



## YEAR 2 RESIDENTIAL TRAVEL PLAN

### **Hethersett North, Hethersett, Norfolk**

Persimmon Homes & Taylor Wimpey

November 2023

Project No: 80112

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## 1. FOREWORD

- 1.1. Smarter Travel Ltd (ST Ltd) has been appointed by the Developers – Persimmon Homes & Taylor Wimpey - to manage, monitor and promote the Residential Travel Plan (TP) for development land in Hethersett, Norfolk; acting as the Travel Plan Coordinator. The development scheme is for 1,196 residential dwellings (known herein as Hethersett North). The provision of this updated Full TP is to continue to oblige Part 5 of The Schedule of the Section 106 agreement associated with planning ref: 2011/1804/O and planning condition 18.b. associated with Phases 1 & 2.
- 1.2. A Travel Plan is defined as a long term management strategy and package of measures intended to encourage sustainable travel choices for a healthier lifestyle and reduce the reliance on the private car; this effectively requires identification and implementation of a set of interrelated measures and initiatives which will reduce the environmental impact of the travel associated with a development, particularly through the use of public transport, walking and cycling, which reflects current Government policy in respect of transport.
- 1.3. The Travel Plan Coordinator (ST Ltd) will promote, manage and monitor the success of the TP and report to Norfolk County Council (NCC) for the agreed monitoring period from the appointment through to two-years after final occupation. Persimmon Homes & Taylor Wimpey are committed to the TP implementation and measures which are further set out in **Section 8**.
- 1.4. The monitoring period is likely to be completed in 2030 with the principal target to have a 15% decrease in single occupancy vehicle (SOV) trip rates in comparison to those estimated in the original Transport Assessment that was used to determine the transport related impacts of the development. This will also create a representative mode shift in favour of sustainable choices and/or more working from home.
- 1.5. The development lies to the north of the village of Hethersett and in the district of South Norfolk. Overall, the site is close to numerous local amenities and public transport services with good pedestrian infrastructure to support the promotion of sustainable travel. The layout of the development is included in **Appendix A**.
- 1.6. The development includes the provision of an on-site primary school (built and occupied) and community facilities (to be provided in later phases of the development). Travel Plan services, measures and monitoring exclude these non-residential uses, however, the TPC will liaise accordingly with these on-site services to cross-promote sustainable travel options.

### **Definitions**

- 1.7. The following definitions are used throughout this document:
- i. **“Travel Plan”** means a comprehensive “living” document that includes the sustainable travel objectives, targets and commitments, which is updated, amended and supplemented from time to time under the provisions of the conditions of the planning approval and “Travel Plan Reviews” which are obliged to be undertaken by the “Travel Plan Coordinator” on behalf of the Developers.
  - ii. **“Travel Plan Coordinator”** shall mean a permanent representative appointed by the Developers with the appropriate skills, budgetary provision, and resources to produce and update a “Travel Plan” and manage the continued implementation of the “Travel Plan” including the provision of information to the “Local Authority”.
  - iii. **“Travel Survey”** means a standardised travel survey undertaken with manual observations at each access point to identify the modes of travel used by the residents and to determine vehicular generation of the development supplemented by postal / online surveys biennially.
  - iv. **“Annual Travel Plan Review”** means an annually updated report including the results and analysis of the “Travel Survey” indicating how the “Travel Plan” is performing and updating the document as necessary to reflect changes in local area accordingly.
  - v. **“Monitoring Period”** means the time period that the Developers is committed to fund and manage the “Travel Plan” and “Travel Plan Coordinator” to review travel behaviour to / from the site with an aim to reduce private car usage in favour of sustainable modes with reporting to the “Local Authority” via the “Annual Travel Plan Review” for approval.
  - vi. **“Local Authority”** shall mean the relevant District Council and/or County Council required to approve the “Travel Plan”.

## 2. INTRODUCTION

2.1. This document provides the basis from which to refine, expand and develop the TP and promote the objectives within it. This updated TP constitutes the Year 2 anniversary of approval to 'Full' status, with travel surveys undertaken in September 2022 and biennially thereafter. The monitoring period for the development commenced in autumn 2021, and the proposed targets and measures have been set out in accordance with planning conditions. This TP excludes the non-residential uses of the development site. At the time of this TP update, 690 dwellings were occupied.

2.2. A total budget of £598,000 has been agreed for the management, measures, monitoring and promotion of the Travel Plan over the monitoring period. This budget excludes the hard measures required as part of the original planning approval that supports sustainable travel options such as the contribution towards the expansion of Thickthorn Park & Ride (£TBC) and the Section 106 contribution to the Colney Lane cycleway (£250,000) – to be implemented by the Local Authority.

### **Barriers to Sustainable Travel and Accessibility**

2.3. The potential issues and barriers to the promotion of sustainable travel in association with the site and its locality have been identified as follows:

- Lack of knowledge about bus links within the vicinity;
- Excellent connectivity to principal road infrastructure;
- The likelihood of residents undertaking shift work or working irregular hours (i.e., NNUH);
- Lack of knowledge of potential car sharing opportunities;
- Perceived cost of public transport compared to driving;
- Perceived accessibility on foot and bicycle to Norwich City Centre and Wymondham; and
- Perceived quality of facilities (shelters / seating etc) at bus stops.

2.4. The measures and initiatives proposed within this TP will seek to address the identified issues and barriers to sustainable travel and will be fully supported by Persimmon Homes & Taylor Wimpey for the monitoring period.

2.5. This TP is an important tool in helping to deliver sustainable communities, by reducing the barriers to sustainable travel. This will bring a number of benefits into the local area, including:

- i) Reducing the need to travel by private car and aim to cut congestion to and from the development.
- ii) Increasing awareness of sustainable travel alternatives to the private car.

- iii) Promotion of social inclusion and interaction by identifying that a wide range of transport options are easily available for new residents, including those with disabilities, and that existing amenities are accessible.
  - iv) Helping to reduce greenhouse gas emissions by accommodating those journeys that need to be made by car through information on greener car travel usage. This will aid in addressing the increased emphasis of tackling climate change and reducing impact on the local environment.
  - v) Residents can enjoy improved health, less stress and better quality of life through the increased use of walking, cycling and public transport use. Financial savings over the ownership and running costs of a private car can also be achieved through providing a greater travel choice.
  - vi) Bringing new choices of modes of transport to the wider community with the promotion of a car sharing scheme.
- 2.6. This TP has been prepared in accordance with the NCC Travel Plan guidance (2023) and Department for Transport (DfT) guidance documents "Using the Planning Process to Secure Travel Plans (April 2009)"; "Making Residential Travel Plans Work: Guidelines for New Development" and "Good Practice Guidelines: Delivering Travel Plans through the Planning Process" (April 2009).



### 3. POLICY CONSIDERATION

#### ***National Policy***

- 3.1. The Department for Transport document "*Smarter Choices – Changing the Way We Travel (2005)*" demonstrates the efficacy of measures such as the use of car clubs, car sharing schemes, personalised travel planning, travel awareness publicity, etc... The document sets out that the reduction nationwide could be of around 11% in traffic with appropriate travel plan measures implemented.
- 3.2. The Government's white paper document "The Future of Transport: a network for 2030 (2004)" sets out the vision for a smarter choice of travel in England. The document has identified that marketing to promote sustainable transport can deliver "reductions in car use of between 7% and 15% in urban areas and 2% to 6% in rural and smaller urban areas".

#### ***National Planning Policy Framework (NPPF)***

- 3.3. The NPPF and the DfT guidance, referred to in **Section 2**, identifies that the provision of a Travel Plan will help to deliver more sustainable transport objectives, including:
- Reductions in car usage (particularly SOV journeys) and increased use of public transport, walking and cycling;
  - Reduced traffic speeds and improved road safety and personal security, particularly for pedestrians and cyclists; and
  - More environmentally friendly delivery and freight movements, including home delivery services.

#### ***Regional***

- 3.4. Connecting Norfolk - Norfolk's Transport Plan for 2026 sets out the local transport strategies and policies across the whole of Norfolk. This document sets out the County Council's vision and strategy for long term development of transport up to 2026.
- 3.5. The plan identifies how transport will play its part in supporting and facilitating future sustainable economic growth in Norfolk by:
- Making the best use of what we have to facilitate reliable journeys;
  - Reducing the need to travel; and
  - Influencing others and ensuring transport is integrated into development plans.

**4. EXECUTIVE POLICY STATEMENT**

- 4.1. Persimmon Homes & Taylor Wimpey has agreed to the TP arrangements that demonstrate the importance of the environmental and health benefits of increasing the use of more sustainable modes of travel as an alternative to the private car. Persimmon Homes & Taylor Wimpey are committed to developing and funding this programme, with the support of a TPC, and delivery of measures set out herein to achieve the monitoring targets whilst supporting change in travel habits of residents of this development.
- 4.2. The Developers will be responsible for the ownership of the residential TP for this development for a period of no shorter than 8 years from the date of the approval by SNC and NCC of this Full TP. It is therefore expected that the monitoring period is to end no earlier than 2030.
- 4.3. The appointed TPC can delegate responsibilities to others to assist in the operation and monitoring of the TP. The contact details are set out below. Should the contact details of the TPC change at any time during the monitoring period the following details will be amended accordingly and advised to SNC and NCC within two months.

<b><i>Acceptance and Commitment to the Role of Travel Plan Coordinator</i></b>
<p>Name: Elizabeth Evans</p> <p>Company: Smarter Travel Ltd</p> <p>Telephone: 01603 230240 (Mon – Fri; 0900-1700)</p> <p>Email: <a href="mailto:Hethersett@SmarterTravel.uk.com">Hethersett@SmarterTravel.uk.com</a></p> <p>Website: <a href="http://www.Hethersett-TravelPlan.co.uk">www.Hethersett-TravelPlan.co.uk</a></p> <p>Date: 29 November 2023</p> <p>On behalf of: Persimmon Homes &amp; Taylor Wimpey</p>
<b><i>Developers Representative</i></b>
<p>Name: Joshua Pitcher &amp; Owen Jones</p> <p>Company: Persimmon Homes &amp; Taylor Wimpey</p> <p>Date:</p>
<b><i>Local Authority Representative</i></b>
<p>Name: Liz Poole</p> <p>Council: Norfolk County Council</p> <p>Date:</p>

## 5. LOCAL ACCESSIBILITY AUDIT

### Location

- 5.1. The development site, shown in **Figure 1**, is on land to the west of Colney Lane, Hethersett, Norfolk. The approximate postcode of the development is NR9 3GB. The site is bound to the north and west by agricultural fields, to the east by Colney Lane, and to the south lies existing residential properties and the roads named Churchfields and Back Lane. The combined site covers an area of approximately 83.6Ha.



**Figure 1. Indicative Hethersett North Location**

- 5.2. The development will be built in four main phases with Phases 1 and 2 completed, Phase 3 (started in 2023) and 4 will progress from East to West. The non-residential uses will be built in these later phases, but the on-site primary school has been completed and in full operation.
- 5.3. There will be 5 access points built across the 4 phases, the vehicular and non-vehicular accesses to the development are directly off Colney Lane, Churchfields, Burnthouse Lane, Little Melton Road and Hethersett Road. A development phasing plan can be found in **Appendix A**.

### ***Pedestrian and Cycle Network***

- 5.4. The development has good access for pedestrians and cyclists to the existing centre of the village of Hethersett which provides access to local amenities including schools. It is also close to the town of Wymondham and the city of Norwich for further shopping and employment areas.
- 5.5. There is currently a 60mph speed limit on Colney Lane and a 30mph speed limit on Churchfields where the main entrances to the Site are currently available. There is a partial shared use path along the western side of Colney Lane allowing use for pedestrians and cyclists. This was delivered through a Section 278 Agreement. As part of the Developers Section 106 Agreement obligation funding at a cost of £250,000 has been paid to provide an off-road cycleway link between Back Lane and Norwich Road. It will also provide an off-road cycleway link between Braymeadow Lane with the A47 overbridge. These works will be delivered by NCC and will be promoted to residents upon the commencement of work and upon its completion.
- 5.6. These cycleway works will tie in with highway works along Hethersett Lane that are being delivered by the expansions at the Norwich Research Park and the NNUH. This will provide a shorter cycle distance from the Site to those that are working at the Research Park and the NNUH rather than via the Thickthorn A47/A11 Interchange.
- 5.7. The Local Authority have published a Norwich Cycle Map showing the appropriate cycling networks to/from Norwich city centre and the surrounding areas. Further, the map includes employment areas, schools, sports facilities, libraries and attractions/facilities. The map can be found via the NCC website:  
  
[www.norwich.gov.uk/downloads/file/3488/norwich\\_cycle\\_map](http://www.norwich.gov.uk/downloads/file/3488/norwich_cycle_map)
- 5.8. Although not located next to any official cycle routes, residents of Hethersett North could cycle to Norwich city centre in under 30-minutes via the blue cycle route which is mostly off-road or uses dedicated cycleways / bus lanes. In the opposite direction residents can cycle to the centre of Wymondham in 22-minutes via the same local cycle route.
- 5.9. Although Beryl Bikes mainly operate in Norwich, the service has been extended to Wymondham, which incorporates the developments in Hethersett, Wymondham and Cringleford. The use of e-bikes for travel to / from Norwich will be of keen interest for residents. The TPC has liaised with Beryl Bikes / NCC to extend the service close to the development and be provided at key destinations in the village, with instalments located outside the library and village hall. This scheme will be promoted to residents through an ongoing marketing campaign.
- 5.10. A review of 2011 Census data for this area of Hethersett shows that walking and cycling for commuting purposes is relatively low (approximate total of 10% modal share), which is likely to be because of a reduced provision of walking / cycling to outlying areas beyond Hethersett at the time of the 2011 Census. This is discussed later in this TP but through new development in the area, walking and cycling will hopefully increase with the addition of new pedestrian cycling infrastructure recently completed.

### ***Public Transport***

- 5.11. The nearest bus stops are location on Coachmaker Way where marked stops are present near Tailor Place and Harness Maker Way. These stops have been served by services on route 11/11A (Pink Line) since 14<sup>th</sup> May 2023. Services are typically every 30 minutes Monday to Sunday, between Hethersett and Sprowston via the Norwich and Norfolk University Hospital (NNUH) and Norwich city centre, with some limited services to/from Wymondham. Additional services from Coachmaker Way are provided on route 9 between Silfield and NNUH approximately every 2 hours Monday to Friday.
- 5.12. The next closest bus stops are situated along Churchfields, an approximate 7-minute walk from the centre of Hethersett North. Currently the Norwich-bound bus stop is sheltered.
- 5.13. Bus routes 14/14A/15A/16A (Green Line), operated by First, runs up to every 30 minutes, Monday to Saturday and every 60 minutes on Sundays which provides a regular connection to Norwich city centre, Dussindale (east Norwich) and Wymondham. Further bus services involve Route 13 (Turquoise Line) which travels on the B1172 Norwich Road between Spixworth and Attleborough.
- 5.14. The key bus services from these and other local stops are summarised in **Table 5.1**. Timetables for local bus routes, by operator First Bus can be found on the website (below). Copies of the latest timetables for First Bus and H Semmence & Co. services can be found in **Appendix B**.
- [www.firstbus.co.uk/norfolk-suffolk/routes-and-maps/route-maps](http://www.firstbus.co.uk/norfolk-suffolk/routes-and-maps/route-maps)
- 5.15. Bus season tickets are available in the area which offer cheaper travel when used for multiple trips. First offer weekly, 1, 3 and 12 monthly tickets which can be used on any First bus in the Norwich area or across Norfolk and Suffolk depending on the ticket purchased. First also offers the opportunity to purchase bus tickets through a smartphone mobile app.

**Table 5.1 – Bus Services (as of November 2023)**

Operator	Service	Frequency
First Buse Nearest Stop: Coachmaker Way	11/11A (Wymondham) - Hethersett – NNUH - Norwich City Centre – Sprowston	<b>Monday – Friday</b> 0634 - 2318 (Typically, 2 per hour) <b>Saturday</b> – 0634 - 2318 (Typically, 2 per hour) <b>Sunday &amp; public holidays</b> – 0722 – 2218 (2 per hour)
First Buse Nearest Stop: Churchfields nr Deacon Dr	14/15A/16A Wymondham - Hethersett – Norwich City Centre – Dussindale / Lingwood	<b>Monday – Friday</b> 0635 - 2310 (Typically, 2 per hour) <b>Saturday</b> – 0710 - 2310 (Typically, 2 per hour) <b>Sunday &amp; public holidays</b> – 0903 – 21335 (1 per hour)
First Buse Nearest Stop: B1172 nr Colney Lane or nr Churchfields	13 Attleborough – Wymondham - Norwich City Centre – Old Catton - Spixworth	<b>Monday – Friday</b> 0648 - 2339 (Typically, 2 per hour) <b>Saturday</b> – 0718 - 2339 (Typically, 2 per hour) <b>Sunday</b> – 0818 – 2342 (Typically, 1 per hour)
H Semmence & Co. Nearest Stop: Coachmaker Way	9 – N&NU Hospital – Little Melton – Hethersett – Wymondham - Silfield	<b>Monday – Friday</b> 0720 – 1758 (Typically, every 2 hours)

Note: Times shown to nearest location on timetable (November 2023).

- 5.16. Up to date timetable information for each bus stop can also be obtained via the websites of each operator. Links to updated timetables will be promoted to residents.
- 5.17. A review of 2011 Census data for the area shows that the use of bus services is pretty good for commuter purposes. This is discussed further in this TP.
- 5.18. Bus tickets can be purchased online through websites / bus service provider apps or directly with the bus driver and in addition to this there are a variety of discounted season tickets available; including weekly and monthly options.

### ***Community Transport***

- 5.19. Community transport is available for those with impaired mobility/ disabilities. The Norwich Door to Door service requires booking (up to 7 days in advance for medical and 2 days for social trips) and fees are payable. Full details can be found at: [www.norwichdoortodoor.org.uk](http://www.norwichdoortodoor.org.uk)

### ***Train Services***

- 5.20. Local rail services can be found at Norwich rail station which is located approximately 10km from the Site. At the station Network Rail information indicates that there are 442 bicycle spaces and 62 vehicular parking spaces (of which 5 are accessible spaces). Rail users can also use Riverside Multi-storey to park with 740 vehicular parking spaces (of which 54 are accessible spaces). The station offers step free access to all platforms. From Norwich services are available to Sheringham/Cromer, Great Yarmouth, major stations to London Liverpool Street, and other routes via Ely.
- 5.21. Norwich train station can be accessed by bus using local Green Line bus service which stops near to the station. By bicycle, Norwich station can be reached from Norwich Road in around 35-minutes, using the blue cycleway as shown on the NCC cycle map.
- 5.22. Wymondham train station is located approximately 8km from the Site. At the station, Network Rail information indicates that there are 20 bicycle spaces and 90 vehicular parking spaces (6 accessible spaces). From Wymondham services are available to Cambridge and Stansted Airport.
- 5.23. Wymondham train station can be accessed by bus using local Green Line bus service which stops near to the station. By bicycle, Wymondham station can be reached from Norwich Road in around 24-minutes, using the blue cycleway as far as Wymondham town centre as shown on the NCC cycle map.

### ***Local Amenities***

- 5.24. Focusing upon the site, **Table 5.2** presents a range of local amenities in the surrounding areas, with the appropriate distance and travel time from the site.
- 5.25. A map of the local amenities is included in the Travel Information Pack, a copy of which can be found in **Appendix C**.

