

Anglia Square, Norwich Transport Assessment: Commercial Framework Travel Plan

Dated March 2022

**Weston
Homes**





MARCH 2022

Commercial Framework Travel Plan

Anglia Square, Norwich

Iceni Projects Limited on behalf of Weston Homes Ltd.

March 2022

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HOMES LTD.

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Commercial Framework Travel Plan
ANGLIA SQUARE, NORWICH

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1. INTRODUCTION

- 1.1 This Commercial Framework Travel Plan (CFTP) on behalf of Weston Homes Plc (the Applicant) in support of a hybrid (part full/part outline) planning application, (the Application), submitted to Norwich City Council (NCC) for the comprehensive redevelopment of Anglia Square and various parcels of mostly open surrounding land, (the Site), as shown within a red line on drawing 'ZZ-00-DR-A-01-0200'.
- 1.2 The Site is located in a highly accessible position within the northern part of Norwich City Centre and comprises a significant element of the Anglia Square/Magdalen Street/St Augustines Large District Centre, (the LDC). It is thus of strategic importance to the City, and accordingly has been identified for redevelopment for many years within various local planning policy documents, including the Northern City Centre Area Action Plan 2010, (NCCAAP), (now expired), the Joint Core Strategy for Broadland, Norwich and South Norfolk 2014, (JCS), and NCC's Anglia Square and Surrounding Area Policy Guidance Note 2017, (PGN). The Site forms the principal part of an allocation (GNLP 0506) in the emerging Greater Norwich Local Plan (GNLP).
- 1.3 This application follows a previous application on a somewhat smaller development parcel, (NCC Ref. 18/00330/F) made jointly by Weston Homes Plc as development partner and Columbia Threadneedle Investments, (CTI), the Site's owner, for a residential-led mixed use scheme consisting of up to 1,250 dwellings with decked parking, and 11,000 sqm GEA flexible ground floor retail/commercial/non-residential institution floorspace, hotel, cinema, multi-storey public car park, place of worship, and associated public realm and highway works. This was subject to a Call-in by the Secretary of State (PINS Ref. APP/G2625/V/19/3225505) who refused planning permission on 12th November 2020, (the 'Call in Scheme').
- 1.4 In April 2021, following new negotiations with Site owner CTI, Weston Homes decided to explore the potential for securing planning permission for an alternative scheme via an extensive programme of public and stakeholder engagement, from the earliest concepts to a fully worked up application. The negotiations with CTI have secured a "Subject to Planning" contract to purchase the Site, (enlarged to include the southeastern part of Anglia Square fronting Magdalen Street and St Crispins Road), which has enabled a completely fresh approach to establishing a redevelopment scheme for Anglia Square. This has resulted in a different development brief for the scheme, being to create a replacement part of the larger LDC suited to the flexible needs of a wide range of retail, service, business and community uses, reflective of trends in town centre character, integrated with the introduction of homes across the Site, within a highly permeable layout, well connected to its surroundings.

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- 1.5 The new development proposal seeks to comprehensively redevelop the Site to provide up to 1,100 dwellings and up to 8,000sqm (NIA) flexible retail, commercial and other non-residential floorspace including Community Hub, up to 450 car parking spaces (at least 95% spaces for class C3 use, and up to 5% for class E/F1/F2/Sui Generis uses), car club spaces and associated works to the highway and public realm areas (the Proposed Development). These figures are maxima in view of the hybrid nature of the application. This proposes part of the scheme designed in full, to accommodate 367 dwellings, 5,808 sqm non-residential floorspace, and 146 car parking spaces (at least 95% spaces for residential use, and up to 5% for non-residential use), with the remaining large part of the Site for later detailed design as a “Reserved Matters” application, up to those maxima figures.
- 1.6 This CFTP provides NCC, and Norfolk County Council (NCoC) as the local highway authority, with the framework for the Travel Plan to be implemented for the commercial element of the Proposed Development, which will be secured via a planning condition / legal agreement.
- 1.7 This CFTP therefore relates directly to the commercial element of the Proposed Development, and is applicable to the entirety of the commercial development, with the plan being implemented with the first phase of commercial units. A separate Framework Travel Plan has been prepared for the residential element.
- 1.8 The Site is currently at the planning application stage and therefore not occupied by the proposed commercial use, which remains flexible as part of this hybrid planning application. As such, the employee and visitor travel patterns cannot be exactly determined at this stage. This CFTP has therefore been produced to provide an overarching, site wide approach to promote and encourage sustainable travel at the Site as a whole.
- 1.9 As part of the planning application submission, details regarding bus, cycle and pedestrian requirements for the Site have also been provided within an associated Transport Assessment (TA).
- 1.10 This CFTP identifies a range of outline initiatives to increase and encourage the use of sustainable modes of travel to and from the commercial units proposed on the Site, which will be supplemented by targets as necessary.
- 1.11 This CFTP represents a commitment by the developer to encourage that the measures proposed are adopted. Once planning permission is confirmed, the occupier will submit a detailed Travel Plan (TP) prior to occupation that is in accordance with this CFTP. These outline initiatives will be reviewed and agreed for inclusion within the TP once the development is occupied.

What is a Travel Plan?

- 1.12 Travel Plans provide a long-term management strategy to support sustainable and active travel at new developments. Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the development.
- 1.13 The TP is therefore essentially a series of initiatives that are introduced by an organisation to provide all users of a development with an enhanced range of sustainable transport opportunities. The overriding objective of a TP is to reduce the level of single occupancy car use for all journeys and to maximise the use of other sustainable forms of travel such as walking, cycling and public transport.

2. SITE DESCRIPTION AND SUSTAINABLE TRAVEL MODES

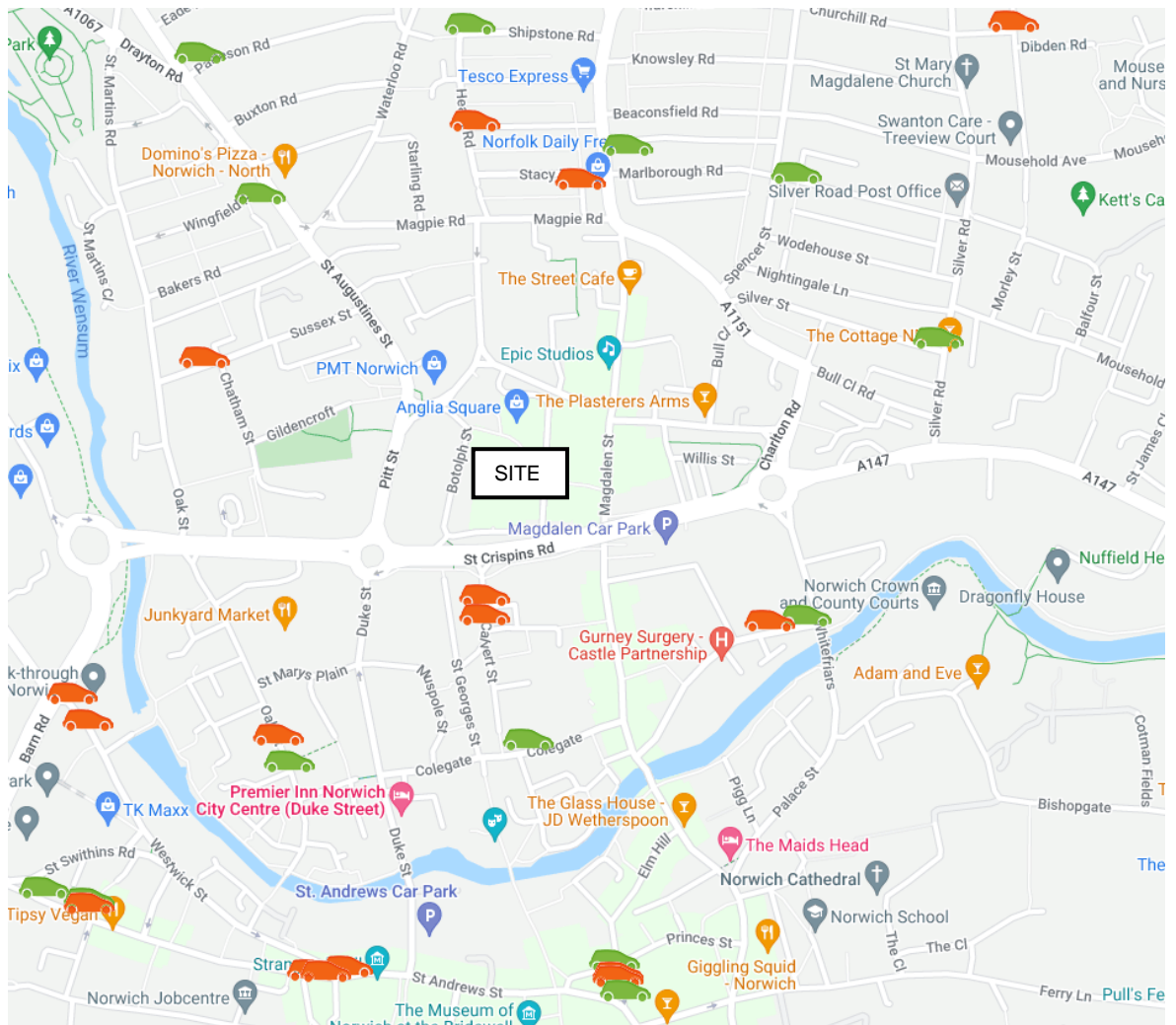
Site Location

- 2.1 The main site area (Anglia Square) is bounded by New Botolph Street and Pitt Street to the west, Edward Street to the north, Magdalen Street to the east and St Crispin's Road to the south. The Site comprises the entirety of the land within this area, except for a vacant two storey retail unit (the former Barclays Bank) site within the north-eastern corner of the site and the two storey Surrey Chapel site within the south-west frontage of the site (which are both in separate ownerships). In addition, the Site comprises a parcel of land to the northwest of New Botolph Street/west of Edward Street, and an area of land to the north of Edward Street and west of Beckham Place, both currently unsurfaced and used for surface-level car parking.
- 2.2 A full description of the site location and local highway network / accessibility of the site is provided within the TA which accompanies this application.

