.2m: Prepare Strategic Outline Business Case
2018-19	Further consultation/ stakeholder engagement
2018-19	£3m: Detailed design
2019-20	£1m - £1.5m: Planning

2 / Great Yarmouth Third River Crossing

## BENEFITS

- Helps to deliver up to 5,000 jobs
- Reduces congestion with up to 1,000 and 200 vehicles removed from Haven and Breydon Bridges respectively in peak periods
- Shorter journey times
- More attractive to major inward investors
- Improved quality of life for residents and employees
- Reduces high season congestion
- Gross Value Added (GVA) uplift of £150m per annum

## CHALLENGES

- High unemployment and deprivation
- High congestion levels
- Perceptions of remoteness
- Severance between residential and employment areas
- Poor connectivity
- Limited road access to the Great Yarmouth South Dene peninsula
- Accommodating increased volumes of traffic in the future from commercial and residential expansions



## PUBLIC CONSULTATION

Norfolk County Council has launched a public consultation to find out about transport issues in Great Yarmouth and how its proposal for a third river crossing might affect people living, working and visiting the area.

Anyone can respond to the consultation by answering a series of questions online which should take around 10 minutes to complete. Visit:

[www.norfolk.gov.uk/TRC](http://www.norfolk.gov.uk/TRC)

In addition, a number of consultation events are being held throughout December and January in the town where people can drop in to talk to representatives from the County Council about its proposal to build a third bridge across the River Yare, as well as the town's wider transport needs.

### PUBLIC CONSULTATION DATES

- Thursday 8th December • 10am - 4pm • Great Yarmouth Town Hall
- Saturday 10th December • 10am - 2pm • Great Yarmouth Library
- Thursday 15th December • 10am - 4pm • Great Yarmouth Town Hall
- Friday 13th January • 10am - 4pm • Great Yarmouth Town Hall
- Thursday 26th January • 10am - 4pm • Great Yarmouth Town Hall
- Saturday 28th January • 10am - 3pm • Great Yarmouth Library

For more information, please contact:  
**Claire Sullivan**, Infrastructure and Economic Growth  
 T: 01603 223095  
 E: [claire.sullivan@norfolk.gov.uk](mailto:claire.sullivan@norfolk.gov.uk)  
 W: [www.norfolk.gov.uk/TRC](http://www.norfolk.gov.uk/TRC)  
 @NorfolkCC #GY3RC

"Investment in improved transport infrastructure is an essential step to unlocking Great Yarmouth's true potential. The ability to attract opportunities will not only benefit existing businesses but also the communities we serve today and the future prosperity we can deliver tomorrow."  
**Richard Goffin**, Port Director, Peel Ports Great Yarmouth

"Boosting connectivity is key to boosting our productivity, attracting inward investment and retaining local talent. A Third River Crossing in Great Yarmouth would support all three; helping to create thousands of new jobs, improving links across the town and the rest of the region as well as reducing congestion which costs our local business time, money and customers."  
**Chris Starkie**, Managing Director of New Anglia Local Enterprise Partnership

Norfolk County Council

GREAT YARMOUTH BOROUGH COUNCIL

NEWANGLIA  
Local Enterprise Partnership for Norfolk and Suffolk

### 3.6 Consultation Exhibition Material

We used a series of pull up display systems for all the exhibitions and at all the events we attended:

# Great Yarmouth Third River Crossing



## Support

"This is an issue that unites councillors of all political parties as the Third River Crossing would be a huge benefit for Yarmouth and Norfolk, bringing prosperity, reducing journey times and congestion in the town."

**Councillor Martin Wilby**  
Chairman of the Environment, Development and Transport Committee, Norfolk County Council

"Great Yarmouth is world-renowned as England's offshore energy sector capital, in line to share in billions of pounds of private investment over the coming decades, including in offshore windfarms and gas platform decommissioning. Linking the port, new deep-water Gulf Harbour and enterprise zone to the trunk road network will further boost the UK's prospects and prosperity."

**Councillor Graham Plant**  
Leader of Great Yarmouth Borough Council

## Benefits

-  Helps to deliver up to 5,000 jobs
-  Reduces congestion with up to 1,000 and 200 vehicles removed from Haven and Breydon Bridges respectively in peak periods
-  Shorter journey times
-  More attractive to major inward investors
-  Improved quality of life for residents and employees
-  Reduces high season congestion
-  Gross Value Added (GVA) uplift of £150m per annum





# Have your say on the Third River Crossing



Norfolk County Council has launched a public consultation to find out about transport issues in Great Yarmouth and how its proposal for a third river crossing might affect people living, working and visiting the area.

Anyone can respond to the consultation by answering a series of questions online via [www.norfolk.gov.uk/TBC](http://www.norfolk.gov.uk/TBC), which should take around 10 minutes to complete.

The Great Yarmouth Third River Crossing is a vital part of the economic growth strategy for the Great Yarmouth area.

The new crossing will provide much needed connections between the strategic road network and the fast growing energy related Enterprise Zone. This proposal is crucial in providing linkages across the River Yare to the economic growth hubs in the South Dunes peninsula. The current lack of connectivity severely inhibits movements in Great Yarmouth resulting in congestion and ultimately limiting the economic potential of the Great Yarmouth Enterprise Zone, Great Yarmouth Energy Park, the South Dunes Business Park and the deep water outer harbour, operated by Port of Great Yarmouth.

Norfolk County Council has invested close to £4m towards the scheme to date:

**2003 – 2009:** Invested £1.7m to identify the preferred crossing type and route

**2009 – 2015:** £2.8m to acquire properties and land to safeguard the route

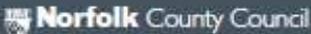
**2015 – 2016:** £2m funding secured via the New Anglia Local Enterprise Partnership

**2016:** £1.08m secured through the Department of Transport to fund the Outline Business Case

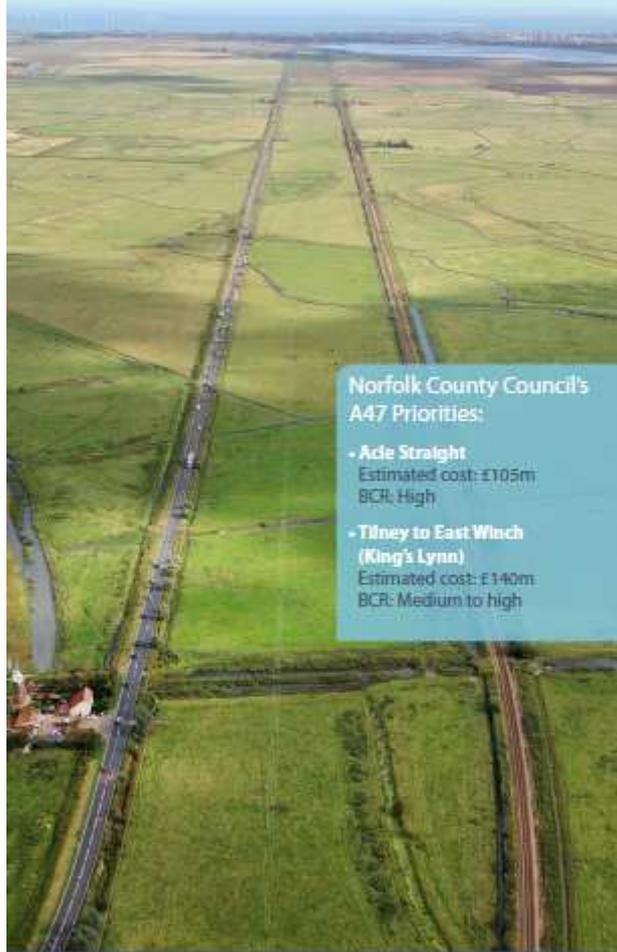
A new crossing would support the town's role as part of the East of England Energy Zone, as a Centre for Offshore Renewable Engineering and provide the capacity for regeneration economic growth and act as a catalyst for investment.

The crossing would also support tourism in East Anglia; tourism is worth £577million per annum locally to the borough of Great Yarmouth and creates jobs for 30% of the local workforce; and the borough of Great Yarmouth hosts more than a third of all tourists staying in Norfolk and a quarter of all tourists staying in Norfolk and Suffolk.





