PROPOSED RESIDENTIAL DEVELOPMENT AT BLUE BOAR LANE, SPROWSTON, NORWICH

TRAVEL PLAN

MAY 2008

REF: 2503/KT/05-08/2217 Rev A

more than civil engineers
PROPOSED RESIDENTIAL DEVELOPMENT AT BLUE BOAR LANE, SPROWSTON, NORWICH

TRAVEL PLAN

MAY 2008

REPORT REF: 2503/KT/05-08/2217 Revision A

CLIENT: Persimmon Homes
Hopkins Homes Ltd
Taylor Wimpey Developments Ltd

ENGINEER: Millard Consulting
The Atrium
Merchants
Norwich
Norfolk
NR3 1AB

Tel: 01603 610916
Fax: 01603 620631

Report Prepared By:

K C Taylor, BEng, MSc, MIHT

Report Checked By:

P Porter, IEng, AMICE, MIHT

COPYRIGHT

The contents of this document must not be copied or reproduced in whole or part without the written consent of Millard Consulting or the Client.
### REGISTRATION OF AMENDMENTS

<table>
<thead>
<tr>
<th>Revision and Date</th>
<th>Amendment Details</th>
<th>Revision Prepared By</th>
<th>Revision Approved By</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rev A 22/05/08</td>
<td>Revised to client comments</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ref: 2503/KT/05-08/2217 Rev A
CONTENTS

1. INTRODUCTION
2. AIMS
3. OBJECTIVES
4. TARGETS
5. ACTIONS
6. MONITORING AND REVIEW
7. PROMOTION

APPENDICES

A. ACTIONS MATRIX – TRAVEL PLAN DEVELOPMENT
B. ACTIONS MATRIX – USERS
C. TRANSPORT SUPERVISOR DUTIES
D. TRAVEL TO WORK DATA
E. BUDGETS (COMMERCIALLY CONFIDENTIAL)

PLANS

CONCEPT PLAN OF THE PROPOSED DEVELOPMENT DRAWING 2503/15/103A
SUSTAINABILITY PLAN DRAWING 2503/15/104
EXISTING BUS AND CYCLE ROUTES DRAWING 2503/15/105A
1.0 INTRODUCTION

1.1 Millard Consulting have been appointed by a consortium of developers to produce a travel plan for proposed residential development at Blue Boar Lane, Sprowston. The development comprises of residential development of approximately 1233 dwellings along with all required infrastructure. This is a large development that will be built out over a number of years in accordance with the local planning authorities’ requirements. The concept plan of the development is shown on Drawing 2503/15/103.

1.2 This travel plan is prepared to encourage residents of the development to use the ‘greener’ modes of travel in preference to using private cars. It identifies the readily available public transport provision within the area and also opportunities for travel by foot or cycle to local facilities. Encouragement and assistance will be offered to residents to enable them to make long lasting changes to their travel habits, a range of incentives will be offered to achieve the greatest possible effect. To measure the effectiveness of the plan a programme of monitoring and continual refinement of the travel plan will also take place. Rigorous targets for the travel plan are being set to accord with the local authorities’ requirements. This will ensure that the development is a positive example according with the best practices for new development.

1.3 The development will be provided in two phases; Phase 1 comprises of 450 dwellings and a primary school and is to the north west of the development area. Phase 2 comprises of the remaining 783 dwellings. The whole of the development is planned to be completed by 2018. The new link road serving the development will connect Salhouse Road and Wroxham Road. New cycle/footways within the site boundary will be provided to Wroxham Road, Salhouse Road and Blue Boar Lane as well as offsite cycle/footways along Salhouse Road and Blue Boar Lane. A dedicated bus link, incorporating a cycle/footway provision, will be provided from the development to Blue Boar Lane at its junction with Linacre Avenue enabling a link to local secondary schools.

1.4 The new link road will provide the main means of access to the development for vehicles and will also relieve Blue Boar Lane of some through traffic. The phase 1 development will utilise the roundabout that currently serves the Sprowston Park and Ride site. The P & R facility is well used and is an important asset to Norwich and this area; it provides excellent fast and convenient travel with the centre of Norwich.

1.5 The Sprowston wards are noted to have an already high level of residents walking, cycling and using the bus, this travel plan intends to replicate this level or exceed these levels. Nationally availably statistics have been used to set modal split targets within this plan and show existing levels being achieved within the area.
1.6 The new primary school is an integral part of the planning of the development and is centrally located. This will reduce the need for residents to travel further afield, there are also nearby secondary schools.

1.7 The travel plan for the residential development will be coordinated with other developments occurring within the area and make best use of existing facilities. The surrounding area includes the Sprowston Park and Ride Site and incentives will be specifically offered to residents to use this facility. The Tesco Extra supermarket is also prominent as a destination for most bus services within the area.

