

DATED 28<sup>th</sup> June 2013

(1) BROADLAND DISTRICT COUNCIL

(2) NORFOLK COUNTY COUNCIL

(3) WR AND PJ TANN LIMITED, PETER JAMES TANN AND DAVID RICHARD TANN

(4) IFIELD ESTATES LIMITED

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DEED OF VARIATION  
PURSUANT TO  
SECTIONS 106 AND 106A OF  
THE TOWN AND COUNTRY PLANNING ACT 1990  
RELATING TO LAND  
SITUATED TO THE EAST OF BROADLAND WAY AND TO THE  
NORTH OF THE A47 TRUNK ROAD

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THIS DEED is made the

25<sup>th</sup>

day of

June

2013

**BETWEEN:**

- (1) **BROADLAND DISTRICT COUNCIL** of Civic Offices, Thorpe Lodge, 1 Yarmouth Road, Thorpe St Andrew, Norwich, NR7 0DU (the "**District Council**"); and
- (2) **NORFOLK COUNTY COUNCIL** of County Hall, Martineau Lane, Norwich, Norfolk, NR1 2DH (the "**County Council**"); and
- (3) **WR AND PJ TANN LIMITED** (Company Registration No. 3381278) of Fairs House, Gilray Road, Diss, Norfolk, IP22 4WR and **PETER JAMES TANN** of The Old Vicarage, Lingwood Gardens, Lingwood, Norwich NR13 4TL and **DAVID RICHARD TANN** of Grange Farm, Martham, Great Yarmouth, NR29 4RA (the "**Owner**"); and
- (4) **IFIELD ESTATES LIMITED**, a company incorporated in England and Wales (company number 5577784) whose registered office is at 45 Clarges Street London W1J 7EP (formerly 38 North Audley Street London W1Y 1WG) (the "**Developer**")

**WHEREAS:**

- (A) This Deed is supplemental to an agreement made pursuant to Section 106 of the Planning Act dated 19 October 2011 between (1) the District Council and (2) the County Council and (3) the Owner and (4) the Developer (the "**Original Agreement**").
- (B) For the purposes of the Planning Act, the District Council is the local planning authority for the area within which the Site is located and the person who is entitled to enforce the obligations contained in this Deed.
- (C) The County Council is a local planning authority for the purposes of the Planning Act and the local highway authority for the purposes of the Highways Act for the area within which the Site is located.
- (D) The Owner is the freehold owner of the Obligation Land registered under title number NK205303 and (in part) under title number NK26457 subject to those matters set out in the respective charges register but otherwise free from encumbrances that would prevent the Owner from entering into this Deed.
- (E) The Developer has entered into the Option Agreement with the Owner.
- (F) The parties agree that the Original Agreement should be modified to delete and replace the Framework Travel Plan at Appendix 2 to the Original Agreement.
- (G) Accordingly, the parties have agreed to enter into this Deed so as to secure the modification of certain obligations in the Original Agreement with the intent that such obligations (as modified) may be enforced by the District Council and where specifically stated by the County Council against the Owner or its successors in title and assigns.

**THIS DEED WITNESSES THE FOLLOWING:**

**1. INTERPRETATION**

- 1.1 This Deed is supplemental to the Original Agreement.
- 1.2 Words and expressions defined in the Original Agreement shall have the same meaning in this Deed except where this Deed provides otherwise.

- 1.3 Headings in this Deed are for ease of reference only and shall not affect construction or interpretation of any of the provisions of this Deed.
- 1.4 Except as modified by this Deed all the provisions of the Original Agreement shall remain in full force and effect and from the date this Deed takes effect the Original Agreement shall henceforth operate as modified by this Deed.
- 1.5 Where in this Deed reference is made to a clause, paragraph, schedule or plan it is to a clause, paragraph, schedule or plan in this Deed except where otherwise provided in this Deed or where the context requires otherwise.
- 1.6 A reference to any statute or statutory provision shall be constructed as a reference to the same as it may from time to time be amended, modified or re-enacted.
- 1.7 If any provision of this Deed shall be held to be invalid illegal or unenforceable, the validity, legality and enforceability of the remaining provisions will not in any way be deemed thereby to be affected impaired or called into question.
2. **LEGAL EFFECT**
- 2.1 This Deed is made pursuant to Sections 106 and 106A of the Planning Act and all other powers enabling the District Council and the County Council to enter into this Deed.
- 2.2 The obligations contained in this Deed are planning obligations for the purposes of Section 106 of the Planning Act and shall bind the Site.
- 2.3 Subject to clause 2.4, the covenants undertakings and obligations contained in the Original Agreement with modifications as set out in this Deed shall bind the Site with the intent that the same shall be enforceable without limit of time not only against the Owner but also against its successors in title and assigns and any person corporate or otherwise claiming through or under the Owner an interest or estate created after the date hereof in the Site or any part or parts thereof as if that person had also been an original covenanting party in respect of such of the covenants undertakings and obligations which relate to the interest or estate for the time being held by that person.
- 2.4 No person shall be liable for breach of an obligation contained in this Deed after he has parted with all of their interests in the Site or all of their interests in the part of the Site in respect of which such breach occurs (except for interests in the nature of an easement or the benefit of a restriction or similar) but without prejudice to liability for any subsisting breach which occurred prior to parting with such interest.
- 2.5 All the provisions in this Deed shall come into effect on the date of this Deed.
3. **VARIATION OF THE ORIGINAL AGREEMENT**
- 3.1 The parties agree that on the date of this Deed the Original Agreement shall be varied by making the modifications set out in Schedule 1 of this Deed.
4. **FURTHER PLANNING PERMISSIONS**
- 4.1 Nothing in this Deed shall be construed as prohibiting or limiting the rights of the Owner to develop any part of the Site in accordance with and to the extent permitted by a planning permission (other than the Planning Permission) granted by the District Council or by the Secretary of State on appeal or following a reference to him either before or after the date of this Deed.

5. **LEGAL COSTS**

- 5.1 Each party shall bear its own legal and other professional costs incurred in the negotiation and preparation of this Deed.

6. **LOCAL LAND CHARGE**

- 6.1 As soon as reasonably practicable after the date of this Deed the District Council shall register this Deed against the Site as a local land charge at the Local Land Charges Registry for the purposes of the Local Land Charges Act 1975.
- 6.2 The District Council shall secure the removal of this Deed from the Register of Local Land Charges upon performance of the final obligation in the Original Agreement (as modified by this Deed).

7. **CONTRACTS (RIGHTS OF THIRD PARTIES) ACT 1999**

- 7.1 A person who is not named in this Deed does not have any right to enforce any term of this Deed under the Contracts (Rights of Third Parties) Act 1999.

8. **MISCELLANEOUS**

- 8.1 Nothing in this Deed shall prejudice or affect the rights powers duties and obligations of the District Council or the County Council in the exercise by it of its statutory functions and its rights powers duties and obligations under private or public statutes bye-laws orders and regulations may be fully and effectively exercised as if it were not a party to this Deed.
- 8.2 The parties shall endorse each executed copy of the Original Agreement with the insertion of the following "This Deed has been modified and supplemented by the Deed of Variation dated .....June 2013".

9. **JURISDICTION**

- 9.1 This Deed is governed by and shall be interpreted in accordance with the laws of England and Wales.
- 9.2 The courts of England and Wales are to have exclusive jurisdiction in relation to any disputes between the parties arising out of or relating to this Deed.

10. **EXECUTION**

- 10.1 The parties have executed this Deed as a deed and it is delivered on the date set out above.

11. **COUNTERPARTS**

- 11.1 This Deed may be executed in any number of counterparts, each of which when executed and delivered shall constitute a duplicate original, but all the counterparts shall together constitute the one agreement.



## **SCHEDULE 1**

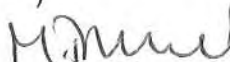
### **VARIATIONS TO THE ORIGINAL AGREEMENT**

#### **1. REPLACEMENT SCHEDULE**

- 1.1 The parties agree that the Original Agreement shall be varied as follows with effect from the date of this Deed:
- 1.2 Appendix 2 to the Original Agreement shall be deleted and replaced with the document attached at Appendix 1 to this Deed entitled "Travel Plan and Addendum".

EXECUTED AS A DEED by the parties on the date which first appears in this Deed.

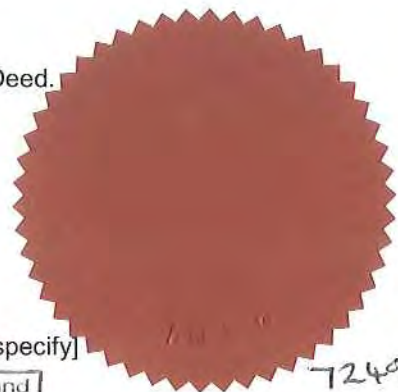
EXECUTED as a Deed  
by affixing  
the Common Seal of  
**BROADLAND DISTRICT COUNCIL**  
in the presence of:-

)  
)  
)  


[Member of the Council – specify]

Head of Democratic Services and  
Monitoring Officer

[Clerk or alternative - specify]



EXECUTED as a Deed  
by affixing  
the Common Seal of  
**NORFOLK COUNTY COUNCIL**  
in the presence of:-

)  
)  
)

[Member of the Council – specify]

[Clerk or alternative - specify]

EXECUTED as a Deed by  
**WR and PJ TANN LIMITED**  
acting by:-

)  
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)  
)  
)

Director

Signature of Witness:

Name of Witness:

Address:

Occupation:

EXECUTED AS A DEED by the parties on the date which first appears in this Deed.

EXECUTED as a Deed  
by affixing  
the Common Seal of  
**BROADLAND DISTRICT COUNCIL**  
in the presence of:-

)  
)  
)

[Member of the Council – specify]

[Clerk or alternative - specify]

EXECUTED as a Deed  
by affixing  
the Common Seal of  
**NORFOLK COUNTY COUNCIL**  
in the presence of:-

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[Memk

[Clerk or a



*Sam.*  
authorised to sign  
on behalf of:

*Head of Fam*

EXECUTED as a Deed by  
**WR and PJ TANN LIMITED**  
acting by:-

)  
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Director

Signature of Witness:

Name of Witness:

Address:

Occupation:

EXECUTED AS A DEED by the parties on the date which first appears in this Deed.

EXECUTED as a Deed  
by affixing  
the Common Seal of  
**BROADLAND DISTRICT COUNCIL**  
in the presence of:-

)  
)  
)

[Member of the Council – specify]

[Clerk or alternative - specify]

EXECUTED as a Deed  
by affixing  
the Common Seal of  
**NORFOLK COUNTY COUNCIL**  
in the presence of:-

)  
)  
)

[Member of the Council – specify]

[Clerk or alternative - specify]

EXECUTED as a Deed by  
**WR and PJ TANN LIMITED**  
acting by:-

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)

Director

Signature of Witness:

Name of Witness:

Address:

Occupation:

WHITE  
ROBERT RAVIN ILLIOTT  
111- Tann Court  
Whittham  
Norwich NR3 1RU  
Director

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Robert David Johnson

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Whitfri New NR31RV

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Director

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**SIGNED** as a Deed by  
**PETER JAMES TANN**  
in the presence of:-

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)  
)

Signature of Witness:

Name of Witness:

Address:

Occupation:

**SIGNED** as a Deed by  
**DAVID RICHARD TANN**  
in the presence of:-

Signature of Witness:

Name of Witness:

Address:

Occupation:

**EXECUTED** as a Deed by  
**IFIELD ESTATES LIMITED**  
acting by:-

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Director

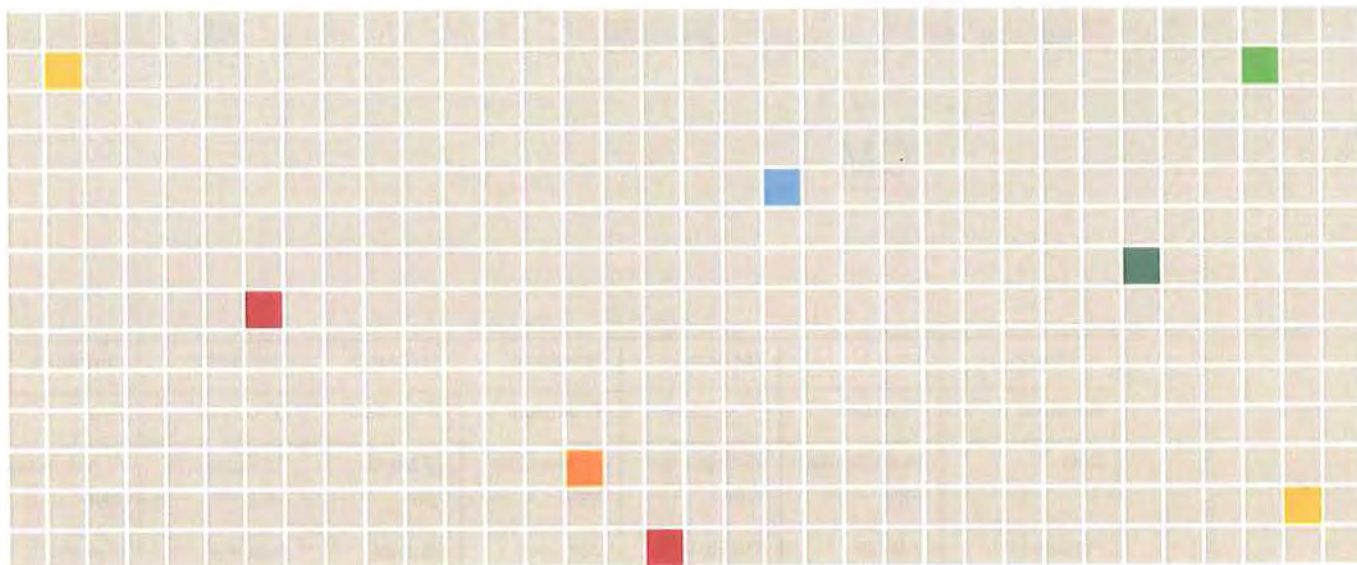
Signature of Witness:

Name of Witness:

Address:

Occupation:

**APPENDIX 1**  
**TRAVEL PLAN AND ADDENDUM**



## **Broadland Gate Business Park, Postwick, Norwich**

### **Framework Travel Plan**

Ifield Estates

November 2009

# QM

Issue/revision	Issue 1	Revision 1	Revision 2	Revision 3	Revision 4	Revision 5
Remarks	1 <sup>st</sup> version	2 <sup>nd</sup> version	3 <sup>rd</sup> version	4 <sup>th</sup> version	5 <sup>th</sup> version	Final
Date	15 September 2008	25 September 2008	6 November 2008	27 March 2009	12 August 2009	17 November 2009
Prepared by	MJI002	AMH004	Matthew Ingrey	Matthew Ingrey	Matthew Ingrey	Matthew Ingrey
Signature						
Checked by	NMD001	NMD001	Nigel Downes	Nigel Downes	Nigel Downes	Nigel Downes
Signature						
Authorised by	NMD001	NMD001	Nigel Downes	Nigel Downes	John Hicks	Nigel Downes
Signature						
Project number	11500573-PT1	11500573-PT1	11500573-PT1	11500573-PT1	11500573-PT1	11500573-PT1
File reference	Broadland Gate Framework Travel Plan Draft.doc	Broadland Gate Framework Travel Plan.doc	Broadland Gate Framework Travel Plan November 2008.doc	Broadland Gate Framework Travel Plan March 2009.doc	Broadland Gate Framework Travel Plan August 2009.doc	Broadland Gate Framework Travel Plan November 2009 Final.doc

WSP Development and Transportation  
66-68 Hills Road  
Cambridge  
CB2 1LA

Tel: +44 (0)1223 558050  
Fax: +44 (0)1223 558051  
<http://www.wspgroup.com>

WSP UK Limited | Registered Address WSP House, 70 Chancery Lane, London, WC2A 1AF, UK | Reg No. 01383511 England | WSP Group plc | Offices worldwide



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# 1 Introduction

## 1.1 BACKGROUND

1.1.1 This Framework Travel Plan (Framework TP) has been prepared by WSP for Ifield Estates (the 'Developer'). It accompanies the outline planning application for the proposed Broadland Gate Business Park development at Postwick, Norwich.

1.1.2 The Broadland Gate Business Park development proposes a new business park and related facilities on land east of the existing Broadland Business Park, about 5.5km east of Norwich City Centre. A detailed site location plan is shown on Figure 1, and Figure 2 shows the site in the wider context of Norwich.

1.1.3 Broadland District Council Local and NCC require Travel Plans for major developments. PPG13 states that Travel Plans should seek to achieve a reduction in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling.

1.1.4 The content of this TP has been discussed with officers at Norfolk County Council and the Highways Agency at the following meetings:

- 28 August 2008 (Norfolk County Council only);
- 4 March 2009 (Norfolk County Council and the Highways Agency);
- 30 March 2009 (Norfolk County Council only);
- 11 June 2009 (Norfolk County Council and the Highways Agency);
- 3 November 2009 (Norfolk County Council only).

1.1.5 These meetings have led to agreement on the purpose and content of this Framework TP, along with the process for implementing the TP after planning approval. It comprises a package of measures designed to reduce the share of single occupancy vehicle trips generated by the development, and also to support more sustainable forms of travel. Its primary aim is to promote travel choices, with measures to encourage staff and visitors to reduce their reliance on the private car and increase walking, cycling and public transport as means of accessing the site.