# A47 – Gateway to growth



## Norfolk County Council's A47 Priorities:

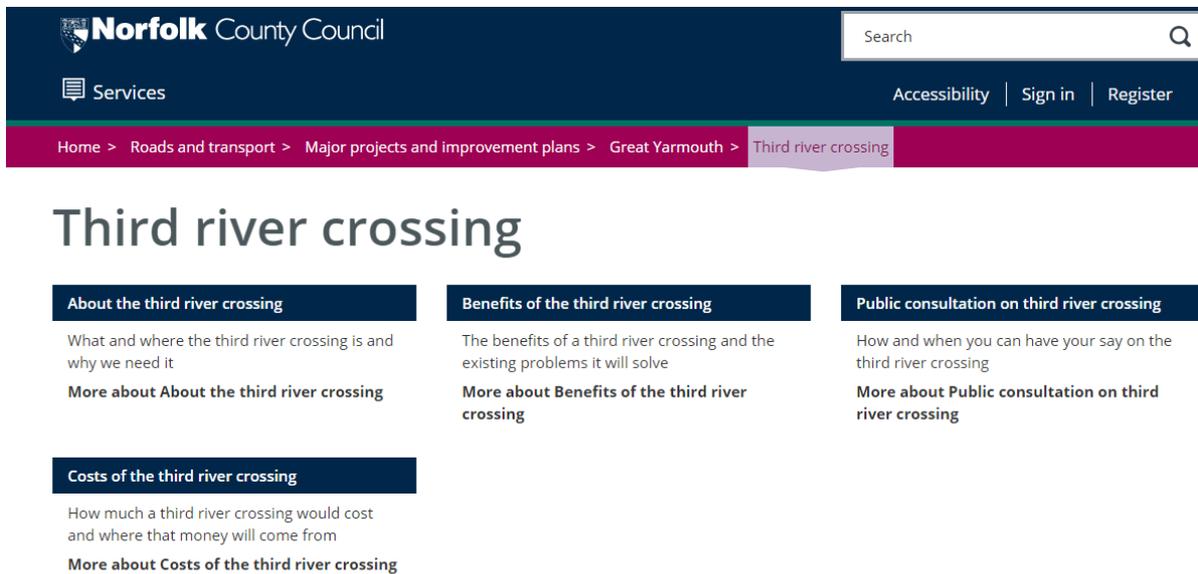
- **Acle Straight**  
Estimated cost: £105m  
BCR: High
- **Tilney to East Winch  
(King's Lynn)**  
Estimated cost: £140m  
BCR: Medium to high



 **Norfolk** County Council

### 3.7 Website

Norfolk County Council updated their website to start to follow the same style as the Northern Distributor Road:



The website was the main portal on which to reach the consultation questionnaire:

## Public consultation on third river crossing

Norfolk County Council has launched a public consultation to find out about transport issues in Great Yarmouth and how its proposal for a third river crossing might affect people living, working and visiting the area.

[Have your say on the third river crossing](#)

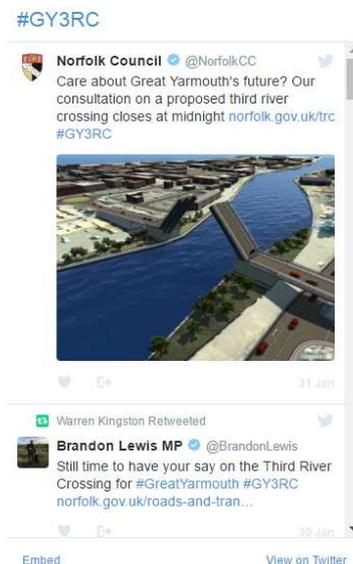
You can also give us your views on Twitter, just use the hashtag #GY3RC.

In addition, a number of consultation events are being held throughout December and January in the town where people can drop in to talk to representatives from the County Council and Great Yarmouth Borough Council about its proposal to build a third bridge across the River Yare, as well as the town's wider transport needs.

The full list of consultation events is as follows:

- Thursday 8 December, 10am – 4pm, Great Yarmouth Town Hall
- Saturday, 10 December, 10am – 2pm, Great Yarmouth Library
- Monday 12 December, 10am - 4pm, Gorleston Library
- Thursday 15 December, 10am – 4pm, Great Yarmouth Town Hall
- Tuesday 10 January, 10am - 4pm, Gorleston Library
- Friday 13 January, 10am – 4pm, Great Yarmouth Town Hall
- Saturday 21 January, 10am - 2pm, Gorleston Library
- Thursday 26 January, 10am – 4pm, Great Yarmouth Town Hall
- Saturday 28 January, 10am – 3pm, Great Yarmouth Library

We previously carried out a public consultation on a third river crossing in 2009, in which 92% of people supported a new crossing. The government have now given us the opportunity to bid for funding to move



### 3.8 Consultation Questionnaire

A questionnaire was designed with advice from Norfolk County Council's stakeholder engagement team. It was made available to access online via the Norfolk County Council website using Smart Survey. There were also paper copies with a freepost envelope available at all the exhibition events and in key locations in and around Great Yarmouth:



WE WANT YOUR VIEWS ON

# TRANSPORT IN GREAT YARMOUTH


We want to find out more about your transport issues and how our proposal for a third river crossing in Great Yarmouth might affect you.

We will use this information to help us understand the issues people travelling around Great Yarmouth experience and to help support our case for more investment in infrastructure across this area. If you would like further information on the Third River crossing in Great Yarmouth or the Great Yarmouth Transport Strategy you can visit [www.norfolk.gov.uk/TRC](http://www.norfolk.gov.uk/TRC)

Norfolk County Council will keep your answers safely and in line with the Data Protection Act. Thank you for taking the time to answer our survey. Please respond by 31st January 2017.

#### 2 GREAT YARMOUTH TRANSPORT QUESTIONNAIRE

1. In the last 12 months how frequently have you travelled around Great Yarmouth and Gorleston using the following types of transport? Please select one answer on each row:

	Every day	Three or more times a week	Once or twice a week	Once or twice a month	More than twice a year	Once or twice a year	Less than that or never
Private car as a driver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private car as a passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking (for 20 minutes or more without stopping)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

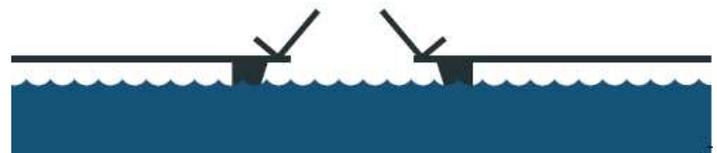
2. Here is a list of transport issues. Please tell us how you feel about each issue by selecting one answer on each row:

	This is a very serious issue	This is a serious issue	This is a minor issue	This is not an issue	Don't know
Congestion in the town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Congestion on approaching the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic queues caused by Braydon Bridge opening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic queues caused by Haven Bridge opening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of train service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of walking and cycling provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other - please write in below:

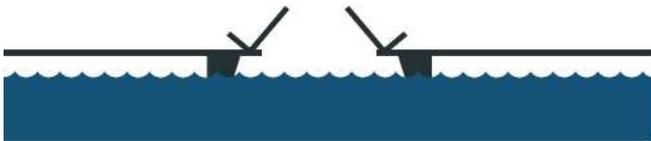
3. Looking in more detail at congestion, how often in the past 12 months, if at all, have you personally been affected by traffic congestion in and around Great Yarmouth and Gorleston? Please select one only:

- Every day
- Onco or twice a week
- Three or more times a week
- Onco or twice a month
- Less than that but more than twice a year
- Onco or twice a year
- Less than that or never



4. Thinking about the last time you were delayed by traffic congestion, roughly how long was your journey delayed for? Please select one only:
- Less than 5 minutes     5 to 10 minutes     11 to 20 minutes     21 to 30 minutes  
 31 to 40 minutes     more than 40 minutes     I have not been delayed by traffic congestion
5. Which of the following modes of transport do you think is most in need of investment in the Great Yarmouth and Gorleston area? Please rank in order with 1 being the most in need and 5 being the least in need:  
 \_\_\_ Cycling    \_\_\_ Walking    \_\_\_ Car    \_\_\_ Bus    \_\_\_ Train
6. How likely or unlikely would you be to use a Third River Crossing? Please select one only:  
 Very likely     Likely     Neither likely or unlikely     Unlikely     Very unlikely
7. If you think you would use a Third River Crossing how often do you think you would use it? Please select one only:  
 Every day     Once or twice a week     Three or more times a week  
 Once or twice a month     Less than that but more than twice a year     Once or twice a year  
 Less than that or never
8. What types of journeys would you use a third river crossing for? Please select all that apply:  
 Shopping     Visiting friends / relatives     Other personal business     Freight/transport  
 Commuting     Holidays and day trips     Business travel     Port user
9. Here is a list of the benefits that we think a Third River Crossing could provide to Great Yarmouth and the surrounding area. How far do you agree or disagree that the proposed Crossing will help to deliver these? Please select one answer on each row:

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Don't know
Help to create more jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve the quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make journey times shorter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage businesses to invest in the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage more visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve access to the port / industrial areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



10. If you can think of other improvements that having a Third River Crossing could bring to Great Yarmouth, please write them in below:
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
11. If you have any other comments on proposals to build the Third River Crossing or on transport issues affecting Great Yarmouth and Gorleston please write them in below:
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
12. Please tick all that apply:
- I live in the Great Yarmouth Area     I work in the Great Yarmouth Area  
 I own a business in the Great Yarmouth Area     I am a visitor to the Great Yarmouth Area
13. What is your postcode? Please write in below: (Please note - We will only use this information to help us understand the transport issues affecting people living in different areas.)
- \_\_\_\_\_

Thank you very much for taking the time to complete this survey. Your feedback is invaluable in helping us plan future infrastructure provision for Great Yarmouth and Gorleston.