1.8 The plan seeks to be cost effective by utilising economies of scale. Its effectiveness will be assisted by employing a central transport supervisor as the site is developed. The Travel plan will be coordinated by means of a working group and it is hoped that economies can also be achieved by coordinating activities such as data collection for the whole of the area.

1.9 This travel plan specifically relates to the residential development of 1233 dwellings. The forecast is that the development could accommodate 2959 people. The residents of the area will share in the benefits occurring from implementation of the development which include improved bus services and cycling facilities as well as a new purposely designed link road which will provide good access to the area.

1.10 In order to show the commitment required for successful implementation of the Travel Plan, the actions required to implement the plan are identified and timescales for their implementation are given. The Travel Plan is prepared in accordance with latest government advice, Norfolk County Council guidelines on Travel Plans and current best practices. The continued review of its contents by the Transport Supervisor will ensure that it remains up to date and incorporates all of the latest advances. A budget has been allocated to the plan and is included in Appendix E.

1.11 This travel plan will enable development to take place in an environmentally friendly and sustainable way and reduce the dependency on travel by private car, particularly those in single occupancy. A range of incentives is also offered to residents to encourage more sustainable journeys.

**Background**

1.12 The Blue Boar Lane development is located on land to the east of Sprowston and to the north east of Norwich. The surrounding area includes extensive areas of woodland including Harrison’s Plantation, The Breck and part of Round Hill Plantations. The locations of these
plantations can be seen on Drawing 2503/15/104 and are shown illustratively on Drawing 2503/15/103.

1.13 The A1151 is the main arterial road for the area and connects the A1042 Norwich outer ring road with Wroxham and Stalham.

1.14 Local improvements have also been proposed to improve the capacity of roads within the area. These are considered in detail within the Transport Assessment prepared for the development.

1.15 Footway and cycleways are proposed within the site masterplan to link the development with local communities and provide safe walking routes to local facilities. The site masterplan showing footways and cycleways is shown at drawing 2503/15/103.

1.16 The level of cycling within this area is presently good. There have also been improvements near to the Tesco Superstore with crossings of the A1151 and Blue Boar Lane.

1.17 The area is presently served by a number of bus services with most presently stopping at the Tesco Supermarket. The existing services will be extended to travel through the development, utilising the bus link to Blue Boar Lane, with bus stops sited within the development at convenient locations. The bus services have been developed in conjunction with the local authority and will provide an improved service meeting recognised standards within Norfolk.

**Travel Issues**

1.18 The development will provide new travel infrastructure in the form of a link road that will provide access to the development. Links with existing communities will be formed via footways/cycleway routes along with a bus link onto Blue Boar Lane. The bus link will be provided with footways and cycleway throughout its length.

1.19 This plan seeks to identify alternative ways for residents to travel to work, travel to school and undertake shopping trips; it seeks to minimise the number of persons travelling in single occupancy vehicles.

1.20 The development is located near to the Tesco Extra supermarket, Sprowston Park and Ride site as well as the Sprowston Marriott Hotel. This is an attractive area with routes through woodland tracks leading to nearby commercial developments. More woodland will become open to the public as part of the development. It is therefore expected that many people will choose to walk or cycle to work. Security is a travel issue for walking in secluded areas.
however this area generally has a good record but nevertheless most routes are designed to be overlooked by nearby properties.

1.21 Schools within the area are particularly important to new housing developments. The proposals include a new primary school, however there is a good selection of schools within the area which include the Sprowston High School and Arts College and Falcon Middle School which are located next to each other. Sprowston Sparhawk First School is also suitably located but will play a more minor role for school children once the primary school within the development is opened. Good walking routes to school are a particularly important requirement for school children in order to develop good travel habits.

1.22 The links with the existing schools will be improved; Linacre Avenue has footways on both sides and is a walking route to the secondary and further education facilities. Cycle/footway routes will be provided from the development to the junction of Blue Boar Lane and Linacre Avenue along the route of the bus link through the existing woodland.
2.0 AIMS

2.1 The aim of this travel plan is to enable the development to take place in an environmentally friendly and sustainable way and reduce dependency on travel by private car.

