



# **Norfolk** County Council

## **Norwich Area Transportation Strategy Public Consultation and Engagement Outputs and Analysis**

**March 2010**

Norfolk County Council  
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# Norwich Area Transportation Strategy

## Public Consultation and Engagement Outputs and Analysis

### March 2010

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# 1. Introduction

The Norwich Area Transportation Strategy (NATS) Implementation Plan communication and engagement strategy has been established to deliver a comprehensive and effective communication and consultation exercise to allow stakeholders to have confidence in NATS and the benefits it is intended to deliver to the Greater Norwich area.

## 1.1 Aims and Objectives of the communication and engagement strategy

To achieve the aim of the communication and engagement strategy, the objectives are:

- To engage with stakeholders on the benefits and impacts of NATS
- To provide, timely, factual and relevant information via a range of communication activities to key stakeholders, Council members, the press, local residents and other key groups
- To seek to address stakeholder expectations in relation to engaging with the project

The communication and engagement strategy aims to ensure a co-ordinated and consistently well-managed approach to communications and engagement.

This report highlights the processes and procedures undertaken to conduct a robust public consultation and engagement exercise in order to achieve the objectives of the strategy and the subsequent outputs from these events. Consultation has also been conducted with businesses and stakeholders as part of a separate socio-economic impact assessment.

## 1.2 Purpose of the NATS Implementation Plan

Norfolk County Council is developing an implementation plan for transport in the Norwich Area. This implementation plan will deliver both the agreed Norwich Area Transportation Strategy (NATS) and also set out the transport delivery to support the Joint Core Strategy (JCS) for the Norwich Policy Area. This plan is known as the NATS Implementation Plan (NATS IP).

The NATS IP will set out what the strategy will mean on the ground. It will include the vision for transport in the Norwich area, together with a programme of measures in the short, medium and long-term showing how this vision will be reached. The NATS IP will describe the measures on the ground to give stakeholders a clear idea of what the transportation system will look like in the long term; and the issues, challenges and feasibility work on the way, together with a shorter-term programme of investment.

## 2. Executive Summary

Results from the Norwich Area Transportation Strategy (NATS) Implementation Plan consultation show high levels of support for the proposals overall.

A total of 160,723 paper questionnaires and information booklets were distributed, supported by an online questionnaire and series of exhibitions throughout the Norwich area. 11,629 responses were received including a total of 24,158 individual comments.

Reducing congestion is considered to be the most vital improvement for the Norwich area (31% of responses), followed by bus services (24%). Responses varied little with age.

62% of respondents support the overall proposals to improve transport in the Norwich area, only 16% said they don't.

Similarly 63% believe the Bus Rapid Transit (BRT) proposals will improve travel, only 14% said that it wouldn't and 58% agreed with the suggested routes.

The City Centre proposals received strong support, with 73% supporting all or part of the changes. The free text responses indicated some concern that they might inhibit access within the city, and this will need consideration in the development and consultation of specific proposals.

The proposed location of core cycle routes was supported by 55% of respondents. Off-road cycle routes (22%) were identified as the most likely measure to encourage more cycling. 49% said that reduced traffic flows in the City Centre would encourage them to walk more.

The free text responses have provided a rich source of feedback to help inform the Implementation Plan. By far the single most cited issue was the price of public transport (2,467 comments). There were also a large number of general positive comments, and a significant number of positive and negative comments about the City Centre proposals.

## 3. Methodology

### 3.1 Overview

To ensure that the public consultation reached a wide audience, a combination of postal and online questionnaires was selected.

A 16 page booklet outlining the NATS interventions and explaining the context of the proposals was also created.

The booklet detailed:

- Work to date
- The extent of the housing growth planned for the area
- Environmental impacts of transport
- Proposals for the City Centre
- Proposed walking and cycling routes
- Proposed Bus Rapid Transit (BRT) and bus routes
- Proposed rail service improvements
- Proposals to improve traffic flows including the Northern Distributor Road (NDR)
- Proposed timescale for delivery

This was supported by a series of exhibitions, manned by members of the NATS team, which took place at venues in and around Norwich.

### 3.2 Paper Questionnaire

A paper questionnaire consisting of twenty-two questions, four of which were free-text responses, was developed and distributed to 160,723 homes within the Norwich Policy Area.

A 'pack' containing the 16 page booklet, questionnaire and freepost envelope was delivered by Royal Mail between 28 September and 2 November 2009. A full list of the postcodes selected for distribution is included in **Appendix B**.

A deadline of 27 November 2009 was set for the consultation. However, responses received up to 7 days after that date were also included in the analysis to compensate for any potential delivery delays from earlier Royal Mail strikes.

Responses were scanned and a thorough checking process was undertaken to verify the scanning process. The data was then analysed using specialised research software.

Free-text responses were coded into specific categories specific for this consultation. Due to the large number of comments received, and the unstructured manner in which many were submitted, all comments were coded regardless of where they were written on the questionnaire document. This accounted for all opinions expressed through the consultation and not just those written for designated free-text response questions.

The questionnaire included standard Norfolk County Council ethnicity, age and disability questions, and invited respondents to include their postcode. Postcodes have been plotted to show the geographical location of respondents and can be found in **Appendix E**.



### 3.3 Online Questionnaire

An online version of the paper questionnaire was provided throughout the consultation period. The functionality and layout of the online questionnaire was closely matched to the paper version.

The responses were hosted on a secure remote server and links to the questionnaire were made available on the 'Transport for Norwich' section of Norfolk County Council's website. The information contained within the printed 16 page booklet was also displayed on this section of the website to ensure the same information was available.

The link to the online questionnaire ([www.norfolk.gov.uk/norwichtransport](http://www.norfolk.gov.uk/norwichtransport)) was promoted on all consultation literature, at the exhibitions and in press releases issued during the consultation period.

Responses were downloaded from the secure server and analysed using specialised research software.

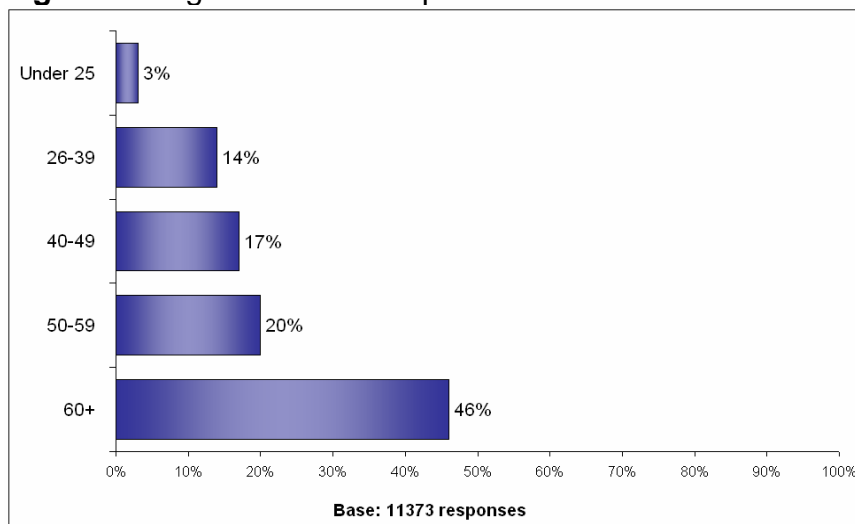
## 4. Profile of Respondents

### 4.1 Total Responses

In total, 11,629 responses were received. Of these, 95% (11,046) were completed paper questionnaires and the remaining 5% (583) were completed online.

A higher proportion of people aged 60 years and over completed the survey compared to other age groups. **Figure 4.1** shows the breakdown of age groups.

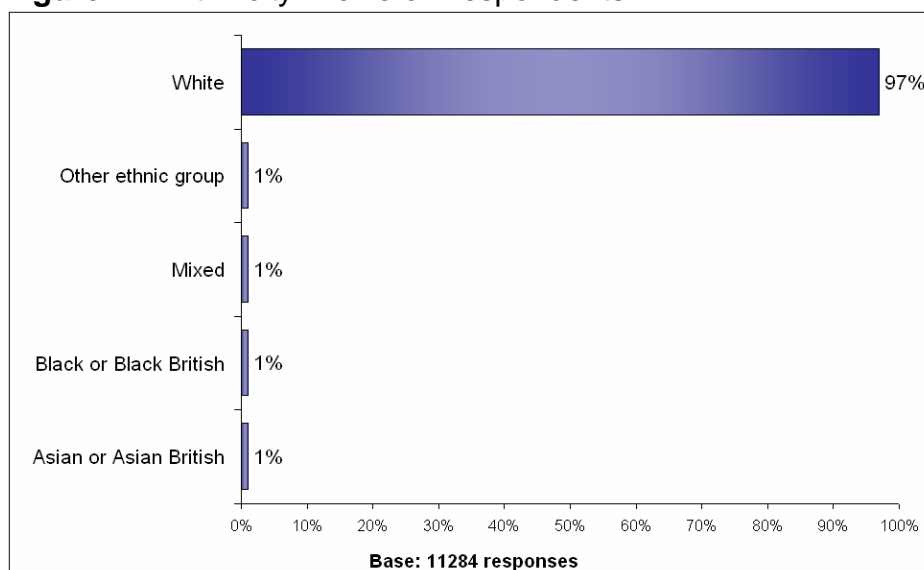
**Figure 4.1** Age Profile of Respondents



Source: Mott MacDonald

The largest proportion of respondents to the survey was of 'white' ethnicity (97%) as shown in **Figure 4.2**.

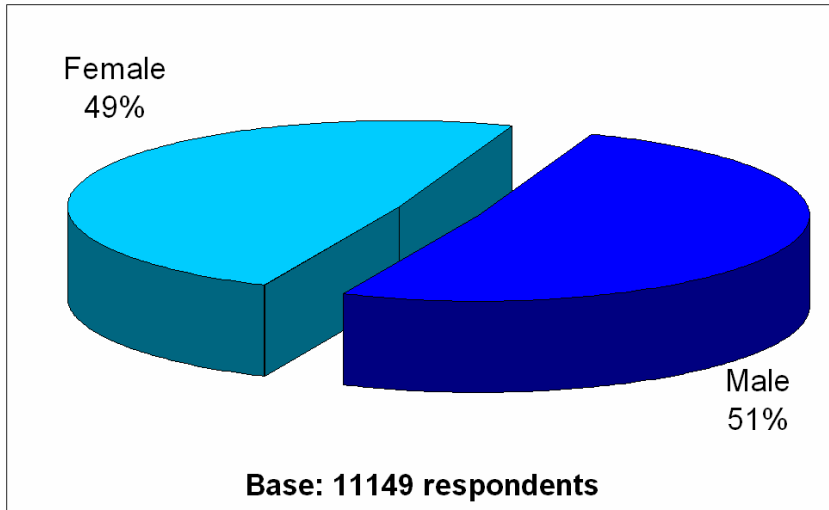
**Figure 4.2:** Ethnicity Profile of Respondents



Source: Mott MacDonald

**Figure 4.3** shows the gender profile of respondents. This was split relatively evenly between male and female (51% and 49% respectively).

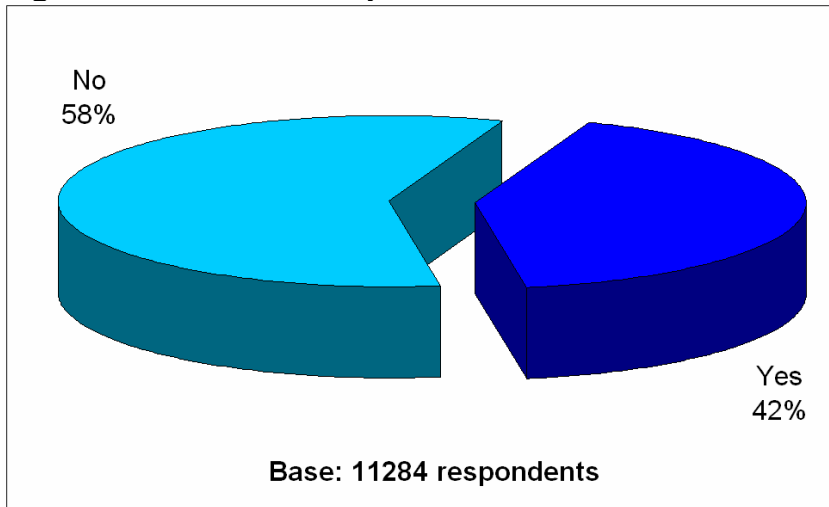
**Figure 4.3:** Gender Profile of Respondents



Source: Mott MacDonald

The number of concessionary pass holders reflected the age profile of the sample. 42% of all respondents held a concessionary pass as shown in **Figure 4.4**. This indicates a very high take up rate for concessionary passes in the survey area.

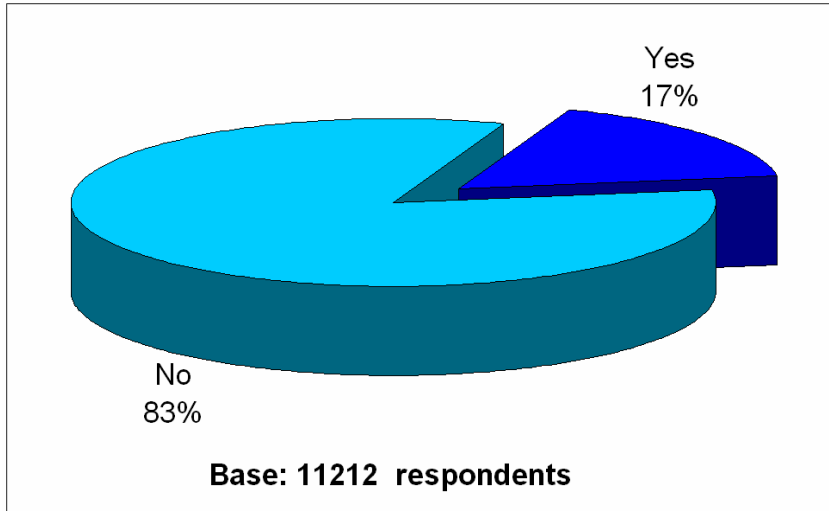
**Figure 4.4:** Concessionary Pass Holders



Source: Mott MacDonald

Respondents were asked whether they considered themselves as 'having a disability or long term illness that affects day-to-day activities'. 17% indicated that they had a disability (see **Figure 4.5**).

**Figure 4.5:** Respondents Indicating a Long Term Illness or Disability



Source: Mott MacDonald

#### 4.2 Free Responses

The total number of free-text responses received was 24,158. All responses submitted on questionnaires were counted, including those unassigned to any specific question.

Free-text responses were coded into specific categories specific for this consultation and a total of 116 different codes were used. All codes used are detailed in **Appendix F**.

## 5. Analysis of Responses

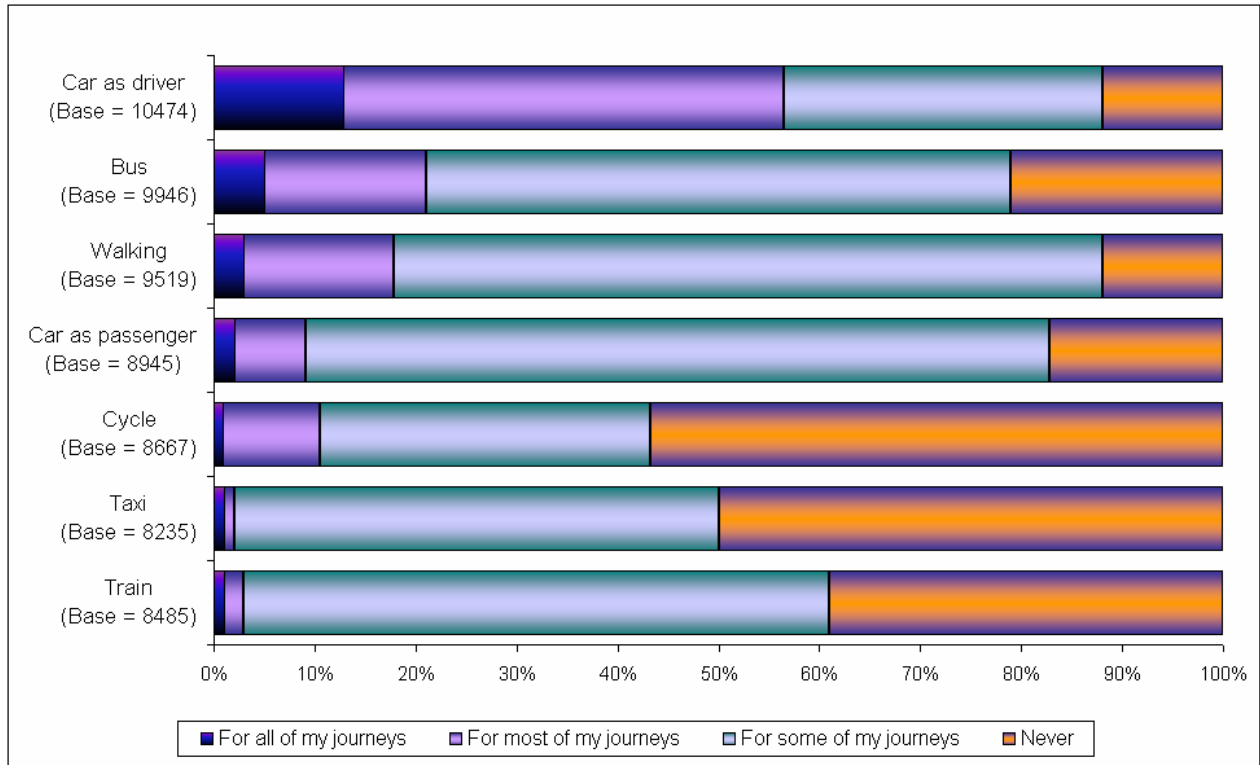
### 5.1 Question 1: Current Mode Choice

Respondents were asked how often they used different modes of transport. The greatest level of response for ‘all of my journeys’ was 13% which was received for car as a driver, which was more than double that recorded for bus travel.

Similarly, ‘for most of my journeys’ the highest level of response is for car as driver journeys.

Amongst public transport users, respondents were more likely to use the bus than train whilst around half of the sample said they never cycle or use taxis.

**Figure 5.1: Mode Choice and Frequency**

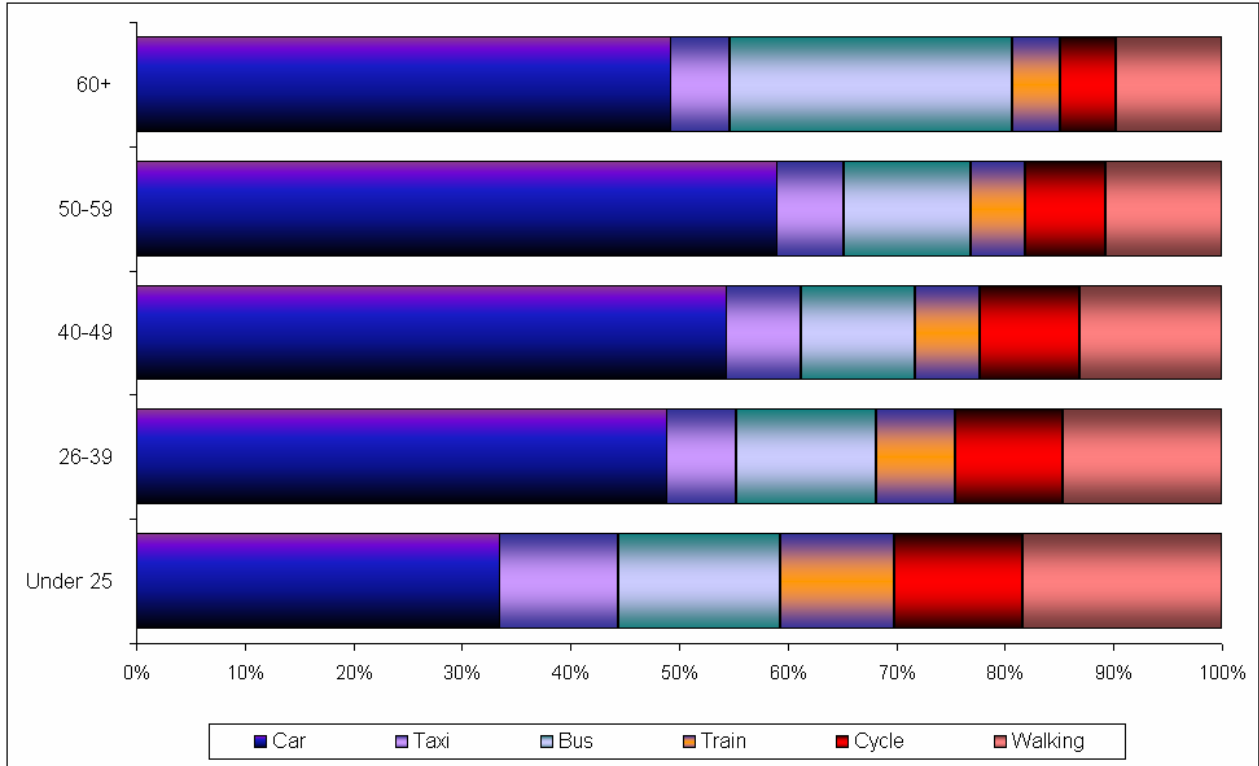


Source: Mott MacDonald

Essential use of public transport is higher amongst the young and older age groups. **Figure 5.2** shows the dependence on bus services for ‘all’ journeys was of greater importance to those under the age of 25 and those 60 years old and over. These groups were also least likely to say they use the car for all of their journeys.

Similarly, the viability of walking and cycling as a primary mode choices declines with age, particularly for those aged 60 or over for whom mobility problems could be a key issue.

**Figure 5.2: Mode Choice for All Journeys by Age Group**



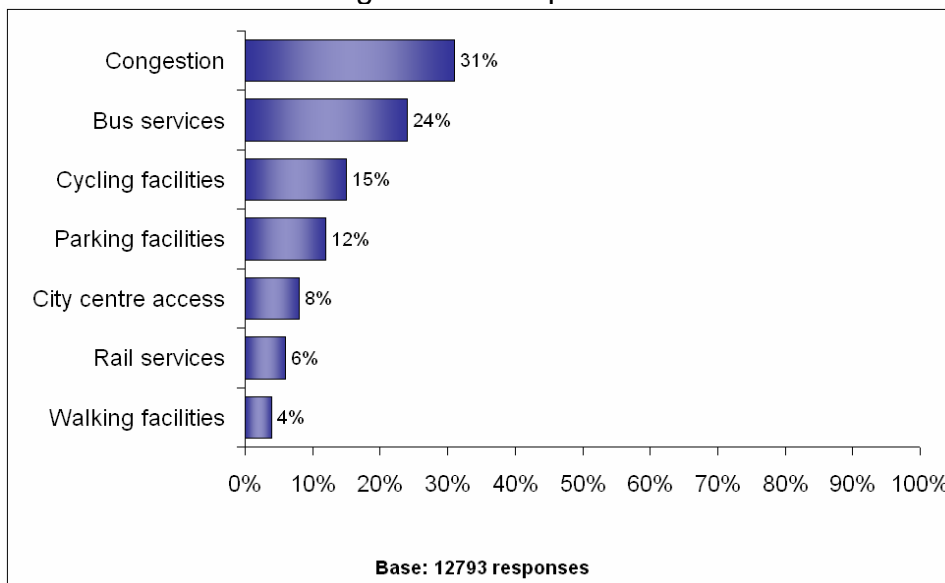
Source: Mott MacDonald

5.2 Question 2: Priorities for Improvement

Respondents were asked which transport areas they felt needed the most improvement. Relieving congestion was perceived to be the most important factor at 31%, followed by bus services. Other factors such as walking facilities (4%), rail services (6%) and city centre access (8%) were seen to be less of a priority.

**Figure 5.3: Perceived Priorities for Improvement**

Q2: Which of the following needs to improve most?



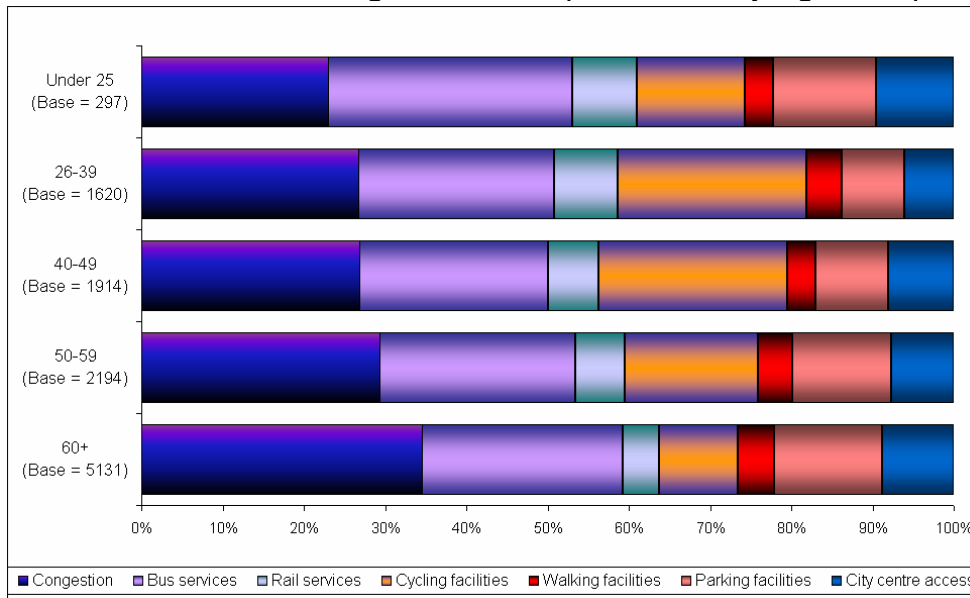
Source: Mott MacDonald

**Figure 5.4** shows how the perception of respondents varies by age. Generally, there was little difference by age, however younger and older groups (under 25 and over 60) were least concerned with cycling facilities with only 14% and 11% respectively saying they felt this area should be improved.

The largest group for walking and cycling journeys are the under 25s (**Figure 5.2**).

**Figure 5.4: Perceived Priorities for Improvement by Age**

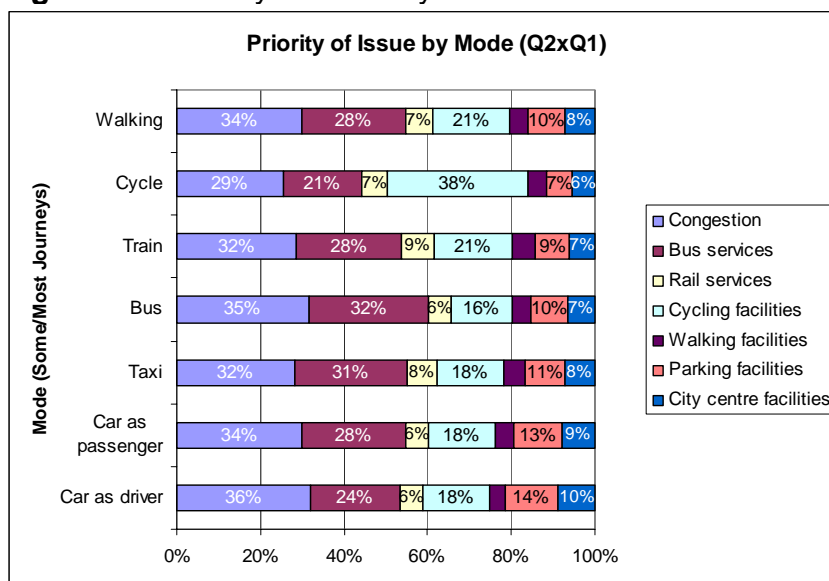
Q2: Which of the Following Needs to Improve Most by Age Group



Source: Mott MacDonald

**Figure 5.5** shows a cross-tabulation of question 2 and question 1, demonstrating how the priority of issues is affected by mode choice. In general, mode choice has little impact on priority of issues, with the exception of cycling improvements for cyclists.

**Figure 5.5: Priority of Issue by Mode**



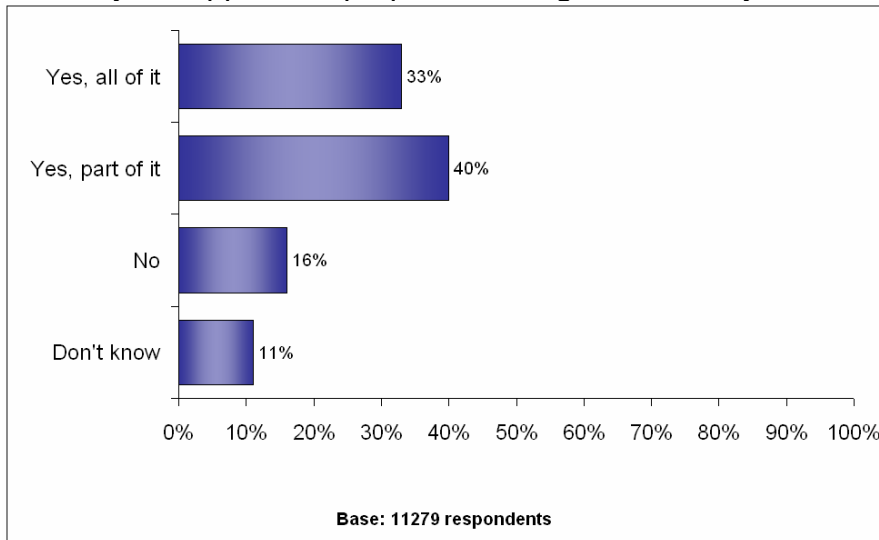
Source: Mott MacDonald

### 5.3 Question 3: Support for City Centre Proposals

In order to gauge views on proposed changes to the City Centre, respondents were asked to state the extent to which they agreed with the changes. 73% of the sample either agreed with all or part of the proposed changes. Only 16% said they did not agree with the proposal and 11% responded 'don't know'.

**Figure 5.6:** Support for City Centre Proposals

Q3: Do you support our proposed changes in the City Centre?



