Thetford Academy

Travel Plan

November 2011
Thetford Academy

Travel Plan

November 2011
### Issue and revision record

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1. Introduction

Mott MacDonald has been instructed by Thetford Academy to prepare a School Travel Plan in support of a planning application for the Thetford Academy rebuild proposal. The development aims to develop a 2,050 pupil co-educational school for students aged 11 to 19 with a sixth form facility for post 16 education in the town. It is proposed that the existing North Campus and South Campus sites will be merged as part of the new building project at the following address:

North Campus,
Croxton Road,
IP24 1LH,
Thetford.

A Travel Plan is a sustainable access strategy for the management of travel to and from work, home and places of education and leisure. It covers all users of the site and visitors, and aims to reduce the impact of the development on the surrounding highway network and community.

In accordance with local and national policies to protect and enhance the environment and encourage sustainable development and travel patterns, this Travel Plan assesses the current situation in the vicinity of the site and proposes measures to encourage accessibility by a range of transport modes, which will be implemented across the whole development.

1.1 Aim of the Travel Plan

The principal aim of this Travel Plan is to ensure that students, staff and visitors travel safely to the Academy. This will be achieved by:

- Improving accessibility of the site by means other than single occupancy vehicle;
- Ensuring that the Travel Plan meets the operational needs of the Academy and its students;
- Making users of the development aware of the benefits to be derived from the Travel Plan;
- Minimising the levels of vehicular traffic generated by the development; and
- Enabling the development to protect and enhance the environment.

This Travel Plan will provide site-wide measures, which have been developed alongside the overall design of the development and the consideration of its operation. This approach seeks to provide a more sustainable development than otherwise might be provided. It is anticipated that this Travel Plan will be in place for at least three years from the first occupation of the site, at which time it will be subject to a thorough review to assess its success and develop a strategy for the following three years.

1.2 Development Proposal

The development proposal seeks to bring together the Thetford Academy (North Campus) and the existing Thetford Academy (South Campus) to form the new Thetford Academy complex located at the site of the North Campus. At present, children will continue to learn in the existing school buildings which will be at both sites until 2013 when the new site is ready to be used by the students.

The new Academy buildings would provide a whole range of extra learning and leisure facilities including sports, drama and specialist study support areas. It is proposed that students would have the best of new
technology to improve their learning and to be more independent. The Thetford Academy sponsors are as follows:

- Easton College (Lead Sponsor);
- Wymondham College;
- West Suffolk College; and
- Norfolk County Council.

The sponsors’ vision for the Academy includes the following:

- To transform the learning experience of students in Thetford;
- To support Thetford’s ambition to become known as a “Town for Learning” by making learning and success available to everyone; and
- Develop a desire for lifelong learning.

The application site would consist of an extended site to host basic teaching areas classrooms and a sixth form facility for secondary and post 16 education in town. It will also have enhanced sporting facilities e.g. 3 football/ Rugby pitches three badminton courts and a sports hall. Some of the sporting facilities will be open to public in non school hours. The proposed academy will have 278 car parking spaces including disabled parking.
2. Policy Framework

2.1 Introduction

The policy documents which are of relevance to the study have been reviewed and are discussed in the following section under the following headings:

- National Policy;
- Regional Policy; and
- Local Policy.

2.2 National Policy

2.2.1 Planning Policy Guidance Note 13: Transport

The PPG13 provides national guidance on transport issues. The document has three over-arching objectives which should be adhered to by all developments, these are;

- Promote more sustainable transport choices for both people and freight movement;
- Promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and
- Reduce the need to travel, especially by single occupancy private car.

2.3 Local Policy

2.3.1 Connecting Norfolk – Norfolk’s Transport Plan for 2026

Norfolk’s 3rd Local Transport Plan, Connecting Norfolk, sets out the strategy and policy framework for transport up to 2026. This will be used as a guide for transport investment in Norfolk as well as considered by other agencies when determining planning or delivery decisions. The strategy is accompanied by an implementation plan, setting out the measures to be delivered over the short term. Connecting Norfolk is driven by the views of local people and stakeholders and addresses the challenges faced in Norfolk.

This will be achieved by:

- Making the best use of what we have to facilitate reliable journeys;
- Reducing the need to travel;
- Influencing others and ensuring transport is integrated into development plans;
- Working with communities and our partners to seek new solutions and new ways of delivering; and
- Lobbying for and pursuing improvements to Norfolk’s strategic transport network.

2.3.2 Breckland Core Strategy and Development Control Policies DPD

The Breckland Core Strategy and Development Control Policies development plan document was adopted in 2009 and now provides the detailed District-wide strategy and development control policies. The document has been prepared to accord with national and regional policy, to provide a consistent policy basis to assess planning applications in the area.

The development control policies for the District includes parking policy DC19 which states:-

- Policy DC19 Parking Policy Development proposals will be permitted where the provision of car parking accords with the local parking standards. The Policy states that key centre of development and change (Thetford) will be subject to a reduction multiplier of 0.7 where the conditions guided in the policy apply.
3. Existing Conditions

The proposed development site is the Thetford Academy (North Campus) site, located adjacent to Croxton Road in Thetford. Currently, the North Campus is an 11-18 year old comprehensive school accommodating around 800 students.