Car Clubs

- 2.3 Norwich, and the wider Norfolk area, benefits from car club provision in the form of 'Norfolk Car Club', which provides access to vehicles available on a pay-as-you-go basis, operated by Co-wheels. There are a number of cars already available within Norwich, as well as more areas that have designated bays ready to accommodate a car when one becomes available. The location of these car clubs within the vicinity of the Site is shown in **Figure 2.1**, with the active vehicles shown as green, and the designated bays as orange.

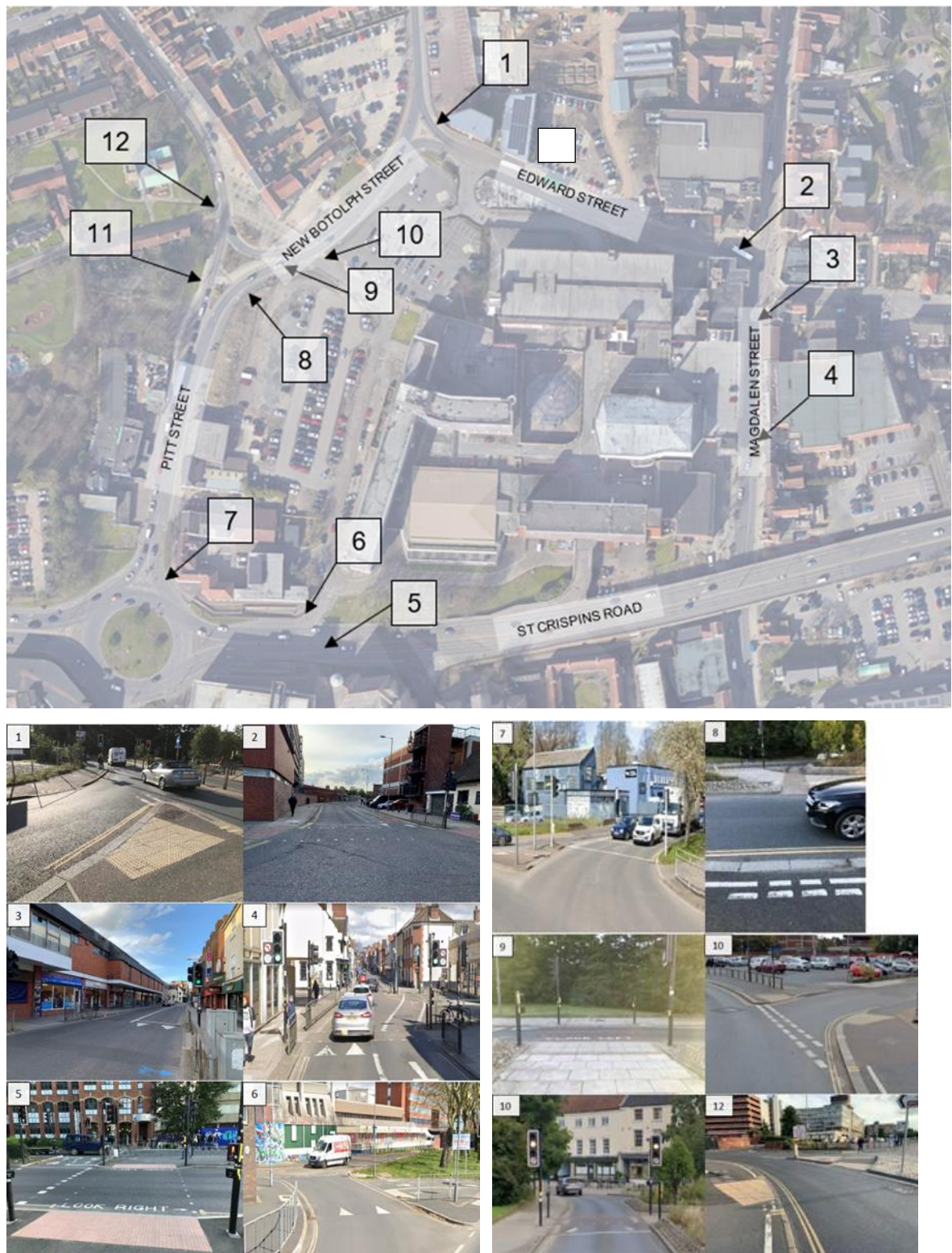
Figure 2.1 – Local Car Club Provision



Walking and Cycling Connectivity

2.4 Given the site's location within Norwich City Centre, it benefits from immediate access onto the established network of pedestrian footways which connect to multiple modes of public transport and the array of local amenities. Footways within the immediate vicinity of the Site are predominantly of good width, well-lit and in good state of repair. There also several pedestrian crossing facilities available within the vicinity of the Site, which are detailed in **Figure 2.2**.

Figure 2.2 – Local Crossing Facilities



2.5 With regards to cycling, the Site benefits from having a number of cycle routes within its vicinity which provide connections to the centre of Norwich, the train station, employment and leisure areas, amongst a number of other local amenities as well as the wider cycling network. Details of the main local cycle routes surrounding the Site are as follows:

-
- A shared cycleway / footway currently runs along the eastern side of Edward St, this becomes an 'on-road' route along the northern boundary of the Site before joining Magdalen Street where the 'Lakenham Pedalway' links to the City Centre with a southbound cycle / bus Lane. In addition, the 'Cringleford Pedalway' extends to the north along Magdalen St and also runs south into the City Centre.
 - A shared cycleway / footway currently also runs along the western boundary of the Site along Pitt Street which joins up with the shared cycleway / footway facilities to the west along St Crispins Road, and south along Duke Street.
 - A shared cycleway / footway also exists on the southern side of St Crispins Road which runs east west and connects Magdalen Street with the Pitt Street Junction.
 - Additionally, a cycle route continues in a southerly direction from St Crispins Road, utilising St Georges Street.

2.6 The NCC cycle route map is included at **Appendix A1** for reference, although it should be noted that this plan does not appear to show the cycle routes available along Botolph Street, St Crispins Road, Pitt Street and St Georges Street, which were noted from on-site observations.

Public Transport Accessibility

2.7 The Site benefits from a high number of bus stops located within the immediate vicinity, as shown in the extract from NCoC Interactive Map in **Figure 2.3** which plots the bus stops as red dots. As can be seen, there are a cluster of bus stops on Magdalen Street which provide access to the majority of services, but also further stops on Edward Street and then Maple Road / Aylsham Road heading north.

Figure 2.3 – Local Bus Stops (Red Dots)



- 2.8 These bus stops provided access to a multitude of services, providing frequent bus access to a range of destinations, as shown by the network route map attached at **Appendix A2**.
- 2.9 Norwich Railway Station, which provides access to rail services operated by Greater Anglia and East Midlands Rail, is located approximately 1.5km to the south east of the Site. The station can therefore be reached within less than a 20-minute walk or a circa 5-minute cycle ride.
- 2.10 From this station, trains provide a direct service to London, as well as other key destinations such as Ipswich, Cambridge, Nottingham, Manchester and Liverpool.