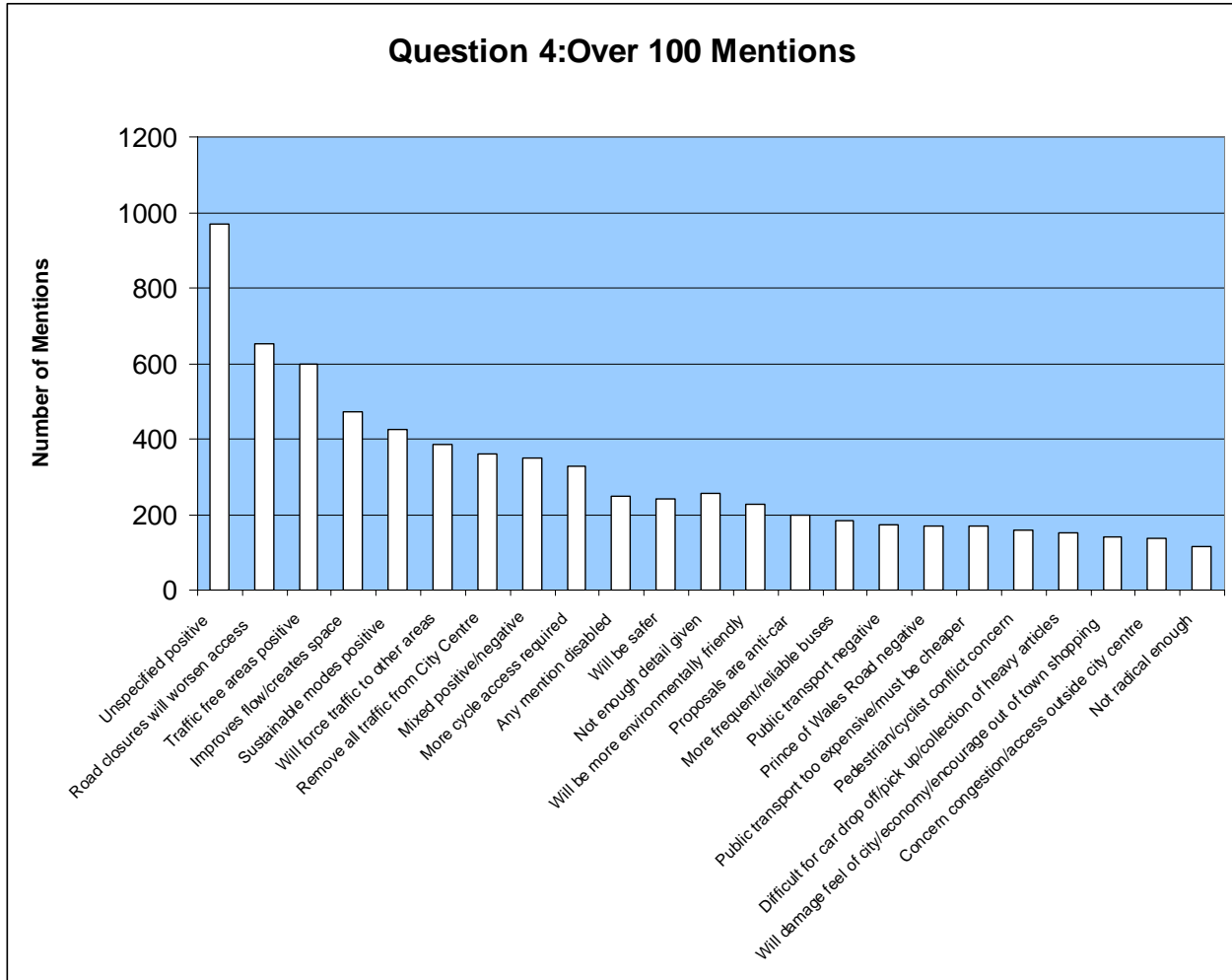
Source: Mott MacDonald

### 5.4 Question 4: Free Response for City Centre Proposals

A total of 9,127 responses were recorded at question 4. **Figure 5.7** below shows the themes which recorded at least 100 responses.



**Figure 5.7:** Question 4: Free Responses >100



Source: Mott MacDonald

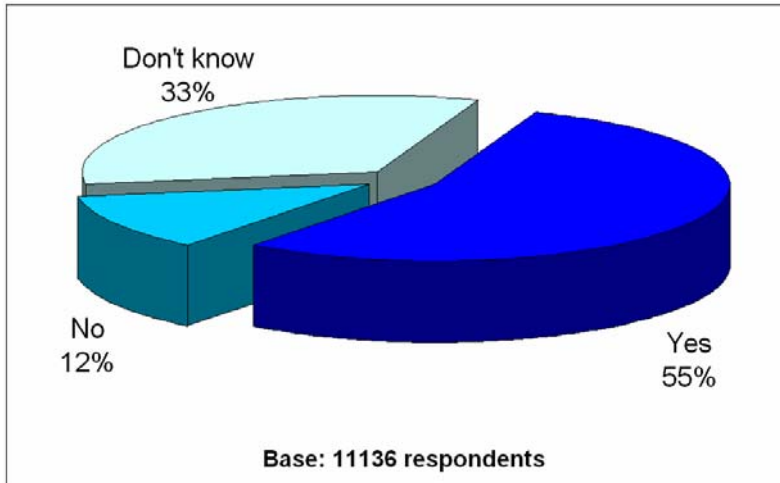
The most popular theme at question 4 shows general support for the proposals. There was considerable support for traffic-free areas and for the benefits to be made by removing traffic from busy shopping areas. However concern was also expressed about the impact on access to the City Centre and the displacement of traffic.

### 5.5 Question 5: Support for Cycling Proposals

55% of respondents expressed their agreement with the proposed cycling routes shown within the consultation booklet. 33% were unsure, which may indicate a requirement for greater detail and communication of exact routes once finalised, including highlighting the benefits of what this will achieve and support.

**Figure 5.8:** Support for Cycling Proposals

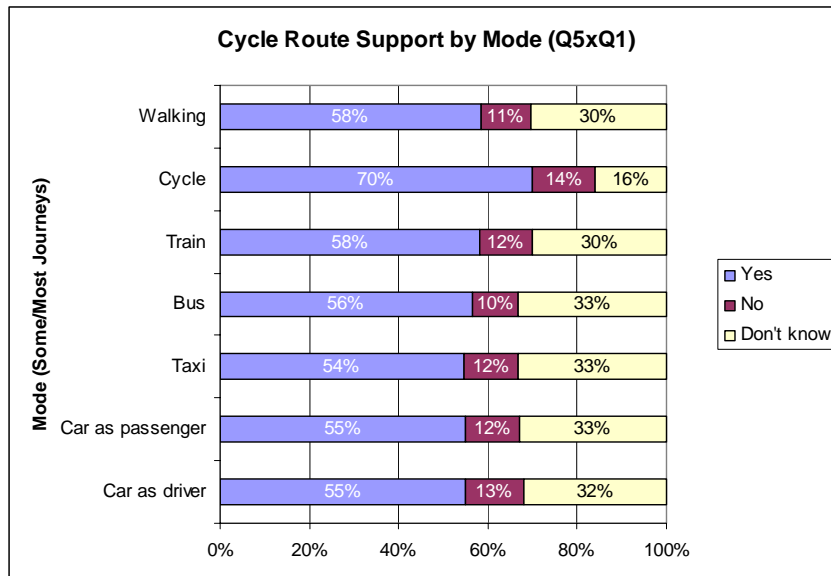
Q5: Do you agree with the core locations of the cycle routes shown in Figure 2 of the booklet?



Source: Mott MacDonald

It is probably unsurprising that support for cycling proposals is greatest amongst those who currently cycle (**Figure 5.9**).

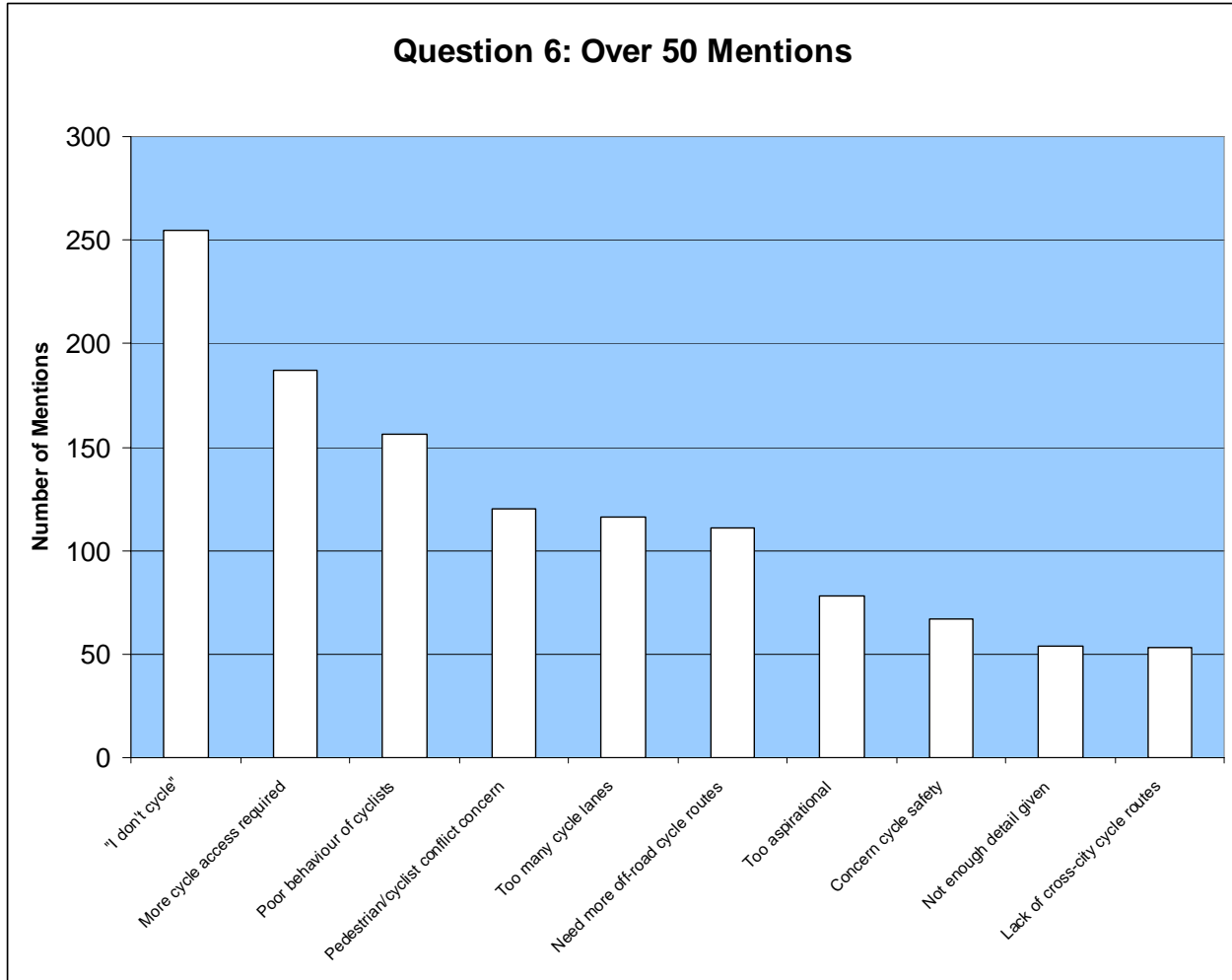
**Figure 5.9:** Support for Cycling Proposals by Mode



5.6 Question 6: Free Response for Cycling Proposals

The most popular code at question 6 was 'I do not cycle'. Considerable support was shown for even greater levels of cycle access than proposed in the consultation booklet. However, there was strong resistance to greater use of shared use facilities and concern over the number of cyclists riding on pavements and through red lights at traffic signals.

**Figure 5.9:** Question 6: Free Responses >50



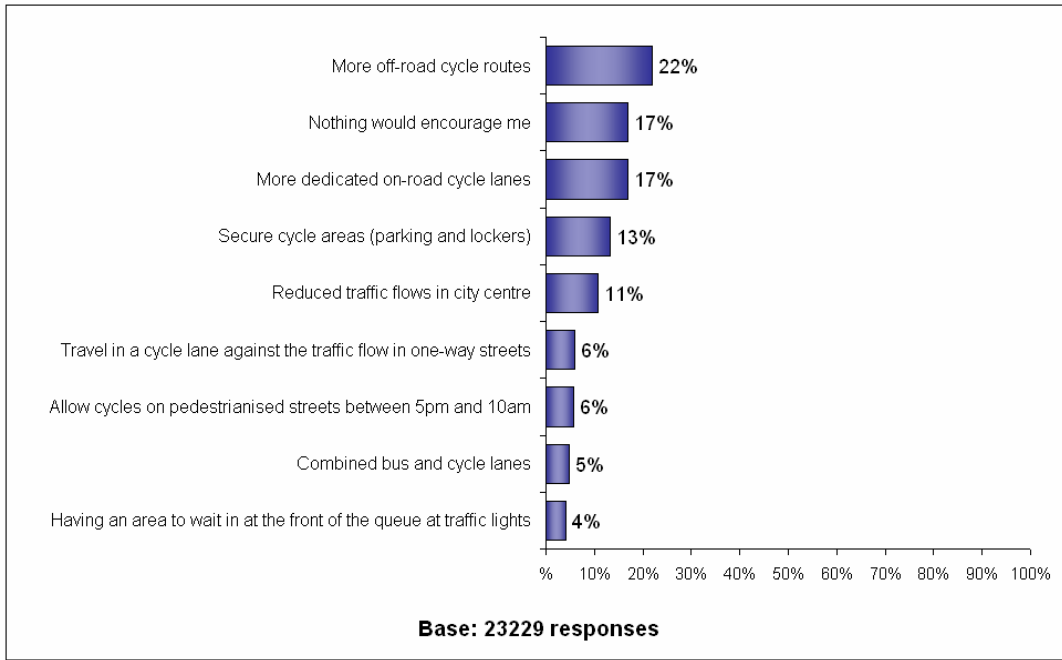
Source: Mott MacDonald

5.7 Question 7: Priorities for Cycling Improvements

Just under a fifth of the sample (17%) said nothing would encourage them to cycle more. Factors most likely to encourage cycling were more ‘off-road cycle routes’ (22%), ‘more dedicated on-road cycle lanes’ (17%) and ‘secure cycle areas’ (13%).

Less support was received for advance stop lines at traffic lights (4%), ‘combined bus and cycle lanes’ (5%), ‘contra-flow cycle lanes in one way streets’ (6%) and ‘allowing cycles on pedestrianised streets between 5pm and 10am’ (6%).

**Figure 5.10: Priorities for Cycling Improvements**



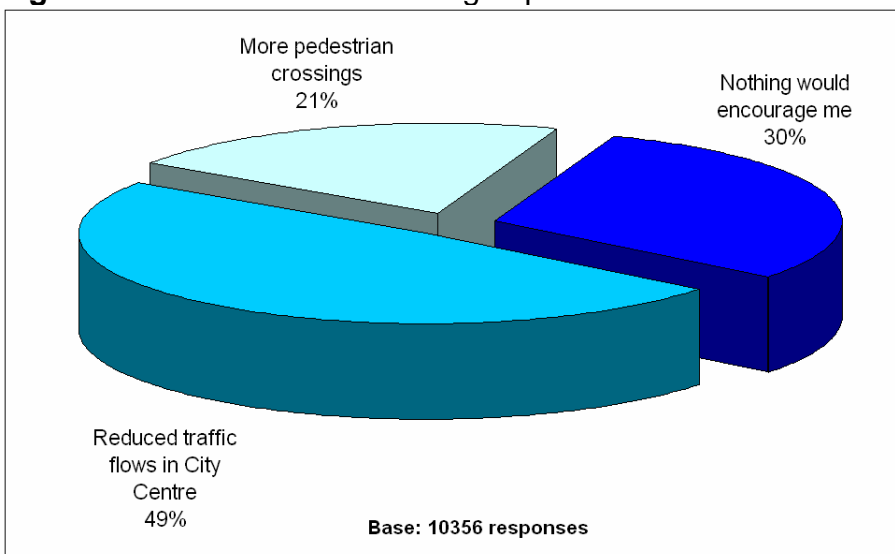
Source: Mott MacDonald

5.8 Question 8: Priorities for Walking Improvements

Respondents were asked to indicate if any of three proposed walking improvements would encourage them to walk more than they already do. A third of respondents (33%) said nothing would encourage them to walk more. The free responses support this, with a substantial number of respondents stating they could not walk more than they already do.

In contrast, nearly half of respondents (47%) said they would be encouraged ‘by reduced traffic flows in the City Centre’, and 20% stated that ‘more pedestrian crossings’ were a top priority.

**Figure 5.11: Priorities for Walking Improvements**

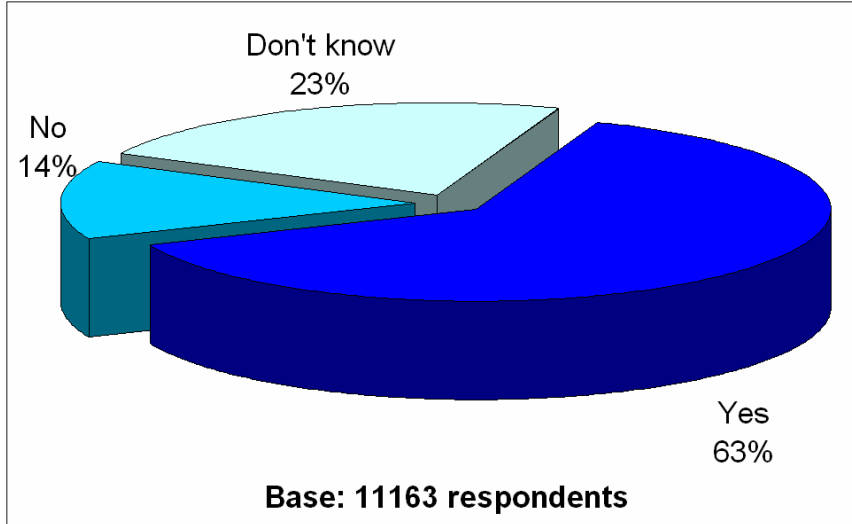


Source: Mott MacDonald

5.9 Question 9: Support for Bus Rapid Transit Proposals

Respondents were asked whether they thought the proposed plans for the Bus Rapid Transit (BRT) would improve travel in and around Norwich. **Figure 5.12** shows strong support of 63% was received, with 14% disagreeing and 23% who were unsure.

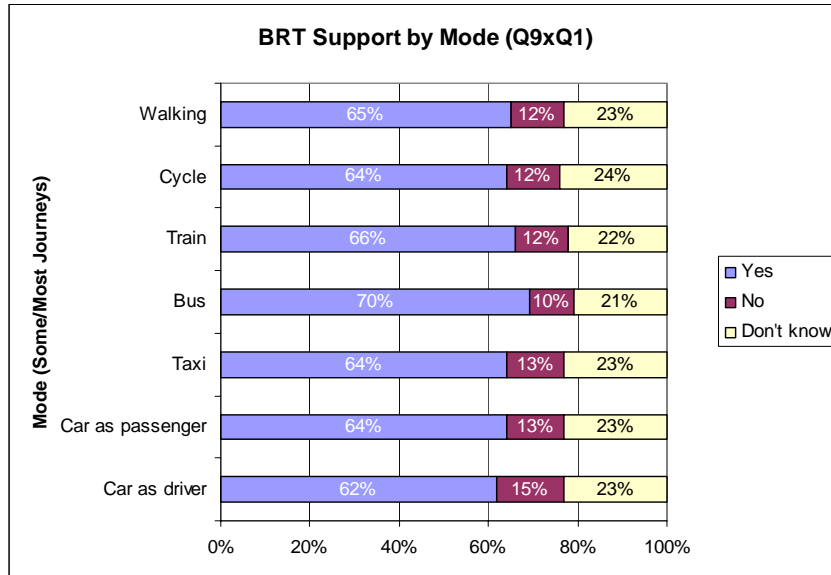
**Figure 5.12: Support for Bus Rapid Transit Proposals**



Source: Mott MacDonald

The highest level of support for BRT is from those currently travelling by bus. It is interesting to note that the highest level of disagreement is recorded amongst car drivers.

**Figure 5.13: Support for BRT Proposals by Mode**

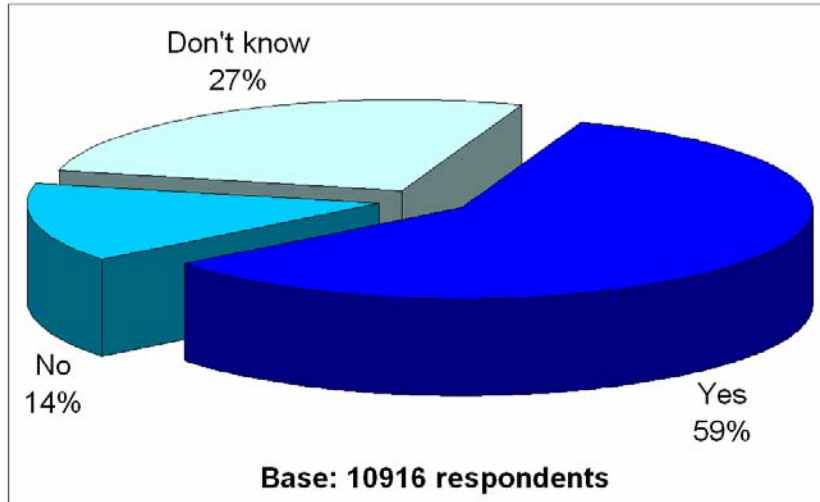


Source: Mott MacDonald

5.10 Question 10: Support for Bus Rapid Transit Routes

When looking at the proposed routes for BRT, over half of the sample (59%) agreed with the suggested routes, and 27% were unsure.

**Figure 5.14: Support for BRT Routes**



Source: Mott MacDonald

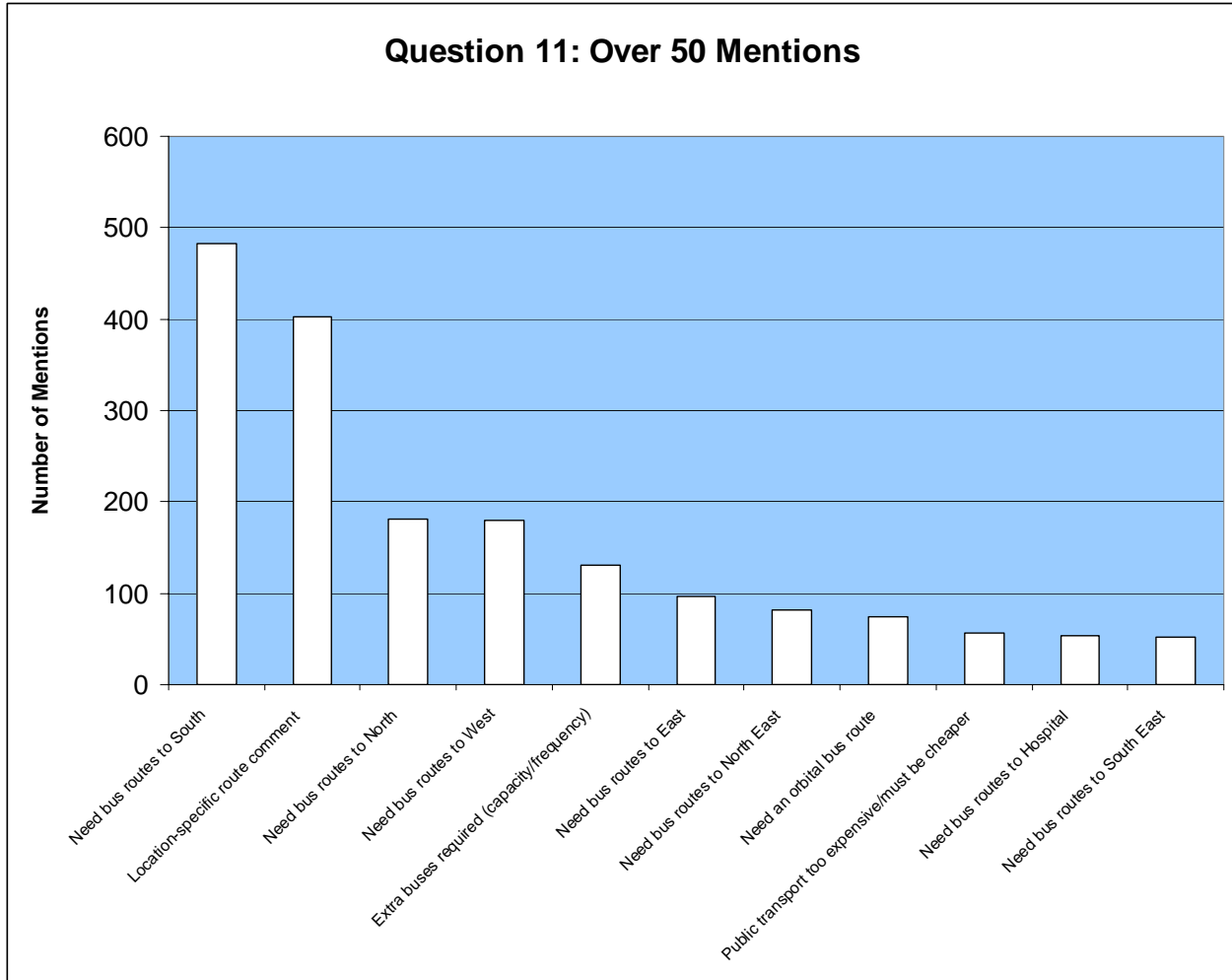
#### 5.11 Question 11: Free Response for Bus Rapid Transit Proposals

The largest number of comments received at question 11 was for more BRT routes to the south of the city. Towns such as Mulbarton and Stoke Holy Cross received numerous mentions. It is not possible to distil if these comments are generated by a genuine demand for services or if they are a result of respondents seeing a 'gap' on the proposed BRT route map contained within the consultation booklet.

Location-specific comments consisted of particular references to junctions and streets and it was not possible to further refine the codes to sensibly accommodate these.

It is worth noting that references to a form of orbital service for the city were apparent from responses. Whilst comments varied between whether the route should be on the Inner or Outer Ring Road, the desire to travel from location to location without having to pass through the City Centre (with a time and financial penalty) was clearly communicated in the comments.

**Figure 5.15: Question 11: Free Responses >50**



Source: Mott MacDonald

### 5.12 Question 12: Priorities for Rail Improvements

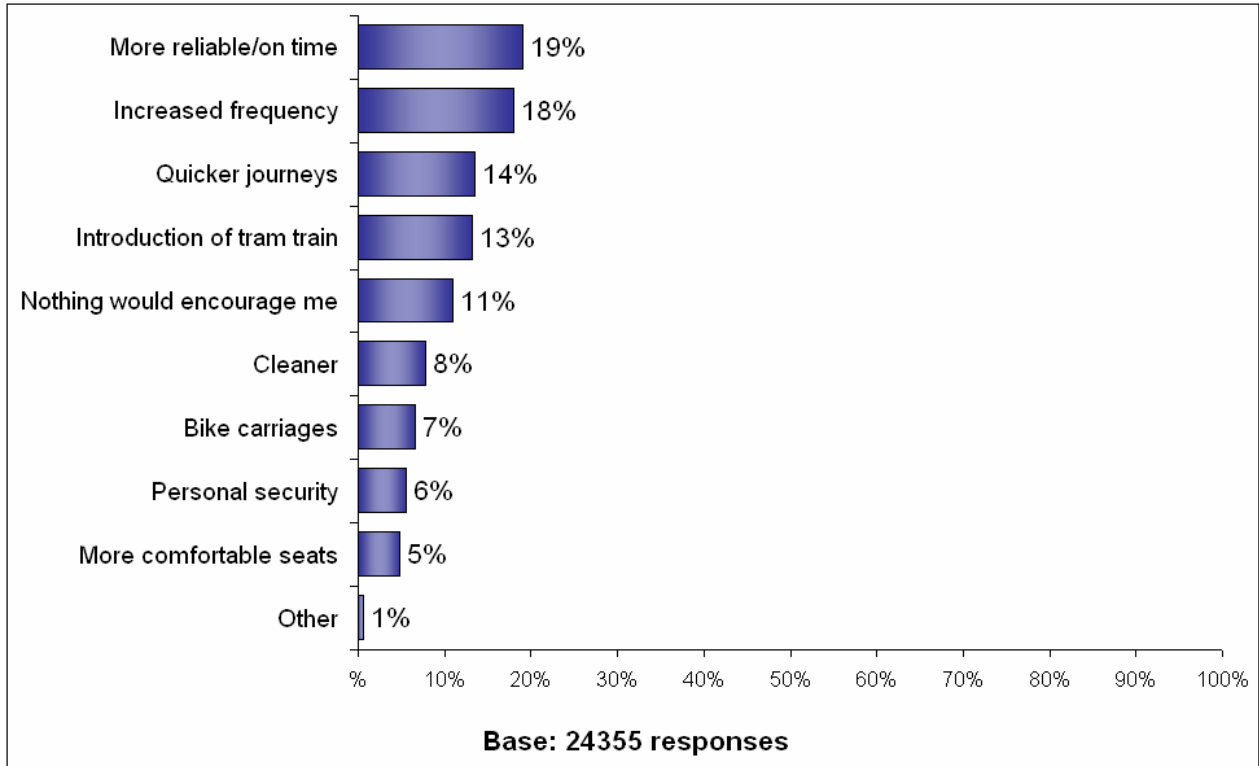
Respondents were asked which factors would most likely encourage them to use train services more often. **Figure 5.16** details the breakdown of responses.

11% of respondents mentioned that nothing would encourage them to use trains more often. Better reliability and increased frequency were the factors most likely to encourage increase usage of trains (19% and 18% respectively).

Factors considered of lesser importance were 'more comfortable seats' (5%) and 'personal security' (6%).

**Figure 5.16: Priorities for Rail Improvements**

Q12: Which 3 of the following improvements would encourage you to use the train more often?

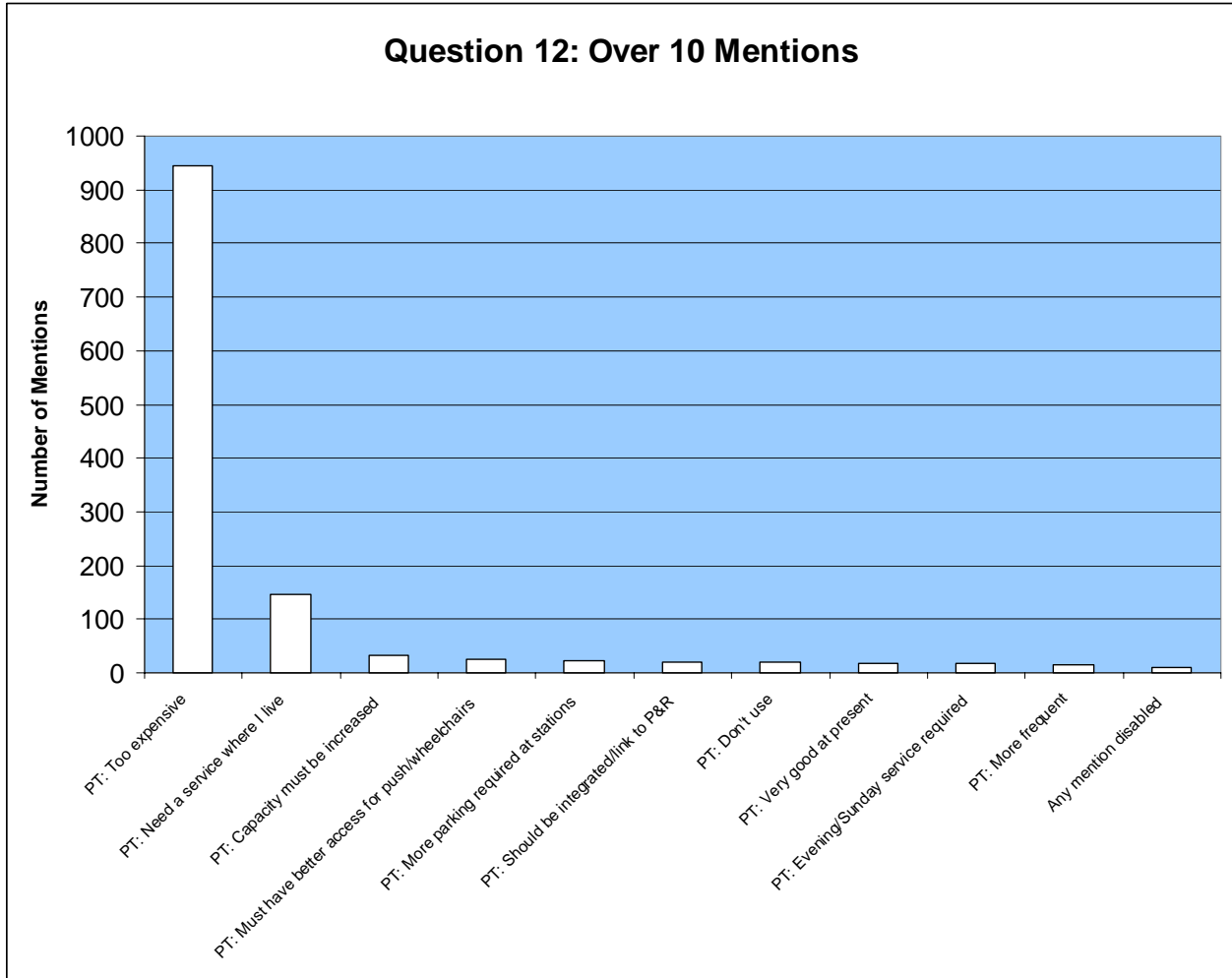


Source: Mott MacDonald

An overwhelming 70% of free responses received at question 12 related to the cost of rail travel. On a more positive note, a number of comments did specifically mention that the service in general was of a good standard, and that value for money on longer journeys was reasonable.