The entire site is bounded to the north by open field, to the east and south by residential buildings. The western boundary is formed by Croxton Road. The northern boundary of the existing school is marked by Joe Blunt’s Lane. Joe Blunt’s Lane is a footpath and forms the parish boundary between Thetford and Croxton. A site location plan is at Appendix A.

3.1 Road Network

The vehicular access to the site is currently taken via Croxton Road. Croxton Road is located to the west of the site and is a single carriageway road, typically 7m in width. There are two existing access points on Croxton Road, providing a one-way loop for cars accessing the site for drop-offs or parking.

Croxton Road has a 30mph speed limit in place, and runs on a north-south alignment. The Academy supports the promotion of a reduction in speed limit at Croxton Road to 20mph. To the north of the site, Croxton Road forms a simple priority junction with Anne Bartholomew Road to the west and another simple priority junction with Hill House Lane to the west. Further north, Croxton Road forms a grade separated junction with the A11. The A11 is a dual carriageway road which passes to the North and West, Thetford and is the strategic road within the vicinity of the site, connecting Thetford to Norwich, Cambridge and London.

To the south of the site, Croxton Road forms a priority junction with the A1066 Mundford Road. The A1066 Mundford Road is a single carriageway road with a width of approximately 7m and has 40mph speed limit in place. To the east, Mundford Road forms a roundabout junction with Norwich Road and the A1066 Hurth Way and to the west, Croxton Road forms a roundabout junction with the A11 and the A134.

3.2 Public Transport Provision

3.2.1 Bus Services

To provide an overview of the existing transport provision, and to identify the current frequency of bus services to the school, bus routes have been identified and are detailed under this heading.

Thetford Academy North Campus is serviced mainly by three services as listed in the Table 3.1 with their operating hours and frequencies. The bus stops are located just opposite the school on Croxton Road. The detailed timetables are included in Appendix B and a plan showing the bus routes and bus stops is also included in Appendix B.

Table 3.1: Summary of Existing Bus Services from Thetford Bus Station

<table>
<thead>
<tr>
<th>Service</th>
<th>Destinations</th>
<th>Days of Operation</th>
<th>Hours of Operation</th>
<th>Peak hour Frequency</th>
<th>Off-peak Frequency</th>
</tr>
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<tbody>
<tr>
<td>84</td>
<td>Bury St Edmunds</td>
<td>Mon-Fri</td>
<td>0615-1615</td>
<td>1 per hour</td>
<td>1 per hour</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>0715-1615</td>
<td>1 per hour</td>
<td>1 per hour</td>
</tr>
<tr>
<td>T2</td>
<td>Thetford Bus Station Croxton Road Circular</td>
<td>Mon-Fri</td>
<td>0742-1642</td>
<td>1 per hour</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>0812-1642</td>
<td></td>
<td></td>
</tr>
<tr>
<td>T2A</td>
<td>Thetford Bus Station Croxton Road Circular (Anti)</td>
<td>Mon-Fri</td>
<td>0924-1738</td>
<td>1 per hour</td>
<td></td>
</tr>
</tbody>
</table>

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Thetford Academy

Table 3.1 shows the three services which stop in the vicinity of the school. These services connect the school to Thetford Town Centre and Thetford Bus Station. It has been observed that no students are currently using school buses, or these services to access the school.

There are three school mini buses at the North Campus and two buses at the South Campus. These are used primarily as shuttles between the two campuses and are utilised to transport students for vocational courses e.g. at WSC and EC.

**3.2.2 Train Services from Thetford**

Thetford Railway Station is located on Station Road to the northwest of the town centre and approximately 1.5 km from the site. Bus services T2 and T2A run hourly services to connect the North Campus site to the bus station and the railway station.

**3.2.3 Cycling**

There are no designated cycling facilities within the vicinity of the school. A plan detailing the existing cycle network in Thetford is included at Appendix C. The plan shows that the town currently has very few on road or traffic free cycling routes.

The cycle network around the suburbs of Thetford is predominantly made up of on road, generally unprotected cycling routes, including National Route 13 along the feeder route of the C107 Croxton Road, which links Thetford town centre with residential areas in the northern suburbs and the village of Croxton, located to the north of the A11 trunk road.

A cycling isochrone has been included in Appendix C showing the areas that can be reached within a 4km distance of the site including residential areas in Thetford Town.

**3.2.4 Walking**

The existing pedestrian demand to the site is predominantly from the south. The observations suggest that approximately 70% of the students walk to the school from the south using Croxton Road, with 30% accessing the school via a footway along the southern boundary of the school which links it to Tennyson Way. It has been observed that only a very small number of students (less than 10) access the site from the north. Croxton Road from the southern boundary of the school to Mundford Road has approximately two metre wide footways on each side.

Immediately south of the main vehicular exit onto Croxton Road, a build-out has been provided extending into the carriageway and forcing a give-way for vehicles at this point. This provides a convenient place for pedestrians to cross Croxton Road.

