



# Aylsham Traffic Strategy



Aylsham Town Council  
September 2023



# INTRODUCTION



*In 2020 as part of the Covid actions to re-open the High Street various traffic measures were put in place around the town. The reaction to these was, to put it mildly, mixed. The most contentious change was making Red Lion Street one-way which had many knock-on effects most of which were not regarded as positive. However, there were some residents and business owners who welcomed the initiative*

Following this the Town Council decided that the whole question of transport movements through the town needed looking at in detail, especially with the prospect of a further 500+ houses being built within the next ten years.

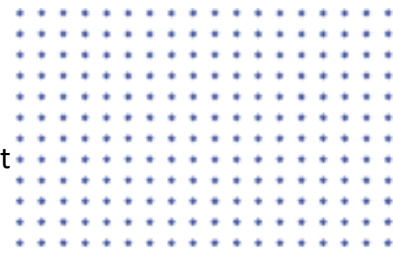
A Cittaslow Aylsham committee initiative in 2020 – Aylsham: Shaping the Future – had already identified the need to change movement in and around the town with a view to safeguard wellbeing of residents.

A general invitation was issued through social media and Just Aylsham for residents and businesses to join with the Town Council to look at the issues. Unfortunately, no businesses took up the invitation but there were many residents who did and together with some members of the Town Council over the following two years discussed many issues relating to the town.

It soon became clear that this was not an easy project and there was no guarantee that any perceived problems would be solved – in fact it was generally acknowledged this would not be possible with the resources available. Having discussed and tried to identify in general terms the problem areas it soon became apparent that an independent but professional viewpoint was needed. This led to the appointment of ttc – The Transport Consultancy [www.ttc-transportplanning.com](http://www.ttc-transportplanning.com) James McGavin from ttc and his team worked with the Transport Group to investigate the options and survey residents and traffic movements before preparing a draft strategy.

As anticipated at the beginning Aylsham does not lend itself to wholesale changes but it is hoped the ideas indicated in this document can make the town more pleasant for all users – pedestrians, cyclists and drivers

Not everything in the draft strategy was met with agreement from the group but over time it led to the final strategy which follows.



As anticipated at the beginning, Aylsham does not lend itself to wholesale changes but it is hoped the ideas indicated in this document can make the town more pleasant for all users – pedestrians, cyclists and drivers.

The strategy listed areas to consider and the brief details are in the table below and explanations follow.

Ref	Subject	Outline Details	ATMG to Recommend	ATMG Priority	Final Conclusions
1	Speed	20 mph Zone limits: reduced to more effective, natural zone	No	No	Leave as current
2	Penfold Street	To create a single junction; maintain the Pump; permit the reversal of the current priority	Yes	1	> Scope work to move the Pump > Layout for the proposal > Engage local restoration contractors for tender / work
3	Cawston Road	Traffic access / parking	Yes	1	> Scheme has been outlined; > Scope / locations extended; > Residents to be consulted – letters issued Map of exact locations
4	Market Place	Access, public realm development	Yes	1	> Develop proposals for agreement and funding
5a	Burgh Road	One-way traffic light controlled, with alterations to Oakfield Junction	Yes	1	> ATC / ATMG - to investigate funding source - Burgh Road development? > Confirm layout proposals; 20mph zone extension? > Oakfield Road designated as " Access Only "
5b	Burgh Road	Pedestrian Crossing at Forster Way > Recreation Ground	Yes	1	> Type of crossing defined > Follow up proposals with definition, layout, and funding
6	Red Lion Street	Measures to improve driver and pedestrian engagement, with public safety as paramount consideration; the use of raised tables, coloured asphalt; bollards / positions of safety	Yes	1	Details of schemes in North Walsham, Harleston, St Stephens to understand precedents; then follow up with proposals