2.2 This plan is endeavouring to achieve:

- a reduction in car journeys by single occupancy vehicles
- an increase in the numbers of persons who regularly walk or cycle
- an increase in numbers who regularly travel by public transport

2.3 Achieving these aims will require suitable bus services, along with pedestrian and cycle routes which provide excellent routes through the development to local community facilities. These were all considered during the masterplanning of the development. However there is a need to make new residents aware of the opportunities available to them and encouragement will also be offered in terms of various incentives and publicity. This will primarily be offered to residents of the development upon their initial occupation though a welcome pack which will raise significant awareness of the sustainable travel connections to their new home.
3.0 OBJECTIVES

3.1 The objectives of this plan are to;

- increase awareness amongst residents of the environmental, social and health and safety issues which surround their travel choices

- encourage car sharing

- encourage short trips to be undertaken by walking or cycle

- promote rail, bus and park and ride journeys

- discourage unnecessary travel

- improve safety and security for travellers
4.0 TARGETS

4.1 A survey of residents travel habits will be carried out in order to refine targets for modal change. There are however a number of targets that need to be met for the introduction of the plan. These are indicated in the actions matrix included in Appendix A and expanded below.

**Transport Supervisor**

4.2 Perhaps the most important target to be met is that of the appointment of the Transport Supervisor for the development. It is possible that duties of the Transport Supervisor will also encompass other new developments taking place within the area. The target for the appointment of the Transport Supervisor will be before the first occupation of the new development. The Transport Supervisor would be initially appointed on a part time bases becoming full time at an appropriate time dependant on build rate. Shortly after full occupation of the development the travel plan including the Transport Supervisor role will become the responsibility of a residents association.

4.3 The Transport Supervisor will be responsible for implementing all of the actions shown in the matrix to ensure the successful implementation of the plan.

4.4 Once the plan is implemented, other actions will be required to ensure its continued success. The actions will be undertaken by both users and the Transport Supervisor alike. They are indicated at Appendix B together with their individual targets for monitoring.

**Travel Surveys**

4.5 Traffic surveys were undertaken in June 2006, these established the existing levels of vehicular traffic within the area of the Tesco Extra Supermarket. Traffic surveys are therefore proposed to take place in June of each year. In addition, regular travel surveys of resident choice will be undertaken.

4.6 It is important that the travel surveys encompasses as many residents and visitors as possible to ensure statistical reliability. The travel surveys will therefore be undertaken to collect baseline travel data for the development. These surveys will be repeated year on year to establish the modal split of the development. For reliability of data, surveys will be repeated on the same date plus or minus 7 days annually. In this manner, extraneous effects such as school holidays etc will be excluded from the survey.
4.7 The travel surveys will be structured by the transport supervisor so that they provide statistically robust data. The surveys are intended to record travel details of at least 75% of residents. Where possible opportunities and efficiencies in the collection of travel data will be sought, this could include combining resources with other surveys. The techniques employed for data collection may include, for example, combining the travel surveys with surveys undertaken by local schools as part of their active school travel plan. The nearby Park and Ride site may also prove an effective location for surveys in the initial years of the development.

4.8 Funding for surveys will be agreed annually. The budget for surveys will be set and based on the available resources of the Transport Supervisor. There are a number of possible sources of funding and it is anticipated that the available budget is allocated so that it achieves the targets for modal split. Details of the budget which are based upon a one off allowance per completed dwelling in the year of occupation with the level of this allowance linked to inflation. The draft budget which covers the construction phase of the development are included in Appendix E and includes funding for the Transport Supervisor throughout the construction phase of the development.

4.9 The sales staff at the development will inform residents of the Transport Supervisor and provide contact details to enable further information to be obtained or an appointment made with the Transport Supervisor to discuss personalised travel planning and assess an individuals travel needs. The number of personal journey plans provided will be recorded and monitored. Transport Supervisor will ensure that any data collected or retained on any of the residents of the development is used in accordance with the requirements of the Data Protection Act.

4.10 Cycle usage at the development will be recorded either via manual counts at peak times or via a count of the number of cycles at cycle racks and will be included in the annual travel plan monitoring report.

**Travel Reduction**

4.11 Baseline survey data is available for Sprowston within the 2001 national census. The new development is however different in both location and character and so new surveys will be carried out. It is intended that targets for single occupancy vehicle travel reduction will be set within three months from the date of the first survey. In similar situations a reduction in vehicular traffic generation of 18% from the date of opening to the assessment year of the operational evaluations has been noted at commercial development. This anticipated target is not, at this time, considered unreasonable and has been shown graphically in Table 4.3
based on census data for Sprowston. Targets for residential development do however need further research as this is a relatively new field for Travel Plans.

4.12 Traffic data was collected within the Transport Assessment and also provides good base data upon which travel reductions target might be set. Table 4.1 provides the vehicle trip rates per dwelling used for assessment purposes and should be improved upon by this travel plan.