Further pedestrian crossing points in the form of refuge islands are provided on Croxton Road approximately 250m from the site, near the staggered junction of Croxton Road with Anne Bartholomew Road and Woodlands Drive. It has been observed that most of the students cross Croxton Road at these
crossing points. The northern boundary of the school is formed by Joe Blunt’s Lane which is a designated Green Lane, generally it is a popular leisure route but is not used by school students at present.

All students living within a 3 mile radius of the school are encouraged to walk or cycle with those living outside this area being offered free bus travel to school. A plan identifying this area is included at Appendix D.

### 3.2.5 Existing Parking

There are approximately 150 car parking spaces, including Blue Badge parking and visitors parking in total across the campuses. Table 3.2 provides a break-down of the available parking at the north and the south campuses.

<table>
<thead>
<tr>
<th>Parking type</th>
<th>North Campus</th>
<th>South Campus</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cars</td>
<td>75</td>
<td>75</td>
<td>150</td>
</tr>
<tr>
<td>Powered Two Wheelers</td>
<td>5</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Minibus</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>83</td>
<td>78</td>
<td>161</td>
</tr>
<tr>
<td>Bicycles</td>
<td>18</td>
<td>10</td>
<td>28</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
<td>0</td>
<td>18</td>
</tr>
</tbody>
</table>

The North Campus has 3 Blue badge parking bays and there is no designated parking for visitors at the existing site. It also has a designated area for Powered Two Wheelers which can accommodate 5 to 6 mopeds and designated parking for cyclists which accommodates 18 cycles.

Thetford Academy South Campus has two blue badge parking bays, three visitor parking spaces and there is one minibus parking for the school bus.
4. Travel Plan Administration

4.1 Key Elements

Experience has shown that there are a number of key elements to the successful implementation of a Travel Plan:

- Commitment and involvement of the site’s users;
- Nomination of a Travel Plan Coordinator (TPC);
- Regular completion of travel surveys and audit of travel patterns across the whole site; and
- Identifying targets and monitoring the ongoing Travel Plan process.

Further development by the appointed TPC of the Travel Plan to focus more individually within the context of the over-arching plan.

4.2 Travel Plan Coordinator (TPC)

For a Travel Plan to work successfully it is essential that a person be appointed as Travel Plan Coordinator (TPC). The Coordinator’s duties are to be an overall point of contact for travel plan issues and to promote, coordinate, monitor and review the Travel Plan. Chris Powell, the Finance Director at the Academy will act as the initial Travel Plan Coordinator for the Academy.

The Travel Plan will be included as an agenda item for meetings of the PTA, act as a platform to discuss transport related issues, and to organise the monitoring activities that will need to take place in order to ensure the success of the Travel Plan. In addition, it is suggested that the TPC be supported by a team of staff in driving the Plan forward.

Administration of the Travel Plan involves the maintenance of the necessary systems and on-going promotion. The annual updating of the Plan is also part of the responsibilities of the TPC.

The objectives of the Plan will be supported by a series of measures for the development. These are to encourage safe travel to and from the Academy, greater use of public transport, increase the number of staff and students travelling to and from the school by cycle and by foot, and to reduce the amount of trips to and from the school by single occupancy private car.

4.3 Existing Staff and Student Survey

A survey was carried out both for staff and students in June 2011. The surveys were intended to detail initial staff and pupil travel behaviour and look at the potential of the Travel Plan to influence travel habits. A copy of both the staff and pupils questionnaire has been included in Appendix E.

4.4 Staff Survey

Survey questionnaires were distributed to the staff currently employed at the Academy. Four questions were asked to the staff about their modes of travel and have been included in Appendix E.
4.4.1 Question 1: “What is your Postcode?”

Staff postcode data was also collected from the existing staff which has been plotted on a map and is included in Appendix F.

4.4.2 Question 2: “How do you usually travel to school?”

The result of question 2 detailing how they usually travel to school have been summarised in Table 4.1.

Table 4.1: Mode of Travel to School

<table>
<thead>
<tr>
<th>Travel Mode</th>
<th>Number of staff</th>
<th>As a percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>2</td>
<td>7%</td>
</tr>
<tr>
<td>Cycle</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Drive</td>
<td>26</td>
<td>87%</td>
</tr>
<tr>
<td>As a passenger with another member of staff at the school</td>
<td>2</td>
<td>7%</td>
</tr>
<tr>
<td>As a passenger with someone who travels on to another work location</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>As a passenger with someone who returns home</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Bus</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Rail</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100%</td>
</tr>
</tbody>
</table>

The result in Table 4.1 indicates majority of the staff travel to the Academy by car, representing 87% of the total responses received.