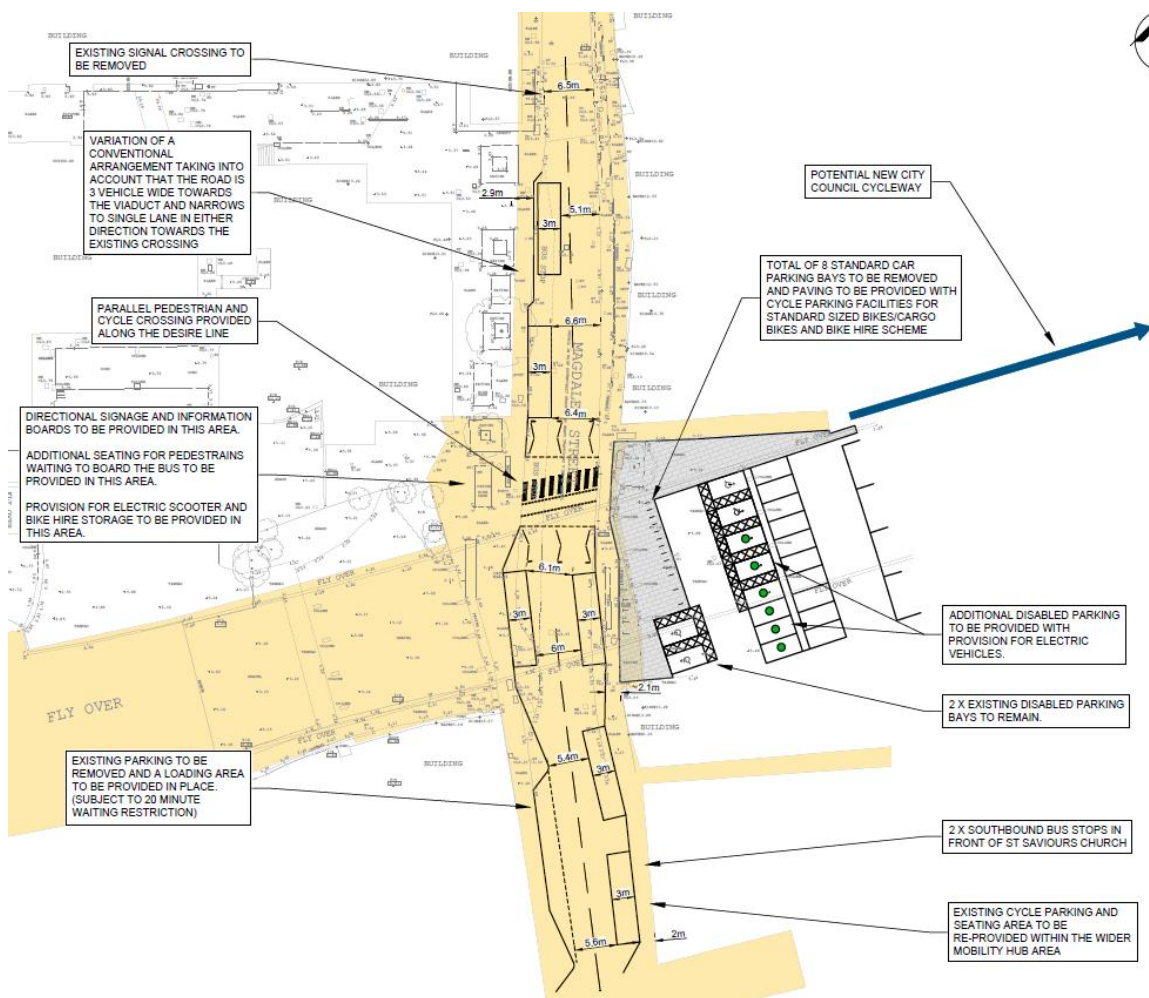
Scheduled Improvements

- 2.11 In conjunction with the preparation of this planning application, discussions have been held with NCC, NCoC and various other stakeholders regarding the provision of a 'Mobility Hub' on Magdalene Street. However, this will be subject to a separate planning application and is not being delivered by the Applicant.
- 2.12 Notwithstanding, it is acknowledged that all parties are looking to bring this facility forward and therefore it is expected to be approved and implemented within the near future.

2.13 The potential proposals are shown in **Figure 2.4**, and the potential improvements / changes include:

- Provide a total of 6 bus stops (3 x northbound and 3 x southbound) to increase capacity and ensure buses can stop within dedicated areas.
- Revision to Magdalen Street car park to provide improved public realm area, including a generous amount of cycle parking provision. This will also include conversion of standard spaces to disabled parking, and the provision of active electric charging points for electric vehicles.
- Provide a parallel pedestrian and cycling crossing on Magdalen Street to follow the desire line between the Site and the existing pedestrian route to the east, with NCC having aspirations to upgrade to a cycleway.
- Removal of the existing crossing on Magdalen Street to facilitate the new crossing mentioned above.
- Provision of cycle hire facilities (including for electric bikes), modern public signage, information boards, seating, lighting and planting.

Figure 2.4 – Potential Mobility Hub Improvements



2.14 Whilst these changes do not form part of this planning application, it is clear there is an aspiration to make these changes from all parties and it is therefore expected that there will be a significant improvement to the quality and quantity of sustainable transport and public realm within this area over future years.

2011 Census Data

2.15 The TA also includes a review of local 2011 Census data available. **Table 2.1** provides a summary of the modes of travel to work that are used by local workforce based on this data.

Table 2.1 Method of Travel to Work Census Data (Norwich 007)

Mode of Travel	Percentage Split
Rail	4%
Bus	31%
Taxi	1%
Motorbike	2%
Car Passenger	11%
Cycling	11%
Walking	40%
Other	0%
Total	100%

2.16 The data therefore demonstrates that for the existing workforce travelling to the area there is a high usage of sustainable modes of transport, with 86% either walking, cycling or using the bus or rail services. It is therefore considered that there is a strong precedent set within the area to travel using these sustainable non-car modes.

3. OBJECTIVES AND TARGETS

The Focus of the Travel Plan

- 3.1 This CFTP is focussed on employees and visitors of the Proposed Development and the majority of measures proposed are intended to encourage them to decrease their reliance on private car travel, instead utilising the excellent sustainable transport facilities available within the vicinity of the Site.

Objectives

- 3.2 There are several objectives that the implementation of this CFTP, and the future finalised TP, is intended to help fulfil. These objectives are:

- To influence the travel behaviour of employees and visitors;
- To generate fewer single-occupancy car trips than would otherwise be the case by encouraging a modal shift in travel;
- To help improve the health of occupiers; and
- To ensure sufficient facilities are available to accommodate the journeys that would otherwise be undertaken by the private vehicle.

Targets

- 3.3 The objectives set out above provide the structure for the CFTP. Where applicable, targets can also be included within a CFTP to help achieve the objectives. Targets are measurable goals which provide an assessment criteria to determine the progress of the TP, and are therefore essential for monitoring the success of the TP. Targets should be designed to be SMART (Specific, Measurable, Achievable, Realistic and Time-bound).

- 3.4 It is considered that targets can fall under two categories; quantifiable actions i.e. a modal shift in transport or non-quantifiable actions i.e. achieving something by a certain milestone.

- 3.5 The targets for this development will be finalised within the TP, however, the below provides an early indication on what these are likely to be:

- Appointing a Travel Plan Co-Ordinator (TPC) prior to the first occupation of the Site;
- Undertaking a monitoring survey on an annual basis, starting from a year after first occupation. This will include undertaking initial surveys to determine the baseline travel splits for the Proposed Development;

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- Reduce the percentage split of vehicular trips by a set percentage, to be determined within the TP once initial baseline surveys have been undertaken;
 - Promote the opportunities to travel by public transport, walking and cycling for visitors to the Site.

3.6 To help achieve these targets, the following sections set out how the TP will be managed and what measures will be implemented. Consideration will need to be given towards both the targets and their monitoring as the intention is to provide a development from the outset with low car use. As such, subsequent shift may be difficult to achieve and this will require discussion with officers.

Travel Surveys

3.7 In order to ensure the TP remains focussed and applicable to the Proposed Development, it will be essential to undertake travel surveys. Initially, this will be required to determine the baseline, which will help inform the targets of the TP as set out above, and then moving forward the surveys will allow for monitoring. The monitoring via the surveys will illustrate the impact of the TP measures, and whether they are helping to achieve the intended targets. Should the future travel surveys demonstrate that the targets are not due to be met, then revised measures could be set.

3.8 In order to determine the baseline data, travel surveys will therefore be undertaken 6 months after first occupation of the commercial units to allow a sufficient sample size to become available.

3.9 An example of the Travel Survey is attached at **Appendix A3** for reference, to illustrate the types of questions that will be asked. The Travel Survey will be provided to the manager of each individual commercial unit, who will then be tasked with asking their staff to complete it.

4. TRAVEL PLAN MANAGEMENT

4.1 In order to ensure that the CFTP and subsequent TP are as successful as possible it is essential that it is managed in such a way that all parties are aware of the aims, objectives and options available to them in terms of travelling to the site using sustainable modes of transport. It is essential that there is a point of contact for the employees / visitors and the local authority and also a driving force behind the implementation of the measures contained within the plan. To achieve this, a TPC will be appointed.

The Travel Plan Co-ordinator and Associated Support

4.2 It is proposed that the TPC will be a named individual staff member at the managing agents appointed by the management company for the development, who will commence this role on first occupation of a commercial unit. The principles of this CFTP and TPC is intended to continue through all phases of development.

4.3 The role of the TPC will be as follows:

- To promote and encourage the use of travel modes other than the car.
- To provide a point of contact and travel information for employees / visitors.
- To ensure that all relevant information is provided to the occupiers and that up-to-date information is clearly displayed on the TP notice boards, website, etc.
- To arrange for travel surveys to be undertaken where necessary.

Monitoring and Review Mechanisms

4.4 An objective of the CFTP is that there will be an on-going improvement process including annual monitoring to be conducted at the end of each year for a 5-year period. As stated previously, this process will start 6 months after first occupation, when the first surveys will be undertaken to provide the baseline data. The monitoring will then be undertaken on the anniversary of this date each year. The TPC will form a contact point for communication with the local authority who will be involved in the monitoring process.

Sustaining Interest

4.5 It is important to sustain interest and commitment to the CFTP to ensure its success. The TPC will need to be proactive in ensuring information is available and up-to-date. The TPC will also need to ensure that employees / visitors are aware of the TP and the travel options available to them.

Marketing and Communication

- 4.6 In addition to the initiatives already outlined with the CFTP, there will need to be an ongoing marketing and communication of information following on from the launch.
- 4.7 It is proposed that each commercial unit will receive a 'Welcome Pack' following occupation of their dwelling, which will include a summarised version of the TP and all relevant information on public transport facilities, car club facilities, local walking routes, cycling networks and contact details for local taxi operators.
- 4.8 The TP will be continually marketed through the provision and updating of travel information. It is considered that this travel information can be provided on notice boards within the respective units.

Funding

- 4.9 The implementation of the TP is to be funded by the overarching management company for the commercial development. This will include all costs associated with the implementation, management, marketing and monitoring of the TP.

5. TRAVEL PLAN MEASURES

5.1 Where applicable, measures can be included in a CFTP to help achieve the targets / objectives. These measures are set out in this chapter and predominantly include initiatives to promote increases in the use of cycling, walking and public transport. CFTPs are evolving documents that need to remain adaptable to changing working practices and local conditions. Therefore, the list of measures is by no means exhaustive and additional measures could be identified and implemented in the future, which will form part of the ongoing monitoring process.

