LAND SOUTH OF SALHOUSE ROAD, NORTH EAST NORWICH
Travel Plan – Revision A
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LAND SOUTH OF SALHOUSE ROAD,
NORTH EAST NORWICH
Travel Plan – Rev A

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1.0 INTRODUCTION

1.1 Create Consulting Engineers Ltd was appointed by United Business and Leisure Ltd to produce a travel plan in support of an outline planning application for proposed residential development to the north east of the city of Norwich, Norfolk.

Project Context

1.2 The Site is located to the south of Salhouse Road, approximately 4km to the north east of Norwich and 3km to the south of Rackheath. It lies in the area covered by Broadland District Council, which is the Local Planning Authority for the site. Norfolk County Council is the Highway Authority in this area. The location of the site and its surrounding area is shown in Figure 1.1 below:

![Figure 1.1 – Location of proposed development site and its surrounding area](image)

1.3 The Site is approximately 17.5 hectares and consists of two large fields divided by a wooded strip which are predominantly undeveloped. Hedgerows are present along field boundaries and a large area of mixed woodland lies adjacent to the south of the Site. A pond is also located within the Site, along its northern edge.
1.4 The proposed development will comprise up to 380 residential dwellings and associated open space.

**Report Overview**

1.5 This travel plan takes cognisance of the Transport Assessment report which has been prepared by Create Consulting Engineers in parallel to this document and which provides a thorough transport-related evidence base for the proposed development site.

1.6 The aim of a travel plan is to consider the travel needs of the future users of a development and provide a structure for ensuring that such needs can be met in the most sustainable way possible. A travel plan is a long-term management strategy to deliver sustainable transport objectives in the future, after construction of the proposed development. This will be achieved through a series of specific actions relating to both the provision of physical transport infrastructure (hard measures) as well as marketing and behaviour change activities (soft measures).

1.7 This document is an interim travel plan statement that will be used to support an outline planning application for the proposed development. The organisation that takes forward the detailed design and development of the site will be able to expand upon this document and add more specific details in due course.

1.8 This travel plan document should not be considered as a final report, but as the start of an ongoing process which will require future monitoring, review and revision, to ensure that it remains active and relevant to the development site and its residents.

1.9 The remainder of this travel plan report is structured as follows:

- **Chapter 2 - Policy and Guidance** - outlines the planning and sustainable transport policy context relevant to the proposed development;
- **Chapter 3 - Site Assessment** - describes the existing sustainable transport context at the site and the surrounding area;
- **Chapter 4 - Proposed Development** - describes the characteristics of the proposed development;
- **Chapter 5 - Objectives and Targets** - sets out the objectives and targets of the travel plan;
- **Chapter 6 - Travel Plan Measures** - provides details of the travel plan measures that will be carried out for this development;
- **Chapter 7 - Management and Monitoring** - gives an overview of how the travel plan will be managed, implemented and monitored.
2.0 POLICY AND GUIDANCE

2.1 Travel plans have become an increasingly important tool in the planning process for controlling sustainable travel patterns and ensuring that development does not have a negative impact on the local and global environment. There is also a growing research and evidence base that supports travel planning as a cost effective way of encouraging sustainable travel choices and minimising carbon emissions.

2.2 The current local and national policies and guidance which relate to sustainable transport provision and the production of travel plans are:

- The National Planning Policy Framework;
- National Planning Practice Guidance;
- Joint Core Strategy for Broadland, Norwich and South Norfolk; and
- Old Catton, Sprowston, Rackheath and Thorpe St. Andrew Growth Triangle Area Action Plan

National Planning Policy Framework

2.3 The Government’s Department for Communities and Local Government (CLG) published the National Planning Policy Framework (NPPF) in March 2012.

2.4 Section 4 relates to ‘Promoting sustainable travel’. Paragraph 36 states that:

“All developments which generate significant amounts of movement should be required to provide a travel plan.”