1.1.6 The Framework TP includes a firm commitment by the Developer to implement and arrange for the necessary funding of these measures. This includes Developer funding of a £2.05m package to be used for improvements to sustainable transport for the Broadland Gate site. This will initially provide funding towards additional bus services between the site and Norwich City Centre. There will also be an obligation on Occupiers to contribute £25 per employee per year on travel planning measures and initiatives. A key element of the Overarching Site Travel Plan will be the appointment of a site-wide Travel Plan Co-ordinator by the Developer.

1.1.7 A Transport Assessment investigating the transport impacts of the development accompanies the proposals, and has been prepared separately by Mott MacDonald consulting engineers.



## **1.2 DEVELOPMENT OF THE BROADLAND GATE BUSINESS PARK TRAVEL PLAN**

1.2.1 It is recognised that the Travel Plan is an organic document which will need updating from time to time to take account of the latest best practice in the field. Furthermore, because travel planning is an ever-evolving process, some of the measures and initiatives in this Framework Travel Plan may become unsuitable in future when the site is being occupied, while others not considered at this stage may come forward as being appropriate.

1.2.2 Accordingly it is proposed that this Framework Travel Plan will be superseded by an Overarching Site Travel Plan, which the Developer commits to preparing and then agreeing with NCC, the HA and BDC prior to the first occupation of the development.

1.2.3 The Overarching Site Travel Plan will form the basis upon which each Occupier will prepare in detail their own Occupier Travel Plan, to be implemented with their employees. These Occupier Travel Plans would take into account their own specific travel planning requirements, for example arising from differing working practices and operations. Each Occupier will be obliged to appoint their own Travel Plan Co-ordinator.

1.2.4 The development thresholds for Occupier Travel Plans are based on the current thresholds set out in the Department for Transport's April 2009 Good Practice Guidelines on Delivering Travel Plans. For example, an Occupier with more than 1,500m<sup>2</sup> of B1 office gross floor area (GFA) will be required to prepare and agree with NCC a Travel Plan Statement. Developments of more than 2,500m<sup>2</sup> GFA will be required to prepare a full Travel Plan.

1.2.5 When the Overarching Site Travel Plan is prepared, the Developer will be able to be more specific as to the appropriate measures that are required to be implemented, and the obligations placed on Occupiers. Furthermore, it will provide a list of other measures that the Occupiers may want to consider implementing as suitable for their staff.

1.2.6 Each Occupiers TPC will be required to participate in the Travel Plan Management Group which initially will be set up by the Developer as a forum to exchange ideas, co-operate amongst the employee groups, share databases as appropriate, promote new ideas in sustainable transport and review annual staff survey results. Norfolk County Council will participate in advising this Group on the latest good practice. It would be through this group that the Overarching Site Travel Plan and the Occupier Travel Plans will be updated and improved over time.

## **1.3 ENFORCING THE TRAVEL PLAN**

1.3.1 The Framework TP forms part of the Planning Application documentation and therefore is an integral part of any consent that may be granted.

1.3.2 The Framework TP will be incorporated into the Section 106 Agreement (the 'Agreement') accompanying any Planning Permission and the obligations within it will be enforced through the provisions of this Agreement.

1.3.3 Such an Agreement is enforceable and there is only very limited recourse to appeal. Amendments of such an Agreement can only be undertaken by agreement between the Parties, unlike a Planning Condition where a Section 73 application to vary conditions can be made unilaterally.

1.3.4 The Agreement will have specific covenants on the Developer, Building Owner and Occupier, all of whom will be obliged to implement the provisions of the Overarching Site Travel Plan in so far as they are applicable to each party.

1.3.5 The Agreement will have specific covenants on any Building owner to include covenants in any occupational lease they grant, requiring the Occupier to implement the provisions of the Overarching Site Travel Plan developed from the Framework TP.

1.3.6 It should be noted that a Section 106 Agreement runs with the land, is registered as local land charge and therefore it is binding on all successors in title and Occupiers. This provides the Local Highway Authority with considerable powers of persuasion knowing that ultimately they have the legal recourse to impose the Travel Plan requirements through the courts as a last resort measure.

#### **1.4 STRUCTURE OF THE TRAVEL PLAN**

1.4.1 The remainder of this document proceeds as follows:

- Section 2 provides information about the site and Broadland Gate development;
- Section 3 looks at existing transport conditions for the site;
- Section 4 sets out the aims and objectives of the Travel Plan, and establishes targets to achieve these objectives;
- Section 5 presents out a Travel Plan strategy, setting out the way in which the TP will be managed, administered and secured;
- Section 6 sets out the measures that will be implemented with the development;
- Section 7 looks at the process of monitoring and review that will be required as the Travel Plan is implemented;
- Section 8 summarises the Framework Travel Plan.



## 2 Development Proposals

### 2.1 SITE LOCATION

2.1.1 The proposed Broadland Gate Business Park development site is located in the Brundall ward of Broadland District Council, Norfolk, and is about 5.5km east of Norwich City Centre. It is currently in agricultural use, and lies to the north of the A47. It is bounded to the west by Broadland Way and the Broadland Business Park, and to its north and east by open fields.

2.1.2 The site location is shown in detail on Figure 1, which also indicates the proposed A47 Postwick Hub junction improvements near the site, the existing Broadland Business Park (Phase 1), the planned Phase 2 of the Broadland Business Park and the location of proposed residential development at Brook Farm. Figure 2 shows the site in the wider context of the Norwich area.

2.1.3 Existing walking and cycling networks, which are described in more detail in the next section, are shown on Figure 3, and existing public transport routes, also described in more detail in the next section, are shown on Figure 4. In summary, these indicate that the site is reasonably accessible by non-car modes. However, improvements to the existing infrastructure and services will be required to accommodate the impact of the proposed development, to improve the accessibility of the site and so that this TP's targets and objectives are able to be met.

### 2.2 PROPOSED DEVELOPMENT

2.2.1 The development includes the following elements:

- Up to 42,000m<sup>2</sup> gross external area (GEA) of B1 employment;
- 120 bed hotel with local conference facilities (7,000m<sup>2</sup> GEA) and on-site leisure facilities (2,000m<sup>2</sup> GEA);
- 75 no. serviced apartments (3,938m<sup>2</sup> GEA);
- 3,150m<sup>2</sup> GEA medical facility (non-casualty);
- 2,400m<sup>2</sup> GEA ancillary retail;
- 1,208m<sup>2</sup> GEA car show room;
- 2,100m<sup>2</sup> GEA restaurants / cafes;
- 420m<sup>2</sup> GEA children's nursery.

2.2.2 A framework layout plan for the proposed development has been prepared by Michael Sparks Associates, and is attached at Appendix A.

### 2.3 DEVELOPMENT TRAVEL DEMAND

2.3.1 In preparing this Travel Plan's objectives and targets, which are presented in Section 4, along with the strategies and measures to achieve these objectives and targets, it is first necessary to understand the likely total staff travel demand for the proposed development.

2.3.2 The assumptions on total staff numbers shown in Table 1 below have been agreed with NCC and the HA, following the meetings set out in Section 1.



**Table 1: Employees by Proposed Land Use for Broadland Gate**

Land Use	Employee Ratio	Total Number of Employees
B1 office use	1 employee per 13.5m <sup>2</sup> GEA	3,111
Hotel	1 employee per 2 beds	60
Leisure facility	1 employee per 55m <sup>2</sup> GEA	38
Apartments	n/a	n/a
Medical facility	1 employee per 23m <sup>2</sup> GEA	137
Ancillary retail	1 employee per 90m <sup>2</sup> GEA	27
Car Show room	1 employee per 50m <sup>2</sup> GEA	24
Restaurant / café	1 employee per 13m <sup>2</sup> GEA	161
Nursery	1 employee per 36m <sup>2</sup> GEA	12
TOTAL	n/a	3,570

2.3.3 The following assumptions have been agreed with NCC and the HA regarding the baseline mode of travel for these daily staff without any Travel Plan targets on modal shift:

- For B1 office, 1 car parking space represents 1 car driver arrival (as noted later in this section, the agreed car parking provision for B1 (42,000m<sup>2</sup> GEA) is 1,400 spaces, provided at Broadland District Council's standards);
- For B1 office and medical use, ratio of car passenger to car driver is 20%;
- Mode share for walking and cycling is 10% for B1 and medical uses;
- Mode share for motorcycle is 1% for B1 and medical uses;
- For car show room and nursery, all staff will drive to work.

2.3.4 It had been discussed with NCC that no hotel staff would drive to work, while all staff for the leisure, ancillary retail and restaurant / café uses would drive to work. After further consideration with the Developer of the operational practices of these uses, it has been assumed that the baseline mode share of these staff trips will more likely reflect existing travel to work conditions, which have been taken from surveys of the adjacent Broadland Business Park. This data is presented in the next section.

2.3.5 The resulting baseline number daily staff trips by mode, assuming no Travel Plan, are shown in Table 2 below, and these figures have been agreed with NCC and the HA. The resulting percentage modal shares are shown in Table 3.

**Table 2: Number of Daily Staff Arrivals By Mode For Broadland Gate Without Travel Plan, Agreed with NCC and HA**

Use	Car Drivers	Car Passengers	Walking / Cycling	M'cycle	Bus	Residual Demand	TOTAL
B1 office	1,400	280	311	31	124	965	3,111
Hotel	37	5	6	1	2	9	60
Leisure facility	24	3	4	0	2	5	38
Medical facility	34	7	14	1	5	76	137
Ancillary retail	17	2	3	0	1	4	27
Car Show room	24	0	0	0	0	0	24
Restaurant / café	100	13	16	2	6	24	161
Nursery	12	0	0	0	0	0	12
TOTAL	1,648	310	354	35	140	1,083	3,570

**Table 3: Percentage of Daily Staff Arrivals By Mode For Broadland Gate Without Travel Plan, Agreed with NCC and HA**

Use	Car Drivers	Car Passengers	Walking / Cycling	M'cycle	Bus	Residual Demand	TOTAL
B1 office	45%	9%	10%	1%	4%	31%	100%
Hotel	62%	8%	10%	1%	4%	15%	100%
Leisure facility	63%	8%	10%	0%	4%	15%	100%
Medical facility	25%	5%	10%	1%	4%	55%	100%
Ancillary retail	63%	7%	10%	0%	4%	16%	100%
Car Show room	100%	0%	0%	0%	0%	0%	100%
Restaurant / café	62%	8%	10%	1%	4%	15%	100%
Nursery	100%	0%	0%	0%	0%	0%	100%

2.3.6 It is clear that there is a significant unmet residual travel demand that would need to be accommodated, for example by modal shift. Otherwise the car driver mode share is likely to increase, with resulting impacts on the highway network and fly-parking. NCC indicate that existing bus capacity would be insufficient to accommodate the above level of residual demand.



2.3.7 This Travel Plan therefore sets out objectives, measures and strategies that will be implemented to accommodate this residual travel demand. This includes bus service improvements, as described in Sections 4 and 5.

2.3.8 The Travel Plan will also need to cater for the peak in this daily staff travel demand, which in discussions with NCC and the HA is assessed as relating to the AM peak period (8AM – 9.30AM) arrivals, and the following assumptions regarding these AM arrivals have been agreed:

- 90% of car drivers will arrive in AM peak period for B1, leisure, medical, retail and car show room uses;
- 100% of nursery staff car drivers will arrive in AM peak;
- 75% of B1 staff pedestrians, cyclists and other modes (including bus) will arrive in AM peak period;
- 33.33% of hotel staff will arrive in AM peak period;
- 50% of leisure, medical and retail staff pedestrians, cyclists and other modes (including bus) will arrive in AM peak period;
- No AM peak period trip generation for restaurant / café use.

2.3.9 The resulting AM peak period (8AM – 9.30AM) staff trips by mode, assuming no Travel Plan, are shown in Table 4 below, and these figures have been agreed with NCC and the HA.

**Table 4: Baseline AM Peak Period Staff Arrivals By Mode For Broadland Gate, Assuming No Travel Plan**

Use	Car Drivers	Car Passengers	Walking / Cycling	M'cycle	Bus	Residual Demand	TOTAL
B1 office	1,260	252	233	28	93	724	2,590
Hotel	12	2	2	0	1	3	20
Leisure facility	22	3	2	0	1	3	31
Medical facility	31	6	7	1	3	38	86
Ancillary retail	15	2	2	0	1	2	22
Car Show room	22	0	0	0	0	0	22
Restaurant / café	0	0	0	0	0	0	0
Nursery	12	0	0	0	0	0	12
TOTAL	1,374	265	246	29	99	771	2,783

2.3.10 The objectives, targets, measures and strategies to accommodate this level of demand are presented in the following sections.

## **2.4 DEVELOPMENT SITE ACCESS**

2.4.1 The development framework layout plan at Appendix A shows the development's vehicular access arrangements. The development will be bounded to its east by part of the proposed A47 Postwick Hub junction improvements, and to its north by an east-west link between Broadland Way and this section of the Postwick Hub. This will provide a main access to the development via a roundabout junction. The development will also be served by a new fourth arm of the existing Postwick North roundabout, at the southwest corner of the site boundary. The existing on-slip to the A47 eastbound will be removed.

2.4.2 The development also proposes a number of walking and cycling routes through the development and linking with the existing surrounding pedestrian and cycle network, which has been substantially improved as part of the adjacent Broadland Business Park development. The proposed routes are shown on Figure 5. Along the main internal distribution road, there will be a 3m shared footway / cycleway on one side, and a 2m footway on the other side.

2.4.3 There will be a segregated 3m footway / cycleway between the southern boundary and western of the site, and a new Toucan crossing on Broadland Way to link this segregated route with the existing walking and cycling network in the adjacent Broadland Business Park and beyond to Norwich City Centre.

2.4.4 Significant improvements are proposed to increase the capacity of local bus services between the site and Norwich City Centre. An appropriate agreement will be in place between the Developer, Occupiers and NCC to ensure that the necessary funding for these bus improvements is provided. The level of funding has now been agreed between NCC and the Developer, and the number of additional bus services is appraised later in this report.

2.4.5 A new bus stop shelter is proposed on Broadland Way, to the south of the Toucan crossing, as shown on Figure 5. This will be served by existing bus routes along Broadland Way which link the site with Norwich City Centre, and also the proposed additional bus services. At the appropriate phase of the development's construction, it is envisaged that some bus services will be rerouted through the centre of the site. The existing bus stop locations are shown on Figure 3 and existing bus routes on Figure 4, and are described in more detail in Section 3. Improvements to public transport are described later in this report.

## **2.5 PROPOSED PARKING STRATEGY**

2.5.1 The parking provision for the development will be in accordance with Broadland District Council's Parking Standards Supplementary Planning Document (June 2007). These are shown in Table 5 below. These accord with the standards in Planning Policy Guidance Note 13: Transport (March 2001).



**Table 5: Car and Cycle Parking Standards for Proposed Development**

Land Use	Maximum Car Parking Standard	Minimum Cycle Parking Standard
B1 business	1 space per 30m <sup>2</sup> gross floor area (GEA)	1 visitor space per 100m <sup>2</sup> GEA, plus 1 staff space per 50m <sup>2</sup> GEA
Hotel	1 space per bedroom	1 visitor space per 10 beds, plus 1 staff space per 4 staff, plus 1 residents space per 10 beds
Serviced Apartments	Average of 1.5 spaces per 1-bedroom unit	None for units with garages or rear gardens; for units with communal parking, 1 residents space per unit, plus 1 visitor space per 4 units
Medical facility	1 space per full time member of staff, plus 2 spaces per consulting room	1 visitor space per 200m <sup>2</sup> GEA, plus 1 staff space per 4 staff
Ancillary retail	1 space per 14m <sup>2</sup> GEA for food retail; 1 space per 20m <sup>2</sup> GEA for other retail	1 visitor space per 200m <sup>2</sup> GEA, plus 1 staff space per 100m <sup>2</sup> GEA
Car showroom	1 space per staff plus 1 space per 45m <sup>2</sup> display area	1 space per 5 staff
Restaurants / cafes	1 space per 5m <sup>2</sup> GEA	1 visitor space per 25m <sup>2</sup> GEA, plus 1 staff space per 4 staff
Children's nursery	1 space per full time member of staff	1 visitor space per 30 children, plus 1 staff space per 5 staff

2.5.2 The resulting number of car parking spaces for the development, based on these standards, and following discussions with NCC, is shown in Table 6 below.

**Table 6: Maximum Car Parking Provision for Proposed Development**

Proposed Use	Maximum Car Parking Provision
B1 business (42,000m <sup>2</sup> GEA)	1,400 spaces
Hotel (120 bed)	120 spaces
Leisure (2,100m <sup>2</sup> GEA)	85 spaces
Serviced Apartments (75 no.)	113 spaces
Medical facility (3,150m <sup>2</sup> GEA)	34 spaces
Ancillary retail (2,400m <sup>2</sup> GEA)	120 spaces
Car showroom (1,208m <sup>2</sup> GEA)	29 spaces
Restaurants / cafes (2,100m <sup>2</sup> GEA)	420 spaces
Children's nursery (420m <sup>2</sup> GEA)	12 spaces

2.5.3 Cycle parking numbers will be assessed when staff and visitor numbers are known at the detailed design stage. However, for the B1 use, there will be at least 840 staff cycle parking spaces, equivalent to about 27% of B1 staff.

2.5.4 The cycle parking will be provided in locations which are safe, covered and secure, and where access is at least as convenient as access to the car parking provision. The aim is to promote cycle use for the development.



## 3 Existing Transport Conditions

### 3.1 TRAVEL TO WORK CHARACTERISTICS

#### Adjacent Broadland Business Park

3.1.1 NCC have provided staff travel survey data for the adjacent Broadland Business Park, to assist with estimating travel characteristics for the proposed development. The findings are summarised in Table 7 below, indicating baseline travel conditions and more recent 2009 travel conditions.

