



West Winch Housing Access Road (WWHAR)

Sustainable Transport Strategy

Appendix 1 – Workshop Results

Author: WSP

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1 Workshop Feedback and Results

- 1.1.1 A series of slides shown at the Sustainable Transport Strategy Workshop event with stakeholders on 24 March 2023. The discussion included interactive content captured by Mentimeter app with graphical results shown on several slides, where feedback was requested from attendees.



West Winch Housing Access Road Sustainable Transport Strategy

Issues & Opportunities Workshop



24 March 2023

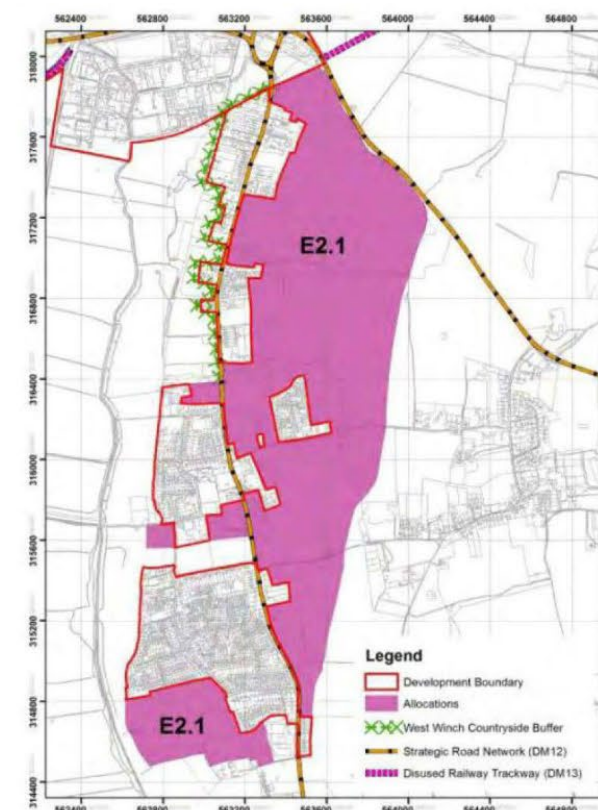
Paula Cuthbertson & Ed Hanks

Agenda

- Scheme Background
- Baseline Conditions
 - Existing NMU Accessibility
 - Public Transport Accessibility
 - Consultation Feedback
- Sustainable Transport Issues / Opportunities
 - Based on established baseline
 - Stakeholder Issues / Opportunities
- Options for enhancement
- Next Steps

West Winch Development Masterplan

- Strategic Development Site E2.1 within emerging Kings Lynn & West Norfolk Local Plan Review
- 4,000 new dwellings on land between the A10 and A47 and 1ha of employment land
- Only location available in the area which can accommodate such a level of growth
- New West Winch Housing Access Road (WWHAR) between A10 and A47 to mitigate the impacts of the additional traffic on the existing A10

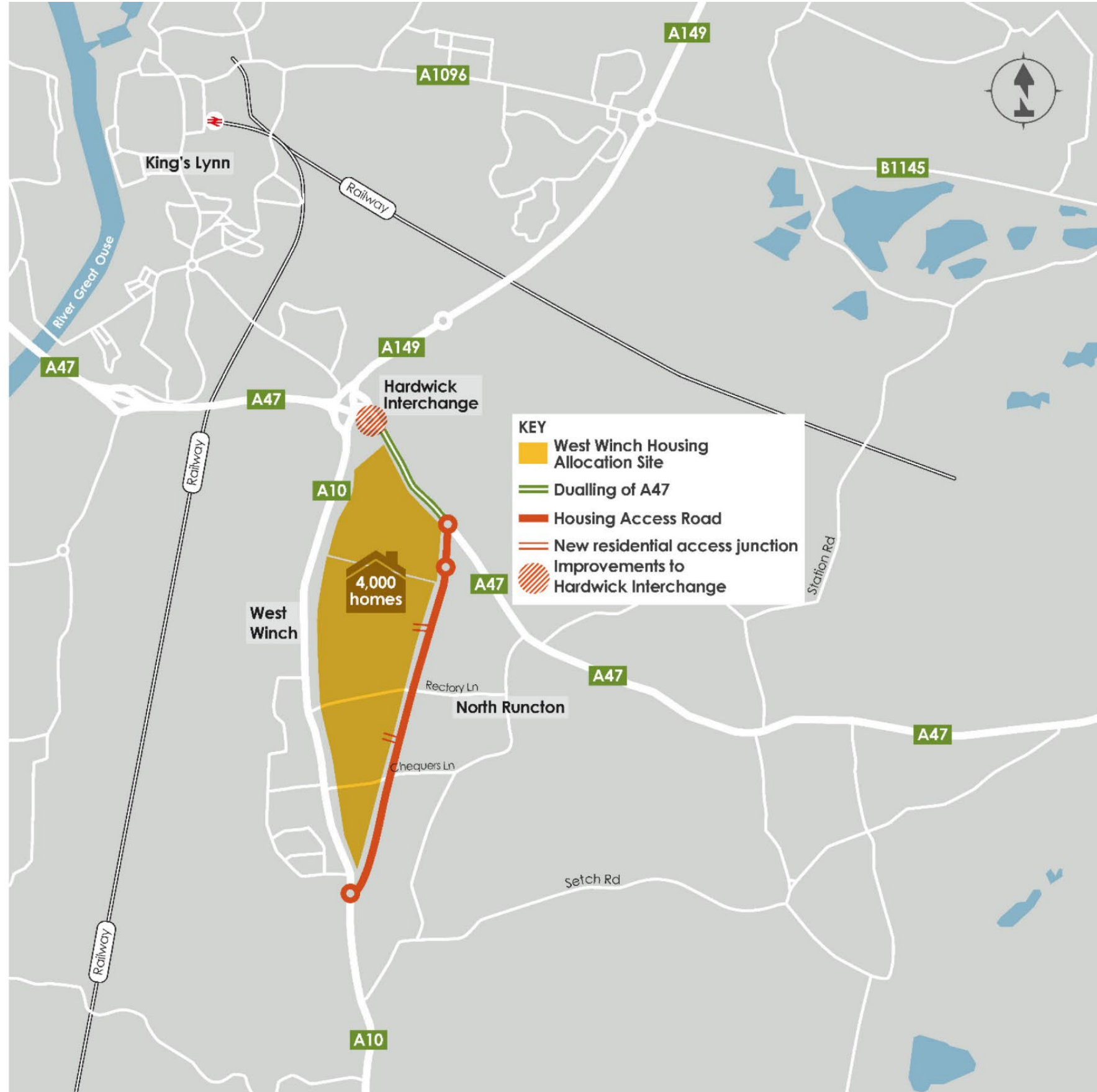


West Winch Development Masterplan

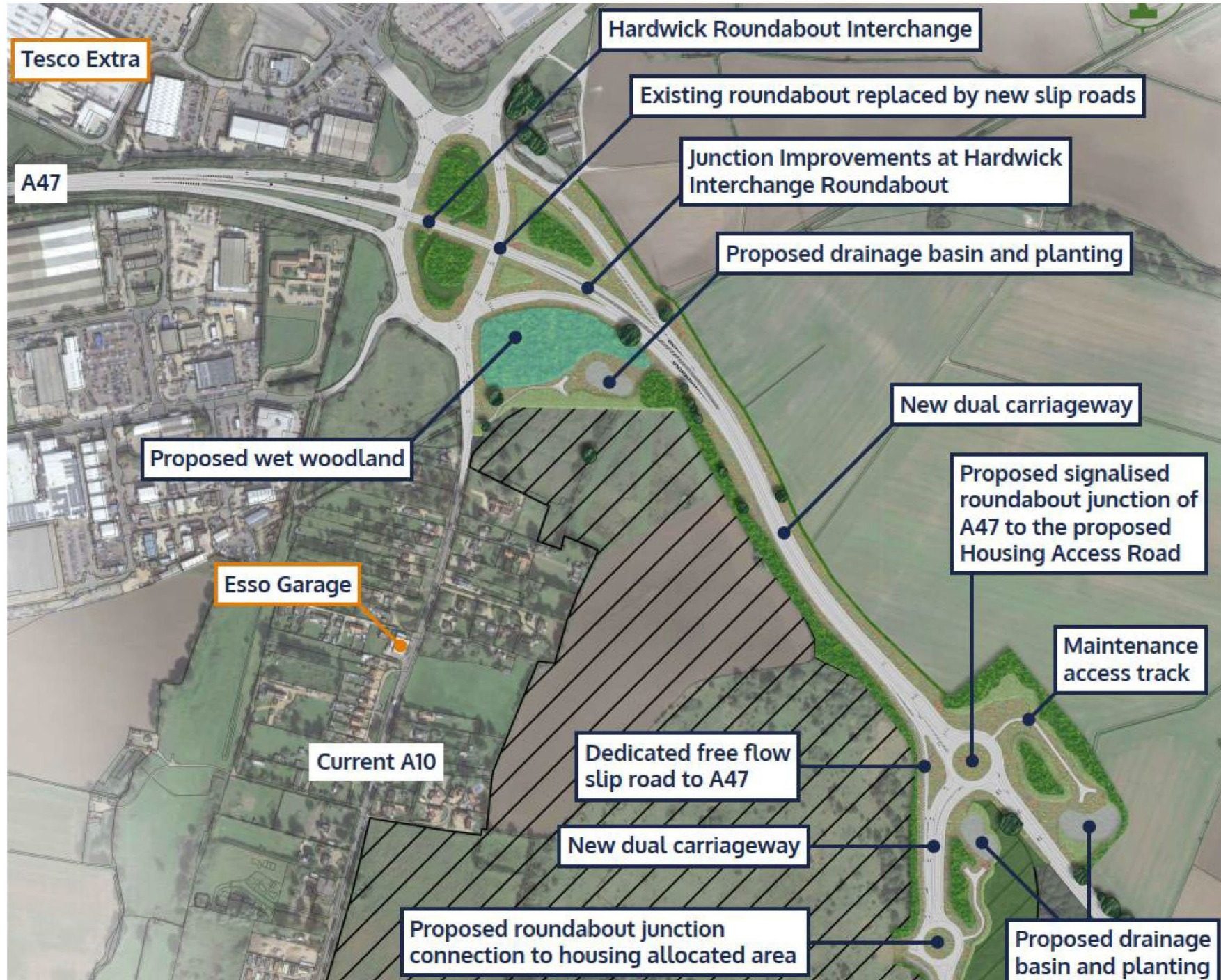
- New West Winch Housing Access Road (WWHAR) between A10 and A47 to mitigate the impacts of the additional traffic on the existing A10
- Junctions on the WWHAR to access the development site
- Dualling of the A47 between Hardwick Interchange and the housing access road
- Modifications to the existing Hardwick Interchange to accommodate A47 improvements and provide additional capacity
- Treatment of local roads severed by the housing access road
- Traffic calming / speed limits on the existing A10