4.4.3 Question 3: “If you currently travel to work by car would you consider the following, even occasionally?”

The responses on using other modes of transport other than the car have been summarised in Table 4.2

Table 4.2: Consideration to other Modes of Travel than Car

<table>
<thead>
<tr>
<th>Travel Mode</th>
<th>Number of staff</th>
<th>As a percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car Sharing with a colleague and sharing the cost</td>
<td>16</td>
<td>64%</td>
</tr>
<tr>
<td>Cycling</td>
<td>1</td>
<td>4%</td>
</tr>
<tr>
<td>Walking</td>
<td>5</td>
<td>20%</td>
</tr>
<tr>
<td>Taking the Bus</td>
<td>3</td>
<td>12%</td>
</tr>
<tr>
<td>Total</td>
<td>25</td>
<td>100%</td>
</tr>
</tbody>
</table>

The results show that 64% of the staff would consider car sharing with a colleague and sharing the cost. This suggests that the staff have a positive response towards car sharing and organising car sharing schemes for the staff at the proposed Academy could provide good results.

4.4.4 Question 4: “Could anything can be done to make travel easier to work?”

In response to question 4 the suggestions received from the staff members on the above points are listed on the below.

Walking and Cycling
Pedestrian crossing at Nuns Bridges Road
Increased level of cycle parking
Secure cycle parking facility

Parking
- Provide more parking spaces
- Provision of secure parking
- Segregation of parking areas for staff and visitors
- Provision of segregated area for parent drop-off point

Sustainable Travel
- Staff suggestions to prepare a list of addresses available to help car share.
- To adopt a car sharing scheme.

In general, it can be concluded from the responses received that staff are willing to consider car sharing, walking, cycling and taking a bus in order to travel to work. These responses illustrate that if the right measures are provided, some will be prepared to travel in a more sustainable way.

4.5 Student Questionnaire

4.5.1 Question 1: “What is your Postcode?”

The questionnaire was distributed to 1,220 Students currently studying at the Academy. A total of 611 questionnaires were returned which represent a 54% response rate. Five questions were asked to the students about their modes of travel.

4.5.2 Question 2: “How do you usually travel to school?”

In response to their current choice of mode around 55% responses were received and are presented in the Table 4.3.

Table 4.3: Mode of Travel

<table>
<thead>
<tr>
<th>Travel Mode</th>
<th>Number of students</th>
<th>As a percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>485</td>
<td>74%</td>
</tr>
<tr>
<td>Cycle</td>
<td>54</td>
<td>8%</td>
</tr>
<tr>
<td>Bus</td>
<td>5</td>
<td>1%</td>
</tr>
<tr>
<td>Taxi</td>
<td>6</td>
<td>1%</td>
</tr>
<tr>
<td>Dropped off by a parent</td>
<td>96</td>
<td>15%</td>
</tr>
<tr>
<td>Dropped off by a friend’s parent</td>
<td>9</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>655</td>
<td>100%</td>
</tr>
</tbody>
</table>

The result of the responses received in Table 4.3 shows walking to school accounts for 74% students making it the most popular mode of travel. Students dropped-off by parents makes car journeys account for 15%. Cycling to school accounts to 8% of the total responses received. Drop-off by others, taxi and bus trips account for 1% each.

The number of bus trips is anticipated to increase significantly during the transition period as the South Campus begins to be merged with the North Campus. There will be a bus service provided from the South
Campus to the North for the new year 7 students who will be based at the North Campus. This bus service will commence from September 2011 and will run until July 2012. From this point onwards the locally available bus services will be available for students’ use.

**4.5.3 Question 3: “If you do not cycle to school, why is this?”**

In order to understand their views and issues, students might have regarding cycling as a mode of transport to school, students were asked ‘If you do not cycle to school, why is this?’. Their responses are tabulated in Table 4.4

<table>
<thead>
<tr>
<th>Travel Mode</th>
<th>Number of Students</th>
<th>As a percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’d worry about something happening to my bike when it is parked at the school</td>
<td>76</td>
<td>12%</td>
</tr>
<tr>
<td>I don’t have a bike</td>
<td>83</td>
<td>13%</td>
</tr>
<tr>
<td>I walk into school with friends</td>
<td>272</td>
<td>42%</td>
</tr>
<tr>
<td>I want to, but my parents prefer me not to</td>
<td>29</td>
<td>4%</td>
</tr>
<tr>
<td>I never really thought about it</td>
<td>94</td>
<td>14%</td>
</tr>
<tr>
<td>I use to cycle in but now I don’t because…</td>
<td>100</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>654</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The result shows that 12% of the respondents have expressed their concerns for secure cycle parking as a reason for not to cycle and 13% students stated that they do not have a bike. Walking with friends to school is preferred by 42% of the students. 4% of the respondents suggested that their parents would prefer them not to cycle to school. In response to ‘I used to cycle but now I don’t because’ 15% of students have responded and the broad reasons have been reported in the survey are presented in the Figure 4.1.

**Figure 4.1: Reasons for not Cycling**

The result of the survey show that approximately 30% of the students do not cycle to school walk as they live in the vicinity of the school. This is further demonstrated by 13% of students reportedly prefer walking...
Thetford Academy

in comparison to cycling. It should be noted that 33% of students do not bike, due to concerns of security to their bikes and 14% of students do not bike, due to simple maintenance and equipment issues.

4.5.4 Question 4: “If you are dropped off at school, how many others normally also get dropped off in the same car with you?”

Question 4 asked students if they were dropped off at school, how many normally also get dropped off in the same car with them. The results have been summaries in Table 4.5.