**Table 7: Summary of Broadland Business Park Staff Travel Modes**

Mode of Travel to Work	Baseline Survey	2009 Survey
Car driver	70%	62%
Car passenger	5%	8%
Bus	14%	17%
Train	2%	1%
Cycle	5%	8%
Motorbike	2%	1%
Walk	2%	2%
Taxi	< 1%	0%
Other	< 1%	1%

3.1.2 The summary above shows a reliance on the car to access the Broadland Business Park. This is representative of the urban fringe / rural nature of the area, with a historic lack of public transport.

3.1.3 However, the information provided by NCC indicates that the 2009 car driver mode share has reduced by about 11% since the baseline surveys. This demonstrates that reductions in car driver trips are achievable through travel planning initiatives at this location. Furthermore, the 11% reduction is consistent with NCC's expectations for Travel Plans in rural areas.

3.1.4 NCC have provided staff home postcode data collected for the Broadland Business Park. The data is plotted on the plan attached at Appendix B.

3.1.5 Analysis of the data indicates that about 14% of staff live up to 5km from the site. PPG13 (paragraphs 57 and 58) suggests that walking can replace many short distance car trips, particularly those under 2km (about a 25 minutes walk), while cycling offers potential to substitute car trips up to 5km (about a 25 minute cycle ride). These 2km and 5km isochrones from the proposed development site are shown on Figure 2.

3.1.6 Therefore, 14% of the Broadland Business Park's staff live within a reasonable walking or cycling distance of their workplace.

#### Census 2001 Journey to Work Data

3.1.7 The 2001 Census information on the means of travel to work for Brundall ward, in which the development site is located, along with the city of Norwich, is shown in Table 8 below. In summary, the car driver mode share is broadly comparable to the Broadland Business Park survey findings above.

**Table 8: Modes of Travel to Work from 2001 Census Data**

Mode of Travel to Work (Daytime Population)	Brundall	Norwich	Average
Bicycle	6%	6%	6%
Bus, Mini Bus or Coach	4%	11%	8%
Car or Van driver	72%	59%	65%
Passengers in a car or van	6%	7%	7%
Motorcycle	2%	2%	2%
On Foot	9%	14%	11%
Taxi or Minicab	< 1%	< 1%	< 1%
Train	< 1%	< 1%	< 1%
Other	< 1%	< 1%	< 1%
Total	100%	100%	100%

### **3.2 PEDESTRIAN AND CYCLE INFRASTRUCTURE**

3.2.1 The site's accessibility by walking and cycling is good, facilitated by the provision of shared footways / cycleways within the adjacent Broadland Business Park, and which are shown on Figure 3.

3.2.2 Peachman Way has a 3m wide shared footway / cycleway on its southern side adjacent to the Norwich Union site, and a 2m footway on its northern side. The Department for Transport's Local Transport Note 2/08, 'Cycle Infrastructure Design', advises that 3m is the minimum acceptable width for a shared footway / cycleway, while 2m is the desired minimum footway width according to the advice in the Institution of Highways and Transportation's Guidelines for Providing for Journeys on Foot.

3.2.3 Peachman Way links Broadland Way, immediately west of the development site, with Vane Close in Thorpe St Andrew via the footbridge over the Norwich – Sheringham railway line. The footway / cycleway network within the Broadland Business Park also provides connections to Yarmouth Road via Old Chapel Way.

3.2.4 Both Vane Close and Yarmouth Way then provide connections to the wider footway / cycleway network, allowing access to Norwich City Centre to the west and the surrounding area. The network of footways within the Broadland Business Park and the Norwich built-up area is provided with street lighting.

3.2.5 The land east of the proposed development site is in agricultural use, so the pedestrian and cycling infrastructure provision is currently less defined. There is a public footpath which runs north – south between Smee Lane and the A47, as shown on Figure 3. This is used mainly for recreational walking. There are also tracks within the site which are not currently open to the public.

3.2.6 The proposed Postwick Hub junction improvements which run along the eastern boundary of the site, as shown on Figure 1, will include a footway on the western side of the road. As noted in Section 2, the development also plans to improve the network of footways / cycleways in and immediately surrounding the site. These improvements are described in more detail later in this report.

3.2.7 The above assessment indicates that the walking and cycling infrastructure currently available renders the site reasonably accessible by these modes. However, walking and cycling infrastructure improvements will be implemented by the development to enable connections with the development itself.



### 3.3 PUBLIC TRANSPORT – BUSES

3.3.1 PPG13 notes that jobs, shopping leisure facilities and services should be accessible by public transport, especially for those who do not have regular use of a car, and to promote social inclusion. Bus services are also promoted in the Norwich Area Transport Strategy, which notes that buses can provide an alternative to the car for many journeys in the Norwich area, and:

- Facilitate modal shift;
- Reduce congestion;
- Increase social inclusion;
- Reduce the environmental impact from travel; and
- Enable economic growth (paragraph 3.35).

3.3.2 There are two existing groups of bus services operating in the vicinity of the proposed Broadland Gate site. These are the A47 / X47, operated by Anglian Buses and the 17 / 17A, operated by First Eastern Counties. Timetables for the services are attached at Appendix C, and a plan of the bus routes shown on Figure 4. The nearest bus stops are shown on Figure 3.

3.3.3 The 17 / 17A currently serves Broadland Way and the Broadland Business Park, with stops along Broadland Way, Cranley Road and Peachman Way, so within 400m or a 5 minute walk from most of the site, which is usually considered a convenient distance. The service links the site with the residential area of South Tuckswood in south Norwich, the city centre, Norwich railway and bus stations, and Yarmouth Road. The service continues eastwards through Brundall to Blofield Heath (No 17) and Lingwood (No 17A). The journey time between the city centre and the Broadland Business Park is about 20 minutes.

3.3.4 The 17 / 17A services from South Tuckswood and Norwich City Centre call at Broadland Way from 0730 hours, Monday to Friday. There are 4 services per hour calling at the Broadland Business Park between 0800 – 0900 hours, then 2 services per hour until 1840 hours.

3.3.5 The first 17 / 17A services from Brundall call at Broadland Way from 0916 hours onwards, with 2 services per hour thereafter until 1600 hours, when there are 3 services per hour from Broadland Way to the city centre. The last service towards the city centre leaves the site at 1751 hours.

3.3.6 The A47 / X47 services, operated by Anglian Buses, are two hourly services between Norwich and Great Yarmouth, and which stop on Yarmouth Road about 500m from the western edge of the development site, as indicated on Figure 3. This is only a modest increase on the ideal walking distance of 400m (about 5 minutes) to a bus stop, which is usually considered convenient.

3.3.7 During the AM peak hour, there are therefore 6 bus services which call at or near the Broadland Business Park. The 17 / 17A and A47 / X47 services provide linkages to key destinations, such as Norwich City Centre, the main bus station at St Stephen's Street and Norwich railway station at Thorpe Road, each indicated on Figure 4. This enables interchange with a wide range of public transport services in Norwich and the surrounding area.

3.3.8 The potential accessibility of the site by bus is demonstrated by analysis of the 2001 Census. This indicates, for example, that 19% of the population of the Norwich urban area live within a 5 minute walk (400m) of the 17 / 17A service, which is a reasonable walking distance to bus services.

3.3.9 This potential accessibility of the site by bus is reflected in the bus mode share for journeys to the Broadland Business Park, which is about 17% as noted above.

3.3.10 However, NCC have advised that there is not sufficient capacity in the above bus services to accommodate the level of unmet residual travel demand, assessed in the previous section. Improvements to bus services are therefore proposed by the Developer so that there is capacity to accommodate this additional level of demand. These improvements are described later in this report.

3.3.11 The Postwick Park and Ride site is south of the A47, as shown on Figure 4. Park and Ride services do not serve the Broadland Business Park during peak periods, although some services do call at the Norwich Union site on the Business Park during off-peak periods.

### **3.4 PUBLIC TRANSPORT – RAIL**

3.4.1 Norwich railway station is about 5km to the west of the site, as indicated on Figure 4. National Express East Anglia operates services between London Liverpool Street and Norwich every 30 minutes during weekdays, with stops at Colchester, Ipswich, Stowmarket, and Diss. There are also hourly connections with Cromer and Sheringham on the Bittern Line, and Great Yarmouth and Lowestoft on the Wherry line. This line also serves Brundall Gardens Rail Station about 2.5km to the east of the site, as indicated on Figure 4.

3.4.2 Central Trains also operates hourly services between Norwich and Peterborough, and also Cambridge via Ely, Thetford and Wymondham.

3.4.3 Timetable information for the above services is attached at Appendix C, and the routes are shown on Figure 4.

3.4.4 A maximum walking distance of 800m between a rail station and a development is generally considered convenient (Institute of Highways and Transportation's Guidelines for Public Transport in Developments). The Broadland Gate site is therefore not directly accessible by rail travel, with Norwich railway station about 5km from the site, and Brundall Gardens about 2.5km from the site.

3.4.5 The attractiveness of walking to and from a railway station is also a function of service frequency, journey time and quality of the route to the site. The frequency of services through Brundall Gardens is only about 1 train an hour in each direction, and the station is separated from the development site by the A47.

3.4.6 The site is therefore not conveniently accessible by rail, which is reflected in the Census mode share for train journeys to work in Brundall, at fewer than 1%. However, Broadland Local Plan Policy TSA3(f) reserves land immediately north west of the Broadland Business Park for a new rail station on the Norwich – Sheringham line, including a passenger drop-off point. Vehicular access to the station, including that for buses, would be provided by the adjacent Broadland Business Park. The railway station proposal is described in more detail later in this report, and would increase the accessibility of the site by rail.



## 4 Aims, Objectives And Targets

### 4.1 AIMS AND OBJECTIVES

4.1.1 The key aim of this Travel Plan is to promote travel choices, with measures to encourage staff and visitors to reduce their reliance on the private car and increase walking, cycling and public transport as means of accessing the site

4.1.2 The primary objective of the Broadland Gate Travel Plan will be to reduce the single occupancy car mode share, compared to the scenario assuming no implementation of a Travel Plan. This objective will require a modal shift to walking, cycling, public transport and car sharing.

4.1.3 A secondary objective that has been agreed with NCC Travel Plan officers is for each Occupier of the development to accommodate its own car parking demand, so that there is no overspill to adjacent Occupiers' car parks or onto surrounding roads, albeit many of these are subject to no-waiting restrictions.

4.1.4 There could be some opportunity to share car parking spaces between the various different uses where peak parking periods do not coincide, for example between the restaurants / cafes and the office uses. This is consistent with PPG13 (its paragraph 51.3), which notes that shared parking should be encouraged as part of major development proposals, provided adequate attention is given at the design stage.

4.1.5 The potential for shared car parking at the Broadland Gate development will therefore need to be carefully considered at the detailed design stage.

4.1.6 A further aim of the TP is to become integrated with the wider Area Travel Plan (ATP) that is planned for this area by NCC. This ATP is at an early stage, and it is envisaged that further details will be available for the preparation of the Overarching Site Travel Plan for Broadland Gate.

4.1.7 The above aims and objectives are fully consistent with those in PPG13 and local planning guidance. The development itself will therefore seek to improve the choice of means of travel for staff and visitors, with a view towards a reduction in the mode share of single occupancy vehicle trips.

### 4.2 TARGETS

4.2.1 Section 2 sets out the daily travel demand by mode without any Travel Plan measures, and Table 3 indicates that there is a significant unmet residual travel demand after car, walking, cycling and public transport trips are considered. NCC also indicate that there is little capacity in existing bus services to accommodate this residual demand.

4.2.2 The targets have been discussed and agreed with NCC, and seek modal shifts from the residual travel demand to walking, cycling, car sharing and improved and additional bus services. The measures to accommodate these modal shifts are described in Section 6.

4.2.3 It has been acknowledged by NCC and the HA that all staff for the car show room and nursery will drive to work by car. No specific Travel Plan targets are therefore proposed for these uses, although this would be reviewed as part of the ongoing monitoring of the Overarching Site Travel Plan and relevant Occupier Travel Plans.

4.2.4 This Framework Travel Plan's targets therefore apply to the B1 office, hotel, leisure, medical, ancillary retail and restaurant / café staff. The targets are as follows:



- **11% reduction in the car driver mode share from baseline levels during the first five years of occupation for each individual occupier.** This is consistent with NCC expectations for Travel Plans in rural areas. So for B1 staff as an example, the starting point is 1,400 car drivers (or 45% of all B1 staff), and the target is to achieve 1,246 car drivers (or about 40% of all B1 staff), i.e. a decline of 154 car drivers, equivalent to an 11% reduction in the proportion of staff journeys being made as car driver;
- **30% increase in car sharing from baseline levels during the first five years of occupation for each individual occupier.** This is in recognition of the DfT's Final Report on Making Car Sharing and Car Clubs Work, which advises that car sharing initiatives can increase multi-occupancy vehicle trips by 21%;
- **40% increase in walking and cycling from baseline levels during the first five years of occupation for each individual occupier.** This increase would represent the number of staff which the postcode analysis in Section 3 indicated would live within a reasonable walking and cycling distance of the site, according to PPG13 advice.

**4.2.5 A further target is to increase the bus mode share as appropriate for each land use to meet the remaining residual travel demand.** The Developer has agreed to fund a £2.05m package of measures as described in Section 6 to achieve this bus mode share target. Taking B1 daily staff travel as an example for assessing the bus mode share targets, and with reference to the baseline travel mode shares in Table 3:

- Car driver mode share will reduce from 45% (1,400 staff) to 40% (1,246 staff);
- Car passenger mode share will increase from 9% (280 staff) to 12% (364 staff);
- Walking & cycling mode share will increase from 10% (311 staff) to 14% (436 staff);
- Motorcycle mode share will remain at 1% (31 staff);
- The residual demand is equivalent to  $100\% - 40\% - 12\% - 14\% - 1\% = 33\%$  of staff;
- **Therefore, the mode share target for B1 staff travel by bus is 33%.** The corresponding increase in B1 staff travelling by bus is over seven-fold, from a baseline bus mode share of only 4%.

**4.2.6** Based on the above targets, the resulting daily staff travel mode shares which this Travel Plan seeks to achieve are shown in Table 9 below, compared to the baseline scenario mode shares with no Travel Plan in place.

**Table 9: Travel Mode Shares With Travel Plan, Compared to Baseline Scenario**

Land Use	Car Drivers		Car Passengers		Walking / Cycling		Motorcycle		Bus		Residual Demand	
	Base line	With TP	Base line	With TP	Base line	With TP	Base line	With TP	Base line	With TP	Base line	With TP
<b>B1 office</b>	45%	<b>40%</b>	9%	<b>12%</b>	10%	<b>14%</b>	1%	<b>1%</b>	4%	<b>33%</b>	31%	<b>0%</b>
<b>Hotel</b>	62%	<b>55%</b>	8%	<b>12%</b>	10%	<b>14%</b>	1%	<b>1%</b>	4%	<b>18%</b>	15%	<b>0%</b>
<b>Leisure facility</b>	63%	<b>55%</b>	8%	<b>11%</b>	10%	<b>14%</b>	0%	<b>0%</b>	4%	<b>20%</b>	15%	<b>0%</b>
<b>Medical facility</b>	25%	<b>22%</b>	5%	<b>7%</b>	10%	<b>14%</b>	1%	<b>1%</b>	4%	<b>56%</b>	55%	<b>0%</b>
<b>Ancillary retail</b>	63%	<b>56%</b>	7%	<b>11%</b>	10%	<b>14%</b>	0%	<b>0%</b>	4%	<b>19%</b>	16%	<b>0%</b>
<b>Restaurant / café</b>	62%	<b>55%</b>	8%	<b>11%</b>	10%	<b>14%</b>	1%	<b>1%</b>	4%	<b>19%</b>	15%	<b>0%</b>



4.2.7 The above mode share targets are SMART targets because:

- Specific – they apply to the development's staff;
- Measurable – travel surveys will establish baseline mode shares and monitor progress;
- Achievable / Realistic – since the targets are based on evidence and guidance published by the Department for Transport on the effectiveness of Travel Plans, along with discussions with NCC;
- Timebound – the target on the development's car mode relates to first occupation of each building, while targets on non-car modes relate to the first five years of the Travel Plan.

4.2.8 To achieve the above car driver targets, a TP strategy is set out in the following section, along with specific measures and actions described in this report. The monitoring and review of the TP's measures, objectives and targets is described in Section 7.

## 5 Travel Plan Strategy

### 5.1 IMPLEMENTATION AND MANAGEMENT

5.1.1 This Framework Travel Plan is the first phase in the process towards preparing the Overarching Site Travel Plan for the proposed development, along with the Occupier Travel Plans. It contains the principles, measures and a framework and timetable for agreeing the Overarching Site Travel Plan following planning approval. The Overarching Site Travel Plan will be agreed with NCC, the HA and Broadland District Council six months prior to first occupation.

5.1.2 The Developer will have the overall responsibility for preparing and implementing the Overarching Site Travel Plan. A Travel Plan Co-ordinator (TPC) will therefore be appointed by the Developer to take responsibility for the development and management of the Overarching Site Travel Plan and will be accountable for its delivery.

#### **Travel Plan Co-ordinator**

5.1.3 The TPC role for the site would either be fulfilled by a nominated employee of the Developer, or a consultant. Funding is discussed later in this section.