2.5 Paragraph 35 outlines how development planning should identify opportunities for the use of sustainable transport modes to cater for the movements of both goods and people. It states that:

“developments should be located and designed ... to:
- accommodate the efficient delivery of goods and supplies;
- give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;
- incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
- consider the needs of people with disabilities by all modes of transport”
National Planning Practice Guidance

2.6 The National Planning Practice Guidance is a set of web-based guidance founded on the NPPF and published online by the Department for Communities and Local Government (CLG) in March 2014.

2.7 The section of guidance on travel plans, transport assessments and statements defines travel plans as:

“long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling).”

2.8 With regards to the preparation of a travel plan it states that:

“Travel plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation”.

2.9 It also identifies that a travel plan can be an effective tool for taking forward transport mitigation measures arising from other parts of the planning process that specifically relate to the future occupation and on-going operation of the development.

2.10 The section of guidance on travel plans says that they should identify specific outcomes, targets and measures, as well as a clear structure for monitoring and management arrangements. Each of these features should be proportionate to the size of the development itself and its estimated level of impact. It also highlights that travel plans should address all journeys and include all users who may need to visit the site for whatever purpose.

Joint Core Strategy for Broadland, Norwich and South Norfolk

2.11 The Joint Core Strategy (JCS) for Broadland, Norwich and South Norfolk was originally adopted in March 2011, with subsequent amendments adopted in January 2014. It was produced by the Greater Norwich Development Partnership to set out the overarching strategy for growth across Norwich, Broadland and South Norfolk.

2.12 In Section 4 on Spatial Vision, the JCS identifies that one of the common themes of the Sustainable Community Strategies is:

“to develop the right infrastructure so that people can travel using varied forms of transport”
2.13 Objective 7 of the 12 Spatial Planning Objectives within the Spatial Vision is:

“To enhance transport provision to meet the needs of existing and future populations while reducing travel need and impact”

2.14 In addition, Objective 12 is:

“To encourage the development of healthy and active lifestyles”

2.15 Within the description of Objective 12, it states that:

“People will … be offered the best opportunities to make healthy travel choices as part of their daily lives.”

2.16 In Section 5, on Area-wide Policies, Policy 1 - Addressing climate change and protecting environmental assets outlines a list of criteria for new development, noting that future development will need to minimise the need to travel and give priority to low impact modes of travel.

2.17 In relation to Policy 6 - Access and transportation, it is recognised that:

“The levels of growth in the Joint Core Strategy will require that the consequent need to travel is managed. Travel planning and smarter choices initiatives will be promoted to ensure that all residents have good access to local jobs, services and facilities, preferably by either walking or cycling will reduce the need to travel and promote healthier lifestyles.”

Old Catton, Sprowston, Rackheath and Thorpe St. Andrew Growth Triangle Area Action Plan

2.18 The Growth Triangle Area Action Plan (AAP) has been produced by Broadland District Council and was adopted in July 2016 to support the Local Plan proposals in the area of Old Catton, Sprowston, Rackheath and Thorpe St Andrew.

2.19 The stated purpose of the AAP is to:

“enable and co-ordinate sustainable strategic scale development to the North East of Norwich in accordance with the requirements of the Joint Core Strategy.”

2.20 Of key importance is Objective 13 of the AAP which requires:

“new developments to be pedestrian and cycle friendly, providing links to district and local centres and connections to the Norwich Cycle Network.”
2.21 In addition, Strategic Policy GT3: Transport includes the requirement that:

“Permeable and legible street layouts which support walking and cycling and encourage low traffic speeds will be delivered through new development, encouraging walking and cycling both within and beyond new quarters. New developments will be expected to provide connections to the Norwich Cycle Network.”

2.22 These considerations have been taken into account in the preparation of the development proposals, which comply with both national and local sustainable transport policy and travel planning guidance.
3.0 SITE ASSESSMENT

Site Location & Description

3.1 The Site is located to the south of Salhouse Road, approximately 4km to the north east of Norwich and 3.1km to the south of Rackheath. The existing village of Thorpe End lies to the east of the site and the suburban communities of Heartsease and Sprowston lie to the west.