<table>
<thead>
<tr>
<th></th>
<th>ARRIVAL</th>
<th>DEPARTURES</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Peak</td>
<td>0.14</td>
<td>0.50</td>
<td>0.64</td>
</tr>
<tr>
<td>PM Peak</td>
<td>0.46</td>
<td>0.22</td>
<td>0.68</td>
</tr>
</tbody>
</table>

Table 4.1 – Vehicle trip rates used within the Transport Assessment

4.13 Modal split data cannot be collected for residents of the development until the houses are occupied; however it is often useful to assess data which is available for the area. The 2001 census for the resident population within the Sprowston wards provides some modal split data for the area of which a summary is shown in Table 4.2. The data has also been compared with Broadland, the East of England and England.

4.14 The targets for the modal split of travel to work by residents of the development will be developed. An example of what these could show for the development is contained in Table 4.3 based on the 2001 census data based on four wards (East, South, West and Central Sprowston).

4.15 The targets shown recognise that Sprowston is already an area with a high level of sustainable modes of travel for the existing areas journey to work. The targets have therefore been directed towards achieving improvements in the bus modal split of the development.
### Table 4.2 – Modal split of employed residents travel to work within Sprowston:

**Note:** Source 2001 census (UV39)

<table>
<thead>
<tr>
<th>Mode</th>
<th>Sprowston Wards</th>
<th>Broadland</th>
<th>East of England</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>6.1%</td>
<td>5.3%</td>
<td>9.1%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Cycle</td>
<td>7.7%</td>
<td>4.5%</td>
<td>3.9%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Bus</td>
<td>9.1%</td>
<td>6.7%</td>
<td>4.0%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Train or other public transport</td>
<td>0.3%</td>
<td>0.8%</td>
<td>6.9%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Working at or from home</td>
<td>7.4%</td>
<td>9.8%</td>
<td>9.4%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Passenger in a vehicle or taxi</td>
<td>8.3%</td>
<td>6.5%</td>
<td>6.3%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Driving a car or van or motorcycle &amp; other</td>
<td>61.1%</td>
<td>66.4%</td>
<td>60.4%</td>
<td>56.5%</td>
</tr>
</tbody>
</table>

**Total**

|                  | 100.0%          | 100.0%    | 100.0%          | 100.0%  |

### Table 4.3 – Targets for modal split of employed residents travel to work

![Modal Split Targets](image)

<table>
<thead>
<tr>
<th>Mode</th>
<th>Present</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>6.1%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Cycle</td>
<td>7.7%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Bus</td>
<td>9.1%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Train or other public transport</td>
<td>0.3%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Working at or from home</td>
<td>7.4%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Passenger in a vehicle or taxi</td>
<td>8.3%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Driving a car / van / motorcycle or other</td>
<td>61.1%</td>
<td>52.8%</td>
</tr>
</tbody>
</table>

**Table 4.3 – Targets for modal split of employed residents travel to work**
5.0 ACTIONS

5.1 This travel plan will be implemented prior to the first resident occupation. The first action of implementation will be the appointment of the Transport Supervisor. The Transport Supervisor will be initially supported by the developers and is likely to reside at the marketing suite of the new properties to provide a local contact.

5.2 Upon appointment, the Transport Supervisor will commence collection of base data and the initial drafting of travel reduction targets. If, as a result of this exercise, areas of this draft plan needs clarification or further expansion, the plan will be revised and issued.

5.3 On completion of the development travel surveys will be undertaken for full occupation levels. The plan will then be totally reviewed, re-written and new travel reduction targets set by the Transport Supervisor. After this the travel plan will become the responsibility of the residents who should undertake monitoring on a regular basis at intervals not exceeding 12 months.

5.4 The targets set will, of necessity, also include for increases in mode share for walking, cycling and public transport as shown in Table 4.3 and be discussed with local authority officials.

5.5 There are a number of actions that are planned to target specific areas. These are listed below and the Travel Plan Development Actions matrix (see Appendix A) which details their introduction.

5.6 Measures to increase general travel awareness that will be included are to:

- make the travel plan available to all residents
- maintain details of car sharing schemes, car clubs, bus timetables and other information on notice board(s) in all public areas
- make residents and visitors aware of public transport information and its contents
- make residents aware of grocery home delivery service
- include information and updates of the travel plan in newsletters and at resident meetings
- involve the local news media whenever appropriate
- make other users aware of the travel plan
- ‘welcome pack’ to be prepared for all new residents
- provide a website including the most up-to-date versions of the above and include a discussion board for residents use.
5.7 Specific measures to encourage car sharing that will be included are to:

- make residents aware of parking permits for those who share journeys or are mobility impaired
- make residents aware of car sharing schemes and commercial databases such as [www.carsharenorfolk.com](http://www.carsharenorfolk.com)
- publicise the benefits of this travel choice when ever possible