5.2 These measures will be implemented and encouraged by the TPC as necessary.

Measures to increase the use of public transport

5.3 Increased accessibility to, and use of, public transport is considered to be a key element of any TP. As detailed within the TA, the Site benefits from excellent public transport accessibility, with a wide range of bus services accessible within the immediate vicinity, and rail facilities from Norwich railway station also accessible. The welcome packs to be provided to all commercial units will include up-to-date public transport information, including bus / train timetables and company contact information.

Measures to encourage cycling

5.4 Cycle parking will be provided across the development as appropriate which will ensure that cycle parking facilities are available for all staff and visitors in safe and secure locations. The provision of cycle parking will be monitored by the TPC and if demand is consistently met then further spaces will be provided. This in itself is likely to encourage cycle use, which will then be further promoted via the provision of information on the local cycle network routes and details of local cycle stores. Lastly, as detailed in the TA, the Proposed Development includes significant improvements to the local cycle network, both in terms of crossing facilities and routes within and near the Site which connect to the existing, external network.

Measures to encourage walking

5.5 Pedestrian access and connectivity throughout the site is to be enhanced via the provision of dedicated pedestrianised routes and the provision of crossing facilities to connect with the local pedestrian network. Employees will be made aware of the pedestrian network available to them and also what facilities are available within a reasonable walking distance.

Measures to promote the Travel Plan

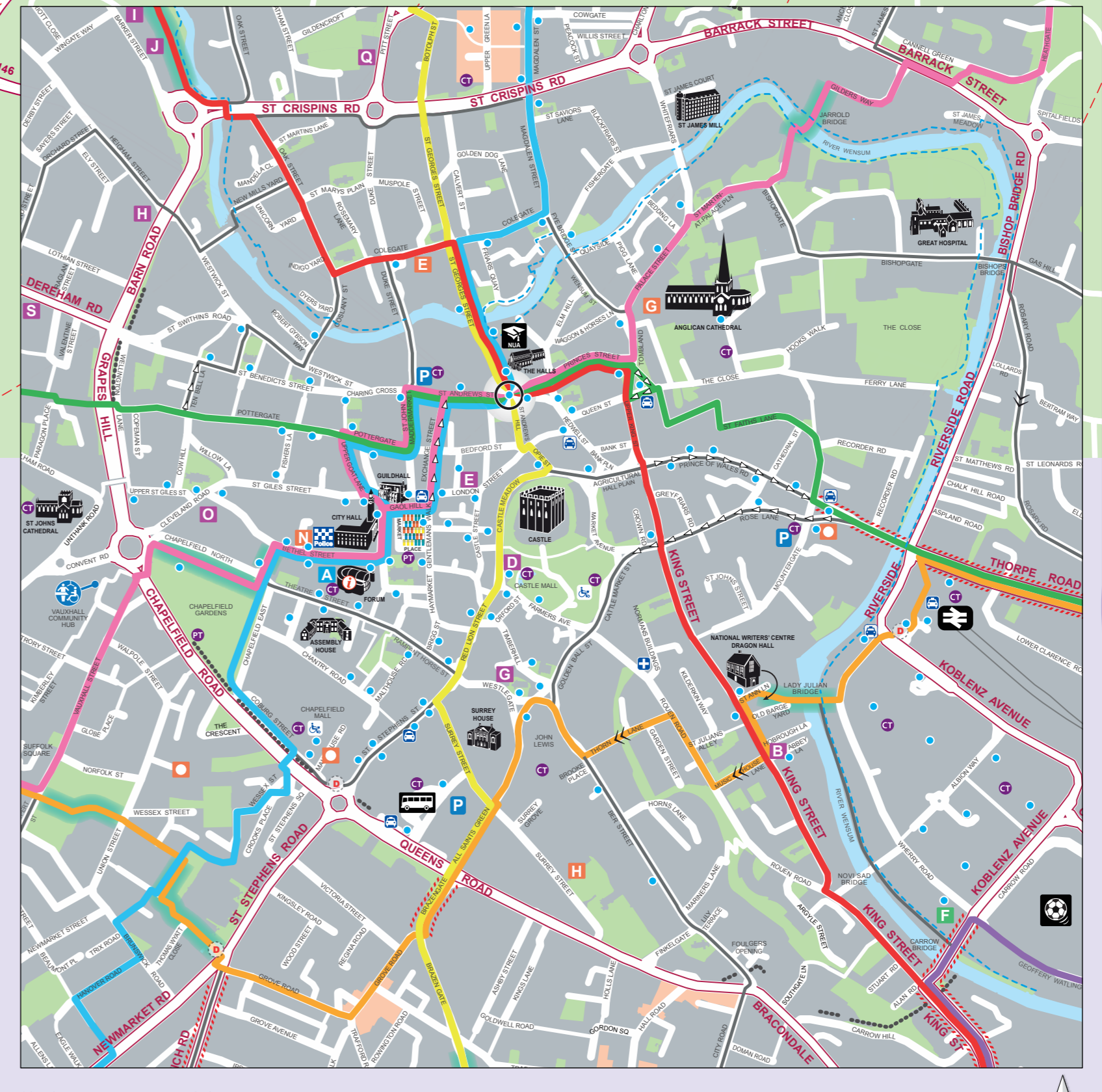
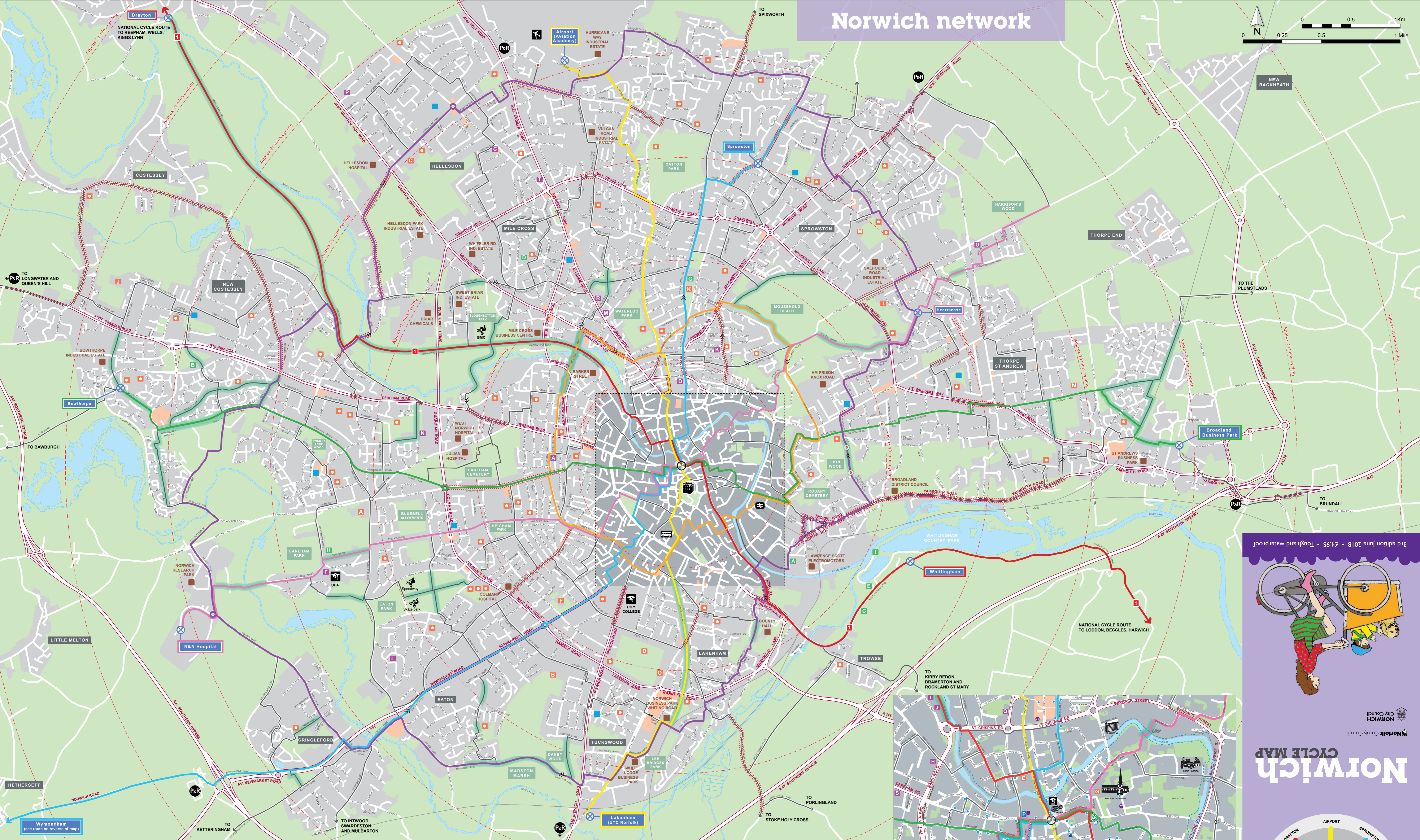
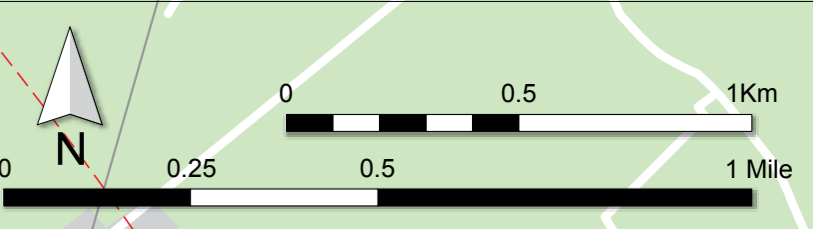
- 5.6 In order to ensure the TP is successfully promoted to occupiers of the commercial units, the Management Company should consider developing a website which will provide a digital base for the information as detailed above. This website would also include information on the reasons for the development of the TP and provide updates as part of the monitoring progress.