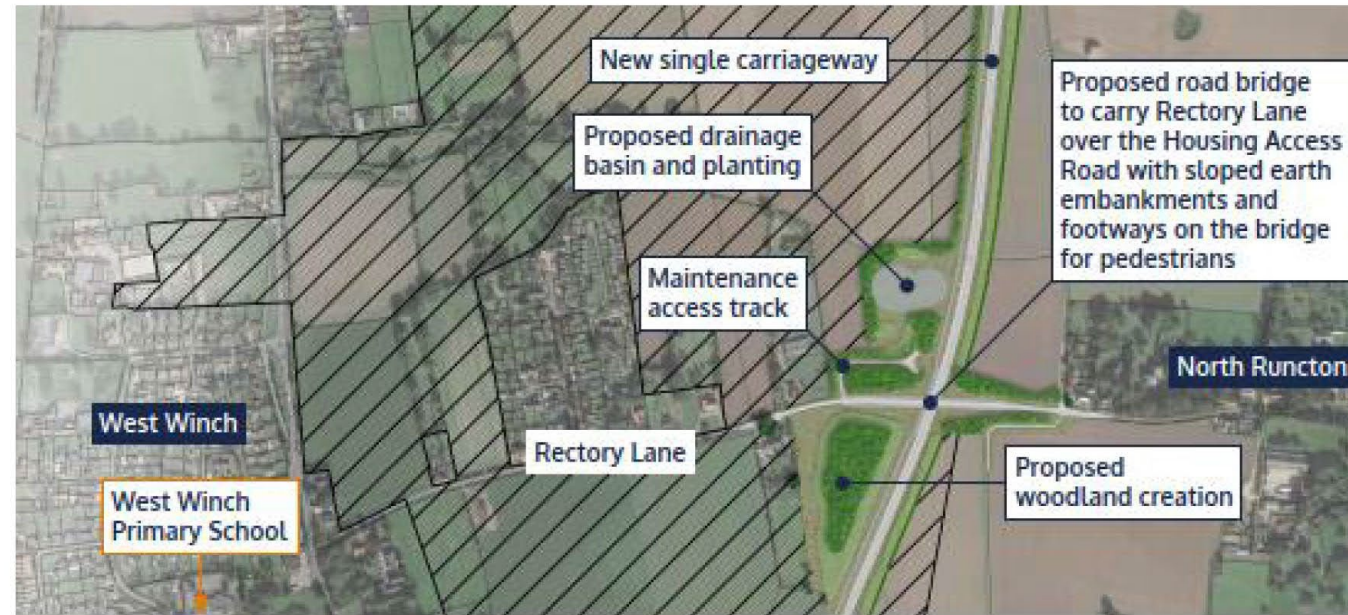
Scheme Background



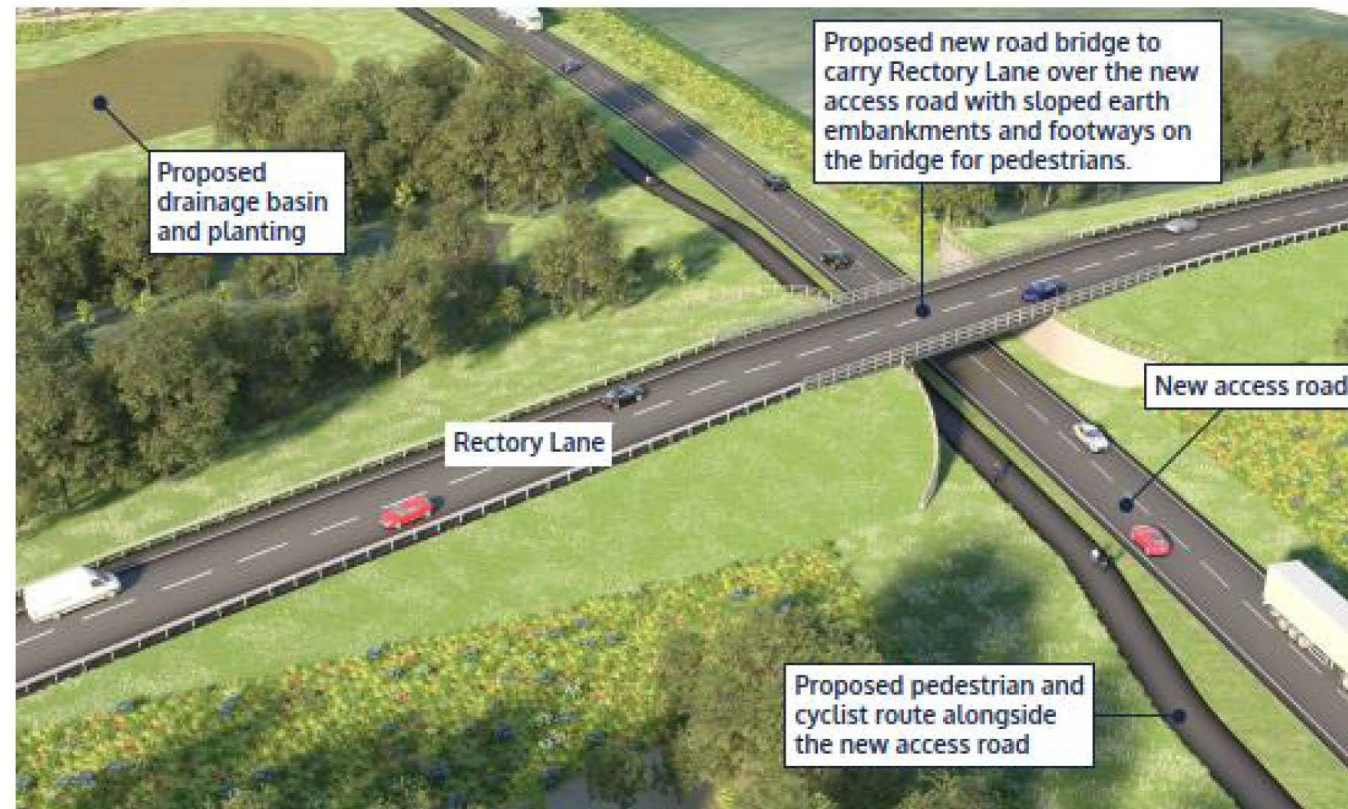
Scheme Background



Scheme Background



Rectory Lane overbridge visualisation



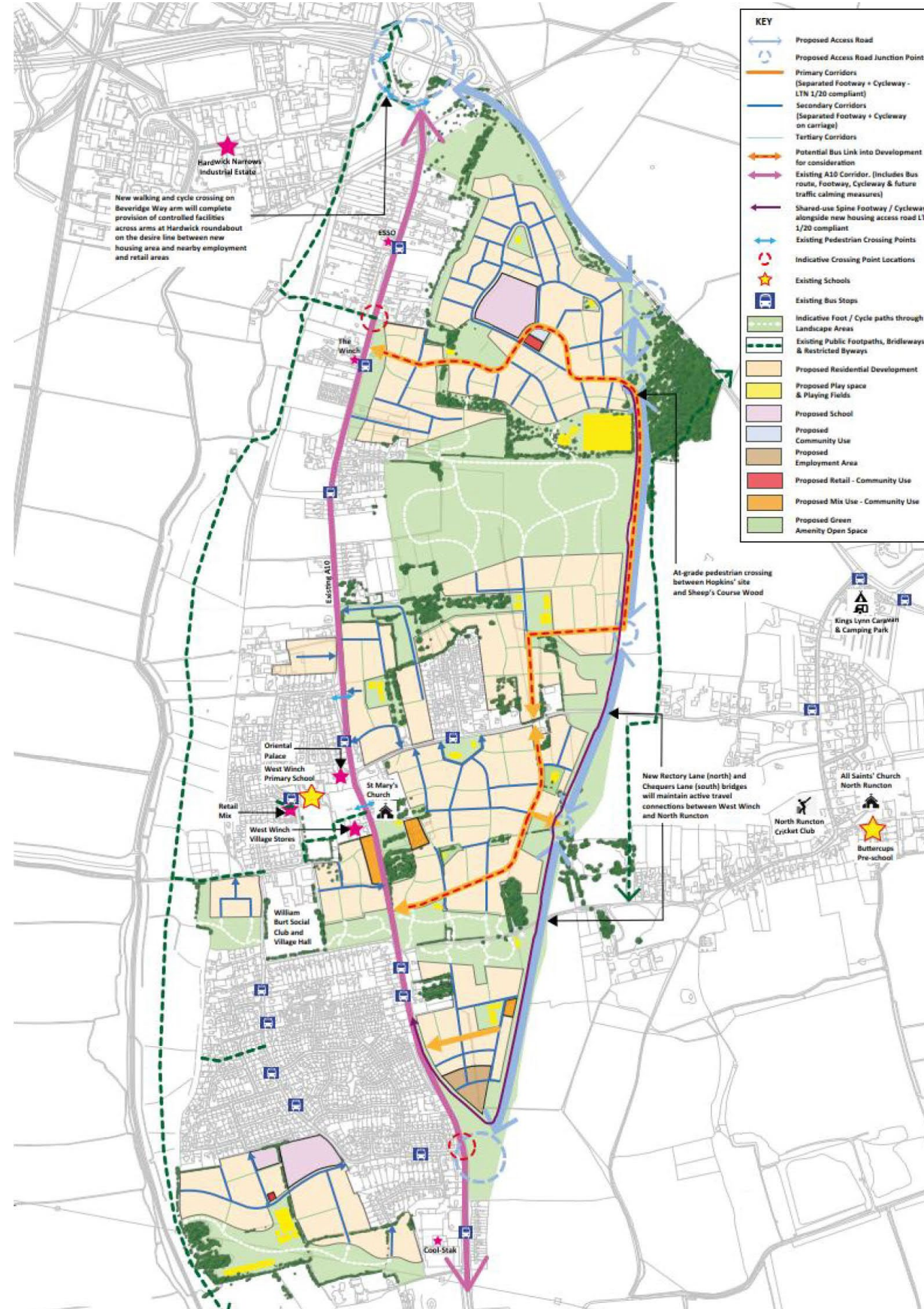
Indicative image only



Scheme Background



July 2022 Masterplan



Sustainable Transport Strategy

DfT requirement to consider improved support for active and sustainable transport choices:

- Public transport and active travel measures to be considered as part of the scheme
- Footway and cycleway provision to be designed to applicable standards
- Investigate opportunities for bus priority measures on the A10 approach to Hardwick Roundabout

Sustainable Transport Strategy

Sustainable Transport Strategy intends to set out the opportunities for active and sustainable transport choices to be delivered alongside the WWHAR.

Informed through

- Baseline analysis to understand current travel patterns
- Review of consultation responses
- Engagement with BCKLWN / Norfolk CC officers and Active Travel England
- Workshops with stakeholders

West Winch Housing Access Road – Scheme Objectives

SPECIFIC OBJECTIVES

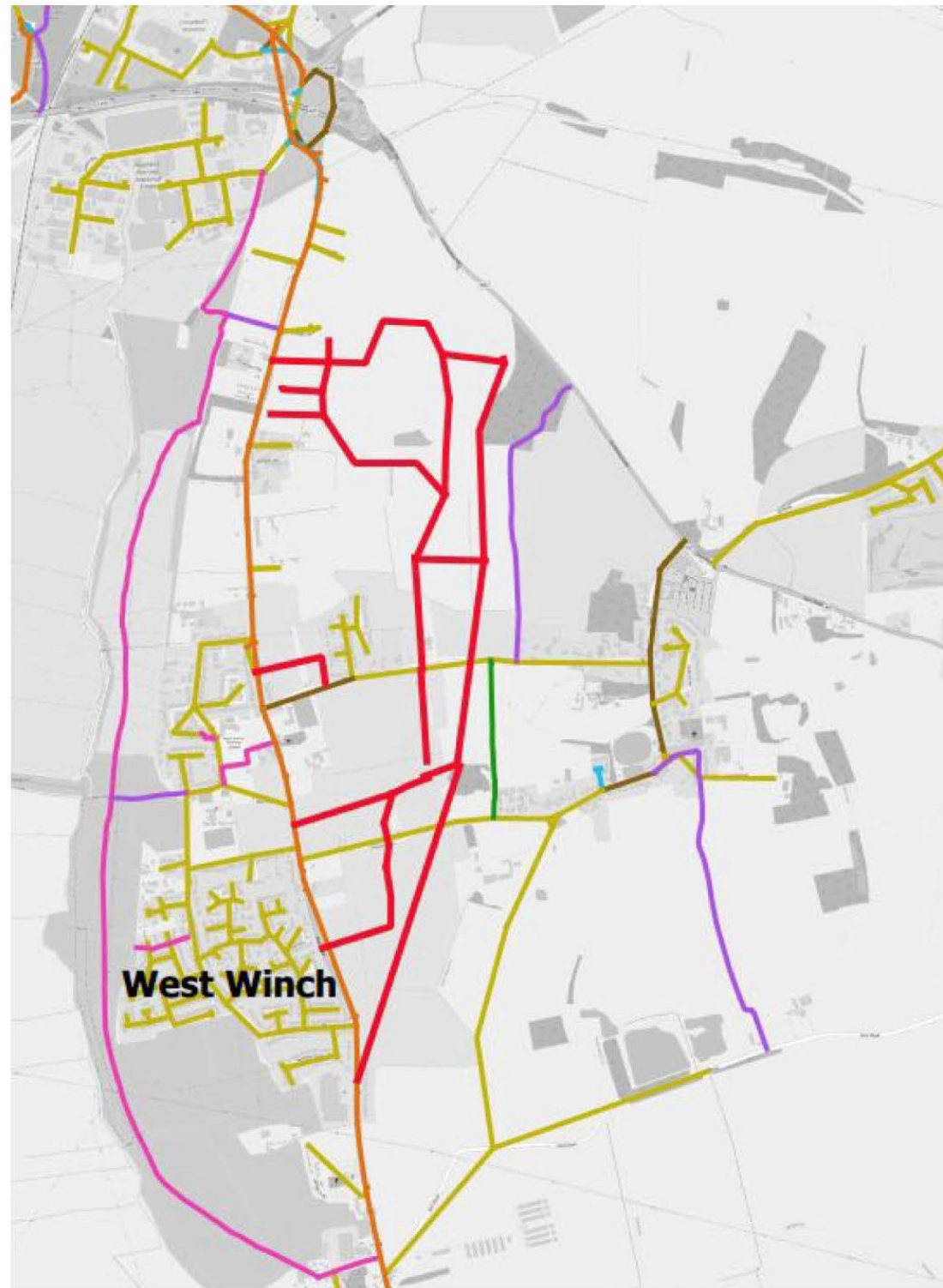
- Enable delivery of the West Winch Housing Allocation
- Increase the local and regional employment labour pool
- Reduce congestion, queueing and delay along A10, A47 and Hardwick Interchange in King's Lynn and West Norfolk
- Remove through traffic, including HGVs, from West Winch
- Improve road safety for all road users
- Increase levels of cycling and walking in the local area
- Reduce greenhouse gas emissions in the local area, and improve air quality

