



NEWS RELEASE

20 May 2024

Major bus travel improvements proposed in Great Yarmouth

Residents in Great Yarmouth are being asked their views on Norfolk County Council's latest proposals to improve public transport across Great Yarmouth in a public consultation launched this week.

Funded through the government's Bus Service Improvement Plan (BSIP) the proposed changes seek to make bus journeys quicker and more reliable, separate buses from general traffic and boost the local economy by enabling buses to travel in both directions through the interchange at the Market Gates shopping centre.

The project would see new bus stops and crossing points created as well as a number of changes to current highway arrangements across neighbouring streets to improve traffic flow across the town in support of the overall aim.

Councillor Graham Plant, cabinet member for highways, infrastructure and transport, said: "Through our Bus Service Improvement Plan we're committed to improving bus services and sustainable transport facilities across the county and this proposal represents another major investment in Great Yarmouth which seeks to build on the fantastic progress we've already made with the low fare cap and a number of new and enhanced bus services introduced across the region.

"Herring Bridge has already made a massive difference to traffic flows around the town and these proposals seek to capitalise on this shift to ensure our bus infrastructure is fit for purpose to support the future growth of the region with all of the wider investments currently being made".

Residents can view more information on all of the changes proposed within the wider project and complete an online survey at www.norfolk.gov.uk/marketgates

Due to the size of the area covered by the proposals a number of large scale plans are also available to view with hard copies to take away if required from any of the following locations:

- Market Gates Shopping Centre
- Great Yarmouth Town Hall
- Kingsgate Centre, Queen Anne's Road
- Shrublands Community Café, Magdalen Way, Gorleston
- Great Yarmouth, Gorleston or Caister Library

A list of frequently asked questions are available on the project webpage and you can also email tfnorfolk@norfolk.gov.uk or call the council directly if you have any questions about the proposals or require information in an alternative format.

The consultation is live until Sunday 16 June and the project webpage above will be kept up to date with the latest progress and information.

Piers Marlow, Managing Director of First Bus East of England: "We welcome this latest proposal to improve public transport across Great Yarmouth, brought forward by the Enhanced Partnership between the council and local bus operators. This scheme will be funded through the government's Bus Service Improvement Plan (BSIP) and is a significant step toward making bus journeys quicker and more reliable for our passengers.

"We encourage all residents to participate in this consultation and share their views on these important changes."

Councillor Mike Smith-Clare, local county councillor for the area said: "Please participate in this consultation in order for your views to be heard. I'm committed to not just listening to them but more importantly working with residents to improve their local area".

This project is part of a series of improvements aimed at improving bus journey times and reliability of services across the public transport network.

Funding for the project is through the county council's Bus Service Improvement Plan (BSIP), which was awarded nearly £50m from the Department for Transport (DfT) to improve bus services and infrastructure facilities throughout the county, including in Norwich, King's Lynn and Great Yarmouth.

ENDS

- All improvements delivered under the Norfolk's Bus Service Improvement Plan so far including those in Great Yarmouth can be viewed here: [How we're improving bus services - Travel Norfolk](#)
- The first infrastructure scheme to be delivered in Great Yarmouth under BSIP funding is currently under construction at the Rail Station. Further information here: www.norfolk.gov.uk/gybuslink
- A public consultation on infrastructure improvements to speed up traffic flow on Southtownroad is also underway and live until 28 May: www.norfolk.gov.uk/southtownroad
- Single journey fare caps are currently set at £1.50 in Great Yarmouth and £2 countywide

Norfolk County Council Net Zero

Encouraging more people to use the bus travel and other sustainable options is key to our ambitious aims of achieving net-zero in Norfolk by 2030.

Norfolk County Council has committed to achieve 'net zero' carbon emissions on its estates by 2030, but within its wider area, to work with partners towards 'carbon neutrality'. This also supports the government's ambition for a net zero country by 2050.

We will achieve this by implementing carbon conscious ways of working across our buildings and supply chain; putting in place the right infrastructure across the county to support the move towards net-zero; and by working together with partners to lead and inspire our colleagues, citizens, communities, and businesses to take action and play their part in protecting Norfolk for future generations.

For political comment

For details of cabinet members, committee chairs and agendas, please see: www.norfolk.gov.uk/cabinetandchairs
Group leaders' and councillors' contact details are available at: www.norfolk.gov.uk/countycouncillors

For further information please contact:

Communications Team at Norfolk County Council

Tel: 01603 228888

Email: pressoffice@norfolk.gov.uk