### 3.9 Stakeholder Engagement Events

The Great Yarmouth Third River Crossing delivery team launched the consultation and engagement programme with a number of consultation events held throughout December and January in the town inviting residents, businesses and all stakeholders to engage directly with officers working on the scheme.

These events also provided an opportunity for officers to engage with the town on its wider transport needs.

The full list of consultation events is as follows:

Day	Date	Time	Venue
Thursday	8 December	10am – 4pm	Great Yarmouth Town Hall
Saturday	10 December	10am – 2pm	Great Yarmouth Library
Monday	12 December	10am - 4pm	Gorleston Library
Thursday	15 December	10am - 4pm	Great Yarmouth Town Hall
Tuesday	10 January	10am - 4pm	Gorleston Library
Friday	13 January	10am – 4pm	Great Yarmouth Town Hall
Saturday	21 January	10am - 2pm	Gorleston Library
Thursday	26 January	10am – 4pm	Great Yarmouth Town Hall
Saturday	28 January	10am – 3pm	Great Yarmouth Library

In total officers spent a total of 49 hours meeting and talking with members of the public. All the events were very well attended with a high level of interest by everyone who attended.

We estimate that we spoke directly to approximately 250-300 stakeholders at the consultation events.

### 3.10 Social Media

The use of social media was vital in engaging with the wider public. The team utilised social media from Norfolk County Council and Great Yarmouth Borough Council to promote activities, events and engage with stakeholders.

Facebook - A high level of engagement was reached in particular via the Great Yarmouth Mercury Facebook page.

Twitter – Using #GY3RC was used to engage with online users with a particular interest in the Great Yarmouth Third River Crossing.

LinkedIn – Conversations were initiated via the Chamber of Commerce via LinkedIn.

A snap shots of social media interaction:



#### 4.0 Questionnaire Analysis

As part of the engagement process we wanted to give stakeholders the opportunity using a formal questionnaire to give us their views on the Third River Crossing and the wider transport issues within and around Great Yarmouth and Gorleston. This questionnaire can be viewed as a follow up to the 2009 public consultation where we explicitly asked people if they supported a Third River Crossing for Great Yarmouth. The analysis at that time showed that **92%** of people supported a new crossing at that time.

This questionnaire was a good opportunity to delve deeper into how often they might use the bridge and what benefits or otherwise they would see the bridge having. We saw this as an opportunity to build upon the initial high level of support and understand the day to day impact the TRC would have.

The time period for the questionnaire was from November 2016 to 31<sup>st</sup> January 2017.

In total **479** responses were received via Smart Survey Online survey on [www.norfolk.gov.uk/TRC](http://www.norfolk.gov.uk/TRC)

Of the respondents 82% live in Great Yarmouth or Gorleston, 54% work in Great Yarmouth or Gorleston, 14% own a business and 12% were visiting Great Yarmouth.

## 4.1 Question 1: Modes of Transport

Question 1 focused on looking to understand the modes of transport used in and around Great Yarmouth and Gorleston and how often different modes of transport are used.

1. In the last 12 months how frequently have you travelled around Great Yarmouth and Gorleston using the following types of transport? Please select one answer on each row:

	Every day	Three or more times a week	Once or twice a week	Once or twice a month	More than twice a year	Once or twice a year	Less than that or never
Private car as a driver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private car as a passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking (for 20 minutes or more without stopping)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Every day	Three or more times a week	Once or twice a week	Once or twice a month	Less than that but more than twice a year	Once or twice a year	Less than that or never
Private car - as a driver	48.3% (196)	23.2% (94)	15.0% (61)	3.2% (13)	3.7% (15)	1.2% (5)	5.4% (22)
Private car - as a passenger	7.4% (23)	17.1% (53)	22.9% (71)	19.7% (61)	10.0% (31)	8.4% (26)	14.5% (45)
Taxi	0.7% (2)	0.0% (0)	3.4% (10)	13.8% (40)	14.1% (41)	21.0% (61)	46.9% (136)
Bus	2.6% (8)	7.1% (22)	6.5% (20)	10.6% (33)	11.9% (37)	10.3% (32)	51.0% (158)
Train	0.4% (1)	0.0% (0)	1.1% (3)	6.3% (18)	18.2% (52)	17.9% (51)	56.1% (160)
Cycle	3.1% (9)	5.5% (16)	3.1% (9)	7.2% (21)	7.5% (22)	5.5% (16)	68.2% (199)
Walking (For twenty minutes or more without stopping)	12.5% (40)	14.7% (47)	13.4% (43)	21.3% (68)	9.7% (31)	5.0% (16)	23.4% (75)

1.1. Private car - as a driver			Response Percent
1	Every day		48.2%
2	Three or more times a week		23.4%
3	Once or twice a week		14.8%
4	Once or twice a month		3.2%
5	Less than that but more than twice a year		3.9%
6	Once or twice a year		1.2%
7	Less than that or never		5.4%

1.7. Walking (For twenty minutes or more without stopping)			Response Percent
1	Every day		12.4%
2	Three or more times a week		14.6%
3	Once or twice a week		13.3%
4	Once or twice a month		21.4%
5	Less than that but more than twice a year		9.9%
6	Once or twice a year		5.0%
7	Less than that or never		23.5%

**Key highlights:**

- Private car usage is highest with **48.2%** of stakeholders using their cars daily
- Walking is reasonably well distributed with **40.3%** of respondents walking at least once or twice a week for a period of longer than 20 minutes.
- As part of the TRC design it will be important to ensure walking facilities are taking into account.

**4.2 Question 2: transport issues**

Question 2 follows on by asking stakeholders what they feel are the transport issues within Great Yarmouth and Gorleston. In particular what is the reality of daily journeys crossing the peninsular and if the two existing bridges have an impact on journeys?

2. Here is a list of transport issues. Please tell us how you feel about each issue by selecting one answer on each row:

	This is a very serious issue	This is a serious issue	This is a minor issue	This is not an issue	Don't know
Congestion in the town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Congestion on approaching the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic queues caused by Breydon Bridge opening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic queues caused by Haven Bridge opening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of train service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of walking and cycling provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other - please write in below:

	This is a very serious issue	This is a serious issue	This is a minor issue	This is not an issue	Don't know
Congestion in the town centre	34.8% (141)	36.5% (148)	22.7% (92)	4.0% (16)	2.0% (8)
Congestion on approaching the town	67.7% (281)	24.6% (102)	7.2% (30)	0.5% (2)	0.0% (0)
Traffic queues caused by Breydon Bridge opening	41.6% (171)	28.0% (115)	23.8% (98)	4.6% (19)	1.9% (8)
Traffic queues caused by Haven Bridge opening	42.4% (174)	27.8% (114)	23.7% (97)	3.9% (16)	2.2% (9)
Lack of bus services	8.4% (33)	19.0% (75)	24.1% (95)	22.3% (88)	26.1% (103)
Lack of train service	11.0% (43)	17.4% (68)	23.6% (92)	22.3% (87)	25.6% (100)
Lack of walking and cycling provision	10.7% (42)	14.2% (56)	31.6% (124)	25.7% (101)	17.8% (70)

2.1. Congestion in the town centre			Response Percent
1	This is a very serious issue		34.7%
2	This is a serious issue		36.7%
3	This is a minor issue		22.7%
4	This is not an issue		3.9%
5	Don't know		2.0%