<table>
<thead>
<tr>
<th>Travel Mode</th>
<th>Number of Students</th>
<th>As a percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>56</td>
<td>65%</td>
</tr>
<tr>
<td>2</td>
<td>18</td>
<td>21%</td>
</tr>
<tr>
<td>3+</td>
<td>12</td>
<td>14%</td>
</tr>
<tr>
<td>Total</td>
<td>86</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.5 demonstrates that there is a good uptake of car sharing by number of students at the Academy. This is something that would be further encouraged in Travel Plan.

4.5.5 Question 5: “Could anything can be done to make travel easier to work?”

The students were also asked for their suggestions for improvement and if anything could be done to make travelling to the school any easier and the responses received from the students on the above points are listed below:

Walking

A new improved pedestrian crossing:
- Breckland Leisure Centre
- Mundford Road
- On top of Croxton Road

Cycling

- More cycle parking spaces
- Safe and secure parking for cycles
- Sheltered cycle parking closer to school gates
- Continuous cycle paths

It can be assumed from the suggestions from the students that there is an emphasis on provision of a higher number of safe, secure sheltered cycle spaces. This also indicates that there could be a rise in number of cycle users in the future if right facilities and information is made available to students.
5. Measures and Initiatives

5.1 Introduction

The baseline survey data shows that the 74% of the students currently walk to school and also, there is keen interest and awareness from the staff on sustainable travel to school. The proposed site is in a good location and its current users show a keen interest in the infrastructure available. These strengths will be actively promoted to all staff, students, visitors and parents alongside measures to encourage the use of walking, cycling, and public transport by all users. The following measures are initially proposed and will need to be reviewed following the initial survey as set out below under heading 5.5.

5.2 Staff

In order to increase the levels of trips made to the school by walking or cycling, a number of schemes will be implemented as part of this Travel Plan such as:

5.2.1 Walking and Cycling

- The production and display of leaflets of walks and cycle routes within the school area.
- Promotion of the health benefits of these cycling and walking.
- Promoting annual national events such as “Leave Your Car at Home Day”, “Shared Car Commute Week” and “National Walk to School Week”, as a way to encourage the use of more sustainable modes of transport.
- Tools such as Bike BUDI will be promoted as a way of helping new cyclists get used to commuting by bicycle. This could most usefully be carried out in association with school-wide cycling promotion events such as ‘Cycle to Work Day’.
- A school cycling club could also be formed which runs special cycling events amongst pupils and staff.
- A Bicycle user group could also be set up for staff, organising social events by bicycle as well as acting to support users.
- Lockers and showers for staff who wish to cycle or run to school could be provided in the future. This would ensure that staff are refreshed before commencing their teaching duties.
- To promote walking, a range of activities could be organised at the Academy. The management team could organise a major event each term to include walks, starting and ending at the school.

As the main staff car park and playing facilities of the Academy will be located to the North of Joe Blunt’s Lane, the students and staff will have to cross the Joe Blunt’s Lane in order to access these facilities via the footway proposed. The crossing points will be gated for the security of the students and the staff. A footway will be proposed in the frontage of the proposed car park along Croxton Road to facilitate the movement of pedestrians and cyclists.

5.2.2 Car Sharing

It has been observed in the staff survey responses that there is an interest in the staff members for car sharing. In order to assist and encourage this interest,

- New members of staff are matched with others from their location to car share. This will continue.
- Promotional material for staff would be made available to raise awareness of the social, financial, and environmental benefits associated with car sharing.
Promotional materials will be included in the welcome packs for new staff and can be displayed on the notice boards in the staff rooms.

A dedicated notice board could be made available to for the current Travel Plan which can display its current implementation results for encouragement.

A spreadsheet should be provided identifying staff members that could potentially car share. Once set up, a promotional event could be organised to kick-start the car sharing scheme.

To arrange informal talks and meetings within the interested groups of staff.

Liftshare could be usefully promoted to those staff who do not live close to the other staff members to encourage car sharing by all.

5.2.3 Increased Public Transport Use

The staff members will be provided with the required information to encourage public transport use for commuting to the Academy:

- Information on bus stops, bus routes and bus timetables for services serving in the vicinity of the Academy will be made available to all staff members.
- Information on the location of Thetford Bus Station and its connectivity with the Academy will also be included in the information pack.
- Up to date train timetables will be made available on site.
- The accessibility of Academy from Thetford Train Station via Thetford Bus station will be made available on site.

In addition to above measures a sustainable travel lottery could be established, so that every time a member of staff travels sustainably, they are entered into a prize draw. At the end of the month, or term, a name is drawn out at random and that person receives a small prize. The more a member of staff travels sustainably, the greater their chance of winning the prize. This could facilitate the implementation of personalised journey planning for individual staff members at the school.

5.3 Visitors

In order to encourage visitors to the access the Academy by means other than the private car, information on how to access the site using a range of modes of transport should be made available on the Academy’s website. Information on how to access the site by walking and cycling should be made available with clear directions for access by each mode where possible assisted with a map.