5.8 Specific measures to encourage persons to walk or cycle that will be included are:

- provide conveniently located, secure, well lit cycle parking facilities at amenities within the development in accordance with current standards and guidelines.
- safe cycle route information will be distributed within newsletters/parish magazines and on a website
- encourage residents to participate in National Bike to Work week
- make residents aware of local cycle shops and any discounts available
- work with nearby schools to encourage children to walk or cycle to school

5.9 Specific measures to promote bus use that will be included are to:

- hold talks with local transport providers in conjunction with other developments
- investigate the provision of a real time displays at selected stops for users travelling from and returning to the development
- provision of free travel vouchers through the welcome pack
- a bus service that will serve the whole of the development area

5.10 Specific measures to discourage unnecessary travel that will be included are the provision of:

- a local post box (subject to agreement with the relevant authorities)
- public telephones (subject to agreement with the relevant authorities)

5.11 To help make the roads adjacent to the development safer for pedestrians and cyclists, the Transport Supervisor would:

- encourage people who car share to drop off people at car parks or safe/well lit locations
- encourage parents to walk with children to school
- carry out regular street lighting inspection
- ensure that the development is kept clean and tidy and that hedges etc do not overhang footways
6.0 MONITORING

6.1 Monitoring of the plan will be undertaken by the Transport Supervisor (or residents association after completion of the development) on an ongoing basis but will not be less than the following:

1. Travel surveys will be undertaken annually to monitor the effectiveness of the plan and to evaluate travel patterns.

2. The Travel Plan is to be reviewed each year in conjunction with other travel plans within the area and the Travel Plan working group.

3. A monitoring report will be prepared and distributed to residents and other interested parties. The main points affecting residents would be included in a newsletter and/or on the website.

6.2 The travel survey will define the numbers of persons arriving at the development by all modes. This will enable year on year changes to be clearly referenced.

6.3 Annual travel plan reviews will be monitored by either the confirmation of the current plan or the issue of a revised plan. Completion of the annual review will be evidenced by a revision sheet included in all copies of the plan.

6.4 The annual monitoring report will be evidenced by its submission to the local authorities.
7.0 PROMOTION AND CONSULTATION

7.1 The Transport Supervisor will be the main contact in organising the promotion of the Travel Plan. The Transport Supervisor’s duties are given in Appendix C.

7.2 An annual budget will be set for the Transport Supervisor to draw upon for any changes in the travel infrastructure that would be deemed to encourage a shift away from single occupancy car travel. This budget will be derived from a one-off payment as part of the sale price on the sale of each dwelling with the draft budget included in Appendix E.

7.3 There are two main areas for publicity of the travel plan, both of which will give the plan a high profile to residents. Firstly, a welcome pack will be produced by the Transport Supervisor and issued to the resident of each dwelling on their first occupancy. Beyond the receipt of the welcome pack, residents will be encouraged to participate in the travel plan by continuous publicity of its features. Both these publicity features are described more fully below.

Welcome Pack

7.4 The welcome pack will be prepared by the Transport Supervisor and issued to each new resident on their arrival. It will include the most up-to-date travel information as given on the developments website. This welcome pack will contain;

- latest bus timetables for all routes with a bus stand within 400m of the development boundary
- map of the local area indicating the location of bus stops, local amenities (i.e. doctors, schools, shops, etc) and safe walking and cycling routes
- details of community web sites
- details of home delivery grocery services
- vouchers for public transport travel
- written explanation of the travel plan and its benefits
- voucher for car club membership
- website details

Continuing Publicity

7.5 Residents will be encouraged to raise travel issues at local groups and community groups and on a website discussion board. Periodic newsletters and information will be distributed in a variety of formats including printed newsletters, electronic publications and orally at meetings.
7.6 The information to be contained within newsletters would be issued at not greater than yearly intervals and would include such things as the success or failures of the various aspects of the plan with suggestions for improvement. It is also hoped that individual experiences could be highlighted in newsletters to let other users know the advantages of using the other modes of travel.

7.7 New residents arriving at the development who are not the original occupiers of a dwelling will be given a welcome pack but will not receive the free travel vouchers. Instead, they will be encouraged to discuss travel availability with other residents. Welcome packs will become electronic only after full occupation of the development.