**Table 5.2 – List of Nearest Local Amenities**

<b>Amenity</b>	<b>Location</b>	<b>Approx. Distance from the site*</b>	<b>Approx. Walking / Cycling Duration</b>
Primary School	Hethersett Woodside Primary & Nursery School	0.1 mile	2 mins/1 min
Beryl Bay	Hethersett Village Hall	0.2 mile	4 mins/1 min
Local Convenience	Tesco Express	0.6 mile	12 mins/4 mins
Large public open space	Steeple Tower Park	0.6 mile	12 mins/3 mins
Secondary Education	Hethersett Academy	0.7 mile	14 mins/4 mins
Doctors	Hethersett Surgery	0.7 mile	14 mins/4 mins
Pharmacy	Boots Pharmacy	0.7 mile	14 mins/4 mins
Post Office	Hethersett Library	0.7 mile	15 mins/4 mins
Beryl Bay	Hethersett Library	0.7 mile	15 mins/4 mins
Library	Hethersett Library	0.7 mile	15 mins/4 mins
Public House	Queens Head	0.8 mile	16 mins/5 mins
Employment Areas	NNUH	2.5 miles	12 mins (cycle)
Supermarket	Waitrose & Lidl	3.4 miles	17 mins (cycle)

\*Distance taken from Taylor Wimpey Heather Gardens (Baker Drive)

- 5.26. In conclusion, the development is very well located to a great number of amenities in Hethersett which are accessible on foot or by bicycle. The excellent range of amenities provision in the area should influence the residents to use more sustainable modes of transport to travel locally, reducing the impact of unsustainable travel.



## 6. THE DEVELOPMENT

- 6.1. The Office for National Statistics website has been used to estimate the number of people that could potentially live in the development. The “Key Figures for 2011 Census” for the Parish of Hethersett has given the breakdown of number of people living per dwelling: 5,691 people living in 2,507 households; using this data it has been forecasted that a development of 1,196 residential units has the potential to accommodate approximately 2,715 people.
- 6.2. All 1,196 properties are residential dwellings with 30% of these dwellings classed as affordable homes, and the operator is Havebury Housing Partnership for the Taylor Wimpey phases and Flagship Homes for the Persimmon Homes phases. The TPC will liaise with the affordable homes operators to confirm the services available to their residents.
- 6.3. There has been a primary school with nursery facilities provided on the Site for the residents to reduce the potential for off-site travel via car. Non-residential community facilities are also being provided as part of later phases to further enhance the on-site amenity provision for the residents reducing the need to travel off the site.
- 6.4. Leisure walking and cycling routes through and around the site will be provided to link with the on-site public open space areas.

### **Access**

- 6.5. There are currently three vehicular access points into Phases 1 and 2 from Colney Lane, Burnthouse Lane and Churchfields. These vehicular access points are also to be used by pedestrians and cyclists. Further vehicular access points will be established during phases 3 and 4 of the development. Refer to the development plan located in **Appendix A**.
- 6.6. There are also several pedestrian / cycle only access points into the development that will improve accessibility to the rest of Hethersett as well as though the development.

### **Cycle Parking**

- 6.7. Secure and sheltered cycle parking spaces are available for the residents of houses that will store bicycles in garages otherwise storage can be provided in gardens via sheds.

**7. OBJECTIVES AND TARGETS**

7.1. The potential vehicular (car, van and motorcycle) traffic rate (determined from the use of the TRICS industry software) of the development as estimated in the Transport Assessment that supported the planning application is summarised in **Table 7.1**.

**Table 7.1 – Potential Trip Generation of up to 1,196 residential units from TA Data**

	<b>Into Site</b>	<b>Out of Site</b>
AM Peak	0.189	0.622
PM Peak	0.455	0.284

7.2. The completed development would have the potential to generate, without a Travel Plan, approximately 970 two-way vehicle movements during AM peak hour, 883 two-way vehicle movements during PM peak hour.

7.3. Further to this, the 2011 Census Statistics have been used to understand the current travel modes and typical work destination for existing local residents, these have been used to provide an estimate of typical travel modes that would be utilised from the development.

7.4. The April 2011 Census Statistics – Method to Travel of Work – Resident Population for South Norfolk 003, which includes the site, is summarised in **Table 7.2**.

**Table 7.2 – Method of Travel to work - 2011 Census South Norfolk 003**

<b>Mode of Transport</b>	<b>Percentage</b>
Bus	11.2%
Taxi or minicab	0.0%
Driving a car or van	73.0%
Passenger in a car or van	5.0%
Motorcycle, scooter or moped	0.9%
Bicycle	5.4%
On foot	4.5%
<i>Total commuting</i>	<i>100%</i>

7.5. The tables demonstrate that from the Hethersett area, 10% of the commuting is undertaken by cycling and walking, and a further 11% of the commuting is undertaken by public transport. The use of cycling since the 2011 Census Data was undertaken and when the original Transport Assessment was undertaken will have increased in the last few years since the introduction of the

Wymondham – Norwich cycleway. As both the Census information and TRICS were used to determine this planning application it would be reasonable and appropriate to base the target trip rate reductions and mode shift targets against the values used by Local Authority stakeholders including NCC to appraise the developments impacts, without the benefit of a Travel Plan.

- 7.6. It is also apparent the majority of the residents within the Census area that commute by SOV journey are travelling to areas within Norwich, NNUH and Wymondham. These locations are easily accessible by bicycle and bus from the development and will be heavily promoted to residents. The exact locations within these areas would need to be determined from any postal / online residential surveys undertaken to ascertain what are the principal reasons for using a car to a specific destination.

### **Objectives**

- 7.7. There are a number of objectives that the implementation of a TP is intended to help fulfil. The main objectives of the residential development are to:
- Reduce the use of SOV through raising awareness of alternative travel modes available, including car sharing – especially for those working in Norwich;
  - Reduce the traffic generated by the development to a lower level of car trips than would be predicted for the site without the implementation of the Travel Plan;
  - Promote healthy lifestyles and sustainable, vibrant local communities;
  - Accommodate those journeys that need to be made by car; and
  - Assist in addressing specific problems that prevent children or older people from gaining access to key amenities.

### **Targets**

- 7.8. Targets should be Site-specific, Measurable, Achievable, Realistic and Time-related (SMART). They may be phased year on year and can be by 'aim' type (e.g. percentage using non-car modes by....) or 'action' type (e.g. appoint a TPC by....).
- 7.9. The “aim type” Travel Plan targets are quantifiable and are given over two timescales: short-term (within one year) and long-term (within three years). The suggested key targets are based on the principal objectives of the TP and are as follows:
- Within one year (2022) of implementation of the full TP, decrease the AM and PM peak hour car trip rates by 5% when compared to the TA data shown in **Table 7.1**.

- Within four years (2025) of implementation of the full TP, decrease the AM and PM peak hour car trip rates by 10% when compared to the TA data shown in **Table 7.1**.
  - Within eight years (2028) of implementation of the full TP, decrease the AM and PM peak hour car trip rates by 15% when compared to the TA data shown in **Table 7.1**.
  - To maintain or increase the modal split in favour of sustainable transport methods when compared to 2011 Census Data as shown in **Table 7.2**.
- 7.10. Additional “aim-type” targets that are not directly related to travel mode are as follows:
- At least 10% return rate for postal / online surveys issued to residents.
  - 50% of postal / online survey respondents should be aware of the TP and TPC and the services that can be provided.
  - 25% of the respondents to the postal / online survey will have obtained a Personal Travel Plan provided by the TPC.
  - 15% of the dwellings of the development should have used either their bus ticket or active travel voucher.
- 7.11. The “action-type” TP targets are non-quantifiable targets and take the form of actions that need to be achieved by a specified date. These targets are based on implementing the measures specified in **Section 8** and therefore aid in meeting the “aim-type” targets and the principal objectives of the TP.

#### ***Remedial Measures and Triggers***

- 7.12. After each travel survey the TPC will assess if the targets are being achieved. Should the targets not be considered to be to the SMART principles then a review of achievable, realistic targets will be undertaken and submitted to the Local Authorities with supporting evidence to be agreed.
- 7.13. If the agreed targets are not being met after the 4<sup>th</sup> and 6<sup>th</sup> years’ travel surveys the TPC will analyse the situation, contact residents by issuing a secondary travel questionnaire and request feedback on what prevents people from using more sustainable modes of transport and in the case of this site what would help them to avoid SOV trips.

## 8. RESIDENTIAL TRAVEL PLAN MEASURES

- 8.1. Details of the upcoming measures implemented by the TPC throughout the monitoring period can be found below in **Table 8.1**.
- 8.2. "Marketing channels" refers to, but is not limited to: Travel Information Pack (TIP), Personal Travel Plans (PTPs), The Oaks travel webpage, social media (Facebook, Instagram, Twitter, LinkedIn), residential travel surveys and promotional events.

**Table 8.1 – TPC Action Plan**

Measure	Action	Timescale	Next Due
Travel Information Pack (TIP)	Every resident will receive a welcome pack when moving, promoting sustainable travel and incentives	Ongoing	Until final occupation
Personal Travel Plans (PTP)	Promotion of Personal Travel Plan service offered by the TPC to all residents via marketing channels	Ongoing	Upon request, within 15 working days
Travel plan website and social media	Maintenance of Hethersett travel website and social media channels	Ongoing	Monthly
Sustainable Travel Promotion	Promotion of walking (groups and routes), cycling (including Beryl and bike servicing), public transport and car sharing (Liftshare.com) options, as well as news and incentives via marketing channels	Biannual (seasonal)	Spring 2024
Site Inspection	TPC to review on and off-site works completed and report any issues to NCC	Annual	Summer 2024
Promotional Event	Promotional event will be considered annually, including bike servicing, PTPs and promotional material. Bike service vouchers OR Beryl free minutes in replacement to a bike surgery event on-site.	Annual (optional)	Summer 2024
Community Travel	Norwich Door2Door service and incentives promoted to residents via annual newsletter	Annual	Autumn 2024
Newsletters	Promoting sustainable modes, news and incentives	Annual	Autumn 2024
Postal/online survey	Survey Questionnaire.	Annual	Autumn 2024
Automatic Traffic Count	A 1-week ATC of all open vehicular accesses to monitor movement in/out of the site	Annual	Autumn 2024
Manual Count Survey	A 12-Hour Manual Count of all movement in/out of the site and the modal split	Biennially	Autumn 2024
Local Primary School	Contact will be made with the local Primary School to see if any measures the TPC can assist with.	Between first- and second-year monitoring	2024-2025

### ***Off-site 'Hard' Measures***

- 8.3. A contribution has been paid of £250,000 to NCC to provide the missing sections of the Colney Lane cycle path from Norwich Road to the A47 Overbridge.
- 8.4. A contribution (along with other Developers) will also be paid to facilitate a large improvement scheme at the Thickthorn Park & Ride. The value of this is to be confirmed.

### ***On-site Accessibility***

- 8.5. A primary school and community facilities including shops are being provided on this development in order to reduce the off-site travel by car by retaining movements within the site and via a sustainable mode.
- 8.6. It is essential to ensure that pedestrian and cycle routes are safe and accessible. The site layout is designed to respect the permeability for pedestrians and cyclists.
- 8.7. Off-road cycleways are provided on the main roads into and out of the Development as well as several pedestrian / cyclist links to a cycle path along the southern boundary of the Site.
- 8.8. Through direct communication channels from residents to the TPC, as well as personal site visits, any maintenance issues identified with constructed pedestrian / cyclist routes on site will be identified to the Developers or NCC (as applicable) to be rectified.

### ***Public Transport***

- 8.9. An up-to-date schedule of bus and rail services, within the surrounding area of the site, including route information and service frequencies is permanently available to the residents of the site (see **Marketing and Promotion**). The use of smartphone apps and mobile technology will be promoted so residents can access up to date bus timetables.
- 8.10. Residents are made aware of the season discounts of fares that are currently available for bus services through promotional links to relevant websites.
- 8.11. Residents are made aware of bus timetables, routes and fares through Travel Information Packs in addition to the development TP website.
- 8.12. Relevant events such as, 'Catch the Bus Week' will be promoted to residents (see **Marketing and Promotion**). This will also be key when the new bus stops adjacent the site boundary are provided.
- 8.13. Each dwelling will be provided the opportunity to gain an eight-week pass for First Bus services between Wymondham and Norwich. In order to claim their voucher, residents must complete the initial travel survey or contact the TPC.

This is promoted through a “Travel Information Pack” that each residential dwelling will receive.

- 8.14. As an alternative to the First Buses ticket offer, each dwelling can claim an eight-week pass for the Thickthorn Park & Ride.
- 8.15. Travel umbrellas will be able to be claimed by residents for walking to / from the nearest bus stops.

### ***Walking***

- 8.16. Pedestrian routes in the vicinity of the site are adequate, linking with local amenities within the wider Hethersett village. However, the TPC will liaise with the relevant authority to highlight any maintenance issues.
- 8.17. The residents are provided with information on pedestrian routes from the site to relevant local amenities within the Travel Information Pack. Branded merchandise can also be considered to be given out to residents to promote walking such as travel umbrellas at the time of any promotional events.
- 8.18. Local walking groups including Norfolk Ramblers are promoted to residents of the development. Additionally, events such as, ‘Walk to Work Week’ will be promoted through regular marketing material.
- 8.19. Route planning mobile apps and websites are promoted through the Travel Information Packs as well as through the development Travel Plan website.
- 8.20. The TPC will work with TPC of existing and future local schools in Hethersett with the aim of encouraging walking to and from the development.
- 8.21. As an alternative to an eight-week public transport pass, residents can claim a £200 Active Travel voucher (to an online retailer). This can be used for active travel equipment including comfortable walking shoes or other walking equipment.

### ***Cycling***

- 8.22. The travel surveys will provide information about the potential to increase the number of trips made from the development by bicycle.
- 8.23. The TPC will liaise with the relevant authority to ensure that local cycle routes are properly maintained, should residents provide information on issues. The residents will be provided with information and advice concerning highway safety and appropriate cycle routes from the site to relevant regular destinations via Personal Travel Planning (see **Marketing & Promotion**).
- 8.24. The £200 Active Travel voucher (to an online retailer or local store alternative) that is available to residents can be spent on cycling equipment or accessories. Alternatively, it can be used as a contribution towards to the cost of a new bicycle.

- 8.25. A bicycle surgery will be considered to be implemented, in which a local bicycle company will attend the site for a day and enable safety checks and pre-bookable bicycle services to again further promote the use of cycling for local travel to areas. This measure will be reviewed each year whether to undertake an on-site event, vouchers to a pre-bookable mobile mechanic or local bike store or provide bicycle maintenance kits depending on the monitoring results and / or circumstances during that year. It will be reported to NCC each year what option is undertaken and the take-up of the offer.
- 8.26. Cycling related branded merchandise will also be given out to residents via the promotional events such as a high visibility backpack rain covers, lights, among others.
- 8.27. Free BikeRegister Kits are available to all residents of Hethersett North. To claim, residents should contact the TPC.
- 8.28. Opportunities for residents to trial e-bikes through third parties are promoted throughout the Travel Information Pack and development Travel Plan website. Retailers such as Halfords and Pure Electric are promoted to all residents.
- 8.29. The TPC promotes the use of The Bike Club which provides a subscription service for bikes for children that can be changed and upgraded as they grow.
- 8.30. The TPC will engage with Little Riders to consider offering discounted cycle training courses.
- 8.31. The TPC will liaise with local bicycle companies to pursue relevant discounts towards the purchase of a new bicycle.
- 8.32. For every new bicycle that is purchased by a resident of the development site through the relevant measures the TPC will contribute to a nominated environmental based charity.
- 8.33. Beryl Bikes have set up two stations within Hethersett, at the Village Hall and Library. The TPC will liaise with Beryl Bikes and the Developers to monitor the locations of two additional stations. Further to this, free minutes will be offered to residents and a marketing campaign will take place to promote how to use the service and where its located.
- 8.34. Where issues are raised by residents regarding cycling facilities in the local area, the TPC will liaise with Norwich Cycling Campaign where appropriate.



### ***Car Sharing***

- 8.35. Car sharing represents a relatively convenient alternative form of car travel and potential exists to reduce the total private mileage of the residents.
- 8.36. The TPC will establish from the travel survey, the potential for car sharing to and from regular destinations and will arrange for individual residents to be made aware of that potential. For example, if it is found that many residents are travelling to places such as the NNUH, UEA or business parks surrounding Norwich, the TPC will contact the relevant TPC for these locations in the hope of cross promotion of the benefits of car sharing journeys.
- 8.37. The TPC promotes the national car share scheme ([Liftshare.com](http://Liftshare.com)), to provide opportunities to car share with residents from the surrounding areas. Residents will be made aware of the car share website and encouraged to make use of the information it contains from the outset.
- 8.38. Residents are made aware of the car sharing scheme via the Travel Information Pack, social media and the development TP website.
- 8.39. During any on-site promotional event car sharing will be heavily promoted to residents with competitions and give-aways for regular car sharers. Additionally, car sharing options will be promoted regularly through the development newsletters and paid social media advertising.

### ***Marketing and Promotion***

- 8.40. For those dwellings that are already occupied prior to our appointment Travel Information Packs have been hand delivered to each dwelling for direct engagement with residents to encourage and promote the measure contained within this TP. Each dwelling was offered a cycle service voucher at a local bicycle store or through a mobile mechanic.
- 8.41. The TPC is to provide training to the sales staff of the Developers on the aims and objectives of the TP as well as the incentives available to residents. Posters have also been provided so that sales staff can visually show the sustainable travel options available to residents.
- 8.42. It is considered that in order to best promote a change in sustainable travel habits of new residents to an area, it is key to provide information within the first few weeks of moving in. Therefore, each new dwelling is provided with a Travel Information Pack that will direct residents to the development Travel Plan website and social media for travel related information and contact details of the TPC. A survey of current intended travel habits is included within the Travel Information Packs to ascertain very early indications of travel behaviour change.
- 8.43. A bespoke travel website has been created specifically for the development's residents this will provide links to this TP and summary reports as well as a useful way to contact the TPC for general travel related queries or for Personal Travel Planning. It also provides information set out below and further links to other useful travel related websites:

- Information on what a TP is and the benefits of the scheme;
  - Local area map indicating local amenities;
  - Links to relevant social media pages and news articles;
  - Information on car sharing, eco-driving, travel information and community transport availability;
  - Personal Travel Plan requests;
  - Public transport information including details of the mobile app service (explaining what buses and train services, can be taken to access facilities);
  - Cycle and pedestrian route maps;
  - Details of home shopping services and collection points;
  - Details of how to obtain the sustainable travel vouchers and any other measures including residents travel surveys;
  - Marketing for the Liftshare website and Railcard information; and
  - Contact details of the TPC for the resident to be able to discuss any travel related problem or to receive further information for their personalised trips.
- 8.44. The TPC will, through the use of social media and other marketing materials for the development, promote the use of sustainable travel and any nationally promoted travel days such as national bike week, etc.
- 8.45. It is recommended that the TPC undertake promotional events at the following times to increase awareness of the Travel Plan. Suggested events are as follows:
- Door to Door engagement with the residents that are already on the site to provide the Travel Information Packs and promote measures within as well as Personal Travel Planning - Completed;
  - Regular and on-going marketing to highlight website, social media and bus ticket promotion as well as Personal Travel Plans and merchandise;
  - A large-scale Personal Travel Planning Community Event to be considered after 50% occupation with residents on active travel and sustainable travel habits;
  - A Personal Travel Planning Community Event to be considered in 2024 to directly engage with residents on active travel and sustainable travel habits;
  - Upon completion of the Colney Lane cycle path link, undertake a led cycle ride between the Site and the NNUH to encourage its use;
  - Postal / online survey with prize incentive for respondents to understand travel behaviours and promote incentives, conducted annually;

- Annual newsletters to be distributed to all residents in autumn, highlighting any relevant travel information or events happening; and
- General small social media promotional events to engage with residents and provide information directly on sustainable travel.