7	Pedestrian Crossing	Proposal to cross Red Lion Street between Cycle Shop and Clay Workshop	Yes	1	> Proposal of coloured surfacing - what is the legality of this?
8	Trails & Cycles	Cycle Plan - to be compiled Aylsham < > Norwich - to be investigated & promoted	Yes	2	> Investigate / research appropriate cycle routes, to be recognised, within Aylsham and also between Aylsham and Norwich
9	Parking	Future parking in town	Yes	2	> ATC have compiled Paper, to then confer with other parishes; > ATC reviewed and recommends proposals to BDC > Keys auctioneers have been contacted; provision of parking space, particularly for town business employees > Promotion of lift-share scheme > No other land available
10	Public Transport	Transport Hub Shuttle Bus	Yes	2	> To ensure all Bus Stops have copies of all current relevant route timetables; > then develop scheme where Wi-Fi boards could be installed > Transport Hub? > Shuttle bus

# Index of Proposals

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## 1. Speeding

The survey revealed local concerns regarding the lack of acknowledgement and enforcement of the existing 20mph speed limit throughout the town. The initial proposal was to reduce the 20mph zones in the belief that compliance is higher in more urban areas and by reducing the overall extent of the 20 mph zone would lead to more compliance in the most pedestrian heavy areas.

The Traffic Group were not in favour of this concept and doubt was expressed on the veracity of the research used.

## Proposed Strategy

Leave the 20mph zones as they are.

## Possibility of Implementation

N/A

## 2. Penfold Street

The changes made to Penfold Street at its junction with Cawston Road in 2020 were, on the whole, well received. However, the priority was changed at the last minute without consultation although, when eventually explained by Norfolk County Council it did make sense. There is also an issue than some drivers are very impatient and act as if the road were two-way. This is just about possible but puts other road users at risk. Whilst viewing the area, it was noticed that the majority of cars turning into Cawston Road actually go over the central white lines.

### Proposed Strategy

The initial suggestion was to close the road to the left of the pump (as viewed from Penfold Street) and to pedestrianise that area. This would lead to the pump itself being more accessible and more of a town feature. The area would still be open to delivery traffic for the shops. It was felt this might lead to confusion for both drivers and pedestrians and it was agreed not to proceed with the plan.

This junction is very wide but also badly planned. It is in effect a four-way junction that is not being used to best advantage. The proposal put forward in this strategy is to move the pump towards the shops. This will create not only a larger area for pedestrians and access to the pump but also lead to a much safer junction. This will enable the junction to be a more classic T junction meaning cars are turning hard left or right which will reduce the speed at which they turn. The current left turn from Penfold Street tends to be taken too fast and as stated above often leads to cars crossing the central line. The stop line at this junction to the right of the pump can be moved forward to enable better sight lines. It would appear it is at its current location due to the siting of a drain cover at the correct point.

By creating a recognised T junction would mean there is only one entrance into Penfold Street from Cawston Road which in turn means the priority at the one-way section can be reversed. It would also be appropriate to reduce the road width at this section further to try and stop cars ignoring the priority.

### Possibility of Implementation

This scheme would be costly and the Town Council are in the process of obtaining quotes and logistics for moving the pump. The unknown factor is what is under the pump in terms of the original well that served the town. The assumption is that it has been blocked up but this may not be the case. The scheme would need approval from Highways and the emergency services in view of the proximity of the fire station. Further work is required on the scheme but if implemented would make a considerable difference to this area of the town.

### 3. Cawston Road

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

#### Proposed Strategy

To mitigate this issue, the feasibility of implementing a double yellow line traffic regulation order (TRO) will be discussed with Norfolk County Council. This option would restrict parking along this section of Cawston Road.

It should be noted that any measure would require an enforcement agreement with Broadland District Council. The Town Council have consulted with Norfolk County Council and enquired about both yellow lines and resident parking areas. Norfolk County Council informed the Town Council that they only consider resident parking permits in the main urban areas of the county i.e. Norwich, Kings Lynn and Great Yarmouth. Yellow lines are a possibility provided they are requested by and paid for by the Town Council – see extract from Norfolk County Council website below.