7.8 Finally, after completion of each annual monitoring report, the Transport Supervisor will if required arrange to give a presentation of the highs and lows of the travel plan during the proceeding year and collate any resident comments about deficiencies in the travel network at a meeting of local residents and any other interested parties to be arranged by the Transport Supervisor.
APPENDICES
APPENDIX A
<table>
<thead>
<tr>
<th>Targets for Implementation and Monitoring</th>
<th>Responsibility</th>
<th>Short</th>
<th>Medium</th>
<th>Long</th>
<th>Measure for Monitoring</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Travel Plan Management</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secure formal approval from Local Planning Authority</td>
<td>Developer</td>
<td>At start of construction</td>
<td></td>
<td></td>
<td>Approval of travel plan</td>
</tr>
<tr>
<td>Appoint Transport Supervisor</td>
<td>Developer</td>
<td>Before 1st occupation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify Travel Plan budget</td>
<td>Developer / Transport Supervisor</td>
<td>Before 1st occupation</td>
<td>Ongoing</td>
<td>Ongoing</td>
<td>Identified budget</td>
</tr>
<tr>
<td>Carry out baseline survey and continually monitor</td>
<td>Transport Supervisor</td>
<td>During June after 50th occupation</td>
<td>On-going (during June)</td>
<td>On-going (during June)</td>
<td>Analyse baseline and monitoring surveys</td>
</tr>
<tr>
<td>Set targets for mode shift after base line analysis</td>
<td>Transport Supervisor</td>
<td>After surveys</td>
<td>On-going</td>
<td>On-going</td>
<td>Compliance with targets</td>
</tr>
<tr>
<td><strong>Existing facilities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ensure plans of footways/cycleways and bus routes up to date</td>
<td>Transport Supervisor</td>
<td>Before first occupation</td>
<td>On-going</td>
<td>On-going</td>
<td>Up to date plans</td>
</tr>
<tr>
<td>Review conditions/defects in footways and cycleways</td>
<td>Transport Supervisor</td>
<td>Before occupation</td>
<td>On-going</td>
<td>On-going</td>
<td>Working with the local authority to make repairs and improvements.</td>
</tr>
<tr>
<td>Prepare welcome pack for all residents</td>
<td>Transport Supervisor</td>
<td>Before occupation</td>
<td>On-going</td>
<td>On-going</td>
<td>Welcome pack available to all residents</td>
</tr>
<tr>
<td>Hold meetings for new residents to promote alternative travel</td>
<td>Transport Supervisor</td>
<td>During occupation</td>
<td>On-going</td>
<td>On-going</td>
<td>Seminars held</td>
</tr>
<tr>
<td>Offer personal travel plans to all residents requiring them</td>
<td>Transport Supervisor</td>
<td>During occupation</td>
<td>On-going</td>
<td>On-going</td>
<td>Analysis of contacts made</td>
</tr>
<tr>
<td>Cycle Parking and review cycle stand usage</td>
<td>Transport Supervisor</td>
<td>Within 12 months of occupation</td>
<td>On-going</td>
<td>On-going</td>
<td>Car park usage</td>
</tr>
<tr>
<td>Assign public notice boards and ensure up to date information</td>
<td>Transport Supervisor</td>
<td>During occupation</td>
<td>On-going</td>
<td>On-going</td>
<td>Provision of notice boards with up to date information</td>
</tr>
<tr>
<td>Set up and maintain car sharing database</td>
<td>Transport Supervisor</td>
<td>During occupation</td>
<td>On-going</td>
<td>On-going</td>
<td>Number of single occupancy vehicles</td>
</tr>
<tr>
<td>Promote travel plan to all residents</td>
<td>Transport Supervisor</td>
<td>Travel Plan Seminars</td>
<td>On-going</td>
<td>On-going</td>
<td>Annual travel surveys</td>
</tr>
<tr>
<td>Promote travel plan to all visitors</td>
<td>All</td>
<td>After occupation</td>
<td>On-going</td>
<td>On-going</td>
<td>Annual travel surveys</td>
</tr>
<tr>
<td>Set base line and maintain pedestrian levels/increase</td>
<td>Transport Supervisor</td>
<td>After baseline survey</td>
<td>On-going</td>
<td>On-going</td>
<td>Annual travel surveys</td>
</tr>
<tr>
<td>Set base line and maintain cycle travel levels/increase</td>
<td>Transport Supervisor</td>
<td>After baseline survey</td>
<td>On-going</td>
<td>On-going</td>
<td>Annual travel surveys</td>
</tr>
<tr>
<td>Set base line and maintain bus usage levels/increase</td>
<td>Transport Supervisor</td>
<td>After baseline survey</td>
<td>On-going</td>
<td>On-going</td>
<td>Annual travel surveys</td>
</tr>
<tr>
<td>Set base line and maintain car sharing levels/increase</td>
<td>Transport Supervisor</td>
<td>With base line surveys</td>
<td>On-going</td>
<td>On-going</td>
<td>Annual travel surveys</td>
</tr>
<tr>
<td>Set base line and maintain decrease in single occupancy vehicles</td>
<td>Transport Supervisor</td>
<td>After base line surveys</td>
<td>On-going</td>
<td>On-going</td>
<td>Annual travel surveys</td>
</tr>
</tbody>
</table>