**Figure 5.17: Question 12: Free Responses >10**



Source: Mott MacDonald

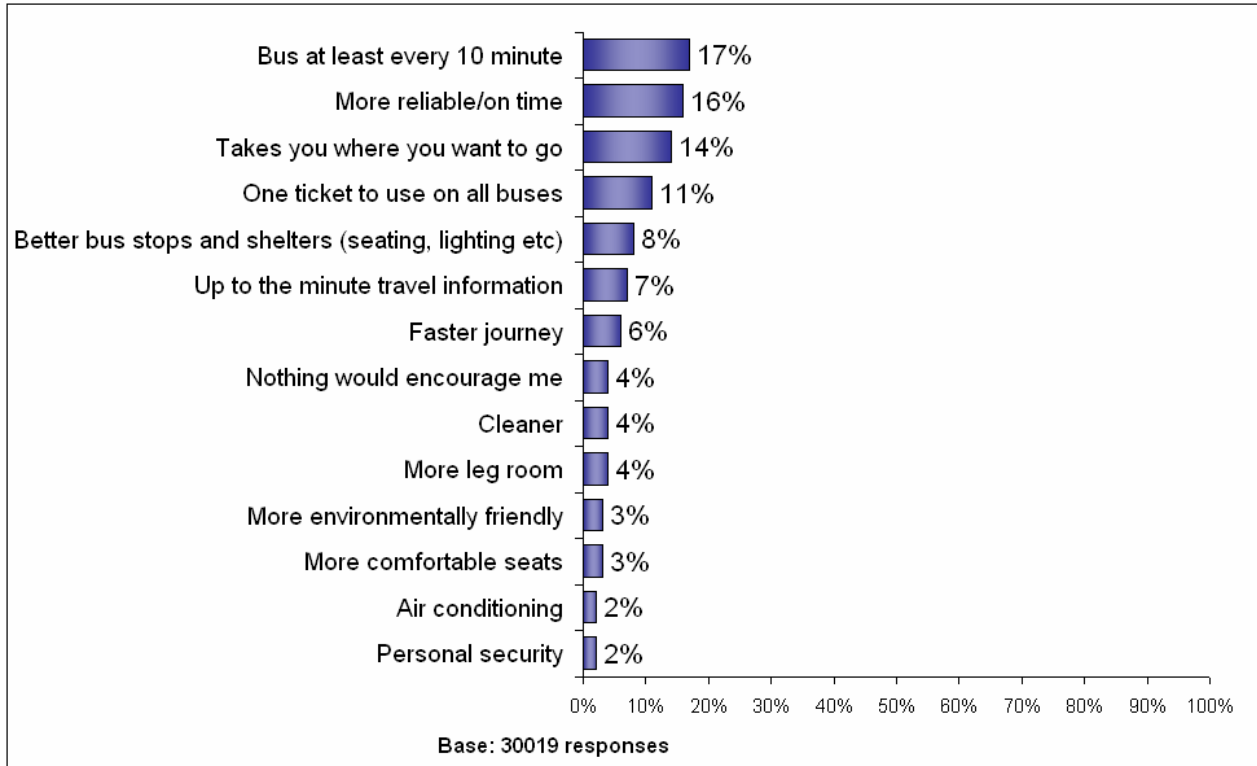
5.13 Question 13: Priorities for Bus Improvements

Respondents were asked to choose which factors were most likely to encourage an increase in bus use. As with trains, better reliability and frequency were seen as the most important (both ‘more reliable/on time services’ and a ‘bus at least every ten minutes’ were rated the highest at 16% and 17% respectively).

Only 5% of people stated that despite improvements ‘nothing’ would encourage them to use buses more often.

**Figure 5.18: Priorities for Bus Improvements**

Q13: Which 3 of the following improvements would encourage you to use the bus more often?

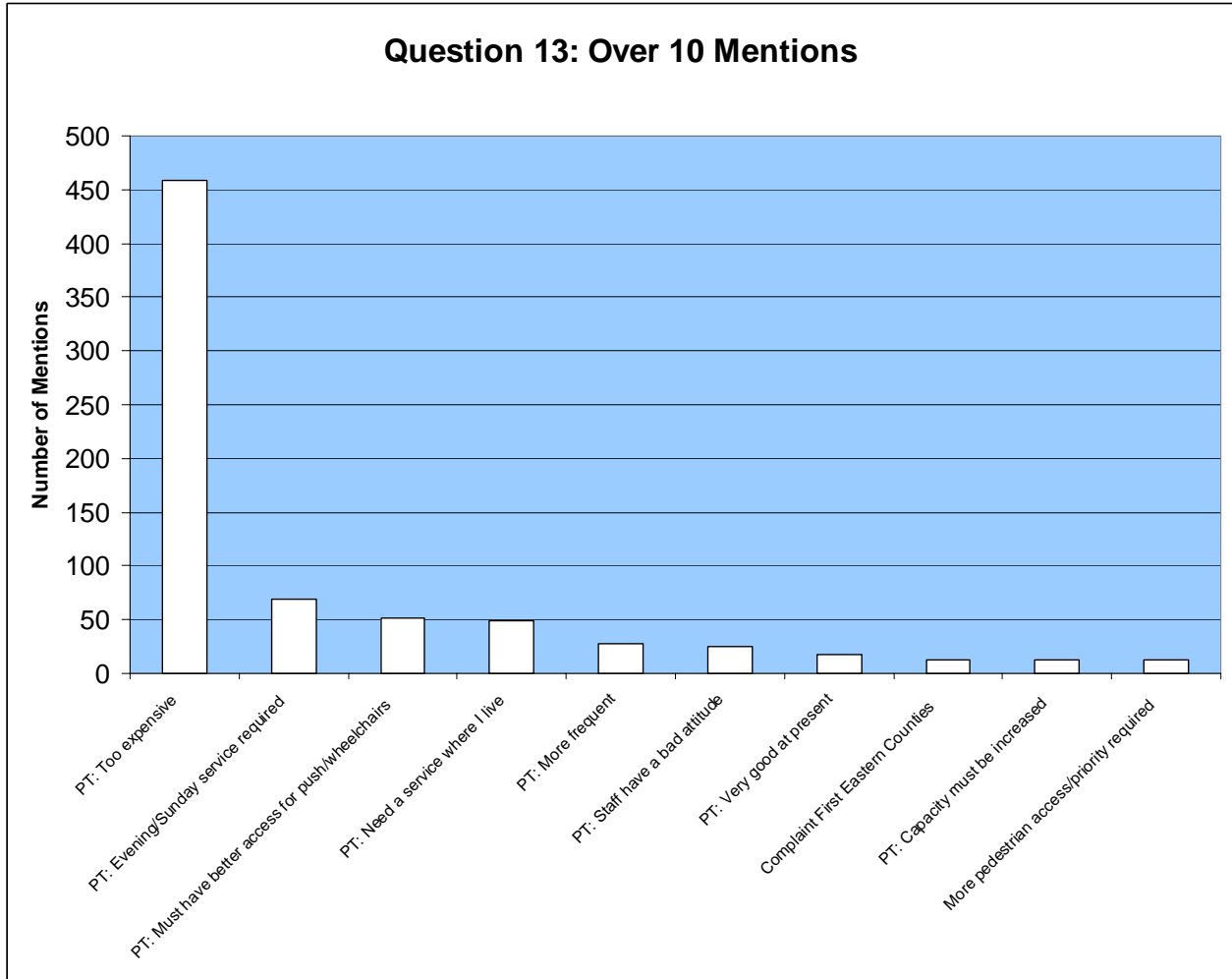


Source: Mott MacDonald

As seen at question 12, the cost of bus travel accounted for the greatest level of responses with almost 54% of all received relating to cost.

The requirement for evening and Sunday services was also noted, along with accessibility issues for both rural dwellers and those using wheelchairs and pushchairs.

**Figure 5.19: Question 13: Free Responses >10**



Source: Mott MacDonald

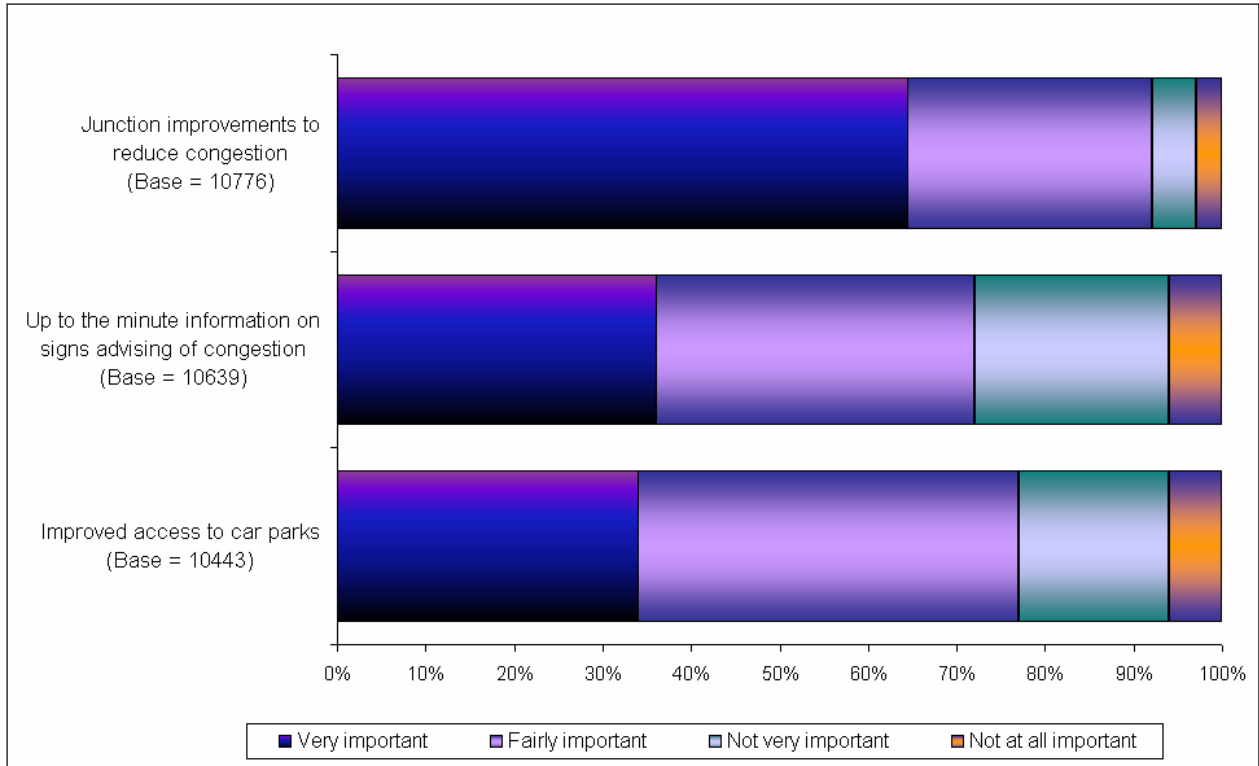
5.14 Question 14: Priorities for Traffic Flow Proposals

Respondents were asked to rank their support for each of 3 proposed solutions suggested to improve traffic flows in and around Norwich. ‘Junction improvements to reduce congestion’ was seen to be very important with 93% of the sample stating that this was either ‘very important’ or ‘fairly important’.

‘Up to the minute information’ and ‘improved access to car parks’ also received a high of support.

**Figure 5.20: Priorities for Traffic Flow Proposals**

Q14: How important would the following proposals be to improve traffic flow in and around Norwich?



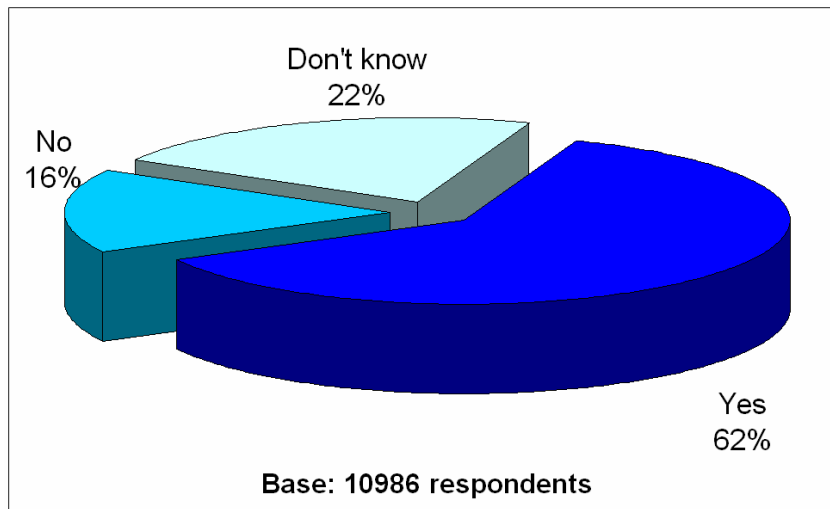
Source: Mott MacDonald

5.15 Question 15: Overall Support

62% of respondents agreed that the proposals outlined in the consultation booklet would improve the transport network.

**Figure 5.21: Overall Support for Proposals**

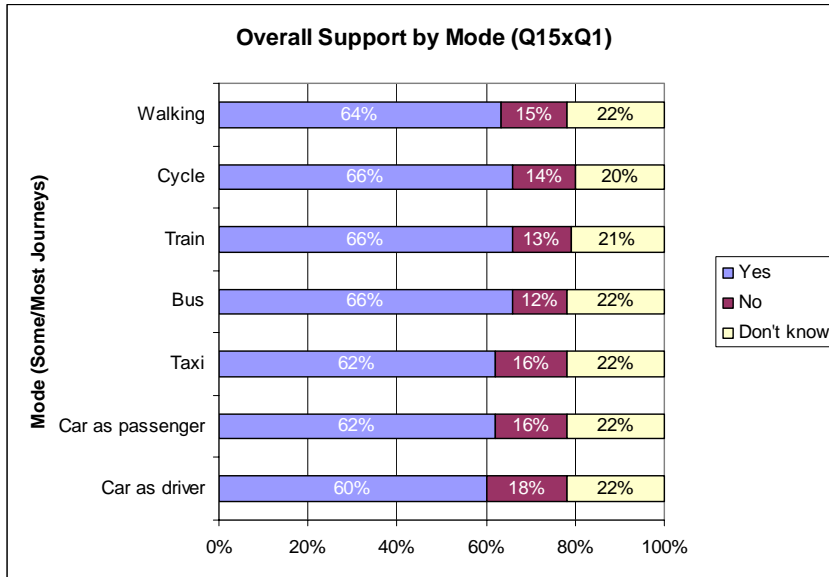
Q15: Do you think the proposals will help deliver improvements to the transport network in the Norwich area?



Source: Mott MacDonald

**Figure 5.22** shows how current mode choice impacts on the support shown for the overall proposals. Those currently using more sustainable modes show higher levels of support than car users.

**Figure 5.22: Support for Overall Proposals by Mode**



Source: Mott MacDonald

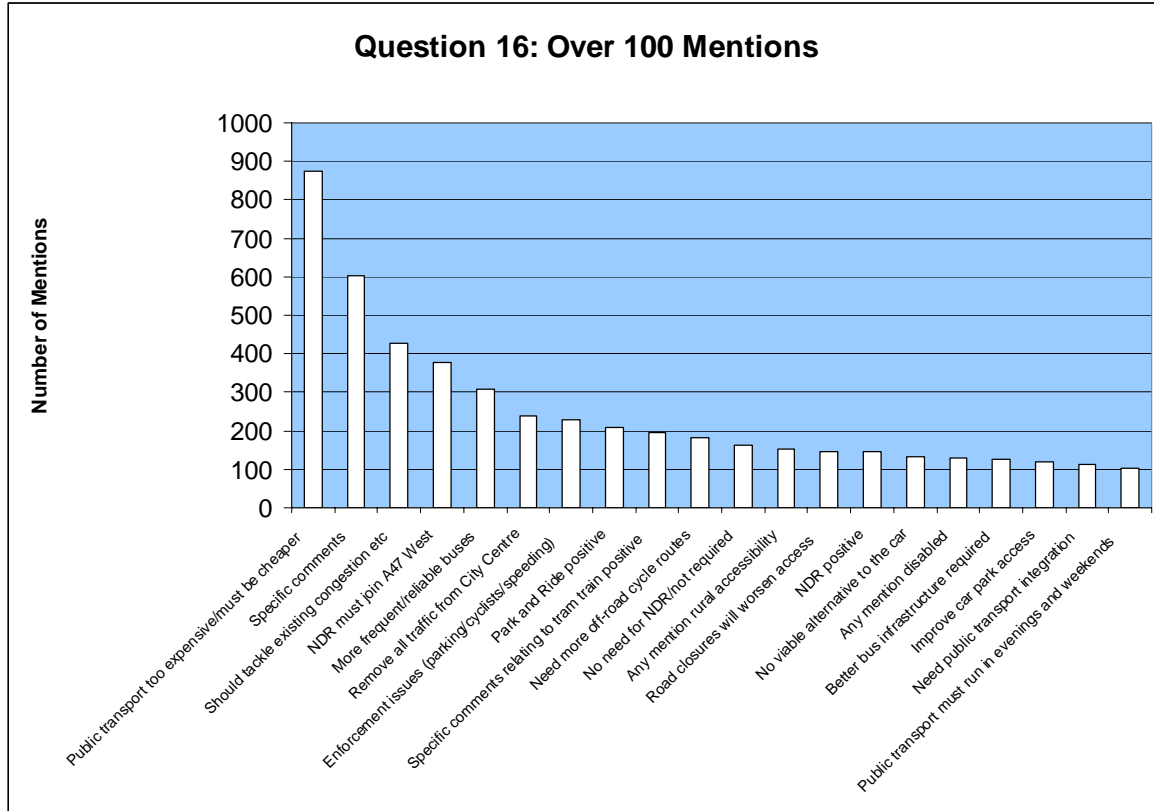
5.16 Question 16: Free Response ‘Anything Else?’

As seen previously, the cost of public transport was again the most popular response at question 16.

‘Specific comments’ includes a disparate mix of comments and it was not possible to refine codes to account for all of these.

Strong support was shown for tackling existing congestion hotspots and making better use of existing road space. Frequent comments made included improving the phasing of traffic signals and removing signals from roundabouts.

**Figure 5.23: Question 16: Free Responses >100**

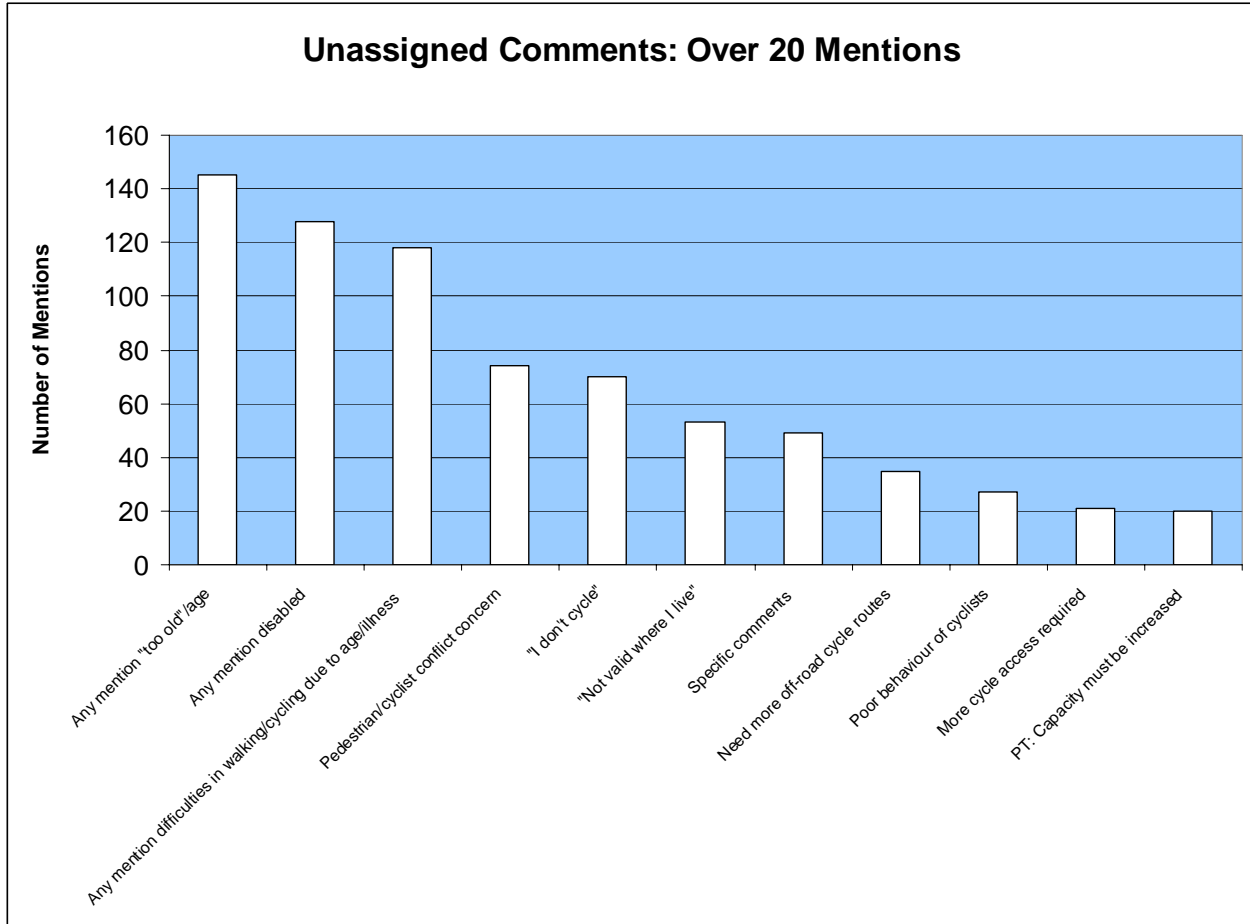


Source: Mott MacDonald

5.17 Comments Unassigned to Questions

Older respondents have contributed to a large number of comments relating to the physical incapability to use sustainable modes. They also expressed concern about proposals for facilities being shared between cyclists and pedestrians.

**Figure 5.24:** Comments Unassigned to Specific Question: >20



Source: Mott MacDonald

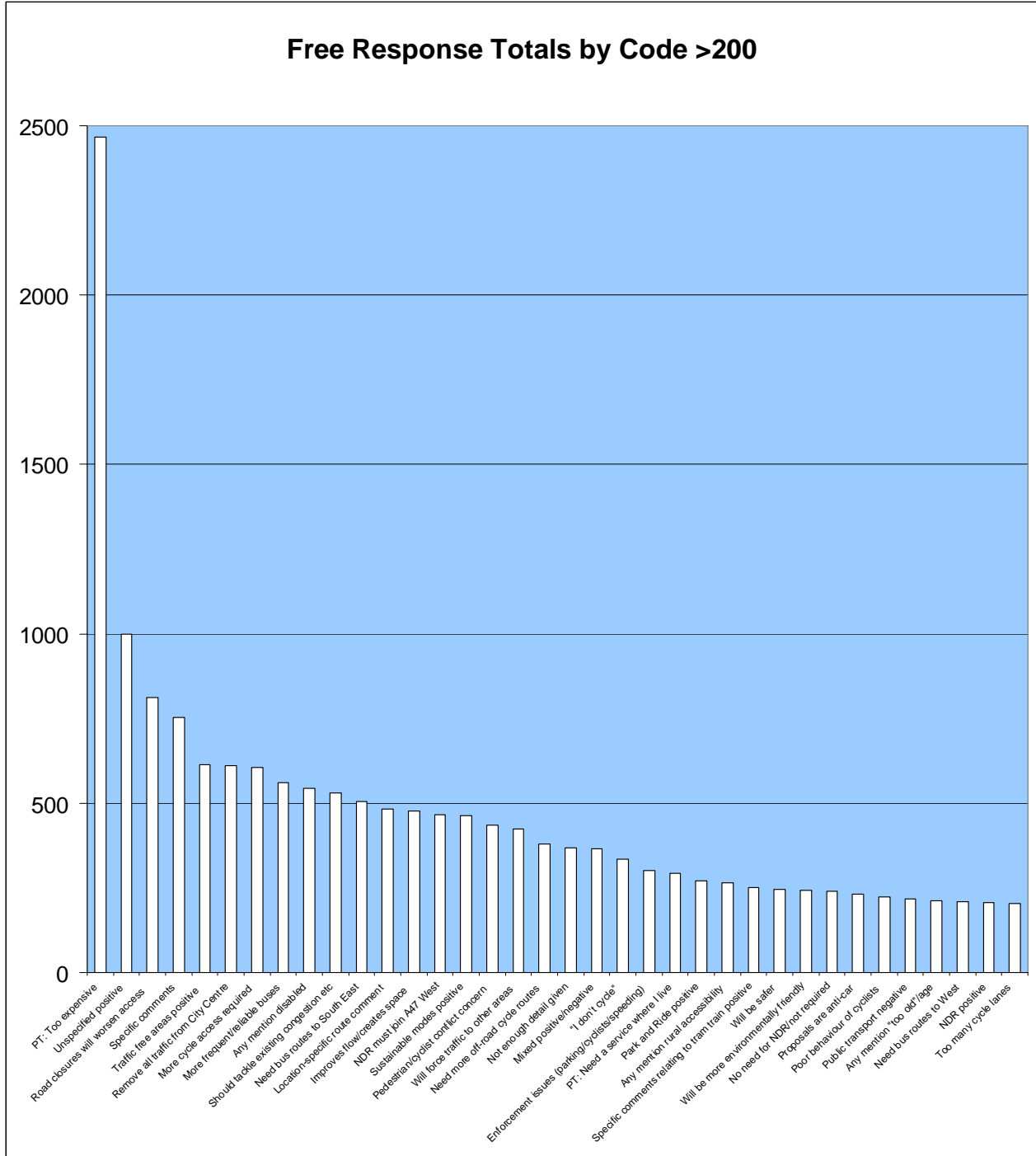
### 5.18 Free Response Totals

When considering all free responses received, across the entire questionnaire, the most significant theme is that public transport is too expensive or should be made cheaper (over 10% of all comments recorded). This was a matter considered to be extremely influential in modal choice and an issue that would be vital to address in terms of achieving the aspiration of making public transport a viable alternative for journeys. Those travelling within the City or as part of a family felt particularly strongly about the cost of bus travel versus car journeys.

A high number of positive comments were received, mostly related to the city centre proposals. It should be noted that comments related to city centre works were largely of the nature 'it looks reasonable' or 'it's worth a try'. However the level of support for City Centre proposals is encouraging and accounts for over 4% of all comments recorded.

**Figure 5.25** below shows the total for codes that received greater than 200 comments.

**Figure 5.25: Free Response Totals by Code: Greater than 200**



Source: Mott MacDonald



## 6. Online Questionnaire Responses

### 6.1 Total Responses

A total of 1,152 online responses were received. 581 responses are analysed in this report. The remaining 571 responses have been removed as these relate to an article in the 'Motorcycle News' publication entitled "Sabotage Norwich's Anti-Bike Survey".

### 6.2 *The Motorcycle News*

During the consultation period, the special-interest newspaper 'Motorcycle News' printed an article encouraging readers to 'wreck' the consultation by completing the questionnaire with random answers. This call to readers was in response to a lack of mention of motorcycling in the questionnaire.

A number of responses were received which had a strong focus on motorcycling and many incomplete questions. These correspond to the period after the above article was printed. To ensure that the survey as a whole was not biased towards motorcycling views resulting from this attempt to discredit the survey, these responses (571) have been removed from the dataset prior to analysis.

To ensure that the opinions of motorcyclists were accounted for appropriately, a code for motorcycling comments was created. A total of 70 genuine comments were received that related to motorcycle access/usage. This represents approximately 0.3% of all free-text responses counted in the questionnaire analysis.

## 7. Public Exhibitions

### 7.1 Overview

A series of public exhibitions were held during the consultation period (October – November 2009). The exhibitions were located in high profile, high footfall, easily accessible areas to offer a convenient opportunity to those who wished to raise issues or talk through the detail of any proposed schemes.

The exhibition featured a number of display boards created from the diagrams used in the consultation booklet and were permanently staffed by staff who had a good level of knowledge about the proposals.

The exhibitions were advertised across a range of media including a three week radio and press campaign. An example advertisement and press release is included in **Appendix G**.