5.1.4 So that there is site-wide adoption of the Overarching Site Travel Plan, the TPC will be employed on a part time basis on the site, if possible in conjunction with other local schemes. The input required will vary depending on the stage of development and will be kept under review.

5.1.5 The Travel Plan Co-ordinator will meet with the first Occupier or group of Occupiers to discuss the Travel Plan and any specific travel planning requirements these Occupiers may have, such as differing working practices and operations. These would be addressed in the Occupiers' Travel Plans, which each Occupier will be legally obliged to prepare in detail and agree with NCC and the HA prior to occupation.

5.1.6 The site-wide Travel Plan Co-ordinator will fulfil the following roles:

- Preparation of the Overarching Site Travel Plan within six months prior to first occupation, updating the information on walking, cycling and public transport networks;
- Overseeing the implementation and development of the Overarching Site Travel Plan;
- Assisting Occupiers in the preparation of their own Occupier Travel Plans;
- Liaising with Occupiers' Travel Plan representatives, NCC and HA Travel Plan officers and Broadland District Council officers and other key stakeholders, such as public transport operators;
- Co-ordinating the marketing and monitoring of the Travel Plan following the opening of the development;
- Raising awareness of the travel opportunities for the site and the potential health and financial benefits from reducing single occupancy car trips;
- Marketing and promoting the Overarching Site Travel Plan;
- Organising a car sharing scheme;
- Providing Personalised Travel Planning advice;



- Using their reasonable endeavours to liaise with the Travel Plan Co-ordinator of the adjacent Broadland Business Park, seeking to further enhance progress towards this Travel Plan's aim of reducing the car driver mode share through joint working;
- Preparation and provision of a Travel Information Pack for new employees described in Section 6, and explaining the rationale for the Travel Plan and how non-car modes can meet an employee's particular day-to-day travel needs;
- Engaging in the emerging Area Travel Plan that is being prepared for this area.

### **Management Group**

5.1.7 The implementation and management of the Overarching Site Travel Plan, including the arrangements for the eventual handover of the Travel Plan from the Developer to the Occupiers of the site, will require a Management Group, which would be set up by the Developer following agreement of the Overarching Site Travel Plan with NCC, the HA and Broadland District Council. The Management Group will initially comprise the Developer, the site-wide and Occupiers Travel Plan Co-ordinators, NCC's Travel Plan officers in an advisory role, and other stakeholders as appropriate, e.g. public transport operators.

5.1.8 The Management Group will play an important role during the early period of the Overarching Site Travel Plan, from construction through to initial occupation and the first monitoring and review of the Travel Plan. It would assist guiding the implementation monitoring and review process, enabling necessary high level decisions to be made, and helping to secure partnerships and maintain momentum of the Overarching Site Travel Plan and Occupiers' Travel Plans. It will include a formal management and review arrangement and a practical means of achieving strong and constructive partnerships. This would be important if the early monitoring of the Travel Plan indicates that the targets are not being met, in which case the Management Group would bring key stakeholders together e.g. NCC public transport officers and public transport operators so that initiatives to encourage public transport use further can be developed.

5.1.9 Such a Management Group would initially be chaired by the site-wide Travel Plan Co-ordinator, and would meet at regular intervals to monitor the implementation and management of the Overarching Site Travel Plan and Occupiers' Travel Plans and take action as appropriate.

5.1.10 The ultimate choice of management structure will depend on, amongst other things, the nature and scale of development and the mix of development. However, it is important to note that the Developer will remain responsible for delivering the Overarching Site Travel Plan through its initial implementation, and there will be a clear line of responsibility to the Developer for achieving the targets and objectives set out in Section 4. Occupiers will be responsible for delivering their own Occupier Travel Plans.

5.1.11 As noted above, the Overarching Site Travel Plan will be finalised six months before first occupation, and will establish the specific responsibilities on detailed elements such as implementation and resourcing. It will need to specify clearly at what point the Developer can pass responsibility onto the Management Group or the local authority's Travel Plan officer, as appropriate. This point of handover could be related to achievement of the targets, and will be agreed for the Overarching Site Travel Plan.

## **5.2 MARKETING STRATEGY**

5.2.1 A marketing and communication strategy is key to the success of the Travel Plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the TP and disseminate travel information to staff as they move to the site. Details of the marketing strategy for the development are contained within Section 6 of this Travel Plan.



### **5.3 SECURING THE TRAVEL PLAN AND FUNDING**

5.3.1 The Overarching Travel Plan will be secured as part of the Section 106 Agreement (the 'Agreement') accompanying any Planning Permission and the obligations within it will be enforced through the provisions of this Agreement. The Agreement is described in more detail in Section 1.

5.3.2 The Agreement will have specific covenants on the Developer, Building Owner and Occupier, all of whom will be obliged to implement the provisions of the Overarching Site Travel Plan in so far as they are applicable to each party.

5.3.3 The Agreement will have specific covenants on any Building owner to include covenants in any occupational lease they grant, requiring the Occupier to implement the provisions of the Overarching Site Travel Plan developed from the Framework TP.

5.3.4 The Developer funding for the Overarching Site Travel Plan and its Travel Plan Co-ordinator would be maintained until the substantial completion of the development of the site. All measures implemented prior to the development being occupied will be funded by the Developer, including the appointment of a Travel Plan Co-ordinator and the production of marketing material. Developer funding for the bus service improvements described in Section 6 has also been agreed with NCC.

5.3.5 Through the provisions and obligations on Occupiers, there will be a commitment that each Occupier contributes £25 per employee per year for the first five years of their occupation on travel planning measures and initiatives. Funds not used will be refunded to the occupier.

### **5.4 OCCUPIERS' ROLES**

5.4.1 The Occupiers will have an obligation to comply with the Overarching Site Travel Plan and based on this, prepare their own Occupier Travel Plan in detail, and agree this with NCC. Each will be required to appoint and fund their own Travel Plan Co-ordinator to liaise with the Management Group and site-wide Travel Plan Co-ordinator as appropriate, and who will also undertake the following tasks within their own organisation:

- Prepare the Occupier Travel Plan and agree this with NCC, with assistance available from the site-wide Travel Plan Co-ordinator and Management Group, and based on the Overarching Site Travel Plan;
- Oversee the implementing, monitoring and managing of the Occupier Travel Plan;
- Explore the demand for and feasibility of funding discounts on cycle equipment and / or pool bikes;
- Liaise with others in their organisation about the company policy / practice on pool cars, including exploring the demand / benefits at this site;
- Provision of Personalised Travel Planning advice;
- Identify the demand and potential benefits to their employees of discounted bus fares and the likelihood of company funding for this;
- Explore with the Occupier's HR department and others within the company the scope, feasibility, costs and benefits of flexible working hours.

5.4.2 As noted above, Occupiers will also be obliged to contribute £25 per employee per year for the first five years of their occupation on travel planning measures and initiatives, subject to this level of funding being deemed necessary.



## 6 Travel Plan Measures

### 6.1 INTRODUCTION

6.1.1 This section identifies the 'hard' (engineering) measures incorporated into the design of the development layout together with the key improvements to transport services and facilities, and the 'soft' (facilities and marketing) measures which will be implemented as part of the development proposals so that sustainable travel behaviour is maximised, and which will seek to achieve this Travel Plan's targets.

6.1.2 Because travel planning is an ever-evolving process, some of the measures and initiatives in this section may become unsuitable in future when the site is being occupied, while others not considered at this stage may come forward as being appropriate.

### 6.2 'HARD' MEASURES – SITE DESIGN AND BUS SERVICE IMPROVEMENTS

6.2.1 It should be recognised that many physical aspects of the layout of the development will influence employees' travel patterns from the outset, and can reduce dependence upon the private car. The hard engineering measures incorporated into the design of the proposed development are set out below. It should be noted that appropriate hard engineering measures will be provided prior to occupation of the development and funded by the Developer.

#### Permeability

6.2.2 The Broadland Gate layout has been designed so that walking and cycling routes within the site and linking to surrounding networks are more attractive, logical, convenient and safe for many short distance trips, compared to the car. The objective of this is to manage down the traffic impacts of the development at the design stage. The environment within the site will be of high quality with the provision of attractive open spaces, well-maintained and legible routes, lighting, signage and the use of quality materials.

6.2.3 The walking and cycling infrastructure improvements proposed by the Broadland Gate development include:

- A Toucan crossing on Broadland way to connect westwards with existing footways / cycleways towards the built-up area of Norwich via Peachman Way and the Broadland Business Park. The location is shown on Figure 5;
- The provision of a 3m wide shared footway / cycleway, and a 2m wide footway, along the main internal access road within the development. These are considered acceptable widths by the DfT and the IHT. The routes are shown on Figure 5;
- A 3m wide shared footway / cycleway, segregated from the main internal road network, will link the eastern boundary with the southern boundary (the A47 overbridge towards the Park and Ride site) and the proposed Toucan crossing on Broadland Way. These routes are also shown on Figure 5.

6.2.4 These measures will be implemented and funded by the Developer.

6.2.5 The Postwick Hub junction improvements, planned by Norfolk County Council, will also deliver a number of improvements to the local walking and cycling network around the site. The indicative Postwick Hub improvements are shown on Figure 1, and the locations of the walking and cycling improvements are shown on Figure 5, including:

- A new 3m wide shared footway / cycleway along Broadland Way, to link with the existing 3m wide shared footway / cycleway on Peachman Way through the Broadland Business Park towards Norwich;
- A new 2m wide footway alongside the Postwick Hub as it passes immediately east of the development site;
- A 2m wide footway on the new A47 overbridge, providing a link to Yarmouth Road and Postwick village.

6.2.6 Sustrans National Cycle Network Route 1 is proposed to the south of the site, linking Brundall with Norwich City Centre and connecting with the wider Sustrans National Cycle Network. The proposed route near the site is shown on Figure 5. There is potential for linking the Broadland Gate site with this proposed route via the proposed A47 overbridge as part of the Postwick Hub improvements.

6.2.7 The proposed Sustrans route would provide an opportunity for encouraging the uptake of cycling to wider destinations, and the Department for Transport considers that the Sustrans network is making a valuable contribution to the creation of a 'walking and cycling culture' (Action Plan on Walking and Cycling, 2004). The proposed Sustrans Route 1 is therefore an important part of widening transport choices and encouraging non-car modes of travel to the development.

#### **Cycle Parking Provision**

6.2.8 Cycling to the development will be encouraged through the provision of secure and conveniently located cycle parking at Broadland District Council cycle parking standards, so 840 spaces for the B1 development, equivalent to about 27% of staff. Furthermore, facilities for cyclists will be provided within each building.

6.2.9 The above walking and cycling infrastructure improvements will significantly increase the accessibility of the site for these modes, and will connect with the existing walking and cycling infrastructure provided on Yarmouth Road and through the Broadland Business Park. As noted above, the development itself also proposes a Toucan crossing on Broadland Way to facilitate pedestrian and cycle movement between this new infrastructure around the site and the existing walking and cycling network.

#### **Public Transport Infrastructure and Services**

6.2.10 Improvements to bus service provision for the site have been discussed with public transport planners at NCC, who have in turn initiated discussions with the local bus operators First Eastern Counties and Anglian Buses on the potential to increase services to the site.

6.2.11 These discussions are based on the agreed numbers of staff that will need to access the site by modes other than the car, walking and cycling. NCC suggest that this could require up to an additional 10 buses during the AM peak period, based on the target bus mode share assessed in Section 4.

6.2.12 The discussions with NCC indicate that there would be capacity within the existing Norwich City Centre – Broadland Gate bus corridor to provide additional bus services in order to accommodate this level of trip arrivals by bus, for example equivalent to 33% of B1 staff arrivals.



6.2.13 The Developer has agreed to provide a financial package of £2.05m to NCC to be used as NCC deem appropriate to fund improvements to sustainable transport measures for the Broadland Gate site. This could provide improved walking and cycling infrastructure, along with initially subsidising additional bus services between the site and Norwich City Centre, possibly as part of a Bus Rapid Transit system.

6.2.14 On the basis of NCC's advice, the funding would enable a bus service between the site and Norwich City Centre with a 10 minute frequency in the peak periods, and every 20 minutes off-peak, compared to every 15 minutes in the existing AM peak hour and every 30 minutes for existing off-peak services. Services would also operate between 0630 – 1830hrs or 0700 – 1900hrs. Discussions with NCC public transport officers indicate that these service improvements, initially subsidised as part of the £2.05m Developer contribution, will greatly assist with achieving the bus mode share targets set out in Table 9.

6.2.15 The route of these services will be extended through the development site once the development has reached an appropriate level of completion, to be determined in discussions with the local bus operators and NCC.

6.2.16 The Broadland Gate development therefore commits to providing a level of funding that will support sustainable travel choices, including the operation of new and improved bus services, to be agreed with NCC.

6.2.17 The discussions with NCC and the bus operators have also confirmed that the bus network will inevitably evolve between now and the commencement of the development. However, local bus operators have expressed interest in serving the development with additional and extended bus services, which could involve a combination of the following:

- Extension of the First Eastern Counties 17 and / or 17A services;
- Diversion of the Anglian Bus A47 / X47 services into the site from Yarmouth Road;
- Extension of the First Eastern Counties 24 service, which serves the City Centre and currently terminates at the Sainsbury's store, at Pound Lane, which is just to the west of the Norwich – Sheringham railway line.

6.2.18 In addition to the above bus service improvements, the Broadland Gate development will fund and implement the following:

- New bus stops and waiting facilities on Broadland Way just south of the proposed Toucan crossing, as shown on Figure 5. These will be on the route of the existing 17 / 17A services. The phasing of the development itself will be such that it is built out eastwards from Broadland Way, and therefore the early phases of the development will be within a 5 minute walking distance of these bus stops and waiting facilities;
- For the full development, bus stops and waiting facilities will also be provided within the site so that future bus services can be extended through the site to serve the development as appropriate.

6.2.19 The development itself will inevitably make the site more attractive for bus services, and local bus operators have indicated their interest in providing additional services to the site through their discussions with NCC as part of this Travel Plan. Furthermore, there are a number of transport improvements for the Broadland Gate area which would improve the accessibility of the site by public transport. The improvements are planned by Norfolk County Council, Broadland District Council and as part of the on-going expansion of the adjacent Broadland Business Park (Phase 2) and the Brook Farm residential development. The locations of these adjacent development proposals is shown on Figure 1.



6.2.20 A new link road connecting Broadland Way with Plumstead Road East is also required for the proposed Brook Farm residential development, to the north of the adjacent Broadland Business Park. The indicative route, following the Broadland Local Plan safeguarded route under Policy TSA3(d), is shown on Figure 6. From Plumstead Road East, the route will cross the railway line to a new junction on Middle Road, from where it branches south along the alignment of Green Lane. It then connects to Broadland Way to the west of the Broadland Gate development, before running south to the A47 Postwick junction.

6.2.21 This new link road will improve the accessibility of the Broadland Gate site for potential bus services, with those travelling via north Norwich being conveniently able to access the site. This would increase the population of Norwich which is within a 5 minute walk of bus services that access the site from the 19% at the present time for the 17 / 17A service, based on 2001 Census data.

6.2.22 Furthermore, the Brook Farm development, the Broadland Business Park and the proposed Broadland Gate development will significantly enhance the attractiveness of this area as a destination for future bus services, with increased potential patronage.

6.2.23 A new railway station on the Norwich to Sheringham line next to the Broadland Business Park has been a long standing aspiration in the Broadland Local Plan, and land is reserved under Policy TSA3(f). It is a requirement that further development at Broadland Business Park provides the necessary vehicular access to this rail halt, along with a contribution to the station's construction. The potential location is indicated in the Local Plan, and would be about 1km from the north-western corner of the Broadland Gate development site. This is about a 13 minute walk via Cranley Road, so within walking distance as part of a longer overall journey made by train.

6.2.24 The above description of planned transport improvements through the Postwick Hub, the Local Plan and the adjacent Broadland Business Park and Brook Farm development proposals will significantly enhance the walking, cycling and public transport infrastructure available to the Broadland Gate development, therefore improving travel choices to the site by non-car modes.

#### **Car Parking Provision**

6.2.25 Car parking provision is a key component of the Travel Plan and a key determining factor in its success in achieving the reduction in the car driver mode share. This is because car trip generation is directly related to car parking provision. Where there are more generous parking allowances, it is likely to be more difficult to make travel alternatives more attractive, such as public transport, car clubs and car sharing. These are 'soft' measures, discussed later in this section.

6.2.26 A careful balance will need to be struck, however, between the need to make other modes of travel more attractive while ensuring that car parking provision contains the parking within the site and does not generate overspill car parking onto adjacent streets or onto footways.

6.2.27 Nevertheless, there is significant scope for the required mode shift, as demonstrated by the experience on the adjacent Broadland Business Park. The Travel Plan Co-ordinator will also investigate the potential for allocating car parking spaces to those for whom non-car access is less practical, for example those living beyond a reasonable walking and cycling distance from the site, and those away from public transport routes.

6.2.28 The agreed car parking will be provided as the scheme is built out, i.e. there will be no excess parking early on, to establish sustainable travel habits from the start.



6.2.29 NCC have raised the issue of staff potentially parking at the Postwick Park and Ride site and walking to Broadland Gate. Mott MacDonald are preparing the design for the proposed relocation, and we have been discussing with them possible measures that the Park and Ride management would utilise to avoid such instances. The Broadland Gate Travel Plan monitoring will be able to identify when this is happening and take reasonable steps to encourage these members of staff to use other modes.