3.2 The Site is located on the urban fringe to the north-eastern edge of Norwich and is bounded by the following current land uses:

- Salhouse Road runs along the north-western boundary of the Site and forms a key radial route towards Norwich city centre;
- John Faircloth Cars lies on Salhouse Road to the east of the Site boundary and comprises outdoor forecourt space, showroom and associated buildings for the service of the businesses;
- The northern edge of the Site is bounded by open agricultural land that also forms part of the allocated GT7 Policy Area for development;
- The rear of residential properties in the existing village of Thorpe End are located along the eastern boundaries of the Site;
- The Site meets with Plumstead Road at its junction with Heath Road and Green Lane North;
- Mixed woodland associated with Racecourse Plantations, a privately owned commercial forestry plantation, lies along the southern boundary of the Site;
- The western side of the Site is bounded by open agricultural land that also forms part of the allocated GT7 Policy Area for development; and
- The Racecourse public house lies on Salhouse Road to the west of the Site boundary.

3.3 The Site is approximately 17.5 hectares and currently consists of two large fields divided by a wooded strip which are predominantly undeveloped. Hedgerows are present along field boundaries. Eastgate Place Business Centre, which comprises around 1,500m² of managed office space and nine residential flats, is located at the Site’s northern edge where it meets Salhouse Road.

3.4 With the established residential communities of Heartsease and Sprowston, and the village of Thorpe End to the east, the Site is well located in relation to a range of local amenities including primary and secondary schools, retail, recreation, health and public transport services.
Access by Public Transport

Bus

3.5 There are no formal bus stops on Salhouse Road in the vicinity of the Site and no bus services are known to serve this route. However, there are bus stops on Plumstead Road to the south-east of the site, to the east of the junction with Heath Road and Green Lane North. The eastbound stop on the north side of Plumstead Road has a simple pole and flag marker with bus boarder, while the westbound stop on the south side also features seating and a shelter.

3.6 These stops are located around 70m to the east of the site boundary and are served by Konectbus route numbers 51 which connects Norwich city centre with Great/Little Plumstead and number 53 which connects Costessey with Horning. Service number 51 runs hourly and number 53 runs half hourly in each direction Mondays to Saturdays inclusive. Number 53 also runs hourly on Sundays. Both of these routes run through Norwich city centre. A plan showing these routes, as well as the rest of the Konectbus network can be found in Appendix A.

3.7 There are other bus stops in the vicinity of the Site in Heartsease, including Sale Road to the west of Woodside Road. These stops are served by First Bus route number 23/23A/23B which connects Heartsease to Costessey and runs approximately every 15 minutes Mondays to Saturdays inclusive.

3.8 A plan of the bus stops and routes passing near to the development site are shown in Figure 3.1 below:

![Figure 3.1 – Plan of nearby bus stops and routes passing near to the development site](image-url)
**Rail**

3.9 Norwich Railway Station is located approximately 4km to the south-west of the application site and serves a wide range of local, regional and national destinations including Great Yarmouth, Ipswich, London, Cambridge and Liverpool.

3.10 The station is accessible from the application site via bus through the Konectbus 51 and 53 meaning that commuting journeys combining bus and rail are viable.

3.11 While it seems unrealistic that the distance could be covered on foot with an estimated travel time of 50 minutes, cyclists can reach the Railway Station in approximately 17 minutes.

3.12 Norwich Railway Station provides cycle parking facilities with 96 publicly accessible cycle stands, 22 spaces in the 20 minute car park area, 48 spaces in the cycle parking area near the bus shelter and 10 spaces at the side entrance to the station. Car parking is available for the Railway Station at the nearby Riverside car park as well as at the station itself.

3.13 In addition to the existing Railway Station, land for a new railway halt is being reserved at Broadland Business Park to the south east of the Site.

3.14 Overall, given the level of accessibility of the application site to the existing Railway Station and proposed rail halt, it is likely that some future residents may choose to commute to work using rail.