#### ***Personal Travel Planning***

- 8.46. The TPC will provide Personalised Travel Planning to residents within 15 working days of request submission. They will be made aware of this scheme by information provided on the website, promotional events and via marketing media issued to them. They can also contact directly the TPC through details given in **Section 4** of this TP.
- 8.47. The above list of measures is not exhaustive and should provide a basis of measures that can be implemented easily. The TPC will identify other measures throughout the life of the plan to aid in achieving the set targets and reducing SOV travel.

## 9. MANAGEMENT AND MONITORING

A programme of monitoring and review has been designed to generate information by which the success of the scheme can be evaluated. Monitoring and review will be the responsibility of the TPC.

### *The Travel Plan Coordinator*

- 9.1. The TPC has been identified and appointed – with the contact details set out in **Section 4**. The TP will be managed for a minimum duration of 8-9 years from the date of the baseline survey (2021). The TPC will be funded by the Developers from appointment and for the full monitoring period.
- 9.2. The TPC will take responsibility for the development and management of the TP and ensure its delivery to its completion of the monitoring period. It is important that the TPC makes regular visits to the site and presents the ideals of the TP to the residents and oversees the monitoring and reporting of the TP to the Local Authority.
- 9.3. The TPC will be able to provide Personal Travel Planning (PTP) to residents of this development. This service will be provided on demand and be available within 15 working days of survey closure. A follow up survey of the PTP can be provided to the resident accordingly to ascertain if it has assisted in changing their travel habits.
- 9.4. The TPC will ensure that structures for the on-going management of the plan are set up and running effectively, and will help to promote individual measures such as bus tickets, car sharing, etc. This can be undertaken through social media / marketing material, PTP and/or via the development TP website.
- 9.5. The TPC will liaise with the public transport operators, highway authority and/or the Developers in order to report any inadequacies in maintenance to maximise the potential use of sustainable travel options.
- 9.6. The TPC will be responsible for setting up and security of the residential travel database which will include the results of the travel surveys as noted in **Section 7**. In the interest of confidentiality, the TPC alone will hold the database and be responsible for the release of the results to the Local Authority and to the residents (data should be conveyed in an accessible but secure format).
- 9.7. The TP will be reviewed at every completion of the travel survey, as part of an on-going monitoring process. The TPC will submit details of each review to NCC within two months of the completion of the surveys.

### *Monitoring*

- 9.8. To ascertain whether the residents have already changed their mode of travel as a result of moving to this development from another location, a short survey will be provided within the Information Pack that the resident will need to complete to obtain the £200 active travel voucher or eight-week free bus travel, plus additional measures.

- 9.9. In order to monitor the TP and related targets, a full travel survey has taken place in September 2021. Travel surveys will be undertaken biennially starting in 2022. This is to observe how effective the TP is in influencing mode of travel.
- 9.10. The car trip rates will then be able to be used to compare the effectiveness of the TP over the monitoring period. The data should also be used to identify what further measures, if any, are required to further promote the TP and its objectives.
- 9.11. The results of the survey will be issued to NCC as part of the TP review identifying the progress against the original objectives and targets. If the set targets have not been reached the TPC will seek to address and improve use of any mode, which seems to be underrepresented and where greater utilisation could reasonably be achieved and report to NCC.
- 9.12. In addition to the travel surveys noted above, the take-up of additional TP measures will be monitored to demonstrate the impact of the TP on the residential estate, and to understand which measures are successful. The measures to be monitored are:
- The take up of Personal Travel Planning and response to follow up surveys;
  - The level of redemption of the free bus travel;
  - The level of redemption of the active travel voucher; and
  - The take up of free bicycle servicing.

#### ***Travel Survey Methodology***

- 9.13. In order to identify the travel patterns of the residents of the development, travel surveys will be undertaken biennially from the 1<sup>st</sup> anniversary of baseline survey (i.e. 2022). The travel surveys will be undertaken at a cost to the Developers and be at a similar time of the year to provide a comparative assessment. It will be ensured prior to the survey being undertaken that the following circumstances will not affect the outcomes of the surveys:
- School / public holidays;
  - Highway maintenance;
  - Closures on public transport services; and / or
  - Any publicised strike action.
- 9.14. The methodology of undertaking the travel surveys will involve a manual count of all vehicle movements in and out of the development. The determined mode split of travel and car trip rates will then be able to be used to compare the effectiveness of the TP over the monitoring period. The data also enables a way to identify any new travel plan measures that could be introduced, to assist in reducing SOV travel. This survey will be TRICS compliant.

- 9.15. The manual count survey will be via a 12-hour period (7am – 7pm) on either a Tuesday, Wednesday or Thursday (also when the show homes are not open) undertaken on a biennial basis. As the development will be under construction during earlier years of surveys, associated construction / contractor movements will be disregarded, where possible. The 12-hour surveys will be undertaken on all vehicular and non-vehicular access points.
- 9.16. The use of ANPR camera surveys will be done to collect vehicle data only removing school/rat run movements. The methodology to remove the relevant movements is as follows:
- All Ordinary Goods Vehicles (OGVs) entering the Colney Road access or the Burnthouse Lane access whilst exiting the other, shall be removed. These are likely to be associated with the building merchants.
  - Any vehicle entering one access and exiting another within a 3-minute window (the time to travel through the site in a car). These are likely to be associated with rat runs.
  - Any vehicle that enters and exits the site but their duration on site is between 4-25 minutes. These are likely to be associated with the on-site school and have come from outside of the development.
- 9.17. It is important to reduce the corresponding number of vehicles that have passengers within them. This is done through a correlated percentage reduction of each 15-minute survey period for the reduction of passengers as a result of rat runs or school drop-offs.
- 9.18. The manual multi-modal surveys have also been able to identify any pedestrians or cyclists that enter the Baker Drive access point in the AM and exit in the school afternoon peak hour. School children have uniforms and accompanying parents can be removed from the survey as they are not associated with the movements of the residents of the development.
- 9.19. Postal / online surveys issued (on alternative years to the 12-hour multi modal survey) directly to residents will enable a more direct questioning of their travel habits and identify measures that can assist in changing their travel habits to more sustainable means. A copy of the Year 2 (2023) questions for a postal / online survey is contained within **Appendix D**. To maximise the potential for return of postal / online surveys, an incentive shall be provided for respondents, as an active travel voucher or universal gift voucher. The result of each postal / online survey will be issued to the Local Authority via the TP reviews.
- 9.20. All online / postal surveys are to be confidential. No names or addresses shall be passed on to any third party (such as a public transport operator) unless prior consent has been given by the participant. The only personal information deemed necessary for the purposes of the TP are as follows:
- Name and address;
  - Age;
  - Telephone number / email address;

- Whether they have a disability that affects their travel; and
- Proof of address (if claiming incentives).

9.21. All survey information shall be kept secure by the TPC in accordance with the ST Ltd Data Protection Policy. Hard copies of any surveys that have any personal information on shall be kept on file in a lockable cabinet for a period of no more than two years and shall be securely destroyed thereafter. Electronic copies of surveys that hold any personal information shall be saved securely on the local server and the file shall be password protected. Electronic copies shall not be kept longer than a period of two years and shall be securely deleted thereafter.

## 10. MONITORING RESULTS

A programme of monitoring and review has been designed to generate information by which the success of the scheme can be evaluated. Monitoring and review will be the responsibility of the TPC. At the time of the 2021 travel survey 596 dwellings were occupied.

### *Baseline (2021)*

- 10.1. The baseline manual survey of the Site took place on the 16<sup>th</sup> September 2021. The methodology for undertaking this manual count survey was to have cameras located at the access points of the development and record all movements in and out of the site for a 12-hour period (7am – 7pm), along with ATCs, which recorded movement over a one-week period for the vehicular entrances.
- 10.2. A common result from the postal surveys was that COVID-19 had a large impact on many resident's travel behaviours. In the September 2021 survey around 43% still found that as a result of COVID-19 that they still worked from home more often, however 41% thought that COVID-19 had not changed their travel habits.

**Table 10.1 Census Modal Split and Actual Modal Split**

Mode of Transport	Census 2011	Baseline 2021
Driver of car or van	73.0%	74.2% (2804)
Passenger in car or van	5.0%	9.2% (347)
Motorcycle	0.9%	0.4% (15)
On foot	4.5%	11.9% (450)
Bicycle	5.4%	4.4% (165)
Bus	11.2%	Unknown

Note: Numbers in (brackets) are 12 hour trips as surveyed.

- 10.3. As shown in the above table, modal share of vehicle use is higher than that determined from the 2011 Census data. A high level of pedestrian movement will also include those walking to the local bus stops.
- 10.4. The September 2021 postal/online survey of residents highlighted that a significant number of residents were travelling to the Norwich area, therefore car sharing would be a suitable travel mode. Due to Covid-19 this number may



be lower than expected as 31.5% of postal/online survey respondents from the 2021 Travel Survey indicated that they used car sharing as their primary mode of travel. The percentage of resident's car sharing still exceeds that of Census Data shown in **Table 7.2**.

- 10.5. Locally there has been an increase in residents travelling by bicycle, this could be due to the cycling infrastructure within the local area and the new cycle route into Norwich. The Wymondham to Norwich cycle route was completed in April 2019. Furthermore, countrywide there was an increase in cycling and walking levels due to the Covid-19 pandemic. Whilst cycling levels at the site are similar to that of the 2011 Census, from the 2021 postal / online survey identifies approximately 15% use cycling as a primary mode of travel and 15% occasionally using a bicycle for local travel.
- 10.6. The modal split for pedestrians is higher than that of the 2011 Census but this will include those walking to local bus stops and amenities within Hethersett. From the postal/online surveys, 25% highlighted walking as the primary mode of travel and 31% occasionally walking as a travel mode.
- 10.7. The number of bus users was not determined from the manual travel surveys, but the question was asked during the 2021 postal / online survey highlighting that 15% of residents used the local bus services as a primary travel mode (as well as 3% using the Park & Ride) and 21% stating it was used occasionally.
- 10.8. From the 2021 postal / online survey, residents highlighted the following key things that would help them consider more sustainable travel options:
- Better / cheaper public transport options;
  - Safer walking / cycling routes;
  - Maps of walking / cycling routes;
  - More information on public transport.
- 10.9. **Table 10.2** (below) highlights the two-way trip rates estimated in the original TA and actual trip rates identified in the baseline manual survey (596 dwellings occupied).

**Table 10.2 – Two-way Vehicle Trip Generation**

Time Period	TA Estimate	Baseline 2021
<b>AM Peak 08:00-09:00</b>	0.811	0.787 (469)
<b>PM Peak 17:00-18:00</b>	0.739	0.576 (343)
<b>12-hour 07:00-19:00</b>	N/A	5.245 (3126)

- 10.10. As you can see in **Table 10.2** vehicular trip rates identified from the manual survey are lower in the AM & PM peak hours in 2021 compared to that estimated in the TA prepared for the original planning application.
- 10.11. As of September 2021, 106 dwellings have now claimed their welcome vouchers, with 26% choosing the bus travel vouchers opposed to the Wiggle voucher, for active travel. 43 Bike Register kits have been claimed and 20 Smarter Travel umbrellas. With just under 20% of dwellings claiming their travel vouchers, we have achieved the target set out in **Chapter 7**.
- 10.12. 3.4% of the dwellings have requested a PTP but from the 2021 postal / online survey 23% of the respondents wanted a PTP. Only 27% of the respondents were aware of the Travel Plan and services available therefore further marketing will be required in 2022 and followed up with another survey. Therefore targets set in **Chapter 7** are not being met in this regard.
- 10.13. Due to the ongoing pandemic, we were unable to door-knock to promote the 2021 postal/online survey to residents, however, we still received a response rate of 18% (108). 51% of responses stated that they all travelled by their chosen means of transport due to work commitments, however 43% have said they are working from home more often as a result of the Covid-19 pandemic.
- 10.14. Of the residents that responded, 11% of them owned a hybrid / electric car and 3% owned an e-bike.

#### ***Year 1 Monitoring (2022)***

- 10.15. At the time of 2022 monitoring, 644 dwellings were occupied.
- 10.16. There have been no major infrastructure changes to the local area that have benefitted active travel promotion i.e. new cycleways or bus changes. Beryl Bikes are due to be within Hethersett but haven't been set up to date. The work to the Thickthorn Interchange is due to start next year and may affect people's travel behaviour next year. We also undertook our large community travel plan event at the local parish council which was attended by residents of the site. Unfortunately due to a local dog event on the same day that was incorrectly advertised of location this may have had a bearing on attendance numbers.
- 10.17. The manual survey of the Site took place on the 20<sup>th</sup> September 2022. The methodology for undertaking this manual count survey was to have cameras located at the access points of the development and record all movements in and out of the site for a 12-hour period (7am – 7pm), along with ANPR, which recorded vehicle movement at the vehicular entrances only in order to remove rat runs and school related travel from outside of the site. A postal / online survey was undertaken in the summer of 2022 but this related specifically to bus travel, the results are summarised later in this chapter but included in **Appendix E** for reference. A further postal / online survey will be done in 2023 covering all modes of travel.
- 10.18. Although the Covid-19 pandemic travel restrictions are fully lifted and peoples travel habits are stabilised, the current cost of living crisis is having an effect on peoples' behaviours. A snapshot survey with residents has highlighted that

over 50% have said that its directly affecting travel behaviour. This will be questioned again in 2023 as part of the postal/online survey.

- 10.19. From the multi-modal survey a modal split can be identified. This is summarised in **Table 10.3** (below) in comparison to the 2011 Census data. The original survey data is included in **Appendix F**. Values in the brackets are actual numbers of movements. As mentioned previously, vehicle, pedestrian and cycle movements that were from the village to the on-site primary school have been removed from the survey data as this would not be linked to the residents of the site.

**Table 10.3 Census Modal Split and Actual Modal Split**

Mode of Transport*	Modal Split				
	2011 Census	Sept 2021	Sept 2022	Sept 2024	Sept 2026
Driver of car or van	73.0%	74.2% (2804)	60.3% (3483)	TBC	TBC
Passenger in car or van	5.0%	9.2% (347)	20.3% (1172)	TBC	TBC
Motorcycle	0.9%	0.4% (15)	0.5% (27)	TBC	TBC
On foot	4.5%	11.9% (450)	9.0% (519)	TBC	TBC
Bicycle	5.4%	4.4% (165)	7.1% (410)	TBC	TBC

\* excludes buses and OGV movements

- 10.20. As shown in the above table, modal share of vehicle use is now lower than that determined from the 2011 Census data and from the baseline survey. A number of pedestrian movements will also include those walking to the local bus stops. The biggest increase relates to car sharing and bicycle use.
- 10.21. The summer 2022 postal/online bus survey of residents had a 17.4% response rate and highlighted a few key points:
- 63.4% of people have used the bus at least a few times a month, with the majority of them using the local buses.
  - 76.7% of peoples regular journey is less than 10 miles distance.
  - 43.8% of people stated that the Covid-19 pandemic has made people concerned about using the bus services.
  - 59.5% of people said more frequent services would encourage them to use local bus services. A route through the site to the UEA and hospital area would likely be best option of behaviour change in this regard. It is noted that the Norwich Research Park expansion has promoted that this may be undertaken by them. If this occurs, then a promotional campaign with free bus taster tickets will be issued to residents.
- 10.22. The results of the bus survey have been issued to NCC passenger transport team and local bus operators.

- 10.23. Locally there has been an increase in residents travelling by bicycle, this could be due to the improved cycling infrastructure within the local area and the cycle route into Norwich. The Wymondham to Norwich cycle route was completed in April 2019. Furthermore, countrywide there was an increase in cycling and walking levels due to the Covid-19 pandemic.
- 10.24. The modal split for pedestrians is higher than that of the 2011 Census but this will include those walking to local bus stops and amenities within Hethersett.
- 10.25. **Table 10.4** highlights the two-way trip rates estimated in the original TA and actual trip rates identified in the baseline manual survey (644 dwellings occupied).

**Table 10.4 – Two-way Vehicle Trip Generation**

	Transport Assessment Estimation	Manual Survey Observed Vehicle 2-way Trip Rates				
		September 2021	September 2022	September 2024	September 2026	September 2028
<b>AM Peak</b>	0.811	0.787 (469)	0.658 (424)	TBC	TBC	TBC
<b>PM Peak</b>	0.739	0.576 (343)	0.845 (544)	TBC	TBC	TBC
<b>12-hour</b>	N/A	5.245 (3126)	5.719 (3683)	TBC	TBC	TBC

- 10.26. It can be seen in **Table 10.4** vehicular trip rates identified from the manual survey are lower in the AM peak hour in 2022 compared to that estimated in the TA prepared for the original planning application. The PM peak hour is higher than that seen in the TA and as of 2021. There appears to be a high number of outbound movements in the PM peak, which may be a result of some contractor car movements still within the surveys or the ANPR cameras have not picked up all the rat runs through the site. Both methods are not 100% accurate so it is likely that they are still within the monitoring data.
- 10.27. As of September 2022, 192 dwellings have now claimed their welcome vouchers, with 35.4% choosing the bus travel vouchers (including P&R) as opposed to the Wiggle voucher, for active travel. 45 BikeRegister kits have been claimed and 30 Smarter Travel umbrellas. With just under 30% of dwellings claiming their travel vouchers, we have achieved the target set out in **Chapter 7**.
- 10.28. Updates of the number of Personal Travel Plans and people aware of the TP and services available will be picked up in 2023 to determine if targets set in **Chapter 7** are being met in this regard.
- 10.29. The next manual monitoring period will be conducted in 2024.

### ***Residential Travel Surveys***

#### ***Year 2 (2023)***

- 10.30. The Year 2 Travel Survey was undertaken in October 2023. A travel survey invite was sent by post to 690 dwellings, as per the most up to date address list provided by the Developer. The survey received 60 responses, achieving a response rate of 9%, falling short of the 20% target by 11%. Therefore, the target response rate for future years' monitoring has been recommended at 10%, as a more realistic target.
- 10.31. The main mode residents used to travel was identified as car (alone), with 38 (63%) participants choosing to travel in this way, followed by 11 (18%) who travelled by car as a passenger. The third most common mode was bus, with 6 (10%) participants using this mode.
- 10.32. 66% of participants choose their current mode of travel due to job requirements. 48% stated that they choose their main mode due to convenience.
- 10.33. 52% agreed that if there were more frequent bus services in the area, they would use this mode and 45% have considered car sharing.
- 10.34. General comments surrounding the effects of the cost-of-living crisis suggested that due to the rising cost of fuel, residents are looking for alternative modes of travel. 43% agreed that the cost-of-living crisis has impacted their travel arrangements.
- 10.35. From the 2023 Travel Survey, 16 (27%) respondents claimed a Personal Travel Plan, thereby achieving the target of 25% uptake.
- 10.36. A copy of the 2023 Travel Survey questions can be found in **Appendix D**.
- 10.37. As of November 2023, 340 of the 690 occupied dwellings (49%) residents had claimed an incentive (255 active travel vouchers, 60 bus vouchers and 25 Park and Ride vouchers) from the initial travel survey, which is promoted to residents via the TIP and Hethersett website when they first move in. Therefore, the incentive uptake target of 15% has been achieved. In addition to this, 85 (12%) residents had claimed a Smarter Travel umbrella and 150 (21%) had claimed a Bike Register Kit. Travel incentives remain available and promoted to residents, and any future take up will be included in the next monitoring.
- 10.38. The next residential travel survey is due for Autumn 2024, the results of which will be added to this section during the next TP update.