### **6.3 'SOFT' MEASURES – KEY SERVICES AND FACILITIES, MARKETING AND PROMOTION**

6.3.1 A number of key services and facilities to complement the location and physical design of the development will also be implemented to further encourage the use of sustainable transport modes. Details of each of the proposed key services are set out in turn below.

#### **Car Sharing and Pool Cars**

6.3.2 Car sharing presents an opportunity to reduce the number of vehicles accessing the site, while maintaining the advantages of the private car for those where non-car access is not a viable, or indeed a desirable, option. It is also widely recognised as a sustainable and cost effective option in car trip reduction, and has been utilised successfully in comparable developments.

6.3.3 The Travel Plan will therefore link in with the existing 'Car Share Norfolk' scheme run by Norfolk County Council and Norwich City Council. The scheme would guarantee a ride home if necessary, to overcome concerns that a car sharer may be stuck at work, or if the driver is obliged to leave work early.

6.3.4 Free membership of the car share scheme would also be offered for the first year of employment within the development, to encourage its uptake. It would also be marketed as an asset to the development, providing an extra service that would enhance the attractiveness to potential staff, and ideally would be linked with or be a part of an existing area-wide car sharing scheme such as the Car Share Norfolk scheme mentioned above.

6.3.5 The provision of pool cars for business trips during the day would allow staff to leave their own car at home. The Travel Plan Co-ordinator will therefore explore with Occupiers whether provision of pool cars can be provided. The City Car Club scheme in Norwich could offer a solution to providing pool cars. The Travel Plan Co-ordinator will therefore investigate whether this scheme could be used by Occupiers.

#### **Cycle Schemes**

6.3.6 Experience indicates that staff often drive to work because they need to make short journeys during the day to local shops and services. Pool bikes will therefore be made available and their use encouraged for these trips, to reduce reliance on the car.

6.3.7 Bike training could also be made available by NCC, along with a cycle buddies scheme, to help staff overcome any concerns they might have regarding cycling, for example if they have not cycled for a long time.

6.3.8 Occupiers may also wish to consider the provision of cycle loans at favourable rates for employees wishing to begin cycling to work and requiring cycle equipment.

6.3.9 Changing and storage facilities will also be provided by Occupiers.

6.3.10 Each Occupiers' Travel Plan Co-ordinator will identify further measures to promote walking and cycling to the site. These measures could be identified following staff surveys of travel behaviour, attitudes and aspirations, which will be undertaken three months after first occupation for each Occupier.



### **Public Transport Promotion**

6.3.11 A key focus will be on encouraging new or more frequent bus services to the site in addition to the bus improvements described earlier in this section, so the Management Group will endeavour to engage with local bus operators and public transport officers at NCC, the HA and Broadland District Council to seek an increase in the number and frequency of bus services to the site.

6.3.12 To increase the use of existing bus and rail services, the Travel Plan Co-ordinator for each Occupier will also play a primary role in pursuing the following package of public transport measures as part of the Occupier's Travel Plan:

- Promotion of the existing services amongst employees including dissemination of timetable information. This will be part of the Travel Information Pack for employees, which will also include walking and cycling information as noted in Section 6;
- Liaison with public transport operators and the local authority in an attempt to deliver tailor-made timetables and possibly new bus services for the development in addition to those secured by the development itself. This will be particularly important when the Plumstead Road East link road, as shown on Figure 6, is built;
- Liaison with Occupiers to facilitate more flexible working hours for those using public transport wherever possible;
- Liaise with bus operators or Occupiers to investigate the feasibility of public transport fare discounts for staff working at the development, with such measures funded by Occupiers if taken up.

6.3.13 The Management Group will also investigate with bus operators or Occupiers the feasibility of public transport fare discounts for staff working at the Broadland Gate development, for the first month of employment.

### **Travel Information Pack**

6.3.14 Travel Information Packs will be prepared for employees, including details of walking and cycling routes, as well as tips on the health benefits arising from walking and cycling to work. The pack will also include high quality maps of the local area, as well as timetables for bus services. The preparation and dissemination of these will be a key role of the Travel Plan Co-ordinator, and based on experience, would be made available electronically via the website described below, so that it is easy to update.

### **Travel Website**

6.3.15 A website will be set up for the development, which will provide information on the above 'soft' measures for staff and visitors, such as relevant transport travel information and maps of the immediate local area identifying locations of cycle parking and public transport service access points. The website will also be used to inform staff of any new travel initiatives or events organised by the Travel Plan Co-ordinator. The website will also include an electronic version of the Travel Information Pack.

6.3.16 It is essential that the non-car opportunities for travel, identified in the Travel Information Pack, are effectively marketed at new staff from an early stage. The aim would be to promote and establish long term sustainable travel patterns. A new development maximises the potential benefits of such advice, and evidence suggests that people find it much easier to change their travel habits at the same time as making other lifestyle changes, such as moving jobs.



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## 7 Monitoring And Review

7.1 To determine the effectiveness of the Travel Plan, and so that future revisions to it are effective, monitoring and review of the targets, objectives and measures will take place at regular intervals by the Management Group. The Overarching Site Travel Plan will also involve the on-going promotion by the Travel Plan Co-ordinators and the Management Group.

7.2 The primary element of monitoring will be a questionnaire-based survey, which will be completed by staff at regular intervals in order to determine travel patterns to and from the site. This questionnaire could take the basic form as that attached at Appendix D, but could be altered as appropriate to reflect any emerging issues.

7.3 Initial surveys by each Occupier will be undertaken three months after first occupation. Subsequent monitoring will then take place annually, and NCC Travel Plan officers have suggested that this be undertaken in April. These surveys will provide a comparison with the initial survey data, allowing review of the Travel Plan's mode share targets.

7.4 There may be occasions whereby a new Occupier's initial survey would be within two months of the April survey. In this case, so that monitoring is effective, a pragmatic approach is recommended whereby these initial surveys take place in April instead.

7.5 Regular meetings would also be held as part of the Management Group, where the Travel Plan background, objective, measures and progress towards the Travel Plan targets will be fully discussed to maintain progress. The meetings would involve Occupiers' Travel Plan Co-ordinators to allow any queries, suggestions and discussion from those using the site. Meetings will be held after the annual monitoring surveys in April, to discuss any changes or modifications to the Travel Plan as appropriate. This may be due to changes in the transport infrastructure around the site, or due to the changing needs of the Occupiers.

7.6 An initial action plan for implementation of the Travel Plan and its measures is summarised in Table 10 below. This includes indicative levels of funding where appropriate, as agreed between the Developer and NCC where indicated. Information is also taken from the DfT's Essential Guide To Travel Planning (March 2008).



**Table 10: Framework Travel Plan Action Plan**

Measure	Responsibilities	Timescale	Resource Allocation and Funding
Framework Travel Plan	WSP, Ifield Estates and NCC Travel Plan officers	Agreed for determination of outline planning application	Ifield / NCC / Highways Agency
Travel Plan Co-ordinator	Ifield Estates	Within six months prior to any occupation	Ifield Estates: £40,000 pro-rata annual salary including overheads
Overarching Site Travel Plan	Development's Travel Plan Co-ordinator in liaison with NCC and HA	Within three months of first occupation, then on-going programme of review as new Occupiers occupy site	Development's Travel Plan Co-ordinator in liaison with NCC Travel Plan officers and Occupiers' Travel Plan representatives
Bus shelter on Broadland Way	Ifield Estates in liaison with local bus operator	Within one month prior to first occupation	Ifield / local bus operator, as part of the £2.05m Ifield contribution for sustainable transport measures agreed with NCC
Improved bus services	Ifield in liaison with NCC and local bus operator	To be determined through discussions with local bus operators and NCC	Ifield / local bus operator, as part of the £2.05m Ifield contribution for sustainable transport measures agreed with NCC
Travel surveys of Occupiers	Development's Travel Plan Co-ordinator in liaison with Occupiers and NCC	Initial surveys three months after first occupation (unless close to annual survey), then annual surveys every April for a period of five years	Ifield / Occupiers / NCC; funding from the Occupiers' contribution of £25/employee per year as deemed necessary
Travel information Packs	Development's Travel Plan Co-ordinator	Disseminated to staff not more than one month after occupation, possibly via development website	Ifield Estates and Occupiers; funding from the Occupiers' contribution of £25/employee per year as deemed necessary
Cycle training	Development's Travel Plan Co-ordinator in liaison with Occupiers and NCC	Within 6 months of first occupation, then on-going programme depending on demand and resource	Norfolk County Council cycle training officer; funding from the Occupiers' contribution of £25/employee per year as deemed necessary
Discounts on cycle equipment	Occupiers in liaison with development's Travel Plan Co-ordinator	Within 6 months of first occupation, then on-going programme depending on demand and resource	Occupiers; funding will depend on resource availability, but could sign up to <a href="http://www.cyclescheme.co.uk">www.cyclescheme.co.uk</a> which offers bikes and cycle equipment tax-free, as part of government's Cycle to Work Initiative
Pool bikes	Occupiers in liaison with development's Travel Plan Co-ordinator	Within 6 months of first occupation, then on-going programme depending on demand and resource	Occupiers; funding will depend on resource availability and demand
Pool Cars	Occupiers in liaison with development's Travel Plan Co-ordinator	Within 6 months of first occupation, then on-going programme depending on demand and resource	Occupiers; funding will depend on resource availability and demand
Public transport fare discounts	Occupiers in liaison with development's Travel Plan Co-ordinator, NCC and bus operators	Within 6 months of first occupation, then on-going programme depending on demand and resource	Occupiers and Norfolk County Council; funding depends on discount public transport operator is willing to offer
Flexibility on working hours / working from home	Occupiers in liaison with development's Travel Plan Co-ordinator	Within 6 months of first occupation, then on-going programme depending on demand and resource	Occupiers; working from home depends on resource availability for necessary ICT infrastructure
Car Sharing	Development's Travel Plan Co-ordinator in liaison with NCC	Access to website available prior to first occupation	Occupiers: up to £100 per Occupier for guaranteed ride home



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## 8 Summary And Commitment

8.1 This Framework Travel Plan has been prepared by WSP for Ifield Estates, to accompany the outline planning application for the Broadland Gate Business Park development, at Postwick, Norwich. The scope and content of this Framework Travel Plan has been discussed with NCC and the Highways Agency.

8.2 With the package of measures described, and the commitment by the Developer to prepare an Overarching Site Travel Plan and legally oblige Occupiers to prepare their own Occupier Travel Plans in agreement with NCC, this Framework Travel Plan's mode share targets are considered realistic and achievable.

8.3 This Travel Plan has been approved by:

Norfolk County Council Officer

Highways Agency Officer

Broadland District Council Officer

Ifield Estates' Travel Plan Co-ordinator

Ifield Estates (as Developer and landlord)

Individual Occupier representatives



## Appendices, Figures & Tables







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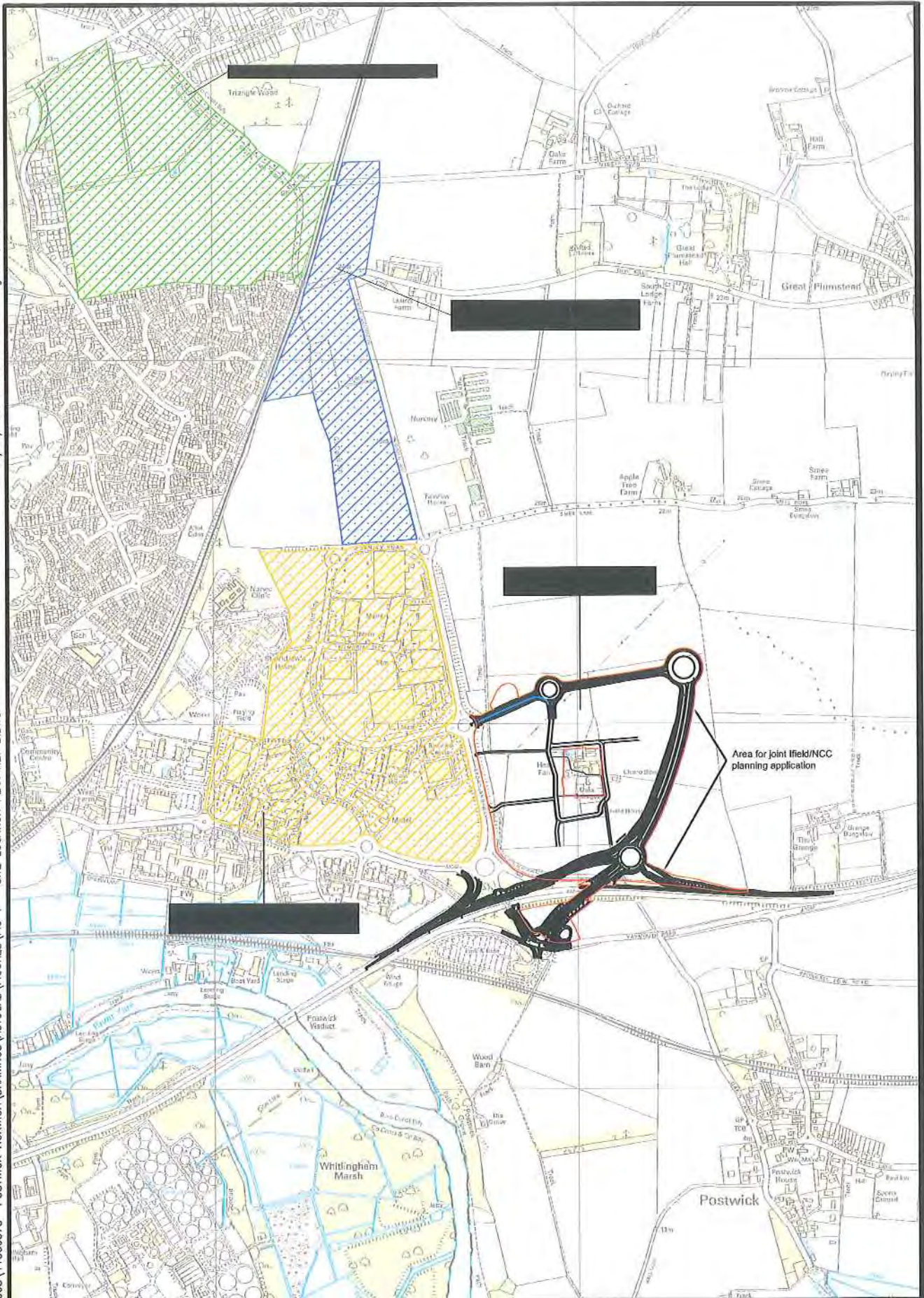
## Figure 1 Detailed Site Location Plan





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DETAILED SITE  
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FIGURE No:

FIGURE 1 - BROADLAND GATE, NORWICH







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**Figure 2** Wide Area Site Location Plan,  
Including 2km And 5km Isochrones







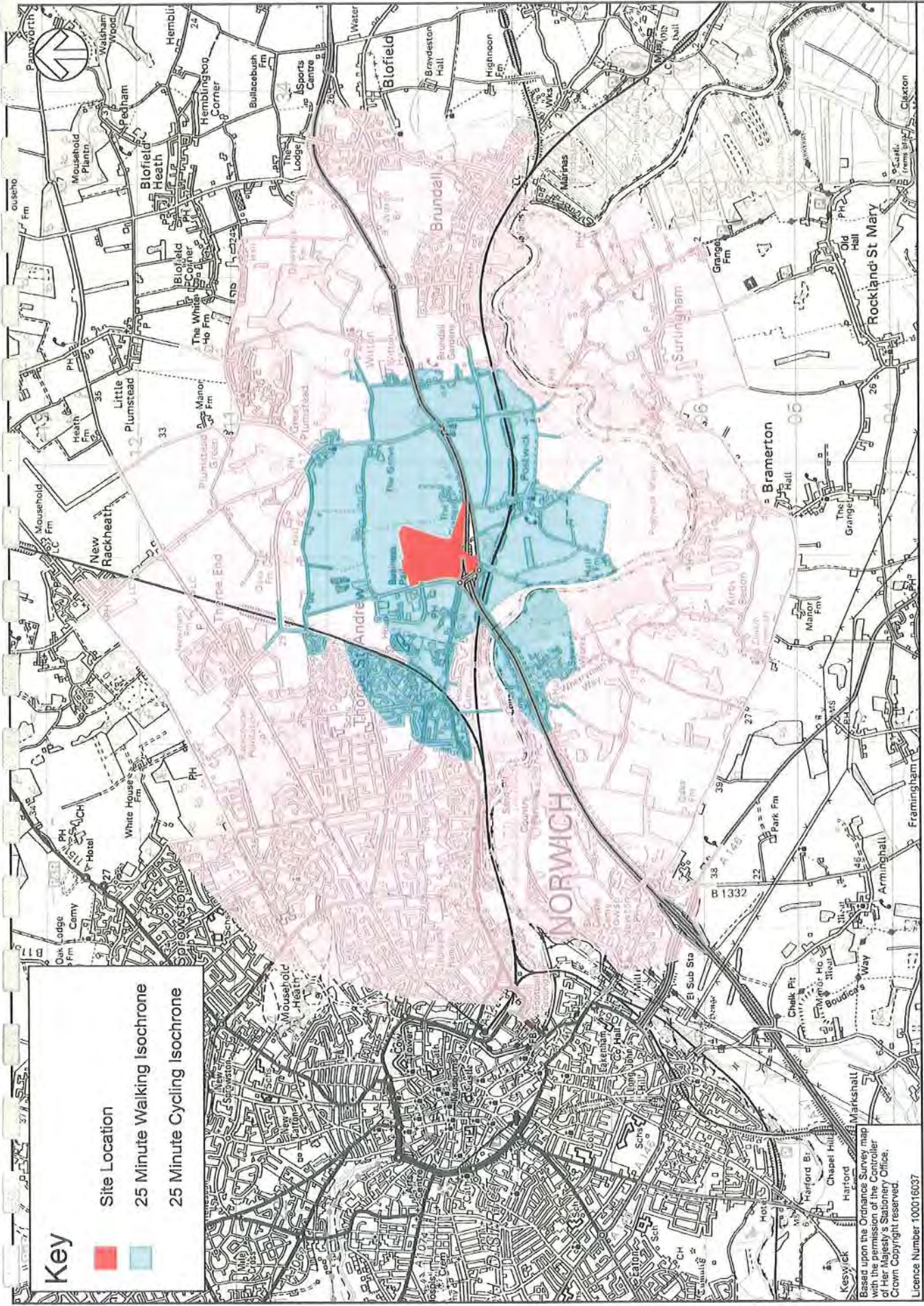


Figure 2 - Wide Area Site Location Plan  
Broadland Gate, Norwich  
Scale 1: 36,000 @A3 (Approx)