Table A1 – Actions Matrix – Travel Plan Development
<table>
<thead>
<tr>
<th>User Actions</th>
<th>Responsibility</th>
<th>Short</th>
<th>Medium</th>
<th>Long</th>
<th>Measure for monitoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base line travel survey returns for resident</td>
<td>Transport Supervisor</td>
<td>Before occupation</td>
<td></td>
<td></td>
<td>Percentage of residents, target 75%.</td>
</tr>
<tr>
<td>Annual travel survey returns for visitors</td>
<td>Transport Supervisor</td>
<td>On-going</td>
<td>On-going</td>
<td>On-going</td>
<td>Minimum of 75% response</td>
</tr>
<tr>
<td>Maintain notice boards with up to date information</td>
<td>Transport Supervisor</td>
<td>Information to be regularly reviewed from the start of the development.</td>
<td>On-going</td>
<td>On-going</td>
<td>Current information</td>
</tr>
<tr>
<td>Encourage residents working nearby to walk to work</td>
<td>Transport Supervisor</td>
<td>On-going</td>
<td>On-going</td>
<td>On-going</td>
<td>Increase in walking</td>
</tr>
<tr>
<td>Encourage medium distance residents to cycle to work</td>
<td>Transport Supervisor</td>
<td>On-going</td>
<td>On-going</td>
<td>On-going</td>
<td>Increase in cycling</td>
</tr>
<tr>
<td>Encourage longer distance residents to use public transport</td>
<td>Transport Supervisor</td>
<td>On-going</td>
<td>On-going</td>
<td>On-going</td>
<td>Maintain and improve mode share</td>
</tr>
<tr>
<td>Encourage car sharing</td>
<td>Transport Supervisor</td>
<td>On-going</td>
<td>On-going</td>
<td>On-going</td>
<td>Maintain and improve mode share</td>
</tr>
<tr>
<td>Collate travel survey returns</td>
<td>Transport Supervisor</td>
<td>On-going</td>
<td>On-going</td>
<td>On-going</td>
<td>Completion of survey returns</td>
</tr>
<tr>
<td>Note deficiencies/problems in cycleway/footway network</td>
<td>All residents</td>
<td>On-going</td>
<td>On-going</td>
<td>On-going</td>
<td>Transport Supervisor file</td>
</tr>
<tr>
<td>Collate comments on footway/cycleway conditions</td>
<td>Transport Supervisor</td>
<td>On-going</td>
<td>On-going</td>
<td>On-going</td>
<td>Transport Supervisor file</td>
</tr>
<tr>
<td>Note deficiencies in public transport provision</td>
<td>All residents</td>
<td>On-going</td>
<td>On-going</td>
<td>On-going</td>
<td>Transport Supervisor file</td>
</tr>
<tr>
<td>Collate comments on public transport provision</td>
<td>Transport Supervisor</td>
<td>On-going</td>
<td>On-going</td>
<td>On-going</td>
<td>Transport Supervisor file</td>
</tr>
</tbody>
</table>

**Table B1 – Actions Matrix – Users**
APPENDIX C
TRANSPORT SUPERVISOR DUTIES

The Transport Supervisor will have the following functions:

a. Liaising with Norfolk County Council, and Local Planning authority and public transport providers with regard to the implementation of the Travel Plan and its ongoing improvement. It is hoped that at some time a Travel Plan Group would be set up in the Sprowston area to enable interchange of best practice between the Transport Supervisors and/or Travel Plan Co-ordinators of other Travel Plans operating in the Sprowston area. The Transport Supervisor would be responsible for liaison with this.

b. Liaising with any appointed representatives of individual areas and relevant bodies concerning travel, and providing information (via notice boards) for residents and the public regarding travel to and from the site.

c. Maintaining an up-to-date file containing details of all enquiries and correspondence with residents and the public relating to the Travel Plan.

d. Liaising with other local Transport Supervisors and/or Travel Plan Co-ordinators, the planning authority and local transport operators to oversee the successful implementation of the Travel Plan and to fit in with any wider transport initiatives.

e. Producing and maintaining travel sharing arrangements and database of responses to questionnaires.

f. Seeking responses to questionnaires distributed to residents.

g. Seeking information relating to visitors modes of travel.

h. On a six monthly basis seeking information from bus operators servicing the locale on the demand (patronage) for local bus services.

i. On an annual basis organising/carrying out travel surveys.

j. Making available to Norfolk County Council and Local Planning authority a summary of the annual travel pattern details.

k. Updating travel targets in liaison with relevant contacts.
l. Continued liaison with relevant bus operators to negotiate preferential travel arrangements and to ensure that information available to residents is valid and up-to-date.