**Access by Active Travel Modes**

**Walking**

3.15 There is currently no pedestrian provision along Salhouse Road in the vicinity of the Site. The nearest footway begins at the junction of Harrisons Drive and Salhouse Road around 350m from the site frontage. From this point, the footway provision runs along Salhouse Road in a south westerly direction into the built-up areas of Heartsease, Sprowston and beyond towards Norwich city centre. In this suburban area to the west of the site, walking infrastructure is generally of good quality, with footways along the carriageway of the majority of roads.

3.16 There is a new Toucan crossing facility over Salhouse Road just to the west of the junction with Harrisons Drive which provides a pedestrian and cycle link between Hammond Way and Harrison’s Wood. There are also Puffin crossings at the signalised junction of Salhouse Road with Blue Boar Lane and Woodside Road across the Salhouse Road and Woodside Road arms.

3.17 At the Plumstead Road East junction with Heath Road and Green Lane where the site connects via a proposed footway/ cycleway there is a continuous footway on the southern side of Plumstead Road. This formal footway extends until approximately 100m west of Dussindale Drive where it becomes an informal path known locally as The Trod. This informal footway
continues along the southern side of Plumstead Road before it joins a formal footway construction approximately 165m east of South Hill Road which continues towards Norwich City Centre.

3.18 This stretch of Plumstead Road East is subject to a 40mph speed limit and street lighting is provided. There are currently no formal pedestrian crossing points over Plumstead Road East in the section that runs from the site to the double mini roundabout with Woodside Road, Thunder Lane and Beechwood Drive.

3.19 The site is located on the edge of the built-up area of Norwich, adjacent to established residential communities to the south and west, and the village of Thorpe End to the east. It is therefore well located in relation to a wide range of local amenities including primary and secondary schools, retail, recreation, health and public transport services, which are all accessible on foot.

3.20 The areas covered by 5, 10, 15 and 20-minute walking times from the site are shown by the walking isochrones in Create drawing 156_06_001 Walking Isochrones included at the back of this report. This assessment of walking distances from the site takes into account the impact potential future developments to the south, east and west of the site will have on the pedestrian network.

3.21 Walking is likely to be a suitable mode choice for trips to destinations within approximately 1.6km, or around a 20 minute walk, of the site. Of particular relevance to the future residents of the proposed development are the following local amenities:

- Thorpe End shops including Post Office (access from Plumstead Road East around 350m)
- Thorpe End Village Hall (on Plumstead Road East, around 650m)
- Dussindale Park Recreation Area (access on Pound Lane, around 1.3km)
- Thorpe St Andrew Secondary School and Sixth Form (nearest pedestrian access from Longfields Road, around 1.6km)
- Petrol station, convenience retail and hot food take-away stores (at junction of Plumstead Road East/Woodside Road/Thunder Lane, around 1.6km)

3.22 For the more able bodied future residents the following local amenities are also within an achievable walking distance from the site:

- Thorpewood Doctors Surgery/Woodside Pharmacy (access from Woodside Road, around 1.8km)
- Thorpe Recreation Ground (access on Laundry Lane, around 2.1km)
- Dussindale Primary School (nearest pedestrian access from Vane Close, around 2.3km)
- Saint William’s Primary School (nearest pedestrian access from Furze Road, around 2.5km)
Heartsease Recreation Ground (access on Barclay Road, around 2.9km)

N.B. distances are measured from the proposed pedestrian access onto Plumstead Road East.

Cycling

3.23 The nearest formal cycling provision to the proposed development site is a cycle path which runs adjacent to Dussindale Drive on its eastern side from the junction with Plumstead Road East, south into the residential neighbourhood of Dussindale. This is an off-road path which is segregated from the carriageway by a grass verge and footway, offering a traffic-free cycle route which is likely to appeal to all ages and abilities.

3.24 The ‘pink pedalway’ is a nearby cross-city cycle route which runs 8 miles from the Norfolk & Norwich University Hospital and UEA in the west, through the city centre, to Heartsease and Harrison’s Wood in the east. This route utilises the new Toucan crossing over Salhouse Road just to the west of the junction with Harrisons Drive. All pedalway routes are shown on the Norwich Cycle Map which can be found in Appendix B.