#### Yellow lines and waiting restrictions

New restrictions will only be introduced by Norfolk County Council where there is a clear need and broad support. A legal Traffic Regulation Order has to be made before new restrictions can be introduced, and this can be a lengthy process, involving periods for consultation and legal challenge. Please contact your town council first as this will help to gauge support in the local community

The outline cost of yellow lines is £6000 but this can be used for multiple sites. The Traffic Group identified two further areas that would benefit from parking restrictions – Palmers Lane and Unicorn Yard. The Town Council have consulted the residents of these areas to gauge their views and will analyse them to decide whether to continue with this process.

The downside of implementing parking restrictions is three-fold. Firstly, displacement. If cars cannot park where they used to park they will move elsewhere. Secondly this can prove inconvenient for residents and their visitors and finally empty roads can lead to cars driving at faster speeds.

#### Possibility of Implementation

This will depend on the residents opinions and also any objections to the process when it starts. It is thought that once application is made it could still take 18 months to implement.

## 4. Market Place

The Market Place is the key retail and commercial centre of Aylsham. However as noted from survey responses, there is a growing issue with buses, specifically regarding their size and the resultant conflict with other road users. The existing nature of Market Place / Red Lion Street restricts two-way movements in places due to pinch points and road narrowing, resulting in the mounting of the footway, which causes increased levels of trepidation for pedestrians. This is illustrated below. Although buses often meet in the Market Place they are not timetabled to do so and is a result of delays along the route.



### Proposed Strategy

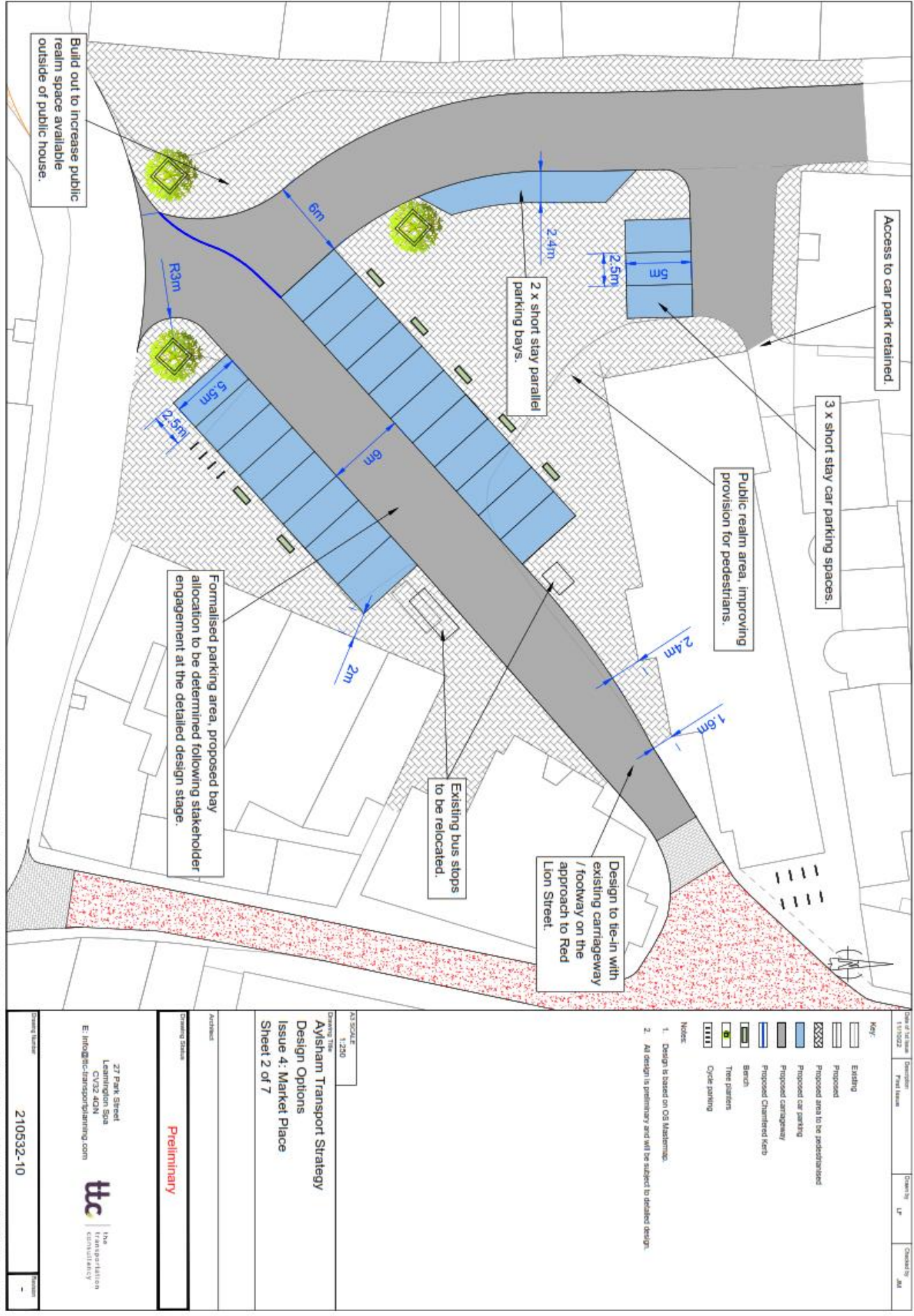
Following a review of the available options – ranging from closing to all traffic to keeping the status quo - a plan illustrating proposed changes to the Market Place arrangement is provided on the next page. The following design considerations have been proposed:

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

### Possibility of Implementation

This scheme would need to be agreed and then implemented by Norfolk County Council. Several market towns in the county (Diss, Harleston and North Walsham) have recently had similar schemes so this does not set a precedent. There is no indication of a likely timescale and with current budget restrictions this might take sometime to come to fruition.





Access to car park retained.

3 x short stay car parking spaces.

Public realm area, improving provision for pedestrians.

2 x short stay parallel parking bays.

Existing bus stops to be relocated.

Design to tie-in with existing carriageway / footway on the approach to Red Lion Street.

Formalised parking area, proposed bay allocation to be determined following stakeholder engagement at the detailed design stage.

Build out to increase public realm space available outside of public house.

- Key:
- Existing
  - Proposed
  - Proposed area to be pedestrianised
  - Proposed car parking
  - Proposed carriageway
  - Proposed Chartered Kiosk
  - Bench
  - Tree planting
  - Cycle parking

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

A1 SCALE  
 1:250  
 Drawing Title  
**Ayisham Transport Strategy**  
 Design Options  
 Issue 4: Market Place  
 Sheet 2 of 7

Architect  
**Preliminary**

Drawing Status  
**Preliminary**

27 Park Street  
 LEICESTER  
 LE1 1RU  
 E: info@tbc-transport.com

Drawing Number  
**210532-10**

## 5a. Burgh Road

Burgh Road and Red Lion Street were the two main areas of discussion at the Traffic Group Meetings. The amount of traffic on Burgh Road has increased considerably over the last few years and with proposals for further development opposite the petrol station which might include a new school, the amount of traffic will only grow. The changes made during the covid period had a serious impact on Oakfield Road as motorists were using this road rather than the more suitable diversion suggested. Oakfield Road sees a great deal of pedestrian use as it is a primary route to Aylsham High School for pupils. The footpath along Burgh Road is narrow and there is little room for two vehicles and pedestrians to pass safely. This means that vehicles regularly mount the path and the green verge is slowly being eroded by large vehicles. There was a suggestion of removing the grass area along Burgh Road but this was considered a retrograde step.