### 7.2 Dates and Locations

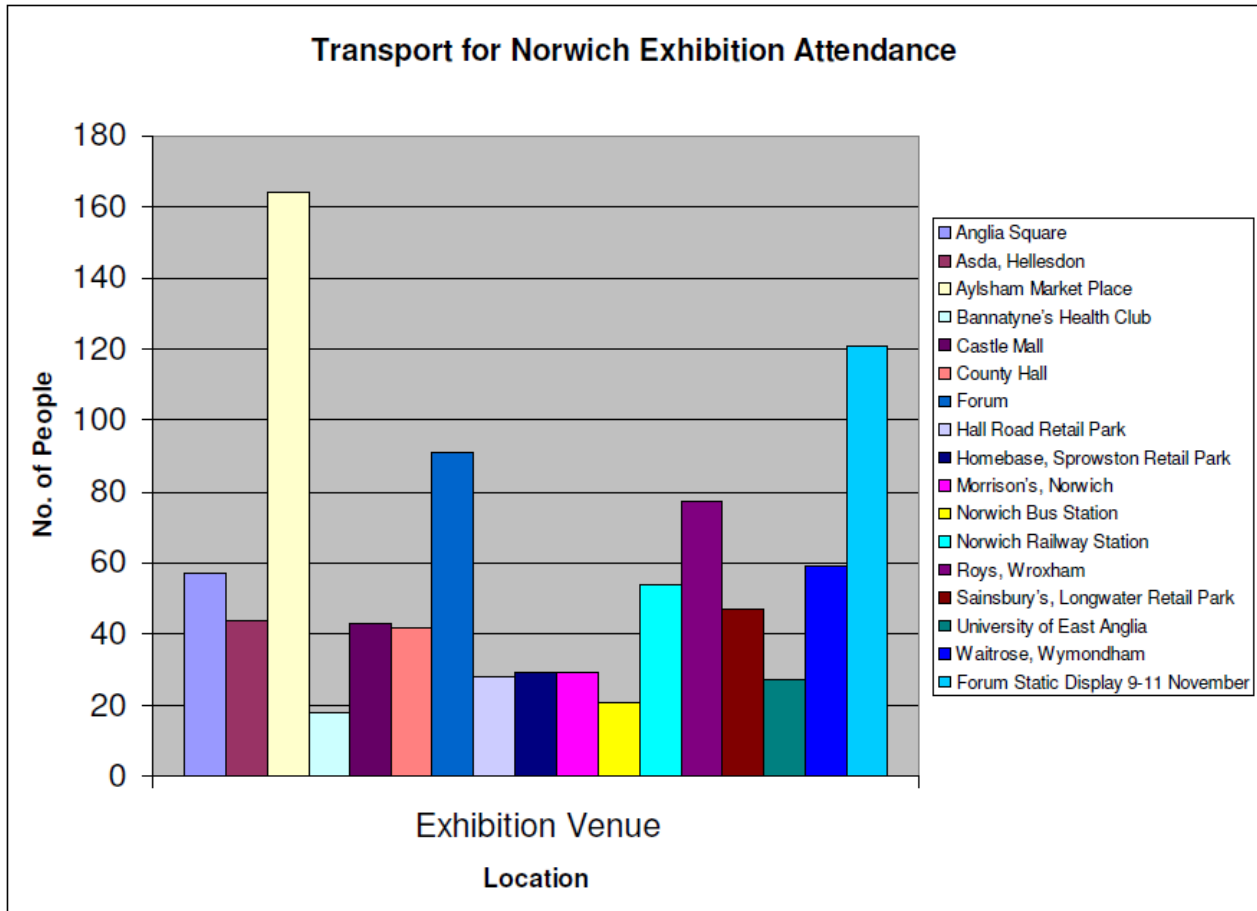
Dates and locations of exhibitions are as follows:

- 12 October 2009: Castle Mall, Norwich
- 12 October 2009: Bannatyne's Health Club, Broadland Business Park
- 13 October: Asda, Hellesdon
- 14 October: Waitrose, Wymondham
- 14 October: Anglia Square Atrium
- 15 October: Sainsbury's, Longwater Retail Park
- 16 October: University of East Anglia Car Park
- 17 October: Hall Road Retail Park
- 19 October: Roys, Wroxham
- 20 October: Homebase, Sprowston Retail Park
- 21 October: Norwich Bus Station
- 21 October: County Hall, Norwich
- 22 October: The Forum, Norwich
- 23 October: Norwich Railway Station
- 23 October: Morrisons, Riverside Norwich
- 24 October: Aylsham Market Place
- 9-11 November: The Forum Atrium

### 7.3 Total Attendees

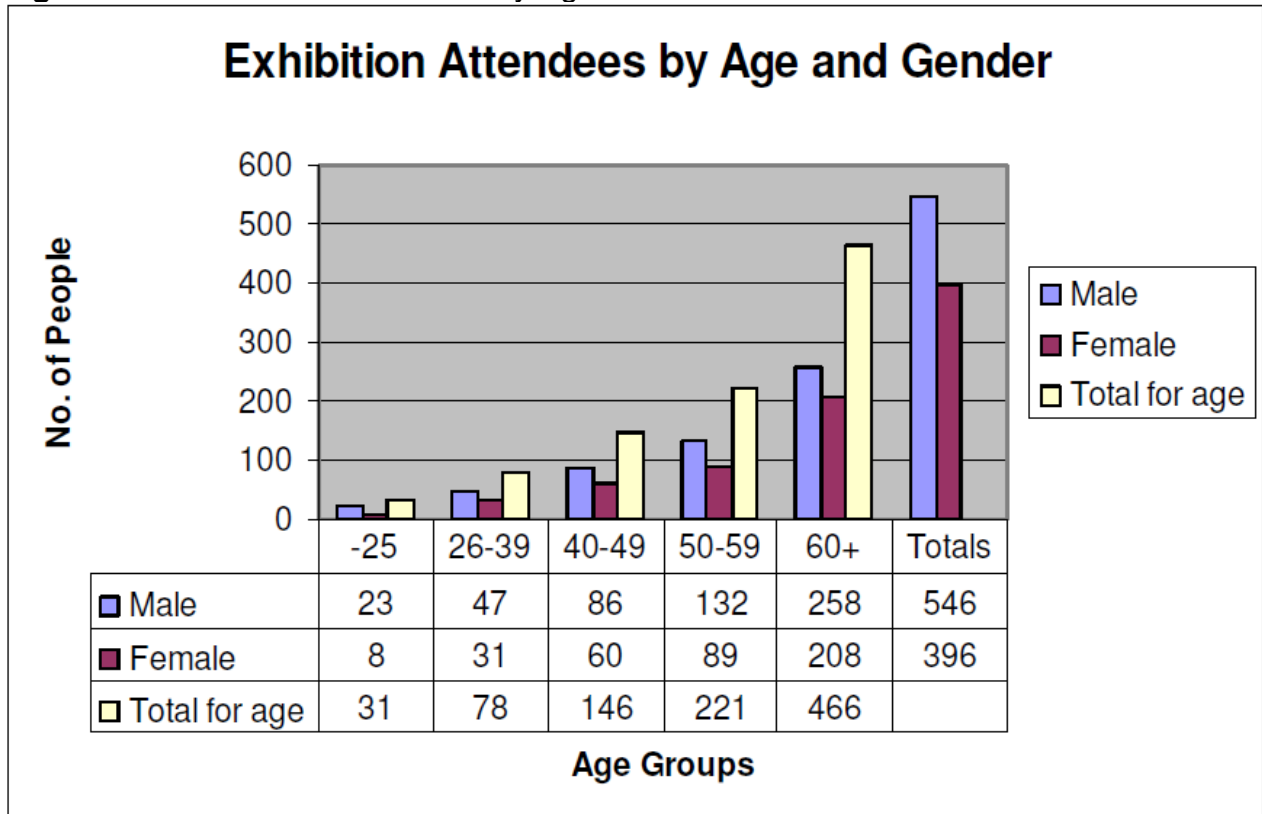
Overall, 951 people attended the exhibitions. The breakdown by location, gender and age are shown in **Figures 7.1** and **7.2** below.

**Figure 7.1:** Attendees at exhibitions



Source: Norfolk County Council

**Figure 7.2:** Exhibition Attendees by Age and Gender



Source: Norfolk County Council

7.4 Comments Received

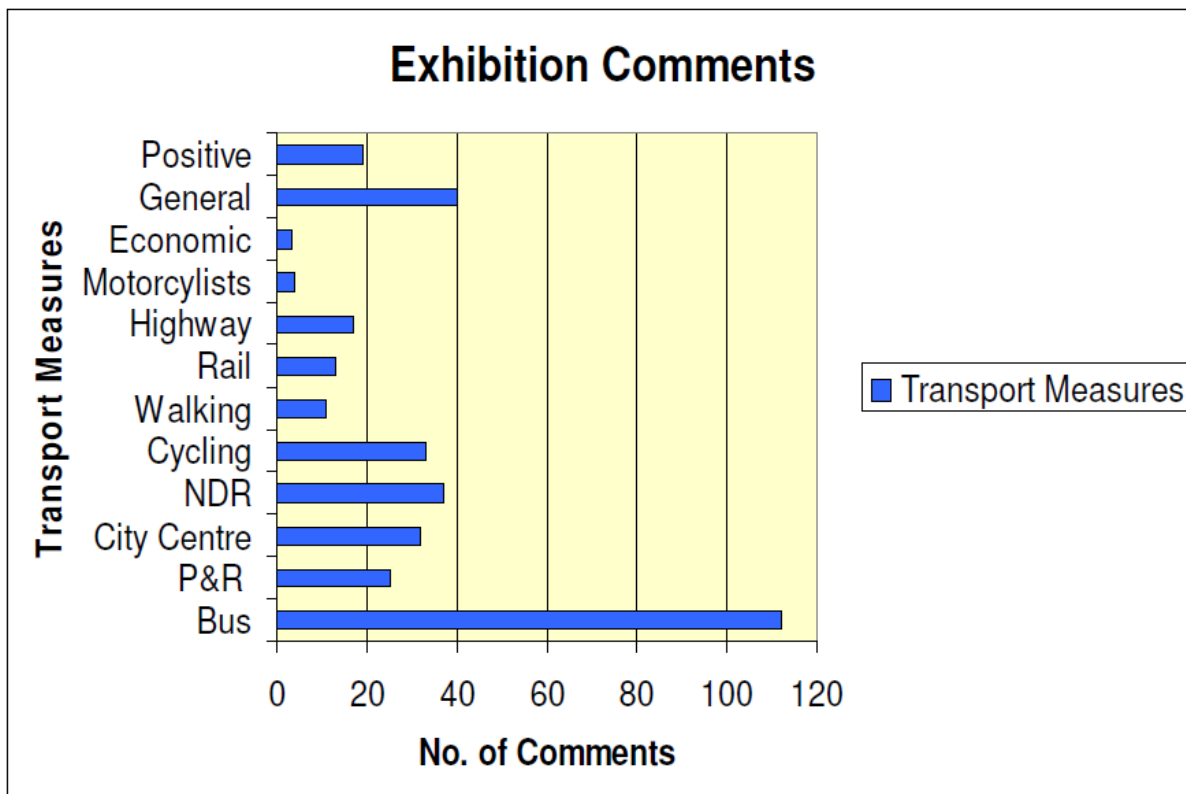
A total of 332 comments were recorded at the exhibitions. **Table 7.1** shows the comments by location received, and **Figure 7.3** shows the comments received by type.

**Table 7.1:** Comments Received by Exhibition Location

EXHIBITION VENUE	NO. OF COMMENTS
Anglia Square	23
Asda, Hellesdon	22
Aylsham Market Place	38
Bannatyne’s Health Club	16
Castle Mall	20
County Hall	19
Forum	44
Hall Road Retail Park	13
Homebase, Sprowston Retail Park	14
Morrison’s, Norwich	-
Norwich Bus Station	4
Norwich Railway Station	25
Roys, Wroxham	27
Sainsbury’s, Longwater Retail Park	25
University of East Anglia	16
Waitrose, Wymondham	26
Forum Static Display 9-11 November	TBC
<b>TOTAL</b>	<b>332</b>

Source: Norfolk County Council

**Figure 7.3:** Exhibition Comments Received by Type of Comment



Source: Norfolk County Council

## 8. Conclusions

The consultation has provided useful data for consideration in development of the NATS IP.

In general the proposals detailed in the consultation booklet received high levels of support of 62%.

Congestion is considered to be the area requiring the most improvement within the Norwich area. The suggested improvements for the City Centre area received high levels of support, with a total of 73% in agreement; 33% for all of the proposals included and 40% for some. This was reflected in the free responses, with high levels of positivity expressed for the proposals and for traffic free areas. Similarly, reducing traffic flows in the City Centre was considered to be the most important option in encouraging greater walking modal share (49%).

However, there was concern shown that the proposals could adversely affect access and there may be a requirement for greater detail of how the schemes work as a package of measures to counter this concern.

The cycling routes proposed received 55% agreement. However, the free responses indicate that 'I don't cycle' was the most popular response and that whilst some requested more access, there was considerable concern about the behaviour of cyclists, particularly where shared pedestrian and cycle access is concerned. It would seem that any shared facilities would need to be clearly marked and promoted to raise awareness for all users and reduce the risk of accidents.

The under 25 age group were the most likely to walk and cycle as their primary mode and yet showed the least support for measures to improve these modes.

Bus Rapid Transit proposals and routes received high levels of support, although a large number of free responses suggested that routes to the south of the city should be considered. For both bus and rail journeys, the areas highlighted for improvement are frequency and reliability of services. Comfort and safety measures were not considered to be a significant barriers or motivators in modal choice.

The cost of public transport was deliberately excluded from the survey as it is not within the control of the current proposals. However, it was a major issue for respondents who frequently cited cost (2,467 mentions) as the primary barrier to use and is clearly an issue that will require attention if significant levels of modal shift are to be achieved.

Finally, it should be recognised that a large percentage of respondents were aged 60 or over. This is fairly typical for a postal survey in this area and it is worth noting that a different approach could provide a more representative response rate for future consultations. The high level of older respondents may have had an influence on responses to certain questions, in particular those relating to walking and cycling where mobility issues may impact on an individual's opportunity for mode choice.

## 9. Workshops

### 9.1 Overview

To ensure that the consultation included representation from key target audiences, workshops and meetings were held to encourage participation from specific transport groups, local businesses, the emergency services and other stakeholders.

Separate workshops were held for transport operators and transport interest groups.

### 9.2 Workshop with Transport Operators - 3 July 2009

#### **Attendees:**

Konectbus  
First Eastern Counties  
Norse  
Norwich Door to Door  
Norwich International Airport  
National Express East Anglia  
Norwich City Council

The attendees were asked to identify what they feel the current problems and issues with transport within the Greater Norwich area are. They were also asked to provide feedback on the transport interventions they feel are needed to resolve these problems and issues. Feedback from these workshops is detailed below.

#### 9.2.1 Problems and Issues

##### Demand Responsive Transport

- General congestion impacts on demand responsive transport as well as standard bus operations
- There is a lack of pick up points for door to door transport. Enforcement of these vehicles stopping is high
- Demand for door to door transport significantly exceeds supply (have to ration trips to 2 per week per person)

##### General Bus Services

- There is significant congestion around the university, particularly fiveways roundabout. Congestion is worst when the students are attending the university
- Bus stop capacity in the city centre is at capacity now
- There is some scope for additional stops at Rampant Horse Street
- Unpredictability of delays is the key problem
- Delays occur where radial routes cross the outer ring road

- Layover space is a problem, especially as this is needed to ensure punctual departures
- Width of some bus lanes that cyclists use is a problem. There is a lack of width and buses are significantly delayed as they cannot overtake where there is heavy traffic in the outside lane
- Signage at interchange facilities could be improved to encourage transfer between modes
- There is a general lack of awareness of ticketing schemes such as 'PlusBus'
- A particular pinch point for buses is Nottcutts roundabout where the lane width is narrow
- A balance is needed between provision of controlled pedestrian crossing points and delays to general traffic
- Layout of new housing developments must facilitate excellent bus access

#### Rail Services

- Rail network is generally at capacity (although this is not always in Norfolk)
- More platforms are needed at Norwich station
- Single line at Trowse is a constraint
- Availability of rolling stock is a problem
- There are often long lead times in delivering rail-related projects
- Need to start thinking now about planning period 2014-19 in rail funding terms
- Quality of overhead lines on Norwich – London main line impacts on reliability

#### Airport

- Current low passenger volumes mean a dedicated public transport link is not commercially viable
- Lack of a frequent and affordable public transport link to the airport
- Transport is needed for airport employees – problems with shift working
- Closeness of stops to the terminal building is a problem (security)
- Better promotion of links between airport terminal and P&R site is needed

#### 9.2.2 Feedback on transport interventions needed

- More short stay parking needed
- Concern over impact of Bus Rapid Transit (BRT) on existing bus services
- Concern over impact on parking for disabled users due to city centre changes
- Would like to see cross-city routes with links to the rail station
- BRT needs to provide good interchange with all routes
- BRT needs to allow interchange between services without a fare penalty
- Need to communicate BRT clearly to stakeholders and the general public in terms of how BRT will look when complete
- If implementing measures before BRT, need to demonstrate short term benefits
- BRT should have real time information at bus stops but it is recognised there is an on-going revenue issue
- Advertising should be considered as a form of revenue but information displays need to remain clear for transport uses as priority
- New proposed junction at the bottom of Prince of Wales Road is key to ensure buses do not get caught in the same general traffic as other vehicles
- 2 way running on Chapelfield North is supported



- A right turn at the bottom of Rampant Horse Street into St Stephens Street should be considered to enable easy access to the bus station from the west
- There is going to be an increasing need for Demand Responsive Transport (DRT) in the future due to an aging profile and more housing. Need to consider funding provision, vehicles and pick-up and set-down arrangements
- Additional bus stops should be considered on Rampant Horse Street and Red Lion Street
- Brigg Street is a regular pick-up point for demand responsive transport (DRT). There are significant problems with DRT pick-up and drop-off in terms of enforcement from Traffic Wardens
- There is a need for new developments to be public transport friendly from the outset
- City centre circulation changes are a priority
- Need to reduce bus stop dwell times
- More predictable journey times are more important than faster journey times
- Need to ensure blue badge holders are accommodated

### 9.3 Workshop with Transport Interest Groups – 17 July 2009

#### **Attendees:**

Norwich Residents Forum

RAC

Norwich Cycling Campaign

The Norfolk and Norwich Association for the Blind

CRASH - Costessey Residents Against Speeding & HGV's

Norwich Tourist Office

Railfuture East Anglia / Wherry Lines Community Rail Partnership

Norwich to Peterborough Rail Users Group

Norwich City Council

Living Streets / Pedestrian Association

The Norwich Society

The Mousehold Heath Conservators

NNTAG - Norwich & Norfolk Transport Action Group

As with the workshop for transport operators, attendees were asked to identify what they feel the current problems and issues with transport within the Greater Norwich area are. They were also asked to provide feedback on the transport measures proposed as part of the NATS IP. Feedback from these workshops is detailed below:

#### 9.3.1 Problems and Issues

- Transport and land use is linked – all new land use/development creates additional transport issues/journeys
- Cycling should play a bigger role in transport options in Norwich. Other countries implement big cycling schemes in cities, so this should be the case in Norwich
- City centre cycling routes are currently very challenging
- Broadland business park has very poor parking but not very good alternatives. Bus and cycling networks on the A47 are very bad. No access to business park from rail station either
- City transport networks don't join up. Cycling networks don't join up. Motorcyclists not happy with navigating through city network. Better public transport needed
- Do we have budget for improvements in current climate?

- Transport measures focus on residents – what about tourists? Day trip coach parties are very popular. Coach drop off points in the city are very limited
- There used to be trains to Norwich from more destinations but the choice is now more limited
- Additional rail service is needed to support Rackheath Eco town
- Should use light rail system instead of BRT to reduce omissions
- Can reduce freight on roads by using rail freight instead
- Concerns that HGV's will need to get from NDR to A47 and will go through Costessey
- Lot of traffic in Costessey at peak times
- Public transport needs to consider routes taken by cars – using these would pick up a lot of car drivers
- Buses in peak times don't have many passengers
- Lack of bus services during the evening
- Not everyone has access to a car/driving
- Congestion is key issue
- Car journeys are essential for some journeys. If better alternatives were available, car drivers would use them for non essential car journeys
- To encourage car drivers to travel by rail or bus, there must be an incentive, i.e. it's cheaper
- No comprehensive timetable over area
- NATS is being overtaken by East of England Plan
- Growth in north east, employment south west
- Better cross city links for public transport is needed
- Move to low carbon transport system
- How are Growth points along Norwich to Liverpool rail line being taken into consideration?
- Need higher levels of cycle use
- Low levels of resources into cycling at present
- Cycling: good cost benefits, fitness agenda
- Norwich street pattern precious
- Bad decisions in the past affected the city
- How can we simply improve what we already have rather than 'Grand Plan'. Make what we have today better
- NATS needs to reflect public transport commercial market
- No bus service Cringleford
- Interrelationship between information strategy and public transport strategy
- Strategy should have more emphasis on improving and enhancing environment
- Concern about proposal over Mousehold Heath
- Lack of emphasis on leisure recreational activity
- Opportunity for rail link where NDR crosses Plumstead Road
- Market research into optimum frequency on public transport routes to achieve modal shift

### 9.3.2 Comments on Norwich City Centre Proposals

- City car parks are sufficient. Tourists are encouraged to use the park and ride
- Airport style buses, stop anywhere, can take on trolleys for shopping should be considered
- 24/7 city, rail journeys don't accommodate this type of travel
- Air quality in Norwich is perceived to be very poor. Pedestrian crossing signals – too many of them
- Should have hierarchy – walking, cycling, public transport, and car
- Pedestrians are not always considerate when crossing roads
- Pedestrianised city centre is a good idea
- Need to be aware that there is a broad cross-section of people coming into the city – commuters, shoppers, tourists
- Businesses who buy cheaper land for office space – should they pay for additional buses and transport options? Or would the cost be the same as buying a city centre office location?
- Norwich is very popular across UK with shoppers and tourists
- Multi operator tickets should be introduced
- In evenings use one bus stop for all services rather than 'spread out' service used during the day
- Sat Nav databases guide people onto inappropriate routes
- Reduce amount of available car parking space
- Parking charges should be linked to public transport charges
- Challenge economic link for provision of car parking
- Improve pedestrian routes from rail station to city centre
- Need to identify the right corridors into city from north
- Need to consider access to schools: school routes
- Demand management
- Role in carbon reduction targets

### 9.3.3 Comments on Highway Proposals

- More road infrastructure generates more journeys
- NDR needs to consider needs of people – in terms of new housing and new jobs
- Improve highways to improve cycle routes
- BRT creates a lot of disruption during construction – has effects on structures
- NDR will only be a temporary measure to relieve congestion. Once more housing is in place, NDR will become congested as the A47 is now
- Building NDR to change/improve roads will not encourage people to change their behaviours; it will just make car journeys easier
- Can you get a better return investing funds on other transport improvements instead of NDR?
- Issue with budget being spent on NDR – no money left for transport improvements elsewhere
- Issue with NDR not joining A47 as concerns for heavy traffic travelling through Costessey and other areas creating more congestion. Need the north south link from NDR to A47
- Condition of current roads – poor roads dangerous for cycling. Roads need to be improved
- Keeping people informed is important

- Uncertainty sterilises decision making
- NDR wrong solution in wrong place
- Rat runs need sorting out
- Still local improvements needed even with NDR
- Motorists want improvements on roads used everyday
- Attractive alternatives better than compulsion in changing travel behaviour

#### 9.3.4 Comments on Bus and Rail Proposals

- On continent – buses have 2 entrances – 1 for getting on and 1 for getting off – why can't we?
- Don't need double decker buses anymore as they are non-smoking now
- Can we buy bus tickets from machines instead of on the bus to reduce queues
- Buses are very old, not very good for elderly/disabled
- Very poor bus/rail services
- Bus information needs to improve – journey timetables etc
- Pricing needs to be looked at – bus fares are too expensive
- Buses are very old, dirty and not very appealing
- Park and Ride are very good
- Allow buses to carry bikes
- Bus omissions are far too great. Need to change to electric buses
- Trains into Norwich on Sundays are very poor. This needs to be improved with additional services
- Park and Ride does not operate on a Sunday
- Norwich shops are becoming busy on Sundays but is not properly services by public transport in Sundays
- Use existing rail route east of city
- Station near Broadland business park is needed
- Link Norwich Cambridge line to Bittern line
- Park and Ride integrated into bus network
- Post 23:00 bus services need to be introduced
- Taxi bus services to rural areas to reduce car journeys
- Rail Freight: Pump priming is needed
- NCC should lead by example in encouraging modal shift with its own staff
- In urban area walking cycling can have more effect at lower cost
- Station travel plans should be developed
- Rail use on already successful lines may already be at saturation/optimum use level

#### 9.3.5 Comments on Walking and Cycling Proposals

- Improve cycle routes, add more of them
- Making cycle routes safer will encourage more people to cycle
- Cars should give way to pedestrians
- Priority on lanes – certain times a cycle lane, other times not. This needs to be made clear to cyclists
- Keep streets/pavements clean and clear for disabled access
- Dropped curbs for disabled access are needed

- Is culture an issue for cycling? Other countries/cultures are keen cycling more so than the UK
- Walking routes – improved lighting and accessibility
- Better, focused use of funds for cycling improvements
- Encourage future generation
- Need to engage with users to find where and how they want to go
- Facilities in city centre need to be improved
- Shower facilities at work place
- Priority cycle routes across city
- Improve cycle crossing facilities over ring road
- Planning should enable easy uses walking cycling
- Policies need to be stronger
- Set targets
- Will need to reallocate road space to other modes
- Better information is needed to help people make choices
- Attractiveness of routes important in encouraging walking
- Branding routes should be considered
- Make use of features: river, old houses etc. helps attractiveness
- Less dispersed houses in planning feature development will encourage walking and cycling
- New estates should allow shortcuts
- Make Mousehold walking cycling route

#### 9.4 Other Workshops

Workshops were held as part of socio-economic analysis to consider social and economic issues.

## 10. Face to Face Meetings

### 10.1 Overview

A number of discussions were held with stakeholders to identify transport related problems and issues within the Greater Norwich area and to discuss the transport proposals outlined in the emerging Implementation Plan. A summary of these discussions are detailed below in **Table 10.1**.

10.2 Comments Received from Face to Face Meetings

**Table 10.1:** Face to Face Meetings:

Organisation	Feedback
<p><b>John Lewis</b></p>	<ul style="list-style-type: none"> <li>• There was an overall support of proposals</li> <li>• The main priority of John Lewis is the closure of Westlegate to traffic. Would like to see a more direct route to the store along Westlegate (realignment) but it is recognised by John Lewis that this is likely to be a challenge for the long term. Closure of Westlegate to traffic should be done as soon as possible</li> <li>• Are very keen for the right turn facility to be provided on the exit to their car park</li> <li>• Should cars be able to access from Cattlemarket Street (i.e. from the north), John Lewis are keen for a right turn facility into their car park to be provided. Police and residents have raised concerns about people doing u-turns on Ber Street to access the car park entrance</li> <li>• John Lewis are keen for the area outside the front of their store to be as open as possible with attractive landscaping</li> <li>• John Lewis did not feel the proposals would prevent access to the store for goods</li> <li>• John Lewis are happy with the idea of more pedestrianisation and bus only access in the area around the store</li> </ul>
<p><b>Norwich City Centre Partnership</b></p>	<ul style="list-style-type: none"> <li>• The City Centre Partnership has around 30-50 members, who are all businesses within the inner ring road</li> <li>• The Partnership already has some knowledge of proposals for the city centre as they have been consulted as part of the St Stephens Masterplan work</li> <li>• The provision of a new bus station facility to specifically serve the north of the city has been raised by several members and is a well received view. It is felt that the current bus station is best placed to serve the southern part of the city and that an additional facility is needed. A facility in the north is likely to encourage economic development in the northern area and help to offset the existing migration of business towards the Chapelfield area</li> <li>• It is felt that the night time economy would support proposals for Prince of Wales Road in terms of removing general traffic and making this route a public transport (and access) corridor</li> <li>• The Partnership would support a review of the existing access restrictions to the city centre so they can be unified and made consistent</li> </ul>

Organisation	Feedback
	<ul style="list-style-type: none"> <li>The Partnership is happy to promote the NATS consultation with businesses through their existing website, which has a Members area. Links can be provided to any consultation material</li> </ul>
<p><b>Heritage Economic &amp; Regeneration Trust (HEART)</b></p>	<ul style="list-style-type: none"> <li>A key requirement is for Tombland to be an important spatial space with improved pedestrian facilities</li> <li>Would support use of at grade pedestrian crossing at St Stephens roundabout</li> <li>The importance of making the public realm work was stressed (general feeling of prosperity, etc). Public realm works can generate a significant economic return (e.g. 'The Walks')</li> <li>Important that pedestrian and cycle links are strengthened and that the health benefits of these are realised</li> <li>Pedestrians and cyclists should be given priority at major junctions. Base a junction around a pedestrian or cyclist first rather than last</li> <li>Magdalen Street is an area where improvements are needed</li> </ul>
<p><b>The Mall</b></p>	<ul style="list-style-type: none"> <li>Need to consider access required for the new NHS drop-in medical centre at The Mall</li> <li>Access to The Mall (both car parks) from the west is a concern and there would need to be reassurance that this is not too much of a disadvantage</li> <li>Queuing back to access the car parks is a concern – how would this be enforced or prevented?</li> <li>Need to provide facility for cars to turn round should they decide they don't want to access the car park on Farmers Avenue</li> <li>Concerned that a pinch point at the bottom of Prince of Wales Road may be created</li> <li>Access to The Mall for shopping is generally 50% car and 50% bus</li> <li>All loading and unloading takes place at the larger car park entrance</li> <li>Logistics problems and poor access to Norwich (as a whole) has been cited as reasons why retailers may decide not to choose Norwich. Mainly thought to be related to poor strategic access rather than access in the city centre itself</li> <li>Important to ensure Chapelfield do not benefit from proposals whilst other retail areas suffer</li> <li>Could the proposal be considered to open the city centre roads in the evenings to cars</li> <li>The Mall is happy to support the provision of additional cycle storage facilities</li> <li>In a typical day, they have 50-60 delivery vehicles a day. These are generally distributed throughout the day</li> </ul>
<p><b>Representing M&amp;S</b></p>	<ul style="list-style-type: none"> <li>In support of proposals</li> <li>Collect by car is an important part of their business</li> </ul>



Organisation	Feedback
	<ul style="list-style-type: none"> <li>• Collect by car facility is provided at the M&amp;S store and at Chapelfield</li> <li>• Plans being developed for the refurbishment of the existing site</li> <li>• M&amp;S welcome the potential benefits from a new transport corridor being created along Theatre Street from two-way operation of Chapelfield North</li> <li>• Confirmed that M&amp;S support pedestrianisation of Westlegate</li> </ul>
<b>Norwich Union</b>	<ul style="list-style-type: none"> <li>• Key interest in how access to the business park site will be maintained. Understood the new arrangement and could not see any negative impact</li> <li>• General agreement regarding city centre proposals. Very interested in Westlegate and impact to property (positive)</li> <li>• Concern was regarding access to their city centre sites, particularly if roads closed for buses only. Reassured that access will be maintained to all existing sites</li> <li>• Could see the benefits for other users, bus walkers, cyclists in city centre (including their staff)</li> <li>• Keen to maintain the use of the P&amp;R buses. Would expect to see bus services improving, particularly with BRT</li> </ul>
<b>Trillium</b>	<ul style="list-style-type: none"> <li>• Trillium were representing AVIVA who own the development block fronting Westlegate</li> <li>• Closure of Westlegate is a key requirement for AVIVA. There is a key economic reason for this in terms of releasing investment in this part of the city</li> <li>• The retail units on Westlegate are currently difficult to let</li> <li>• Are keen to see the closure of Westlegate to occur as soon as possible</li> <li>• AVIVA are happy to support a 10 min frequency on bus service and would suggest this is focussed on. High quality presentation of transport is important with seamless interchange to mirror systems found elsewhere in Europe</li> </ul>
<b>Chapelfield (Capital Shopping Centres)</b>	<ul style="list-style-type: none"> <li>• Freight consolidation could be explored in terms of getting goods to and from the centre</li> <li>• There are more than 100 deliveries per day to Chapelfield</li> <li>• Maintaining a viable access route to Chapelfield is a key requirement</li> </ul>
<b>Theatre Royal</b>	<ul style="list-style-type: none"> <li>• The peak (busiest) time for the theatre is October – May in terms of audience levels. In addition to this, more customers use a form of transport during the winter months</li> <li>• Two-way operation of Chapelfield North for access and buses is supported. Also supported is closure of Westlegate to general traffic but would be keen to see works to Chapelfield North to make two-way done first, followed by Westlegate</li> <li>• A turning circle provided on Rampant Horse Street large enough to accommodate coaches should</li> </ul>

Organisation	Feedback
	<p>be considered as part of works to make Chapelfield North two-way</p> <ul style="list-style-type: none"> <li>• The importance of maintaining access to the theatre for all modes was stressed</li> <li>• There are between 2-30 coaches per show and they follow the Chapelfield access route via All Saints Green, Westlegate and Rampant Horse Street. Access instructions are sent with the group bookings. An access route that enables coaches to drop off in the coach bays would be supported</li> <li>• Coach drop off on the markets side is preferred and not directly outside the theatre</li> <li>• The loading bay on the theatre side must be retained for taxis, cars and mini buses dropping off customers with limited mobility</li> <li>• Coach parking facilities for the city are needed as part of NATS. This would create a welcoming impression to tour operators. There is poor provision at the moment</li> <li>• Enforcement of coach pick-up and drop-off is good</li> <li>• Improved pedestrian links around the vehicular access "loops" such as Chapelfield and St Stephens roundabouts would be supported</li> <li>• HGVs use the same access route as coaches. Access is via Chantry Road. When there are deliveries / pickups, there are 1-6 vehicles usually at weekends but would be keen to ensure there were no time restrictions in place for HGVs affecting access to the theatre</li> <li>• Important to retain or increase the number of disabled parking bays outside the theatre</li> <li>• Maintain or increase number of bike racks</li> <li>• It is felt that a closure of Chantry Road car park would affect some customers but the impact is unknown</li> <li>• Extended operation of bus services (incl P&amp;R) into the evening would be welcome for theatre-goers and staff (e.g. departures at 11pm)</li> <li>• Theatre would support improved pedestrian links between the bus station and St Stephens Street</li> </ul>
<b>City Centre Markets</b>	<ul style="list-style-type: none"> <li>• There is no longer a bus route round the front of City Hall (Bethel Street), which is thought to be responsible for a decline in patronage at the market. This route used to be used for coach drop-off and general bus services</li> <li>• It would be helpful if a bus service / public transport route could be reinstated along this route as part of NATS</li> <li>• It is felt that there is a general migration of stores and shoppers towards Chapelfield, which is adversely affecting customer in the market and other areas of the city. This is thought to be due to the changing dynamics of the city centre and not solely due to transport issues</li> </ul>