6. SUMMARY & CONCLUSIONS

- 6.1 The measures and initiatives recommended within this CFTP are considered to be sufficient to encourage employees / visitors to travel in a sustainable manner by promoting and securing initiatives and incentives which would minimise the need to travel by private car.
- 6.2 The monitoring and review process will ensure the CFTP and subsequent TPs remain live documents and will sustain the necessary efforts for it to reach its objectives.
- 6.3 This framework identifies that the site has good opportunities for employees / visitors to use existing modes of transport other than the car.
- 6.4 Taking all of the above into account, it is considered that this proposed development not only has good access to the existing walking, cycling and public transport networks, but will also ensure that with the additional measures incorporated as part of the development, occupiers will be encouraged to use modes of transport other than the car.
- 6.5 The final TP should be secured via S106 agreement as could any appropriate contributions towards off-site physical enhancements to sustainable travel.

A1. NCC CYCLE ROUTE MAP

Norwich network



Norwich and beyond great to explore by bike

The pace is right to spot a bargain in a quirky shop, pause for a conversation with a friend in the park, or explore a neighbouring beauty spot. The city is compact, making it manageable to ride from the edge to the centre in under twenty minutes. For those looking for more leisurely rides, the Broads, Loddon and Wymondham can be discovered in a few hours.

Welcome to the cycle network!

It features seven pedalways, each represented by a colour. Five cross the city from one side to the other and meet in the middle at St Andrew's Plain. Two others encircle the city – orange near the centre and purple on the edge. They are complemented by neighbourhood routes that help you get around from your home to schools and shops. Four looping leisure rides – circulars – take you into the beautiful countryside around Norwich. Discover Norwich and beyond.

Happy pedalling!

How to use this map

Planning your route
Use this side of the map for planning your route within Norwich. It shows where the pedalways go and how they relate to facilities. The main routes are coloured and the colours can be found on signs and stickers along the way.

Turn over to see four looping leisure rides that take you out into the beautiful countryside and neighbouring towns.

Route conditions

The quality of the network varies from place to place and we are implementing a long-term plan to improve it. The maps show the busy traffic areas and the traffic-free parts of the pedalways and leisure routes so you can match your route to your level of cycling confidence and skill. The traffic-free parts are usually shared with pedestrians so please be considerate and use a bell. Their surfaces can also be slippery, uneven or unlit so please take care. Some parts of the network are privately owned and not maintained by the city or county councils.

Pedalways

- Bowthorpe ↔ Broadland Business Park
- Drayton ↔ Whittingham (National Cycle Route 1)
- Lakenham ↔ Aviation Academy
- N&N Hospital ↔ Heartsease
- Wymondham ↔ Sprowston
- Inner circuit
- Outer circuit
- Neighbourhood routes
- St Andrew's Plain (centre of the network)
- ⊗ Pedalway destination

Cycle network route conditions

- ⊗ Cyclists dismount
- One way
- Route along busy road (with speed limit over 20mph and without off carriageway option)
- Steep hill (arrows point uphill)
- Traffic free path

Attractions and facilities

- ✈ Airport
- 🚏 Bus station (including cycle hire)
- 🏰 City wall
- 🚴 Cycle sport venue
- 🚲 Cycle stand parking
- ⚽ Football stadium
- 🎓 Higher and further education
- 🛍 Local shopping centres
- 🅑 Long stay secure cycle parking
- 🏥 NHS walk in centre
- 🛒 Norwich Market
- 🅑 Park & Ride (cycle parking available)
- 🚶 Riverside walk/pathway
- 🚻 Toilets, public and customer
- 🗺 Tourist Information Centre
- 🚉 Train station (including cycle hire)

Schools

- ⓐ First, infant or primary
- ⓑ City Academy Norwich
- ⓒ City of Norwich School
- ⓓ Hellesdon High
- ⓔ Hewett Academy
- ⓕ Jane Austen Free School
- ⓖ Norwich High School for Girls
- ⓗ Norwich School
- ⓓ Notre Dame
- ⓓ Open Academy
- ⓓ Ormiston Victory Academy
- ⓓ Sewell Park Academy
- ⓓ Sir Isaac Newton 6th Form
- ⓓ Sprowston Community Academy
- ⓓ Thorpe St Andrew School
- ⓓ Wherry School

Sports facilities

- ⓐ Carrow Park
- ⓑ Football Development Centre
- ⓒ Norwich Snowsports Club
- ⓓ Norman Centre
- ⓔ Norwich Rowing Club
- ⓕ Riverside Leisure Centre
- ⓖ Sewell Park Academy Sports Centre
- ⓗ UEA Sports Park
- ⓓ Whittingham Outdoor Education Centre

Bicycle shops

- ⓐ A.P. Cycles
- ⓑ Bicycle Links
- ⓒ Cycleservices
- ⓓ Cycle Republic
- ⓔ Cycles UK
- ⓕ Dr. Bike @ UEA
- ⓖ Evans Cycles
- ⓗ Freemans
- ⓓ Go Outdoors
- ⓔ Halfords
- ⓕ John Borwell
- ⓖ Leisure Cycles
- ⓗ Mandarin
- ⓓ Not About The Bike
- ⓔ Pedal Revolution
- ⓕ Sorens
- ⓖ The Bike Man
- ⓗ Wilco 'Bike' (Aylsham Rd)
- ⓓ Wilco 'Bike' (Dereham Rd)
- ⓔ Wilco 'Bike' (Reepham Rd)
- ⓕ Wilco 'Bike' (Salhouse Rd)

Employment areas

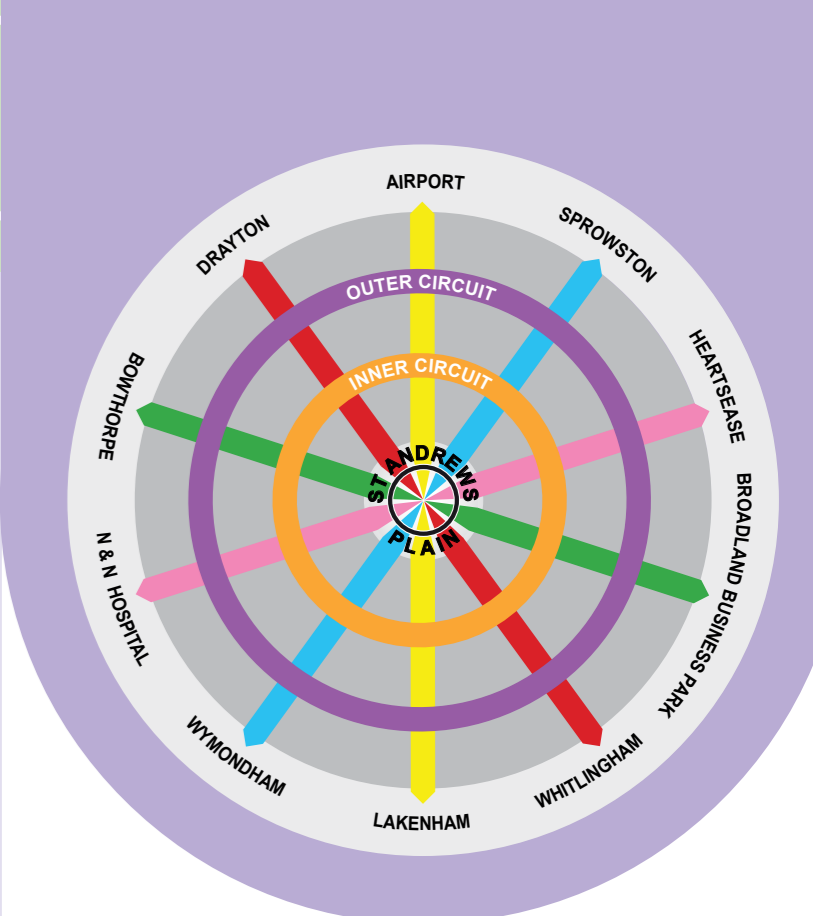
- Libraries

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Norwich City Council
Norfolk County Council

NORWICH CYCLE MAP



Supported by:

- Broadland District Council
- South Norfolk
- Transport for Norwich
- NEWANGLIA
- Department for Transport
- PUSHING AHEAD
- NORWICH CYCLING CAMPAIGN

Marriott's Way circular

22.6 miles / 36.4 km

1. Train Wood – the site of Norwich City Station

Train Wood is the site of Norwich City Station, one of three mainline stations that once served Norwich. It was the end of William Marriott's M&GN railway line and you can follow it on a bike through Hellesdon, Drayton and Thorpe Marriott and seek out the remaining platforms, gates and mile markers along the trail.

2. The A-Frame bridge at Drayton – views along the Wensum Valley

The first section of Marriott's Way to Drayton runs through the Wensum Valley Special Area of Conservation. The landscape hosts rare and protected birds, reptiles, mammals, plants and invertebrates. Up to ten bat species have been recorded on evening forays. The railway bridge offers great views back along the river; you might be lucky enough to see water voles and otters.



Broads circular

24.5 miles / 39.4 km

3. Catton Park

Catton Park is a beautiful 70 acre country park that was the first commission of Humphry Repton as a landscape gardener. It is open at all times for people to wander through the open wildflower meadow and explore the woodland.