2.2. Congestion on approaching the town			Response Percent
1	This is a very serious issue		67.5%
2	This is a serious issue		24.8%
3	This is a minor issue		7.2%
4	This is not an issue		0.5%
5	Don't know		0.0%

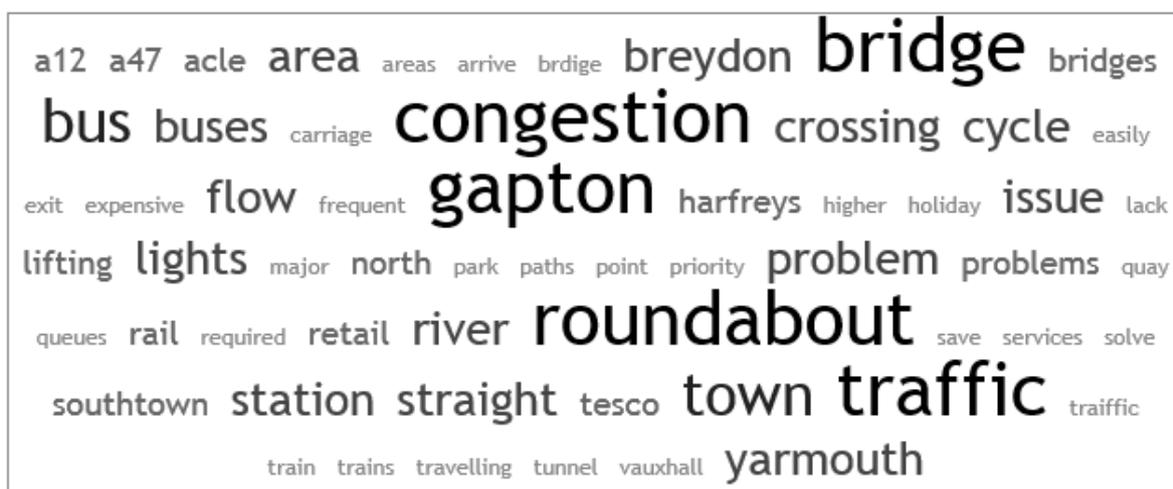
2.3. Traffic queues caused by Breydon Bridge opening			Response Percent
1	This is a very serious issue		41.5%
2	This is a serious issue		28.2%
3	This is a minor issue		23.8%
4	This is not an issue		4.6%
5	Don't know		1.9%

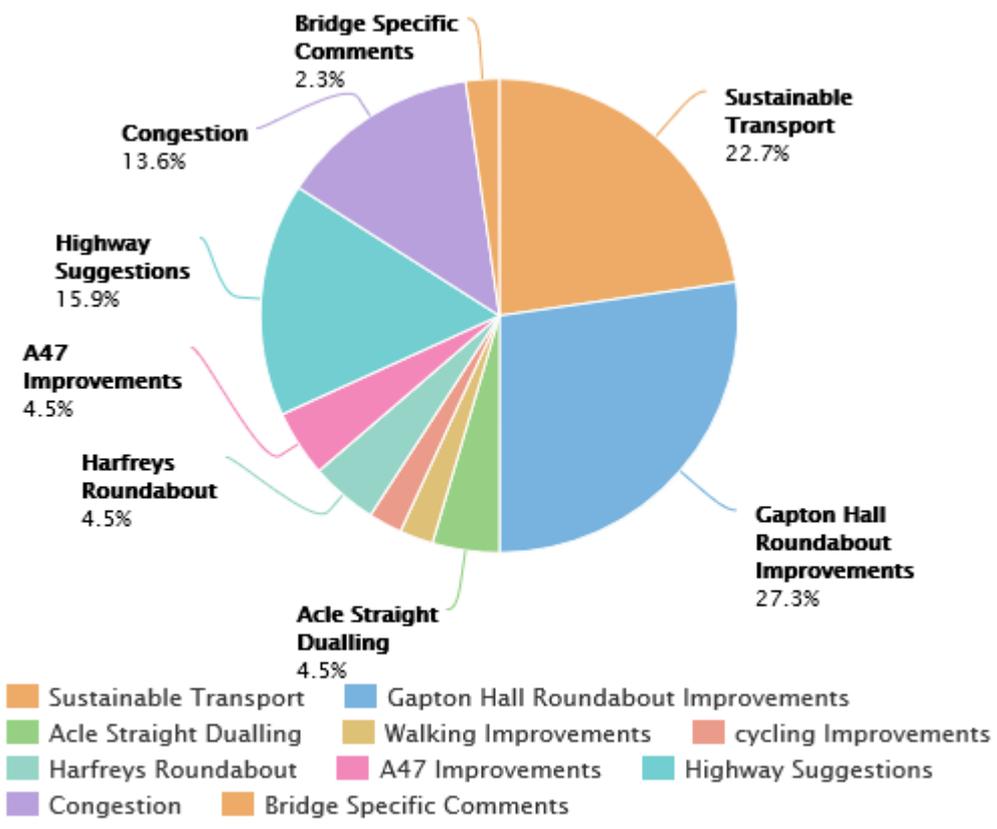
2.4. Traffic queues caused by Haven Bridge opening			Response Percent
1	This is a very serious issue		42.3%
2	This is a serious issue		28.0%
3	This is a minor issue		23.6%
4	This is not an issue		3.9%
5	Don't know		2.2%

Key highlights:

- **71.4%** of respondents see congestion is seen as either a very serious issue or a serious issue in the town centre
- **92.3%** of respondents see congestion approaching the town as either a very serious issue or a serious issue
- **69.7%** of respondents find traffic queues caused by Breydon Bridge opening as either a very serious issue or a serious issue
- **70.3%** of respondents also find traffic queues caused by Haven Bridge as either a serious or very serious issue
- **27.4%** of respondents feel that the lack of bus service as either a serious or very serious issue
- **28.4%** of respondents feel that the lack of train services is a serious or very serious issue

Question 2 had the option to give other views if respondents felt there were other transport issues in the town.





Other key issues included:

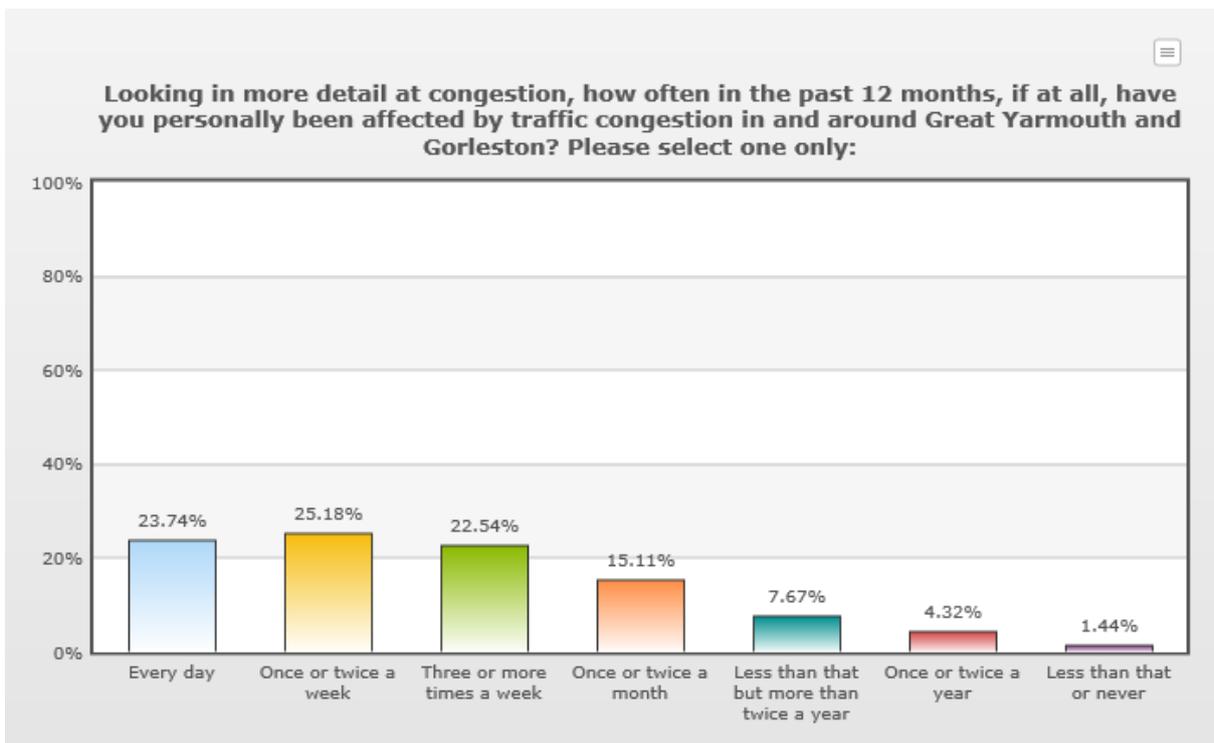
- Improvements to Gapton Hall Roundabout
- Improvements to Harfreys Roundabout
- Improvements to the wider highway network
- Sustainable transport improvements

### 4.3 Question 3: Congestion

This question delves into the question around congestion and how often respondents are affected by it over an average year.