3.25 Cycling is likely to be a suitable mode choice for trips from the proposed development to destinations within approximately 6.4km, or around a 20 minute ride, from the site. The areas covered by 5, 10, 15 and 20-minute cycling times from the site are shown by the cycling isochrones on Create Drawing 156/06/002 included in the back of this report.
4.0 PROPOSED DEVELOPMENT

4.1 The proposed development will comprise up to 380 residential dwellings and associated open space, as well as the retention of an existing area of employment provision. The illustrative masterplan for the Site is shown in Figure 4.1 below:

![Illustrative masterplan](Image)

**Figure 4.1 – Illustrative masterplan**

4.2 The principal point of access to the Site will be taken from Salhouse Road in the form of a new signalised junction on the north western edge of the site. This junction type has been selected following consultation with Norfolk County Council as it will best accommodate their future plans for BRT and improvements to walking and cycling provision along the Salhouse Road corridor. It will also allow connection to the section of the proposed orbital link road which will run north-west through the Blue Boar Lane / White House Farm development on the north side of Salhouse Road.

4.3 A secondary point of access to the site will be provided for pedestrians, cyclists and emergency vehicles to the south of the site, which will join Plumstead Road adjacent to the junction with Heath Road and Green Lane North. It will be a 3m wide footway / cycleway, with access control arrangement in order to prevent unauthorised vehicular access (the precise details of which will be agreed with Norfolk County Council in due course). This route will be converted to a pedestrian and cyclist only path in future, once the through-route for vehicles to the proposed new roundabout on Plumstead Road has been provided by others.
4.4 There is also the option to provide additional points of access to the east and west of the site which would offer extra connectivity into the neighbouring development sites, which include further residential development and community facilities such as a proposed new primary school. These connections would be supplementary to the site access requirements but would cater for local pedestrian and cycle movements, as well as potentially some vehicular movements. They would offer good permeability through the whole development area and high levels of integration between the new residential communities.

4.5 The detailed design of all access points will ensure that future access arrangements are safe and provided in accordance with appropriate standards.

**Internal Layout and Design**

4.6 From the new access junction on Salhouse Road, a route into the site will be provided in the form of a Type 2 style Feeder Road, with a 6m carriageway, a 3m footway/cycleway on one side and a 1.8m footway on the other. It is anticipated that this route could be extended in future by other parties to connect with the proposed new roundabout on Plumstead Road as part of the full orbital link road.

4.7 In addition to the main vehicular route, an internal network of access roads and residential streets will be provided within the development giving access to the residential properties and community facilities such as the formal recreation space. These roads and streets will be designed in accordance with the relevant design standards and will prioritise movements by walking and cycling in order to encourage the use of sustainable modes for short trips. Their design will promote safe and secure movement for all users by including street lighting, integrated road safety features and natural surveillance of routes to create safe and accessible neighbourhoods.

**Future Users**

4.8 As a result of the mix of dwelling types, it is anticipated that the proposed residential development will attract a range of age groups and household types and should result in a balanced community. It is expected that the mix of future residents will include, for example, working adults as individuals and couples, families with school-aged children, and more elderly residents including retired seniors.

**Parking**

4.9 Car and cycle parking will be provided as part of the proposed development in accordance with Norfolk County Council’s standards which are detailed in the document “Parking Standards for Norfolk 2007”. The relevant standards for new dwellings are set out in Table 4.2 below:
<table>
<thead>
<tr>
<th>Dwelling Size</th>
<th>Car Parking</th>
<th>Cycle Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 bed</td>
<td>1 space</td>
<td>None for houses with garage or rear garden for a shed.</td>
</tr>
<tr>
<td>2 - 3 beds</td>
<td>2 spaces</td>
<td>For flats: 1 space per unit for residents</td>
</tr>
<tr>
<td>4+ beds</td>
<td>3 spaces</td>
<td>1 space per 4 units for visitors</td>
</tr>
</tbody>
</table>

Table 4.2 - Car & cycle parking standards for Norfolk
5.0 OBJECTIVES AND TARGETS

5.1 The purpose of a travel plan is to identify opportunities for the promotion and delivery of sustainable transport initiatives e.g. walking, cycling and public transport, thereby reducing the demand for travel by less sustainable modes such as single-occupancy private car journeys.