West Winch Housing Access Road – Scheme Objectives

OPERATIONAL OBJECTIVES

- Deliver the WWHAR scheme to become an alternative to the existing route through West Winch
- Facilitate the delivery of housing in the South-East King's Lynn Strategic Growth Area
- Provide the necessary infrastructure to support the use of active modes

NMU Accessibility: Walking

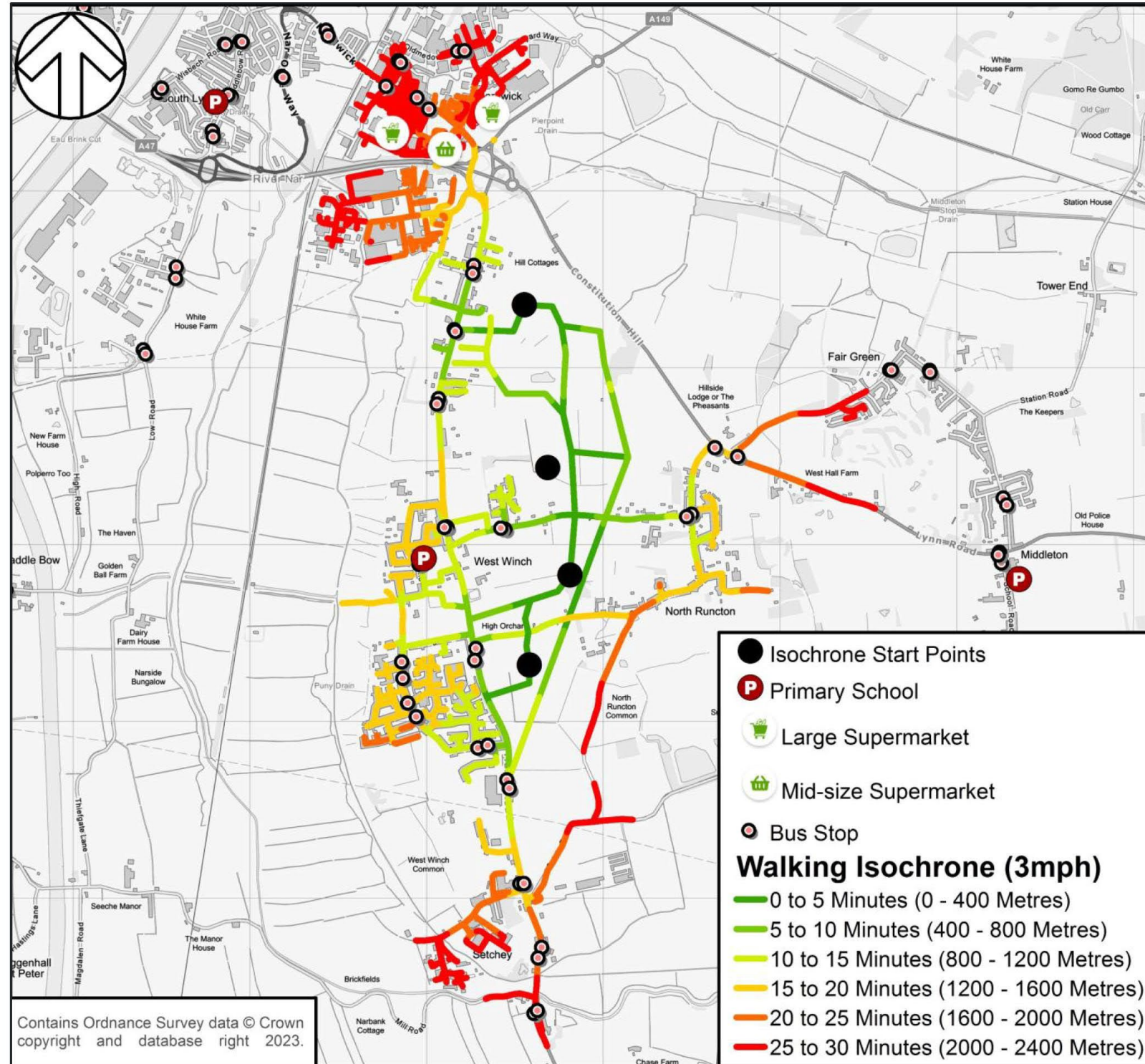


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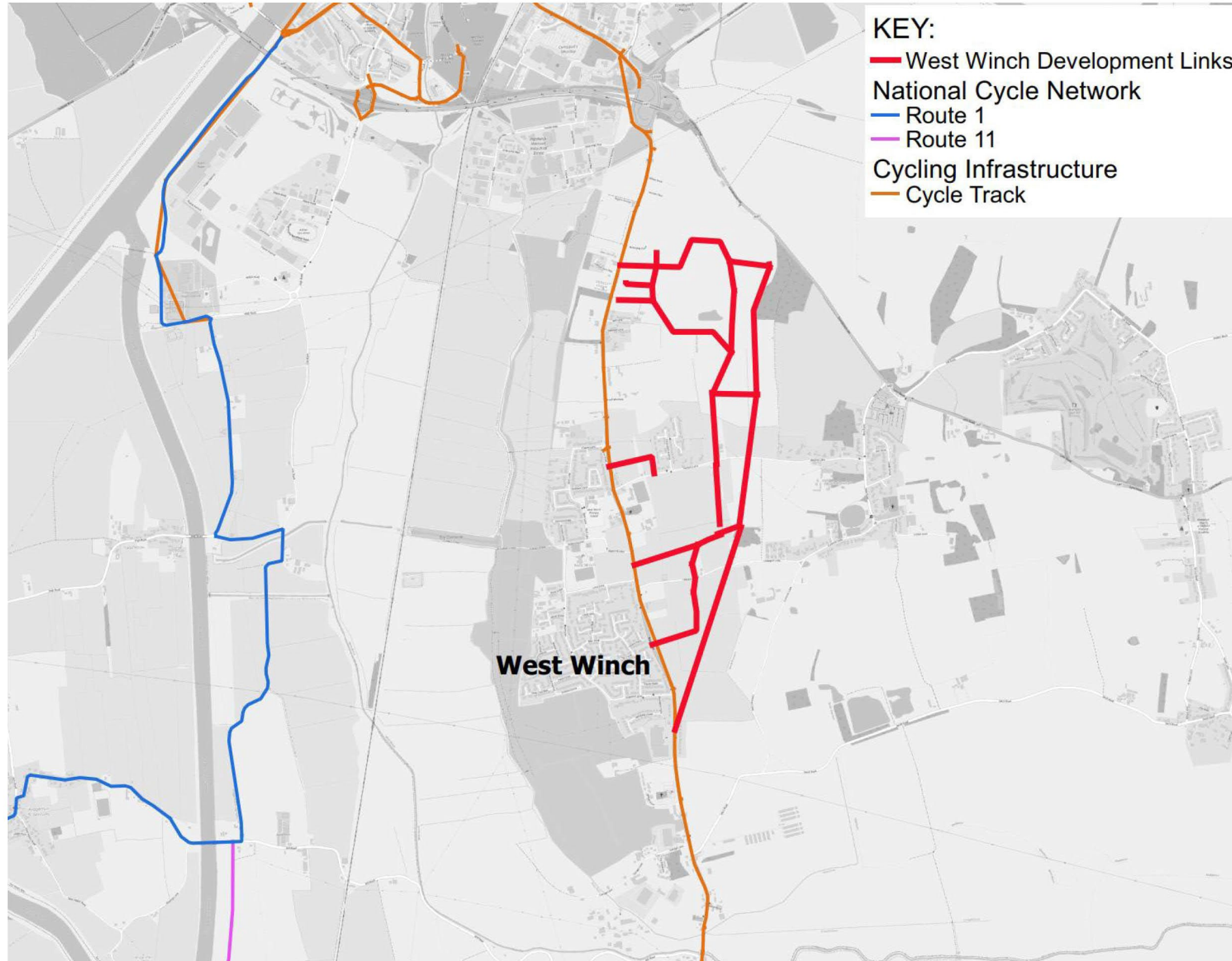
- West Winch Development Link
- Cycling Infrastructure**
 - Shared Use Route
 - National Cycle Network
- PRoW's**
 - Bridleway
 - Byway (Unrestricted)
 - Byway (Restricted)
 - PRoW
- Footways**
 - Both Sides
 - Right Side Only
 - Left Side Only

Baseline Conditions

NMU Accessibility: Walking



NMU Accessibility: Cycling



NMU Accessibility:

Key

- Existing Public Rights of Way
- Existing Footpath
- Existing Restricted Byway
- Existing Bridleway
- Existing A10 Crossings
- Signal Controlled Crossing
- Uncontrolled Crossing
- Access Road Active Travel Proposals
- Local Cycling and Walking Infrastructure Plan Schemes
- West Winch- Shared-Use path A10 and Hardwick Roundabout
- Growth Area – Include walk and cycle links
- Opportunities for new signalised crossings



Stakeholder Issues / Challenges / Opportunities

What do you perceive as key barriers that may discourage active travel in West Winch?