Organisation	Feedback
	<ul style="list-style-type: none"> <li>Existing loading / unloading restrictions are generally well observed by the market traders and are felt to be adequate</li> <li>A concern was raised that the closure of Exchange Street to general traffic may have an adverse impact on traders in this area. It is suggested that this be explored in more detail</li> <li>More buses operating along Chapelfield North (as a result of two-way running) is considered a positive move but it is felt that there will remain a migration of shoppers to Chapelfield rather than towards the market</li> </ul>
<b>Norwich Cathedral</b>	<ul style="list-style-type: none"> <li>There are around 40 residences within the cathedral grounds</li> <li>Cars drop children off and pick-up for the school within the cathedral grounds, which creates a real problem in the mornings and afternoons</li> <li>School access needs to be fully considered in the proposals</li> <li>Coaches often drop people off on Tombland to access the Cathedral so this needs to be considered in terms of access. There are also few areas for them to go once they have dropped people off - this is a real problem. Some evidence that coach operators have reported they are put off from visiting due to access restrictions and problems with layover</li> <li>Cathedral would support pedestrianisation of Tombland but accept that access is needed. Efforts to encourage walking and cycling would be supported</li> <li>Better signage and information is needed to inform people where the cathedral is and how to get there by bus, walking and cycling</li> <li>Blue badge holders are permitted access to the cathedral grounds so this will need to be considered for any transport proposals</li> <li>Efforts to provide additional cycle parking in Tombland would be supported</li> <li>Better quality bus shelters and information provision in Tombland is needed</li> </ul>
<b>Norfolk Police</b>	<ul style="list-style-type: none"> <li>The police would support proposals which would make the city centre safer and improve traffic flow. The main concern is what happens to already extremely busy roads which are going to take even more traffic to accommodate the proposals. Areas such as Rampant Horse Street and Exchange Street desperately need to be closed to general traffic and the Police believe that radical changes need to be made. However, it is felt by the Police that any change would need to be done on an experimental basis as there must be a great deal of unpredictability regarding the results of any changes to the traffic flows</li> <li>The proposals regarding various bus routes appear, on paper, to be feasible but difficult to</li> </ul>

Organisation	Feedback
	<p>comment on without more detail</p> <ul style="list-style-type: none"> <li>• The Police would support any improvements to assist pedestrians and cyclists</li> <li>• BRT is interesting but the Police is not able to comment further</li> <li>• The importance of the NDR is understood but no further comments will be made</li> <li>• The Police support any proposals which will make the centre of Norwich a safer and environmentally friendly place and will be happy to be involved in forthcoming schemes</li> </ul>
<b>Norfolk Ambulance Service</b>	<ul style="list-style-type: none"> <li>• The ambulance service has two functions [1] 999 emergency transport [2] patient transport services</li> <li>• Response times for attending patients are important and are set by Government</li> <li>• Access is needed at all times for vehicles (patient transport and emergency)</li> <li>• Any changes in road circulation need to clearly state that ambulances are able to use the roads for access so there is no confusion</li> <li>• Consideration could be given for ambulances to legally use bus lanes if on blue-light duty?</li> <li>• Consideration should be given to ambulances being able to trigger traffic signals (as is the case in Cambridge)</li> <li>• Specified parking areas for ambulances in the city centre would be welcome (e.g. Prince of Wales Road). There are none at present. Spaces in key areas is needed</li> <li>• The bottom of Gaol Hill is often used for ambulances to park up and wait</li> <li>• Paramedic cycles are used extensively in the city centre so the ambulance service would welcome changes to make city centre more accessible for cycles</li> </ul>
<b>Norfolk Fire Service</b>	<ul style="list-style-type: none"> <li>• Response times to incidents are key and are a number one priority</li> <li>• In general, the greater the amount of traffic, the greater the number of calls to respond to</li> <li>• Within the next 18-24 months, the fire station on Bethel Street will be relocating to Trowse. Two of our other main stations are on the ring road i.e. Sprowston and Earlham. In essence in 18 – 24 months time all fire stations in the area will need to negotiate the ring road for emergency and ( Non Emergency) administrative journeys</li> <li>• The fire service makes use of the traffic signals during emergency calls</li> <li>• An increased number of bus lanes could help in meeting response times during blue light responses</li> <li>• A significant amount of life risk is in the suburbs and not within the city centre. Any increased congestion in the surrounding areas could pose risks in getting to incidents quickly. Possible delays on inner and outer ring roads due to city centre circulation changes could pose a problem</li> <li>• A significant amount of work (and travel) is undertaken on administrative duties going to schools</li> </ul>

Organisation	Feedback
	<p>and businesses as part of fire safety work. Increased journey times or unreliable journey times could pose a problem. Should any congestion charge type approach be used, this could significantly add to costs of running the service</p> <ul style="list-style-type: none"> <li>• As part of administrative duties, vehicles are parked up at premises. Any restrictions imposed due to NATS could impact on this</li> <li>• Around 5,000 (emergency) appliance movements per year from the three fire stations in Norwich. When added to Non emergency journeys the number would be significantly greater</li> <li>• Access along pedestrianised streets needs to be maintained for appliances to get through - no significant barriers to movement (e.g. Westlegate, Gaol Hill and Exchange Street). Essential that these routes are managed to assure emergency fire appliance access when required. Use of removable barriers etc are inhibitive and cause significant delay to emergency response.( such options are not supported by the fire service in this case, especially with the fire station currently being in Bethel Street</li> </ul>
<p><b>Jarrolds Department Store</b></p>	<ul style="list-style-type: none"> <li>• Feedback provided was focussed on the 'In the City' section of the NATS Consultation paper</li> <li>• Jarrolds are supportive of the substantive points made in the other sections and welcome the continued priority and investment associated with NATS</li> <li>• Jarrolds believe that proposals to introduce further restrictions to car traffic flows through the city centre, through pedestrianisation of Gaol Hill, Exchange Street and Westlegate, will have the overall effect of hindering customer access to stores on Exchange Street and London Street and will be detrimental to the vitality of the surrounding retail area (Norwich Lanes, London Street and northern end of Gentleman's Walk – the Heritage Retail Area)</li> <li>• The Heritage Retail Area has been damaged by the shift in the 'centre of gravity' of the city centre's retail offering due to the new bus station, Chapelfield shopping centre, regeneration of St Stephens Street and reduction or cessation of bus routes from St Andrews, St Peter Street and Guildhall</li> <li>• Ease of access to St Andrews car park for car-borne customers arriving from the south, west, north and east of the city is of paramount importance to shops in the Heritage Retail Area. St Andrews car park has complicated access from any direction but is important for the Heritage Retail Area</li> <li>• The proposal to pedestrianise Exchange Street will prevent access from Grapes Hill roundabout to St Andrews. There is scope to improve Exchange Street for pedestrians without going as far as to block it to traffic – alternative locations for loading bays would allow an attractively landscaped single no-stopping lane between wider pavements</li> <li>• Charing Cross will become virtually the sole access route to the Duke Street car park</li> </ul>

Organisation	Feedback
	<ul style="list-style-type: none"> <li>• The taxi rank at the Guildhall and passenger drop-off points at the end of Gentleman’s Walk are important access points for shoppers to the market and Heritage Retail Area. Any proposals to improve the existing taxi rank should not relocate it</li> <li>• Closure of Westlegate will increase congestion on the ring road during peak times</li> <li>• The proposals omit clear ideas or solutions as to how retailers would maintain in-bound deliveries if Gaol Hill and Exchange Street were closed</li> <li>• Drop-off points for Park &amp; Ride buses should be added on St Andrew’s Street and St Peter’s Street. Thickthorn, Costessey and Harford Park &amp; Ride sites all terminate at the bus station and do not serve Castle Meadow or the Heritage Retail Area. This affects the vitality of the Heritage Retail Area. All Park &amp; Ride services should serve Castle Meadow as a minimum</li> <li>• Opening up new drop-off points for Park &amp; Ride could help other bus services to adopt routes that achieved a wider coverage of city centre access points rather than the current emphasis on the bus station as the main drop off / pick up point</li> <li>• NATS should look closely at making Duke Street two-way. This would improve access to Duke Street car park and could reduce bottlenecks at Grapes Hill and Charing Cross traffic lights</li> <li>• NATS should include improvements in access, drop-off and parking for visitor coaches</li> <li>• Proposals do not explain current thinking on changes to city centre car parks. Any changes to car parks needs careful consultation as they are an essential ingredient in ensuring the city centre’s continued vitality</li> <li>• Decline in retail vitality is a vicious circle for retailers. Proposals for the St Stephens Masterplan will sustain this momentum</li> <li>• The Heritage Retail Area is vital to Norwich’s ranking as a shopping area</li> <li>• The impact of the internet affects high street shops (e-commerce sales increasing at 20% per year and could be as high as 10-15% of market share)</li> </ul>
<p><b>University of East Anglia</b></p>	<ul style="list-style-type: none"> <li>• The Cross Valley Link between UEA and N&amp;N University Hospital is a key aspirational scheme for the UEA. There are significant movements of staff and pupils within the Norwich Research Park (NRP) site that would justify this link. Costs of the link are not fully known but provisional alignments have been designed</li> <li>• The UEA would be keen to work with Norfolk County Council (NCC) on future funding bids for transport initiatives, such as the recent CIVITAS project</li> <li>• The UEA continues to work closely with local bus operators in terms of discounted ticket sales for</li> </ul>

Organisation	Feedback
	<p>staff and students. The UEA will continue to work with NCC in promoting public transport</p> <ul style="list-style-type: none"> <li>• Improved cycle links to the city centre and surrounding student areas would be supported</li> <li>• The UEA is to take an active role in developing and co-ordinating a green travel plan initiative across the NRP</li> <li>• The UEA would support plans for the B1108 Earlham Road to be considered as a Bus Rapid Transit (BRT) route</li> </ul>
<b>Norwich Airport</b>	<ul style="list-style-type: none"> <li>• A new masterplan is being prepared by the Airport and should be available Jan/Feb 2010. This will set out the vision for the airport for the next 5 years. A draft copy will be forwarded to Norfolk County Council and Norwich City Council</li> <li>• The airport is preparing for growth of a number of new routes for 2010. It is generally considered that a maximum throughput of 1.5 million passengers per annum is where the airport is aspiring to achieve</li> <li>• The airport fully supports the NDR as it will bring significant benefits in terms of customers being able to access the airport for flights as well as access to existing and future employment opportunities at the site. However, the airport believes the NDR should link up with the A47 in the west. Access from the roundabout on the NDR to the north of the airport will provide significant benefits for those accessing employment opportunities</li> <li>• The airport supports the proposals outlined in the NATS consultation as initiatives to improve access to the airport by a wide range of modes will support growth of the airport and it's associated businesses</li> <li>• Any bus services serving the airport need to match the schedule of flights and employment patterns. A regular clock-face timetable is unlikely to be successful due to the pattern of demand. The existing use of the airport P&amp;R service to serve the airport is not successful as it is felt that this primarily serves the city centre and not the airport</li> <li>• There are plans for the next 12-18 months for buses to serve the front of the passenger terminal (at present, this is not possible due to existing security arrangements and traffic circulation). These works are to be funded by the airport and there will be opportunity to work with the airport and transport operators to ensure the layout is appropriate</li> <li>• The airport supports the principle of a Bus Rapid Transit (BRT) route serving the airport but is keen to point out that a frequency of every 10mins will not be required. Consideration could be given to selected journeys calling at the airport</li> <li>• The airport would favour a direct bus service between the airport and rail station. It is felt that such</li> </ul>

Organisation	Feedback
	<p>a service could operate hourly. This could be promoted through raising awareness and dedicated livery of buses (for airport / airline promotion). Consideration could be given to the ability to pre-book the service when flight tickets are booked</p> <ul style="list-style-type: none"> <li>• Access to the airport by car is key</li> <li>• There are plans to build a new hangar at the airport to serve private jets near the existing fuel store. This would provide additional employment opportunities</li> <li>• Other development plans for airport related activity at the north of the airport would benefit significantly from the NDR and the access it would provide</li> <li>• Routing of the NDR could not be further south (i.e. through the airport) than proposed as this would prevent use of the northern part of the airport for new aircraft-related business</li> <li>• The airport is keen to work with Norfolk County Council and transport operators to identify cost-effective ways of promoting the airport and it's access</li> <li>• Increased parking capacity at the airport will be required to support growth. Options presented in the new masterplan are likely to include use of the existing P&amp;R site and options to provide parking at alternative sites. An option to consider could be use of some spaces at a newly expanded P&amp;R site near the NDR junction</li> </ul>
<p><b>Notre Dame High School</b></p>	<ul style="list-style-type: none"> <li>• There is restricted parking within the school site, which means a considerable number of staff; pupils and visitors arrive by modes other than car</li> <li>• Recent years has seen considerable increases in the number of people walking and cycling to school (supported by Norfolk County Council)</li> <li>• A key priority the school would like to see from NATS is a 20mph speed limit along Surrey Street reinforced by speed bumps (or other speed reducing measures) and signage warning about the presence of the school. Surrey Street needs to be made to feel safer</li> <li>• The new bridge at Riverside has had a significant benefit to those accessing the school from the rail station and Riverside</li> <li>• A further requirement from NATS would be to improve pedestrian crossing facilities at the junction between Surrey Street and All Saints Green. A significant number of students use this walk route to the bus station and city centre</li> <li>• Improved pedestrian crossing facilities across Surrey Street (to get from the north side to the south side) are needed west of the junction with All Saints Green. A significant number of students use this walk route to the bus station and city centre</li> </ul>



Organisation	Feedback
	<ul style="list-style-type: none"> <li>• The main walk route from the school to the rail station is via Mariners Lane and Rouen Road</li> <li>• There is a general feeling that speed should be reduced along Ber Street</li> <li>• The school would strongly support expansion of the P&amp;R sites as these are well use by staff and visitors</li> <li>• Mention was made that consideration should be given to better allocation of bus services at bus stops to avoid buses arriving at the same time</li> <li>• A pedestrian phase and overall better pedestrian crossing facilities should be considered at the Bracondale junction with King Street</li> </ul>
<b>Norwich School</b>	<ul style="list-style-type: none"> <li>• There is a very successful School Travel Plan (STP) in place that has removed the majority of car parking on the site</li> <li>• The majority of pupils are dropped off in Tombland and walk through the gates</li> <li>• A key transport issue is traffic dispersing from the school in the late afternoon as this is when the majority of congestion occurs. Measures should be considered that enable quicker dispersal of traffic from Tombland</li> <li>• Improvements to Tombland in terms of public realm, walking, cycling and general access would be supported</li> <li>• The school have a number of off-site parking facilities and it is important that access to these is retained</li> </ul>
<b>Connexions Youth Council</b>	<ul style="list-style-type: none"> <li>• Bus from Hethersett is not reliable</li> <li>• Positive feedback for interactive bus stop information</li> <li>• Buses on the whole seem unreliable</li> <li>• Comfort on buses for short trips is not necessarily a priority. Timeliness and cost is a priority</li> <li>• Wi-fi and plugs on trains would be preferable to providing this on buses or BRT</li> <li>• Provide more concessionary fares and negate the need to have a bank account to apply for train passes</li> <li>• Young people do not have a lot of disposable income to encourage independence as the cost of using PT is prohibitive</li> <li>• 16-19 cards to be more widely available and cheaper. Cheaper fares would encourage greater patronage</li> <li>• Inflexibility of school bus passes. Can't be used at weekends</li> <li>• Also some students have infrequent bus services (some students only need to attend college for a</li> </ul>

Organisation	Feedback
	<p>few hours a day)</p> <ul style="list-style-type: none"> <li>• Paperless ticketing would be advantageous. Use of mobile phones and modern technology for ticketing would be advantageous</li> <li>• Could consideration be given to the development of a coupon book (buy off internet)?</li> <li>• Customer service issues. Individuals should not be refused access because of not having the right change</li> <li>• Young people should have some reassurance that they last bus will turn up and not leave them stranded (same comment could also apply to the elderly)</li> <li>• Bus drivers should know what is acceptable (bus drivers should know what passes are eligible) – which currently they appear not to</li> <li>• P&amp;R charges not popular (per person)</li> <li>• Moped parking charges need reviewing (downwards)</li> </ul>
<p><b>UK Youth Parliament</b></p>	<ul style="list-style-type: none"> <li>• Travel is difficult from rural areas, not enough public transport and it is unreliable, e.g. you can get to a location but cannot get back. Travel is very difficult if you are not a car user</li> <li>• Public transport is also too expensive</li> <li>• Very supportive of electronic information at bus stops and solar power at bus shelters</li> <li>• Would be useful to make walking maps available showing walking distances and routes</li> <li>• Cycle routes are very disjointed</li> <li>• Buses do not run in the evenings making it very difficult issue for young people</li> <li>• Oyster card system is a good example of reducing journey fares</li> <li>• Multi-operator tickets would help improve travel on public transport</li> <li>• More concessions for young people, e.g. young person's railcard. Would be more likely to use public transport in longer term</li> <li>• Quality of buses not the most important improvement but is a factor to be considered</li> <li>• Need to promote clear information on costs of public transport, particularly buses</li> <li>• Discount fare options need to be more clearly advertised</li> </ul>
<p><b>Norwich Forum for the Construction Industry</b></p>	<p>A presentation on the NATS proposals was given to an evening meeting of the Norwich Forum for the Construction Industry in July 2009</p> <ul style="list-style-type: none"> <li>• General support given for the NATS proposals</li> <li>• Concern was raised that it would be difficult to make customers aware of differences between a BRT service and an existing bus service</li> </ul>

Organisation	Feedback
	<ul style="list-style-type: none"><li data-bbox="539 220 1823 252">• Important that a step change in public transport is visible and experienced by customers</li></ul>



# Appendix A. Questionnaire



## Norwich Area Transportation Strategy

### Mode of Travel

**Q1 How often do you use each of the following modes of transport?**

	<i>For all of my journeys</i>	<i>For most of my journeys</i>	<i>For some of my journeys</i>	<i>Never</i>
Car as driver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car as passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Transport issues for Norwich

**Q2 Which of the following do you think needs to improve the MOST? (Tick one only)**

- Congestion
- Bus services
- Rail Services
- Cycling facilities
- Walking facilities
- Parking facilities
- City centre access

### City Centre Changes

**Q3 Do you support our proposed changes in the city centre?**

Yes, all of it     Yes, part of it     No     Don't know

**Q4 Why do you say that?**

### Walking and Cycling

**Q5 Do you agree with the core locations of the cycle routes shown in Figure 2 of the booklet?**

Yes     No     Don't know

**Q6 If no, why not?**

**Q7** Which **THREE** of the following would encourage you to cycle more?  
(Tick your 3 top priorities only)

- Having an area to wait in at the front of the queue at traffic lights
- More dedicated on-road cycle lanes
- More off-road cycle routes
- Secure cycle areas (parking and lockers)
- Allow cycles on pedestrianised streets between 5pm and 10am
- Travel in a cycle lane against the traffic flow in one-way streets
- Reduced traffic flows in city centre
- Combined bus and cycle lanes
- Nothing would encourage me

**Q8** Which of the following would encourage you to walk more? (Tick your top priority only)

- More pedestrian crossings
- Reduced traffic flows in City Centre
- Nothing would encourage me

#### Bus Rapid Transit

**Q9** Do you think Bus Rapid Transit would improve travel into and around Norwich?

- Yes                       No                       Don't know

**Q10** Do you agree with the proposed Bus Rapid Transit routes shown in Figure 3 of the booklet?

- Yes                       No                       Don't know

**Q11** Are there any other alternative routes we should consider?

#### Bus and Rail

**Q12** Which **THREE** of the following improvements would encourage you to use the train more often?  
(Tick your 3 top priorities only)

- Increased frequency
- More comfortable seats
- Introduction of tram train
- Quicker journeys
- Bike carriages
- More reliable/on time
- Cleaner
- Personal security
- Nothing would encourage me

**Q13 Which THREE of the following improvements would encourage you to use the bus more often? (Tick your 3 top priorities only)**

- More comfortable seats*
- More leg room*
- Takes you where you want to go*
- Buses at least every 10 minutes*
- More reliable/on time*
- Cleaner*
- Personal security*
- Up to the minute travel information*
- More environmentally friendly*
- One ticket to use on all buses*
- Faster journeys*
- Better bus stops and shelters (seating, lighting, etc)*
- Air conditioning*
- Nothing would encourage me*

**Improving traffic flows**

**Q14 How important would the following proposals be to improve traffic flow in and around Norwich?**

	<i>Very important</i>	<i>Fairly important</i>	<i>Not very important</i>	<i>Not at all important</i>
Junction improvements to reduce congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved access to car parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to the minute information on signs advising of congestion hotspots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Overall**

**Q15 From the information in the booklet, do you think the overall proposals will help deliver improvements to the transport network in the Norwich area?**

- Yes*                                     *No*     *Don't know*

**Q16 Is there anything different we should consider for delivering transport improvements in Norwich?**

**About You**  
Information in this section will be used for analysis purposes only.

- Q17** Which of the following age categories do you fall into?  
 *Under 25*       *26-39*       *40-49*       *50-59*       *60+*
- Q18** Gender  
 *Male*       *Female*
- Q19** Do you consider yourself to have a disability or long term limiting illness that affects your day-to-day activities?  
 *Yes*       *No*
- Q20** Do you have a concessionary travel pass for free travel?  
 *Yes*       *No*
- Q21** To which of these groups do you consider you belong?  
 *Asian or Asian British*  
 *Black or Black British*  
 *White*  
 *Mixed*  
 *Other ethnic group*
- Q22** Could you please provide us with your postcode? (This information will be used for analysis purposes only)

**Thank you.**

If you need this document in large print, audio, Braille, alternative format or in a different language please contact on 0121 237 4207 and we will do our best to help.





## Appendix B. Questionnaire Distribution

### Royal Mail Distribution for NATS Consultation



### Royal Mail Door To Door Delivery Schedule Breakdown

Print Date/Time: 27/07/2009 15:00

Version: 1

Customer Name: Norfolk County Council  
Client:

Contract:		Start Date (W/C)		End Date (W/C)		Total Volume	
		28/09/2009		02/11/2009		160723	
Dist No.	927	Drop Date (W/C)		28/09/2009			
Leaflet Design No.	1	Leaflet Design					
Postcode Sector	Item Count	Postcode Sector	Item Count	Postcode Sector	Item Count	Postcode Sector	Item Count
NR5 (8)	4,968	NR6 (6)	4,211	NR3 (2)	4,673	NR3 (4)	3,676
NR13 (6)	2,460	NR6 (7)	4,021			NR12 (7)	1,392
<b>Total Volume</b>		25,401					
Dist No.	928	Drop Date (W/C)		05/10/2009			
Leaflet Design No.	1	Leaflet Design					
Postcode Sector	Item Count	Postcode Sector	Item Count	Postcode Sector	Item Count	Postcode Sector	Item Count
NR1 (3)	2,578	NR3 (1)	4,431	NR2 (4)	4,077	NR2 (1)	1,142
NR14 (6)	3,399	NR5 (9)	3,413	NR4 (7)	4,341	NR2 (2)	3,733
NR1 (1)	2,887	NR7 (9)	3,499	NR3 (3)	4,618	NR16 (1)	2,148
NR13 (5)	3,502	NR10 (3)	4,416	NR12 (8)	3,485	NR9 (5)	2,079
NR8 (5)	1,598	NR7 (0)	6,095	NR6 (5)	3,304	NR4 (6)	4,475
NR14 (8)	3,398	NR14 (7)	3,722	NR13 (4)	2,845	NR10 (4)	2,384
NR18 (0)	5,990					NR9 (4)	2,386
<b>Total Volume</b>		111,784					
Dist No.	929	Drop Date (W/C)		12/10/2009			
Leaflet Design No.	1	Leaflet Design					
Postcode Sector	Item Count	Postcode Sector	Item Count	Postcode Sector	Item Count	Postcode Sector	Item Count
NR2 (3)	5,388	NR5 (0)	3,997	NR7 (8)	5,177		
<b>Total Volume</b>		14,562					
Dist No.	930	Drop Date (W/C)		19/10/2009			
Leaflet Design No.	1	Leaflet Design					
Postcode Sector	Item Count	Postcode Sector	Item Count	Postcode Sector	Item Count	Postcode Sector	Item Count
NR11 (6)	3,863						
<b>Total Volume</b>		3,863					
Dist No.	932	Drop Date (W/C)		02/11/2009			
Leaflet Design No.	1	Leaflet Design					
Postcode Sector	Item Count	Postcode Sector	Item Count	Postcode Sector	Item Count	Postcode Sector	Item Count
NR18 (9)	1,715	NR9 (3)	3,398				
<b>Total Volume</b>		5,113					

Source: Norfolk County Council

## Appendix C. Exhibition Comments

### Comments Captured at Local Exhibitions

BUS		Number of Comments
<b>Ticket Price</b>	Buses are too expensive, e.g. single fare from just outside city £2.20. Would catch bus if fares were cheaper Cheaper to drive than take the bus. BRT & CBR will have to be financially comparable with using cars to encourage modal shift. Concern that city concession pass holders are disadvantaged over county pass holders 8:30/9:30 am Cheaper to park in city for 3 hours than take the bus	15
<b>Frequency of Service</b>	Buses need to run more in the evenings FIRST No. 21 & 22 from Sprowston used to go to St Stephen's roundabout now goes via Bowthorpe instead & should be every 10 mins Bus service from Easton does not go down Dereham Rd but uses A47 Newmarket Rd. Need a bus stop near Sainsburys Longwater Lane & bus going through Costessey for access. Bus X1 FIRST will not stop at last bus stop of Easton. The bus stop at western end is too far for the elderly in the east of Easton. Would like to see a request stop. Buses from Wroxham to Norwich used to be every 30 mins, now every hour. Buse services back from Norwich are very poor No. 12 from Stalham tp city (hospital) could be more frequent, is currently only every hour Buses from Dereham to Norwich need to be more frequent, cheaper and reliable Quality of Spixworth service is poor & single deckers are full at peak times No 21/21 no stop after Dereham Rd into city. Can we have an extra stop? Bus from Sheringham to Norwich the gap between return journeys is too long Need better bus frequency from Aylsham to Norwich and links to Wroxham Why do Sanders and FIRST buses run around the same time from Aylsham & are not staggered e.g. 30 mins apart. Use the Sanders service as the drivers are more helpful & the buses more comfortable. No.9 service misses out buses so you have a long wait Poor service 19/20 to Heartsease Big problem with buses not turning up Why does FIRST bus 124 & Anglian 123 stop halfway through Salhouse? Due to lack of service remaining residents have to drive to P&R to come into Norwich. FIRST no. 16 very poor service Buses to Spixworth end about 6pm which is too early Sunday bus service from Wymondham is inadequate. Late evenings and sundays need more frequent services	3
<b>Reliability</b>	Services need to be more reliable. FIRST service no. 20 very unreliable No. 27 bus service is unreliable Services 21 & 22 are unreliable	
<b>Interior/Exterior</b>	Wider more comfortable seats More interaction with bus driver and passengers FIRST buses are filthy inside and out and not cleaned enough. Drivers stand around Castle Mall smoking and swearing Noise on buses from school children	
<b>Bus Operators</b>	Anglian bus operators are great, FIRST are rubbish. FIRST bus service is terrible, buses run 15 minutes late. Anglian bus service is very reliable More training for bus drivers about needs of the disabled More customer friendly drivers Bad attitude of FIRST bus drivers	2 2
<b>Travel Info</b>	When will real time bus information be available, e.g. if a bus has just left a stop or is late etc. Will real time information be available in rural areas? Would like to see a map of all bus routes including all operators in a hard copy. More and better printed information is needed on bus routes, times etc Bus timetable information is hard to come by & specific route/loction details are always unclear and never any details at bus stops	3 4 2 3
<b>Enforcement</b>	Better enforcement of bus lanes using cameras	
<b>City Links</b>	Can some of the Wymondham buses run via the railway station? Bus links from city to railway station - if there are any they need to be better advertised. Lack of connecting buses in NW of city to connect to the hospital	2
<b>Bus Station</b>	Use bus station only for city changes and reduce number of stops on St Stephen's St and the Mall. Castle Mall always very busy, why can't buses go straight to bus station instead? Lost property office needed at the bus station, not with operator Build a passageway between St Stephen's Street and the bus station	
<b>Desireable Services</b>	Would like a circular shuttle bus from rail station to Anglia Square Evening services of buses need to be improved especially Newmarket Rd Take out buses on St Stephen's, Red Lion St, Castle Meadow & Prince of Wales Rd Would like a bus service from Coltishall to Wroxham. There used to be a hopper but is no longer in service Request for bus service along Telegraph Lane - no service along Thorpe? No morning day time service from Horsham St Faith to Cromer, can we lobby the bus operators? Bus priority on Dereham Rd off peak. Consider point to point services e.g. Thorpe to Drayton. Possibly use hubs on outskirts such as Postwick Need later/evening buses in and out of Norwich Important to have bus links to the hospital Alternative bus route through Aylsham to be explored to avoid congestion in market place, e.g. up Burgh Rd and out via Paper Chase Need better Sunday services Why is there no bus link on the service road between British Sugar and UEA? Need bus service from rail station to hospital Bus routes need more thought - there are not many that go where you want them to	7 2 2
<b>Ticketing</b>	Need for integrated ticketing for bus tickets School travel passes can only be used on Sanders buses and not FIRST buses - why?	
<b>BRT</b>	Why is there no BRT in SE sector (Trowse)?	
<b>Other/General</b>	Wicklewood residents have to travel to Wymondham to catch a bus to city which defeats object of modal shift Will buses improve on core bus routes and not just on BRT services? Roundabout detour for buses on Dereham Rd (Bowthorpe roundabout) will affect a dozen households if routed along the "old" Dereham Rd. Moving the road from 3 Mile Lane across to join the Dereham Rd on eastern side of the roundabout but west of the subway would be a better option & less disturbance to residents/loss of value of property. Roundhouse Way - lack of bus shelters and stops on Dragonfly Strong opposition to any bus link between UEA and Colney Lane across the river valley. The green space should be protected. Buses should switch off engines when waiting to save fuel and vehicle emissions. Improve bus services in the day time and improve east to west services Concerns that drop off points for bus station and city centre on Queeans Rd not adequate Can the 14A bus come via Eaton Cringleford slip road late evenings or put bus stops before the hospital roundabout on A11	

Park & Ride		Number of Comments
<b>Ticket Price</b>	New charges are more expensive, especially at airport. Have a 1 month trial of cheaper fares at P&R to see if it has a positive impact	4
<b>Frequency of Service</b>	P&R does not run late enough in the evenings	2
<b>Bus Priority Lanes</b>	Poor bus priority from airport to city	
<b>Desirable Services</b>	Service from airport to hospital Need a Sunday service Can the P&R sites make more use of rail facilities for accessibility as well as buses? Allow people to park and walk Would like to access the rail station from Sprowston P&R Have overnight parking facilities Students travelling on A47 from Swaffham to Norwich would use Costessey P&R is a bus went to UEA campus Link to no. 10 bus from Costessey P&R. No. 10 to UEA and N&NUH Cycle routes to P&R sites Use facilities as distribution centres for lorries Bank holiday P&R times need to coincide with shop opening times - 10am-6pm	5
<b>Other</b>	P&R buses clog up the bus station, have a separate bus station for P&R Separate routing of P&R buses from general buses where they do not need to pick people up	