### ***Annual Site Inspections***

#### ***On Site***

- 10.39. During the monitoring period, an annual inspection shall be made prior to each survey by the TPC to review the condition of on-site local footways and cycleways to identify and maintenance issues that could be detrimental to the promotion of sustainable travel. Any maintenance issues seen can be reported

to the relevant department at the Developers / or Local Authority for remediation and be reported in monitoring reports or TP reviews.

- 10.40. As part of the latest site visit (September 2022), with the exception of some cycleways weren't fully surfaced there were no on-site issues identified that would specifically affect the use of sustainable travel modes.

***Off Site***

- 10.41. During the monitoring period, at least an annual inspection shall be made prior to each survey by the TPC to review the condition of local footways, cycleways and bus shelters off-site, to identify any maintenance issues that could be detrimental to the promotion of sustainable travel. Any maintenance issues seen can then be reported to the relevant department at the Local Authority for remediation and be reported in monitoring reports or TP reviews.
- 10.42. As part of the latest site visit (August 2022), there were no off-site issues identified that would specifically affect the use of sustainable travel modes. It is noted that the cycleway works along Colney Lane have not yet been undertaken by NCC, which will assist cycling to / from the UEA and NNUH.
- 10.43. It has been noted that HGV trucks associated with a local building merchant and the Little Melton Business Park have been travelling through the development from Colney Lane. This has caused some congestion issues within the development as its not designed for a regular HGV route. Although cyclists can be off-road through this short stretch of the development this does cause issues for local residents. These HGV's have been removed from the traffic survey work as much as possible.

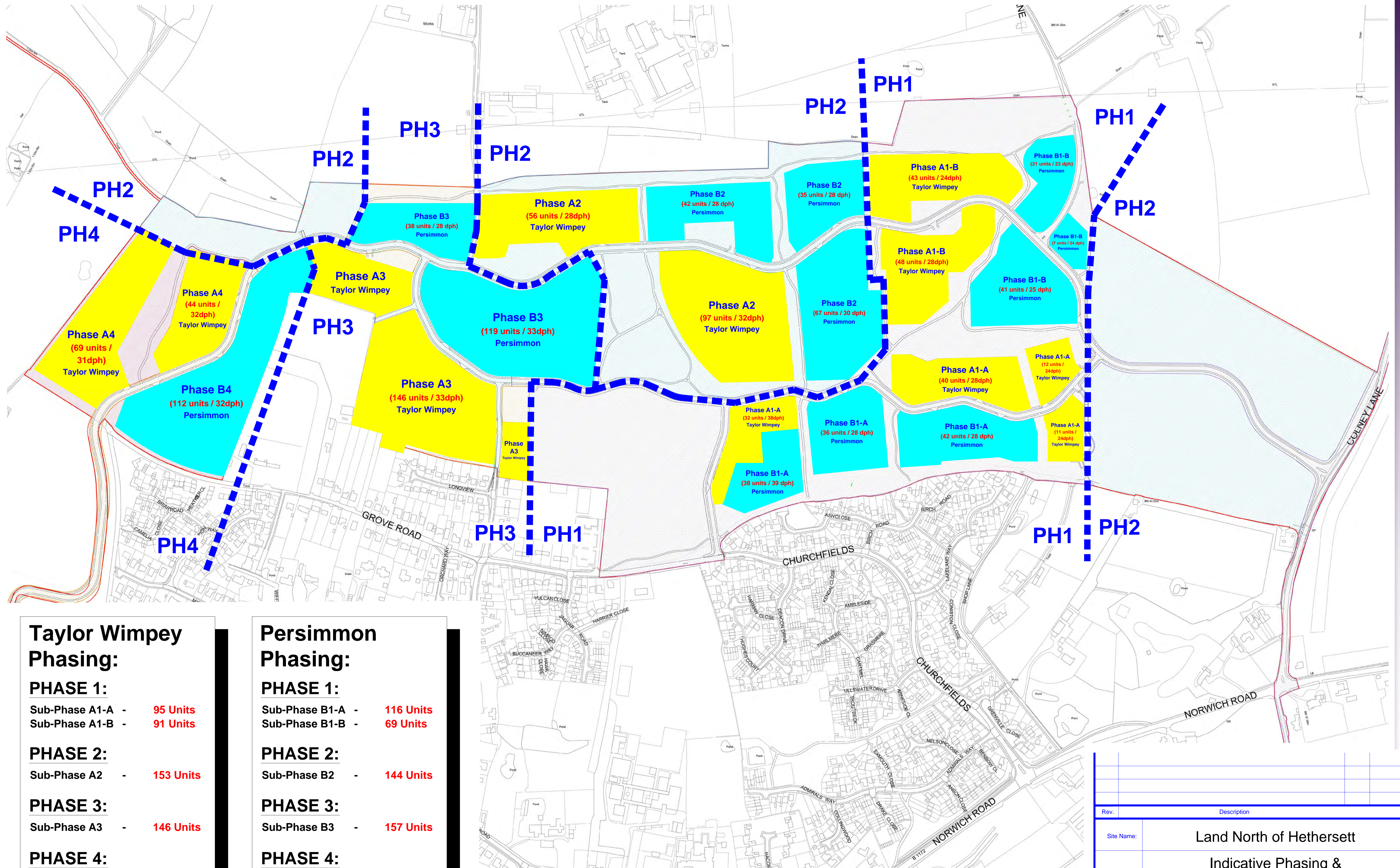


## Appendix



## Appendix A





### Taylor Wimpey Phasing:

<b>PHASE 1:</b>	
Sub-Phase A1-A -	95 Units
Sub-Phase A1-B -	91 Units
<b>PHASE 2:</b>	
Sub-Phase A2 -	153 Units
<b>PHASE 3:</b>	
Sub-Phase A3 -	146 Units
<b>PHASE 4:</b>	
Sub-Phase A4 -	113 Units
<b>TOTAL UNITS:</b>	
TOTAL -	598 Units

### Persimmon Phasing:

<b>PHASE 1:</b>	
Sub-Phase B1-A -	116 Units
Sub-Phase B1-B -	69 Units
<b>PHASE 2:</b>	
Sub-Phase B2 -	144 Units
<b>PHASE 3:</b>	
Sub-Phase B3 -	157 Units
<b>PHASE 4:</b>	
Sub-Phase B4 -	112 Units
<b>TOTAL UNITS:</b>	
TOTAL -	598 Units

Rev.	Description
Site Name:	Land North of Hethersett
Drawing Title:	Indicative Phasing & Sub-Phasing Plan

**Taylor Wimpey** Taylor Wimpey East Anglia  
 Castle House, Kempson Way, Bury St Edmunds, Suffolk, IP32 7AR  
 Tel: 01284 773800 Web www.taylorwimpey.co.uk

Scale: NTS	Date: JAN 2016	Rev: -
Drawn by: DJH	Checked by: DJH	
Dwg No: 20821/IPSP/01		



## Appendix B

11  
12

# PINK LINE

network  
**Norwich**

TIMES • FARES • MAPS

up to every 10 mins between

**Hethersett II IIA**  
**N&NU Hospital**

Newmarket Road

**City Centre**

Sprowston Road & Wroxham Road

**Sprowston II IIA**

**Wroxham & Hoveton I2**

also calling at  
Cringelford & Eaton IIA

BUS TIMES  
from 29th October 2023



from **First Eastern Counties**

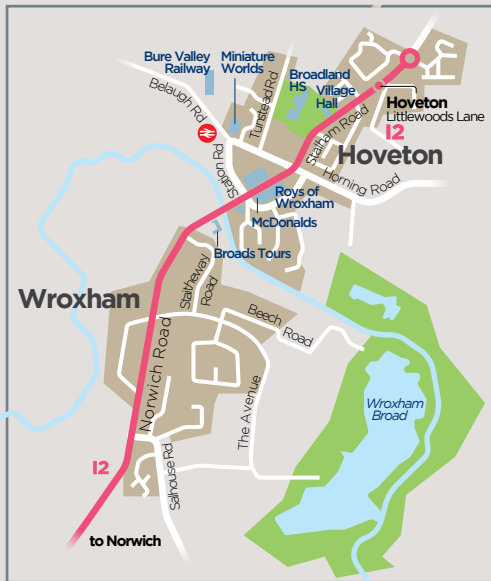
includes  
**10 10A**  
Household  
Eaton Park  
Cringelford



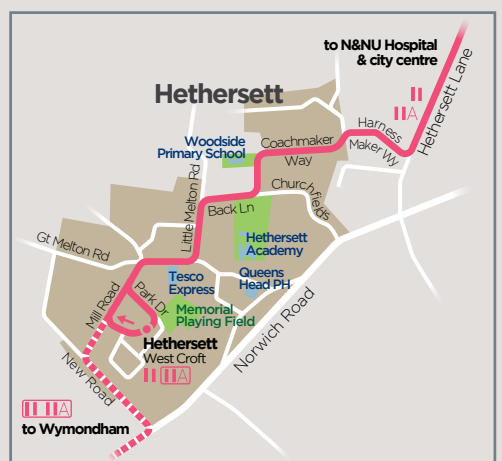
your simple route guide to the

## PINK LINE

- buses operate one way on this section
- ..... occasional journeys
- II IIA occasional peak journeys only



you can make a simple connection onto our other Network Norwich services at **Castle Meadow**.  
For connections to our services from **Norwich Bus Station** or for **Charcoal Line** buses change at **St Stephens Street**



# Welcome to the

## PINK LINE

your link along **Sprowston Road** and **Newmarket Road**  
to & from the **city centre & hospital**

### You can catch a Pink Line bus...

between Sprowston, the city centre and the hospital  
up to **every 10 minutes** Monday - Saturday daytimes  
up to **every 30 minutes** Sundays & Bank Hols  
and around **hourly** in the evenings

### to & from Hethersett or Wroxham\*\*

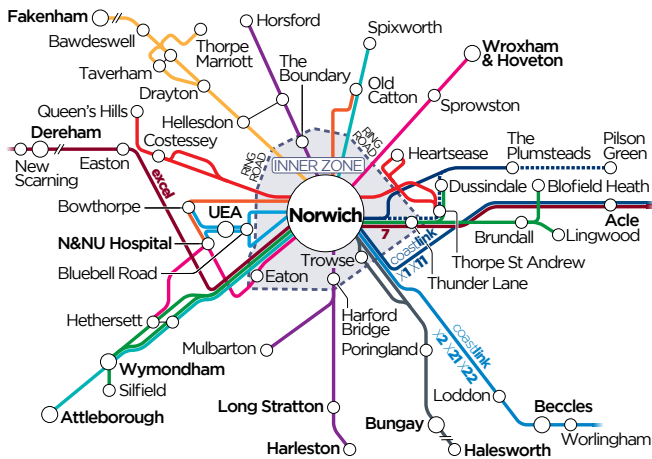
up to **every 30 minutes** Monday - Sunday daytimes  
and around **hourly** in the evenings

or between Mousehold Heath, the city & Eaton or Cringleford  
up to **every 40 minutes** Monday - Saturday daytimes

\*\* Wroxham is not served on Sundays

## network Norwich buses, made simple...

The **Pink Line** is one of our nine **frequent** colour-coded  
**Network Norwich** bus routes...ideal for **easy connections** all  
across the city with **great value tickets** for unlimited travel...



### unlimited travel - all buses - all day

**Norwich Zone**  
anywhere on the map  
£6 adult £4.50 young person £11 High5 group\*

**Inner Zone**  
for shorter trips  
£5 adult £3.70 young person £9 High5 group\*

buy on app or on the bus

BUS TIMES from 29th October 2023

### for information & updates

firstbus.co.uk/easterncounties

@FirstNorwich

First Eastern Counties

**Norwich Travel Centre**  
on Castle Meadow  
Monday - Friday 0930-1330 & 1430-1630

**Traveline**  
www.traveline.info 0871 200 22 33

### or to get in touch

**Customer Services 0345 646 0707**  
Weekdays 0800-1800

**Contact us at**  
firstbus.co.uk/easterncounties

**Travel Norfolk**  
Travel smart

**Funded by UK Government**

Pink Line buses between N&NUH & Hethersett are funded by HM Government's Bus Service Improvement Plan (BSIP) to enhance local bus services for residents.

### great value fares...

all **Norwich**  
all **day**  
buy on app or on bus

adult  
**£6**

young person  
**£4.50**  
5-19

High5  
**£11**  
group\*

### travel regularly? get the best deals on the First Bus App

tickets for the whole Norwich Zone	Adult	Flexi 5	5-day	Week	10-trips	Month
		5 days in 14	5 or 7 consecutive days	in 28 days	in 28 days	in 28 days
		<b>£23</b>	<b>£21</b>	<b>£23</b>	<b>£22</b>	<b>£80</b>
	Young Person	<b>£17.50</b> on app	<b>£16</b> on app or on bus	<b>£17.50</b> on app	<b>£16.50</b> on app	<b>£60</b> on app

**SAVE 25%** on the prices shown for all week, month & group tickets in Norfolk  
find the discounted prices online

### travel together and save with a High5 ticket

up to 5 people - max 2 adults aged 20+

### age 5 to 19? ask for a discounted Young Person fare

or if you're at school, college or 6th form  
go online to find out about our great value **Student Saver** tickets



**trashed the cash?** pay with **contactless**



### why wait until it's late?

concession pass holders travel at young person single fares from 0830 to 0930 on weekdays.

### make boarding a breeze

get on board and on your way quicker  
with an **mTicket** on the **First Bus App**  
or pay the driver with contactless or cash



Cover photo: Martin Pettitt (via Flickr CC licence)

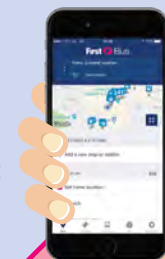
**Important note:** All fares, tickets, zones and other non-timetable information are correct as at 29/10/23 and are subject to change during the life of this booklet.

Please check our website [firstbus.co.uk/easterncounties](http://firstbus.co.uk/easterncounties) for up to date info.

# be appy

buy tickets, plan journeys & track your bus in real time

on the free **First Bus App**







Sundays and Public Holidays

	TIA	TIA	TIA	TIA		TIA	TIA		TIA	TIA	TIA	TIA	TIA	TIA	TIA	
Hethersett West Croft/Park Drive	0730	0856	0926	0956	then at these minutes past each hour	26	56	until	1626	1656	1726	1756	1856	1926	2026	2126
Hethersett Mill Road/West Croft	0732	0858	0928	0958		28	58		1628	1658	1728	1758	1858	1928	2028	2128
Hethersett Coachmaker Way	0737	0904	0934	1004		34	04		1634	1704	1734	1804	1904	1934	2034	2134
Norfolk and Norwich Hospital	0745	0915	0945	1015		45	15		1645	1715	1745	1815	1915	1945	2045	2145
Cringleford Bus Interchange	0750	0920	0950	1020		50	20		1650	1720	1750	1820	1920	1950	2050	2150
Cringleford Church	0752	0922	0952	1022		52	22		1652	1722	1752	1822	1922	1952	2052	2152
Newmarket Road Eaton Road	0800	0930	1000	1030		00	30		1700	1730	1800	1830	1930	2000	2100	2200
City Centre St Stephens Street	0806	0936	1006	1036		06	36		1706	1736	1806	1836	1936	2004	2104	2204
City Centre Castle Meadow	0810	0940	1010	1040		10	40		1710	1740	1810	1840	1940	2008	2108	2208
City Centre Anglia Square	0814	0944	1014	1044		14	44		1714	1744	1814	1844	1944	2012	2112	2212
Sprowston Wroxham Rd/Police Stn	0823	0953	1023	1053	23	53	1723	1753	1823	1853	1953	2021	2121	2221		
Sprowston Tesco	0828	0958	1028	1058	28	58	1728	1758	1828	1858	1958	2025	2125	2225		
Sprowston Atlantic Avenue	0833	1003	1033	1103	33	03	1733	1803	1833	1903	2003	2030	2130	2230		

BUS TIMES from 29th October 2023

• Times at these stops are estimated

# STUDENT SAVERS

get big discounts on unlimited bus travel for **school, college or 6<sup>th</sup> form**

use weekends, evenings and half-terms too

get it on mTicket

**10 10A** | Mousehold Heath | Silver Road | City Centre | Newmarket Road | Eaton Park 10 or Cringleford 10A | Mondays to Saturdays (except public holidays)

	10	10A	10	10A	10	10A	10	10A	10	10A	10	10A	10	10A	10	10A	10
Mousehold Street	0655	0733	0813	0853	0933	1013	1053	1133	1213	1253	1333	1413	1453	1533	1613	1653	1733
Gertrude Road Lavengro Road	0700	0740	0820	0900	0940	1020	1100	1140	1220	1300	1340	1420	1500	1540	1620	1700	1740
Silver Road Mousehold Street	0705	0745	0825	0905	0945	1025	1105	1145	1225	1305	1345	1425	1505	1545	1625	1705	1745
City Centre Anglia Square	0711	0751	0831	0911	0951	1031	1111	1151	1231	1311	1351	1431	1511	1551	1631	1711	1751
City Centre Castle Meadow	0720	0800	0840	0920	1000	1040	1120	1200	1240	1320	1400	1440	1520	1600	1640	1720	1800
City Centre St Stephens Street	0723	0803	0843	0923	1003	1043	1123	1203	1243	1323	1403	1443	1523	1603	1643	1723	1803
Eaton The Cellar House	0733	0813	0853	0933	1013	1053	1133	1213	1253	1333	1413	1453	1533	1613	1653	1733	1813
Eaton Norvic Drive	0735	▼	0855	▼	1015	▼	1135	▼	1255	▼	1415	▼	1535	▼	1655	▼	1815
Eaton Park Pettus Road	0742	▼	0902	▼	1022	▼	1142	▼	1302	▼	1422	▼	1542	▼	1702	▼	1820
Cringleford Intwood Rd/The Loke		0815		0935		1055		1215		1335		1455		1615		1735	
Cringleford Brettingham Avenue		0820		0940		1100		1220		1340		1500		1620		1740	

this journey runs on Mondays to Fridays only

**10 10A** | Eaton Park 10 or Cringleford 10A | Newmarket Road | City Centre | Silver Road | Mousehold Heath | Mondays to Saturdays (except public holidays)