### Proposed Strategy

The initial suggestion was to make the road one-way. However, that was not considered a suitable option as it would once again lead to excess traffic on Oakfield Road which really is not suitable as a main thoroughfare. When discussing the issue with the local Highway Engineer the concept of creating a traffic light controlled one-way system from the junction with Oakfield Road to where the road bends further down Burgh Road was raised. This would enable the path to be widened to allow for full use by wheelchairs and those pushing prams. This would lead to fewer issues with the road getting blocked especially as it is a bus route. There have been instances when buses have been unable to pass parked cars causing problems. As this would affect Oakfield Road it would be made 'Access Only' to avoid further congestion. Residents of Oakfield Road were against making the road one-way as this was likely to increase speeds with drivers knowing vehicles would not be coming in the opposite direction.

### Possibility of Implementation

There is a high probability of this plan coming to fruition with the proposed development of the old car boot site.

## 5b. Burgh Road

Burgh Road is a busy road and lies between a large area of housing and the Recreation Ground and High School. A safe crossing of this road would be very welcome.

### Proposed Strategy

To install a zebra crossing at the entrance to the Recreation Ground.

### Possibility of Implementation

A request through the Norfolk County Council Parish Partnership scheme to fund this has been made. A decision will be known early in 2024.

## 6. Red Lion Street

As part of 'The Re-opening of the High Street' measures post-covid, Red Lion Street was made one way. This change caused a mixed reaction with some people vehemently opposed to it and others thinking it was excellent. The main drawbacks with the scheme were the effect on the bus service and the additional traffic that used Oakfield Road. The bus operator will not operate on a route which does not travel both ways. This effectively meant that the north of the town was without public transport.

However, the community engagement survey identified existing issues along Red Lion Street, particularly relating to the narrow carriageway width and the frequent encroachment by larger vehicles when attempting two-way movements. There were several requests for the street to be pedestrianised but a suitable diversion route for traffic could not be identified.

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

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

### Proposed Strategy

It has been observed that pedestrians with prams or wheelchair users cannot use the paths as they are too narrow for the wheelbase of these items. It is therefore suggested that the road should be on one level with demarcation paving to show the footpath. The area would also be designated a pedestrian priority area. Attached is a picture showing how this has been created in Diss.

Built out areas could be created, marked with bollards, to create pinch points that will only take one vehicle with the aim of slowing traffic down. At present vehicles will try and pass two-a-breast down the whole length leading to vehicles constantly mounting the footway.

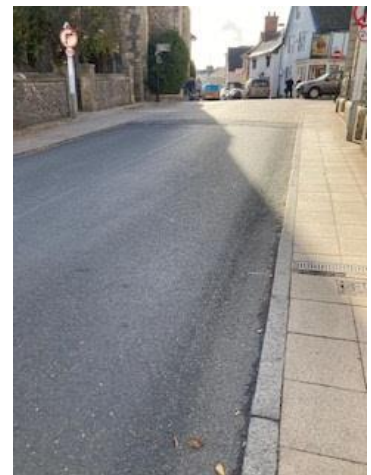


Figure 1 Pavement treatment in Diss

### Possibility of implementation

This scheme would need to be adopted by Norfolk County Council. However, similar schemes have been implemented in other towns in the county.



## 7. Pedestrian Crossing

A proposal to install a pedestrian crossing at the northern end of Red Lion Street (near the junction with White Hart Street), was considered the most favourable option. This would improve road safety at this busy junction especially for students from the High School.

### Proposed Strategy

Although this was generally held to be a positive concept, unfortunately the layout of the road was not accommodating for this. The road and footways near the junction are narrow and would not accommodate the beacons and bollards needed for a crossing. The impact on the footway would necessitate a narrowing of the road, making it one-way causing issues with traffic entering from White Hart Street. The area where the road was wide enough was further down the hill towards Cromer. This location was dismissed for two reasons. Firstly, traffic coming from the Cromer direction would approach the crossing immediately after a bend and secondly it was felt that people would not go in the opposite direction to use the crossing. A different concept was therefore needed. The crossing would be designated by paving rather than the traditional zebra/pelican style crossing – see below.