Objectives

5.2 The two key objectives of this travel plan are to:

- Positively and effectively encourage the use of sustainable and healthy travel modes such as walking, cycling and public transport by future residents.
- Minimise the use of travel modes that have the highest environmental impact, such as single-occupancy trips by fossil-fuelled motor vehicles, especially where other alternatives are available.

5.3 It is also important that the site will be accessible using as wide a range of transport modes as possible so as to ensure equity of access for all, including users without access to a private car.

Travel Surveys

5.4 Within 6 months of the full occupation of dwellings on site, a residents’ travel survey will be undertaken to obtain baseline mode share information. This survey can be carried out using a short questionnaire asking about travel habits, focussing on journeys to work including destination (workplace postcode), working patterns, trip modes, journey times and any barriers to sustainable and healthy travel choices.

5.5 Subsequent travel surveys will be carried out up to 5 years after the full occupation of dwellings on site. They will enable changes over time to be identified and to monitor the effectiveness of the plan by evaluating changes in travel patterns compared with previous surveys. The travel surveys will include an incentive, such as a prize draw for shopping vouchers, to encourage a good response rate from the residents.

Targets

5.6 The specific mode share targets for the development will be set after the initial travel survey data has been analysed and a baseline mode share has been established. However, given the site’s location and good access to sustainable modes, as well as the improvements proposed to walking, cycling and public transport infrastructure, the site should be able to achieve a good proportion of travel-to-work trips by walking, cycling and public transport.
5.7 The mode share data for travel to work trips for residents living in the ward of Sprowston East has been extracted from the 2011 census and is shown in Table 5.1 below:

<table>
<thead>
<tr>
<th>Travel Mode</th>
<th>Mode share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work mainly from home</td>
<td>3%</td>
</tr>
<tr>
<td>Car driver</td>
<td>67%</td>
</tr>
<tr>
<td>Car passenger</td>
<td>6%</td>
</tr>
<tr>
<td>Motorcycle, Scooter or Moped</td>
<td>2%</td>
</tr>
<tr>
<td>Train</td>
<td>0%</td>
</tr>
<tr>
<td>Bus</td>
<td>7%</td>
</tr>
<tr>
<td>Walking</td>
<td>8%</td>
</tr>
<tr>
<td>Cycling</td>
<td>6%</td>
</tr>
<tr>
<td>Taxi</td>
<td>1%</td>
</tr>
</tbody>
</table>

Table 5.1 – 2011 mode share data for Sprowston East

5.8 An example of a suitable target could be to achieve a 10% mode shift in site residents using active or sustainable modes of transport for their journeys to work. However, the actual detailed targets for this travel plan will be set dependent on the results of the initial travel survey and will be agreed with Norfolk County Council officers.
6.0 TRAVEL PLAN MEASURES

Site Design

6.1 The masterplan of the site has been developed to include a footway/cycleway connecting the residential development with Plumstead Road East adjacent to the Heath Road, Green Lane North junction. So as to encourage the use of sustainable travel modes where appropriate, especially walking and cycling for shorter, local journeys.

6.2 Car parking for the residential dwellings will be provided in accordance with Norfolk County Council’s parking standards. The car parking will be designed to balance the desire to minimise the visual impact of car parking on the development, with the need to provide sufficient car parking so as not to result in obstructions caused by poorly parked vehicles. Specific parking space allocations and car parking management will be developed as required as part of the future expansion of this travel plan for the detailed design.

6.3 For residential cycle parking, the dwellings will be designed to include high quality cycle parking, the precise nature of which will be determined at detailed design stage. For houses, this could include cycle sheds in their gardens or storage integrated into the front entrance of the buildings. For flats, this should include secure, covered, well-lit cycle parking at ground level either in the form of individual lockers or stands in a lockable enclosure outside, or as internal cycle stores on the ground floors of the buildings.