m. Continued liaison with relevant taxi operators to negotiate preferential travel arrangements and to ensure that information available to resident is valid and up-to-date.

n. Implementing any reasonable car sharing scheme in which residents wish to participate.

o. Liaising with the Norfolk County Council’s cycle officer with regard to further development proposals for the Council’s footway / cycleway network.

p. Ensuring that all information provided in the travel plan in respect of travel information is current and easily understood.
APPENDIX D
<table>
<thead>
<tr>
<th>Method of Travel to Work – Resident Population</th>
<th>Sprowston wards</th>
<th>%age of employed persons by mode</th>
<th>Broadland</th>
<th>%age of employed persons by mode</th>
<th>East of England Region</th>
<th>%age of employed persons by mode</th>
<th>England Country</th>
<th>%age of employed persons by mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>All People</td>
<td>12642</td>
<td>100.0%</td>
<td>86322</td>
<td>100.0%</td>
<td>3884104</td>
<td>100.0%</td>
<td>35532091</td>
<td>100.0%</td>
</tr>
<tr>
<td>Works mainly at or from home</td>
<td>599</td>
<td>7.4%</td>
<td>5656</td>
<td>9.8%</td>
<td>243485</td>
<td>9.4%</td>
<td>2055224</td>
<td>9.2%</td>
</tr>
<tr>
<td>Underground, metro, light rail or tram</td>
<td>3</td>
<td>0.0%</td>
<td>38</td>
<td>0.1%</td>
<td>21688</td>
<td>0.8%</td>
<td>709386</td>
<td>3.2%</td>
</tr>
<tr>
<td>Train</td>
<td>18</td>
<td>0.2%</td>
<td>453</td>
<td>0.8%</td>
<td>156054</td>
<td>6.1%</td>
<td>950023</td>
<td>4.2%</td>
</tr>
<tr>
<td>Bus, minibus or coach</td>
<td>737</td>
<td>9.1%</td>
<td>3912</td>
<td>6.7%</td>
<td>102838</td>
<td>4.0%</td>
<td>1685361</td>
<td>7.5%</td>
</tr>
<tr>
<td>Taxi or minicab</td>
<td>32</td>
<td>0.4%</td>
<td>117</td>
<td>0.2%</td>
<td>11693</td>
<td>0.5%</td>
<td>116503</td>
<td>0.5%</td>
</tr>
<tr>
<td>Driving a car or van</td>
<td>4687</td>
<td>58.0%</td>
<td>37048</td>
<td>63.9%</td>
<td>1518613</td>
<td>58.9%</td>
<td>12324166</td>
<td>54.9%</td>
</tr>
<tr>
<td>Passenger in a car or van</td>
<td>637</td>
<td>7.9%</td>
<td>3631</td>
<td>6.3%</td>
<td>150642</td>
<td>5.8%</td>
<td>1370685</td>
<td>6.1%</td>
</tr>
<tr>
<td>Motorcycle, scooter or moped</td>
<td>203</td>
<td>2.5%</td>
<td>1037</td>
<td>1.8%</td>
<td>28637</td>
<td>1.1%</td>
<td>249456</td>
<td>1.1%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>619</td>
<td>7.7%</td>
<td>2594</td>
<td>4.5%</td>
<td>100193</td>
<td>3.9%</td>
<td>634588</td>
<td>2.8%</td>
</tr>
<tr>
<td>On foot</td>
<td>494</td>
<td>6.1%</td>
<td>3083</td>
<td>5.3%</td>
<td>233737</td>
<td>9.1%</td>
<td>2241901</td>
<td>10.0%</td>
</tr>
<tr>
<td>Other</td>
<td>50</td>
<td>0.6%</td>
<td>395</td>
<td>0.7%</td>
<td>11798</td>
<td>0.5%</td>
<td>104205</td>
<td>0.5%</td>
</tr>
<tr>
<td>Not currently working</td>
<td>4563</td>
<td>100.0%</td>
<td>28358</td>
<td>100.0%</td>
<td>1304726</td>
<td>100.0%</td>
<td>13090593</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total employed</td>
<td>12642</td>
<td>100.0%</td>
<td>86322</td>
<td>100.0%</td>
<td>3884104</td>
<td>100.0%</td>
<td>35532091</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Table D1 – Comparison of modes of travel to work of the Sprowston Wards (Resident Population) compared with other areas

Note: Source of data 2001 travel to work census data
Norwich
The Atrium
Merchants Court
St. George’s Street
Norwich
Norfolk
NR3 1AB
t 01603 610916
f 01603 620631
e norwich@millardconsulting.co.uk