4. Ranworth Church and Broad

St Helen's Church, sometimes called the 'Cathedral of the Broads', dates from 1450 and contains painted images of saints on one of the finest tower screens in England. You can climb the church tower and look out across the Broads' landscape. Nearby is a boardwalk leading to Ranworth Broad, which passes through woodland and reed-bed habitats. At the end is the thatched and floating visitor centre run by Norfolk Wildlife Trust.



Loddon circular

29.6 miles / 47.7 km

5. Loddon

Loddon sits at the heart of the southern Norfolk Broads and its lively history is reflected in its Georgian and Victorian architecture – reminders of an age when graceful wharves brought trade to Loddon along the River Chet. It's a centre for boating with shops, cafes, pubs and a market.

6. Caistor roman town

Venta Icenorum was founded in the valley of the River Tas during the AD60s. It was the largest and most important Roman centre of northern East Anglia. The archaeology of the site continues to be investigated to further unlock its history. Why not hop off your bike and tour the site on foot?

Wymondham circular

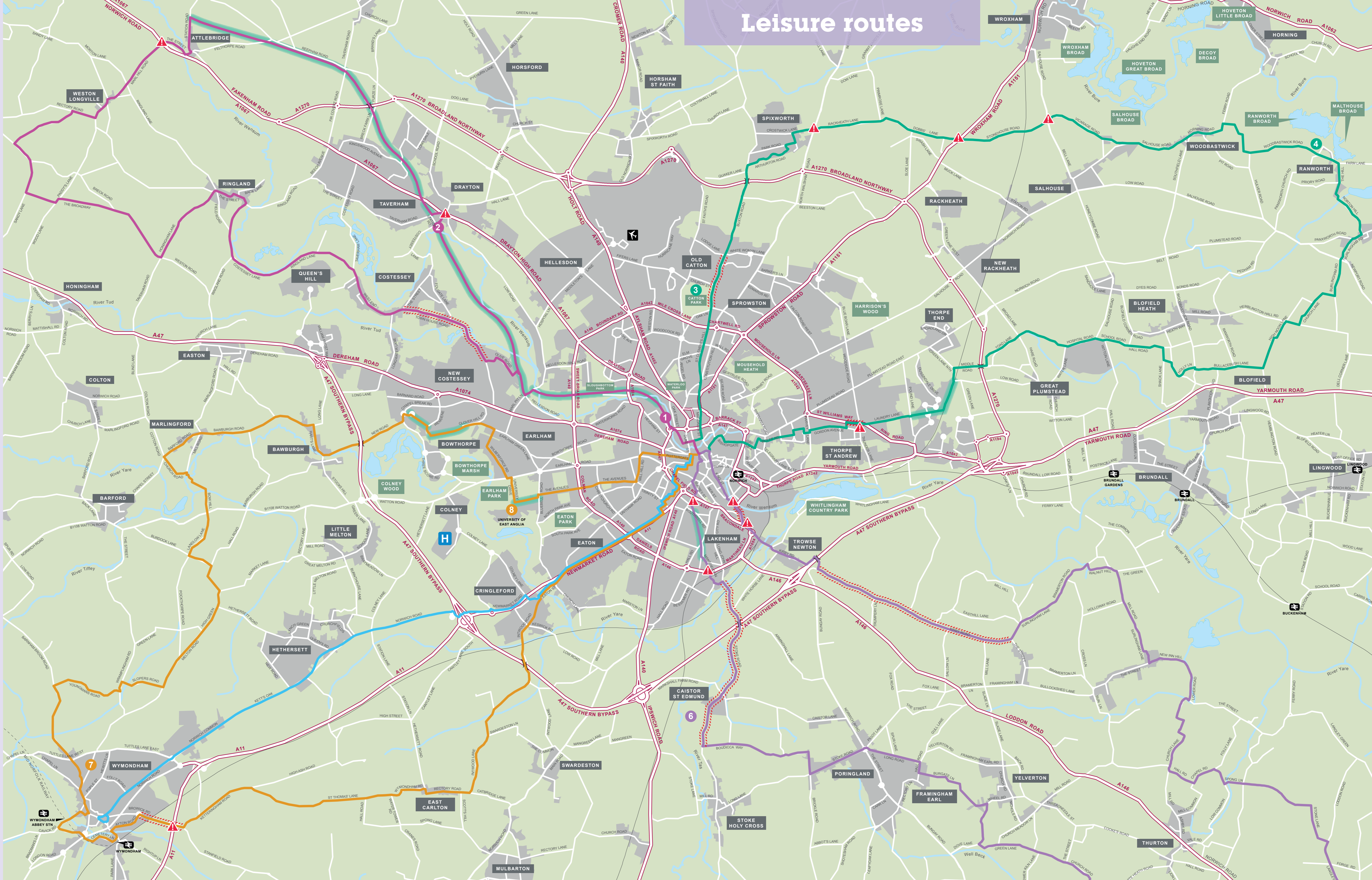
28.1 miles / 45.2 km

7. Wymondham

See inset map and text to the right.

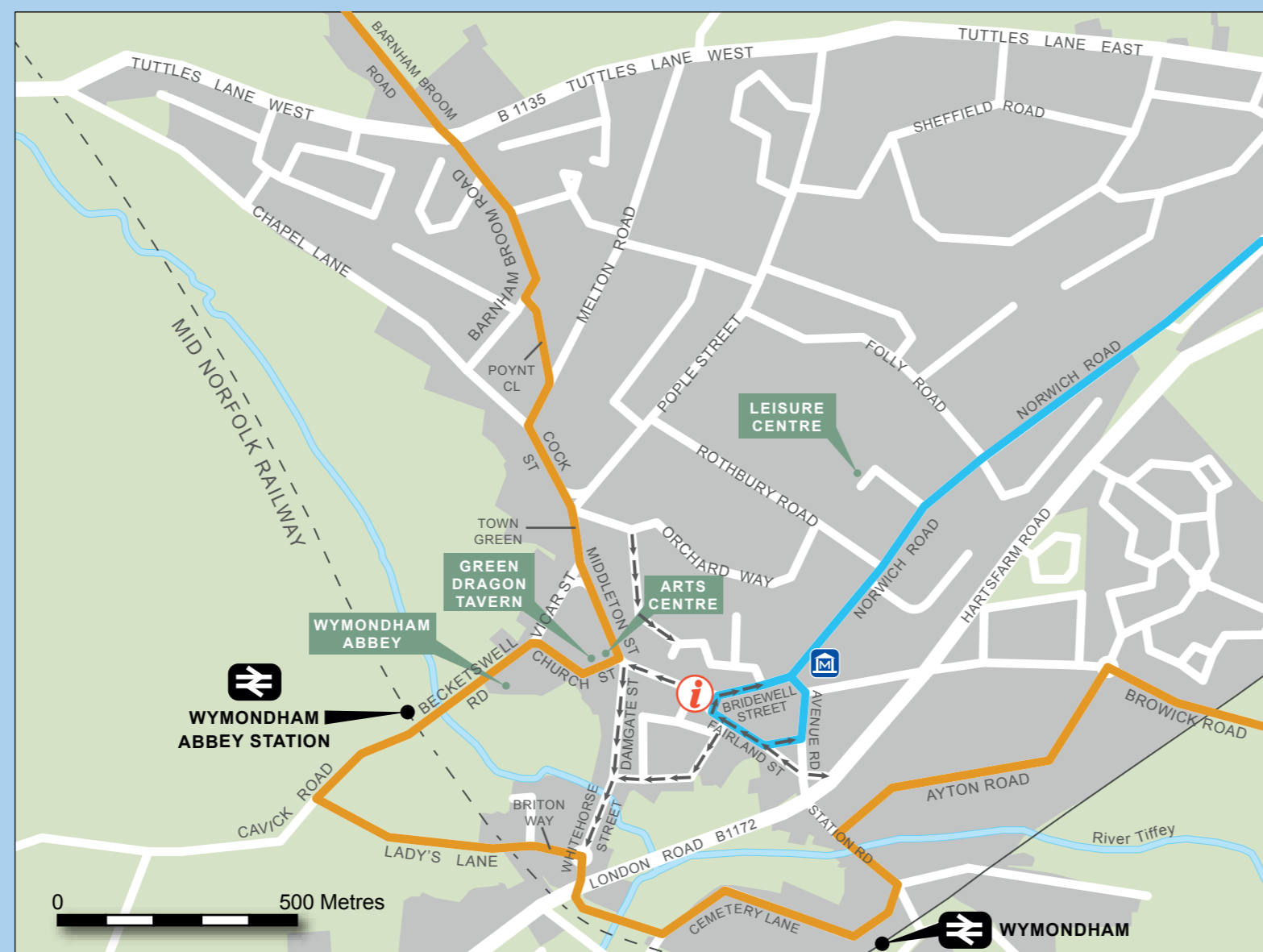
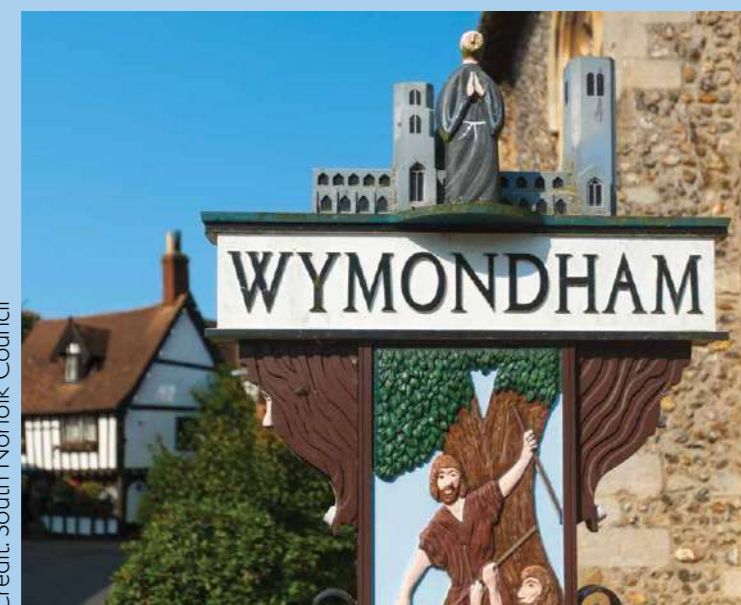
8. University of East Anglia (UEA)

UEA has more than 15,000 students. The campus is located in 320 acres of rolling parkland punctuated by architecturally ambitious buildings and a growing collection of sculpture. Denys Lasdun's Zigurat and Norman Foster's Sainsbury Centre for the Visual Arts face the University Broad and the valley of the River Yare. The centre contains wonderful artworks and places to eat. Another fine building is Earlham Hall, once home to the Gurney family of Quaker bankers, which sits in the middle of Earlham Park. On the edge of the park is the Enterprise Centre, the greenest building in the UK, distinctively faced with straw bales.