3. Looking in more detail at congestion, how often in the past 12 months, if at all, have you personally been affected by traffic congestion in and around Great Yarmouth and Gorleston? Please select one only:
- Every day                       Once or twice a week                       Three or more times a week  
 Once or twice a month       Less than that but more than twice a year       Once or twice a year  
 Less than that or never

3. Looking in more detail at congestion, how often in the past 12 months, if at all, have you personally been affected by traffic congestion in and around Great Yarmouth and Gorleston? Please select one only:			Response Percent
1	Every day		23.74%
2	Once or twice a week		25.18%
3	Three or more times a week		22.54%
4	Once or twice a month		15.11%
5	Less than that but more than twice a year		7.67%
6	Once or twice a year		4.32%
7	Less than that or never		1.44%



**Key highlights:**

- A total combined **71.4%** of respondents have been affected by congestion in and around Great Yarmouth and Gorleston either on a daily basis, once or twice a week or three or more times a week.
- **23.7%** are affected on a daily basis
- **25.1%** are affected once or twice a week

#### 4.4 Question 4: Average journey delays

Following on from question 3 we wanted to gain a further insight into people's perceptions of how long they are delayed on an average journey into Great Yarmouth or Gorleston.

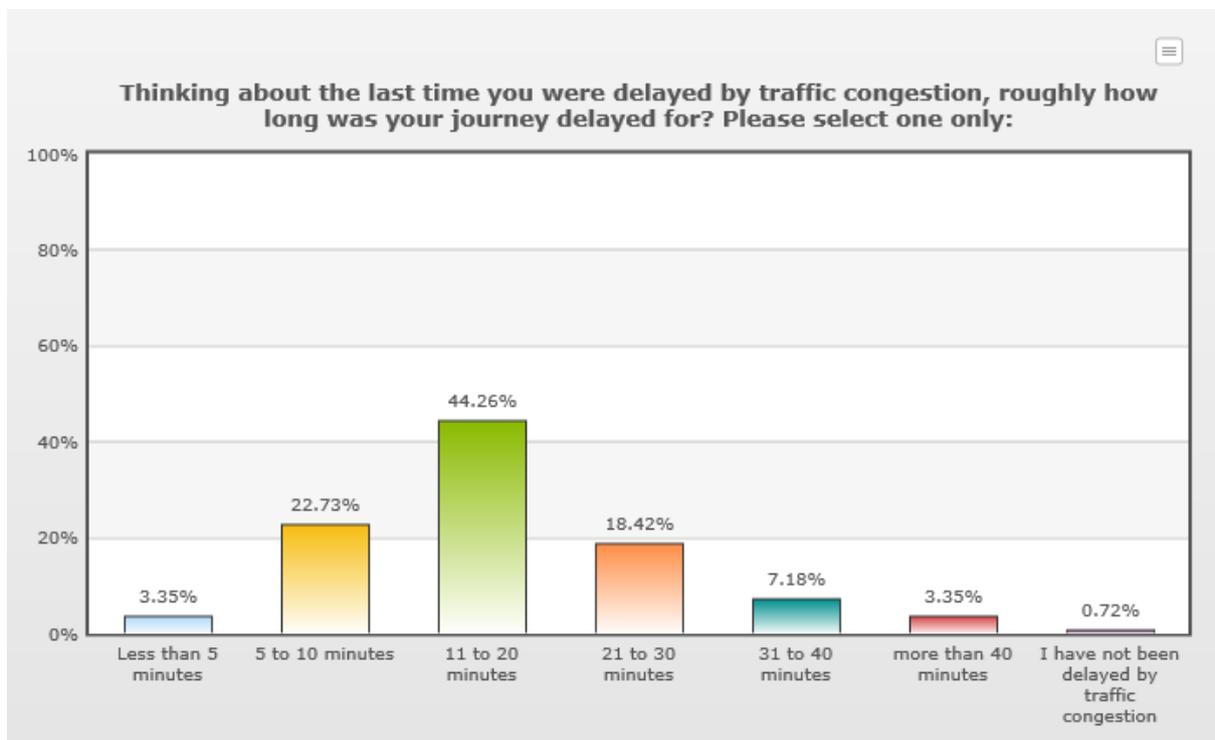
4. Thinking about the last time you were delayed by traffic congestion, roughly how long was your journey delayed for? Please select one only:

- Less than 5 minutes     
  5 to 10 minutes     
  11 to 20 minutes     
  21 to 30 minutes  
 31 to 40 minutes     
  more than 40 minutes     
  I have not been delayed by traffic congestion

#### Analysis:

4. Thinking about the last time you were delayed by traffic congestion, roughly how long was your journey delayed for? Please select one only:

		Response Percent
1	Less than 5 minutes	3.35%
2	5 to 10 minutes	22.73%
3	11 to 20 minutes	44.26%
4	21 to 30 minutes	18.42%
5	31 to 40 minutes	7.18%
6	more than 40 minutes	3.35%
7	I have not been delayed by traffic congestion	0.72%



#### Key highlights:

- **44.2%** suffer delays between 11 and 20 minutes on an average journey

- **95.9%** of respondents have suffered some degree of delay in their journeys lasting between 5 minutes and 40 minutes
- **73.2%** of respondents have experienced delays between 11 minutes and 40+ minutes
- **28.9%** of respondents have experienced delays between 21 minutes and 40+ minutes
- Only **0.72%** responded to say they have not been delayed on a typical journey

#### 4.5 Question 5: Investment in modes of transport

This question wanted to delve further into the modes of transport respondents feel need further investment in Great Yarmouth and Gorleston. We asked people to rank their responses in order of importance.

5. Which of the following modes of transport do you think is most in need of investment in the Great Yarmouth and Gorleston area? Please rank in order with 1 being the most in need and 5 being the least in need:

\_\_\_ Cycling      \_\_\_ Walking      \_\_\_ Car      \_\_\_ Bus      \_\_\_ Train

5. Which of the following modes of transport do you think is most in need of investment in the Great Yarmouth and Gorleston area? Please rank in order with 1 being the most in need and 5 being the least in need:		
Item	Total Score 1	Overall Rank
Car	1869	1
Bus	1359	2
Cycling	1171	3
Train	960	4
Walking	866	5

#### Key highlights:

- The majority of respondents have ranked investment in infrastructure to improve car journeys as most important
- Bus improvements was ranked second
- Cycling was ranked third
- Train improvements was ranked fourth
- Ranked as least important was investment in walking facilities