	10A	10	10A	10	10A	10	10A	10	10A	10	10A	10	10A	10	10A	10	10A
Cringleford Intwood Rd/The Loke	0656		0816		0936		1056		1216		1336		1456		1616		1736
Cringleford Brettingham Avenue	0700		0820		0940		1100		1220		1340		1500		1620		1740
Eaton Norvic Drive	▼	0737	▼	0857	▼	1017	▼	1137	▼	1257	▼	1417	▼	1537	▼	1657	▼
Eaton Park Pettus Road	▼	0742	▼	0902	▼	1022	▼	1142	▼	1302	▼	1422	▼	1542	▼	1702	▼
Eaton Slip Road	0706	0746	0826	0906	0946	1026	1106	1146	1226	1306	1346	1426	1506	1546	1626	1706	1746
City Centre St Stephens Street	0716	0756	0836	0916	0956	1036	1116	1156	1236	1316	1356	1436	1516	1556	1636	1716	1756
City Centre Castle Meadow	0725	0805	0845	0925	1005	1045	1125	1205	1245	1325	1405	1445	1525	1605	1645	1725	1805
City Centre Anglia Square	0729	0809	0849	0929	1009	1049	1129	1209	1249	1329	1409	1449	1529	1609	1649	1729	1809
Mousehold Street	0733	0813	0853	0933	1013	1053	1133	1213	1253	1333	1413	1453	1533	1613	1653	1733	1813
Gertrude Road Lavengro Road	0740	0820	0900	0940	1020	1100	1140	1220	1300	1340	1420	1500	1540	1620	1700	1740	1818
Silver Road Mousehold Street	0745	0825	0905	0945	1025	1105	1145	1225	1305	1345	1425	1505	1545	1625	1705	1745	1823

this journey runs on Mondays to Fridays only

BUS TIMES from 29th October 2023

trash the cash! pay with contactless )))

13

X13

# TURQUOISE LINE

up to every 30 mins between

Spixworth

Old Catton

City Centre

Hethersett

Wymondham

Attleborough

BUS TIMES  
from 29th October 2023



TIMES • FARES • MAPS



from **First Eastern Counties**

## your simple route guide to the TURQUOISE LINE

### where to catch your bus in Norwich City Centre

you can make a simple connection onto our other Network Norwich buses at **Castle Meadow**

for connections to our buses from **Norwich Bus Station** and **Charcoal Line** buses change at **St Stephens Street**



- section of route served by some journeys
- buses travel one way along this section
- terminus point

**heading to the hospital?**

simply change bus at **Cringleford Bus Interchange**

**Pink Line** buses run up to **every 10 minutes** to & from the hospital, and your Norwich Zone ticket for a day, a week or longer is valid there too.



to Wymondham and Attleborough

13 Spixworth Ivy Road

Spixworth

Norwich City Centre

Wymondham

13 X13 Attleborough Queen's Square

Attleborough



# Welcome to the TURQUOISE LINE 13

direct bus links to & from the city centre

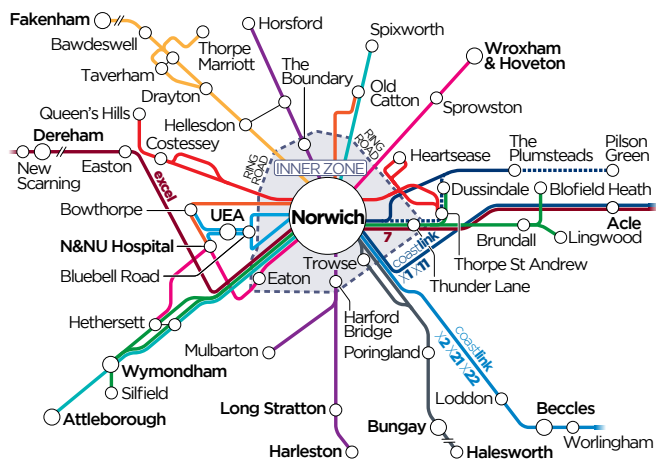


You can catch a Turquoise Line bus...

up to **every 30 minutes** Monday - Saturday daytimes  
up to **every hour** Sundays, Bank Hols & evenings

## network Norwich buses, made simple...

The Turquoise Line is one of our nine frequent colour-coded Network Norwich bus routes...ideal for easy connections all across the city with great value tickets for unlimited travel...



unlimited travel - all buses - all day

**Norwich Zone**  
anywhere on the map

£6 adult £4.50 young person £11 High5 group\*

**Inner Zone**  
for shorter trips

£5 adult £3.70 young person £9 High5 group\*

buy on app or on the bus

## great value fares...

all **Norwich**  
all **day**  
buy on app or on bus

adult **£6**  
young person **£4.50**  
5-19  
High5 **£11**  
group\*

## travel regularly? get the best deals on the First Bus App

tickets for the whole Norwich Zone	Adult	Young Person	Flexi 5 5 days in 14	5-day 5 or 7 consecutive days	Week £23	10-trips in 28 days	Month
	£23	£17.50	£21	£23	£22	£80	£60
	on app	on app	on app or on bus	on app	on app	on app	on app

**SAVE 25%** on the prices shown for all week, month & group tickets in Norfolk  
find the discounted prices online

## travel together and save with a High5 ticket

\*up to 5 people - max 2 adults aged 20+

## age 5 to 19? ask for a discounted Young Person fare

or if you're at school, college or 6th form go online to find out about our great value Student Saver tickets



## trashed the cash?

pay with **contactless**



## why wait until it's late?

concession pass holders travel at young person single fares from 0830 to 0930 on weekdays.

## make boarding a breeze

get on board and on your way quicker with an mTicket on the First Bus App or pay the driver with contactless or cash

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**Important note:** All fares, tickets, zones and other non-timetable information are correct as at 29/10/23 and are subject to change during the life of this booklet.

Please check our website [firstbus.co.uk/easterncounties](http://firstbus.co.uk/easterncounties) for up to date info.

BUS TIMES from 29th October 2023

### for information & updates

[firstbus.co.uk/easterncounties](http://firstbus.co.uk/easterncounties)

@FirstNorwich

First Eastern Counties

**Norwich Travel Centre**  
on Castle Meadow  
Monday - Friday 0930-1330 & 1430-1630

**Traveline**  
[www.traveline.info](http://www.traveline.info) 0871 200 22 33

### or to get in touch

**Customer Services 0345 646 0707**  
Weekdays 0800-1800

**Contact us at**  
[firstbus.co.uk/easterncounties](http://firstbus.co.uk/easterncounties)

**Travel Norfolk**  
travel.norfolk.gov.uk



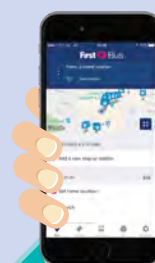
Funded by  
UK Government

Turquoise Line buses in the evenings and on Sundays journeys are part-funded by HM Government's Bus Service Improvement Plan (BSIP) to enhance local bus services for residents.

# be appy

buy tickets, plan journeys & find your bus in real time

on the free First Bus App



Mondays to Fridays (except public holidays)

	13	13	13	X13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Attleborough Shrub Close	0630	0650	0705	0720	0735	0814	0844	0914	0944	1014	1044	14	44	1414	1449	1524	1600	
Attleborough Springfields •	0641	0701	0712	0732	0746	0821	0851	0921	0951	1021	1051	21	51	1421	1456	1531	1607	
Attleborough Queens Square	0645	0705	0720	0735	0750	0825	0900	0930	1000	1030	1100	30	00	1430	1505	1540	1615	
Wymondham Cross	0700	0725	0745	▼	0810	0845	0915	0945	1015	1045	1115	45	15	1445	1520	1555	1635	
Wymondham Norwich Rd/Waitrose •	0705	0729	0749	▼	0814	0848	0918	0948	1018	1048	1118	48	18	1448	1523	1558	1638	
Cringleford Bus Interchange for [B]	0714	0744	0804	0756	0829	0902	0932	1002	1032	1102	1132	02	32	1502	1537	1612	1652	
Newmarket Road Eaton Road •	0720	0754	0814	0809	0839	0909	0939	1009	1039	1109	1139	09	39	1509	1544	1619	1659	
City Centre St Stephens Street	0724	0759	0819	0811	0844	0913	0943	1013	1043	1113	1143	13	43	1513	1548	1623	1703	
City Centre Castle Meadow	0730	0810	0823	0815	0850	0920	0950	1020	1050	1120	1150	20	50	1520	1555	1630	1710	
City Centre Anglia Square	0734	0814			0854	0924	0954	1024	1054	1124	1154	24	54	1524	1559	1634	1714	
Constitution Hill Parkland Road	0741	0821			0901	0931	1001	1031	1101	1131	1201	31	01	1531	1606	1641	1724	
White Woman Lane Roundabout •	0744	0824			0904	0934	1004	1034	1104	1134	1204	34	04	1534	1609	1644	1727	
Old Catton Morrisons	0748	0828			0908	0938	1008	1038	1108	1138	1208	38	08	1538	1613	1648	1731	
Spixworth Ivy Road	0800	0840			0920	0950	1020	1050	1120	1150	1220	50	20	1550	1625	1700	1745	

then at these minutes past each hour

until

	13	13	13	13	13	13	13	13	13
Attleborough Shrub Close	1635	1710	1735	1805	1827	1857	1957	2057	2157
Attleborough Springfields •	1642	1717	1742	1812	1834	1905	2005	2105	2205
Attleborough Queens Square	1650	1725	1750	1820	1840	1910	2010	2110	2210
Wymondham Cross	1710	1745	1805	1835	1855	1925	2025	2125	2225
Wymondham Norwich Rd/Waitrose •	1713	1748	1808	1838	1858	1928	2028	2128	2228
Cringleford Bus Interchange for [B]	1727	1802	1822	1852	1910	1940	2040	2140	2240
Newmarket Road Eaton Road •	1734	1809	1829	1859	1917	1947	2047	2147	2247
City Centre St Stephens Street	1738	1813	1833	1903	1921	1951	2051	2151	2251
City Centre Castle Meadow	1745	1820	1840	1907	1930	1955	2055	2155	2255
City Centre Anglia Square	1749	1824	1844		1934				
Constitution Hill Parkland Road	1759	1831	1851		1941				
White Woman Lane Roundabout •	1802	1834	1854		1944				
Old Catton Morrisons	1806	1838	1858		1948				
Spixworth Ivy Road	1820	1850	1910		2000				

• Times at these stops are estimated

BUS TIMES from 29th October 2023

Green Line 14|15 buses also operate between Wymondham and Norwich city centre. See separate timetable for details.

Saturdays

	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Attleborough Shrub Close	0650	0720	0744	0814	0844	14	44	1614	1644	1714	1744	1814	1855	1957	2057	2157		
Attleborough Springfields •	0657	0727	0751	0821	0851	21	51	1621	1651	1721	1751	1821	1903	2005	2105	2205		
Attleborough Queens Square	0700	0730	0800	0830	0900	30	00	1630	1700	1730	1800	1830	1910	2010	2110	2210		
Wymondham Cross	0715	0745	0815	0845	0915	45	15	1645	1715	1745	1815	1845	1925	2025	2125	2225		
Wymondham Norwich Rd/Waitrose •	0718	0748	0818	0848	0918	48	18	1648	1718	1748	1818	1848	1928	2028	2128	2228		
Cringleford Bus Interchange for [B]	0732	0802	0832	0902	0932	02	32	1702	1732	1802	1832	1902	1940	2040	2140	2240		
Newmarket Road Eaton Road •	0739	0809	0839	0909	0939	09	39	1709	1739	1809	1838	1908	1947	2047	2147	2247		
City Centre St Stephens Street	0743	0813	0843	0913	0943	13	43	1713	1743	1813	1841	1911	1951	2051	2151	2251		
City Centre Castle Meadow	0750	0820	0850	0920	0950	20	50	1720	1750	1820	1845	1915	1955	2055	2155	2255		
City Centre Anglia Square	0754	0824	0854	0924	0954	24	54	1724	1754	1824		1919						
Constitution Hill Parkland Road	0801	0831	0901	0931	1001	31	01	1731	1801	1831		1926						
White Woman Lane Roundabout •	0804	0834	0904	0934	1004	34	04	1734	1804	1834		1929						
Old Catton Morrisons	0808	0838	0908	0938	1008	38	08	1738	1808	1838		1933						
Spixworth Ivy Road	0820	0850	0920	0950	1020	50	20	1750	1820	1850		1945						

then at these minutes past each hour

until

• Times at these stops are estimated

Sundays and Public Holidays

	13	13	13	13	13	13	13	13	13	13	13
Attleborough Shrub Close	0750	0850	0944	44	1544	1644	1744	1844	1957	2157	
Attleborough Springfields •	0757	0857	0952	52	1552	1652	1752	1852	2005	2205	
Attleborough Queens Square	0800	0900	1000	00	1600	1700	1800	1900	2010	2210	
Wymondham Cross	0815	0915	1015	15	1615	1715	1815	1915	2025	2225	
Wymondham Norwich Rd/Waitrose •	0818	0918	1018	18	1618	1718	1818	1918	2028	2228	
Cringleford Bus Interchange for [B]	0832	0932	1032	32	1632	1732	1832	1932	2040	2240	
Newmarket Road Eaton Road •	0839	0939	1039	39	1639	1739	1839	1939	2047	2247	
City Centre St Stephens Street	0843	0943	1043	43	1643	1743	1843	1943	2051	2251	
City Centre Castle Meadow	0850	0950	1050	50	1650	1750	1847	1947	2055	2255	
City Centre Anglia Square	0854	0954	1054	54	1654	1754					
Constitution Hill Parkland Road	0901	1001	1101	01	1701	1801					
White Woman Lane Roundabout •	0906	1006	1106	06	1706	1806					
Old Catton Morrisons	0908	1008	1108	08	1708	1808					
Spixworth Ivy Road	0920	1020	1120	20	1720	1820					

then at these minutes past each hour

until

• Times at these stops are estimated

Travelling Together?



get a High5

£11 on app or on bus

unlimited travel all Norwich - all day up to 5 people \*max two adults

Monday to Fridays (except public holidays)

	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Spixworth Ivy Road	0640	0710	0740	0810	0855	0925	0955	25	55	until	1325	1400	1430	1500	1530	1600	1630
Old Catton Morrisons	0652	0722	0752	0822	0905	0935	1005	35	05		1335	1410	1440	1510	1540	1610	1640
White Woman Lane Roundabout •	0656	0726	0756	0826	0908	0939	1009	39	08		1339	1414	1444	1514	1544	1614	1644
Constitution Hill Parkland Road	0702	0732	0802	0832	0913	0943	1013	43	13		1343	1418	1448	1518	1548	1618	1648
City Centre Anglia Square	0715	0745	0815	0845	0922	0952	1022	52	22		1352	1427	1457	1527	1557	1627	1657
City Centre Castle Meadow	0620	0723	0753	0823	0853	0930	1000	00	30		1400	1435	1510	1540	1610	1640	1710
City Centre St Stephens Street	0623	0726	0756	0826	0856	0933	1003	03	33		1403	1438	1513	1543	1613	1643	1713
Newmarket Road Eaton Road •	0627	0730	0800	0830	0900	0937	1007	07	36		1407	1442	1518	1547	1619	1649	1719
Cringleford Bus Interchange for H	0635	0738	0808	0838	0908	0944	1014	14	44		1414	1449	1525	1555	1630	1700	1730
Wymondham Norwich Rd/Waitrose •	0648	0754	0824	0854	0924	0957	1027	27	57		1429	1504	1540	1611	1646	1715	1745
Wymondham Avenue Road	0651	0758	0828	0858	0928	1000	1100	30	00		1432	1507	1543	1615	1650	1718	1748
Attleborough Shrub Close	0705	0814	0844	0914	0944	1014	1044	44	14		1449	1524	1600	1635	1710	1735	1805
Attleborough Springfields •	0712	0821	0851	0921	0951	1021	1051	51	21		1456	1531	1607	1642	1717	1742	1812
Attleborough Queens Square	0715	0824	0854	0924	0954	1024	1054	54	24		1459	1534	1610	1645	1720	1745	1815

then at these minutes past each hour

until

	X13	13	13	13	13	13	13	13
Spixworth Ivy Road		1705						
Old Catton Morrisons		1715						
White Woman Lane Roundabout •		1719						
Constitution Hill Parkland Road		1723						
City Centre Anglia Square		1732						
City Centre Castle Meadow	1725	1745	1815	1915	2015	2115	2215	2315
City Centre St Stephens Street	1728	1748	1818	1918	2018	2118	2218	2318
Newmarket Road Eaton Road •	1732	1752	1822	1922	2022	2122	2222	2322
Cringleford Bus Interchange for H	1740	1800	1830	1930	2030	2130	2230	2330
Wymondham Norwich Rd/Waitrose •	▼	1812	1839	1939	2039	2139	2239	2339
Wymondham Avenue Road	▼	1815	1845	1945	2045	2145	2245	2345
Attleborough Shrub Close	1805	1827	1857	1957	2057	2157	2257	2357
Attleborough Springfields •	1812	1834	1904	2004	2104	2204	2304	0004
Attleborough Queens Square	1815	1837	1907	2007	2107	2207	2307	0007

Green Line 14|15 buses also operate between Norwich city centre and Wymondham

See separate timetable for details.

out of cash?  
pay with **contactless** )))



• Times at these stops are estimated

Saturdays

	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Spixworth Ivy Road	0655	0725	0755	25	55	1625	1655	1735									
Old Catton Morrisons	0705	0735	0805	35	05	1635	1705	1745									
White Woman Lane Roundabout •	0709	0739	0809	39	09	1639	1709	1749									
Constitution Hill Parkland Road	0713	0743	0813	43	13	1643	1713	1753									
City Centre Anglia Square	0722	0752	0822	52	22	1652	1722	1802									
City Centre Castle Meadow	0700	0730	0800	00	30	1700	1730	1810	1915	2015	2115	2215	2315				
City Centre St Stephens Street	0703	0733	0803	03	33	1703	1733	1813	1918	2018	2118	2218	2318				
Newmarket Road Eaton Road •	0707	0737	0807	07	36	1707	1737	1817	1922	2022	2122	2222	2322				
Cringleford Bus Interchange for H	0714	0744	0814	14	44	1714	1744	1825	1930	2030	2130	2230	2330				
Wymondham Norwich Rd/Waitrose •	0727	0757	0827	27	57	1727	1757	1838	1939	2039	2139	2239	2339				
Wymondham Avenue Road	0730	0800	0830	30	00	1730	1800	1841	1945	2045	2145	2245	2345				
Attleborough Shrub Close	0744	0814	0844	44	14	1744	1814	1855	1957	2057	2157	2257	2357				
Attleborough Springfields •	0751	0821	0851	51	21	1751	1821	1902	2004	2104	2204	2304	0004				
Attleborough Queens Square	0754	0824	0854	54	24	1754	1824	1905	2007	2107	2207	2307	0007				

then at these minutes past each hour

until

• Times at these stops are estimated

Sundays and Public Holidays

	13	13	13	13	13	13	13	13	13
Spixworth Ivy Road	0825	0925	25	1625	1725				
Old Catton Morrisons	0835	0935	35	1635	1735				
White Woman Lane Roundabout •	0839	0939	39	1639	1739				
Constitution Hill Parkland Road	0843	0943	43	1643	1743				
City Centre Anglia Square	0852	0952	52	1652	1752				
City Centre Castle Meadow	0900	1000	00	1700	1800	1915	2115	2315	
City Centre St Stephens Street	0903	1003	03	1703	1803	1918	2118	2318	
Newmarket Road Eaton Road •	0907	1007	07	1707	1807	1922	2122	2322	
Cringleford Bus Interchange for H	0914	1014	14	1714	1814	1930	2130	2330	
Wymondham Norwich Rd/Waitrose •	0927	1027	27	1727	1827	1942	2142	2342	
Wymondham Avenue Road	0930	1030	30	1730	1830	1945	2145	2345	
Attleborough Shrub Close	0944	1044	44	1744	1844	1957	2157	2357	
Attleborough Springfields •	0951	1051	51	1751	1851	2004	2204	2404	
Attleborough Queens Square	0954	1054	54	1754	1854	2007	2207	2407	

then at these minutes past each hour

until

• Times at these stops are estimated

BUS TIMES from 29th October 2023



don't wait...  
**cheaper concession singles**  
from **0830**  
pass holders pay young person fare weekdays 0830 to 0930  
...until it's late