6.4 The dwellings themselves could also be designed to incorporate features which reduce the need to travel. For example the inclusion of flexible office spaces and high speed broadband connectivity would enable future residents of the development to work from home on a regular or occasional basis and thus reduce the need for some journeys to work.

Information and Promotion

6.5 As well as the provision of well-designed infrastructure to encourage the use of sustainable travel modes, the provision of high-quality, relevant travel information and the promotion of the use of sustainable modes will help their uptake. There needs to be a long-term commitment to encouraging and promoting sustainable and healthy travel modes in order to embed positive travel behaviours amongst residents of the proposed development.

6.6 A travel information pack will be produced and included as part of all sales materials and brochures produced to promote the properties. This is one of the most important measures of a travel plan as it helps new residents to form sustainable and healthy travel habits from when they first move this location and will enable positive travel behaviours to be embedded in the community culture from the outset.

6.7 The pack will include information on relevant bus routes and timetables, maps of walking and cycling routes to destinations such as the local schools, and sustainable travel incentives such
as single use tickets for local bus services or discount vouchers for local cycle shops. It will also include more general information on the advantages of sustainable travel choices such as the health and financial benefits to be gained from walking and cycling.

6.8 Local travel information will also be updated throughout the duration of the travel plan e.g. the distribution of bus timetable updates, as well as details of local improvements to sustainable travel options such as the anticipated provision of Bus Rapid Transit services on Salhouse Road adjacent to the northern site boundary.

6.9 The residents of the development will be encouraged to participate in sustainable travel initiatives throughout the year such as National Walking Month, National Cycle to Work Day, European Mobility Week, and any local events organised by Broadland District Council or Norfolk County Council.

**Walking**

6.10 The Site is located to the south of Salhouse Road, approximately 4km to the north east of Norwich and 3.1km to the south of Rackheath. The existing village of Thorpe End lies to the east of the site and the suburban communities of Heartsease and Sprowston lie to the west.

6.11 It is therefore well located in relation to a range of local amenities including primary and secondary schools, retail, recreation, and health services. Walking will be therefore a realistic and attractive travel option that will be actively marketed as a free, healthy and sustainable travel choice through the information and promotion activities described above.

6.12 It is expected that future residents of the development will be able to undertake the majority of local trips on foot, up to approximately 1.6km or a 20 minute walk from the site. This will include trips to Thorpe St Andrew Secondary School and Sixth Form, Open Academy, Dussindale Primary School and Saint William’s Primary School. A map of the safest walking routes to these schools should be included in the travel information pack. The measures from this travel plan can also be coordinated with relevant sustainable travel activities from the school travel plans for each of these local schools.

6.13 Third-party tools specifically focused on walking such as walkit.com and www.mapmywalk.com will be promoted to residents to help them generate the best walking routes to and from the development and to help them to track their personal walking activity. Participation in walking initiatives such as Living Streets’ National Walking Month and Walk to School Week, which are held in May each year, will also be encouraged.

**Cycling**

6.14 The location of the development will also enable cycling to be a realistic and attractive travel option for some residents, particularly for journeys up to approximately 6.4km, or around a 20 minute ride, from the site. It will be actively marketed to all users as an affordable, healthy
and sustainable travel choice through the information and promotion activities described above.

6.15 Third-party tools specifically focused on cycling such as www.sustrans.org.uk and www.mapmyride.com will be utilised to generate the best cycling routes to and from the development and to help residents track their personal cycling activity. Participation in cycling initiatives such as Bike Week which is held in June each year and National Cycle to Work Day which is held in September each year, will also be encouraged.

6.16 As part of the sustainable travel incentives offered to new residents, discounts with local cycling retailers will be investigated to offer residents access to reduced-cost bicycles and cycling equipment. Cycle maintenance courses, workshops and visits from bike repair specialists such as Dr Bike could also be offered in partnership with local cycling retailers.

Public Transport

6.17 Public transport will be a suitable option for residents who need to travel to destinations served directly by existing local bus services, in particular Norwich city centre. The use of public transport services will be actively marketed to all users as a sustainable travel choice through the information and promotion activities described above.