#### 4.6 Question 6: How likely are you to use a Third River Crossing

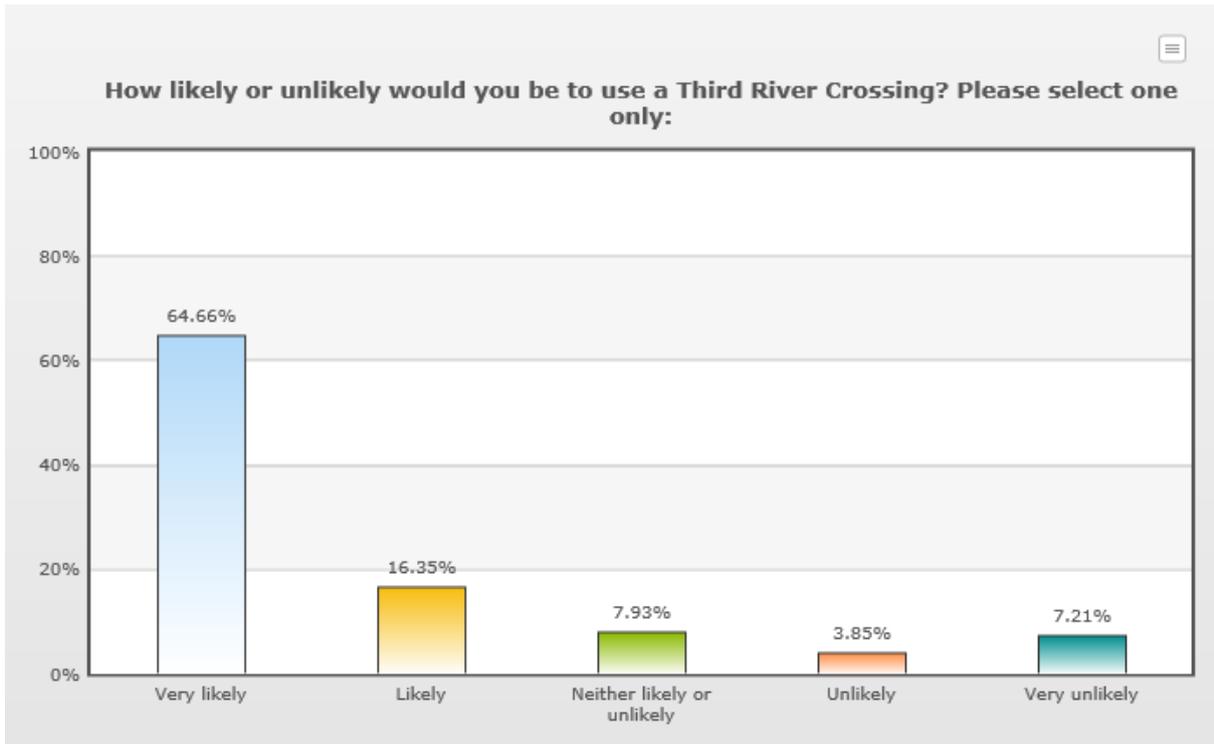
In 2009 the vast majority of respondents (92%) responded stating they would support the concept of a Third River Crossing in Great Yarmouth. Question 6 takes that statement further in asked people how likely they would be to using a Third River Crossing.

6. How likely or unlikely would you be to use a Third River Crossing? Please select one only:

Very likely       Likely       Neither likely or unlikely       Unlikely       Very unlikely

6. How likely or unlikely would you be to use a Third River Crossing? Please select one only:

		Response Percent
1	Very likely	64.66%
2	Likely	16.35%
3	Neither likely or unlikely	7.93%
4	Unlikely	3.85%
5	Very unlikely	7.21%



**Key highlights:**

- **81%** of respondents would either be very likely or likely to use a Third River Crossing
- **64.6%** of respondents stated that they would be very likely to use a Third River Crossing in Great Yarmouth
- **16.3%** of respondents stated that they would be likely to use a Third River Crossing in Great Yarmouth

4.7 Question 7: How often would you use a Third River Crossing

For the respondents who stated they would use a Third River Crossing we asked stakeholders how often they felt they would use it. Daily, weekly, monthly or not very often.

7. If you think you would use a Third River Crossing how often do you think you would use it? Please select one only:

- Every day                       Once or twice a week                       Three or more times a week  
 Once or twice a month     Less than that but more than twice a year     Once or twice a year  
 Less than that or never

7. If you think you would use a Third River Crossing how often do you think you would use it? Please select one only:



			Response Percent
1	Every day		21.01%
2	Three or more times a week		28.99%
3	Once or twice a week		22.22%
4	Once or twice a month		11.11%
5	Less than that but more than twice a year		5.80%
6	Once or twice a year		5.31%
7	Less than that or never		5.56%

**Key highlights:**

- **72.2%** of respondents have stated they would use the bridge on a weekly basis, either daily, or a few times a week (*combination of every day, three or more times a week and once or twice a week percentages*)
- **11.11%** stated that they would use the bridge monthly

The analysis shows that the provision of a Third River Crossing in Great Yarmouth would become an integral to a large number of residents and businesses daily lives.

4.8 Question 8: Journey type

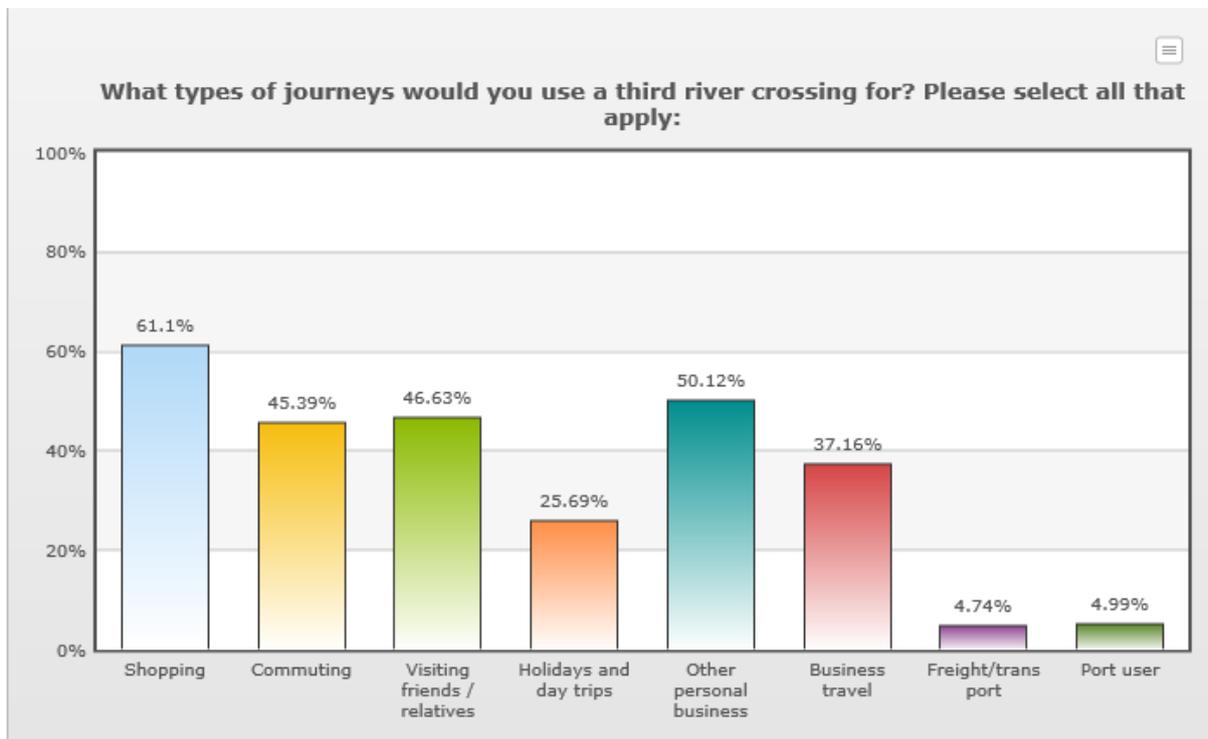
We wanted to analysis they types of journeys people would use the bridge to make. The revitalisation of the Great Yarmouth economy is the overarching aim of the bridge and with a number of economy sectors likely to benefit significantly from this investment, from tourism, to retail, to the nationally important port.

8. What types of journeys would you use a third river crossing for? Please select all that apply:

- Shopping                       Visiting friends / relatives                       Other personal business                       Freight/transport  
 Commuting                       Holidays and day trips                       Business travel                       Port user

8. What types of journeys would you use a third river crossing for? Please select all that apply:

		Response Percent
1	Shopping	61.10%
2	Commuting	45.39%
3	Visiting friends / relatives	46.63%
4	Holidays and day trips	25.69%
5	Other personal business	50.12%
6	Business travel	37.16%
7	Freight/transport	4.74%
8	Port user	4.99%



**Key highlights:**

- **61.1%** of respondents would use a new Third River Crossing to access shopping facilities
- **45.3%** would use the bridge to improve their commute to work
- **46.6%** would use the bridge to visit friends and family
- **25.6%** would use it to go on holidays or day trips
- **37.1%** would use it for business travel

The analysis shows that the Third River crossing would support a number of different uses and help towards revitalising the town centre with a potential increase in shopping trips.

#### 4.9 Question 9: Benefits of a Third River Crossing

Having established that a Third River Crossing is an essential part of the Great Yarmouth infrastructure we asked people to tell us more about the benefits a Third River Crossing would bring to Great Yarmouth and Gorleston.