14  
15  
16

# GREEN LINE

up to every 15 mins between

Silfield 15 16

Wymondham

Hethersett

City Centre

Rail Station 

then

Dussindale 14

or continuing to

Brundall 15 16

Blofield Heath 15

Lingwood 16

TIMES • FARES • MAPS



from **First Eastern Counties**



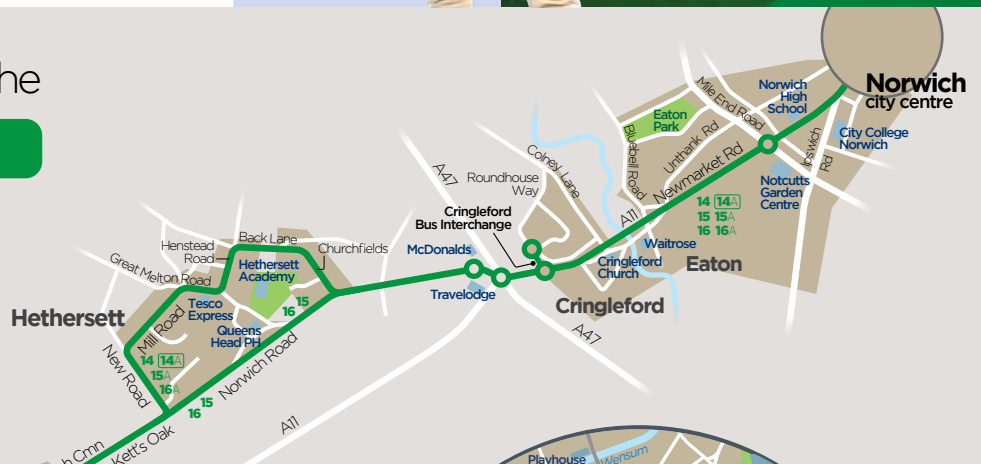
BUS TIMES  
from 29th October 2023



your simple route guide to the

## GREEN LINE

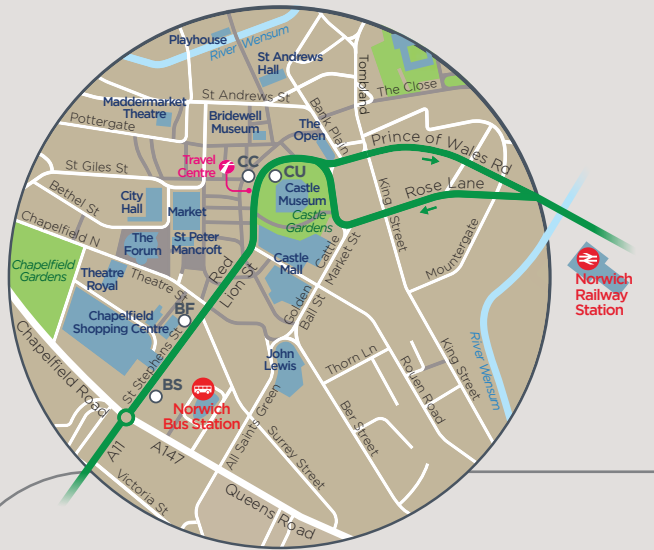
heading to the hospital?  
simply change bus at  
Cringleford Bus Interchange






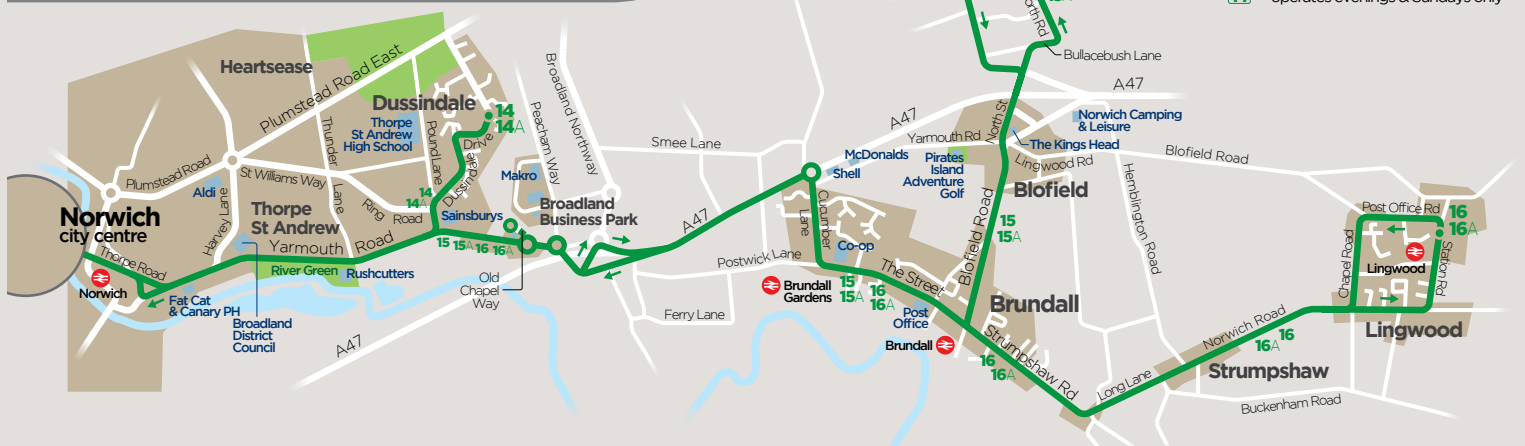
where to  
catch your bus in  
Norwich city centre

you can make a simple  
connection onto our other  
Network Norwich services  
at **Castle Meadow**.

For connections to our  
services from **Norwich Bus  
Station** or for **Charcoal  
Line** buses change at  
**St Stephens Street**



-  buses operate one way on this section
-  less frequent service
-  operates evenings & Sundays only



# Welcome to the GREEN LINE 14 15 16

along Newmarket Road & Yarmouth Road  
to and from the city centre & Rail Station

## You can catch a Green Line bus...

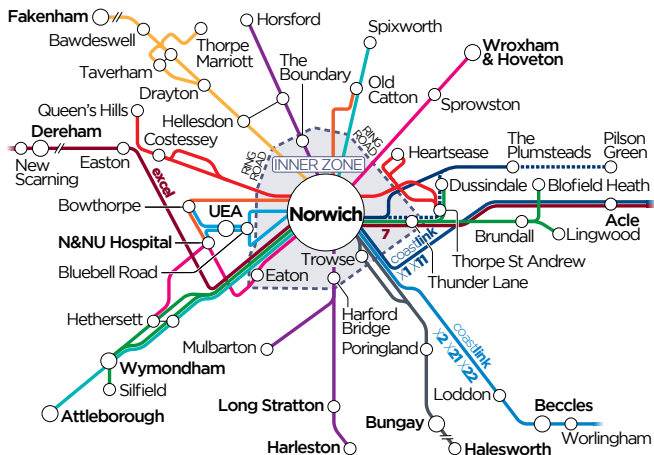
between Wymondham & the city centre  
up to **every 15 minutes** Monday - Saturday daytimes

between the city centre & Silfield, Dussindale or Brundall  
up to **every 30 minutes** Monday - Saturday daytimes

and beyond Brundall  
up to **every hour** Monday - Saturday daytimes

## network Norwich buses, made simple...

The Green Line is one of our nine frequent colour-coded Network Norwich bus routes...ideal for easy connections all across the city with great value tickets for unlimited travel...



### unlimited travel - all buses - all day

<b>Norwich Zone</b> anywhere on the map	<b>£6</b> adult	<b>£4.50</b> young person	<b>£11</b> High5 group*
<b>Inner Zone</b> for shorter trips	<b>£5</b> adult	<b>£3.70</b> young person	<b>£9</b> High5 group*

buy on app or on the bus

## great value fares...

all **Norwich** all **day**

adult **£6**

young person **£4.50** 5-19

High5 **£11** group\*

buy on app or on bus

## travel regularly? get the best deals on the First Bus App

tickets for the whole Norwich Zone	Flexi 5 5 days in 14	5-day 5 or 7 consecutive days	Week in 28 days	10-trips in 28 days	Month
<b>Adult</b>	<b>£23</b>	<b>£21</b>	<b>£23</b>	<b>£22</b>	<b>£80</b>
<b>Young Person</b>	<b>£17.50</b> on app	<b>£16</b> on app or on bus	<b>£17.50</b> on app	<b>£16.50</b> on app	<b>£60</b> on app

**SAVE 25%** on the prices shown for all week, month & group tickets in Norfolk  
find the discounted prices online

## travel together and save with a High5 ticket

\*up to 5 people - max 2 adults aged 20+

**age 5 to 19?** ask for a discounted Young Person fare

or if you're at school, college or 6th form go online to find out about our great value Student Saver tickets



**trashed the cash?** pay with contactless

VISA Apple Pay Mastercard Google Pay



## why wait until it's late?

concession pass holders travel at young person single fares from 0830 to 0930 on weekdays.

## make boarding a breeze

get on board and on your way quicker with an mTicket on the First Bus App or pay the driver with contactless or cash



**Important note:** All fares, tickets, zones and other non-timetable information are correct as at 29/10/23 and are subject to change during the life of this booklet.  
Please check our website [firstbus.co.uk/easterncounties](http://firstbus.co.uk/easterncounties) for up to date info.

## BUS TIMES from 29th October 2023

### for information & updates

[firstbus.co.uk/easterncounties](http://firstbus.co.uk/easterncounties)

@FirstNorwich

First Eastern Counties

**Norwich Travel Centre**  
on Castle Meadow  
Monday - Friday 0930-1330 & 1430-1630

**Traveline**  
[www.traveline.info](http://www.traveline.info) 0871 200 22 33

### or to get in touch

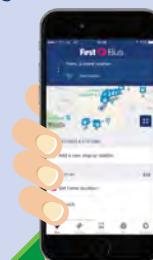
**Customer Services 0345 646 0707**  
Weekdays 0800-1800

**Contact us at**  
[firstbus.co.uk/easterncounties](http://firstbus.co.uk/easterncounties)



**Funded by UK Government**

Green Line buses to & from Silfield, as well as some evening and Sunday journeys are funded by HM Government's Bus Service Improvement Plan (BSIP) to enhance local bus services for residents.



**be appy**

buy tickets, plan journeys & find your bus in real time  
on the free First Bus App





	14A	15	14A	15	14A	14A	14A	15	14A	14A	15	14A	14A	14A	14A	14A
Blofield Heath Millfield Close	0900		1030					1300			1530					
Brundall The Street Co-op	0911		1041					1311			1541					
Yarmouth Road Meridian Way/Costa	0919		1049					1319			1549					
Dussindale Drive Desborough Wy	0905	▼	1005	▼	1105	1205	1305	▼	1405	1505	▼	1605	1705			
Thorpe St.Andrew Sainsburys	0910	▼	1010	▼	1110	1210	1310	▼	1410	1510	▼	1610	1710			
Yarmouth Road St Andrews Ave	0913	0923	1013	1053	1113	1213	1313	1323	1413	1513	1553	1613	1713			
Rail Station Thorpe Road	0922	0932	1022	1102	1122	1222	1322	1332	1422	1522	1602	1622	1722			
City Centre Castle Meadow	0930	0935	1030	1105	1130	1230	1330	1335	1430	1530	1605	1630	1730	1830	2015	2215
City Centre St Stephens Street	0933	0938	1033		1133	1233	1333		1433	1533		1633	1733	1833	2018	2218
Newmarket Road Eaton Road	0937		1037		1137	1237	1337		1437	1537		1637	1737	1837	2022	2222
Cringelford Bus Interchange for H	0945		1045		1145	1245	1345		1445	1545		1645	1745	1845	2030	2230
Hethersett Mill Road/West Croft	0957		1057		1157	1257	1357		1457	1557		1657	1757	1857	2040	2240
Wymondham Sheffield Road	1004		1104		1204	1304	1404		1504	1604		1704	1804	1904	2047	2247
Wymondham Cross	1015		1115		1215	1315	1415		1515	1615		1715	1815	1915	2055	2255
Harts Farm Blackthorn Road	1020		1120		1220	1320	1420		1520	1620		1720	1820	1920	2100	2300
Silfield Nightingale Avenue	1027		1127		1227	1327	1427		1527	1627		1727	1827	1927	2107	2307

• Times at these stops are estimated

**BUS TIMES from 29th October 2023**



don't wait...  
**cheaper concession singles**  
 from **0830**  
 ...until it's late

pass holders pay young person fare weekdays 0830 to 0930

**14 15 16** Silfield Wymondham Hethersett City Centre Dussindale **14** Brundall Lingwood **16** or Blofield **15**

Mondays to Fridays (except public holidays)

	15A	15A	15	14	16	14	15	14	16	14	15	14	16	14	15	14	16	14	
Silfield Nightingale Avenue	0605	0635	0700		0735		0805		0840		0910		0940		10		40		
Harts Farm Blackthorn Road	0610	0640	0707		0742		0812		0847		0917		0947		17		47		
Wymondham Cross	0620	0650	0715	0725	0750	0755	0820	0825	0855	0900	0925	0930	0955		00	25	30	55	
Wymondham Norwich Rd/Waitrose	▼	▼	0718	▼	0754	▼	0824	▼	0858	▼	0928	▼	0958		▼	28	▼	58	
Wymondham Sheffield Road	0626	0656	▼	0731	▼	0801	▼	0831	▼	0906	▼	0936	▼		06	▼	36	▼	
Hethersett Mill Road/West Croft	0635	0705	▼	0742	▼	0812	▼	0842	▼	0917	▼	0947	▼		17	▼	47	▼	
Cringelford Bus Interchange for H	0644	0714	0729	0754	0809	0824	0839	0854	0912	0927	0942	0957	1012		27	42	57	12	
Newmarket Road Eaton Road	0650	0720	0735	0803	0819	0833	0848	0903	0919	0934	0949	1004	1019		34	49	04	19	
City Centre St Stephens Street	0654	0724	0739	0809	0824	0839	0854	0909	0923	0938	0953	1008	1023		38	53	08	23	
City Centre Castle Meadow	0700	0730	0745	0815	0830	0845	0900	0915	0930	0945	1000	1015	1030		45	00	15	30	
Rail Station Thorpe Road	0703	0733	0748	0817	0832	0847	0903	0917	0932	0947	1003	1017	1032		47	03	17	32	
Yarmouth Road St Andrews Ave	0710	0740	0755	0825	0840	0855	0910	0925	0940	0955	1010	1025	1040		55	10	25	40	
Thorpe St.Andrew Sainsburys	▼	▼	▼	0827	▼	0857	▼	0927	▼	0957	▼	1027	▼		57	▼	27	▼	
Dussindale Drive Desborough Wy	▼	▼	▼	0833	▼	0903	▼	0933	▼	1003	▼	1033	▼		03	▼	33	▼	
Yarmouth Road Meridian Way/Costa	0712	0742	0757		0842		0912		0942		1012		1042		12		42		
Broadland Business Pk Old Chapel Way	0714	0744	0759		0844		▼		▼		▼		▼		▼		▼		
Brundall The Street Co-op			0808		0853		0921		0951		1021		1051		21		51		
Blofield Medical Centre			0814		▼		0927		▼		1027		▼		27		▼		
Blofield Heath Millfield Close			0820		▼		0933		▼		1033		▼		33		▼		
Lingwood Rail Station					0904				1002				1102				02		1605

	15	14	16	14	15	14	16	14	15	14	16	14	14A	14A	14A	14A	14A
Silfield Nightingale Avenue	1510		1545		1625		1655		1725		1755		1850	1940	2040	2140	2240
Harts Farm Blackthorn Road	1517		1552		1632		1702		1732		1802		1857	1947	2047	2147	2247
Wymondham Cross	1525	1535	1600	1610	1640	1645	1710	1715	1740	1745	1810	1815	1905	1955	2055	2155	2255
Wymondham Norwich Rd/Waitrose	1528	▼	1603	▼	1643	▼	1713	▼	1743	▼	1813	▼	▼	▼	▼	▼	▼
Wymondham Sheffield Road	▼	1541	▼	1616	▼	1651	▼	1721	▼	1751	▼	1821	1911	2001	2101	2201	2301
Hethersett Mill Road/West Croft	▼	1552	▼	1627	▼	1702	▼	1732	▼	1802	▼	1832	1920	2010	2110	2210	2310
Cringelford Bus Interchange for H	1542	1602	1617	1637	1657	1712	1727	1742	1757	1812	1827	1842	1929	2019	2119	2219	2319
Newmarket Road Eaton Road	1549	1609	1624	1644	1704	1719	1734	1749	1804	1819	1834	1849	1933	2023	2123	2223	2323
City Centre St Stephens Street	1553	1613	1628	1648	1708	1723	1738	1753	1808	1823	1838	1853	1936	2026	2126	2226	2326
City Centre Castle Meadow	1600	1620	1635	1655	1715	1730	1745	1800	1815	1830	1845	1900	1930	2030	2130	2230	2330
Rail Station Thorpe Road	1604	1623	1638	1658	1719	1733	1748	1803	1819	1833	1848	1903					
Yarmouth Road St Andrews Ave	1613	1633	1648	1708	1728	1743	1758	1813	1828	1843	1858	1913					
Thorpe St.Andrew Sainsburys	▼	1635	▼	1710	▼	1745	▼	1815	▼	1845	▼	1915					
Dussindale Drive Desborough Wy	▼	1641	▼	1716	▼	1751	▼	1821	▼	1851	▼	1921					
Yarmouth Road Meridian Way/Costa	1615		1650		1730		1800		1830		1900						
Brundall The Street Co-op	1624		1659		1739		1809		1839		1909						
Blofield Medical Centre	1630		▼		1745		▼		1845		▼						
Blofield Heath Millfield Close	1636		▼		1751		▼		1851		▼						
Lingwood Rail Station					1710				1820								

**Travelling Together?** **get a High5** **£11** unlimited travel all Norwich - all day up to 5 people\* on app or on bus \*max two adults