Wymondham

Wymondham is a thriving market town ten miles south-west of Norwich. At its heart is a 17th century market cross, which is occupied by the tourist information centre. Wymondham is also home to the magnificent 900 year old Wymondham Abbey with its carved angels, the Green Dragon tavern dating back to the 14th century, an arts centre and a heritage museum. You can also take a steam train on the mid-Norfolk heritage railway from Wymondham Abbey to Dereham. It is a good place to break up your ride to refuel at a cafe or pub. You can also return to Norwich by train.



Cycle network route conditions

- Bridge/tunnel over/under Broadland Northway/Southern bypass
- Busy junction or location (on leisure route, take particular care)
- One way traffic
- Route along busy road (without off carriage way option, take particular care)
- Traffic free path

Attractions and facilities

- Airport
- Hospitals
- Tourist Information Centre
- Train station
- Wymondham Heritage Museum

Leisure Routes

- Marriott's Way Circular
- Broads Circular
- Loddon Circular
- Wymondham Circular
- Blue pedalway (direct route to Wymondham)

Disclaimer

The routes shown on the map are subject to change as the network develops. Some sections may be affected by construction activity and only become available later in 2018. No responsibility will be accepted by the publishers of this map for any loss, harm or injury resulting from its use.

Feedback

What are your thoughts about this map? Please give us your feedback here:

www.bit.ly/NorwichCycle



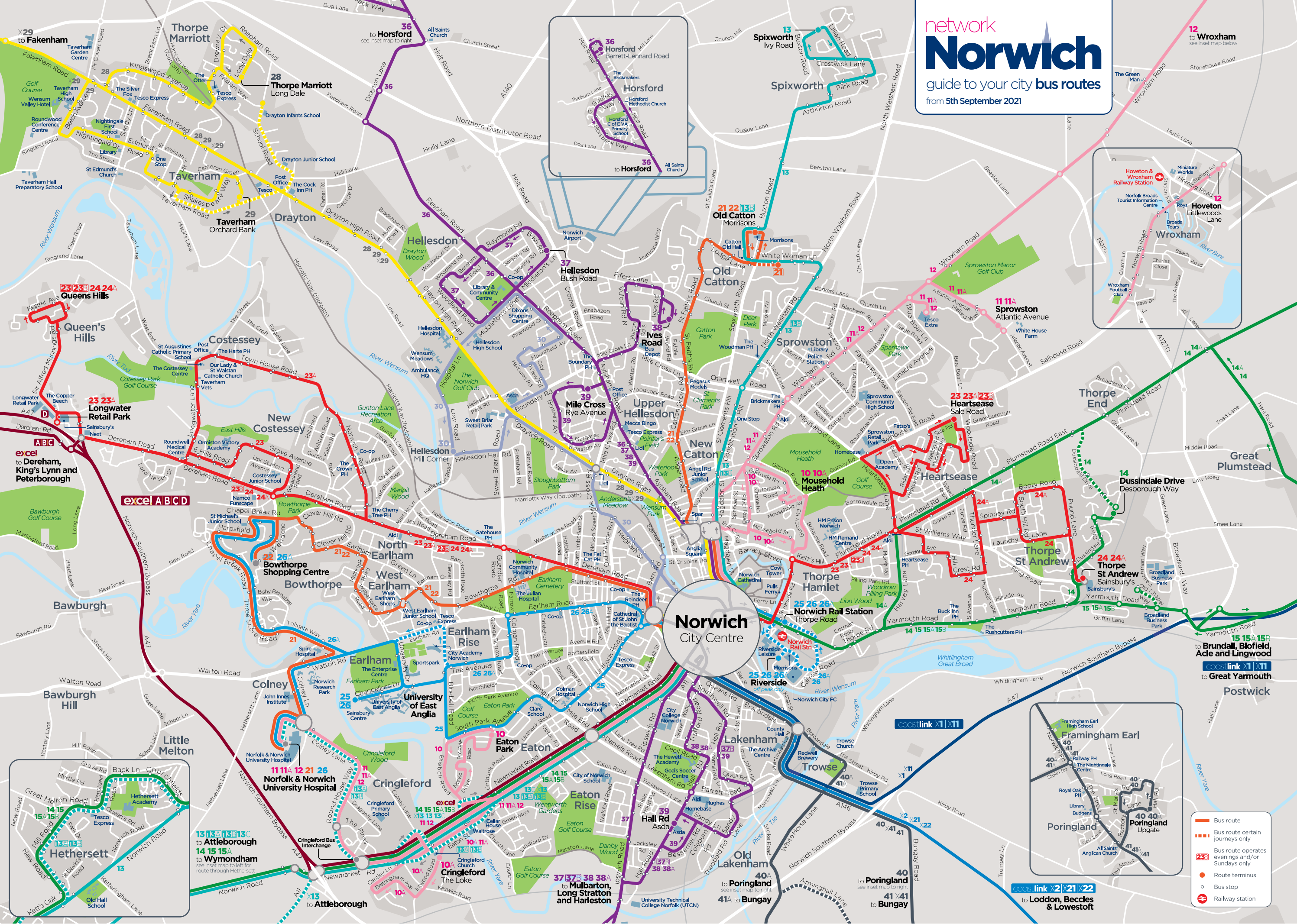
0 0.5 1 2 3 Kilometres

0 0.5 1 2 3 Miles



A2. BUS INFORMATION

network
Norwich
 guide to your city bus routes
 from 5th September 2021



- Bus route
- - - Bus route certain journeys only
- 23 24 Bus route operates evenings and/or Sundays only
- Route terminus
- Bus stop
- ⊕ Railway station

All information given in this leaflet, including stops, routes & frequencies are correct at 05/09/21. We reserve the right to modify these during the life of this publication. Please check our website (firstbus.co.uk/easterncounties) for up to date information.

you can check out the timetables for all routes at firstbus.co.uk/easterncounties

where to catch your bus in Norwich city centre



all change...

If you're changing buses in the city centre, you can find the best place to make the switch using the chart to the right and the map above.

your city centre bus stops in

PINK LINE 10 11 12				
towards Household Heath	BC	CB	CP	
towards Eaton or N&NU Hospital	BR	CU	CP	
towards Sprowston & Wroxham	BB	CD	CM	
TURQUOISE LINE 13				
towards Wymondham & Attleborough	BP	CR	CP	
towards Old Catton & Spixworth	BB	CD	CM	
GREEN LINE 14 15				
towards Hethersett & Wymondham	BP	CR		DL
towards Dussindale or Brundall	BA	CC		DA
ORANGE LINE 21 22				
towards Bowthorpe		BE	CT	CP
towards Old Catton		BJ	CF	CM
RED LINE 23 24				
towards Costessey		BE	CT	DL
towards Heartsease		BH	CF	DA
BLUE LINE 25 26				
towards the University of East Anglia		BM	CS	DL
towards the Rail Station & Riverside		BK	CC	DA
YELLOW LINE 28 29 X29				
towards Taverham, Thorpe Marriott & Fakenham	BA	CB	CM	
PURPLE LINE				
towards Lakenham, Mulbarton or Long Stratton	BS	CV	CP	
towards Hellesdon, Horsford, Mile Cross & The Boundary	BD	CE	CM	
CHARCOAL LINE 40 41 X41				
towards Poringland & Bungay	BQ			
service 30				
towards Heigham St & Hellesdon		BE	CR	