Figure 2 Hunstanton Pedestrian Crossing



Figure3 Illustration of possible crossing

### Possibility of Implementation

Either of these options would appear to be a simple installation but would need acceptance from Norfolk County Council. The increase in road safety would be a major factor.



## 8. Trails and Cycles

Aylsham is fortunate in having two long distance trails pass through the town – Weavers Way and Marriotts Way. Both these paths are well used and Marriotts Way in particular is used as an access to the town, supermarket and schools.

Additional cycle routes can only improve and encourage more people to cycle.

### Proposed Strategy

**Trails** - Marriott's Way whilst of an acceptable standard, mainly consists of an uneven surface in need of improvements.

The Aylsham Network Improvement Strategy (ANIS) identified a section of Marriott's Way for improvements, namely the section between Mileham Drive and Woodgate, as part of 'Walking and Cycling Corridor 1'.

Proposals for the works included the addition of lighting to improve safety, ramped accesses, and resurfacing. Since the ANIS publication, works to improve this section of Marriott's Way have been completed.

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

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

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

The possibility of a cycle lane to Norwich would be welcomed and encouraged.

Both of these proposals were also included in the Aylsham Neighbourhood Plan.

### Possibility of Implementation

As stated there has been work to the Marriotts Way but it was felt this did not extend far enough.

Improvements seem to need external grant funding as the maintenance budget for the trails system does not appear adequate to do anything but repairs.

Cycle routes are being encouraged throughout the UK and funding for these seems to be more plentiful.

## 9. Parking

Parking is often raised as an issue in the town. There are two car parks in the town centre, both currently offering free parking. There are also some bays at the Bure Valley Railway. All other parking is either in private car parks or on-street parking.

### Proposed Strategy

The car parks in Aylsham are owned and run by Broadland District Council. One car park has a four-hour stay and the other offers all-day parking. Neither car park is monitored which leads to an abuse of the time limits with cars being parked for many hours and in some cases permanently. The car park at the Bure Valley has designated spaces for users of the Bure Valley Walk but these are only available if the railway is open. Parking in the Market Place is limited to two hours and although this is monitored it is not regulated daily.

The Town Council is aware that there have been discussions at Broadland regarding making all car parks in the district paid parking. In view of this, the Traffic Group drafted a proposal which was adopted by the Town Council should paid parking be introduced.

This allowed for an element of free parking, arrangements for employees of local businesses and residents without designated parking.

Should the development at the old motel site be agreed, an area of land will be given to the Town council to create a 'transport hub.' The full details of this are still to be explored and agreed but should assist with removing some cars from the town centre which are parked while the owners catch the bus and spend time in Norwich.

The Town Council are also looking at another suitable area for creating a car park.

### Possibility of Implementation

The implementation will depend on the discussions at Broadland District Council and whether paid parking is to be introduced.

The Town Council will look wherever possible for additional facilities that could be used for parking but there is little scope for this at the moment.

## 10. Public Transport

The aim of this aspect of the strategy is to assist in the ease of access to buses throughout the town by working with Norfolk County Council to enhance bus service provision and improve passenger facilities.

### Proposed Strategy

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

Bus services in Aylsham are focused on the town centre, with two bus stops located in the Market Place, and other bus stops found on the key radial routes into Aylsham.

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

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

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

At the suggestion of a resident, all bus stops will be provided with a bus timetable.

### Possibility of Implementation

This scheme would depend on the work of the Bus Service Improvement Plan and how this progresses. The creation of an Aylsham Bus Partnership Board will depend on the willingness of the other potential partners. A request for bus timetables has been made but not yet implemented – this will be followed up.

# WHAT WAS OMITTED?



Over the time the Traffic Group was meeting, many elements were discussed but eventually dismissed. This is not the first time the traffic issues in Aylsham have been researched so in order to inform future discussions below are the concepts that were considered and rejected and the reasons why.