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## Figure 3 Plan Of Existing Bus Stops And Walking And Cycling Infrastructure

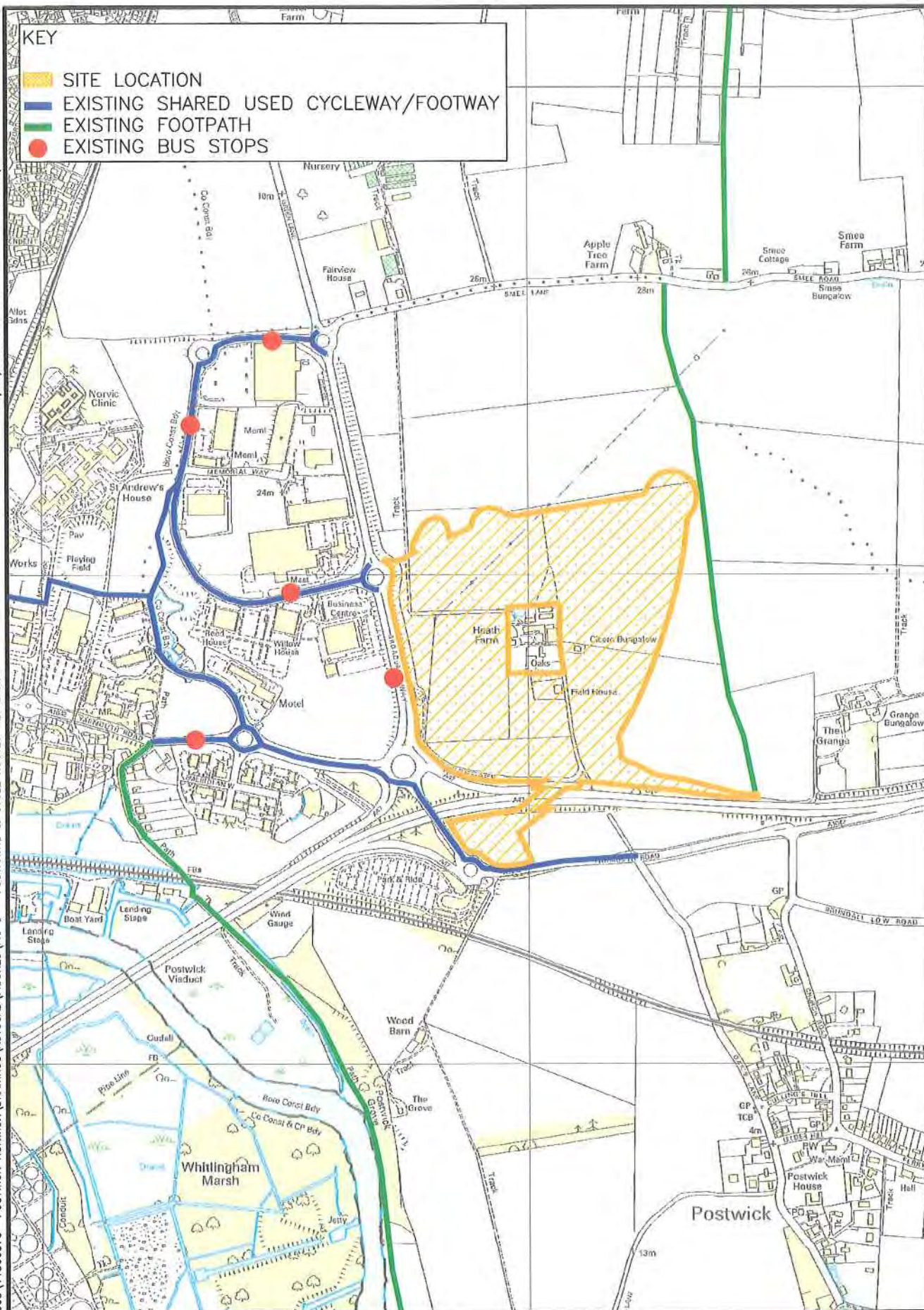




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Martin, Donny



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EXISTING WALKING AND CYCLING  
INFRASTRUCTURE AND BUS STOPS NEAR SITE  
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FIGURE No:  
FIGURE 3 - BROADLAND GATE, NORWICH







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## Figure 4 Plan Of Public Transport Routes











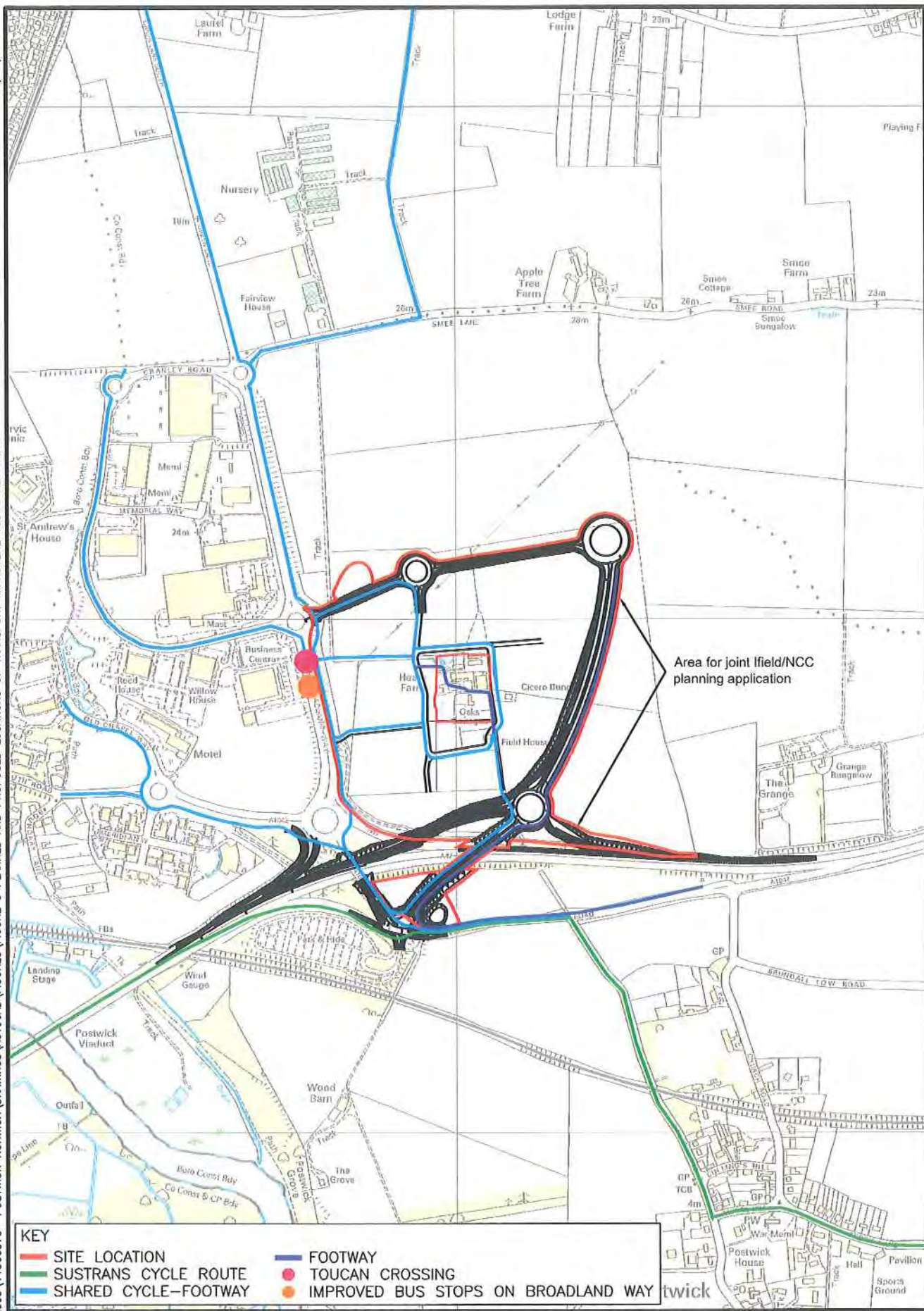


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## Figure 5 Plan Of Proposed Walking And Cycling Improvements







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PROPOSED TRANSPORT  
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FIGURE 5 - BROADLAND GATE, NORWICH





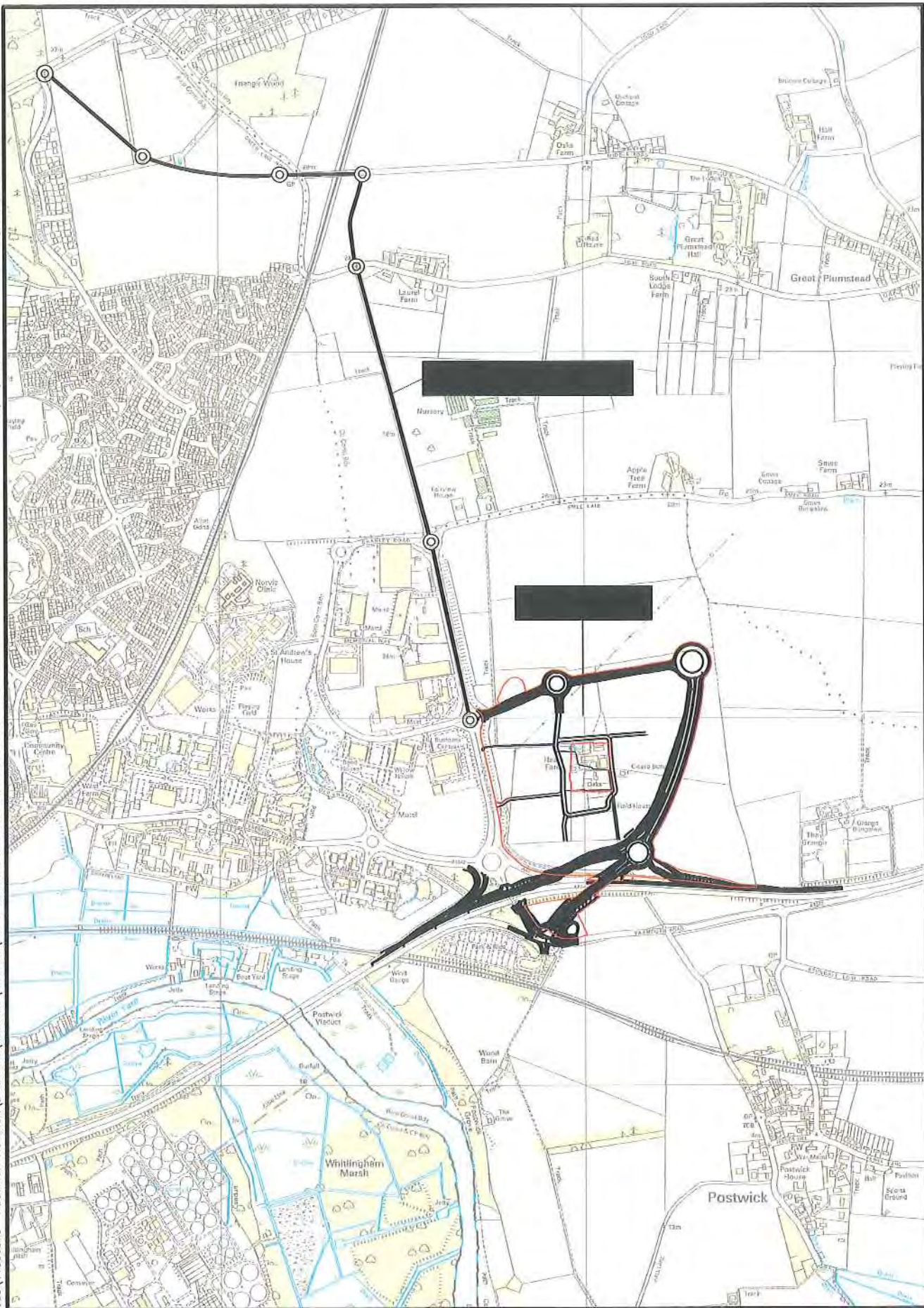


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## Figure 6 Route Of Planned Plumstead Road East Link







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PLUMSTEAD ROAD EAST

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FIGURE 6 - BROADLAND GATE NORWICH







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## Appendix A Development Framework Plan



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\* MAX. BUILDING HEIGHT AOD  
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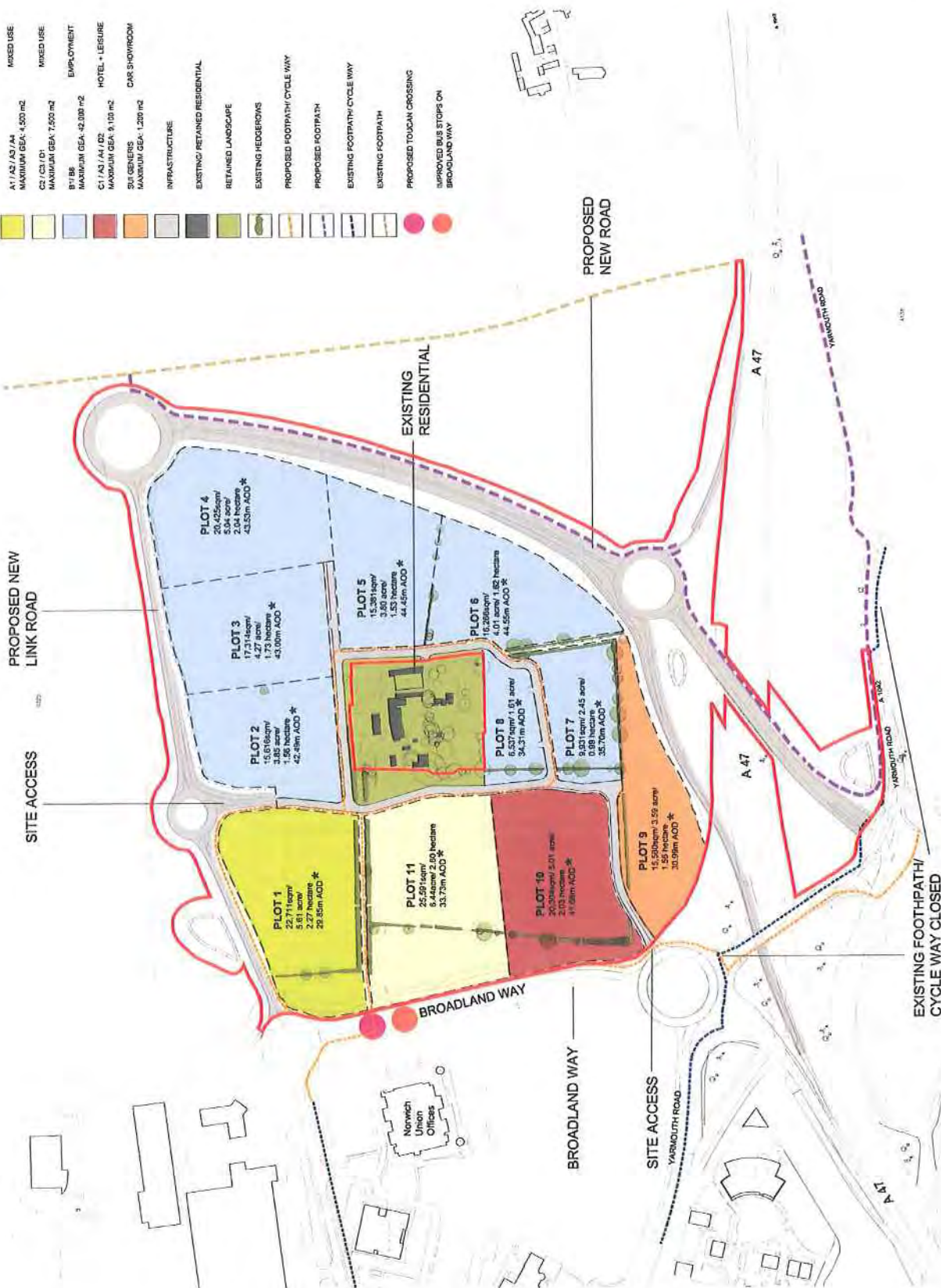
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**BROADLAND GATE  
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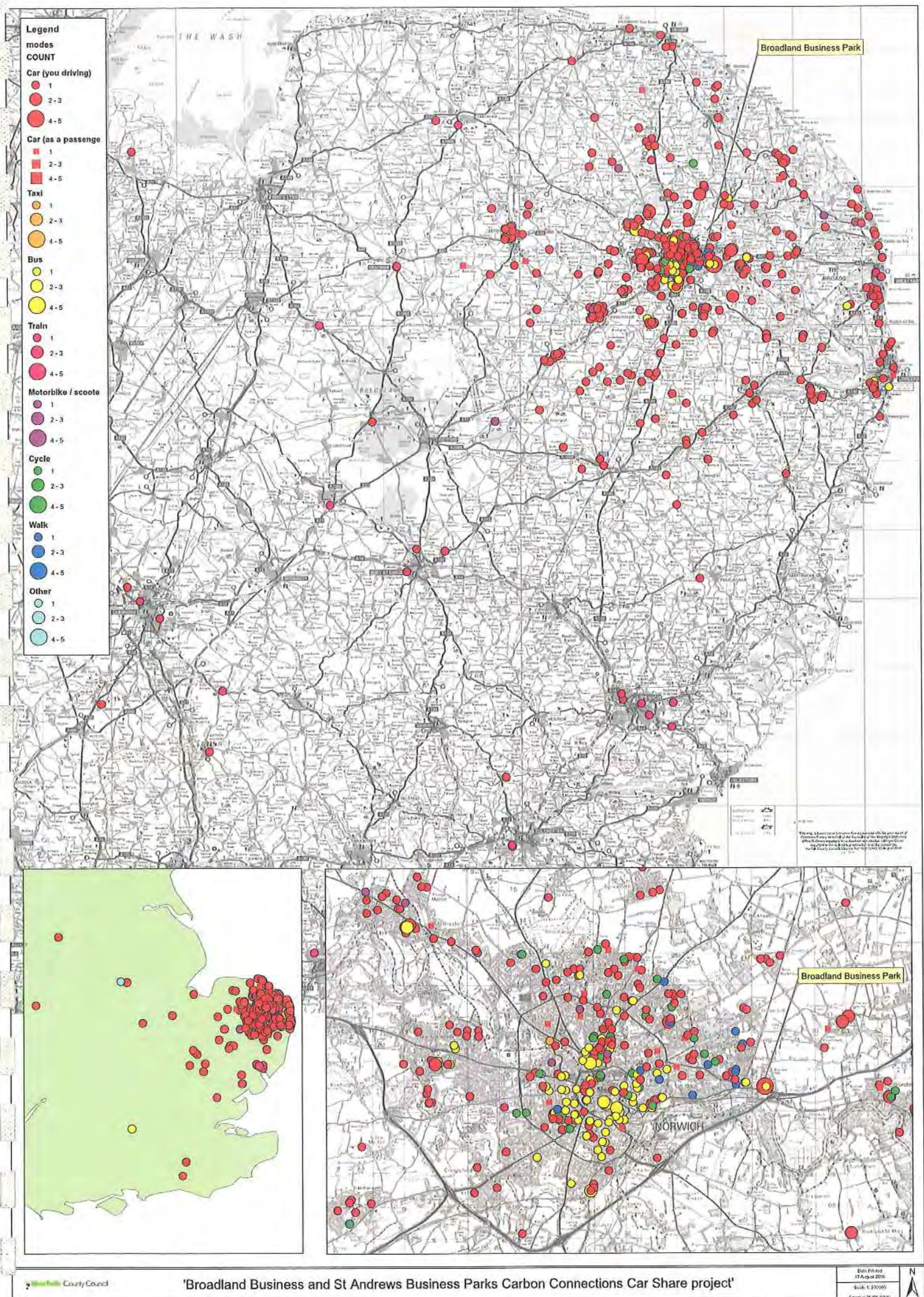