NDR		Number of Comments
<b>Joining to A47</b>	NDR needs to join up to the A47 No link to A47, will there be rat running down Beech Lane, Taverham to Ringland? Will be rat running through Costessey, suggest traffic flow monitoring on Longwater Lane, The Street and others Move the west side of the NDR further west so to be able to link to the A47 If you linked NDR to A47 then when part of southern bypass is closed due to accidents, traffic can divert round the NDR rather than through city.	19
<b>Cost</b>	Will NDR get funding? Business case is not clear cut. Don't think NDR is viable solution to the problems. Spend the £100m on public transport instead With so much money being spent on the NDR will there be any left for the other proposals?	
<b>Road Closures</b>	Wroxham residents concerned that traffic from the north will be channelled through Wroxham onto the NDR	
<b>Development</b>		
<b>Postwick Junction</b>	Junction design too complicated. From Brundall to city the journey would be increased by 25 min Junction arrangement looks like spaghetti junction - are all these roads needed?	
<b>Access</b>	Link needed between NDR and airport business park Connecting roads e.g. Plumstead Rd is narrow and cannot take large/heavy vehicles. There should be a restriction on weight of vehicle. Traffic can use connecting roads to NDR as a cut through which would defeat the object of the new road. Care should be taken as to how the NDR will be used.	
<b>Climate Issues</b>	Cancel plans for NDR! It will increase CO2 emissions	
<b>Other</b>	95% against NDR - taking up green space, noise etc New roads generate new traffic. Forget NDR if you are serious about sustainable travel. Bowthorpe roundabout - details of where NDR enters and exits How will cyclists cross the NDR?	2

City Centre		Number of Comments
<b>Access to car parks</b>	Access to car park at the back on the Mall the entrance is off Theatre St. Will this car park close? How can we access to Castle Meadow car park with the proposed road restrictions? Concerns about loss of car parking More car access to city - carrying heavy shopping you need a car not buses. More car parking	
<b>Disabled access</b>	No. of disabled parking spaces has been reduced. Will access to current disabled parking areas remain? Disabled parking to be built on level ground More dropped curbs for disabled people Access to Jarrolds difficult for walking disabled	11
<b>Road closures</b>	Why is Theatre St closing, to buses only? How will less abled people access the theatre? Is Rose Lane one way or two way? Concern on closure of Westgate will sever that element of city. Have we considered a permit system for business/work use?	
<b>Safety at night</b>	Very quiet city for pedestrians at night. The presence of cars/traffic is reassuring for walkers. Perhaps the city streets could be open to traffic after 7pm?	
<b>General Access</b>	Does Market Ave become a dead end? It's very difficult to drive in or out of the city with current regulations Concerns re issues at bottom of Prince of Wales Rd for residents. What will happen with taxis etc? Access to cathedral by car is a problem Concern city resident about not being able to get a car in and out of the city with new proposals Need to take in account access to the mosque and have available parking, perhaps by permit What about introducing red routes in city like London More car parking, less pedestrianisation of the city	
<b>Bus only lanes</b>	All Saints Green should not be a bus only lane	

Cycling		Number of Comments
<b>Suggested cycle lanes</b>	Along Dereham Road and Taverham Road Would support a cycle route from Sprowston provided it is safe (currently very busy) Broadland District Council propose a cycle route from Blofield & Plumstead - what happened to this? Plumstead Rd needs a cycle track & footpath out to Thorpe village Need a cycle lane on Wroxham Rd. Many children cycle on the road to school as well Need to improve Heartsease round about for cyclists. There are no facilities and it is dangerous Need cycle track from Sainsburys Longwater to Norfolk Showground Need emphasis on planning & installing cycle lanes & dedicated tracks in city centre & surrounding areas. A cycle route from Aylsham to Cromer and Norwich to Aylsham Cycle access to Costessey P&R needs improving Would like a cycle track in Easton More shared cycling/footpaths needed Better cycle links to the P&R sites and incentives if people do this e.g. reduced bus route Need cycle route to connect outside city to outer ring road (Dereham Road)	2       2
<b>Whitlingham Country Park</b>	Is this already funded by Sustrans? It was published on the Sustrans website so why has it not been delivered?	2
<b>Existing cycle routes</b>	Some of the priority routes already exist, what is going to change? Cycle path from Horsham St Faith to Cromer Rd, Norwich stops at Cromer Rd junction and does not continue into Norwich. Would like to see this introduced. Cyclists cannot get to the P&R. Improve provisions for cyclists on Earlham Rd. Cyclists and pedestrians should be segregated on Lakenham Way Need to complete the cycle path from Hethersett to Wymondham Cycle path along The Avenues is excellent but not well promoted as two way. Can we do more to make cyclists use the lane rather than the road?	
<b>Norwich city</b>	Why isn't Norwich put forward as a cycling city? Make Norwich a proper cycle-friendly city with preferential cycle routes	
<b>Dangerous routes</b>	Yarmouth Road into city. Problems with Newmarket Rd with buses and cycles in the same lane B1108 needs a proper cycle track. Shared cycle/footpath on Newmarket Rd is great, then it ends & cyclists are re-directed to the bus lane	
<b>Facilities</b>	Better and increased cycle parking Lack of dedicated cycle routes and off-street routes More cycle parking needed	

Walking	
<b>Footpaths</b>	No footpath from Sainsburys Longwater to Norfolk Showground Should increase no. of footpaths and Public Rights Of Way around Taverham - Macks Lane & Costessey Lane junction is particularly dangerous as is Ringland for pedestrians More shared cycling/footpaths needed Improve lighting on footpath Hethersett to Cringleford
<b>Pedestrian Links</b>	Should provide a link between Bawburgh & Bowthorpe along River Yare and look at other green infrastructure schemes Request for pedestrian crossing on Carrow Rd near the new flats. More information needed on footpaths and walking routes for visitors A pedestrian route from Aylsham to Cromer and Norwich to Aylsham
<b>Other</b>	Fumes in city make walking not very pleasant Need to improve Heartsease round about for pedestrians. There are no facilities and it is dangerous Better education of pedestrians needed re pedestrians and cyclists on shared paths

Rail		Number of Comments
<b>Ticket price</b>	Rail fares too expensive	3
<b>New links</b>	Rail link from Norwich to Kings Lynn	
<b>Disused rail tracks</b>	Re-instate rail service from Aylsham to Norwich. This would be a good area to add new development	2
<b>Service</b>	London to Liverpool is unreliable Importance of the Beccles loop in improving services on the East Suffolk line	2
<b>Stations</b>	New station at Postwick - very good idea What about a rail station in Cringleford?	
<b>Other</b>	Freight to Royal Mail causes problems as there are no mail trains Electrification of line to Great Yarmouth is needed	

Highway		Number of Comments
<b>Junctions</b>	Problem with Queens Rd junction if additional traffic is generated Norwich Road/Dereham Rod junction - traffic light changes are too short and not enough cars get through. Traffic gets back up and also delays the no. 19 bus. Road markings to Grapes Hill/Dereham Rd junction are very confusing. Need to be looked at. Junction opposite Trafford Arms, Grove Walk junction is dangerous & complicated Concerns about traffic impact on inner ring road junctions Too much traffic comes off the A47 into the city	
<b>A11</b>	Cringleford slip road to A11, people merge without looking. Can we do anything about this? Essential to dual the A11 around Elvedon	
<b>Other</b>	Problem on Dereham Rd to outer ring road at junction to Norwich city. Can there be a road closure at Station Rd, Salhouse or restrictions? B1108 has real problems and needs improving. Will get worse with NDR Road access to the hospital is difficult and long journey from Aylsham. Need access to the cathedral from the south without going round the ring road Too many roads wide enough for two lanes only have one lane Costessey roads through Morton need to be improved. This was promised to happen before the NDR is built	2
<b>Lights</b>	Traffic lights on Cromer Rd timings need to be looked at	

Motorcyclists		Number of Comments
General	Motorcyclists are not mentioned in the NATS plan	2
Enforcement		
City links		
Parking	Motorcycle parking needs to be advertised and signed Poor parking facilities for motorcyclists	

Economic	
Funding	Schemes are too expensive How will the schemes be funded?
City economy	Our plans will kill the economy of the city

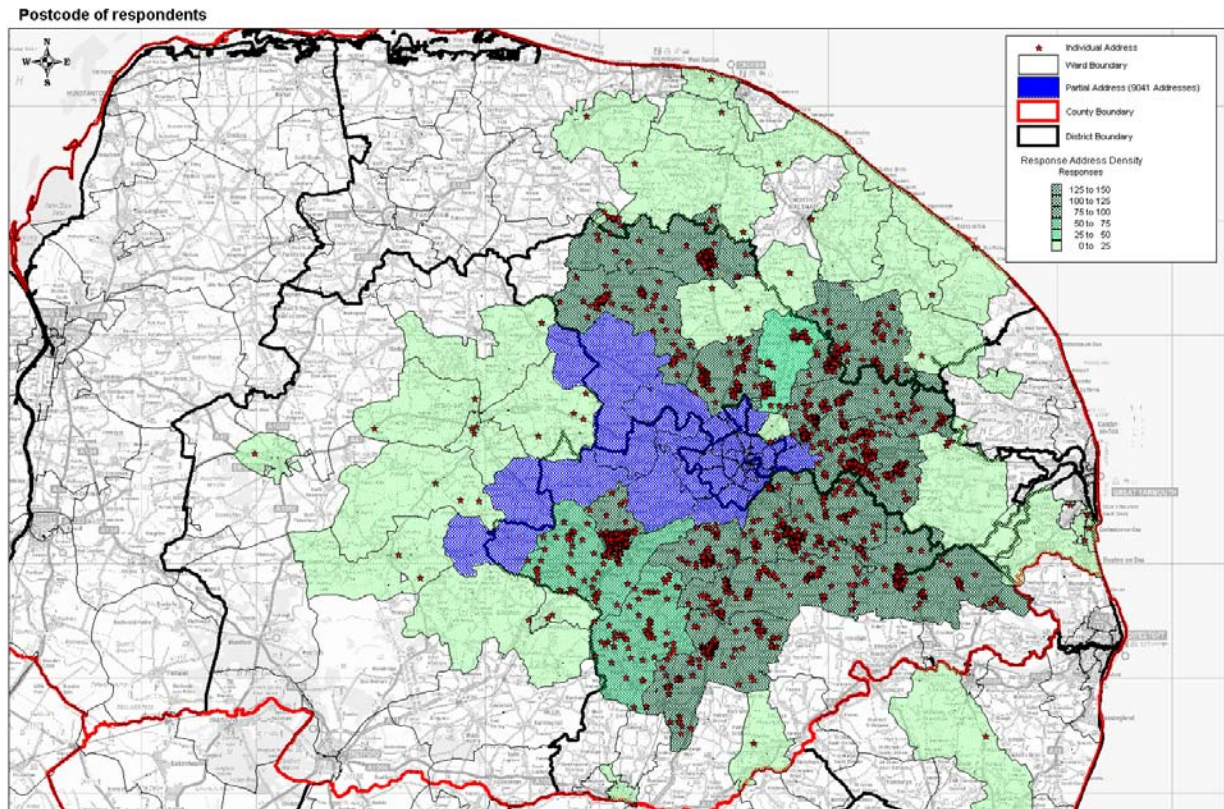
General Public Transport		Number of Comments
Trams	Bring back trams in the city - low carbon emissions Tram-train should be extended to city centre & run to UEA and hospital Tram-trains preferable to heavy rail and could go out to Yarmouth	6
Frequency of service		
Reliability		
Transport links	Trolley bus between rail station and bus station. Need better PT links from north city A(Anglia Sq) to rail station Better information on interchanges Need bus link from rail station to airport Why is the bus station not at the rail station? It would make interchanges much better	2 2
Travel Info	Where do you get travel information from?	
Enforcement	How will we police disabled parking in the city? Greater enforcement of cyclists using pavements when they shouldn't Need to consider enforcement of proposals once implemented No enforcement where cars park on cycle lanes (St Williams Way)	3
Climate	Employees should be encouraged to offer GREEN travel to work incentives, e.g employers register their "green" miles then are entered into a monthly prize draw.	
Other	Have we consulted with the hospital re peak travelling times and catchment areas for access? Smartcard system for integrated transport and use on all bus services South east quadrant seems left out without any new measures Please improve the river walks in Norwich, particularly in and out of city from Waterworks Rd end No provision in consultation/information for the elderly or disabled & impact of proposals Community transport (for elderly & disabled) is expensive and not always available so need good PT alternatives Need more minibuses for community transport schemes for elderly/disabled More information on access to the airport and terminal building Need PT service from Norwich rail station to Sandringham for tourists Poor tourist information Set up a travel club for public transport and use like the role of the AA or RAC, people would feel ownership, could use incentives such as reduced travels costs and have a student travel Raise profile of Norfolk/Norwich in a travel leaflet and distribute in foreign countries. Encourage transport links with Europe Have we considered the use of water taxis?	3
Parking	Unofficial car parks around the railway station - are these regulated? Could this be addressed through the planning system?	

Positive Feedback	
<b>Bus</b>	Buses services from Brundall are excellent, use the bus all the time
<b>NDR</b>	Supportive of the NDR Very support of the NDR Support for the NDR, think it is long overdue and needed. The NDR is a must and Postwick Hub is essential. 120% behind the NDR scheme NDR is vital to take traffic away from the city Need the NDR before too much is spent on changing the city. The southern bypass has been brilliant. Desperate for NDR to be built. Owner of a haulage firm at Stratton Strawless is very keen & fully supports it. Build the NDR now! Just get the NDR built! Need to build the NDR ASAP. It will remove rat running traffic (NR7 8RL)
<b>P&amp;R</b>	P&R service is excellent but is now too expensive
<b>Cycling</b>	
<b>Walking</b>	Any improvements to help pedestrians in the city are good
<b>BRT</b>	
<b>Rail</b>	
<b>City Centre</b>	Strong support for reduction in parking in city as long as more buses operate to time. Very supportive of plans for city centre City centre proposals are excellent
<b>General</b>	Really good exhibition, well thought out strategy. Proposals seem to be well thought out and practical

Source: Norfolk County Council

# Appendix D. Geographical Location of Respondents

## Plot of Geographical Location of Respondents



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Source: Mott MacDonald



## Appendix E. Coding Table for Questionnaires

No.	Description
1.	Sustainable modes positive
2.	Unspecified positive
3.	Traffic free areas positive
4.	Improves flow/creates space
5.	Not required/no problem to address
6.	Will force traffic to other areas
7.	NDR must join A47 West
8.	Public transport negative
9.	Car is cheaper/easier
10.	Prince of Wales Road negative
11.	Will be safer
12.	Will be more environmentally friendly
13.	Concern congestion/access outside city centre
14.	Mixed positive/negative
15.	Should focus effort/too diverse
16.	Poor access to City Centre North
17.	Not radical enough
18.	Pedestrian/cyclist conflict concern
19.	Need alternatives for getting to City Centre
20.	More cycle access required
21.	Not enough detail given
22.	Chapelfield North negative
23.	Difficult for car drop off/pick up/collection of heavy articles
24.	Taxi access unclear
25.	Road closures will worsen access
26.	Proposals are anti-car
27.	Will damage feel of city/economy/encourage out of town shopping
28.	Exchange Street negative
29.	Too complex
30.	Remove all traffic from City Centre
31.	Little provision for elderly/shoppers
32.	Public transport too expensive/must be cheaper
33.	Delivery problems for proposals (cost/timescales)
34.	More frequent/reliable buses
35.	Too many cycle lanes
36.	Too many bus lanes
37.	Any mention disabled
38.	Any mention growth/development
39.	Any mention "live inside the City Centre"
40.	Any mention motorcycle
41.	"I don't cycle"
42.	Poor behaviour of cyclists
43.	Unspecified positive
44.	Too aspirational
45.	More segregation for pedestrians
46.	Cycling should be by choice, not forced
47.	Priority should be longer term routes
48.	Concern on-street parking impact on cycle routes
49.	Lack of cross-city cycle routes
50.	Concern cycle safety
51.	Lack of orbital cycle routes
52.	Need more off-road cycle routes
53.	Need an orbital bus route

No.	Description
54.	Location-specific route comment
55.	Need bus routes to North
56.	Need bus routes to East
57.	Need bus routes to North East
58.	Need bus routes to South East
59.	Need bus routes to South East
60.	Need bus routes to West
61.	Need bus routes to Hospital
62.	Need bus routes to University
63.	Extra buses required (capacity/frequency)
64.	Need to address current bus issues
65.	Buses damage (pollution/cyclists)
66.	Buses go too fast
67.	Buses slow general traffic
68.	Buses should be free
69.	Spend money on improving bus quality
70.	No need for NDR/not required
71.	Merging lanes negative
72.	Allow left turns at red signals
73.	NDR positive
74.	Agree some proposals
75.	BRT schemes will be too expensive
76.	Remove signals at roundabouts
77.	Specific comments
78.	Specific comments relating to congestion charge positive
79.	Specific comments relating to tram train positive
80.	Public transport must run in evenings and weekends
81.	Remove on-street parking
82.	Change concession pass hours for free bus travel
83.	Need cycle crossings on NDR
84.	Increase car parking charges
85.	Improve car park access
86.	Need public transport integration
87.	Congestion is inevitable
88.	Need more rail stations/tracks
89.	Any mention rural accessibility
90.	Park and Ride positive
91.	No viable alternative to the car
92.	Better bus infrastructure required
93.	Should tackle existing bottlenecks/congestion/signal phases etc
94.	Castle Meadow should be open to all traffic
95.	Enforcement issues (parking/cyclists/speeding)
96.	Cyclists are 'a menace'
97.	Remove speed humps/traffic calming measures
98.	PT: Too expensive
99.	PT: Need a service where I live
100.	PT: Don't use
101.	PT: Very good at present
102.	PT: Evening/Sunday service required
103.	PT: More frequent
104.	PT: Should be integrated/link to P&R
105.	PT: Must have better access for push/wheelchairs
106.	PT: Staff have a bad attitude
107.	PT: Capacity must be increased
108.	PT: More parking required at stations
109.	More pedestrian access/priority required
110.	Any mention "too old"/age

No.	Description
111.	Any mention difficulties in walking/cycling due to age/illness
112.	Road improvements will encourage more cars
113.	Better on-board facilities for trains
114.	"Not valid where I live"
115.	Bus driving skills poor
116.	Complaint First Eastern Counties

## Appendix F. Consultation Advertisement and Press Release

# Transport for Norwich Exhibitions



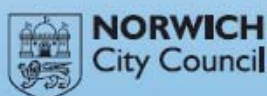
Find out more about our important proposals for keeping Norwich moving over the next 20 years and have your say.

Date	Location	10.00am - 7.00pm unless stated
12 October	Castle Mall, Norwich	
12 October	Bannatyne's Health Club, Broadland Business Park	
13 October	Asda, Hellesdon	
14 October	Waitrose, Wymondham	
14 October	Anglia Square – The Atrium	
15 October	Sainsbury's, Longwater Retail Park	
16 October	University of East Anglia – Car Park	
17 October	Hall Road Retail Park, Norwich	(10.00am-4.00pm)
19 October	Roys, Wroxham	
20 October	Homebase, Sprowston Retail Park	
21 October	Norwich Bus Station	
21 October	County Hall, Norwich	
22 October	The Forum, Norwich	
23 October	Norwich Railway Station	
23 October	Morrison's, Albion Way, Norwich	
24 October	Aylsham Market Place	(9.00am -2.00pm)
09 November	The Forum – Atrium	(10.00am - 6.00pm)
10 November	The Forum – Atrium	(10.00am - 6.00pm)
11 November	The Forum – Atrium	(10.00am - 6.00pm)

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# NewsNewsNewsNews

from  
**Norfolk County Council**

For Immediate Release

**05 October 2009**

## **Vital Norwich area transport consultation begins - Launch event Friday 9 October**

A vision of Norwich where congestion and fumes have been banished from city centre streets, and where homes, shops and businesses are served by a 21st century sustainable transport system, is contained within the Transport for Norwich consultation being launched at Norwich Bus Station \*on Friday 9 October (2pm).

The consultation is also of vital importance to industry and people living in surrounding areas, especially the northern fringes and large areas of north and north-east Norfolk, which are suffering from poor transport links now and some of which are earmarked for major housing and employment growth over the next 15 years.

Norfolk County Council and Norwich City Council are encouraging as many people as possible to make their views known on proposals aimed at giving new momentum to Norwich Area Transportation Strategy (NATS) schemes, including the NDR, at a time when Norwich has been given 'Growth Point' status by the Government, with the prospect of more than 30,000 new homes and jobs in the city and surrounding areas over the next 15 years.

The updated NATS - developed alongside the Joint Core Strategy drafted by the Greater Norwich Development Partnership - looks ahead to the next 15-20 years, building upon recent achievements in transport for Norwich, such as the most comprehensive park & ride system of any UK city, a brand new bus station, a bus interchange at the railway station, bus priority measures, the Castle Meadow Low Emission Zone, key junction upgrades and improvements for cyclists and pedestrians.

Proposals for the future are set out in thousands of Transport for Norwich consultation booklets and questionnaires that are being distributed to homes around the city, supported by a month-long series of exhibitions beginning on Monday 12 October in Castle Mall, Norwich. The consultation and supporting information is also available online at [www.norfolk.gov.uk/norwichtransport](http://www.norfolk.gov.uk/norwichtransport).

"This is a bold strategy that is critical for Norwich and a large part of Norfolk that looks to the city," said Adrian Gunson, Cabinet Member for planning & transportation. "We need to seize the opportunity to establish efficient and sustainable transport systems that will secure the city's future as a vibrant, prosperous regional centre.

"Measures already taken have been very effective in easing some problems, but others remain. General congestion and 'rat-running' are frustrating and harmful to the environment. On top of that, the greater Norwich area is likely to see 30,000 new homes built over the next 15 years, along with the employment that these new residents will need.

"We need transport that serves the city centre, industry and housing on the outskirts, and wider areas of the county that feel cut off from essential facilities, such as the N&NU Hospital and key employment areas, and the trunk road network. The Government is also

expecting us to provide for unprecedented growth in housing and jobs.

“Half measures are no longer enough, which is why construction of the Northern Distributor Road (NDR) underpins so much of the strategy. The NDR opens the door to a whole range of sustainable transport options, as well as providing the transport links that industry and the airport are crying out for, relief from rat-running traffic and congestion in the northern fringes, and vastly improved access to the whole of north and north-east Norfolk.”

Brian Morrey, executive member for sustainable city development at Norwich City Council, added: "It's really important that people let us know their views. We want to make Norwich an easy and safe place to get around, and need to know what works best for those who use the city.

"A lot of good work so far has seen some positive improvements, and now we are ready for the next stage to make Norwich more accessible and useable for all."

The Norwich Northern Distributor Road won overwhelming public support\*\* in the extensive public consultation carried out in 2003. Since then a preferred route has been adopted by Norfolk County Council while the East of England Regional Assembly has made it a priority for funding and has recommended that the project should receive £80m from 2012/13. The Government is considering the project in detail and a decision on 'programme entry' for the NDR is expected by Christmas. A planning application is being developed and will include other transport improvements within NATS that the NDR makes possible.

The Transport for Norwich consultation concentrates on other proposals within the updated NATS.

#### The City Centre

The aim is to reduce the dominance of traffic, enhancing the city's reputation as an excellent place to shop and visit with improving air quality. Proposals being considered include:

- ~ Removing general traffic from Westlegate, Rampant Horse Street, Exchange Street and the bottom of Gaol Hill;
- ~ Allowing buses and bikes only in Chapelfield North (both directions) to Rampant Horse Street, St Stephens through Red Lion Street and Castle Meadow to Prince of Wales Road (both directions, and parts of Surrey Street and All Saints Green.

#### Cycling and Walking

As well as gaining from the removal of traffic from streets and the creation of bus and bike only routes, cyclists could benefit from contra flow lanes in one-way streets, advance stop lines at more traffic lights and better cycle parking. Cycling on some pedestrian streets could be allowed from 5pm to 10am. Outside the city centre, priority routes for cyclists would receive special attention, while the development of good routes to schools for cyclists and pedestrians would continue. For pedestrians, additional crossings could include Carrow Road, King Street and Westwick Street.

#### Bus Rapid Transit (BRT)

BRT is a new approach to high quality bus travel, bringing faster, more frequent and reliable services on key routes into the city. The proposals include up to six routes,

supported by bus priority measures, intelligent traffic lights that prioritise buses, new ticketing and information systems. Dereham Road is seen as the prime contender for the first BRT route.

### Bus and Rail

Routes without BRT would still benefit from enhanced bus services, linking well with other forms of transport. On the railways, trains could be longer and more frequent, and a lightweight 'tram-train' could run on the Bittern Line tracks, serving extra stops including the new Rackheath EcoTown development.

The speed with which improvements can be implemented depends upon funding, completion of the NDR, and other factors.

The consultation runs until 27 November. The responses will then be analysed and reported back to the county and city council members in the spring of 2010. The findings will be used in planning the next steps in turning proposals into reality.

### Notes for Editors

\*The launch event at Norwich Bus Station, Surrey Street, (2pm Friday 9 October) will include a preview of exhibition material and opportunities to interview key county council and city council members and officers, including Adrian Gunson, county Cabinet member for planning and transportation, Mike Jackson, county director of environment, transport and development, and Anne Bonsor, assistant director for city development, Norwich City Council..

\*\* Out of over 21,000 questionnaires and 800 other responses 78% supported a Northern Distributor Road as a key element in the Norwich Area Transportation Strategy.





# Appendix B. Business Questionnaire

**Norwich Area Transportation Strategy**

In order to provide your views on the Norwich Area Transportation Strategy and how it will affect your business, please respond to the questions below. The Strategy includes the Northern Distributor Road (NDF) and an associated package of improvements to public transport, walking and cycling.

We very much appreciate your participation.

Company Profile

**1. What is the name of your company?**

**2. Please provide the postcode for the location of your company**

**3. Which sector best describes your business?**

- Agriculture, fishing and food
- Utilities (energy and water)
- Manufacturing
- Building and construction
- Distribution
- Tourism, hospitality & leisure
- Retail
- Creative industries
- Transport
- IT
- Banking, finance and insurance
- Public administration, health and education
- Other

**4. Are you a member of the Chamber of Commerce?**

- Yes
- No

Location

**5. Where is your business located (i.e. where are most employees based)?**  
PLEASE BASE ALL FUTURE ANSWERS ON THIS MAIN LOCATION

- Norwich City
- South Norfolk
- Broadland
- Breckland
- Great Yarmouth
- King's Lynn and West Norfolk
- North Norfolk

**6. What were your main reasons for choosing this location? (Tick those that apply)**

- Proximity to key suppliers
- Proximity to customers
- Proximity to workforce
- Public transport links
- Proximity to air/ferry ports
- Accessibility by road
- Cost of premises
- Suitability of premises
- Quality of the environment
- Availability of land for expansion
- Broadband accessibility/width
- Other

Any further comments

**7. Are there any weaknesses about your current location? (Tick those that apply)**

- Proximity to key suppliers
- Proximity to customers
- Proximity to workforce
- Public transport links
- Proximity to air/ferry ports
- Accessibility by road
- Cost of premises
- Suitability of premises
- Quality of the environment
- Availability of land for expansion
- Broadband accessibility/width
- Other

Any further comments

**8. Do you have a green travel plan for employees/visitors?**

- Yes
- No

**9. Are you considering . . .**

- Expanding the business
- Downsizing the business
- Relocating the business
- Diversifying the business
- No change

Any further comments

**10. If you are considering relocating, to what extent is the lack of adequate transport infrastructure a contributor to your decision?**

- Transport is the only contributor
- Major contributor
- Minor contributor
- Not a contributor

Any further comments

**11. If you are considering downsizing, to what extent is the lack of adequate transport infrastructure a contributor to your decision?**

- Transport is the only contributor
- Major contributor
- Minor contributor
- Not a contributor

Any further comments

**12. If you are considering expanding, to what extent is the provision of adequate transport a contributor to your decision?**

- Transport is the only contributor
- Major contributor
- Minor contributor
- Not a contributor

Any further comments

**13. To what extent do you agree that the following transport problems are affecting your business performance?**

	<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree nor disagree</i>	<i>Disagree</i>	<i>Disagree strongly</i>
Congestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unreliable journey times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor public transport links	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of alternative options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Staff**

**14. Approximately, how many people are employed across your business (full-time and part-time)?**

	<i>Full-time</i>	<i>Part-time</i>
None	<input type="checkbox"/>	<input type="checkbox"/>
1 - 5	<input type="checkbox"/>	<input type="checkbox"/>
6 - 10	<input type="checkbox"/>	<input type="checkbox"/>
11 - 20	<input type="checkbox"/>	<input type="checkbox"/>
21 - 50	<input type="checkbox"/>	<input type="checkbox"/>
51 - 100	<input type="checkbox"/>	<input type="checkbox"/>
101 - 150	<input type="checkbox"/>	<input type="checkbox"/>
151 +	<input type="checkbox"/>	<input type="checkbox"/>

**15. How easy is it to recruit staff for your current location?**

- Very easy*
- Quite easy*
- Neither easy nor difficult*
- Quite difficult*
- Very difficult*
- Not applicable*

**16. To what extent is the existing transport infrastructure a barrier to recruiting staff for your current location?**

- A significant barrier*
- A major barrier*
- A minor barrier*
- Not a barrier*

**17. Approximately, how far do the majority of staff live from the business?**

	0% - 20%	21% - 40%	41% - 60%	61% - 80%	81% - 100%	Not known
Less than 2 miles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3 - 6 miles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7 - 10 miles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11 - 20 miles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21 - 40 miles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over 40 miles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not known	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**18. What percentage of staff use each of the following mode of transport as their main mode of transport to come to work?**

	0% - 20%	21% - 40%	41% - 60%	61% - 80%	81% - 100%	Not known
Car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car lift share	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorcycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work from home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Customers and Suppliers**

**19. How far from your business are most of your principal customers and suppliers located?**

	Less than 2 miles	3 - 6 miles	7 - 10 miles	11 - 20 miles	21 - 40 miles	Over 40 miles	Don't know
Customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suppliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**20. How easy do they find it to access the business site?**

	Very easy	Quite easy	Neither easy nor difficult	Quite difficult	Very difficult	Don't know
Customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suppliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**21. What main mode of transport do they typically use?**

	Car	Train	Bus	Taxi	Cycle	Walk	Plane
Customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suppliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Transport Solutions**

**22. To what extent would the solutions proposed in the Norwich Area Transportation Strategy, including the Northern Distributor Road, help your business performance?**

	<i>A big impact</i>	<i>A small impact</i>	<i>No impact</i>	<i>Don't know</i>
Recruitment of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to suppliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Potential for expansion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance compared to competitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved links to the airport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Any further comments*

**23. To what extent would the main proposed transport interventions within the Norwich Area Transportation Strategy, including the Northern Distributor Road, help your business performance?**

	<i>Large positive impacts</i>	<i>Some positive impacts</i>	<i>No change</i>	<i>Some negative impacts</i>	<i>Large negative impacts</i>
Bus Rapid Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Northern Distributor Road	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus infrastructure improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rail service improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved links to the airport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tram-train link to Rackheath	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling measures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking measures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New traffic control technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expansion of park and ride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City centre circulation changes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freight consolidation initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Any further comments*

**24. How important is the use of a car for meetings based in Norwich?**

- Significant importance*
- Major importance*
- Minor importance*
- Not important*

*Any further comments*

**25.** Overall, do you agree that the Norwich Area Transportation Strategy will improve the local economy?

- Strongly agree*
- Agree*
- Neither agree nor disagree*
- Disagree*
- Disagree strongly*

**26.** Would you like to make any other comments on any aspects of the consultation document or transportation in Norwich generally?

**Thank you.**

# Appendix C. Business Questionnaire report

## C.1. Introduction and summary

This report sets out the main findings of a questionnaire which was run at the beginning of November 2009 to understand the impact of the proposed Norwich Area Transportation Strategy (NATS) on businesses in Norfolk. It presents the responses of the 105 businesses that answered the questionnaire, summarising the main trends. These results will be drawn upon and combined with other evidence within the overall socio-economic impact assessment (SEIA) report.