9. Here is a list of the benefits that we think a Third River Crossing could provide to Great Yarmouth and the surrounding area. How far do you agree or disagree that the proposed Crossing will help to deliver these? Please select one answer on each row:

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Don't know
Help to create more jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve the quality of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make journey times shorter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage businesses to invest in the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage more visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve access to the port / industrial areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Here is a list of the benefits that we think a Third River Crossing could provide to Great Yarmouth and the surrounding area. How far do you agree or disagree that the proposed Crossing will help to deliver these? Please select one answer on each row:

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Don't know
Help to create more jobs	38.4% (160)	32.4% (135)	16.3% (68)	7.7% (32)	3.4% (14)	1.9% (8)
Improve the quality of life	40.8% (171)	34.8% (146)	12.4% (52)	6.0% (25)	4.5% (19)	1.4% (6)
Reduce congestion	60.8% (253)	19.2% (80)	6.5% (27)	7.0% (29)	5.5% (23)	1.0% (4)
Make journey times shorter	57.5% (239)	21.4% (89)	8.2% (34)	6.5% (27)	5.5% (23)	1.0% (4)
Encourage businesses to invest in the area	44.5% (186)	30.1% (126)	13.2% (55)	6.7% (28)	3.8% (16)	1.7% (7)
Encourage more visitors to the area	29.2% (122)	31.1% (130)	22.5% (94)	9.6% (40)	6.0% (25)	1.7% (7)
Improve access to the port / industrial areas	61.4% (256)	27.8% (116)	4.3% (18)	2.9% (12)	2.4% (10)	1.2% (5)

9.7. Improve access to the port / industrial areas			Response Percent
1	Strongly agree		61.4%
2	Agree		27.8%
3	Neither agree or disagree		4.3%
4	Disagree		2.9%
5	Strongly disagree		2.4%
6	Don't know		1.2%

9.4. Make journey times shorter			Response Percent
1	Strongly agree		57.5%
2	Agree		21.4%
3	Neither agree or disagree		8.2%
4	Disagree		6.5%
5	Strongly disagree		5.5%
6	Don't know		1.0%

9.3. Reduce congestion			Response Percent
1	Strongly agree		60.8%
2	Agree		19.2%
3	Neither agree or disagree		6.5%
4	Disagree		7.0%
5	Strongly disagree		5.5%
6	Don't know		1.0%

9.5. Encourage businesses to invest in the area			Response Percent
1	Strongly agree		44.5%
2	Agree		30.1%
3	Neither agree or disagree		13.2%
4	Disagree		6.7%
5	Strongly disagree		3.8%
6	Don't know		1.7%

9.1. Help to create more jobs			Response Percent
1	Strongly agree		38.4%
2	Agree		32.4%
3	Neither agree or disagree		16.3%
4	Disagree		7.7%
5	Strongly disagree		3.4%
6	Don't know		1.9%

9.2. Improve the quality of life			Response Percent
1	Strongly agree		40.8%
2	Agree		34.8%
3	Neither agree or disagree		12.4%
4	Disagree		6.0%
5	Strongly disagree		4.5%
6	Don't know		1.4%

9.6. Encourage more visitors to the area			Response Percent
1	Strongly agree		29.2%
2	Agree		31.1%
3	Neither agree or disagree		22.5%
4	Disagree		9.6%
5	Strongly disagree		6.0%
6	Don't know		1.7%

### Key highlights:

- **89.2%** of respondents either strongly agree or agree that access to the port would be improved by a Third River Crossing
- **78.9%** would either strongly agree or agree that a new crossing would make journey times shorter
- **80%** would either strongly agree or agree congestion would be reduced
- **74.6%** of respondents would either strongly agree or agree that a new Third River crossing would encourage businesses to invest in the area
- **70.8%** would either strongly agree or agree that the bridge would help create new jobs in the area
- **75.6%** would either strongly agree or agree that the bridge would improve their quality of life
- **60.3%** would also either strongly agree or agree that the bridge would encourage visitors into Great Yarmouth

### 4.10 Question 10: Open question on Third River Crossing

We asked people to then give us their own views on other improvements they think a new Third River Crossing would bring to Great Yarmouth and Gorleston.

10. If you can think of other improvements that having a Third River Crossing could bring to Great Yarmouth, please write them in below:

---

---

---

---



#### 4.11 Question 11: Open question on infrastructure

The final question was left open for people to leave any comments they wished to make about the Third River Crossing or the wider infrastructure improvements in Great Yarmouth or Gorleston.

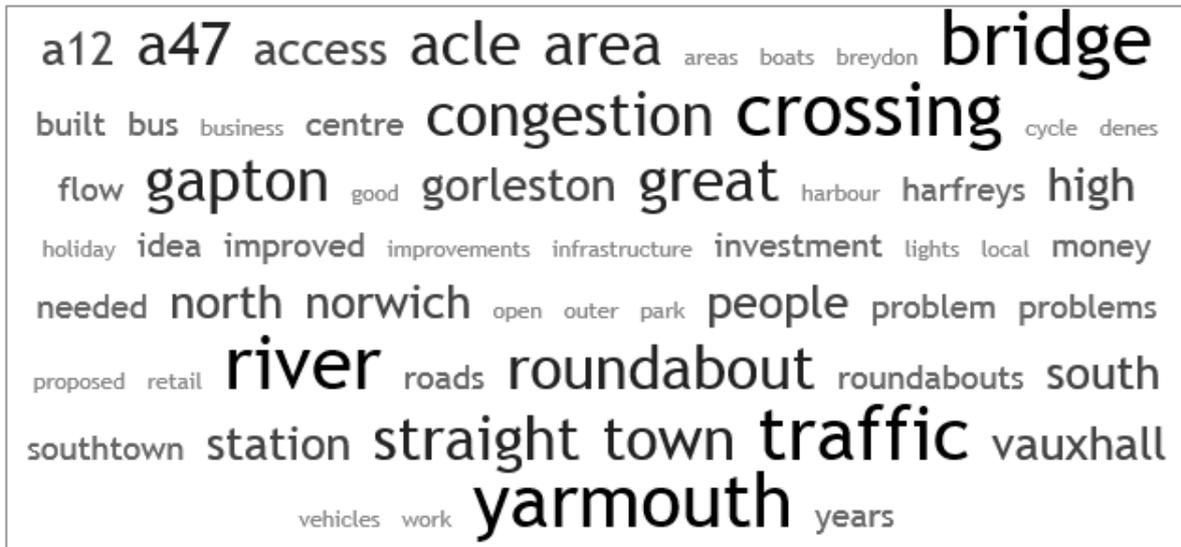
11. If you have any other comments on proposals to build the Third River Crossing or on transport issues affecting Great Yarmouth and Gorleston please write them in below:

---

---

---

---



## 5.0 Summary of Support

### 5.1 Political

There is a high level of political support from all political leaders and parties in relation to the Great Yarmouth Third River Crossing. A summary of their main points:

#### **Brandon Lewis MP:**

Mr Lewis has provided us with his speech delivered to the Chamber of Commerce meet the MP event.

Mr Lewis has stated his clear and unequivocal support for the Third River Crossing in Great Yarmouth. Stating that ‘It’s a big boost ... making a huge difference to our infrastructure. We have secured £10m for safety improvements to the Acle Straight and £30m to improve Vauxhall Roundabout. With the Third River Crossing, this would do a lot to tackle the traffic problems in the town. That will give us the position to then argue for dualling.

Mr Lewis also reiterated that it was great for the town on a day when Yarmouth’s Regent Street had been hit by a devastating fire. “It’s a big boost when we could do with some good news,” he said, adding: “It will make a huge difference to our infrastructure

Mr Lewis said that developing the business case itself would be a huge piece of work and stressed that although people talk about dualling the Acle Straight as a priority, this scheme (Third River Crossing) would do a lot to alleviate traffic issues in the town.

He added: “We have secured £10m for safety improvements on the Acle Straight and £30m to improve the Vauxhall roundabout. With the third river crossing, this

would do a lot to tackle the traffic problems in the town. That will give us the position to then argue for dualling.”

**Chris Starkie, Managing Director of New Anglia LEP:**

A key partner and funding contributor to the Great Yarmouth Third river Crossing the New Anglia Local Enterprise Partnership has stated full support of the scheme, saying that the bridge “Boosting connectivity is key to boosting our productivity, attracting inward investment and retaining local talent. A third river crossing in Great Yarmouth would support all three; helping to create thousands of new jobs, improving links across the town and the rest of the region as well as reducing congestion which costs our local business time, money and customers.”. The LEP are more than just stakeholders; the LEP is responsible for the Strategic Economic Plan of which the Great Yarmouth Third River Crossing is an important component. Regular reports have been made via the project board that has a LEP representative present.

**Cllr Martin Wilby Chairman of the environment, development and transport committee at Norfolk County Council**

Cllr Wilby has stated that the Third River Crossing unites councillors of all political parties as the Third River Crossing would be a huge benefit for Yarmouth, Norfolk and nationally bringing prosperity and reducing journey times and congestion in the town.