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## Appendix B Plot Of Broadland Business Park Staff Home Postcodes













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## Appendix C Public Transport Timetables





## A47 Gorleston & Yarmouth to Norwich via Acle/Blofield & Brundall

### X47 Gorleston & Yarmouth to Norwich via Acle

Operates Monday to Saturday (exc Bank Holidays)

With effect from 27th April 2009

	A47	X47	A47	A47	A47	A47	A47	A47	A47	A47	A47	A47	A47	A47	A47	A47	A47
Gorleston, Church Lane (for ENSF)	0648	0718	--	0848	0948	1048	1148	1248	1348	1448	1608	1848	1738				
Gorleston, High Street	0650	0720	--	0850	0950	1050	1150	1250	1350	1450	1610	1850	1740				
Southdown Road	0655	0725	--	0855	0955	1055	1155	1255	1355	1455	1615	1855	1745				
<b>Yarmouth, Market Gates Stand G</b>	<b>0700</b>	<b>0730</b>	<b>--</b>	<b>0900</b>	<b>1000</b>	<b>1100</b>	<b>1200</b>	<b>1300</b>	<b>1400</b>	<b>1500</b>	<b>1620</b>	<b>1700</b>	<b>1750</b>				
Acle, Barclays Bank	0715	0745	0815	0915	1015	1115	1215	1315	1415	1515	1635	1715	1805				
Blofield, Playing Field	0723	--	0823	0923	1023	1123	1223	1323	1423	1523	--	1723	R				
Blofield, Brundall Road	0726	--	0826	0926	1026	1126	1226	1326	1426	1526	--	1726	R				
Brundall, The Street	0730	--	0830	0930	1030	1130	1230	1330	1430	1530	--	1730	R				
Brundall, Cucumber Lane	0732	--	0832	0932	1032	1132	1232	1332	1432	1532	--	1732	R				
Yarmouth Road, Meridian Park	0740	0759	0840	0940	1040	1140	1240	1340	1440	1540	1649	1740	R				
Rail Station, Thorpe Road	0751	0810	0851	0951	1051	1151	1251	1351	1451	1551	1700	1751	R				
Castle Meadow Stand R	0754	0813	0854	0954	1054	1154	1254	1354	1454	1554	1703	1754	R				
<b>Norwich, Bus Station Bay 4</b>	<b>0756</b>	<b>0815</b>	<b>0856</b>	<b>0956</b>	<b>1056</b>	<b>1156</b>	<b>1256</b>	<b>1356</b>	<b>1456</b>	<b>1556</b>	<b>1705</b>	<b>1756</b>	<b>R</b>				

	X47	X47	A47	A47	A47	A47	A47	A47	A47	A47	A47	A47	A47	A47	A47	A47	A47
<b>Norwich, Bus Station Bay 4</b>	<b>0730</b>	<b>0830</b>	<b>0900</b>	<b>1000</b>	<b>1100</b>	<b>1200</b>	<b>1300</b>	<b>1400</b>	<b>1500</b>	<b>1615</b>	<b>1715</b>	<b>1735</b>	<b>1810</b>				
Castle Meadow Stand B	0732	0832	0902	1002	1102	1202	1302	1402	1502	1617	1717	1737	1812				
Rail Station, Thorpe Road	0735	0835	0905	1005	1105	1205	1305	1405	1505	1620	1720	1740	1815				
Yarmouth Road, Old Chapel Way	0743	0843	0913	1013	1113	1213	1313	1413	1513	1628	1728	1748	1823				
Brundall, Cucumber Lane	--	--	0921	1021	1121	1221	1321	1421	1521	1636	1736	1756	1831				
Brundall, The Street	--	--	0923	1023	1123	1223	1323	1423	1523	1638	1738	1758	1833				
Blofield, Brundall Road	--	--	0927	1027	1127	1227	1327	1427	1527	1642	1742	1802	1837				
Blofield, The Street	--	--	0930	1030	1130	1230	1330	1430	1530	1645	1745	1805	1840				
Acle, Kings Head PH	0757	0857	0938	1038	1138	1238	1338	1438	1538	1653	1753	1813	1848				
<b>Yarmouth, Market Gates, Stand G</b>	<b>0812</b>	<b>0912</b>	<b>0953</b>	<b>1053</b>	<b>1153</b>	<b>1253</b>	<b>1353</b>	<b>1453</b>	<b>1553</b>	<b>1708</b>	<b>R</b>	<b>R</b>	<b>R</b>				
Southdown Road	0816	0916	0957	1057	1157	1257	1357	1457	1557	1712	R	R	R				
Gorleston High Street	0820	0922	1003	1103	1203	1303	1403	1503	1603	1718	R	R	R				
Gorleston, Church Lane (for ENSF)	0822	0924	1005	1105	1205	1305	1405	1505	1605	1720	R	R	R				

## 830 Blofield - Brundall - Acle

Operates on College Days Only

With effect from 27th April 2009

	Col	Col
Hemlington Corner	07:20	Acle, Kings Head PH
Blofield Heath, Two Friends	07:24	Beighton, opp Hopewell Gardens
Blofield, Kings Head PH	07:28	Lingwood, Post Office Road, Post Office
Brundall, St Michaels Way	07:34	Lingwood, Station Road, opp Rail Station
Lingwood, Post Office Road, Post Office	07:44	Brundall, St Michaels Way
Lingwood, Station Road, opp Rail Station	07:46	Blofield, Kings Head PH
Beighton, opp Hopewell Gardens	07:51	Blofield Heath, Two Friends
Acle, opp Kings Head PH	07:57	Hemlington Corner
For College transfer to A47 bus at Acle		For College transfer from X47 bus at Acle

Note - R = Drop off by request Only



# Timetables for Service Number: 17/17A



Mondays To Fridays (except Public Holidays)

Valid from: 01/11/2009

Valid to: 12/12/2009

17 Blofield Heath - South Tuckswood

Via City Centre

17A Lingwood - South Tuckswood

Via City Centre

Service No.:	17	17A	17	17A	17		17A	17		17A	17	17	17A	17	17
Notes:	HW														
Acle,Co-op	----	----	0713	----	----		--	--		----	----	----	----	----	----
South Walsham,Memorial	----	----	0724	----	----		--	--		----	----	----	----	----	----
Beighton,Southwood Road	----	0716	----	----	----		--	--		----	----	----	----	----	----
Lingwood,Rail Station	----	0721	----	0751	----		28	--		1528	----	----	1628	----	----
Blofield Heath,Two Friends	0657	----	0737	----	0859	then	--	59		----	1559	----	----	----	1659
Blofield,Medical Centre	0700	----	0740	----	0902	at	--	02		----	1602	----	----	----	1702
Brundall,Budgens	0707	0732	0747	0802	0909	these	39	09		1539	1609	----	1639	----	1709
Broadland Business Park,Makro	----	----	----	----	0919	mins.	49	19	until	1549	1619	1634	1649	1704	1719
Yarmouth Road,St Andrews Avenue	0720	0750	0805	0820	0924	past	54	24		1554	1624	1639	1654	1709	1724
Thorpe Road,Rail Station	0730	0800	0815	0830	0934	each	04	34		1604	1634	1649	1704	1719	1734
Castle Meadow	0735	0805	0820	0835	0939	hour	09	39		1609	1639	1654	1709	1724	1739
St Stephens Street	0740	0810	0825	0840	0944		14	44		1614	1644	1659	1714	1729	1744
Hall Road,Hewett School	0744	0814	----	0844	0948		18	48		1618	1648	----	1718	----	1748
Robin Hood Road,Maid Marion Rd	0748	0818	----	0848	0952		22	52		1622	1652	----	1722	----	1752
Hall Road,Fountains Road	0755	0825	----	0855	0959		29	59		1629	1659	----	1729	----	1759

## Notes:

HW Journey starts from Blofield Heath, Harker Way 3 minutes earlier.

Service No.: 17A 17

Notes:

Acle,Co-op	----	----
South Walsham,Memorial	----	----
Beighton,Southwood Road	----	----
Lingwood,Rail Station	1728	----
Blofield Heath,Two Friends	----	----
Blofield,Medical Centre	----	----
Brundall,Budgens	1739	----
Broadland Business Park,Makro	1749	1809
Yarmouth Road,St Andrews Avenue	1754	1814
Thorpe Road,Rail Station	1804	1824
Castle Meadow	1809	1829
St Stephens Street	1814	1834
Hall Road,Hewett School	1818	----
Robin Hood Road,Maid Marion Rd	1822	----
Hall Road,Fountains Road	1827	----



17 South Tuckswood - Blofield Heath  
Via City Centre  
17A South Tuckswood - Lingwood  
Via City Centre

Service No.:	17A	17	17	17	17	17	17A	17		17A	17		17	17A	17
Notes:													SD		
Robin Hood Road,Maid Marion Rd	0649	----	0724	----	----	----	----	----		24	--		----	----	----
Hall Road,Fountains Road	0656	----	0731	----	0759	----	0829	0901		31	01		----	1531	1601
Hall Road,Hewett School	0659	----	0734	----	0804	----	0834	0904		34	04		1519	1534	1604
St Stephens Street	0707	0727	0742	0757	0812	0827	0842	0912		42	12		1527	1542	1612
Castle Meadow	0712	0732	0747	0802	0817	0832	0847	0917	then	47	17		1532	1547	1617
Thorpe Road,Rail Station	0715	0735	0750	0805	0820	0835	0850	0920	at	50	20		----	1550	1620
Yarmouth Road,St Andrews Avenue	0721	0741	0756	0811	0826	0841	0856	0926	these	56	26		----	1556	1626
Broadland Business Park,Makro	0729	0749	0804	0819	0834	0849	0904	0934	mins.	04	34	until	----	1604	1634
Brundall,Budgens	0739	----	----	----	0844	----	0914	0944	past	14	44		----	1614	1644
Blofield,Medical Centre	----	----	----	----	0850	----	----	0950	each	--	50		----	----	1650
Blofield Heath,Two Friends	----	----	----	----	0858	----	----	0958	hour	--	58		----	----	1658
Lingwood,Rail Station	0750	----	----	----	----	----	0925	----		25	--		----	1625	----
Beighton,Southwood Road	----	----	----	----	----	----	----	----		--	--		----	----	----
South Walsham,Memorial	----	----	----	----	----	----	----	----		--	--		----	----	----
Acle,Co	----	----	----	----	----	----	----	----		--	--		----	----	----

Notes:

SD Schooldays Only

Service No.:	17A	17	17A	17
Notes:				
Robin Hood Road,Maid Marion Rd	----	----	----	----
Hall Road,Fountains Road	1631	1701	1736	1806
Hall Road,Hewett School	1634	1704	1739	1809
St Stephens Street	1642	1712	1747	1817
Castle Meadow	1647	1717	1752	1822
Thorpe Road,Rail Station	1650	1720	1755	1825
Yarmouth Road,St Andrews Avenue	1656	1726	1801	1831
Broadland Business Park,Makro	1704	1734	1809	1839
Brundall,Budgens	1714	1744	1819	1849
Blofield,Medical Centre	----	1750	----	1855
Blofield Heath,Two Friends	----	1758	----	1901
Lingwood,Rail Station	1725	----	1830	----
Beighton,Southwood Road	----	----	1835	----
South Walsham,Memorial	----	1811	----	----
Acle,Co	----	1823	----	----





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## Appendix D Sample Travel Survey Questionnaire





*You do not have to include your name, but if you do, you will be entered into a draw for a prize.*

Qu 2. What is your full home postcode? *(This information will not be used in any way that could identify individual households)*

Qu 4. What time do you normally arrive at work?

Qu 5. What time do you normally leave work?

Yes	
No	

Usually	Sometimes	Occasionally
(4-5 times per week)	(2-3 times per week)	(1 or less times per week)

**Answer Qus 8, 9 and 10 only if any of your answers in Qu 7. involve driving**

Qu 9. When you drive to work, what are your main reasons for doing so? (Please tick all that apply).



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ay	

Qu 12. Which of the following would encourage you to cycle to Broadland Gate? If you already intend cycling, are there any measures you would like to see? (Please tick all that apply).

Improved and safer cycle paths	
Better information on safe routes and route planning	
Good quality, secure cycle parking at work	
Bike tagging/photographic database in case of theft	
Secure clothes lockers at work	
Good quality changing / showering facilities at work	
Discounts on bicycles and safety equipment at local shops	
Interest-free loan to buy bicycle and safety equipment	
Cycle training / refresher course	
Cycle buddies	
Limited car parking spaces on site	
Workplace car parking charges	
Availability of pool cars on site for work journeys during day	
Seeing managers/councillors cycling to work	
Less formal dress code	
Nothing	
Other (please state)	

Qu 13. Which of the following would encourage you to use the bus to Broadland Gate? If you already intend using the bus, are there any measures you would like to see? (Please tick all that apply).

More direct bus routes	
More frequent bus services	
Improved bus shelters/stops with better facilities eg lighting	
Discount tickets / passes available at work	
More convenient bus drop-off / pick-up points	
More frequent rail services	
Better connections from home to rail station	
Better connections from rail station to work	
Better public transport information at work	
Help from work on planning public transport journeys	
Cheaper/subsidised fares	
Limited car parking spaces on site	
Workplace car parking charges	
Availability of pool cars on site for work journeys during day	
Availability of pool bikes on site for work journeys during day	
Free shuttle bus for staff	
Seeing managers/councillors using bus to work	
Nothing	
Other (please state)	

Qu 14. What would encourage you to participate in an organised car sharing scheme at Broadland Gate? (You can tick more than one box).

Help in finding suitable car share partners	
Guaranteed ride home	
Flexibility to car share only some days per week	
Opportunity to share travel costs	
Availability of pool cars on site for work journeys during day	
Availability of pool bikes on site for work journeys during day	
Limited car parking spaces on site	
Workplace car parking charges	
Seeing managers/councillors using car sharing scheme	
Nothing	
Other (please state)	

Qu 15. If you have any other comments relating to your journey to work that you feel may be helpful or any clarify your answers above, please add them here.