Information for visitors of on-site secure cycle parking facilities and cycling information should also be made available. This information could also be provided at the Academy’s reception area so that visitors could be advised of the sustainable modes they can opt for to visit the Academy on the next occasion.
5.4 **Students**

Cycle parking have been identified in the survey as inadequate; as such these concerns will be addressed in the rebuild and supported by other measures:

- Promote safety awareness amongst students through programmes such as the TITAN (Travel Independence Training Across the Nation). The TITAN project is a scheme designed to encourage young people to become safe independent travellers, enhance their pedestrian skills and to give them improved life skills. Under the TITAN project, staff of the Academy will be trained on the programme’s goals and objectives which will then be passed on the students.

- Safer Routes to School to be investigated by the TPC to identify Safe Spots such as shops where students can rely on for information and safety. Staff or adults at these Safe Spots would be CRB checked to ensure child safeguarding.

- To make students aware of safe walking routes from their localities to the site especially the students from the South Site. This should form part of the work carried out to facilitate the transition from South to North site.

- To encourage students to walk provide them with maps showing safe existing crossing points on roads.

- Walk to School Week could usefully be promoted at the school with events supporting that such as competitions for most walked in the week.

- To encourage students to cycle the students shall be made aware of the new improved facilities available on site e.g.
  - More cycle parking spaces
  - Cycle parking locations
  - Better cycle parking

- The student survey identified low scale maintenance issues as a constraint for cycling for some students. A Bike Doctor session will continue to be arranged annually so that pupils can be shown how to mend punctures and refit chains etc.

- Training sessions for new cyclists, and organising Cycling Proficiency tests for new learners could be arranged through Norfolk County Council this can be promoted as a way of helping new cyclists learn how to cycle safely. This could most usefully be carried out in association with school-wide cycling promotion events such as ‘Cycle to School Day’.

- A school cycling club could also be formed which runs special cycling events amongst pupils.

- Parents should be made aware of the progress and interests of the students so their consent and confidence can be gained to promote these activities amongst students.

- The Young Driver Education presentation currently held at the Academy will continue to be issued.

A plan showing the walking catchments is shown in Appendix D. As that the South Campus will be relocated to the North Campus there will be a provision of bus a bus service operation from South Campus to the North Campus for 1 year starting from September 2011.

5.5 **TPC Toolkit**

In order to aid the TPC in the implementation of the Travel Plan, The following resources can be called upon for a wealth of travel related resources.

**Resources:**

- [www.walktoschool.org.uk](http://www.walktoschool.org.uk) For Walking to schools
- [www.generationgreen.co.uk](http://www.generationgreen.co.uk)
- [www.livingstreets.org.uk](http://www.livingstreets.org.uk) For Walking and Cycling
- [www.sustrans.org.uk](http://www.sustrans.org.uk) For Walking and Cycling
The TPC will consider the Academy joining the Travel Plan Network (TPN) which could be helpful in securing useful materials and literature on sustainable travel. Being part of such an organisation could promote good public relations and build useful networks for the Academy.

5.6 Promotion of the Travel Plan

The Travel Plan will be promoted to all staff, students and visitors via the Communications Strategy as outlined in section 5.7. The Travel Plan will be kept fresh through the use of annual surveys. These surveys will take place in order to ensure that the Travel Plan is as up to date as possible and that specific areas can be targeted based on the analysis of responses.

In addition, The TPC will develop a strategy that would support pupils transition from Year 6 to Year 7, to encourage them to continue to travel in a sustainable way such as identifying the best walking and cycling routes to their new schools. This could be done in the form of activity based learning included in the curriculum of the Year 7 pupils.

Table 5.1 summarises all of the measures and schemes as well as providing detailed timescales and identifies who is responsible for implementing the schemes.
### Thetford Academy