Go to www.menti.com and use the code 9262 9522

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Please [clickable] to refresh connection. [Refreshable](#)

Instructions

Go to
www.menti.com
Enter the code
9262 9522



Or use QR code

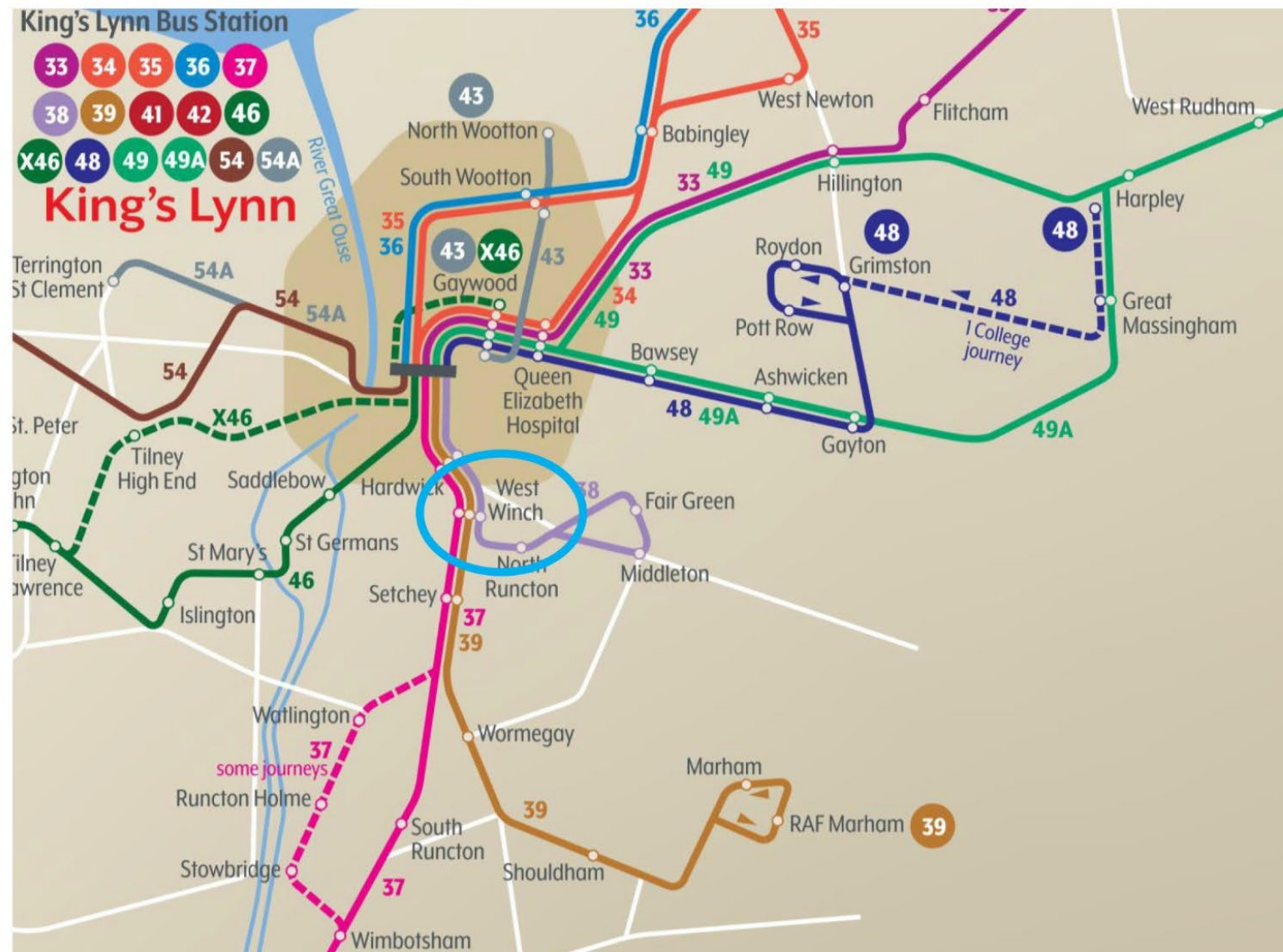


Stakeholder Issues / Challenges / Opportunities

What do you perceive as key barriers that may discourage active travel in West Winch?



Public Transport



- 37: Kings Lynn-Southery, Mon-Sat
- 38: Kings Lynn-Fair Green (WW by request), Mon-Sat
- 39: Kings Lynn-RAF Marham, Mon-Sat
- 40: Brandon/Thetford-Kings Lynn, Mon-Fri, Sat 1 service

Existing Public Transport

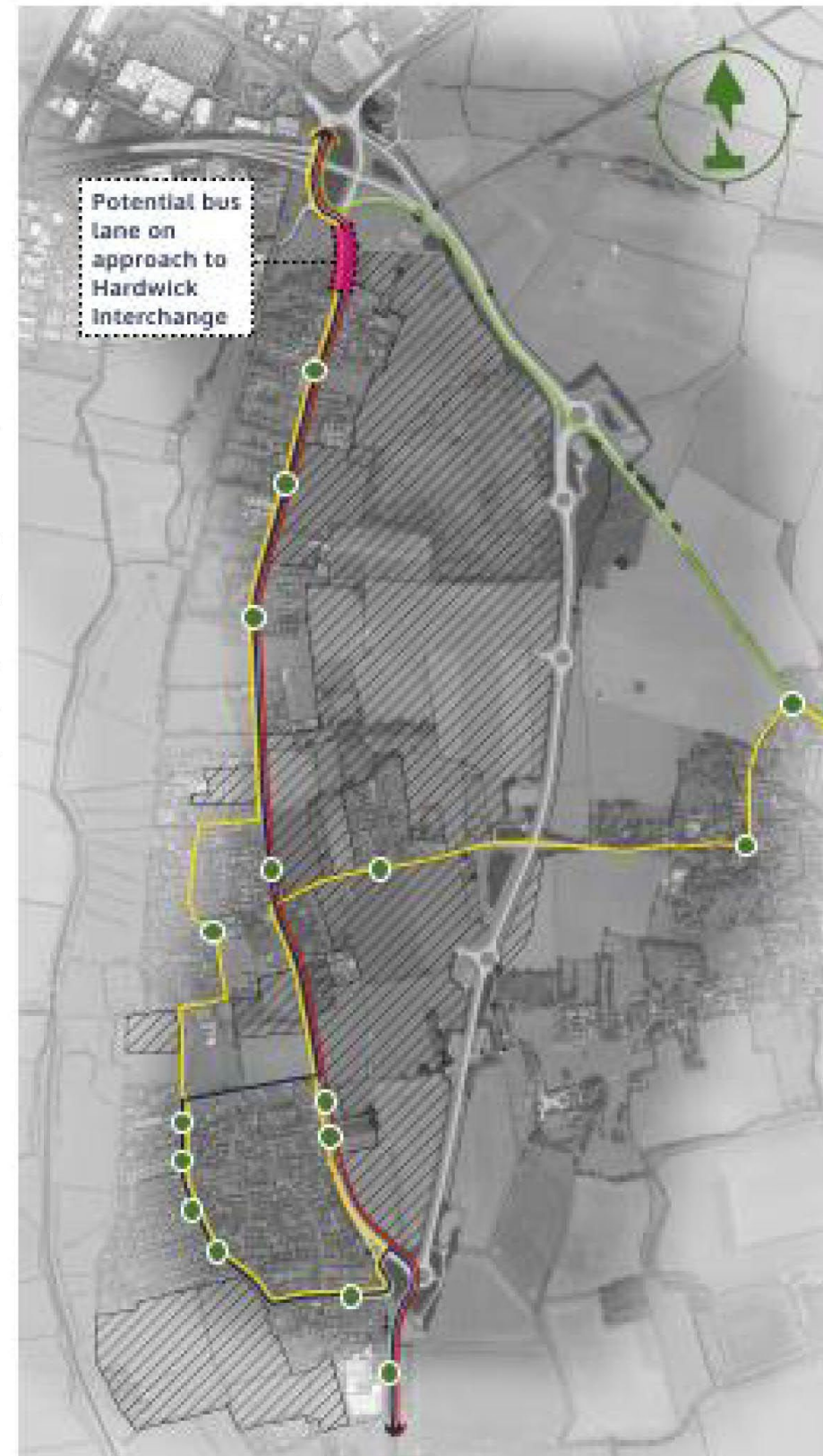
First Bus Excel Services along the A47 (Closest Bus Stops Middleton Church):

-  Excel A: Peterborough-Norwich (all stops along the route) – 8 buses per day
-  Excel B: Peterborough-Norwich (limited stops) – hourly service
-  Excel C: Peterborough-Norwich (Express Service) – hourly service

Bus Services along the A10 and West Winch:

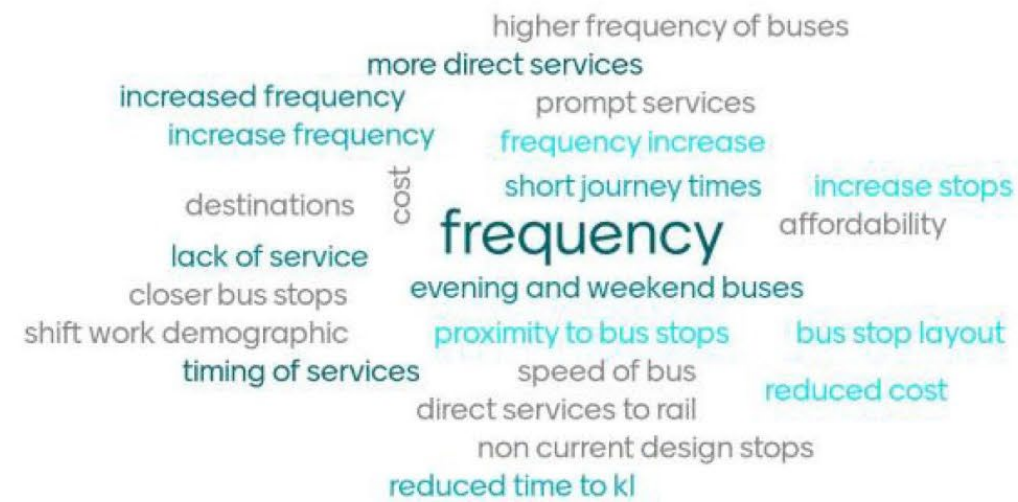
-  Lynx 37 King's Lynn-Downham Market – hourly service (8 buses per day)
-  Coach Services 40 King's Lynn-Thetford – 4 buses per day
-  Lynx 38 King's Lynn-Fair Green – 2 buses per day
-  Lynx 39 King's Lynn – 6 buses per day

-  Existing Bus Stops



Stakeholder Issues / Challenges / Opportunities

What factors may influence propensity to travel by public transport in West Winch?



Stakeholder Issues / Challenges / Opportunities

Are there any other issues impacting on travel choices in the area?

demographic groups
car parks in lynn personal security
car domination evening weekend services
 distance of key services
 overall environment
cost of travel location of shops
 frequency of service
 proximity of bus stops
 where do people work



Stakeholder Issues / Challenges / Opportunities

How do you think we can grow West Winch and maximise travel by sustainable modes?

effective travel plans
better pedcycle facts key employer links
greater advertising buses serve houses
healthy streets park and ride
cycle hubs link to rail station hospital links
out of town parking excellent links to school more frequent buses
active travel from outset behavioural change
behaviour change works
sense of place secondary schools
increase local amenities
good active mode routes
secure cycle parking



Stakeholder Issues / Challenges / Opportunities

How would you like to see the existing A10 used in the future with the planned housing in place?



Stakeholder Issues / Challenges / Opportunities

What key destinations / services would you like to be connected by active/sustainable modes?