UNITED  
BY OUR  
DIFFERENCE



Broadland Gate Business Park, Postwick, Norwich  
Addendum to Framework Travel Plan - Update on  
Bus Services

Ifield Estates

May 2011

**BROADLAND  
DISTRICT COUNCIL**

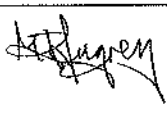
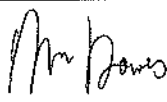
08 June 2011

20081773 AP

**PLANNING CONTROL**

**AMENDED  
PLAN**

# QM

Issue/revision	Issue 1	Revision 1	Revision 2	Revision 3
Remarks	1 <sup>st</sup> version			
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Signature				
Checked by	Nigel Downes			
Signature				
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WSP Group plc  
66-68 Hills Road  
Cambridge  
CB2 1LA

Tel: +44 (0)1223 558050  
Fax: +44 (0)1223 558051  
<http://www.wspgroup.com>

WSP Group plc | Registered Address WSP House, 70 Chancery Lane, London, WC2A 1AF, UK | Reg No. 02136404 England | WSP Group plc | Offices worldwide



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<b>2</b>	<b>Changes To Bus Services Since November 2009</b>	<b>2</b>
<b>3</b>	<b>Impact Of Bus Service Changes On Travel Plan Measures</b>	<b>4</b>

## **Appendix A Bus Timetables For 17/17A And A47 Services**

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# 1 Background

1.1 WSP prepared the Framework Travel Plan (FTP) for the proposed Broadland Gate Business Park development in November 2009. The FTP accompanied the Transport Assessment for the proposed development, prepared by Mott MacDonald also in November 2009.

1.2 The November 2009 FTP identified the bus services operating in the vicinity of the site, and described the potential improvements to bus services to mitigate the impact of the proposed development. These improvements are proposed to assist the modal shift necessary to achieve the FTP's primary objective of reducing the development's single occupancy car mode share.

1.3 An updated TA for the development has now been prepared by Mott MacDonald, dated May 2011, which includes a description of the current bus services operating in the vicinity of the development site. Since there have been some changes in these services since the November 2009 FTP, this Addendum to the FTP has been prepared so that the Broadland Gate Business Park development's TA and FTP are consistent.

## 2 Changes To Bus Services Since November 2009

2.1 The November 2009 FTP noted that there were two groups of bus services operating in the vicinity of the proposed Broadland Gate site. These were the A47 / X47, operated by Anglian Buses and the 17 / 17A, operated by First Eastern Counties.

2.2 The FTP referred to the timetable for the A47 / X47 services which came into effect on 27 April 2009. This indicated that the nearest stops for the A47 / X47 services are located on Yarmouth Road immediately south of the site. The services operated between Gorleston – Yarmouth – Acle – Brundall – Norwich railway station – Norwich bus station, with 13 services in either direction calling at Yarmouth Road. The journey time from Yarmouth Road to Norwich railway station was 11 minutes, while the return journey was 8 minutes.

2.3 The latest timetable, attached at Appendix A, came into effect on 11 April 2011. It indicates that the A47 / X47 group of services have merged to become the A47 service only. The A47 service continues to operate between Gorleston – Yarmouth – Acle – Brundall – Norwich railway station – Norwich bus station, and still with 13 services in either direction calling at Yarmouth Road. There are minor changes to the times the service calls at Yarmouth Road, and the journey time from Yarmouth Road to Norwich railway station has reduced to 10 minutes. The return journey is still 8 minutes.

2.4 The timetable for the 17 / 17A services referred to in the FTP came into effect on 1 November 2009. This indicated that the nearest stops were on the adjacent Broadland Business Park. There were also stops on Yarmouth Road, immediately south of the site. The services operated between Blofield – Brundall – Norwich railway station – Norwich city centre. The journey time from Broadland Business Park to Norwich railway station was 15 minutes, while the return journey was 14 minutes. Services operated every 30 minutes during the day.

2.5 The latest timetable, attached at Appendix A, came into effect on 10 April 2011. There have been improvements since 2009 as indicated in Table 1 below, which compares the November 2009 timetable with the April 2011 timetable.

Comparison of 2009 and 2011 Timetables for 17/17A Service	Blofield to Norwich		Norwich to Blofield	
	2009	2011	2009	2011
No. of AM services, 7am-10am	2	7	8	9
Time of first service at Broadland Business Park	9.49am	7.21am	7.29am	7.17am
No. of PM services, 4pm-7pm	7	11	6	6
Time of last service at Broadland Business Park	6.09pm	7.27pm	6.39pm	6.44pm

Table 1: Comparison of 2009 and 2011 Timetables for 17/17A Bus Service

2.6 The information in Table 1 shows that, in the 2009 timetable, there were only 2 services from the Blofield direction which called at the Broadland Business Park during the AM peak period of 7am to 10am, and the first service called after the AM peak hour of 8am to 9am. There are now 7 services for the 2011 timetable calling in the AM peak period, with the first stopping at 7.21am.



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2.7 There has also been an increase in PM peak period services in the direction towards Norwich city centre, from 7 services between 4pm and 7pm to 11 services, and the last service now stops over an hour later than in 2009, at 7.27pm.

2.8 The accessibility of the site by the 17/17A bus service has therefore improved significantly since 2009. Journey times to Norwich railway station are slightly longer, at about 16 minutes, while the return journey continues to be about 14 minutes. Services continue to operate every 30 minutes in either direction during the day.

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### 3 Impact Of Bus Service Changes On Travel Plan Measures

3.1 The FTP noted that the Broadland Gate Business Park Developer would provide funding to Norfolk County Council which would enable a bus service between the site and Norwich city centre with a 10 minute frequency in the peak periods, and every 20 minutes off-peak. Services would also operate between 0630 – 1830hrs or 0700 – 1900hrs.

3.2 The FTP noted that, while the bus network will inevitably evolve between now and the commencement of the development, this funding could be directed towards an extension of the 17/17A bus services, a diversion into the site of the A47/X47 services, and/or an extension to the site of the No. 24 bus service which currently terminates at the Sainsbury's store, at Pound Lane, just to the west of the Norwich – Sheringham railway line.

3.3 It is considered that the latest changes to the 17/17A and A47 bus services in the 2011 timetables will not affect the Developer's agreement to provide the funding referred to above and in the FTP, and that it would continue to be most appropriate that this funding is made towards the 17/17A and A47 bus services.

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## Appendices, Figures & Tables



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## Appendix A Bus Timetables For 17/17A And A47 Services

# Timetables for Service Number: 17/17A



Mondays to Fridays (except Public Holidays)

Valid from: 10/04/2011

Valid until further notice.

17 Blofield Heath - South Tuckswood

Via City Centre

17A Lingwood - South Tuckswood

Via City Centre

Service No.:	17	17A	17	17A	17	17	17A	17		17A	17		17A	17	17A
Notes:	HW		HW												
Lingwood,Rail Station	----	0711	----	0741	----	----	0903	----		03	--		1503	----	1603
Blofield Heath,Two Friends	0658	----	0728	----	----	0835	----	0935		--	35		----	1535	----
Blofield,Medical Centre	0701	----	0731	----	----	0838	----	0938	then	--	38		----	1538	----
Brundall,Budgens	0707	0722	0737	0752	----	0844	0914	0944	at	14	44		1514	1544	1614
Broadland Business Park,Old Chapel Way	0715	0730	0745	0800	----	0852	0922	0952	these	22	52		1522	1552	1622
Yarmouth Road,St Andrews Avenue	0721	0736	0751	0806	----	0858	0928	0958	mins.	28	58	until	1528	1558	1628
Thorpe Road,Rail Station	0731	0748	0803	0818	----	0908	0938	1008	past	38	08		1538	1608	1638
Castle Meadow	0736	0753	0808	0823	----	0913	0943	1013	each	43	13		1543	1613	1643
St Stephens Street	0741	0758	0813	0828	0848	0918	0948	1018	hour	48	18		1548	1618	1648
Hall Road,Hewett School	0745	----	0817	----	0852	0922	0952	1022		52	22		1552	1622	1652
Robin Hood Road,Maid Marion Rd	0749	----	0821	----	0856	0926	0956	1026		56	26		1556	1626	1656
Hall Road,Fountains Road	0756	----	0828	----	0903	0933	1003	1033		03	33		1603	1633	1703

## Notes:

HW Journey starts from Blofield Heath, Harker Way, before Blofield Heath, Two Friends

Service No.:	17	17	17	17A	17	17	17	17A	17	17	17A
Notes:											
Lingwood,Rail Station	----	----	----	1703	----	----	----	1808	----	----	1908
Blofield Heath,Two Friends	----	1635	----	----	----	1740	----	----	----	1840	----
Blofield,Medical Centre	----	1638	----	----	----	1743	----	----	----	1843	----
Brundall,Budgens	----	1644	----	1714	----	1749	----	1819	----	1849	1919
Broadland Business Park,Old Chapel Way	1637	1652	1707	1722	1737	1757	1812	1827	1842	1857	1927
Yarmouth Road,St Andrews Avenue	1643	1658	1713	1728	1743	1803	1818	1833	1848	1903	1933
Thorpe Road,Rail Station	1653	1708	1723	1738	1753	1813	1828	1843	1858	1913	1943
Castle Meadow	1658	1713	1728	1743	1758	1818	1833	1848	1903	1918	1948
St Stephens Street	1703	1718	1733	1748	1803	1823	1838	1853	1908	1923	1953
Hall Road,Hewett School	----	1722	----	1752	----	1827	----	----	----	----	----
Robin Hood Road,Maid Marion Rd	----	1726	----	1756	----	1831	----	----	----	----	----
Hall Road,Fountains Road	----	1733	----	1803	----	1838	----	----	----	----	----

17 South Tuckswood - Blofield Heath

Via City Centre

17A South Tuckswood - Lingwood

Via City Centre

Service No.:	17A	17	17	17	17	17A	17	17	17A	17	17A	17	17A
Notes:													
Robin Hood Road,Maid Marion Rd	----	0700	----	0730	----	0749	----	0826	0856	0926	0956	26	56
Hall Road,Fountains Road	----	0705	----	0735	----	0805	----	0837	0907	0937	1007	37	07
Hall Road,Hewett School	----	0708	----	0738	----	0808	----	0840	0910	0940	1010	then	40 10
St Stephens Street	0657	0717	0732	0747	0802	0817	0834	0849	0919	0949	1019	at	49 19
Castle Meadow	0702	0722	0737	0752	0807	0822	0839	0854	0924	0954	1024	these	54 24
Thorpe Road,Rail Station	0705	0725	0740	0755	0810	0825	0842	0857	0927	0957	1027	mins.	57 27 until
Yarmouth Road,St Andrews Avenue	0711	0731	0746	0801	0816	0831	0848	0903	0933	1003	1033	past	03 33
Broadland Business Park,Old Chapel Way	0717	0739	0754	0809	0824	0839	0856	0909	0939	1009	1039	each	09 39
Brundall,Budgens	0725	----	----	0817	----	0847	----	0917	0947	1017	1047	hour	17 47
Blofield,Medical Centre	----	----	----	0824	----	----	----	0924	----	1024	----	24	--
Blofield Heath,Two Friends	----	----	----	0832	----	----	----	0932	----	1032	----	32	--
Lingwood,Rail Station	0737	----	----	----	----	0859	----	----	0959	----	1059	--	59

Service No.:	17	17	17A	17	17A	17	17A
Notes:	SDHS						
Robin Hood Road,Maid Marion Rd	----	1526	1556	1626	1656	1726	1756
Hall Road,Fountains Road	----	1537	1607	1637	1707	1742	1812
Hall Road,Hewett School	1520	1540	1610	1640	1710	1745	1815
St Stephens Street	1529	1549	1619	1649	1719	1754	1824
Castle Meadow	1534	1554	1624	1654	1724	1759	1829
Thorpe Road,Rail Station	----	1557	1627	1658	1728	1802	1832
Yarmouth Road,St Andrews Avenue	----	1603	1633	1704	1734	1808	1838
Broadland Business Park,Old Chapel Way	----	1609	1639	1712	1742	1814	1844
Brundall,Budgens	----	1617	1647	1720	1750	1822	1852
Blofield,Medical Centre	----	1624	----	1727	----	1829	----
Blofield Heath,Two Friends	----	1632	----	1735	----	1837	----
Lingwood,Rail Station	----	----	1659	----	1802	----	1904

Notes:

SD Schooldays Only

HS Starts from Hall Road, Hewett School at 1520, and continues to Castle Meadow arrive 1534



## A47 Gorleston & Yarmouth to Norwich via Acle, Blofield & Brundall

Operates Monday to Saturday (exc Bank Holidays)

With effect from 11th April 2011

	NS	Sat
Church Lane (for ENSF)	06:46 --	07:16 07:41 08:46 09:46 10:46 11:46 12:46 13:46 14:46 16:06 16:46 17:36
Gorleston, High Street	06:48 --	07:18 07:43 08:48 09:48 10:48 11:48 12:48 13:48 14:48 16:08 16:48 17:38
<b>Yarmouth, Market Gates</b>	<b>07:00 --</b>	<b>07:30 07:55 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:20 17:00 17:50</b>
Acle, Barclays Bank	07:15 07:45 08:15 09:15 10:15 11:15 12:15 13:15 14:15 15:15 16:35 17:15 18:05	
Blofield, Playing Field	07:23 07:23 --	08:23 09:23 10:23 11:23 12:23 13:23 14:23 15:23 16:43 17:23 18:13
Blofield, Brundall Road	07:26 07:26 --	08:26 09:26 10:26 11:26 12:26 13:26 14:26 15:26 16:46 17:26 18:16
Brundall, The Street	07:30 07:30 --	08:30 09:30 10:30 11:30 12:30 13:30 14:30 15:30 16:50 17:30 18:20
Brundall, Cucumber Lane	07:32 07:32 --	08:32 09:32 10:32 11:32 12:32 13:32 14:32 15:32 16:52 17:32 18:22
Yarmouth Road, Meridian Park	07:40 07:40 08:00 08:40 09:40 10:40 11:40 12:40 13:40 14:40 15:40 17:00 17:40 18:30	
Rail Station, Thorpe Road	07:50 07:50 08:10 08:50 09:50 10:50 11:50 12:50 13:50 14:50 15:50 17:10 17:50 18:40	
Castle Meadow	07:53 07:53 08:13 08:53 09:53 10:53 11:53 12:53 13:53 14:53 15:53 17:13 17:53 18:43	
<b>Norwich, Bus Station Bay 4</b>	<b>07:55 07:55 08:15 08:55 09:55 10:55 11:55 12:55 13:55 14:55 15:55 17:15 17:55 18:45</b>	

	NS	Coll
<b>Norwich, Bus Station Bay 4</b>	<b>07:15 08:30 09:30 10:00 11:00 12:00 13:00 14:00 15:00 15:15 16:15 17:15 17:35 18:10</b>	
Castle Meadow	07:17 08:32 09:32 10:02 11:02 12:02 13:02 14:02 15:02 15:17 16:17 17:17 17:37 18:12	
opp Rail Station, Thorpe Road	07:20 08:35 09:35 10:05 11:05 12:05 13:05 14:05 15:05 15:20 16:20 17:20 17:40 18:15	
Yarmouth Road, Old Chapel Way	07:28 08:43 09:43 10:13 11:13 12:13 13:13 14:13 15:13 15:28 16:28 17:28 17:48 18:23	
Brundall, Cucumber Lane	07:36 --	09:51 10:21 11:21 12:21 13:21 14:21 15:21 -- 16:36 17:36 17:56 18:31
Brundall, The Street	07:38 --	09:53 10:23 11:23 12:23 13:23 14:23 15:23 -- 16:38 17:38 17:58 18:33
Blofield, Brundall Road	07:42 --	09:57 10:27 11:27 12:27 13:27 14:27 15:27 -- 16:42 17:42 18:02 18:37
Blofield, The Street	07:45 --	10:00 10:30 11:30 12:30 13:30 14:30 15:30 -- 16:45 17:45 18:05 18:40
Acle, opp Barclays Bank	07:53 08:57 10:08 11:38 12:38 13:38 14:38 15:38 15:42 16:53 17:53 18:13 18:48	
<b>Yarmouth, Market Gates</b>	<b>08:08 09:12 10:23 10:53 11:53 12:53 13:53 14:53 15:53 15:57 17:08 18:08 18:28 19:03</b>	
Gorleston High Street	08:20 09:24 10:35 11:05 12:05 13:05 14:05 15:05 16:05 16:09 17:20 18:20 18:40 19:15	
Church Lane (for ENSF)	08:22 09:26 10:37 11:07 12:07 13:07 14:07 15:07 16:07 16:10 17:22 17:42 18:02 18:37	

Note - R = Drop off by request Only

Coll = Only operates when East Norfolk Sixth Form College is open

MF = Operates Mon-Fri Only

Sat = Operates Sat Only

## 830 Blofield - Brundall - Acle

Operates on College Days Only

With effect from 11th April 2011

	Col
Hemlington Corner	07:20
Blofield Heath, Two Friends	07:24
Blofield, Kings Head PH	07:28
Brundall, St Michaels Way	07:34
Lingwood, Post Office Road, Post Office	07:44
Lingwood, Station Road, opp Rail Station	07:46
Beighton, opp Hopewell Gardens	07:51
Acle, opp Kings Head PH	07:57
ENSF College	08:20

	Col
ENSF College	16:10
Acle, Kings Head PH	16:33
Beighton, opp Hopewell Gardens	16:39
Lingwood, Post Office Road, Post Office	16:44
Lingwood, Station Road, opp Rail Station	16:46
Brundall, St Michaels Way	16:56
Blofield, Kings Head PH	17:02
Blofield Heath, Two Friends	17:06
Hemlington Corner	17:10