Saturdays

	16A	15A	16A	15	14	16	14	15	14	16	then at these minutes past each hour	14	15	14	16	until	14	15	14	16	14	15	14	16
Silfield Nightingale Avenue	0640	0710	0740	0810		0840		0910		0940		10		40			1510		1540		1610		1640	
Harts Farm Blackthorn Road	0647	0717	0747	0817		0847		0917		0947		17		47			1517		1547		1617		1647	
Wymondham Cross	0655	0725	0755	0825	0830	0855	0900	0925	0930	0955		00	25	30	55		1500	1525	1530	1555	1600	1625	1630	1655
Wymondham Norwich Rd/Waitrose •	▼	▼	▼	0828		0858		0928		0958		▼	28	▼	58		▼	1528	▼	1558	▼	1628	▼	1658
Wymondham Sheffield Road •	0701	0731	0801	▼	0836	▼	0906	▼	0936	▼		06	▼	36	▼		1506	▼	1536	▼	1606	▼	1636	▼
Hethersett Mill Road/West Croft	0710	0740	0810	▼	0847	▼	0917	▼	0947	▼		17	▼	47	▼		1517	▼	1547	▼	1617	▼	1647	▼
Cringleford Bus Interchange for	0719	0749	0819	0842	0857	0912	0927	0942	0957	1012		27	42	57	12		1527	1542	1557	1612	1627	1642	1657	1712
Newmarket Road Eaton Road •	0723	0753	0823	0849	0904	0919	0934	0949	1004	1019		34	49	04	19		1534	1549	1604	1619	1634	1649	1704	1719
City Centre St Stephens Street	0726	0756	0826	0853	0908	0923	0938	0953	1008	1023		38	53	08	23		1538	1553	1608	1623	1638	1653	1708	1723
City Centre Castle Meadow	0730	0800	0830	0900	0915	0930	0945	1000	1015	1030		45	00	15	30		1545	1600	1615	1630	1645	1700	1715	1730
Rail Station Thorpe Road	0732	0803	0832	0903	0917	0932	0947	1003	1017	1032		47	03	17	32		1547	1603	1617	1632	1647	1703	1717	1732
Yarmouth Road St Andrews Ave	0740	0810	0840	0910	0925	0940	0955	1010	1025	1040		55	10	25	40		1555	1610	1625	1640	1655	1710	1725	1740
Thorpe St. Andrew Sainsburys •	▼	▼	▼	▼	0927	▼	0957	▼	1027	▼		57	▼	27	▼		1557	▼	1627	▼	1657	▼	1727	▼
Dussindale Drive Desborough Wy	▼	▼	▼	▼	0933	▼	1003	▼	1033	▼		03	▼	33	▼		1603	▼	1633	▼	1703	▼	1733	▼
Yarmouth Road Meridian Way/Costa	0742	0812	0842	0912		0942		1012		1042		12		42			1612		1642		1712		1742	
Brundall The Street Co-op	0751	0821	0851	0921		0951		1021		1051		21		51			1621		1651		1721		1751	
Blofield Medical Centre •	▼	0827	▼	0927		▼		1027		▼		27		▼			1627		▼		1727		▼	
Blofield Heath Millfield Close	▼	0833	▼	0933		▼		1033		▼		33		▼			1633		▼		1733		▼	
Lingwood Rail Station	0802		0902			1002				1102				02					1702					1802

	14	15	14	16	14	14A	14A	14A	14A	14A	14A
Silfield Nightingale Avenue		1710		1740		1810	1840	1940	2040	2140	2240
Harts Farm Blackthorn Road		1717		1747		1817	1847	1947	2047	2147	2247
Wymondham Cross	1700	1725	1730	1755	1800	1825	1855	1955	2055	2155	2255
Wymondham Norwich Rd/Waitrose •	▼	1728	▼	1758	▼	▼	▼	▼	▼	▼	▼
Wymondham Sheffield Road •	1706	▼	1736	▼	1806	1831	1901	2001	2101	2201	2301
Hethersett Mill Road/West Croft	1717	▼	1747	▼	1817	1840	1910	2010	2110	2210	2310
Cringleford Bus Interchange for	1727	1742	1757	1812	1827	1849	1919	2019	2119	2219	2319
Newmarket Road Eaton Road •	1734	1749	1804	1819	1834	1853	1923	2023	2123	2223	2323
City Centre St Stephens Street	1738	1753	1808	1823	1838	1856	1926	2026	2126	2226	2326
City Centre Castle Meadow	1745	1800	1815	1830	1845	1900	1930	2030	2130	2230	2330
Rail Station Thorpe Road	1747	1803	1817	1832	1847						
Yarmouth Road St Andrews Ave	1755	1810	1825	1840	1855						
Thorpe St. Andrew Sainsburys •	1757	▼	1827	▼	1857						
Dussindale Drive Desborough Wy	1803	▼	1833	▼	1903						
Yarmouth Road Meridian Way/Costa		1812		1842							
Brundall The Street Co-op		1821		1851							
Blofield Medical Centre •		1827		▼							
Blofield Heath Millfield Close		1833		▼							
Lingwood Rail Station				1902							

• Times at these stops are estimated

**BUS TIMES** from 29th October 2023

### Sundays and Public Holidays

	14A	15	14A	14A	15	14A	14A	14A	15	14A	14A	15	14A	14A	14A	14A	
Silfield Nightingale Avenue	0828		0928	1028		1128	1228	1328		1428	1528		1628	1728	1828	1928	2108
Harts Farm Blackthorn Road	0835		0935	1035		1135	1235	1335		1435	1535		1635	1735	1835	1935	2113
Wymondham Cross	0845		0945	1045		1145	1245	1345		1445	1545		1645	1745	1845	1945	2120
Wymondham Sheffield Road •	0851		0951	1051		1151	1251	1351		1451	1551		1651	1751	1851	1951	2126
Hethersett Mill Road/West Croft	0903		1003	1103		1203	1303	1403		1503	1603		1703	1800	1900	2000	2135
Cringleford Bus Interchange for	0915		1015	1115		1215	1315	1415		1515	1615		1715	1809	1909	2009	2144
Newmarket Road Eaton Road •	0925		1025	1125		1225	1325	1425		1525	1625		1725	1813	1913	2013	2148
City Centre St Stephens Street	0931	0946	1031	1131	1216	1231	1331	1431	1446	1531	1631	1706	1731	1816	1916	2016	2151
City Centre Castle Meadow	0940	0950	1040	1140	1220	1240	1340	1440	1450	1540	1640	1710	1740	1820	1920	2020	
Rail Station Thorpe Road	0942	0952	1042	1142	1222	1242	1342	1442	1452	1542	1642	1712	1742				
Yarmouth Road St Andrews Ave	0948	0958	1048	1148	1228	1248	1348	1448	1458	1548	1648	1718	1748				
Thorpe St. Andrew Sainsburys •	0950	▼	1050	1150	▼	1250	1350	1450	▼	1550	1650	▼	1750				
Dussindale Drive Desborough Wy	0956	▼	1056	1156	▼	1256	1356	1456	▼	1556	1656	▼	1756				
Yarmouth Road Meridian Way/Costa		1001			1231				1501				1721				
Brundall The Street Co-op		1010			1240				1510				1730				
Blofield Medical Centre •		1017			1247				1517				1737				
Blofield Heath Millfield Close		1023			1253				1523				1743				

# STUDENT SAVERS



get big discounts on unlimited bus travel for school, college or 6<sup>th</sup> form

use weekends, evenings and half-terms too

get it on the app





**Service 9 Timetable**

**Monday To Friday (EXCLUDING BANK HOLIDAYS)**

Silfield, Green Lane	06:50	08:50	10:50	12:40	14:15
Silfield New Estate	06:55	08:55	10:55	12:45	14:17
Wymondham Rail Station	07:00	09:00	11:00	12:50	14:20
Wymondham Cross	07:05	09:05	11:05	12:55	14:23
Hewits Lane, Sheffield Road	07:11	09:11	11:11	13:01	14:28
Hethersett Mill Road	07:20	09:19	11:19	13:09	14:34
Steeple Tower	07:25	09:24	11:24	13:14	14:39
Little Melton School Lane	07:30	09:30	11:30	13:20	14:45
Norfolk & Norwich Hospital	07:40	09:38	11:38	13:28	14:50

				Sch Hols		
Norfolk & Norwich Hospital	09:40	11:40	13:30	15:00	16:30	17:40
Little Melton School Lane	09:48	11:48	13:38	15:08	16:38	17:48
Steeple Tower	09:53	11:53	13:43	15:13	16:43	17:53
Hethersett Mill Road	09:58	11:58	13:48	15:18	16:48	17:58
Hewits Lane, Sheffield Road	10:07	12:07	13:57	15:27	16:57	18:07
Wymondham Cross	10:13	12:13	14:03	15:33	17:03	18:13
Silfield Green Lane*	10:17	12:17	14:07	15:37	17:07	18:17
Silfield New Estate*	10:20	12:20	STAND	15:40	17:10	18:20

**AM SCHOOL TERM TIME ONLY**

N&NU Hospital (stand B)	08:05:00
Cringleford, Roundhouse Way	08:09:00
Little melton, Green lane/School lane	08:19:00
Little Melton, School Lane/Mill Road	08:22:00
Hethersett Coachmaker way	08:26:00
Hethersett Academy	08:30:00

**PM SCHOOL TERM TIME ONLY**

Hethersett Academy	15:00:00	16:00:00
Hethersett, Coachmaker way	15:03:00	16:03:00
Little Melton, School Lane/Mill Road	15:06:00	16:06:00
Little melton, Green lane/School lane	15:08:00	16:08:00
Cringleford, Roundhouse Way	15:17:00	16:17:00
N&NU Hospital (stand B)	15:19:00	16:19:00

**SERVICE STARTS SEPTEMBER 2022 OPERATED BY H SEMMENCE & CO LIMITED 01953602135**



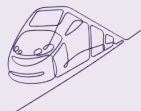
## Appendix C

# HEATHER GARDENS

## TRAVEL INFORMATION PACK



£200 WORTH OF VOUCHERS  
TO BE CLAIMED INSIDE!



**Taylor  
Wimpey**



# WELCOME

# VOUCHERS

## CONTENTS

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The Local Area Map	10
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## WELCOME TO THE HEATHER GARDENS TRAVEL INFORMATION PACK!

This pack has been produced exclusively for the residents of Heather Gardens to provide you with information on all of your local travel options. The pack is also filled with travel news and tips along with free vouchers and exclusive offers to get you travelling sustainably.

We've created this pack to become a useful resource for you to refer back to with any journey or travel queries. Inside you will find journey times for all modes of transport to local amenities, along with your local map, cycle routes, footpaths and bus stops. It may not be possible for everyone to make changes to their journeys, but we are here to help support you in choosing a more sustainable mode of travel where possible!

### What is a Travel Plan?

A Travel Plan is a package of measures and actions specific to each development with an aim to help residents transition to greener travel choices. Travel options are monitored annually and reported back to the Local Council.

 @RJSmarterTravel

 @SmarterTravelNorfolk

 [www.Hethersett-TravelPlan.co.uk](http://www.Hethersett-TravelPlan.co.uk)

## CLAIMING YOUR TRAVEL VOUCHERS

To claim your vouchers please answer our short travel survey to allow us to understand the travel habits within Hethersett. This information is reported back to Norfolk County Council.

To complete the survey please head to:  
[Hethersett-TravelPlan.co.uk](http://Hethersett-TravelPlan.co.uk)  
or scan the QR code below.

*If you do not have access to a smartphone you can either, give us a call on: 01603 230240, drop us an email at: [HeatherGardens@SmarterTravel.uk](mailto:HeatherGardens@SmarterTravel.uk) or write to us (our address can be found at the back of the pack!)*



## FREE TRAVEL VOUCHERS!

As a resident of Heather Gardens, you are entitled to claim one of the below incentives to support a more sustainable travel choice.

### 8-WEEK PARK AND RIDE

To be used at Thickthorn Park and Ride for services into Norwich.

### 8-WEEK BUS PASS

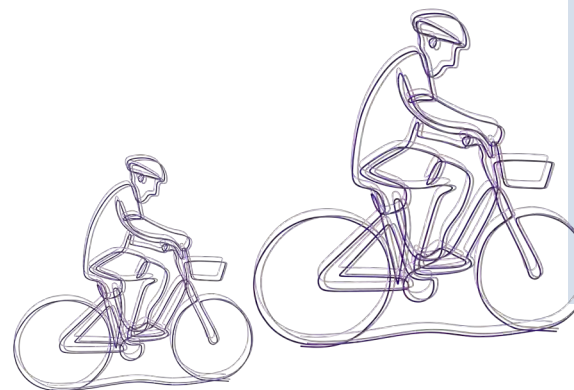
To be redeemed with First Buses for services into Norwich and Wymondham.

### £200 WIGGLE VOUCHER

To be redeemed online at [Wiggle.co.uk](http://Wiggle.co.uk). Wiggle stocks a wide range of all sporting/fitness equipment from bikes to fitness trackers and even Airpods.

Alongside your travel voucher and Personal Travel Plan you can also claim;

- A free bike register kit
- And a Smarter Travel umbrella!



# PERSONAL

## TRAVEL PLANNING

PTP's identify all travel options from A to B, for example from your home to your workplace or school. To get your PTP - simply provide us your regular destination, the time you need to be there by and the time you normally leave.

We will take care of the rest!



You will be supplied with full details of all the travel options available to you, including: driving, public transport, walking and cycling (where relevant). Furthermore, if there are any suitable lift sharing options, these will be highlighted to you. You will also receive a full breakdown of the journey duration for each travel mode, route details, departure time from your home, the amount of CO<sub>2</sub> emitted and the amount of calories burned. This is sent to you via email to help assist you in making a more practical and smarter travel choice.

For any other members of your household wanting a PTP or if circumstances change in a few months or years, please visit the Hethersett Travel Plan website to complete the short online form.

If you would like further advice or have any specific questions regarding your Personal Travel Plan, please feel free to contact us at:  
[HeatherGardens@SmarterTravel.uk.com](mailto:HeatherGardens@SmarterTravel.uk.com)

Complete the survey by scanning the QR code of visit: [Hethersett-TravelPlan.co.uk](http://Hethersett-TravelPlan.co.uk) you get your free Personal Travel Plan.



# WHATS ON?

## WALK TO SCHOOL MONTH, THE WHOLE OF OCTOBER

An international event which promotes safer and easier walks to school. This is brought to you by Living Streets, the same people who promote Walk to School Week. For a free childrens reflector pack, please drop us an email at:

[HeatherGardens@SmarterTravel.uk.com](mailto:HeatherGardens@SmarterTravel.uk.com).



The  
**BIG BIKE**  
Revival

## FREE CYCLE REPAIRS

The Big Bike Revival is offering free cycle repairs across the country with pop-up repair stations. To find your local station visit: [Cyclinguk.org](http://Cyclinguk.org).

## TAYLOR WIMPEY - CHARITY AND LOCAL SUPPORT

Taylor Wimpey have set up a scheme to donate money to local, good causes to support community initiatives. There is a focus on smaller, local charities to make a significant difference. To find out more or to apply for funding/sponsorship to your local community cause then visit:

[TaylorWimpey.co.uk/Why-Choose-Us/Charity-And-Local-Support](http://TaylorWimpey.co.uk/Why-Choose-Us/Charity-And-Local-Support)

**Taylor  
Wimpey**

## NORWICH ARE INCLUDED IN THE CYCLE LOAN SCHEME

You can hire a bike for up to 4-week for free with the Cycle Loan Scheme. The bike even comes complete with a lock, light, helmet and child seat (if you need one), all for just a £50 refundable deposit or you can try an e-bike for a £100 refundable deposit!

Find out more: [PushingAheadNorfolk.co.uk](http://PushingAheadNorfolk.co.uk).

**halfords**

## FREE E-BIKE TRIALS

Halfords are offering a free 30-minute test ride across their e-bikes in stores. To find out more head to: [Halfords.co.uk](http://Halfords.co.uk).

# CYCLING



## \*Time from Baker Drive

- 5 MINS ● HETHERSETT ACADEMY
- 5 MINS ● HETHERSETT SURGERY
- 6 MINS ● POST OFFICE
- 6 MINS ● TESCO EXPRESS
- 6 MINS ● BOOTS PHARMACY
- 18 MINS ● WAITROSE
- 17 MINS ● NNUH / UEA
- 24 MINS ● WYMONDHAM TRAIN STATION
- 31 MINS ● NORWICH CITY CENTRE

Many of us are now commuting far less and working from home more, but not only is cycling great for commuting, it's even better for maintaining a healthy lifestyle. There are many scenic cycles routes from Heather Gardens which are great for all levels of experience, there is also excellent cycling infrastructure to take you into Norwich City Centre or Wymondham. To view the Norwich cycling map visit : [Hethersett-TravelPlan.co.uk](http://Hethersett-TravelPlan.co.uk)

## CYCLE ROUTES

**Wymondham Priory Loop** - This is a leisurely 15-mile circular route which is mostly on quiet country lanes. Starting in Hethersett and heading through: Ketteringham, East Carlton, Bracon Ash and back around to Wymondham to finish back in Hethersett.

**Norwich City Centre** - There are 3 routes into the centre of Norwich, the quickest and safest is via Norwich Road which is mostly paved with designated cycle lanes along the way. This is approximately 6.5 miles.

**NNUH & University of East Anglia** - There are 2 routes for this journey, the first is the same route into Norwich Centre Norwich Road, or the second is a slightly shorter option via Colney Lane which is a 3.8 mile route with a cycle lane to begin with and then a single carriageway.

Keep up to date with Norfolk's latest physical activity information: [ActiveNorfolk.org](http://ActiveNorfolk.org).

## CYCLE TO WORK SCHEMES

Cycle to work schemes are a UK government tax exemption initiative which allows you to hire a bicycle & equipment. At the end, you have the option to purchase for a small fraction of the price.

Many different schemes are available, but all allow for a tax deduction and can be paid for monthly from your salary. Please speak to your employer to find out more.

## E-BIKES

E-Bikes offer you that extra assistance, allowing you to travel further, effortlessly as you like. With an average full charge cost of 17p, they are a great cost saving method and can be purchased through cycle to work schemes. Your local e-bike store is 'Pure Electric' in Norwich centre.

To trial an e-bike for free head to the Halfords website: [Halfords.co.uk](http://Halfords.co.uk) or hire free through the Pushing Ahead Norfolk scheme at: [PushingAheadNorfolk.co.uk](http://PushingAheadNorfolk.co.uk).

## CLAIM YOUR £200 CYCLE VOUCHER

You could spend yours on a new helmet, cycle lights or even fitness tracker. Alongside the voucher you can claim a bike register kit for added security. To claim your vouchers & register your bike, scan the QR code or visit: [Hethersett-TravelPlan.co.uk](http://Hethersett-TravelPlan.co.uk)



## APPS

**STRAVA**

### **STRAVA**

Keep track of your cycle journeys and share your routes with friends and family. Scan the QR code to join our Strava group!



### **CYCLESTREETS**

One of the most comprehensive route planners and its free to use! Visit: [CycleStreets.net](http://CycleStreets.net)

# WALKING

Walking is a great way to get out, whether that's a leisurely stroll or by incorporating it into your commute, there are tonnes of benefits!

Not only is walking good for your body but it's also good for your mind too and just taking a brisk 30-minute walk each day will have significant improvements on your health. Why not make your walking commute a social occasion too and walk with others?

There are many amenities within a suitable walking distance of Heather Gardens so why not swap one short car journey for a walk to the shops instead?

## TIPS TO INCLUDE A WALK WITHIN YOUR BUSY LIFESTYLE:

- Use your lunch break wisely, take yourself for a walk, it is a break after all!
- Walk to your daily errands if possible, i.e. to the Post Office & shops.
- Include a walk within your social life, this can be by catching up with friends over a stroll or even over the phone whilst you walk!
- Find a great podcast you enjoy, reward yourself on your walk by listening to this. Our top podcasts include: Feel Better Live More, Ctrl Alt Delete and Every Day Positivity, give them a listen for added motivation.
- Lastly, include a walk within your commute, if your commute is too far to walk you could try parking further away and finishing your journey on foot.

Why not use your Wiggle gift voucher towards some new trainers, walking boots or even a smartwatch to keep you on the move?