Consultation & Engagement to Date

Consultation undertaken on connected schemes to date:

- West Winch Masterplan Consultation – Aug/Sept 22
- West Winch Housing Access Road – Nov 22-Jan 23

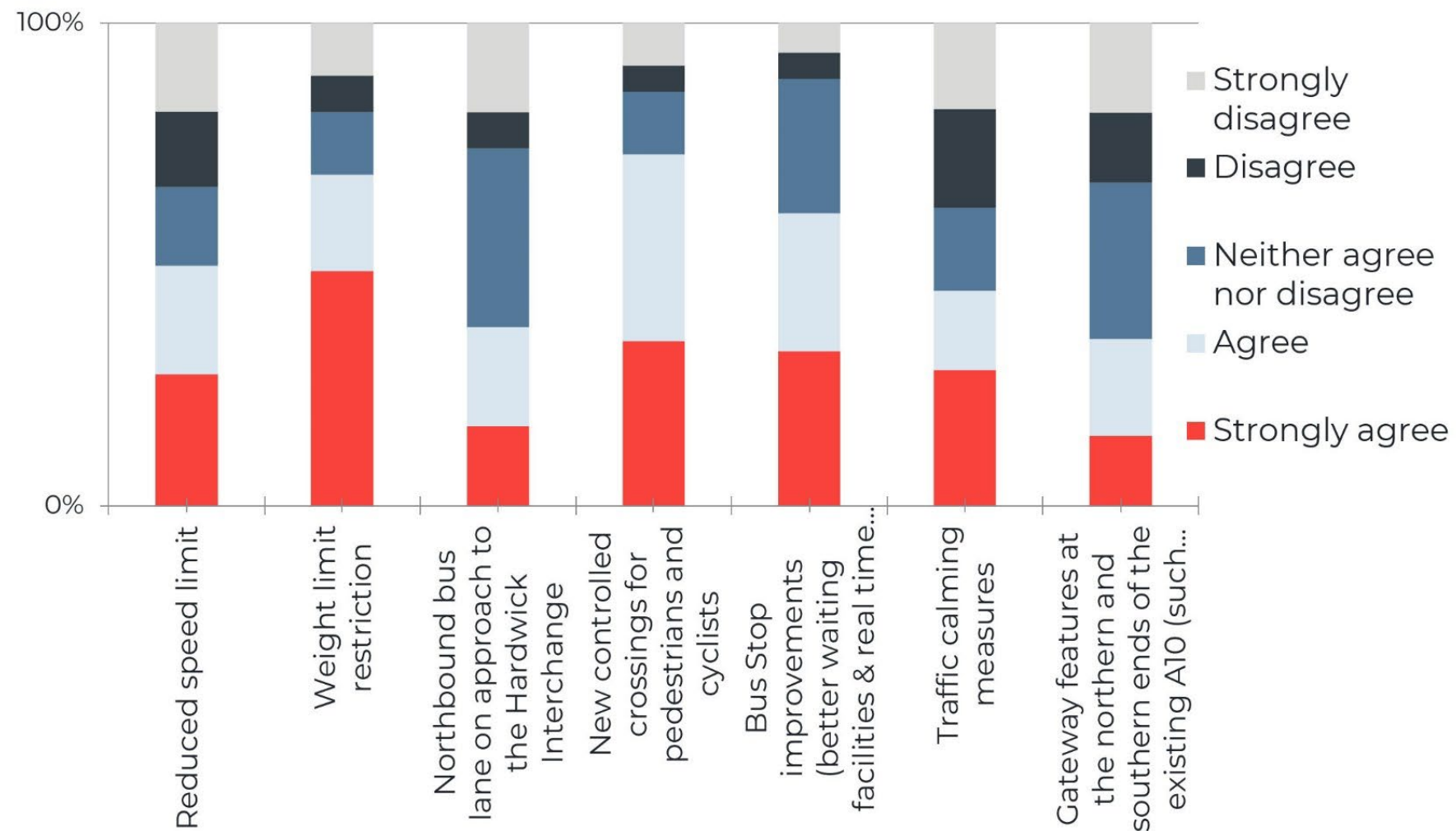
Responses to the consultations have been received / reviewed as part of the STS development

Masterplan and WWHAR consultation outcomes had similar themes and outcomes

Some of the findings from the WWHAR consultation presented next

Consultation Feedback – Potential Traffic Reduction Measures

Q: To what extent do you agree or disagree with the following potential types of measures to improve the A10 through West Winch and encourage traffic to use the Access Road?



New controlled crossings

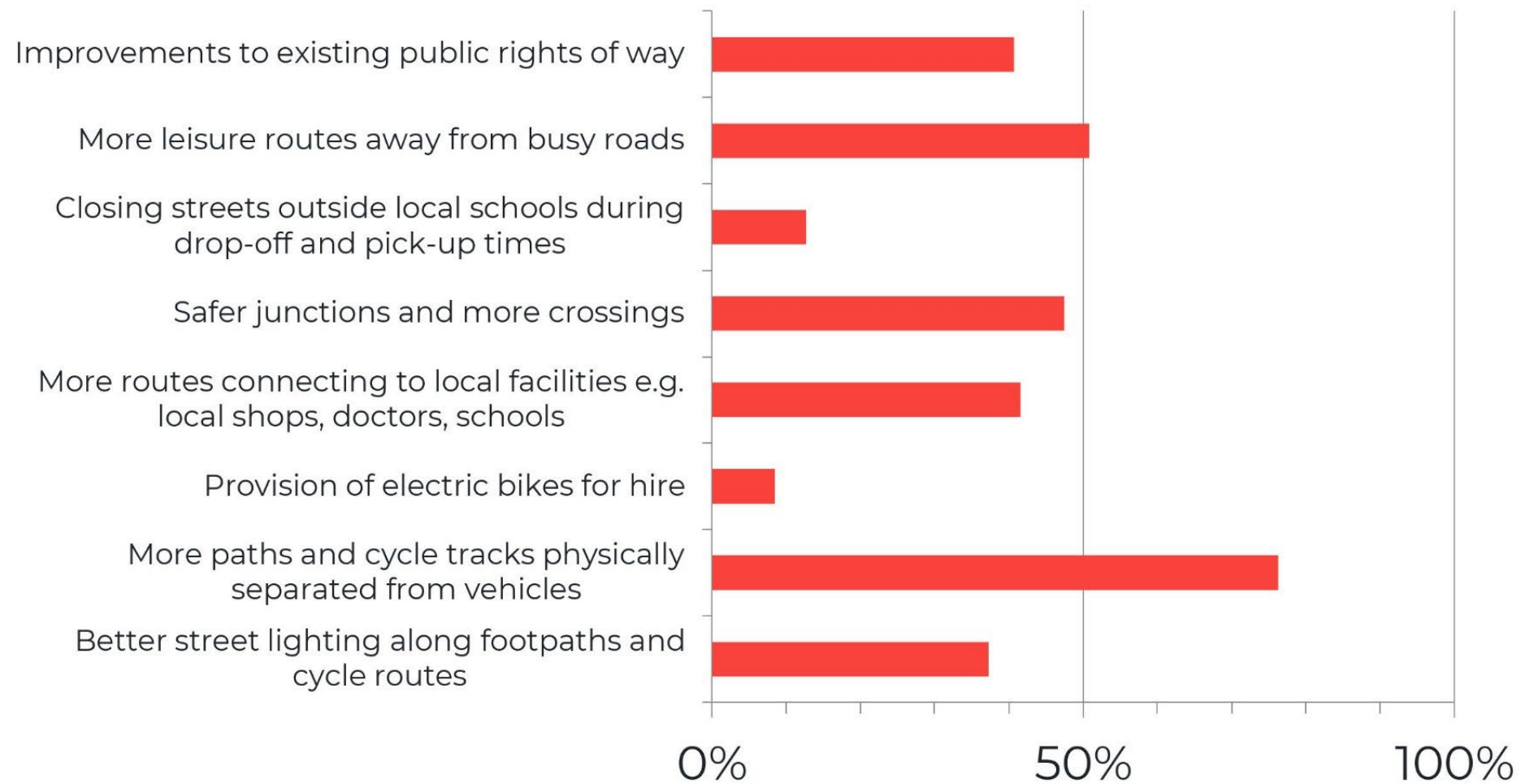
Bus stop improvements

Weight restriction



Consultation Feedback – Active Travel

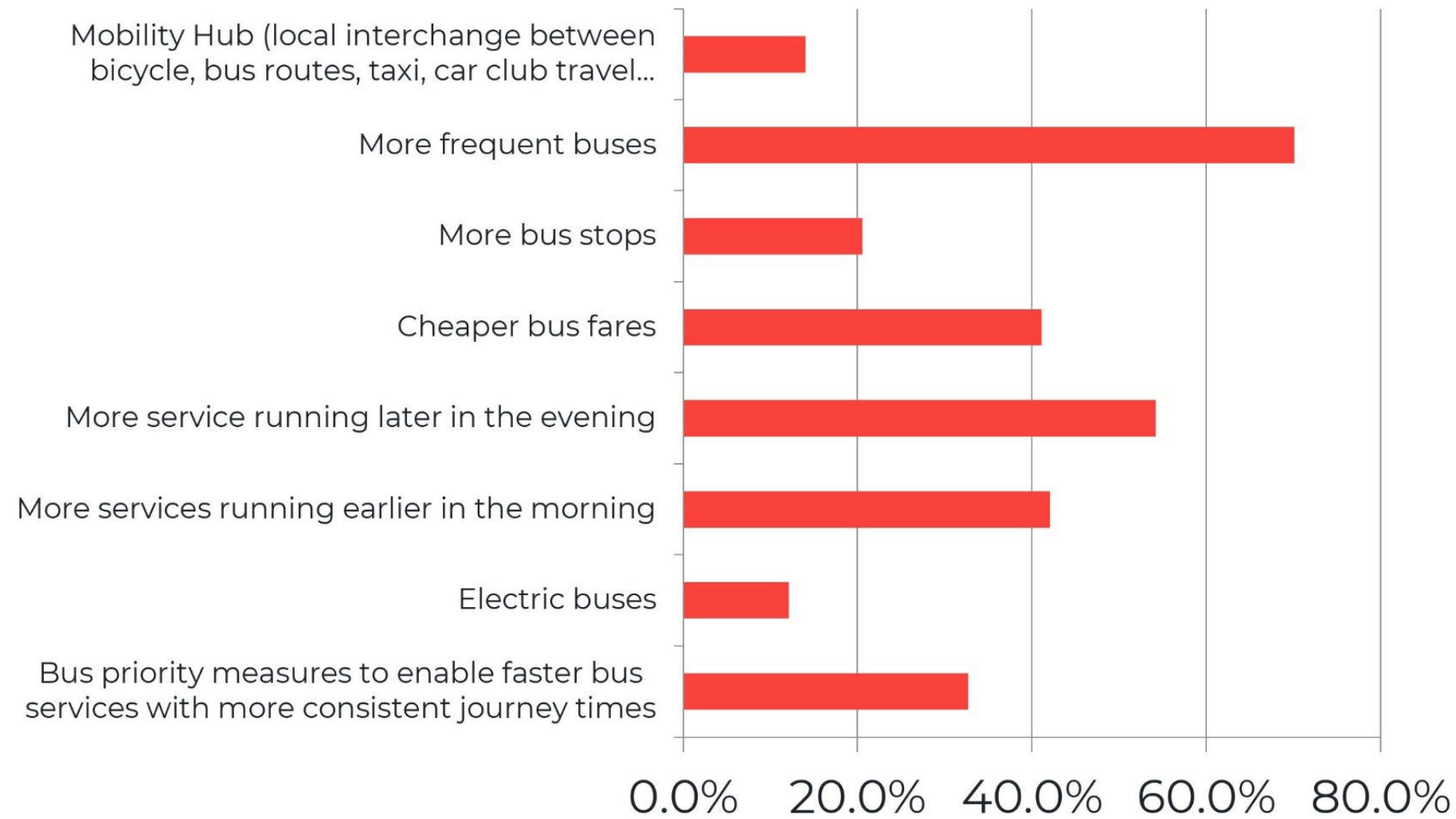
Q: Please select the top three factors that would encourage you to cycle or walk more in general.



