

15th September 2021



Dear A47 Alliance Member,

We in Norfolk have consistently made the case that the A47 needs to be dualled to ensure continued economic success.

Two years on from the A47 Alliance's Parliamentary Reception, in June 2019, we believe it is time to once again to make the case for investment in this major piece of infrastructure. We want to ask for your support and participation in our campaign to get the A47 back onto the agenda and back into the plans of the Minister of State for Transport.

To that end, Norfolk County Council want to work with you, as members of the A47 Alliance, local media, local businesses, Members of Parliament and our partners to resurrect the Just Dual It campaign, this time with the simple message: Just Fund It.

Will you work with us, and with our local media, to make the case for the dualling of the A47? With the forthcoming spending review – planned for October – we have an opportunity for government to commit to infrastructure and to help us Build Back Better.

We'll be working to promote the various different ways that dualling the A47 will have, on:

- Travel and Safety
- The Economy and Environment
- Business and Investment.

We'll also be urging people to complete the National Highways Route Strategies feedback tool at <https://highwaysengland.co.uk/our-work/our-route-strategies/> and asking everyone to take part in a Social Media Day of Action on **Wednesday 13 October**, to use the power of Social Media and the hashtags #JustDualIt and #JustFundIt to make the strength of support for dualling the A47 clear to everyone, including those making the decision about investment in our national highways network.

What do we want to see happen?

As the A47 Alliance has previously agreed, we ask that government:

- Provide funding for whole route dualling in the comprehensive spending review, phased over a number of years
- Direct National Highways to deliver, promptly, each section as it is approved.

Why does the A47 need dualling?

The A47 is a very important road: it carries traffic across East Anglia from the Midlands and the north of England, catering for residents, visitors and businesses alike. It is also part of National Highways' network that has not received significant investment in the past to bring it up to standard, meaning that today it is not fit for purpose.

Improvements here would help unlock potential across a large area, bringing forward much-needed new housing and new jobs. Don't just take our word for it: we asked businesses across the region for their views what a fully dualled A47 could do for them.

- 95% said it would reduce inefficiencies and delays travelling
- 90% said it would attract more customers
- 88% said it would allow them to invest with confidence

Beyond that, we know that dualling three key areas of the A47 – dualling Peterborough to Wisbech, the Acle Straight and Tilney to East Winch, the A47 Alliance's agreed priority projects – would:

- Unlock 125,000 houses and 75,000 jobs
- Create £330m+ uplift in gross value added from new employment
- Generate over £200m of benefits from enhanced productivity
- And Reduce additional costs to businesses due to delays, estimated at £27m for haulage companies.

What we ask of you:

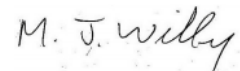
We want to request your support for this campaign and ask you to help make the case for A47 dualling, raising our voices so we can be heard. We are grateful for support in any shape or form. Some ways we suggest you take action are:

- Taking part in the Social Media Day of Action on **Wednesday 13th October** when we will use the power of social media to tweet and post **#JustDualIt** and **#JustFundIt**, grabbing the attention of as many people as possible and spreading the word about the need for A47 dualling
- Email us a quote stating why A47 dualling is vital for you. We can then share this in our campaign to present the case for dualling
- Sharing and re-tweeting A47 Alliance and Norfolk County Council posts calling for dualling
- Complete the National Highways Route Strategies feedback tool <https://highwaysengland.co.uk/our-work/our-route-strategies/> to highlight why the dualling the A47 is vital.

Together we have already secured real investment in this crucial road. We are keen that we do not lose momentum, and that the government commits to further investment to ensure we fulfil our aspiration for full dualling, with appropriate grade separation, all along the A47.

It's no secret that we were disappointed at the lack of further funding from government when they announced the trunk road programme for 2020 to 2025, and now is the time to put forward the case for full dualling clearly and as a united alliance representing interests all the way from Peterborough through to Lowestoft.

Yours faithfully



Cllr Martin Wilby

Norfolk County Council Cabinet member for Highways, Infrastructure and Transport
Chair of the A47 Alliance