“I want us to be in the strongest possible position to demonstrate what and where investment is needed to ease congestion in Great Yarmouth and Gorleston. We hope we can use the information gathered through the consultation to help us secure funding to make it easier to get to and around the Yarmouth area. This is obviously good for people living and working there, but it should also pay dividends for Great Yarmouth’s future prosperity.”

Cllr Wilby has encouraged residents and businesses to get involved in the consultation process saying “This is your chance to get your thoughts and frustrations about transport in the town off your chest, and we hope it will help us secure funding to make getting around Great Yarmouth easier.

“This is obviously good for people living and working there, but it should also pay dividends for Great Yarmouth’s future prosperity.”

**Cllr Graham Plant, the leader of Great Yarmouth Borough Council.**

Cllr Plant as Leader of Great Yarmouth Borough Council has been a strong advocate of the importance of the Third River Crossing stating that “The business case for Great Yarmouth’s Third River Crossing is incredibly strong and there is absolute commitment from public and private sector partners to help secure the necessary national funding to make it and its benefits a reality.’

“This strategic infrastructure, so central to economic growth in the region and UK, will significantly improve traffic connections, create thousands of jobs and unlock further business, regeneration and investment opportunities.

Cllr Plant recognises and urges government to recognise that “Great Yarmouth is world-renowned as England’s offshore energy sector capital, in line to share in billions of pounds of private investment over coming decades, including in offshore windfarms and gas platform decommissioning. Linking the Port, new deep-water Outer Harbour and Enterprise Zone to the trunk road network will further boost the UK’s prospects and prosperity, ensuring we are better placed to capture these jobs and investment for the nation.”

## 5.1 Businesses

Throughout the development of the outline business case we have been actively working with the Chamber of Commerce to engage businesses within and around Great Yarmouth.

To summarise some of the key points made by businesses:

### **Neil Orford, President of Great Yarmouth Chamber Council.**

“The new crossing would provide much needed connections between the strategic road network and the fast growing energy related Enterprise Zone. It provides linkages across the River Yare to the economic growth hub on the South Denes peninsula. The additional crossing would also support tourism, which is worth £577m per annum to Great Yarmouth and create jobs for 30% of the local workforce.”

Mr Orford was also very pleased to see vital traffic surveys being carried out in Great Yarmouth to support the Outline Business Case submission, saying I am pleased to see a survey being carried out in Great Yarmouth to support future transport investment in the Town. Any improvements to the transport infrastructure will be of great benefit to businesses, residents and visitors to the Town.”

As the new president of the Chamber in Great Yarmouth he stated that they were delighted to hear the Great Yarmouth Third River crossing had received this vote of support from Whitehall.

The Chamber Council received an informative presentation about the scheme earlier in the year and have pledged our support to help Norfolk County Council drive this forward. It will significantly benefit the growing business area in Yarmouth.”

It is proposed that the bridge, which could cost between £100m to £120m, will run from the Harfrey’s roundabout on the A12 and cross the River Yare to South Denes. If the scheme is approved, an estimated start date for the project is 2021. It is thought around 9,000 jobs could be created through its construction and afterwards, and it would make the town much more attractive to investors.

### **Andy Penman previous president of Great Yarmouth Chamber Council**

Mr Penman while President of the Chamber in Great Yarmouth recognised the need for the Third River Crossing saying, "Pressure needs to be stepped up over the third river crossing for Great Yarmouth. Norfolk Chamber will also call on our local MPs to lobby for the necessary funding to deliver the river crossing for Great Yarmouth. A crossing at this point would relieve traffic congestion, improve connectivity to the South Denes employment area and open up more regeneration opportunities, which are vital for the improvement of Great Yarmouth."

**Richard Goffin, Port Director, Peel Ports Great Yarmouth**

Peel port as a major stakeholder in the consultation process and development of the outline business case has said that "Investment in improved transport infrastructure is an essential step to unlocking Great Yarmouth's true potential. The ability to attract opportunities will not only benefit existing businesses but also the communities we serve today and the future prosperity we can deliver tomorrow."

Throughout the outline business case development and the past work in Great Yarmouth we have developed positive close working relationships with the new Peel Port directorship. Technical detail meetings have been held throughout the consultation process and during the development of the outline business case. In particular with relation to the specific details of the operation, detailed design of the structure and its potential impact on the port activity. These operational, design and mitigation details will continue to be developed with Peel Ports in the next phase of design and planning.

**John Potter, Director, Porters Leisure Ltd**

A major business in Great Yarmouth employing 600 local residents and 200 staff from outside Great Yarmouth has given us their absolute support for the Third River Crossing.

Mr Potter's Great Grandfather started the business in 1920. John Potter has stated emphatically that he cannot express the literal relief the Third River Crossing would bring to his business in Great Yarmouth.

Stating that Great Yarmouth is cut off at every turn by some of the most deprived and suffocating transport links in the Country. They find themselves 'literally, economically and socially gridlocked on a daily basis'. Mr Potter Sr could never have imagined how the area would be so blighted with transport issues.

A number of key issues are highlighted by Mr Potter including the negative impact to the supply chain, the inability to attract and retain highly skilled staff and the congestion suffered by visitors. Mr Potter states that they are equally hampered going north and south and that there is no escaping the delays. Like all businesses Potters Leisure need to attract a skilled workforce. They have 580 staff at one resort and we often require specialised skills. They attract staff from the surrounding areas including Norwich and negotiating the Acle Straight adds to the problem. There is also the problem of Gapton Roundabout (often called Gapton Halt) and Harfreys Roundabout, adding to the delays.

Potters also run a local restaurant, beauty salon, hairdressers, ten pin bowling and health club with 1500 members many who suffer congestion on approach. They host many high profile televised events and have lost contracts stating that the accessibility and infrastructure issues have been a deciding factor in these decisions. The poor road and rail links contribute to an invisible loss of regeneration to Great Yarmouth.

Mr Potter also talks about the development of a software business that supplies the passenger cruise industry which operates 150 small, medium and very large cruise ships across the globe. However they were forced to move from their base in Great Yarmouth to better served locations.

He urges the government to bring Great Yarmouth back to its former glory and support the infrastructure improvements in Great Yarmouth.

### **Jonathan Newman Manager Great Yarmouth Business Improvement District**

The Great Yarmouth BID represents 180 retail businesses within the centre. The bridge if successful will have a positive impact on the future development of the town centre businesses. By connecting the truck road network to the centre of Great Yarmouth it will reduce congestion, help regenerate the town centre and help the town businesses prosper.

The current lack of connectivity severely inhibits movement in and around Great Yarmouth resulting in congestion and ultimately limits the economic potential of the town.

The BID are also keen to ensure that the Great Yarmouth Third River Crossing continues to be seen as a high priority both locally and in Westminster and we wanted to show you the level of support the scheme has and the importance of the bridge to the people and businesses within Great Yarmouth.

### **Huw and Wendy Sayer Directors**

Wendy and Huw, Directors of a well-known business have urged the government to support a Third River Crossing in Great Yarmouth. They recognise that the town has demonstrated great potential as a centre for servicing the offshore energy sector in the North Sea, and that a Third River Crossing is essential in supporting its economic growth, creating jobs and raising living standards in the borough and surrounding areas.

Wendy and Huw are keenly aware through conversations with local business leaders of the need for better infrastructure to link the regions business zones. The Third River Crossing is particularly important as it would link the A road network with the port of Great Yarmouth and the South Denes regeneration zone.

They are aware that the local MP Brandon Lewis has shown strong support for the bridge and that the Norfolk Chamber of Commerce also backs the development. They all recognise the important and how vital it is to the regeneration of Great Yarmouth.

The new crossing would reduce congestion in the town and shorten journeys from the A12 to the service port. This would encourage more energy and engineering companies to base operations in the area, which would boost Norfolk's wider economy. It would also boost tourism, which is worth over £500m a year to the local economy and employs (directly and indirectly) some 30% of the workforce.

Regional growth is essential if we are to rebalance the UK economy and put it on a more sustainable footing. Our expertise in offshore energy and advanced engineering are two of our great export services. This is something that Westminster needs to encourage post Brexit.

Huw and Wendy are among many businesses who urge the Secretary of State and the Government to make the Great Yarmouth Third River Crossing a high priority project to boost the local economy and help us compete internationally.

They recognise that the project has the overwhelming support of the local community. We look forward to hearing your commitment to this project when Norfolk County Council submits the outline business case in March 2017.