1. More segregated paths / cycle tracks (76% responses)
2. More leisure routes away from busy roads (51%)
3. Safer junctions and more crossings (47%)
4. More routes connecting local facilities (42%)
5. Improvements to existing PRowS (41%)

Consultation Feedback – Public Transport

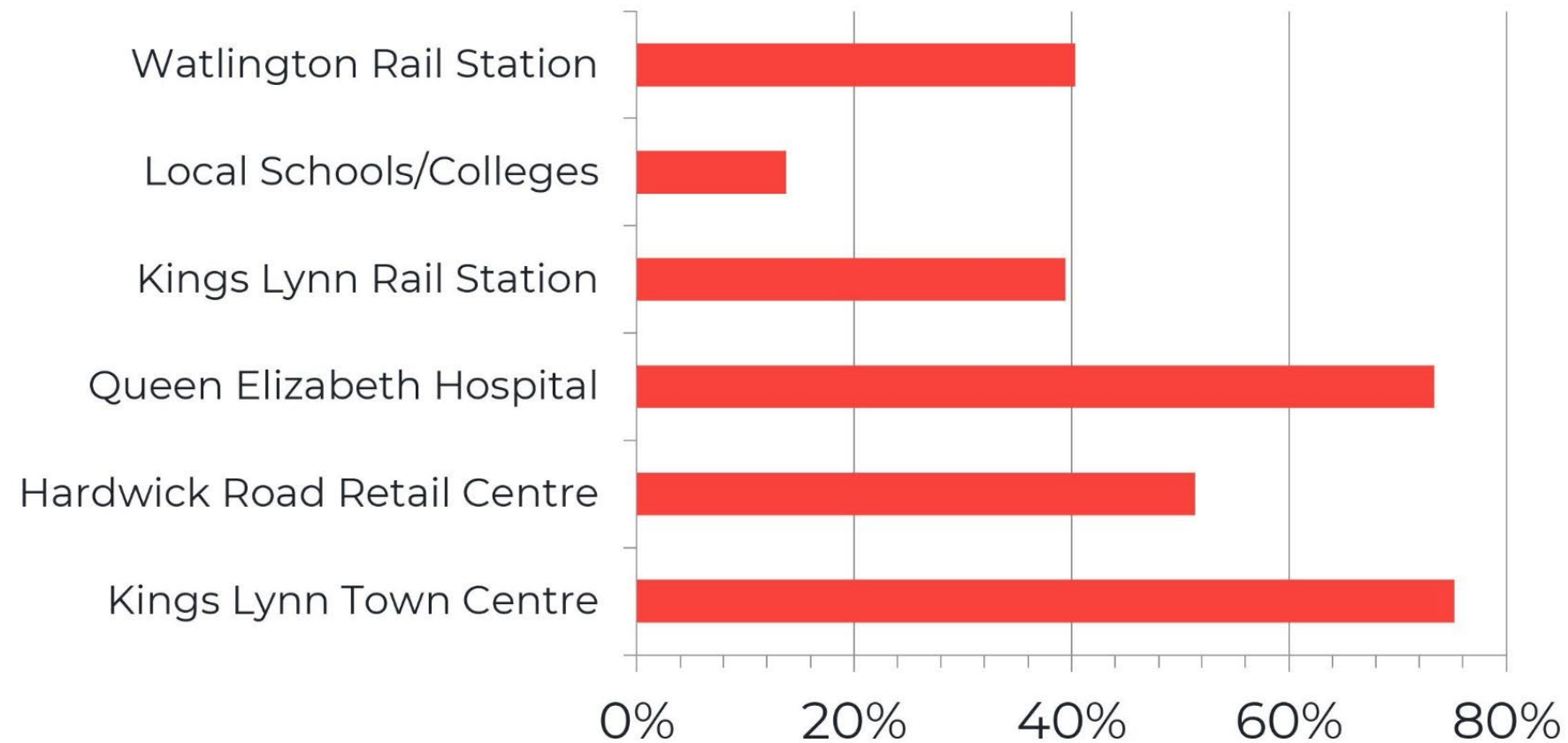
Q: Please select the top three measures that would encourage you to use public transport more.



1. More frequent buses (70% responses)
2. Buses running later in the evening (54%)
3. Buses running earlier in the morning (42%)

Consultation Feedback – Public Transport

Q: Which of the following local destinations would you like to be able to access by bus? Please tick your top three local destinations.



1. Kings Lynn town centre (75% responses)
2. Queen Elizabeth Hospital (73%)
3. Hardwick Road retail centre (51%)

Current Issues / Future Challenges – Potential Opportunities

| Current Issues / Future Challenges | Potential Opportunities |
|---|--|
| Currently Limited connectivity / lower demand | Significant increase in demand due to development |
| High traffic flows on the existing A10 | WWHAR route to cater for through traffic with measures to encourage use |
| One controlled crossing along the A10 | More controlled / uncontrolled crossings |
| Connectivity across the A10 / between services/facilities / new development | Improved crossings and NMU routes along / across the A10 corridor |
| No dedicated cycle routes through West Winch | Potential carriageway re-distribution to provide improved northbound cycle route |

Current Issues / Future Challenges – Potential Opportunities

| Current Issues / Future Challenges | Potential Opportunities |
|--|--|
| Low service levels to Kings Lynn / Watlington stations | Improved bus connectivity along the corridor Improved cycle connections / crossings |
| Times / service patterns restrict use of existing bus services | Additional AM and PM peak services |
| Bus journey times similar to driving | Bus priority – bus only lanes, live-lane bus stops |

Opportunities created by WWHAR

Developing a list of measures related to active and sustainable transport choices.

Informed by:

- Our baseline analysis
- Feedback from the public engagement
- WWHAR and Development proposals
- This workshop

These include:

- Cycle route along the existing A10
- Improved crossings / connections across the A10 / Development
- Bus priority measures
- Bus service pattern/route changes
- Measures to encourage vehicular use of the new WWHAR

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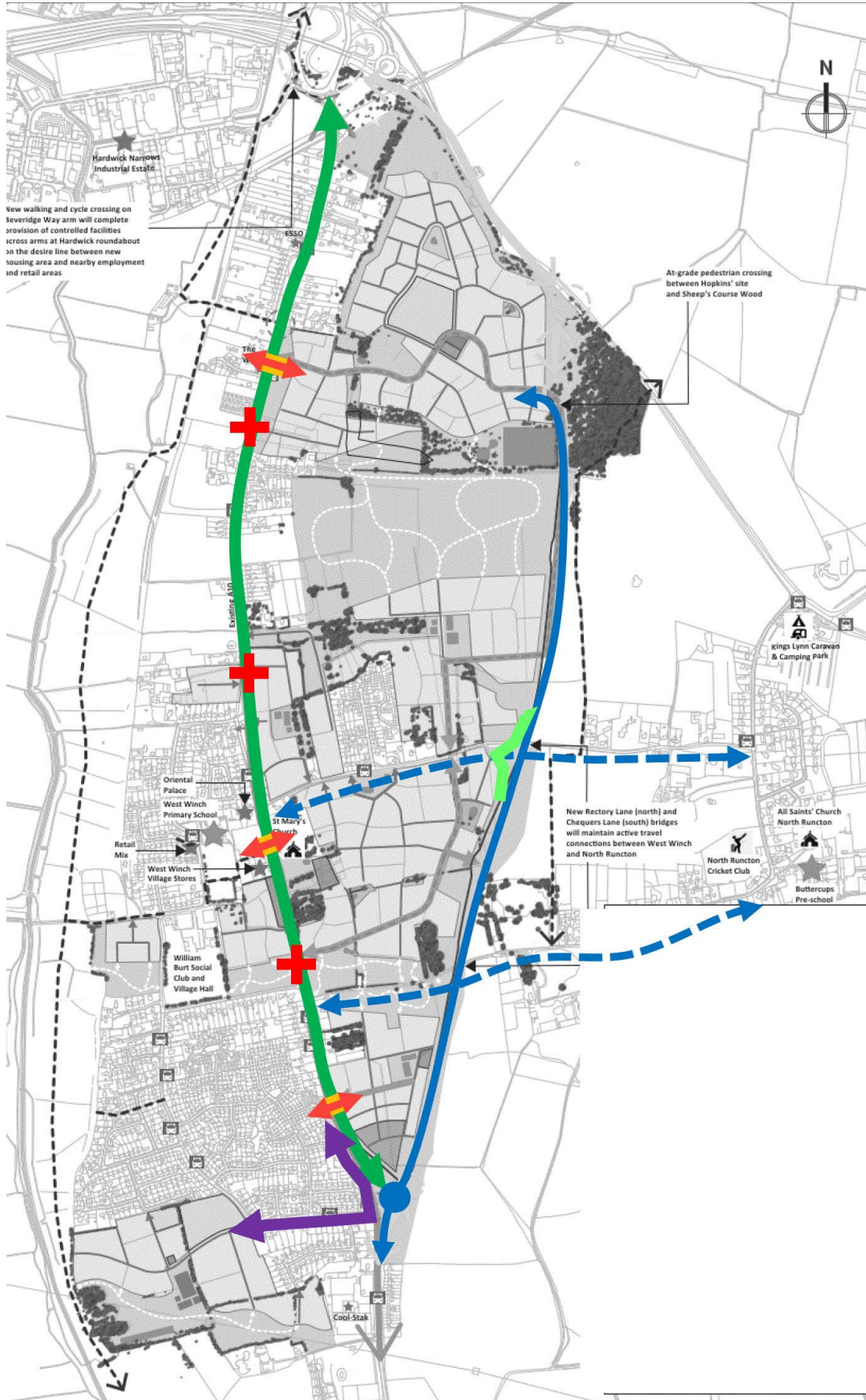
Assessing Opportunities for Improvement - NMUs

Using the objectives set out in LTN 1/20* and WWHAR Objectives to assess opportunities for improvement.







*LTN 1/20 - Cycle Infrastructure design guidance. The core principles are also considered to be relevant for walking.

| Accessibility for all | | | | |
|---|---|---|--|--|
| Coherent | Direct | Safe | Comfortable | Attractive |
|  <p>DO Cycle networks should be planned and designed to allow people to reach their day to day destinations easily, along routes that connect, are simple to navigate and are of a consistently high quality.</p> |  <p>DO Cycle routes should be at least as direct – and preferably more direct – than those available for private motor vehicles.</p> |  <p>DO Not only must cycle infrastructure be safe, it should also be perceived to be safe so that more people feel able to cycle.</p> |  <p>DO Comfortable conditions for cycling require routes with good quality, well-maintained smooth surfaces, adequate width for the volume of users, minimal stopping and starting and avoiding steep gradients.</p> |  <p>DO Cycle infrastructure should help to deliver public spaces that are well designed and finished in attractive materials and be places that people want to spend time using.</p> |



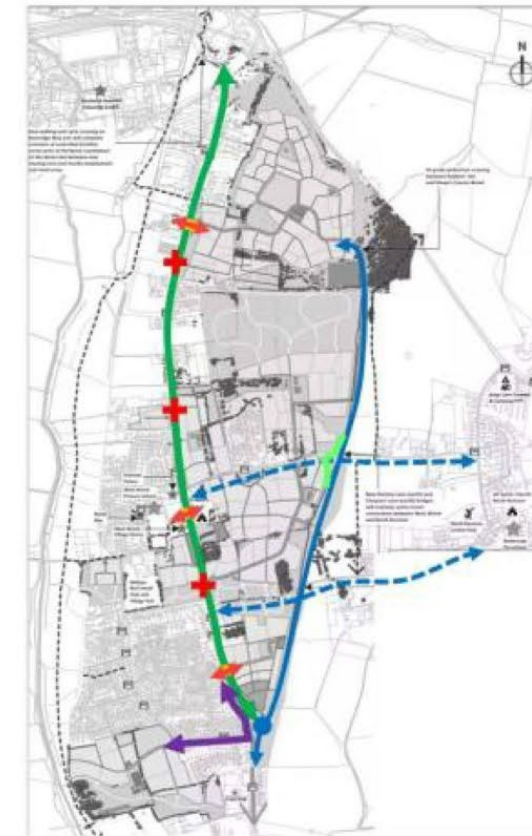
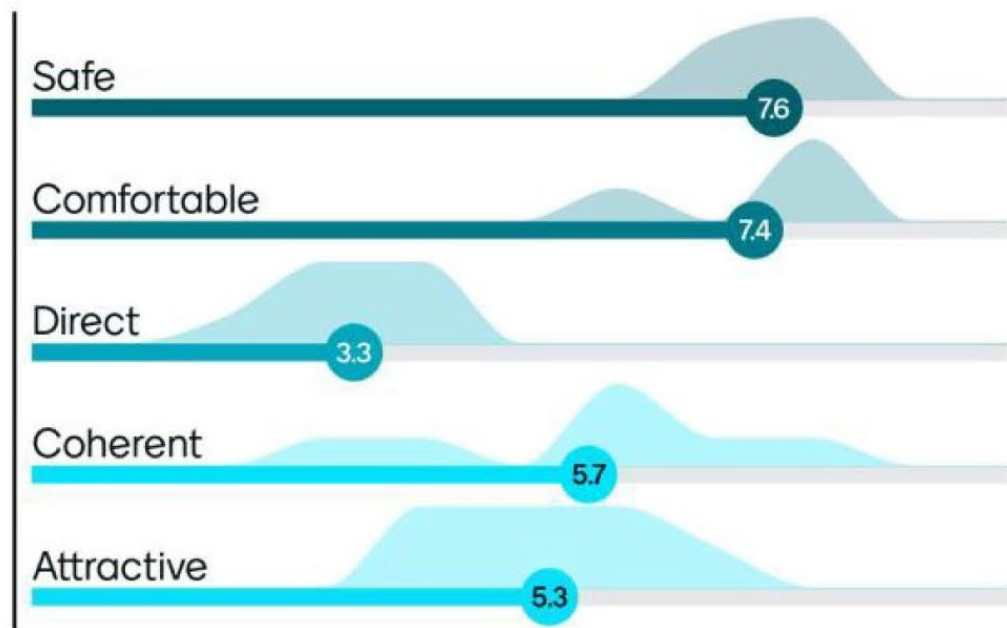