Some of the key findings in terms of NATS' likely impacts on businesses are provided below:

- Nearly half of all respondents to the questionnaire were businesses located in the district of Norwich, particularly clustered within the inner ring-road.
- Presently, car is by far the most used mode of transport for employees, customers, suppliers and staff. Cars are also considered very important to access meetings and events in Norwich.
- Transport is considered a weakness in terms of access to business locations. Nearly a third of businesses consider poor road accessibility to be their key constraint, whilst a further 24% consider poor public transport links as a hindrance.
- Two thirds of businesses consider that the local transport infrastructure acts as a barrier to recruiting staff and that NATS will be able to improve this by improving access around the area.
- 79% and 65% of business consider that NATS will have a positive impact upon their ability to access customers and suppliers, respectively.
- The Northern Distributor Road (NDR) was considered the most important of the proposed NATS interventions with 79% agreeing that it will realise positive impacts.
- Other interventions popular with businesses include rail service and bus infrastructure improvements and the use of new traffic technology.

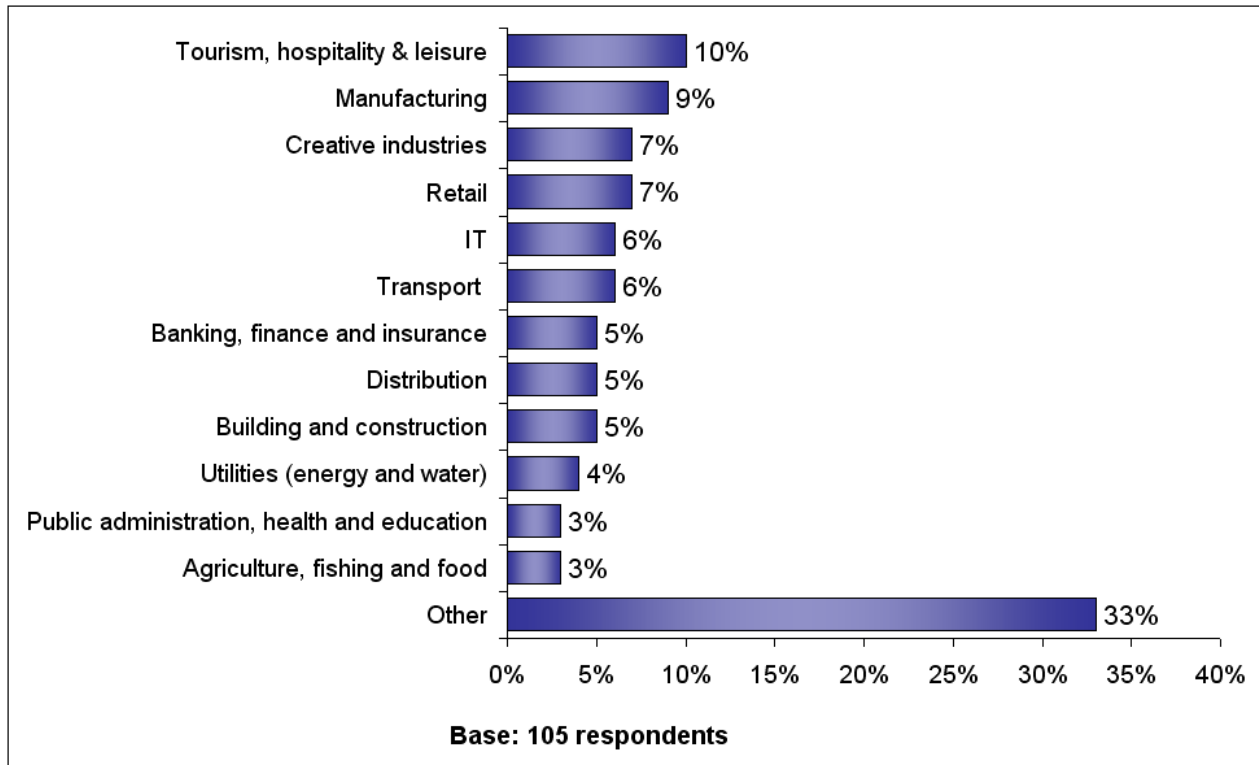


- Several interventions were regarded as being neutral in terms of their impacts for businesses. These included tram-train, freight consolidation initiatives and walking measures.
- Overall 82% of businesses agreed that NATS would result in benefits for the economy.

### C.2. Profile of businesses

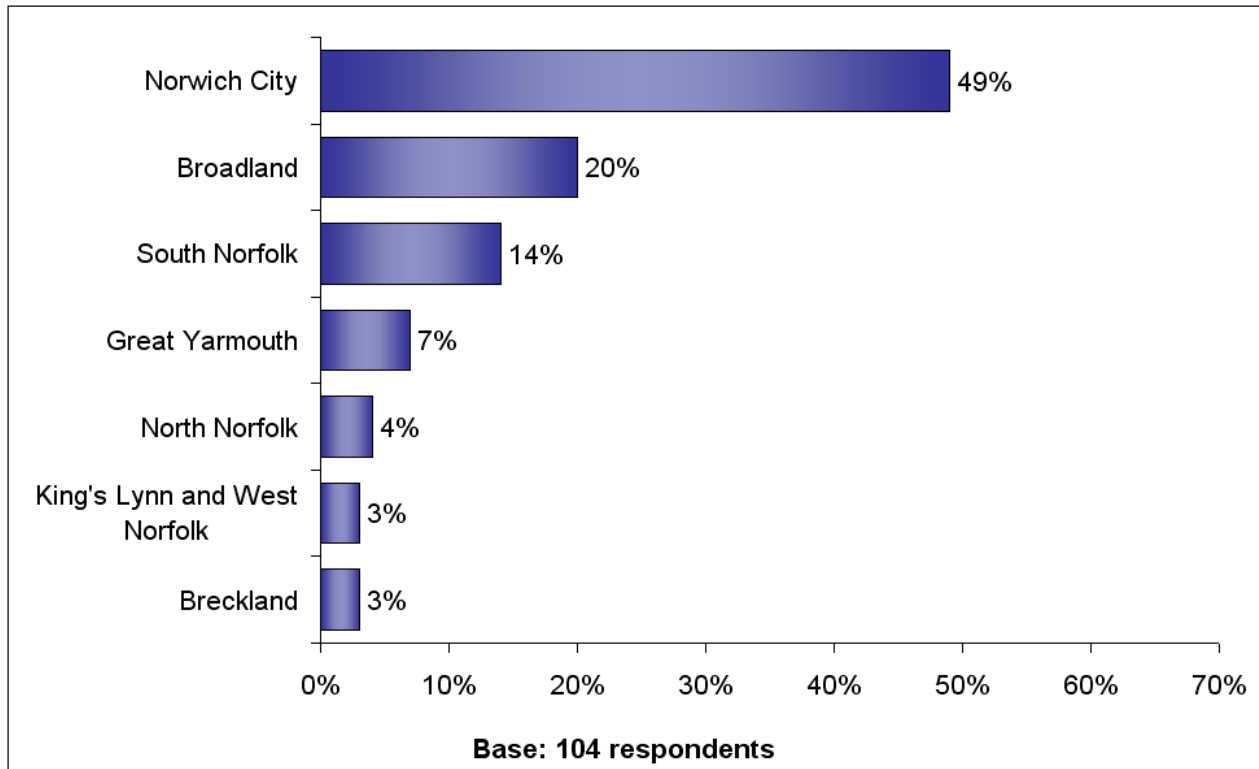
In order to create a profile of businesses responding to the questionnaire, various questions were asked about their characteristics. Figure 1.1 shows that a third of all businesses defined themselves as being outside of the list of options that were provided. From the remaining two-thirds of businesses **the greatest representation was from the ‘tourism, hospitality and leisure’ sector (10%), closely followed by manufacturing (9%)**. 105 businesses completed the questionnaire.

Figure 1.1: Sector of businesses (Q3)



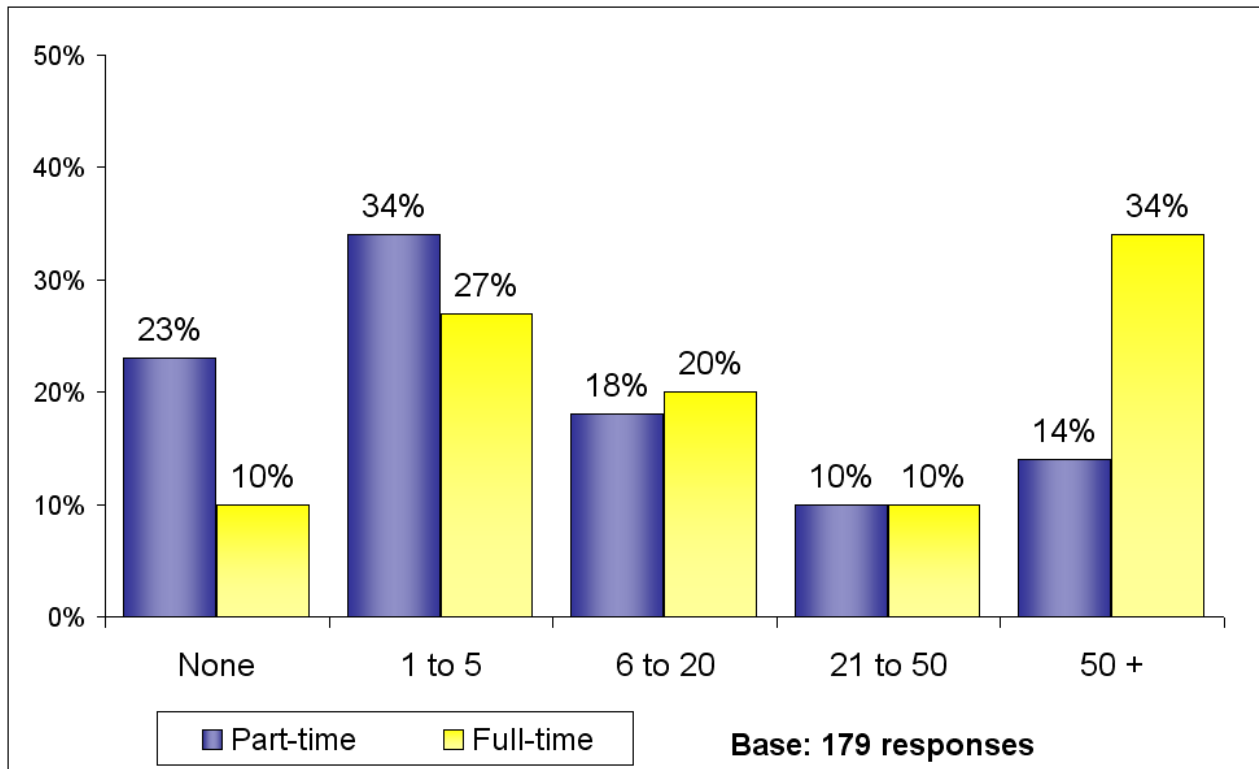
**Nearly half of all respondents (49%) had their main place of employment in the district of Norwich** (shown in figure 1.2). This was followed by Broadland, where 20% of business had their main site.

Figure 1.2: Main location of businesses: office where most staff are employed (Q5)



The figure below (1.3) shows that there was **considerable diversity in the size of businesses who responded** to the questionnaire, with **greatest number of businesses employing between one and five people in total**. There is also quite a difference in the number of people employed part-time and full-time by Norfolk businesses. 23% of businesses do not employ people on a part-time basis, however this is only 10% for full-time positions. In terms of full time staff, most businesses employ either between 1 and 5 or over 50; in terms of part time staff most businesses employ between 1 and 20 employees.

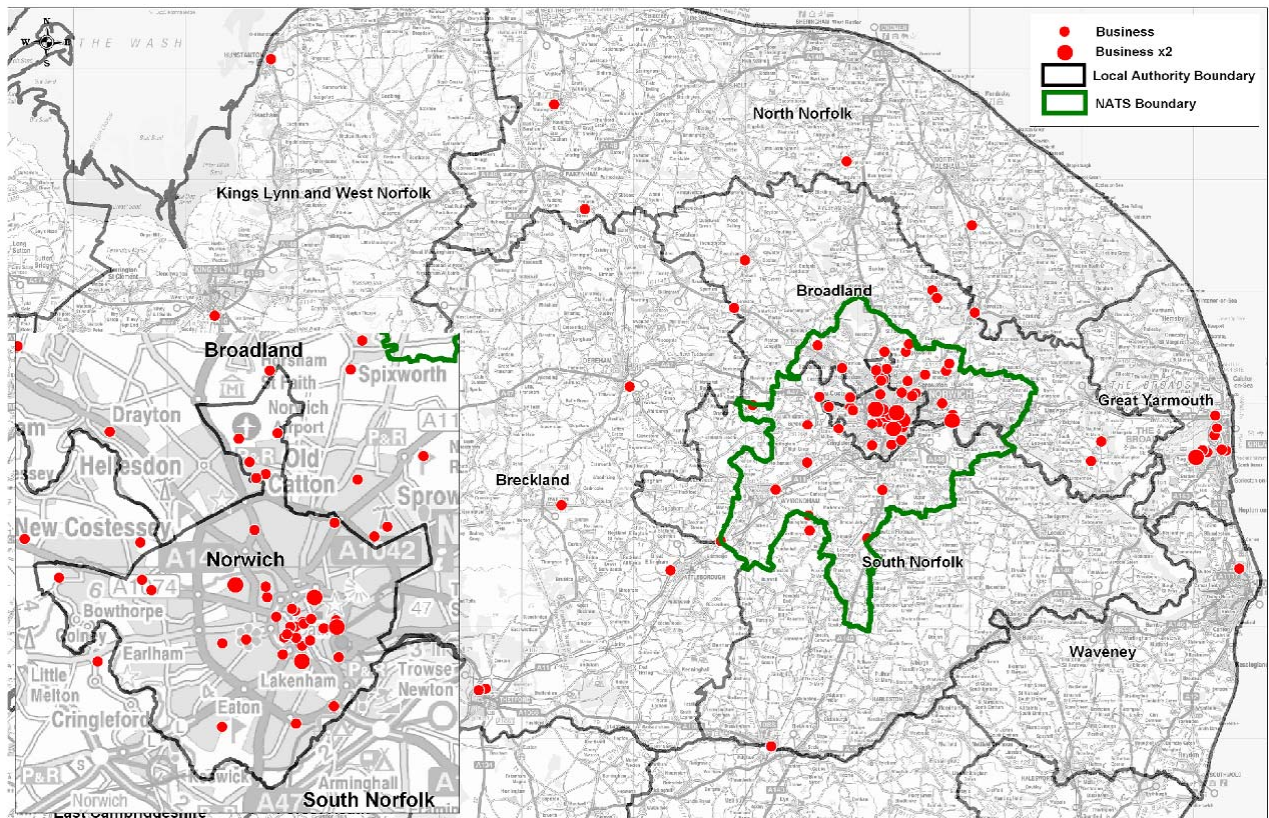
Figure 1.3: Number of employees of businesses: part-time and full-time (Q14)



### C.3. Business locations

The map below (figure 2.1) shows that, of those businesses that responded, there was a concentration in the Norwich City area. Although companies may have sites elsewhere, there is a high concentration of head offices in the city centre. Other areas where responses were concentrated, although to a lesser extent, included Great Yarmouth and just north of Norwich. The insert of figure 2.1 shows that many business locations are within the inner ring-road of Norwich, particularly in the central business district.

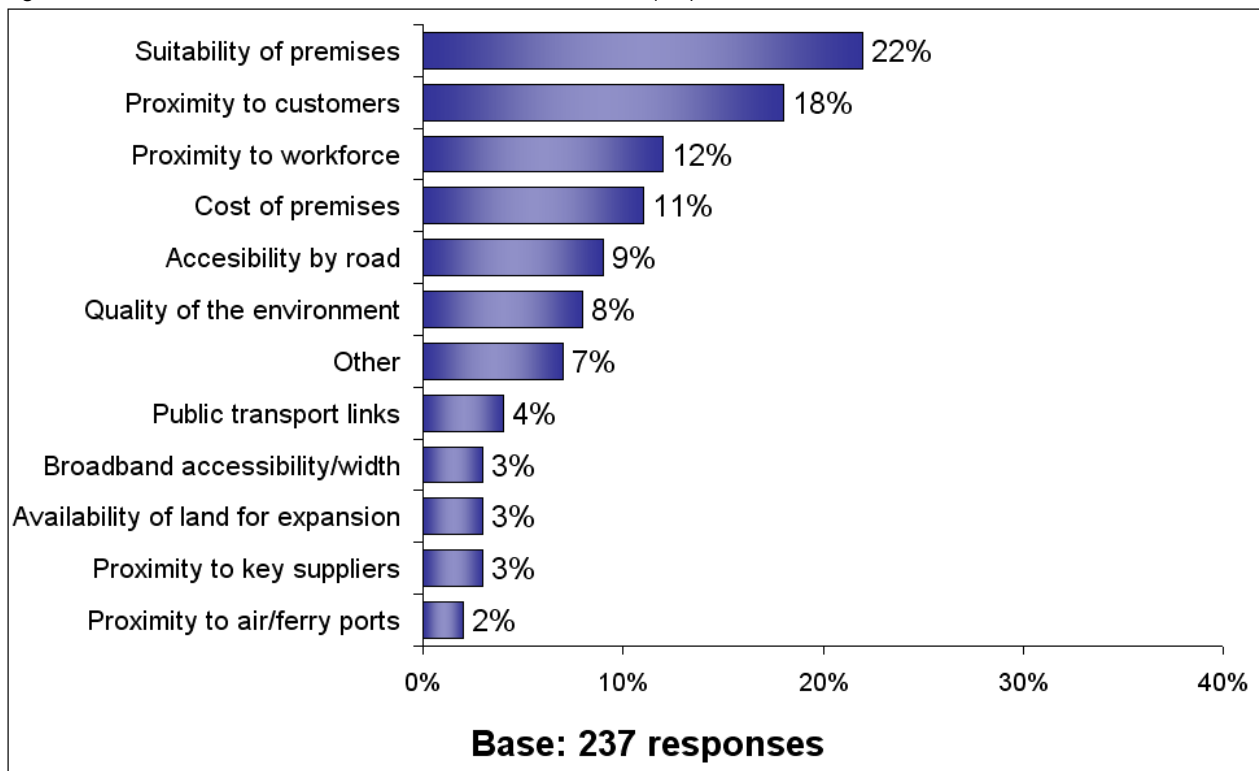
Figure 2.1: Location of businesses surveyed (Q2)



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Businesses were asked to state the three main reasons for choosing the location of their main office. Of the 237 responses given **22% stated that the suitability of the premises were very important when making a choice (see figure 2.2). This was followed by the business' proximity to customers (18%).** The proximity to the workforce and cost of premises were also considered important. In terms of transport considerations, the main issue for businesses was accessibility of their premises to road links; 9% of respondents identified this as a factor of importance when choosing their site.

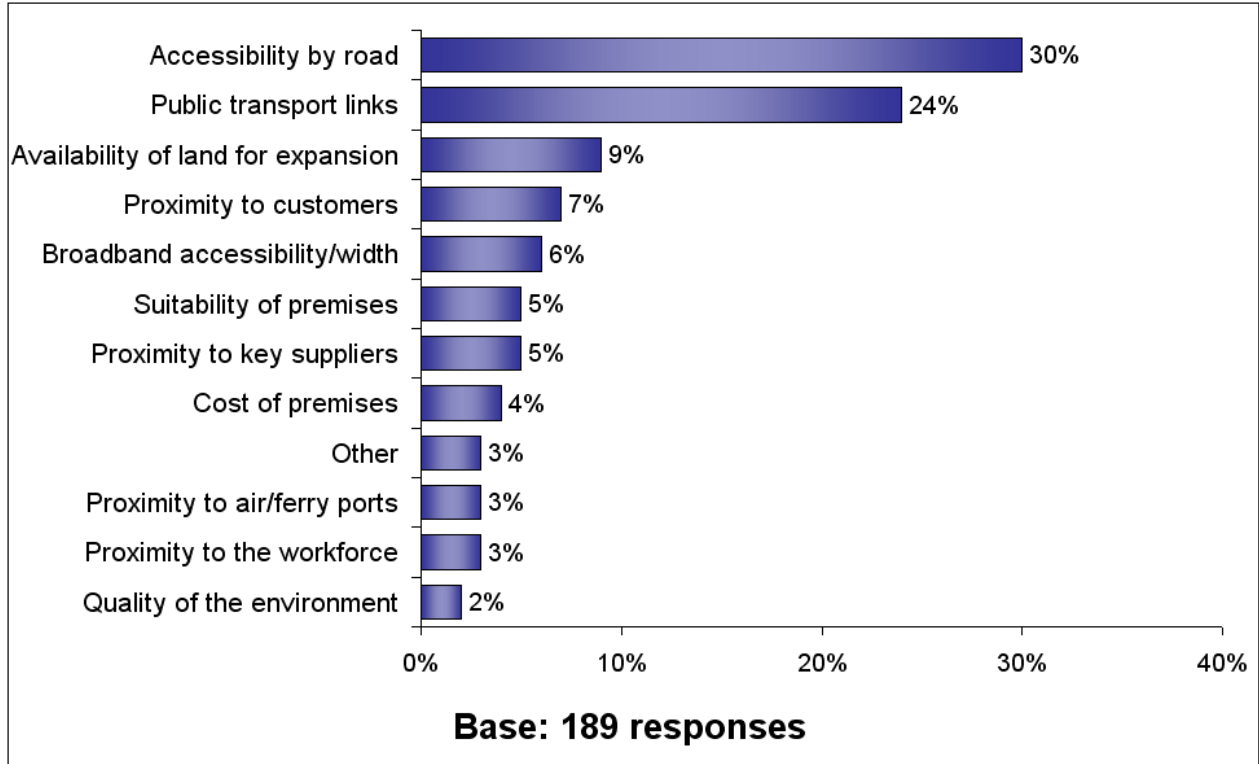
Figure 2.2: Main reasons for businesses choice of location (Q6)



**When asked the main weaknesses of their current location, accessibility by road was considered the most significant issue (30% of responses). Public transport links were also considered poor (24%).** These were by far the most important priorities for businesses (see Figure 2.3 below).

Other comments made by respondents regarding the weakness of the current locations included the perceived difficulty of accessing Norfolk due to travel constraints, limited bus and rail links and heavy traffic congestion, on both urban and rural roads, causing delays. As well as poor links within Norfolk it was also stated that 'roads in and out of Norwich are poor' and there was some concern about 'parking costs'.

Figure 2.3: Main weaknesses of current sites for businesses (Q7)

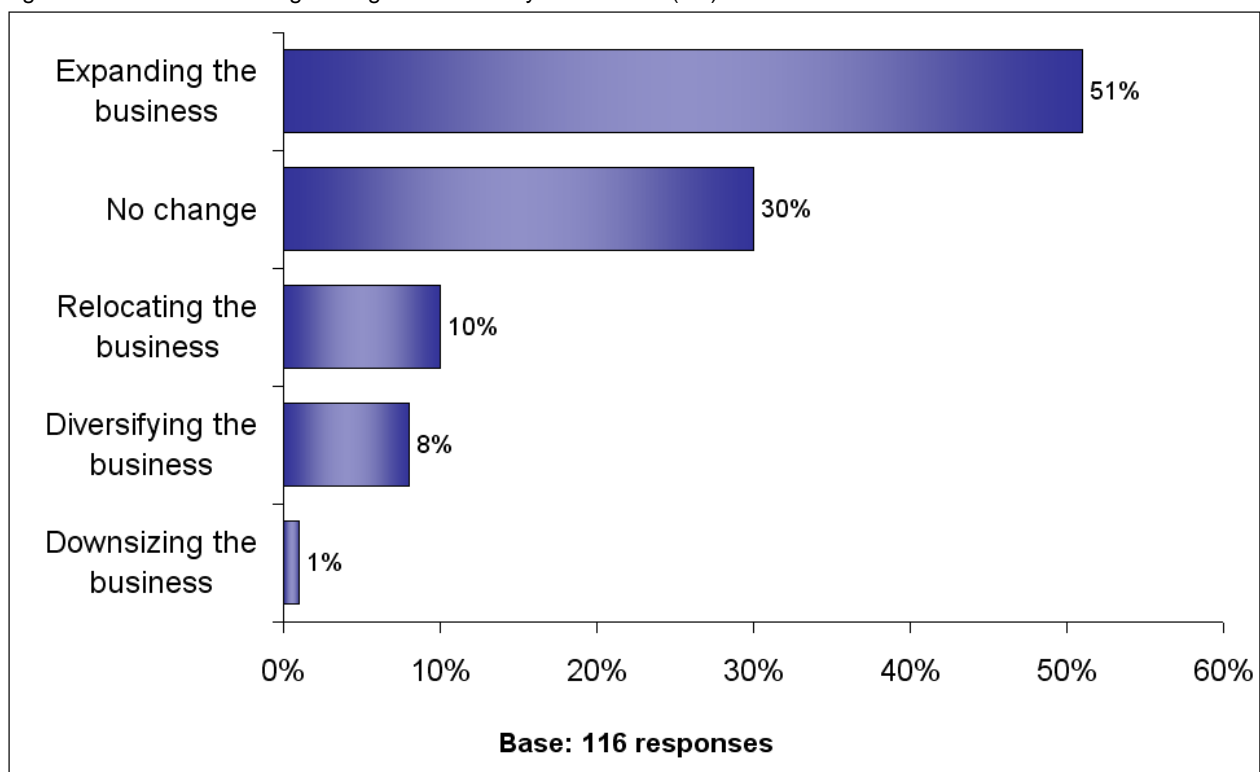


#### C.4. Future business plans

Businesses were asked to comment on a series of statements about the size, location and diversification of their businesses and whether they considered transport infrastructure to be an influence on these decisions. Of those who responded **51% said they are considering expanding their business** (see figure 3.1). Smaller proportions stated that they were considering relocating their business (10%) and/or diversifying (8%). Only one percent of responses stated that they were considering down sizing the business. 30% stated that they are considering no change to their business.

Of the 12 respondents who were considering relocating, a third considered transport a major influence. Another 41% also considered it a factor, however only to a lesser extent. 25% said it was not an influence at all. Of the one response from the businesses planning to downsize they considered transport only as a minor influence in their decision.

Figure 3.1: Level of change being considered by businesses (Q9)

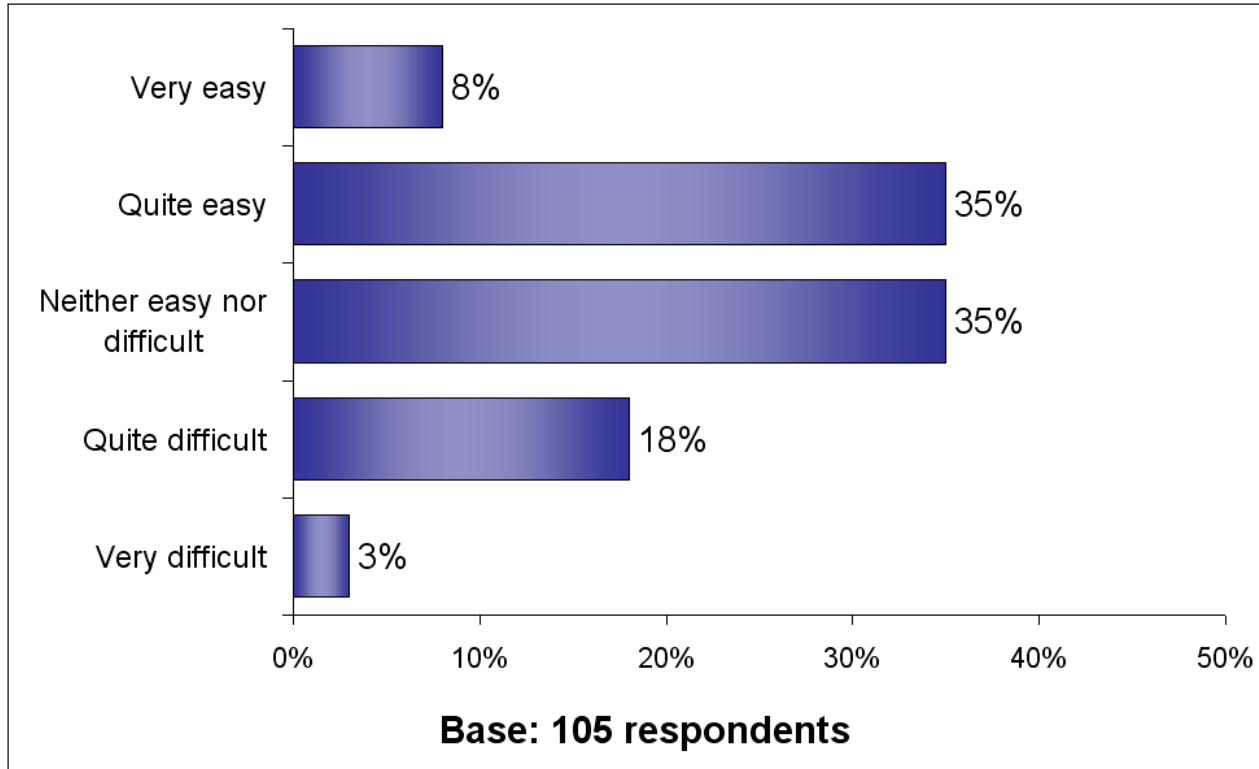


### C.5. Staff recruitment and current staff characteristics

When asked how easy they found it to recruit staff, **43% of businesses said they recruited with ease** (8% very easy, 35% quite easy) and 35% believed it was 'neither easy nor difficult'. **21% stated that it was difficult to recruit** (18% 'quite difficult' and 3% 'very difficult') (see figure 4.1).

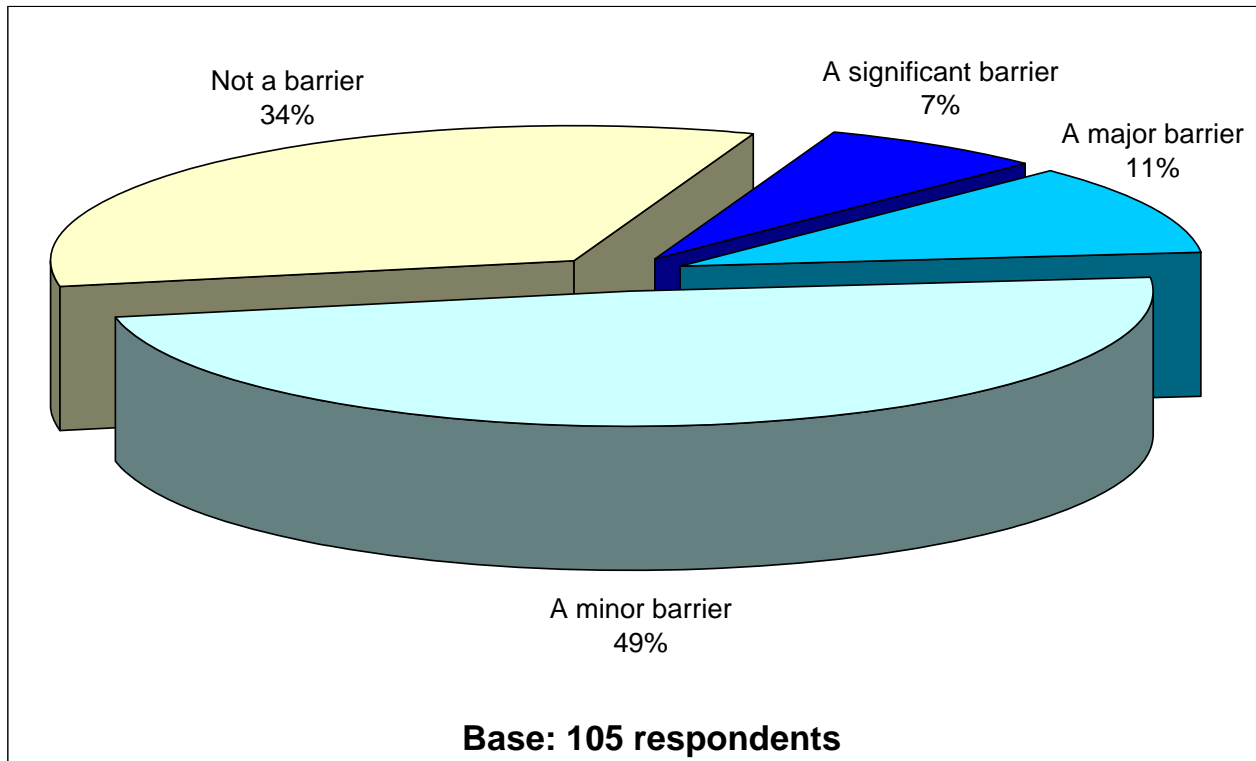


Figure 4.1: The ease of which staff can be recruited (Q15)



Businesses were also asked whether they thought that transport infrastructure was a barrier to recruitment. Of those who responded over a third (34%) believed it was not a barrier. However, **67% believed that transport infrastructure is a barrier to recruiting staff** (49% considered in a minor barrier; 7% believed it is a significant barrier and another 11% a major barrier) (figure 4.2).