daytime frequency guide

network **Norwich** buses run about every shown in mins

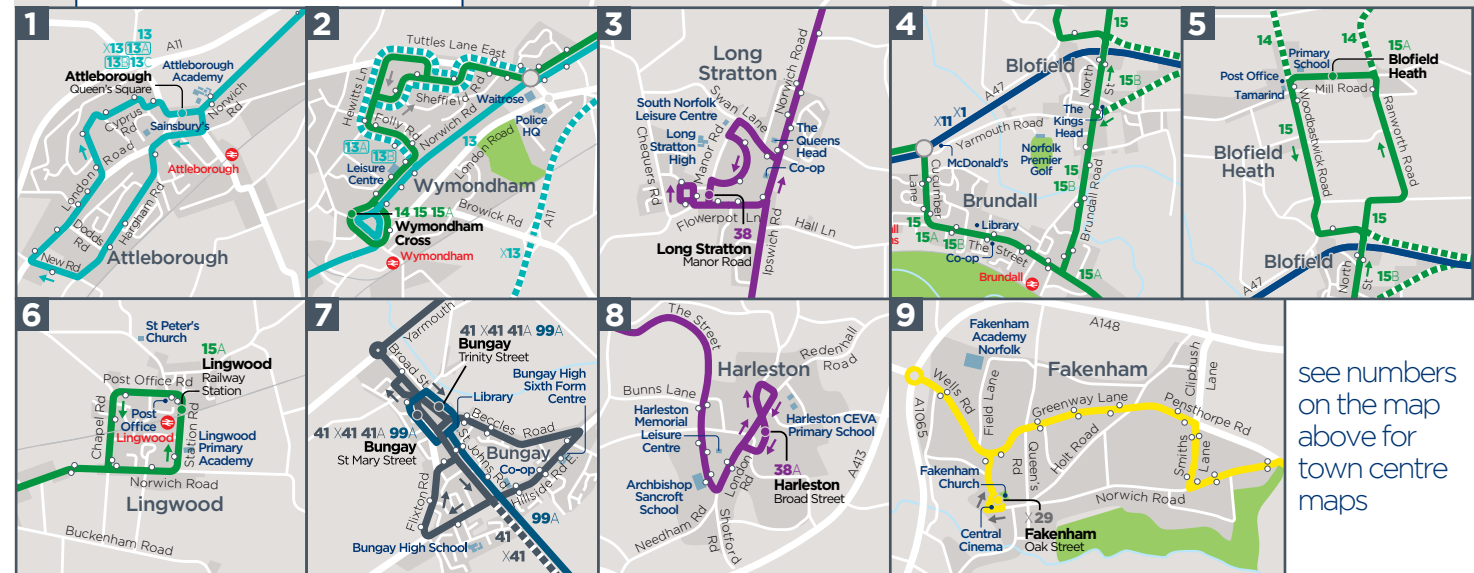
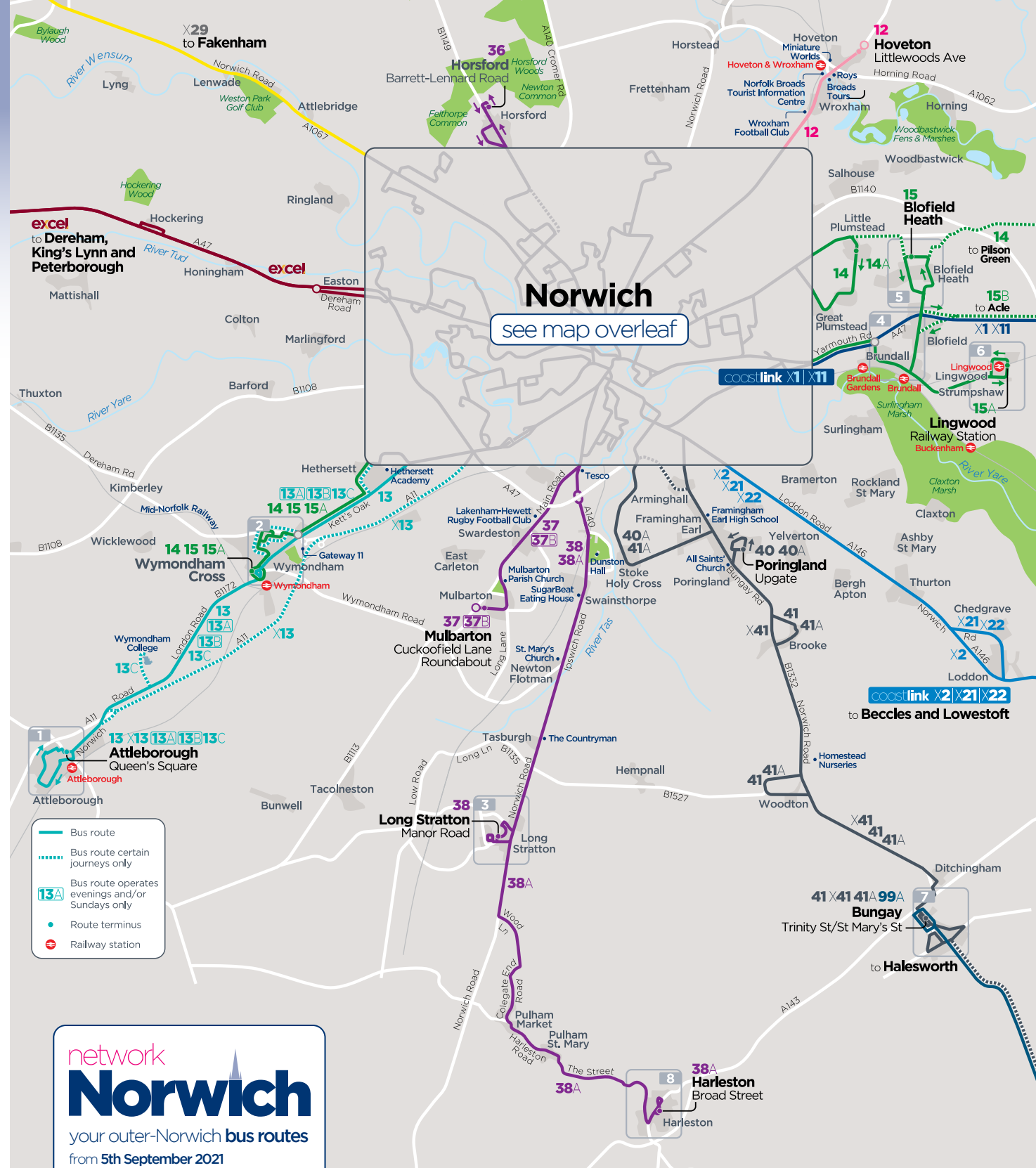
	Monday - Friday	Saturday	Sunday
PINK LINE 10 11 12			
Eaton & Cingleford - City Centre - Household	30	30	-
N&NUH - City Centre - Sprowston	10	15	30
continuing to Wroxham	30	30	-
TURQUOISE LINE 13			
Attleborough - Wymondham - City Centre - Old Catton - Spixworth*	30	30	60
GREEN LINE 14 15			
Wymondham to City Centre & Station	30	30	-
continuing to & from Dussindale	30	30	60
continuing to & from Brundall	30	30	-
to & from Blofield Heath or Acle	60	60	-
ORANGE LINE 21 22			
Bowthorpe - City Centre - Old Catton	15	15	30
continuing to & from N&NUH	30	30	30
RED LINE 23 24			
between Larkman Ln & Heartsease PH	10	10	20
to & from Heartsease (Sale Rd)	20	20	20
to & from Thorpe St Andrew	20	20	-
to & from Queen's Hills	20	20	60
to & from Longwater Retail Pk (Sainsbury's)	10	10	20
to & from Old or New Costessey	30	30	60

network **Norwich** buses run about every shown in mins

	Monday - Friday	Saturday	Sunday
BLUE LINE 25 26			
Rail Station - City Centre - UEA	7-8	7-8	10
continuing to & from N&NUH or Bowthorpe	30	30	-
YELLOW LINE 28 29 X29			
Fakenham Rd - Drayton - City Centre	15	15	30
to & from Thorpe Marriott	30	30	30
to & from Taverham village or Fakenham	60	60	-
PURPLE LINE			
between City Centre & The Boundary	8-10	8-10	30
to & from Hellesdon	10-20	10-20	30
to & from Mile Cross or Lakenham	20	20	-
to & from Ives Road*, Horsford, Mulbarton* or Long Stratton*	30	30	see timetable
to & from Harleston and The Pulhams	see timetable	see timetable	-
CHARCOAL LINE 40 41 X41			
Poringland - City Centre	15-30	15-30	-
to & from Brooke, Ditchingham & Bungay	30-60	30-60	-
service 30			
to & from Heigham Street & Hellesdon	60	60	-

* buses to here don't run on Sundays

you can check out the timetables for all routes at firstbus.co.uk/easterncounties



see numbers on the map above for town centre maps

A3. EXAMPLE TRAVEL QUESTIONNAIRE

Staff Travel Questionnaire

We are undertaking this survey in order to understand the travel behaviour to the store. We would be grateful if you could complete the following questionnaire in order that we can ascertain how our staff travel to work. Your answers will be treated in confidence and will not be disclosed to third parties. The purpose of this survey is to assist in future planning and, as such, your answers are very important to us.

1. Your postcode
2. Do you have access to a car? Yes No
3. Do you have a full driving licence? Yes No
4. How do you normally travel to the site? (Tick one box only)
 Car driver (where do you park?.....)
 Car passenger (where do they park?.....)
 Dropped off by car driver Bus (which route(s).....)
 Train/Underground Bicycle Walk
 Motorcycle Other (.....)

If you do not drive to the site, please ignore the remaining questions.

5. If you currently drive to the site, could you, in theory, use any of the following options instead? (Tick all that apply)
 Walk Cycle Bus
 Train Car-share
 None of these **(if this is the case, please do not answer any more questions)**

6. Would you be prepared to travel using any of the options that are potentially available?

Yes

No (Please give reasons - tick all that apply)

Distance from the site

Inconvenience

Personal security

Lack of pedestrian routes

Lack of cycle routes

Frequency of public transport

Medical

Cost

Other

7. What would encourage you to use other modes of transport to get to the site? (Tick all appropriate)

Improved cycle routes

Improvements to bus services

Improved cycle storage

Improved pedestrian routes

Walking buddy scheme

Improved facilities at the site
(showers/lockers)

Other

Thank you for completing this questionnaire.

Please return the completed form to [insert name of relevant person]

Please note: Icen Projects Limited take no responsibility for any actions arising from the use, or implementation, of this travel questionnaire