Options for Improvement – Crossings / Accessibility

-  1. Raised tables / signal crossings at key entry/exit points. E.g. Close to West Winch Stores
-  2. Potential new crossings to improve connectivity
-  3. NMU connections between Rectory Lane and the proposed access road
-  4. Crossings and shared routes at the southern end of WWHAR to new school to the south west of West Winch
-  5. Segregated cycle route on the western side of the A10
-  Facilities proposed as part of the WWHAR

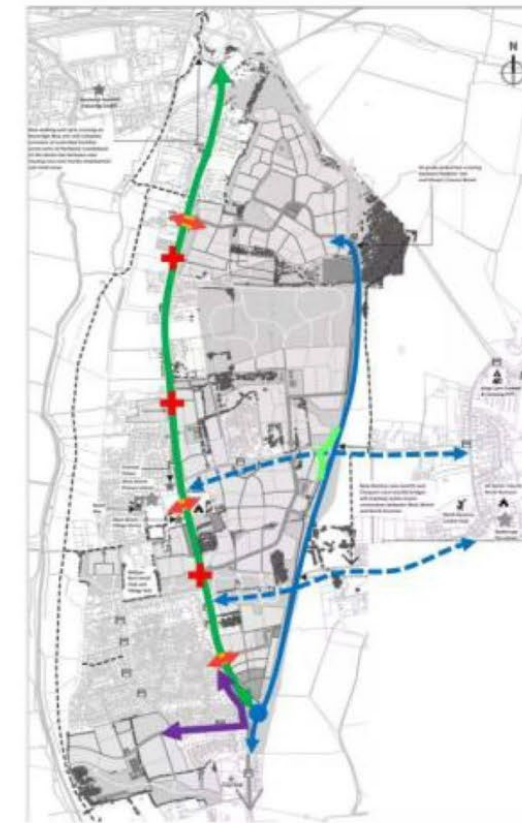
Options for Improvement – Crossings / Accessibility

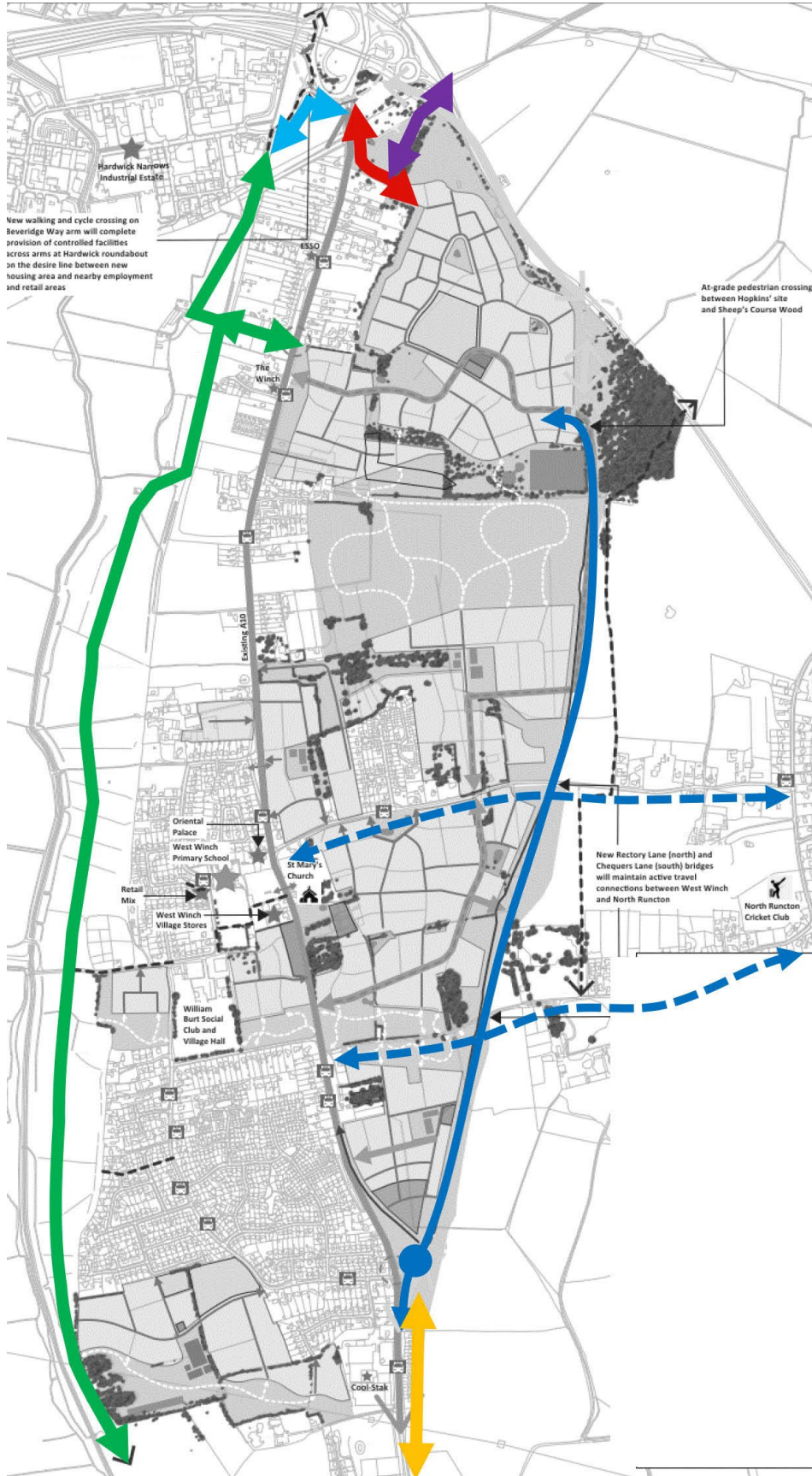
How well do the proposed crossings/accessibility options fit the following objectives?










Options for Improvement – Crossings / Accessibility

How well do the proposed crossings/accessibility options align with the WWHAR objectives?



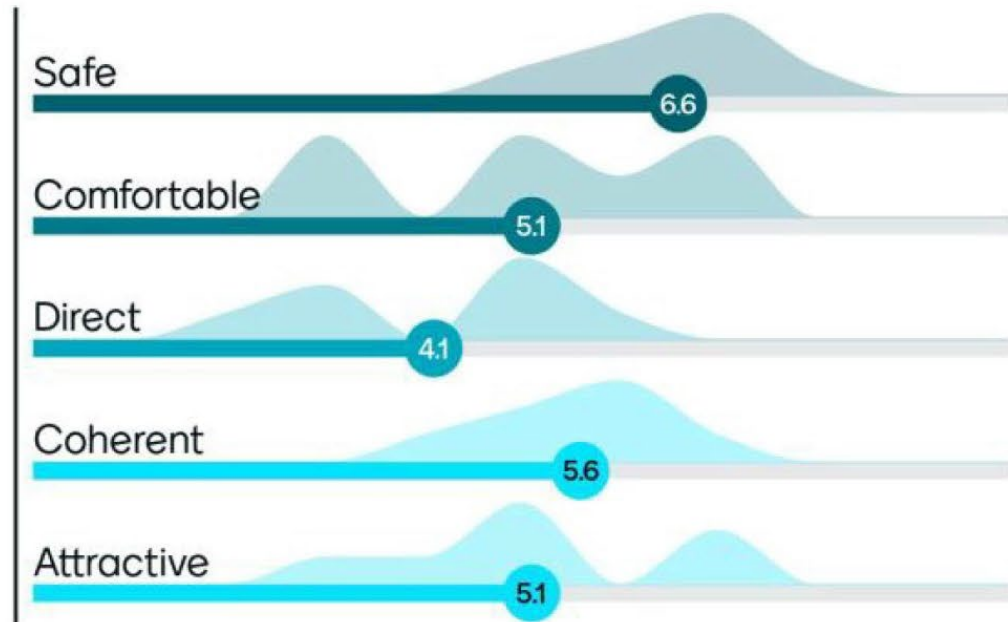


Options for Improvement – NMU Routes

-  1. Pedestrian/cycle route from the north of the development towards Hardwick Rbt
-  2. Connectivity with Hardwick Industrial Estate – no existing route for cyclists
-  3. Cycle route from West Winch towards Watlington station
-  4. NMU routes via former railway lines towards East Kings Lynn / Under A47 and beyond
-  5. Upgrades to FP1 / FP2 / RB2
-  Facilities proposed as part of the WWHAR
-  Facilities proposed as part of the WWHAR

Options for Improvement – NMU Routes

How well do the identified NMU routes fit the following objectives?



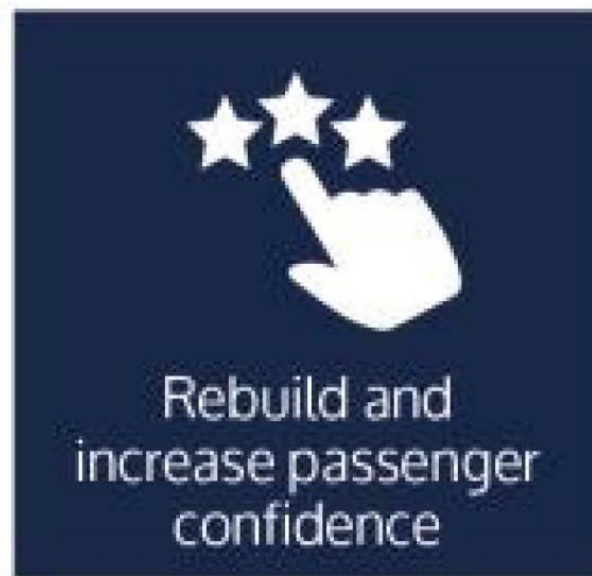
Options for Improvement – NMU Routes

How well do the identified NMU routes align with the WWHAR objectives?