Figure 4.2: The extent to which transport infrastructure is a barrier to recruiting staff in the current location (Q16)



Businesses were asked to state the modes of transport their staff used to get to work. **The majority of businesses identified that the car was the most popular transport means** (73% of businesses have over 60% of their staff travelling by car). 100% of businesses stated that between 0% and 20% of their staff used the train to get to work. This was the same figure for both taxis and motorcycles. All businesses believed that less than 40% of their staff used the bus. In summary there were no businesses that stated public transport modes as being used by over 50% of their employees.

### C.6. Profile of customers

When analysing the distance from businesses to principal customers there appeared to be a high number who are over 40 miles (45%). The remaining share of customers are reasonably spread across groups between 3 and 40 miles (as shown in figure 5.1), with only 3% of customers less than 2 miles away.

The distance from businesses to their suppliers is relatively different. For 60% of businesses their suppliers are over 40 miles away. No businesses have principal suppliers less than two miles away.

Businesses were asked how easily their customer and suppliers could find their business location (figure 5.2). **36% of businesses believe that their customers find their premises easily** (14% 'very easy' and another 22% 'quite easy'.) Nearly a third of businesses (30%) were of the opinion that their customers find it 'neither easy nor difficult' to find them. However, **there is a significant proportion of businesses (33%) who believe their customers find it 'quite difficult' or 'very difficult' to find their site** (29% and 4% respectively).

For suppliers the figures are similar to those for customers. **39% of businesses believe their suppliers find their location easily** (18% very easy; 21% quite easy). A third of businesses believe that finding their site is 'neither easy nor difficult' for suppliers, whilst **28% of businesses believe their suppliers do have difficulty with site access** (20% 'quite difficult'; 8% 'very difficult').

Figure 5.1: Location of principal customers and suppliers (Q19)

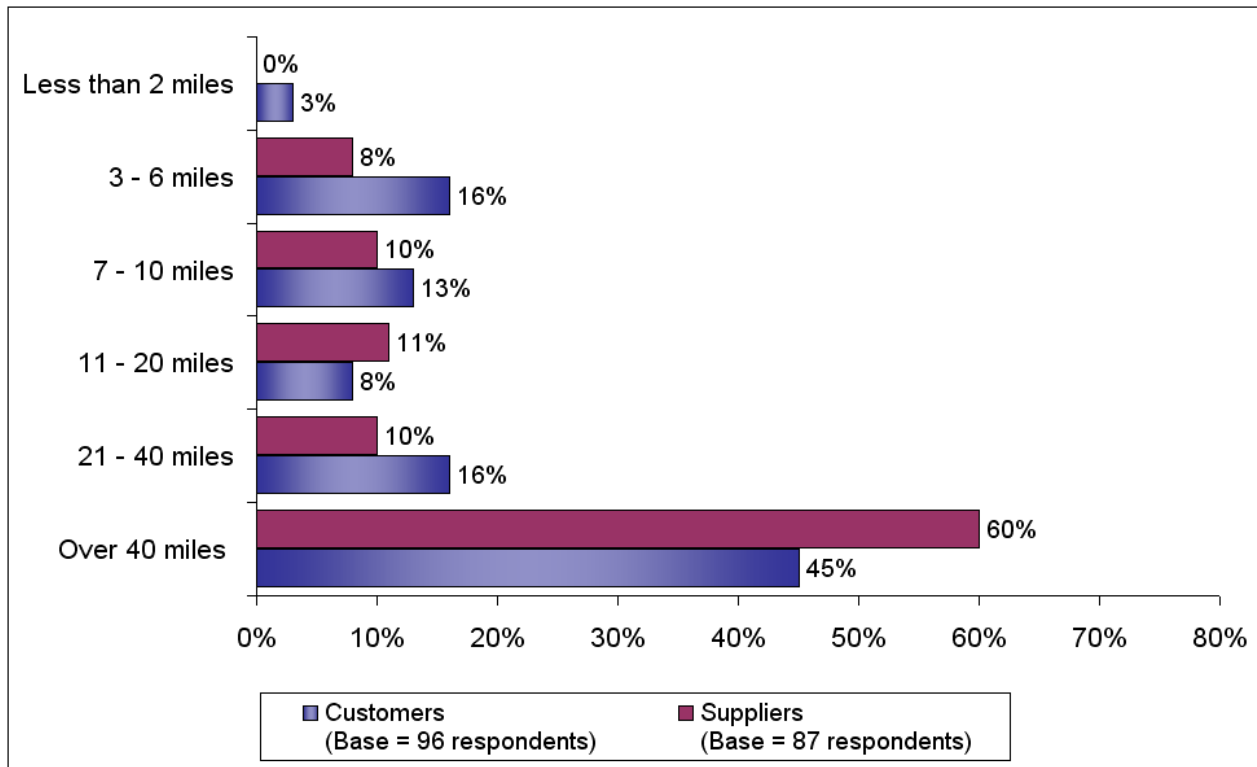
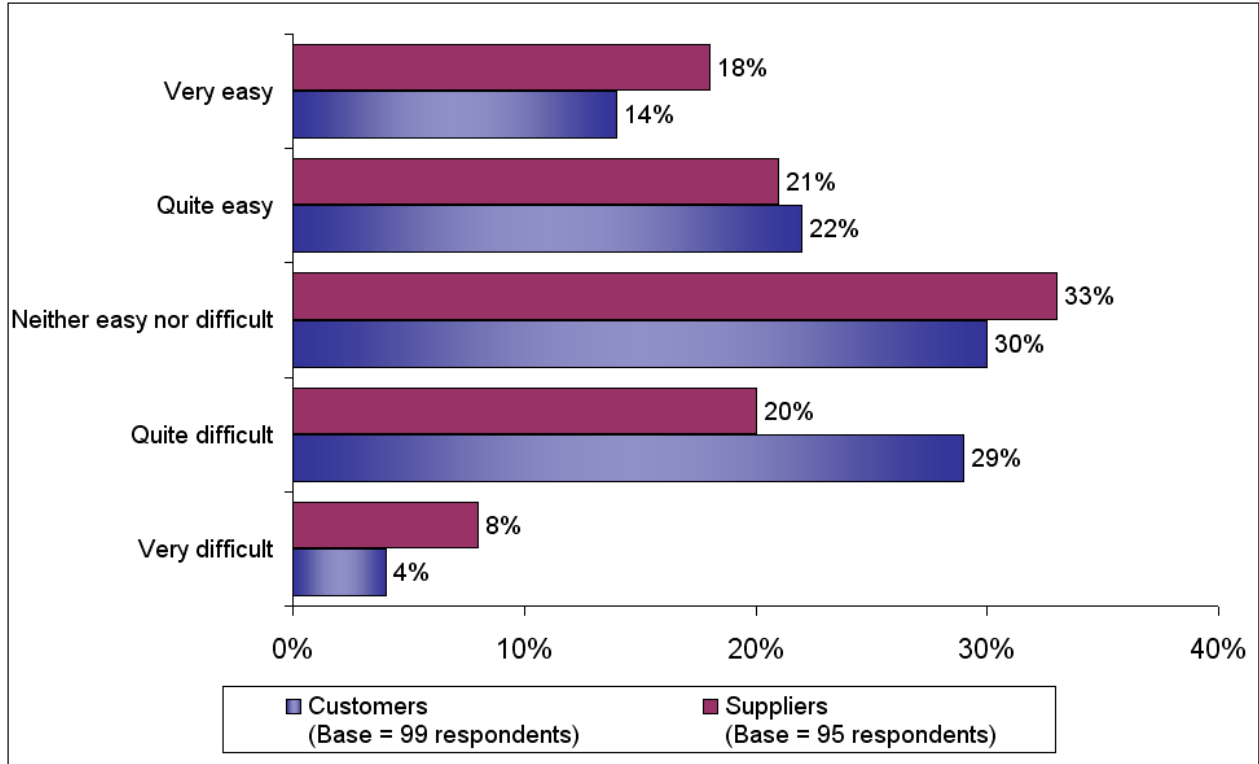
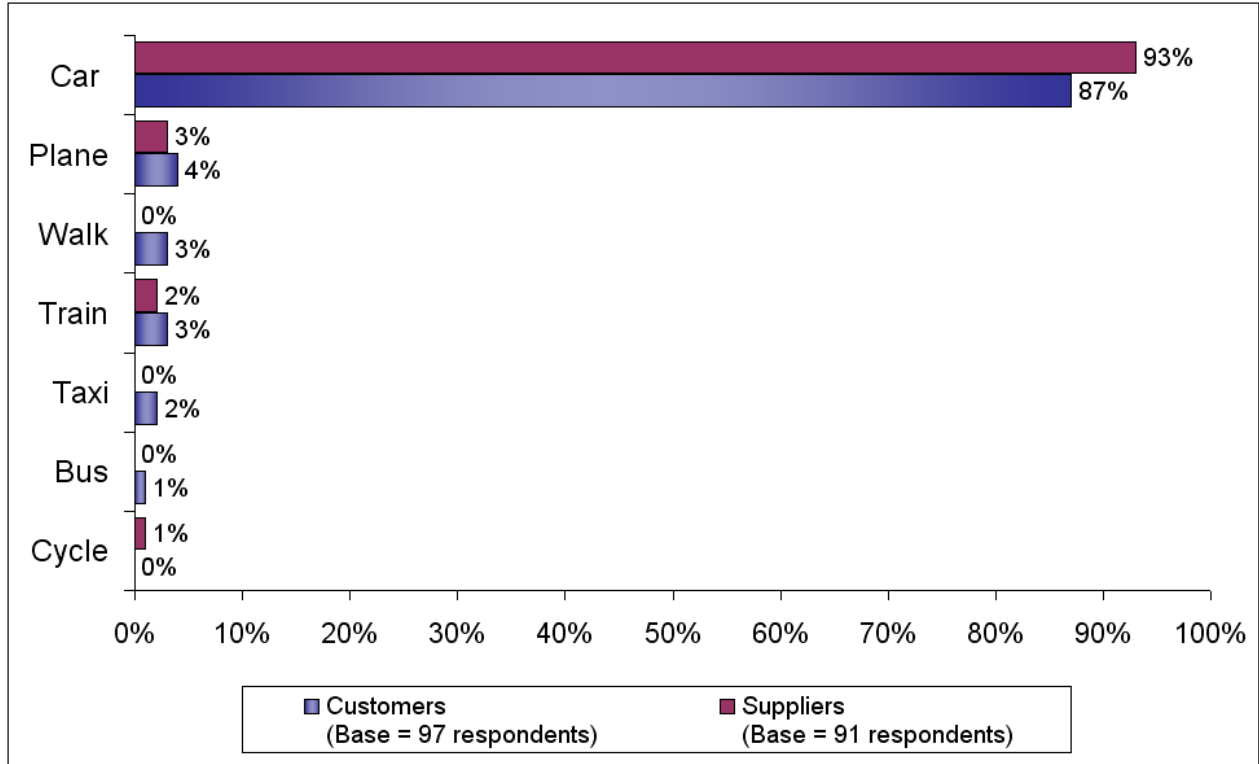


Figure 5.2: The ease for principal customers and suppliers to find the business location (Q20)



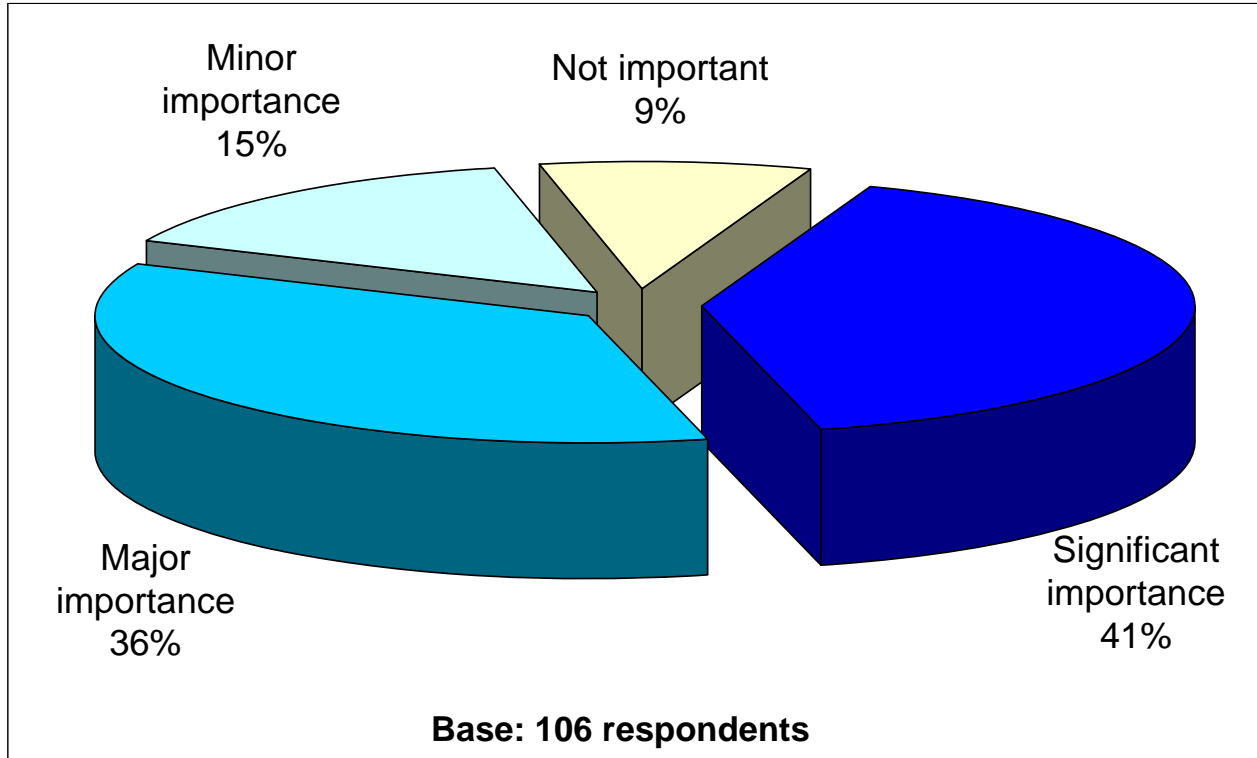
**Businesses were asked how their customers and suppliers accessed their main business site. Car was overwhelmingly the most popular mode of choice** in both categories (87% for customers, 93% for suppliers). Of the other modes of transport, aeroplane was the next highly used. This accounted for 4% of customers and 3% of suppliers. As shown the figure 5.3 below, other modes are only used at a low level, including train, bus and taxi.

Figure 5.3: Main mode of transport use to access the business site (Q21)



The **level of importance of car use to reach Norwich-based meetings** was ascertained through asking businesses about their experiences (figure 5.4). **77% of respondents believe that the car is of ‘significant’ or ‘major importance’**. Only 9% believed it was of ‘no importance’; ‘minor importance’ also accounted for 15%. Of those businesses based in Norwich, 13.7% stated that car use was ‘not important’ when attending meetings. Norwich was the district which had the lowest proportion of businesses who stated that car use was ‘of major importance’ (29.4%). This is considerably less than elsewhere in the county; for example, in Great Yarmouth and South Norfolk, 85.7% and 60% of businesses, respectively, considered that cars are ‘of major importance’ to access Norwich-based meetings.

Figure 5.4: Importance of the car for Norwich-based meetings (Q24)



### C.7. Views of proposals

Businesses were given a series of statements regarding the extent to which they perceived that NATS could help with their business performance.

Figure 6.1 below shows that **64% of businesses believe that NATS would have an impact on recruitment**, whilst **79% agree that it will have an impact on access to customers** (figure 6.2).

Figure 6.1: Effect of NATS on business staff recruitment

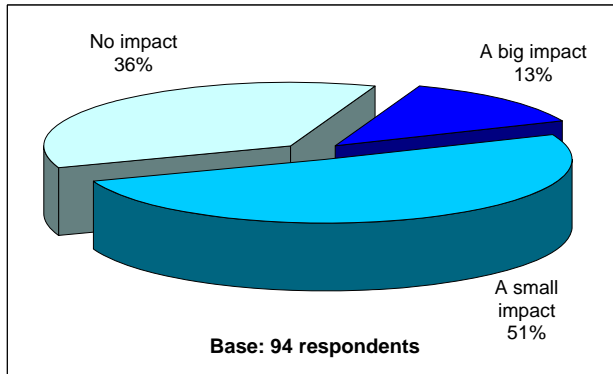


Figure 6.2: Effect of NATS on business access to customers

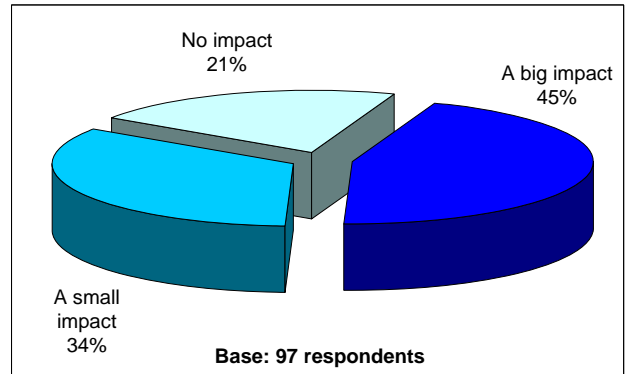


Figure 6.3 shows that, when asked how NATS would help access to suppliers, **28% perceived that there would be a big impact**. Another **37% believed there would be a small impact**. The remaining **35% believed there would be no impact**. Figure 6.4 shows that **46% of business believe that NATS will have no impact on their potential for expansion**. The remaining **55% either perceive a small or big impact on expansion potential** (27% and 28% respectively).

Figure 6.3: Effect of NATS on business access to suppliers

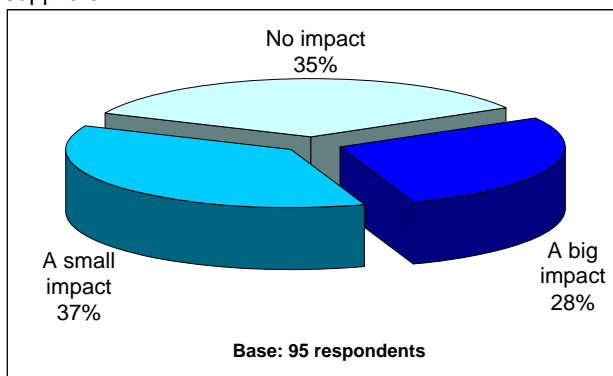
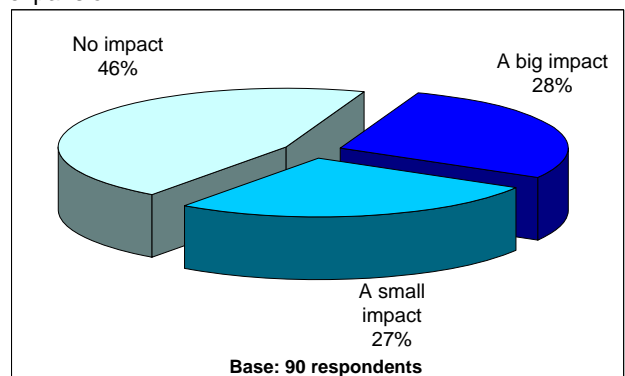


Figure 6.4: Effect of NATS on potential for business expansion



Businesses were asked about the perceived impacts of NATS on their **performance compared to their competitors**. **56% of respondents** believed there would be an **impact on their performance** (22% a 'big impact'; 34% a small impact), compared to **44% of the respondents who believed no impact would be felt** (see figure 6.5).

In relation to improved **links to the airport through NATS** (figure 6.6), **49% of respondents felt there would be an impact** (22% a 'big impact'; 34% a small impact) **whilst 41% believed that there would be 'no impact'**.

Figure 6.5: Effect of NATS on business performance compared to competitors

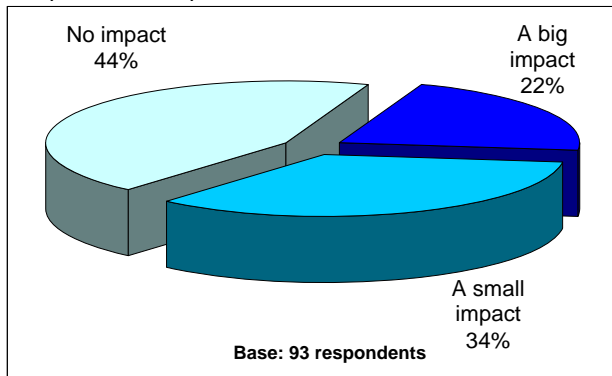
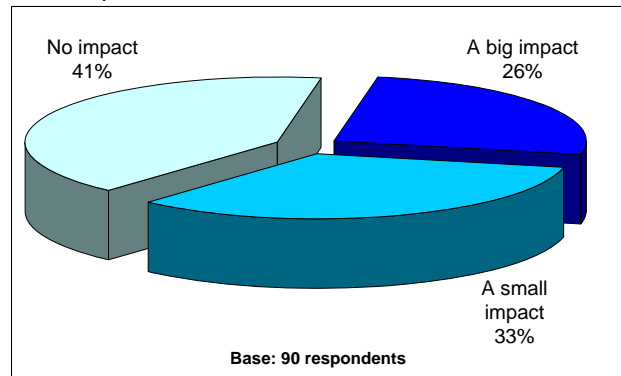


Figure 6.6: Effect of NATS on improving business links to the airport



### C.8. Interventions

Finally, businesses were asked to what extent the various interventions proposed in NATS would have an impact on them. **The intervention with the highest perceived positive impact is the 'Northern Distributor Road' where 79% believed the scheme would have a positive impact**, to either a large or small extent (81 respondents). Of those 81 respondents, 41 were within the Norwich City district, with another 17 from Broadland and 12 from South Norfolk.

**Only 3% believed there would be negative impacts on their business.** These businesses that gave this response were situated in each of the districts of North Norfolk, Norwich City and Broadland.

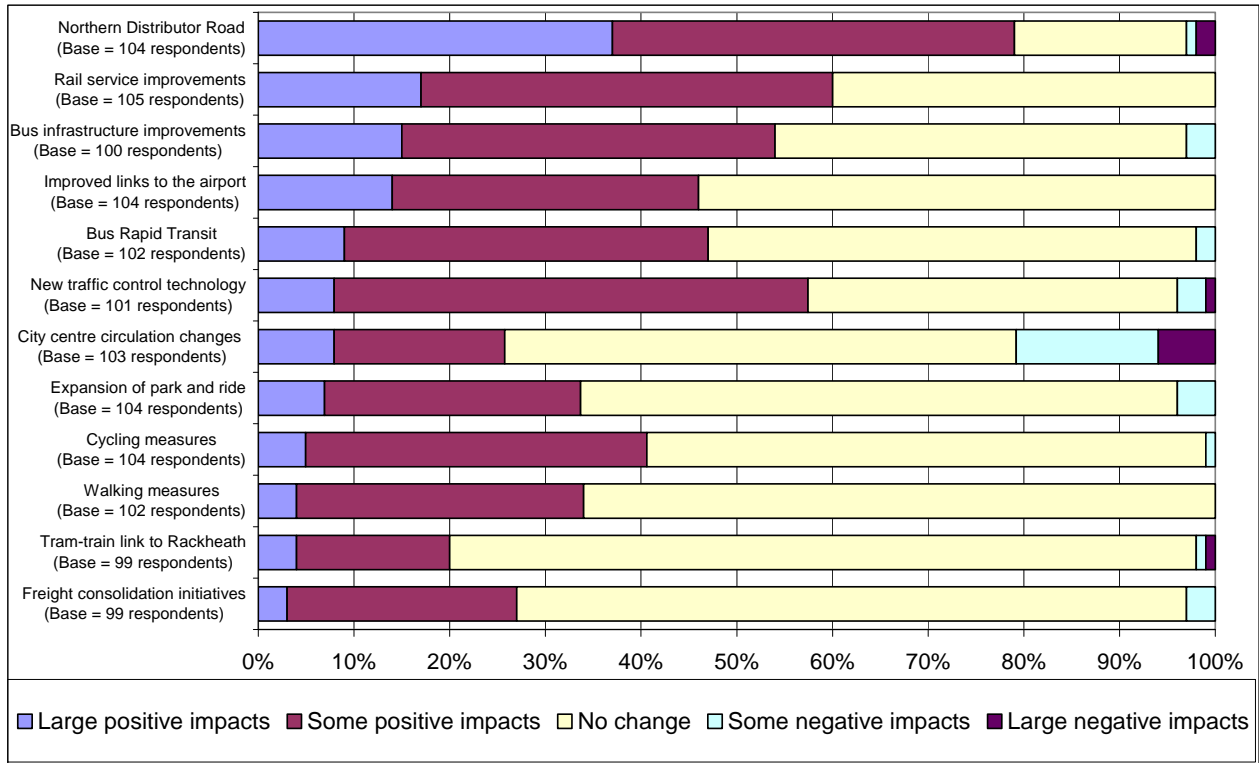
**Other interventions which were regarded by over 50% of businesses as having positive impacts included rail service improvements (60%), bus infrastructure improvements (54%) and new traffic technology (58%).**

There were a number of proposals for which most businesses considered that there would be 'no change' to their performance. **For eight of the suggested 12 interventions over half of responses regarded that they would result in 'no change'**. The schemes perceived to make no difference were:

- Tram-train link to Rackheath (78%)
- Freight consolidation initiatives (70%)
- Walking measures (66%)

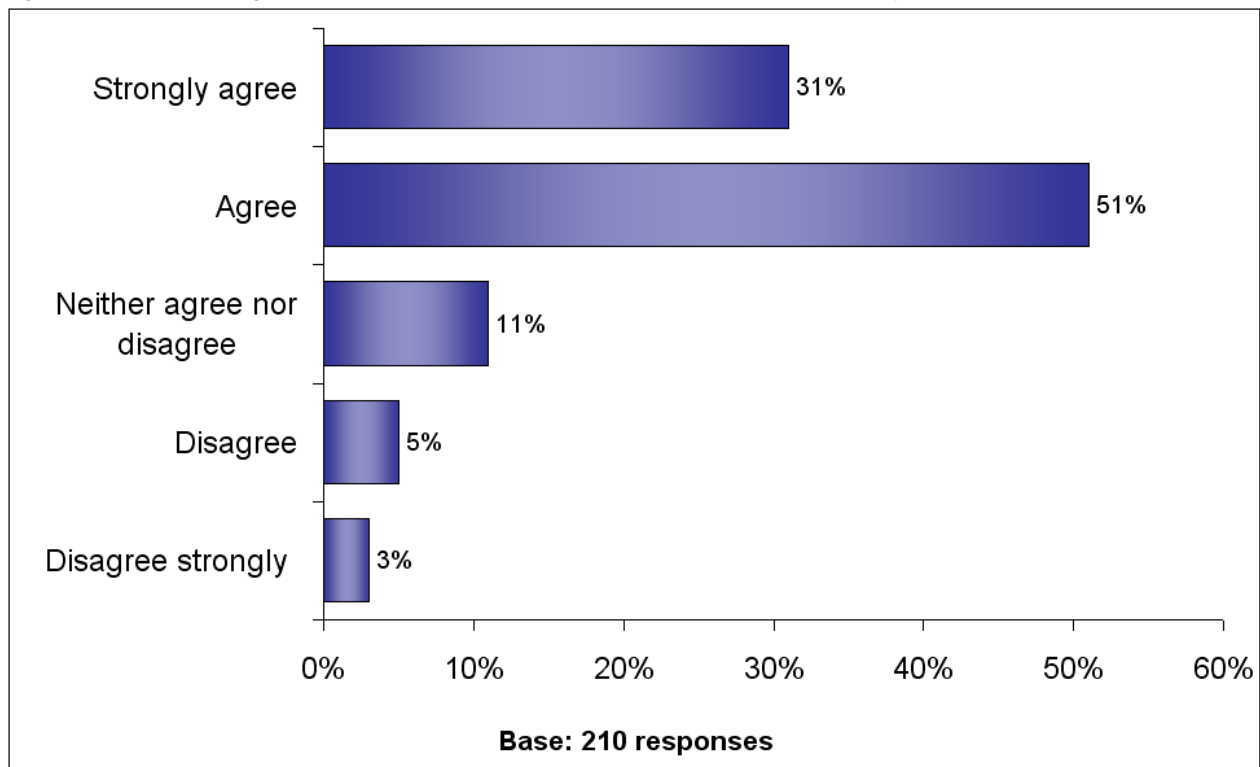


Figure 7.1: The extent that NATS transport interventions would help business performance (Q23)



Businesses were asked to what extent they believe NATS will improve the local economy (see figure 7.2). A total of **82% agreed that NATS would result in benefits for the economy**. 31% 'strongly agreed' with the statement, as well as over half (51%) agreeing. 11% neither agreed nor disagreed with the statement, with only a small percentages disagreeing. 5% of businesses disagreed' with the statement; these were from Norwich City (two respondents), Broadland (two respondents) and North Norfolk (one respondent). The 3% of businesses who 'disagreed strongly' were all within Norwich City (three respondents)

Figure 7.2: Level of agreement as to whether NATS will improve the local economy (Q25)



### C.9. Further comments

As a conclusion to the questionnaire, respondents were invited to make further comments regarding issues raised in the questionnaire. A summary of these comments is provided below.

#### C.9.1. City centre issues

- Pedestrianisation could improve access to businesses in the centre.
- There is a ***desire for areas to be pedestrianised as soon as possible*** (for example, Westlegate) without having to wait for the construction of the NDR.
- ***Ensure that visitors to Norwich and the city centre are not hindered by proposed changes***, for example pedestrianisation.

- Increased ***closures of city centre roads could cause congestion on the reduced number of open roads.***
- There is limited consideration of ***the dependence of HGV deliveries on businesses*** in the area. Limiting access to businesses by restricting loading bays would cause problems for some businesses.
- ***Coaches need to be accommodated more easily***, especially with improved drop-off and pick-up points. This is particularly important due to the region's dependence on tourism.
- ***A lack of city centre car parking spaces currently leads to congestion*** whilst people are looking for spaces.

#### C.9.2. General

- Parking at the ***airport*** is not suitably priced and there is no direct public transport link from the rail station to the airport.
- Through improved ***train links to London*** there would be access to a higher quality workforce.
- There is a need for greater accommodation and access for ***disabled people*** using public transport.
- There are some concerns that the ***NDR*** 'ends in the middle of nowhere'. It was also suggested that the NDR 'should join up to the southern bypass at the west of the city', therefore removing the gap between the roads and providing more comprehensive access.
- The NDR would improve ***access to North Norfolk***, with similar effects to the south Norwich bypass. This would also reduce journey times to the area.