6.18 As part of the sustainable travel incentives offered to new residents, the provision of bus tickets for new residents will be investigated. This could include offering a fixed number of Fusion day tickets or a holdall smartcard to new residents (as appropriate to their household structure and travel needs) to encourage them to try their local public transport services when they first move into their new home.

6.19 Residents will also be made aware of options that may be available to them through their employers, such as financial assistance in the form of interest-free season ticket loans, to help with the initial cost of purchasing the most cost-effective public transport tickets.

6.20 Third-party tools specifically focused on public transport such as the Traveline online journey planner will be utilised to offer personalised route, timetable and ticketing information to facilitate ease of use of the extensive public transport services on offer. Technological services such as real-time bus stop information, real-time bus apps and mobile ticketing will be marketed to residents as appropriate.

Action Plan

6.21 In due course, each of the travel plan measures described above will be incorporated into an action plan which will form the programme for delivery of the measures. The action plan will includes timescales for delivery in the short, medium and longer terms and will provide greater detail on the specifics of the measures to be taken forward first.
7.0 MANAGEMENT AND MONITORING

Management

7.1 The key factor in the successful implementation of this travel plan will be the appointment of a Travel Plan Coordinator for the development. This role may initially be undertaken by a member of the development marketing or administration team, or a specialist transport consultant.

7.2 The appointment of a specific, named Travel Plan Coordinator should be carried out prior to the marketing/sales of the dwellings. This will enable the Coordinator to produce a travel information pack and to provide this in a timely manner for inclusion as part of all sales materials and brochures produced to promote the properties.

7.3 The Travel Plan Coordinator will also be able to provide training and guidance for the property sales staff to ensure that they are well briefed on all travel-related aspects of the proposed development.

7.4 Until such a time as the Travel Plan Coordinator is appointed, the following persons may be contacted in relation to this travel plan:

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Developer contact: TBC
Address: TBC
Telephone: TBC
Email: TBC

7.5 The Travel Plan Coordinator is an important role which will be responsible for delivering the travel plan by:

- being a champion of sustainable and healthy travel modes;
- delivering the travel plan measures, in particular by acting as a focal point for providing and distributing travel information;
- liaising with residents and visitors on all transport-related issues;
- conducting and analysing the resident travel surveys;
- updating the travel plan targets, travel plan document and its action plan; and
- managing the on-going cycle of monitoring and review of the travel plan.

7.6 It is important that this travel plan is understood to be an active, live document which will need to be regularly reviewed and updated in future by the Travel Plan Coordinator to record the various stages of the travel plan process. The production of this travel plan document denotes the start of the travel plan process and it should not be seen as a finished or completed product.
7.7 This interim travel plan statement has been prepared with as much detail as is available at this time, given that the full details of the development and future residents are not yet known. It has been written in such a way that it can be updated by the Travel Plan Coordinator with greater detail once more information becomes available.

**Monitoring and Review**

7.8 Monitoring of the travel plan is important as it enables the Travel Plan Coordinator to assess the efficacy of the measures being implemented and ensure that the travel plan is meeting its objectives and making progress towards its targets.

7.9 An example of the travel plan monitoring and review cycle is shown in Figure 7.1 below:

![Figure 7.1 – Travel plan monitoring and review cycle](image)

7.10 By undertaking this cycle of monitoring and review, the Travel Plan Coordinator will gain a clear understanding of the emerging travel patterns for residents of the development. They will also be best placed, through their on-going relationship with residents, to identify any transport-related issues as they emerge and gather any feedback or suggestions for improvements to the package of travel plan measures offered.
8.0 DISCLAIMER

8.1 Create Consulting disclaims any responsibility to the Client and others in respect of any matters outside the scope of this report.

8.2 The copyright of this report is vested in Create Consulting Engineers Ltd and United Business and Leisure Ltd. The Client, or his appointed representatives, may copy the report for purposes in connection with the development described herein. It shall not be copied by any other party or used for any other purposes without the written consent of Create Consulting Engineers Ltd or United Business and Leisure Ltd.

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APPENDICES
APPENDIX B
PLANS