## **Matters discussed but not taken up**

**Source of information: all the published Minutes of Group Meetings from 29/09/21 to 26/04/23**

It was stated that discussions are needed with Highways regarding the issues that the developments, especially the Burgh Road one, will have on the town.

A Transport Assessment and Travel Plan will be written by the developer but is not yet available and there is no indication when it will be a public document and this may be received too late to really challenge and make a difference. This is an ongoing issue that is partly outside the Traffic Group remit but will be followed up by the Town Council.

## **Specific issues discussed: Burgh Road**

Residents of Burgh Road joined the group part way through the process to voice their concerns. Residents of Burgh Road had met to discuss the road issues and had prepared a report that was circulated to members. This report detailed the problems identified by residents as:

- Noise
- Erosion of green space
- Poor visibility exiting Burgh Road
- Lack of consultation
- Proof that people adapt as when the road was closed for gas works

They subsequently put together a proposal for making the road one-way. The initial concept was a full one-way but this was amended to suggest a one-way section midway down Burgh Road leaving two-way access to the car park and Forster Close to ease further potential problems. The report also recommended that Oakfield Road be made one-way, and also included the provision of a crossing and a cycle way. Residents of Oakfield Road were strongly opposed to the suggestion of making it one-way. The fact it is two-way reduces traffic speeds. Also the bin lorry cannot use the Burgh Road junction as the turning circle is not big enough. The possibility of making it a cul-de-sac was also discussed with no conclusion reached. There was concern about the impact on Sir Williams Lane and photographs were circulated showing cars mounting paths and marks on footways showing continued breaches. Another suggestion was to make Sir Williams Lane one-way as well but the same direction as Burgh Road thus forcing drivers to use the preferred routes of the bypass and Norwich Road. The crossing at Forster Way was considered a good project and details of type of crossing will follow later in the process.

Burgh Road give-way: No serious problems with this remaining at present but Burgh Road is going to be an issue once the new development is built.



## **Penfold Street Give Way**

There was support for reducing carriage width providing this did not cause issues for the Black Boys and other residents. The group did not agree with /understand the argument for keeping the current priority. The stopping up of the section of Penfold Street south of the island was thought to be unworkable. The proposal here was to reclaim some of the road for pedestrians by closing the road to the side of the pump near Concept Carpets. This idea was welcomed but there was concern regarding larger vehicles including the fire engine making the turns.

## **Red Lion Street**

Red Lion Street is a busy road with narrow footpaths and the consultant's first concept was to remove as much traffic as possible. Although this would disperse traffic onto other roads, he felt the other roads could accommodate them. Any changes to Red Lion Street to make it one-way would not affect the width of the road as in places it only just meets the current criteria for a one-way street.

It was thought that Burgh Road would be more of an issue than Red Lion Street once the school and houses are built and a long discussion on this matter took place. Any reduction in traffic on Red Lion Street would influence other roads and the restrictions put in place during Covid showed that these were in the main adverse and increased traffic on roads that were not suitable for any additional traffic i.e. Oakfield Road, Petersons Lane and Rawlinsons Lane.

The consultant stated that the brief was about catering for more than the car and to make the town centre better for pedestrians. This could only be achieved by removing some vehicle movements. This matter caused a lot of debate and the proposals were not welcomed as the dispersal of vehicles was seen to still be a problem. It was felt that making Red Lion Street a pedestrian priority route would not work as was proven during the Covid arrangements. The impact of displacing the traffic had not been fully discussed and the Access Only signage suggested for Oakfield Road would have little or no impact as was proved in 2020. It was also felt that mixing pedestrians with buses could be a serious issue and could lead to some unwanted results.

Residents on Red Lion Street advised they did not receive details of the recent consultation. A member of the group was adamant that he leafleted every home and this once again shows that communication is difficult as people do not always notice or read information sent to them.