Table 5.1: Summary of Travel Plan Schemes

<table>
<thead>
<tr>
<th>Measure</th>
<th>Schemes</th>
<th>Timescale</th>
<th>Approximate Cost (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety</td>
<td>The TITAN project will commence in November 2011 and will continue.</td>
<td>To start Nov 2011</td>
<td>No cost</td>
</tr>
<tr>
<td></td>
<td>The Young Driver Education programme will be continued at the Academy</td>
<td>On first occupation</td>
<td>No cost</td>
</tr>
<tr>
<td></td>
<td>Safer Routes to School identified and promoted by staff and management.</td>
<td>From September 2012</td>
<td>Staff time only</td>
</tr>
<tr>
<td></td>
<td>Produce and display leaflets of walking routes within the vicinity of the School.</td>
<td>On first occupation</td>
<td>£100</td>
</tr>
<tr>
<td></td>
<td>Display information on the health benefits of walking in communal areas for staff and pupils.</td>
<td>On first occupation</td>
<td>£50</td>
</tr>
<tr>
<td></td>
<td>Consider having ‘walk to School’ week at the school once a year</td>
<td>Within 1 year</td>
<td>No cost</td>
</tr>
<tr>
<td></td>
<td>Provide new footway to the frontage of the Academy.</td>
<td>Included in initial design</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Footways from the Academy to the car park and the sports pitches proposed to the north of the Joe Blunt’s Lane need to be gated for safety of students and staff.</td>
<td>Included in initial design</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Organise to have a sponsored walk for the students to increase interest in walking.</td>
<td>TPC to liaise with local businesses for sponsorship.</td>
<td>No cost</td>
</tr>
<tr>
<td></td>
<td>Set up displays in school for walking and leaving the car at home</td>
<td>On first occupation</td>
<td>£50</td>
</tr>
<tr>
<td></td>
<td>Produce and display leaflets of cycle routes within the vicinity of the site.</td>
<td>On first occupation</td>
<td>£100</td>
</tr>
<tr>
<td></td>
<td>Display information on the health benefits of cycling in communal and staff only areas.</td>
<td>On first occupation</td>
<td>No cost</td>
</tr>
<tr>
<td></td>
<td>Provide safe, secure and sheltered cycle parking for staff and visitors close to the school entrance.</td>
<td>Included in initial design</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Introduce a school cycling club and run special cycling events for the pupils</td>
<td>TPC to investigate</td>
<td>Staff Time</td>
</tr>
<tr>
<td></td>
<td>Seek cycle riding and maintenance training for pupils.</td>
<td>TPC to investigate the availability of grants for training staff.</td>
<td>TBC</td>
</tr>
<tr>
<td></td>
<td>Academy to organise events where parents could be invited to cycle with the students which would encourage the number of parents cycling regularly with pupils.</td>
<td>Within 1 year</td>
<td>£100</td>
</tr>
<tr>
<td></td>
<td>Lockers and showers could be considered for staff who decide to cycle to school</td>
<td>Maybe included in design</td>
<td>-</td>
</tr>
<tr>
<td>Increase the number of people walking to and from the site</td>
<td>Provide information on the social, financial and environmental benefits of car sharing or using alternative modes of transport to access the site and investigate feasibility of providing a car club or pool car at the school.</td>
<td>Ongoing</td>
<td>TBC</td>
</tr>
<tr>
<td></td>
<td>Provide constrained parking levels at the site.</td>
<td>Included in initial design</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Encourage staff to car share once a week.</td>
<td>Within 6 months</td>
<td>No cost</td>
</tr>
<tr>
<td></td>
<td>Have a ‘No Car Day’ once during term time.</td>
<td>Within 6 months</td>
<td>No cost</td>
</tr>
<tr>
<td>Measure</td>
<td>Schemes</td>
<td>Timescale</td>
<td>Approximate Cost (£)</td>
</tr>
<tr>
<td>---------</td>
<td>---------</td>
<td>-----------</td>
<td>----------------------</td>
</tr>
<tr>
<td>Increase public transport use to and from the site</td>
<td>Display timetable information in staff areas e.g. entrance area and office notice boards.</td>
<td>On first occupation</td>
<td>£50</td>
</tr>
<tr>
<td></td>
<td>Highlight public transport ticket prices and discount fares available.</td>
<td>On first occupation</td>
<td>No cost</td>
</tr>
<tr>
<td></td>
<td>Provide literature to all staff on local bus and rail services.</td>
<td>Within 6 months</td>
<td>£50</td>
</tr>
<tr>
<td>Raise awareness of the Travel Plan</td>
<td>Provide details on the Academy website on how to access the Academy w by sustainable modes of Transport.</td>
<td>Within 3 months</td>
<td>£200</td>
</tr>
<tr>
<td></td>
<td>Display promotional material in public areas.</td>
<td>On first occupation</td>
<td>No cost</td>
</tr>
<tr>
<td></td>
<td>Organise and arrange school travel events.</td>
<td>Within 1 year</td>
<td>Unknown at present</td>
</tr>
<tr>
<td></td>
<td>Provide each staff with a travel ‘welcome pack’ detailing the Travel Plan its aims, objectives as well as relevant literature on public transport, walking and cycling routes.</td>
<td>On first occupation</td>
<td>£5 per pack</td>
</tr>
<tr>
<td></td>
<td>Consider personalised journey planning for staff at the school.</td>
<td>Within 1 year</td>
<td>Varying cost per person depending on situation. Total cost should not exceed £50 per person</td>
</tr>
<tr>
<td></td>
<td>Surveys could be arranged to link with an autumn term project which could be a week’s events incorporated in the Academy’s curriculum</td>
<td>To start 2012</td>
<td>£4000 (one-off cost to develop lesson plans for the overall project. These could then be revisited annually)</td>
</tr>
<tr>
<td>Maximise survey returns</td>
<td>Conduct surveys annually recording the travel habits of staff and visitors.</td>
<td>Within 1 year</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Forms with 95% response rate will go into a raffle draw to win a £50 prize to be spent for the benefit of the form.</td>
<td>Autumn 2012</td>
<td>£50/annum for student prize</td>
</tr>
<tr>
<td></td>
<td>The house that receives the greatest response rate to the survey gains points by making this competitive to maximise points and survey returns</td>
<td>Autumn 2012</td>
<td>Nil</td>
</tr>
</tbody>
</table>
5.7 Communication Strategy

Any Travel Plan is much more likely to succeed if there is significant buy in by all users. This can be propagated through the use of a strong communications strategy. The initial communication strategy will include the following:

- Welcome Packs for all staff with initial information introducing the Travel Plan and the Travel Plan Coordinator.
- The allocation of notice boards both in communal staff area e.g. a staff room and entrance halls in order to display travel information. This board will provide a point of reference for both staff and students using the Travel Plan and should include information on the Travel Plan and its targets, bus timetables and information on any promotional events at the Academy.
- Consideration will be given to the inclusion of Travel related matters in the Academy’s newsletter, which would be distributed to staff and students and made available to visitors at the entrance reception area. This will include information on past and future events and provide an opportunity to inform users on progress towards targets.
- Focus group meetings will have the Travel Plan as part of their agenda.
- A working group will be set up, including staff and the students, to help the TPC implement the Travel Plan.