## HEALTH BENEFITS

Guidance suggests that adults should try to get at least 150 minutes of exercise each week, the good news is a brisk walk contributes to this! Some of the health benefits of walking include:

- Reduced risk of cardiovascular problems;
- Helps improve the strength of your bones;
- Increases your muscle strength;
- Increased productivity; and
- Makes you happier (studies can prove this!)

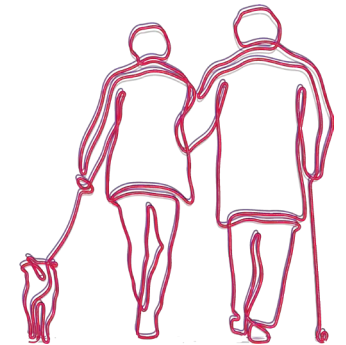
### \*Time from Baker Drive

4 MINS	WOODSIDE PRIMARY & NURSERY SCHOOL
16 MINS	LOCAL PARK
17 MINS	HETHERSETT ACADEMY
18 MINS	POST OFFICE
18 MINS	TESCO EXPRESS
18 MINS	BOOTS PHARMACY
18 MINS	LIBRARY
20 MINS	PUBLIC HOUSE

## Have you considered joining a walking group?

Ramblers have an organised walk every Saturday around Hethersett, with moderate, varying lengths.

Find out more: [Ramblers.org.uk](http://Ramblers.org.uk) or scan the QR code!



## APPS



### MAP MY WALK

Record your walks details, including duration, distance, pace, elevation and calories burnt!

[MapMyWalk.com](http://MapMyWalk.com)

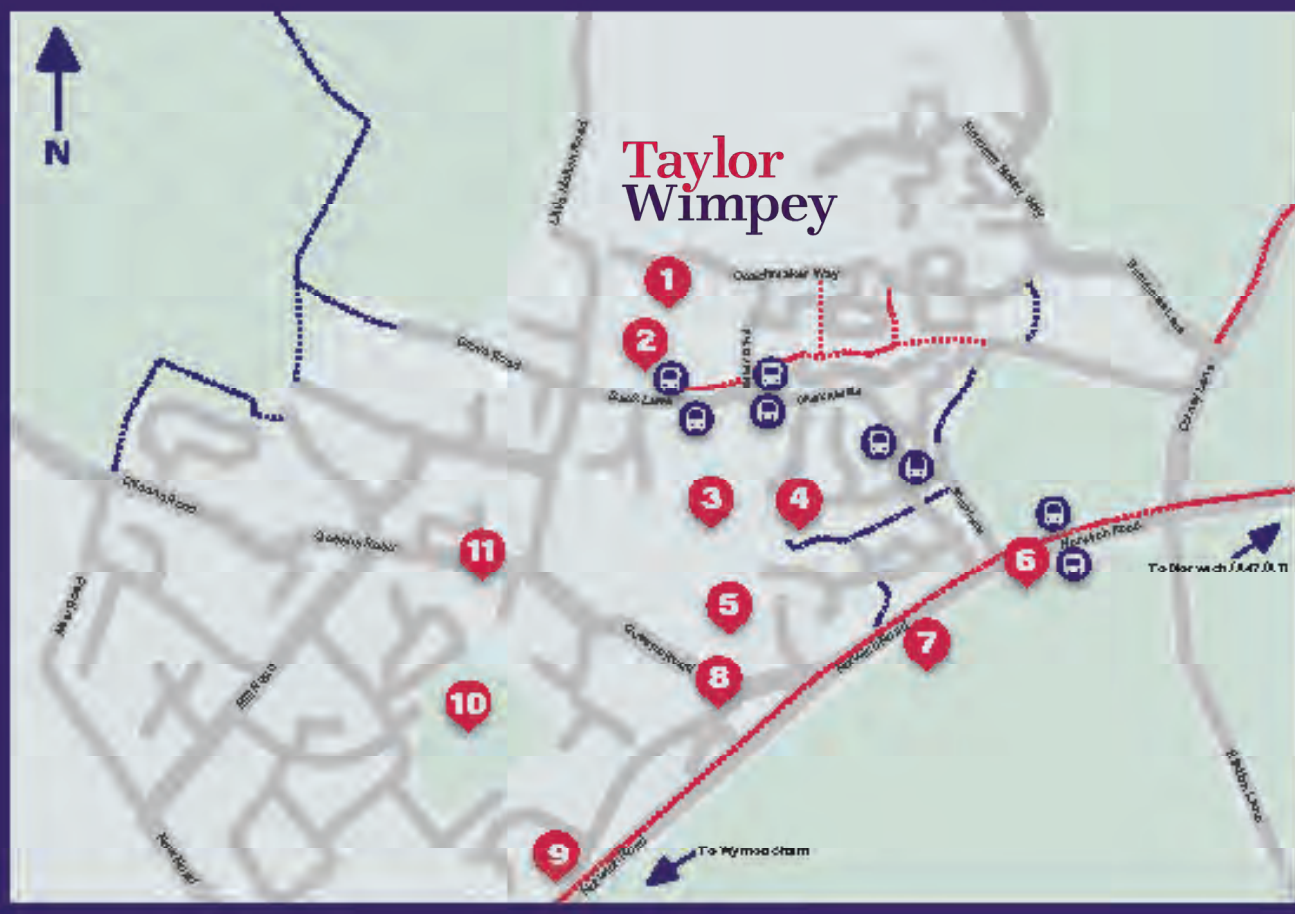


### KOBOOT




Full of mapped out routes for you to try!

[Komoot.com](http://Komoot.com)

# THE LOCAL AREA



## KEY OF AMENITIES

- 1** Hethersett Woodside Primary School
- 2** Village Hall
- 3** Hethersett Academy
- 4** Steeple Tower Park
- 5** Hethersett VC Primary School
- 6** Farm Shop
- 7** Place of Worship
- 8** Queens Head Public House
- 9** Kings Head Public House
- 10** Recreation Area
- 11** Village Centre, including Convenience Store, Doctors, Pharmacy and Post Office
-  Bus Stop
-  Footpath
-  Shared Footpath / Cycleway

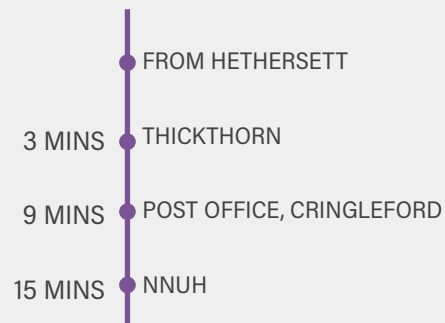




# BUS TRAVEL



## NNUH - H SEMMENCE SERVICES



## NORWICH CITY CENTRE - FIRST BUS SERVICES



Your nearest bus stops are located throughout Heather Gardens, along Harness Maker Way or Coachmaker Way. This bus service is the 09 by H Semmence & Co, operating every 2-hours Monday-Saturday to Norfolk and Norwich Hospital and into Wymondham.

From the bus stops just outside of Heather Gardens you can find further services from Deacon Drive stop along Churchfields Road, a 5-minute walk away from Baker Drive. Services 13, 14 and 15 by First Buses can then be accessed, with a more frequent service into the centre of Norwich running every 30-minutes.

### THICKTHORN PARK AND RIDE

Just a 6-minute car journey away you have Thickthorn Park and Ride, operating every 15-minutes Monday - Saturday into the centre of Norwich and to Norwich Airport. A day time ticket costs £3.80 and can be purchased on the bus by contactless, card or cash. Park & Ride is a great alternative to driving as it saves you money on parking and offers a regular, reliable and stress free service. **Did you know, you could even cycle to Thickthorn Park and Ride and utilise their on-site cycle storage. Then catch the bus for the remainder of the journey into the city centre!**

### CLAIM YOUR 8-WEEK BUS

#### TICKETS!

Scan the QR code to claim your 8-week bus pass with First Buses into Norwich or a 8-week Park and Ride ticket from Thickthorn. *We'll even throw in an umbrella with your tickets to keep you prepared for all weathers!*



No cash? No problem! you can purchase bus tickets from the First Buses website and app or pay on the bus with card or cash.

### FREQUENT BUS SERVICES:

**SERVICE 09:** Semmence Bus to NNUH from bus stops within Heather Gardens.

*Services running every 2-hours.*

Head to: [Semmence.co.uk](http://Semmence.co.uk) to view the timetable.

**SERVICE 13:** First Buses to Attleborough, Wymondham and Norwich City Centre from Deacon Drive.

*Services running at varying times throughout the day.*

**SERVICE 14 & 15:** First Buses to Wymondham and Norwich city centre from Deacon Drive.

*Services running every 30 minutes.*

Head to: [Firstbus.co.uk/Norfolk-Suffolk](http://Firstbus.co.uk/Norfolk-Suffolk) to plan your journey.

### COMMUNITY TRANSPORT

For those that may not be able to use conventional transport methods.

**TRANSPORT PLUS:** Norfolk County Councils community transport scheme, offering a door to door service at 45p per mile. To book call: 0344 800 8020

**WYMONDHAM FLEXI BUS:** A 'ring and ride' service to Wymondham which anyone can use at the same price as a bus fare. To book call 0300 123 11 45 or visit [www.norfolk.gov.uk/flexibus](http://www.norfolk.gov.uk/flexibus).

### APPS



#### FIRST BUSES

Journey planning tools and online tickets can be purchased through their app or website. [FirstBus.co.uk](http://FirstBus.co.uk)



#### BUS CHECKER

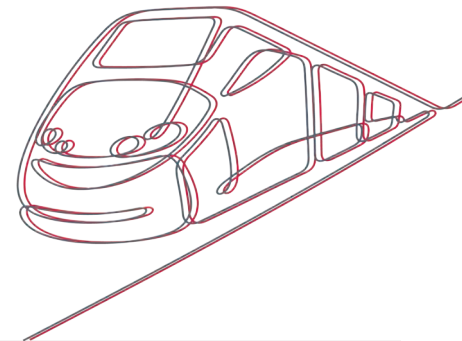
Instant up to date info on all buses throughout the U.K to help you plan your journey [BusChecker.com](http://BusChecker.com)

# TRAIN TRAVEL

Your nearest train station is located within Wymondham, a 12-minute car journey, 25-minute cycle ride or a 39-minute bus ride away.

From Wymondham station, direct services to Norwich, Cambridge and Stansted airport run frequently throughout the day. You can find 28 cycle storage spaces and 90 car parking spaces for Wymondham station.

Further destinations can be reached from Norwich station with services to London, Ipswich, Lowestoft and Great Yarmouth. Norwich station is slightly further away with an 18-minute car journey, 35-minute cycle ride or a 46-minute bus ride.



## SAVE MONEY ON TRAIN TRAVEL

If you're travelling by train for leisure purposes, Railcards are a great way to save money on off-peak travel (1/3rd off). There are a wide selection of Railcards available, with the average costing between £20-£30 for the year. Head to page 19 to find out more.

Another great way to save money on your rail fares is to split your tickets if your journey involves a change. There are lots of website which can do this for you, including: TrainSplit.com.

Did you know you can take your bike on the train for free? For more information visit: [Hethersett-TravelPlan.co.uk](http://Hethersett-TravelPlan.co.uk).

SCAN THE QR CODE FOR LIVE DEPARTURES!



	●	NORWICH
9 MINS	●	WYMONDHAM
21 MINS	●	THETFORD
55 MINS	●	ELY
1HR 8 MINS	●	CAMBRIDGE
1HR 28 MINS	●	AUDLEY END
1HR 48MINS	●	STANSTEAD AIRPORT

## APPS



### NATIONAL RAIL

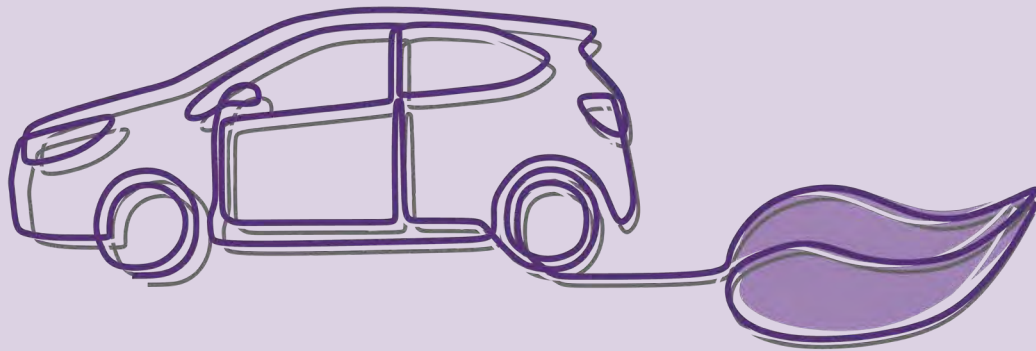
A great journey planning app which notifies you in the event of any disruption or delay to your travel. Tickets can also be purchased via their app & website.  
[NationalRail.co.uk](http://NationalRail.co.uk)



### GREATER ANGLIA

Follow Greater Anglia on Twitter for all travel updates & journey delays @GreaterAnglia and download their app for all journey planning.  
[GreaterAnglia.co.uk](http://GreaterAnglia.co.uk)

# CAR TRAVEL



## Did you know...

By 2030 all new vehicles manufactured within the U.K will need to be electric or hybrid. Then by 2035 hybrid vehicles will also no longer be produced. Get ahead and visit: [GoUltraLow.com](http://GoUltraLow.com) for more info!

Public transport, cycling or walking your commute is not possible for everyone, however there are still plenty of ways you can turn your car travel green or reduce your travel.

## LIFT SHARING

Car or lift sharing is a great way to reduce your cost of travel along with CO<sub>2</sub> emissions, whether that's with someone you already know or through the LiftShare website. **There are 18 potential lift share options already in the area!** Sign up for free with Lift Share to find someone to share your journey!



## JOURNEY SWAPS

Many of us are already commuting far less which is great, however there are always ways to reduce your travel even further by shopping locally, with Tesco Extra on your doorstep or plenty of stores offering home delivery.

Combining your car trips/errands into one journey is another great way to reduce small journeys. Did you know the average commute is only 5-miles long? This would only be a 35-minute cycle ride!

## DID YOU KNOW....

- **Each week the average Brit spends seven hours in their car.**
- **The average annual cost of car insurance is £436.**
- **Drivers spend on average £80.67 per month on fuel.**

## ELECTRIC & HYBRID VEHICLES

Electric vehicles are becoming increasingly popular, by 2030 all new cars within the U.K will either be electric or hybrid by law.

### BENEFITS OF MAKING THE SWITCH:

#### ✓ Cheaper to Run

Compared with the ever fluctuating fuel costs, running an electric vehicle typically costs 1/3 of petrol/diesel (around £8.20 for a full charge at home).

#### ✓ Maintenance

Electric vehicles have fewer moving parts and are mechanically less complex which means less to go wrong.

#### ✓ Tax Saving

The tax on an electric/hybrids is far less, as the government are encouraging people to make the switch they are making tax as cheap as possible this includes business car tax.

#### ✓ Environmental Issues

With the climate crisis at its worst ever we all need to reduce our emissions where possible. Electric vehicles produce far less CO<sub>2</sub> emissions.

## CHARGING POINTS:



Did you know you can get up to £350 to contribute towards an at home charger with the OLEV government grant? Visit [Goultralow.com](http://Goultralow.com) for all EV information!



To view current chargers near you use the ZAP MAP website: [Zap-Map.com](http://Zap-Map.com), also available as an app.

Your nearest charging points are:

- BP Pulse - Little Melton
- Morrisons - Wymondham
- NNUH - Norwich

# HETHERSETT

## TRAVEL PLAN WEBSITE

Keep up to date with what is happening in and around Heather Gardens, along with information on events, competitions with prizes and travel news specifically for you!



[www.Hethersett-TravelPlan.co.uk](http://www.Hethersett-TravelPlan.co.uk)

Follow us on socials!

 @SmarterTravelNorfolk  @RJSmarterTravel

# DISCOUNTED

## TRAVEL

Commuting can become very expensive, whether that's by public transport or by car, therefore we've compiled some cost saving methods to reduce your travel expense!

### BUS PASSES

If you haven't already, visit the Norfolk county Council website to see if you are eligible for a discounted bus pass. This includes transport for school, those of pensionable age or disabilities. Additionally, if you can't access the internet please contact us and we will do our best to help!

Visit [Norfolk.Gov.uk](http://Norfolk.Gov.uk) to find out more.

Alternatively, you can give us a call on: 01603 230240 or write to us.



### RAILCARD SAVERS AVAILABLE:

- Age 16-25 Railcard
- Age 16-17 Saver
- Senior Railcard age 60+
- Veterans Railcard
- Two together Railcard
- Disabled Persons Railcard
- 26-30 Railcard
- Family & Friends Railcard

Find yours at: [Railcard.co.uk](http://Railcard.co.uk)

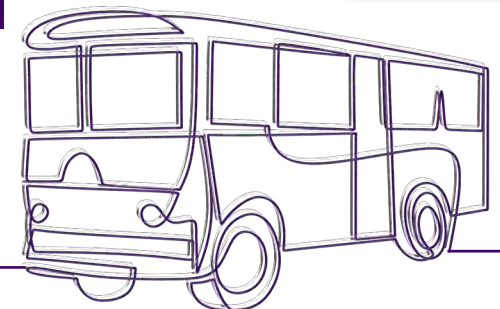
### FIRST BUS STUDENT SAVERS

If you're under 20 and you get the bus to school, college or sixth form, then you can get an unlimited travel pass valid for one term for £130. To find out more visit: [FirstBus.co.uk](http://FirstBus.co.uk) or scan the QR code!



### PERSONAL TRAVEL PLANNING

To find out how you could improve your journeys with a comparison of: cost, time, CO<sub>2</sub> emissions and calories burned, scan the QR code or visit: [Hethersett-TravelPlan.co.uk](http://Hethersett-TravelPlan.co.uk).



This Travel Information Pack has been produced exclusively on behalf of Taylor Wimpey to guide residents of Heather Gardens on all travel options available.  
The information written was correct at the time of print 10/2021



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## Appendix D

## 80112 Hethersett – Year 2 Travel Survey Questions (2023)

- 1) Which travel mode do you use the most often?
- 2) What are your main reasons for travelling this way?
- 3) Do you occasionally use another mode of travel?
- 4) Would you be more likely to use the bus if there were more frequent services in your area?
- 5) Has the cost of living affected your regular travel arrangements?
- 6) Could you please explain how the cost of living has affected your travel habits?
- 7) What is the location or postcode of your most regular destination?
- 8) Have you considered car sharing regular journeys with others?
- 9) Do you own or have access to any of the below?
- 10) If applicable, what would encourage you to travel more sustainably; including walking, cycling and using public transport?
- 11) Would you like a free Personal Travel Plan?
- 12) What is the destination you usually travel to? Is there a particular time you need to arrive by?
- 13) What time do you usually leave this location?
- 14) Are you aware of the Hethersett Travel Plan and have you used the Travel Plan service?
- 15) Did you find your travel voucher useful?
- 16) We are sorry to hear that. Could you please provide us with some further feedback for your answer?
- 17) Do you have any feedback or comments you'd like to make regarding local public transport or travel options in your area?
- 18) Would you like to enter into our prize draw?
- 19) What is your full name?
- 20) Please enter your email address
- 21) Please enter your full postal address including house number and postcode