As Red Lion Street is exceptionally narrow consultants advised that traffic calming would likely cause more of an issue with congestion, and vehicle on vehicle conflict. The suggestion from the consultants was to omit Red Lion Street from the strategy and retain as a two-way road.

Some members felt that all options had not been explored sufficiently and were very opposed to this and felt that more could be done to increase pedestrian safety. Suggestions made and discussed during the meeting would either cause more issues or would not be allowed by the Highway Authority. The consultant agreed to look into this again and see if there was anything he could suggest. The prospect of lights was discussed but the consultant advised this was against design principles and would create queues at either end.

There was discussion about the additional signage, which was not universally welcome nor was the wish for roundels on the road. A different surface, cobble type but suitable for walking and cycling, which can be more indicative for drivers than signs was welcome. Also the possibility of removing the pavements could be considered.

A real problem area for pedestrians is when they leave the shops and businesses on Red Lion Street and it was thought some form of signage on the inside of shops could be considered. This maybe a way of really connecting with the business community.

It has been generally acknowledged by the group that although it would be good if Red Lion Street was pedestrianised or made one-way the implications for other roads make this impractical. The report stated that the area of issue was from Peggs Yard through to the junction of White Hart Street. This is the narrowest part of the road and is the limit of visibility when entering Red Lion Street from the north. The proposals were as follows:

- Different colour tarmac possibly with pedestrian silhouettes added to show this is a high pedestrian area
- Declare the street a pedestrian priority area (but not exclude vehicles)
- Provide appropriate signage
- Introduce a yellow box but with no priority stated

The coloured tarmac was considered favourable as was the signage. However, there was a dislike for the introduction of a yellow box as it would not be aesthetically pleasing and could be an issue with the conservation officer.

After discussion it was considered that white lines showing the road narrowing might be a better option. It has been generally acknowledged by the group that although it would be good if Red Lion Street was pedestrianised or made one-way the implications for other roads make this impractical.

It was agreed to organise a meeting with the Highway Engineer for the town to look at the suggestions for Burgh Road, Market Place, Red Lion Street and Penfold Street. Sue Catchpole agreed to contact him to discuss this.

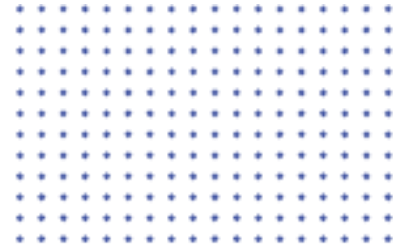
### **Public Transport**

Transport Hubs: The group was basically in favour of this but much more research would be needed. The consultant's strategy advises that the Town Council should engage with the County Council and the bus operator to form an Aylsham Bus Partnership Board.

### **Northern Bypass**

A suggestion of using the old railway line (Weavers Way) as a basis for a northern bypass was discussed. This was not taken forward as the costs would be excessive and it is therefore extremely unlikely to come to fruition.

# NEXT STEPS



## **Aylsham Traffic Group**

The Aylsham Traffic Management Group recommends this document to the Town Council for adoption. The Group have spent over two years trying to find workable and practical solutions for issues with traffic problems in the town. One of the issues they acknowledged early in the process is that not all problems can be fixed due to the layout of the town centre and the location of buildings and existing road network. There are some areas where a change would make things better for some and worse for others. This is especially true of users of public transport and pedestrians compared to car drivers. The possibility of two new developments should lead a Transport Assessment and Travel Plan written by the developers but this is not yet available and there is no indication when it will be.

## **Aylsham Town Council**

Aylsham Town Council will receive this document at the September 2023 meeting. A decision as to whether to adopt it will be made either at the September or October meeting.

## **Consultation and Implementation**

Once the document has been adopted work will begin in consulting with Highways over implementation. Before any changes detailed in this document are made the public will be consulted to gauge their views. It is important that members of the public, however they use the road network, respond so an accurate picture of the needs of the residents can be formed.

***Thank You***

If you would like this document in large print

or in any another format

please contact

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September 2023