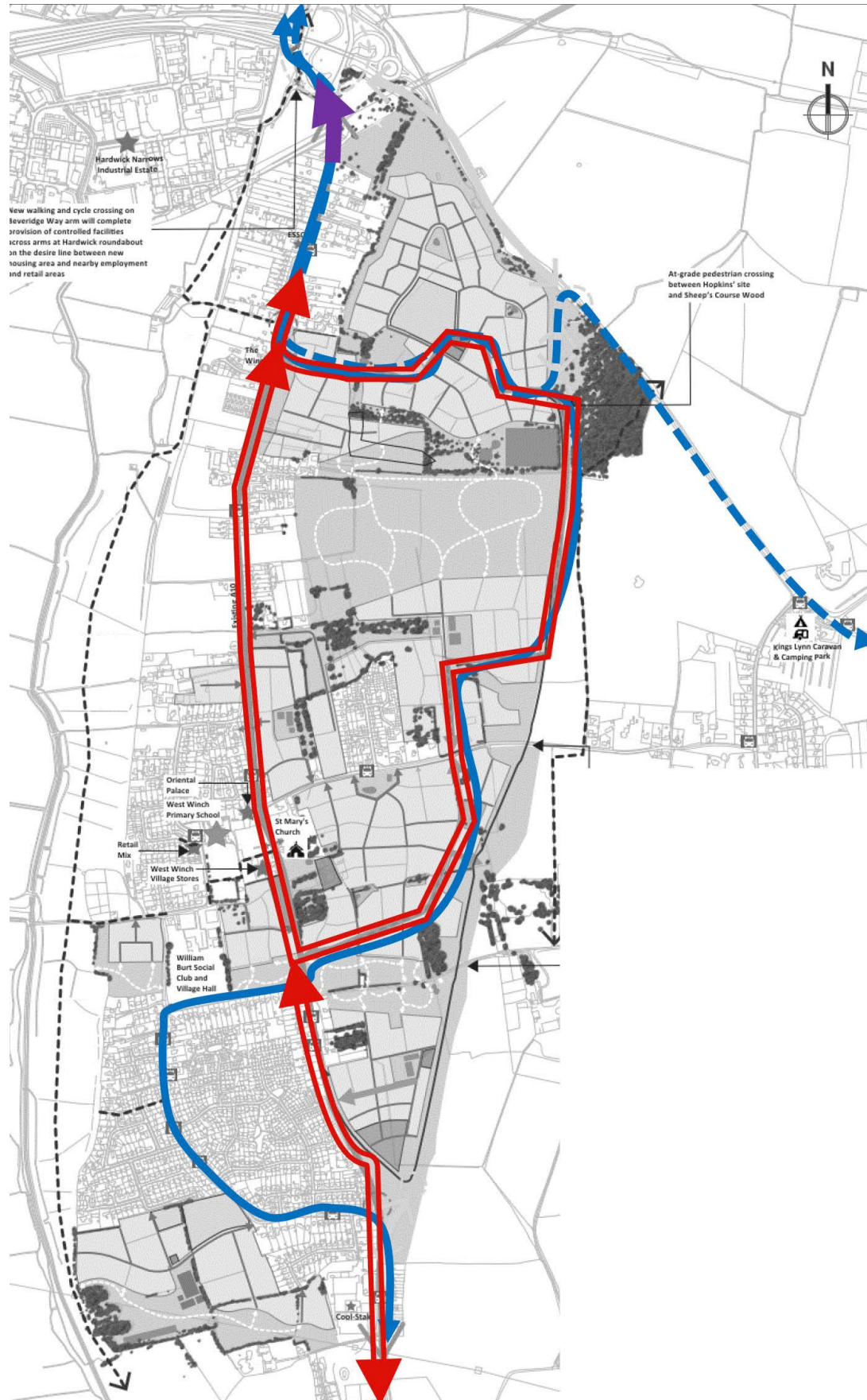


Assessing Opportunities for Improvement – Public Transport

Using the objectives set out in Norfolk County Council BSIP* and WWHAR Scheme Objectives.



*BSIP – Bus Service Improvement Plan.

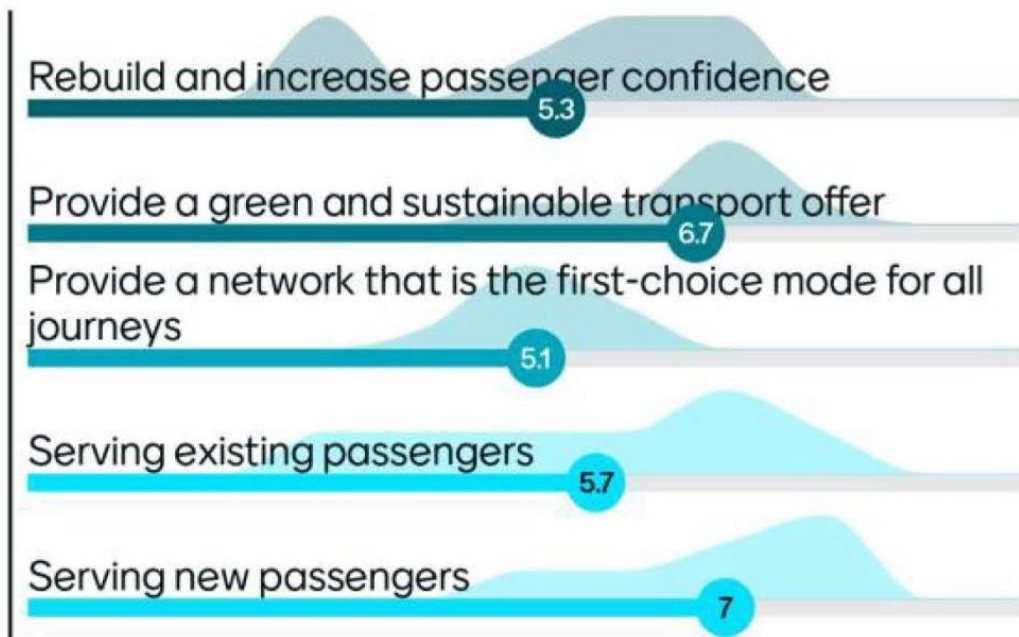


Options for Improvement – Public Transport Routes

- ← 1. Bus priority on the approach to Hardwick Roundabout
- ↔ 2. Re-routing of existing bus services to serve the new development
- ↔ 3. New fast bus services to Kings Lynn / Watlington
4. Changes to existing service patterns – more evening & weekend services
5. Increased 7am-7pm frequency on existing services

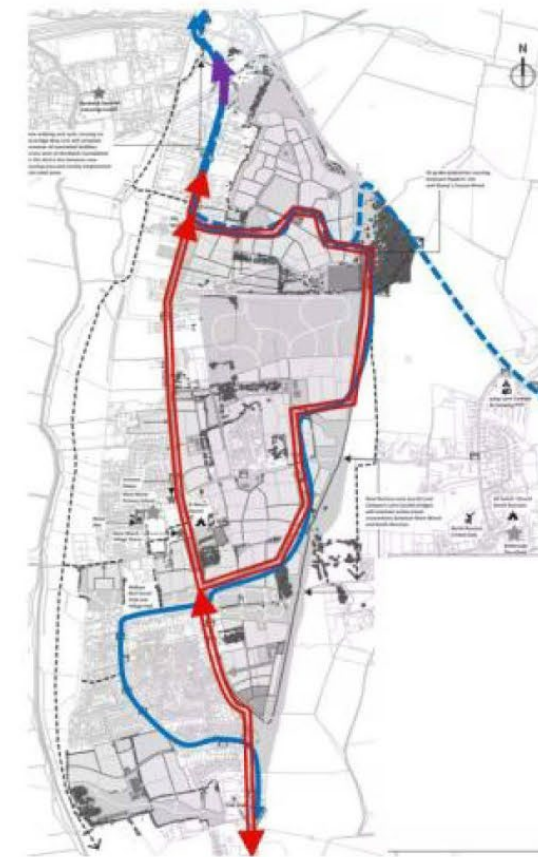
Options for Improvement – Public Transport Routes

How well do the identified bus route improvements fit the following objectives?



Options for Improvement – Public Transport Routes

How well do the identified bus route improvements align with the WWHAR objectives?



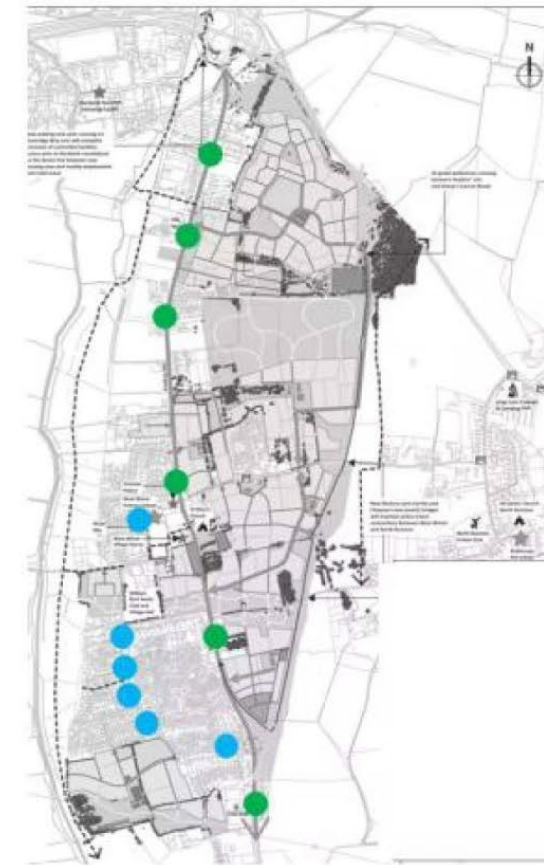
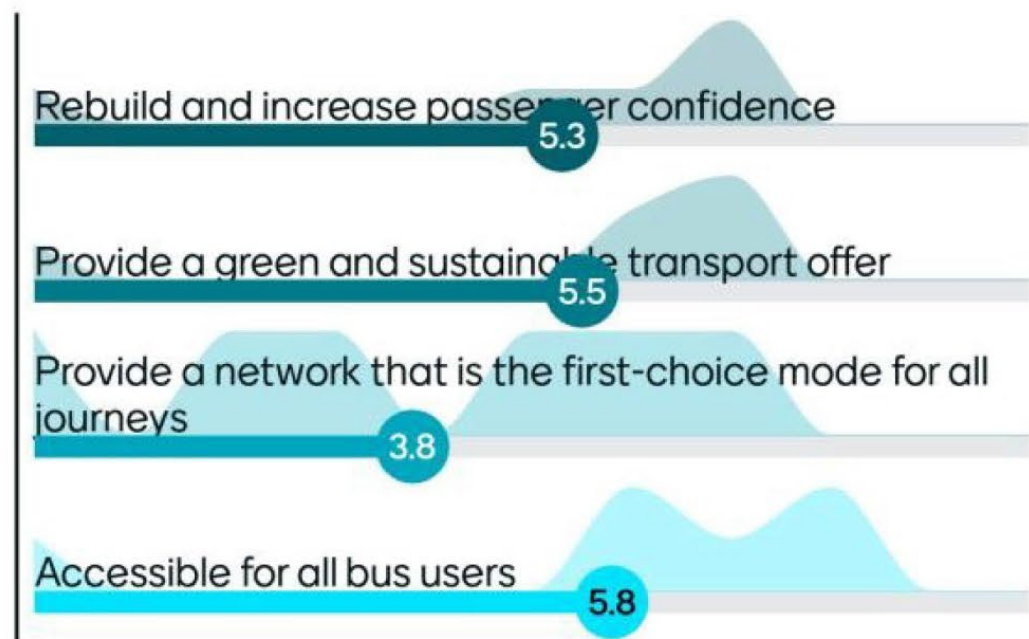


Options for Improvement – Public Transport Facilities

- 1. Convert stops in bus laybys to in-carriageway stops
- 2. Bus stop upgrade
- 3. New bus stop facilities – shelters, real-time information, raised kerbs

Options for Improvement – Public Transport Facilities

How well do the identified bus stop improvements fit the following objectives?



Options for Improvement – Public Transport Facilities

How well do the identified bus stop improvements align with the WWHAR objectives?

- Discouraging through-traffic on the A10
- Improving road safety for all users
- Increase walking, cycling and public transport
- Reduce noise and improve air quality
- Provide infrastructure for active / sustainable modes

Question skipped due to time



Options for Improvement

Are there any other options you would like to be considered?

fit with wider network



Next Steps

- Review the outcomes from this workshop
- Finalise the long list and shortlist of options
- Develop sketches of the shortlisted measures
- Workshop 2 – Present shortlisted measures for comment – *date tbc*
- Reporting

Next Steps

Thank you for Contributing