5.8 Plan Monitoring and Review

It is essential that in order to assess the success of a Travel Plan, robust monitoring systems must be put in place which are time and resource efficient whilst enabling all the required data to be collected.

The simplest way of monitoring the Travel Plan is to regularly survey staff and pupils to identify their travel habits. This data will need to be compared against baseline / previous year’s survey data and it is therefore recommended that a Travel Plan survey be carried out annually.

Subsequent to the initial survey, these surveys will be carried out on an annual basis. This will seek to identify any changes in travel patterns over the past year and will also be a means of identifying areas in which the TPC’s efforts can be best directed to improve the performance of the Travel Plan over the next year.

5.9 Travel Plan Targets

A number of Specific, Measurable, Attainable, Realistic, and Time-bound (SMART) Targets will be introduced as part of the Travel Plan. These SMART Targets aim to reduce the percentage of journeys to and from the school by private car and encourage the use of sustainable modes of transport:

- Increase the proportion of personal travel made by means other than private car;
- Decrease the number of staff journeys made by car over the next 5 years from 87% to 75%;
- Holding a promotional event such as “Walk to School Week” within 6 months of first occupation;
- Increase journeys made by students on cycles over the next 3 years from 8% to 15%;
- Reduce the percentage of pupils who have given up cycling due to simple maintenance, equipment and cycle safety reasons.
- Achieve an annual response rate of 80% from surveys for both staff and students commencing from autumn 2012. Forms could be incentivised with a £50 voucher to encourage their participation in the annual survey. Any form(s) that achieves a 95% or greater response rate, is entered into a prize draw to win the prize which could be spent for the benefit of the form.
- Increase the percentage of students who feel it is safe to walk or cycle to cycle. This target will be captured in future years using survey included in Appendix G.
Appendices

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Appendix A. Site Location Plan
Appendix B. Location of Bus Stops & Bus Timetables
The information on this timetable is expected to be valid until at least 20th July 2011. Where we know of variations, before or after this date, then we show these at the top of each affected column in the table.

### Mondays to Fridays

<table>
<thead>
<tr>
<th>Destination</th>
<th>Departure</th>
<th>Arrival</th>
<th>mins</th>
<th>Until</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thetford, Bus Station (Bay 1)</td>
<td>0735</td>
<td>0735</td>
<td>05</td>
<td>1535</td>
</tr>
<tr>
<td>Thetford, Leisure Centre (adj)</td>
<td>0740</td>
<td>0740</td>
<td>10</td>
<td>1540</td>
</tr>
<tr>
<td>Thetford, Barclay Close (adj)</td>
<td>0742</td>
<td>0742</td>
<td>12</td>
<td>1542</td>
</tr>
<tr>
<td>Thetford, The Glade (opp)</td>
<td>0744</td>
<td>0744</td>
<td>14</td>
<td>1544</td>
</tr>
<tr>
<td>Thetford, Leisure Centre (opp)</td>
<td>0747</td>
<td>0747</td>
<td>17</td>
<td>1547</td>
</tr>
<tr>
<td>Thetford, Hood Way (adj)</td>
<td>0749</td>
<td>0749</td>
<td>19</td>
<td>1549</td>
</tr>
<tr>
<td>Thetford, Frobisher Close (opp)</td>
<td>0751</td>
<td>0751</td>
<td>21</td>
<td>1551</td>
</tr>
<tr>
<td>Thetford, Tesco Superstore (adj)</td>
<td>0756</td>
<td>0756</td>
<td>26</td>
<td>1556</td>
</tr>
<tr>
<td>Thetford, Jasmine Close (adj)</td>
<td>0758</td>
<td>0758</td>
<td>28</td>
<td>1558</td>
</tr>
<tr>
<td>Thetford, Foxglove Road (adj)</td>
<td>0800</td>
<td>0800</td>
<td>30</td>
<td>1600</td>
</tr>
<tr>
<td>Thetford, Bus Station (Bay 1)</td>
<td>0805</td>
<td>0805</td>
<td>35</td>
<td>1605</td>
</tr>
</tbody>
</table>

### Saturdays

<table>
<thead>
<tr>
<th>Destination</th>
<th>Departure</th>
<th>Arrival</th>
<th>mins</th>
<th>Until</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thetford, Bus Station (Bay 1)</td>
<td>0805</td>
<td>0805</td>
<td>35</td>
<td>1335</td>
</tr>
<tr>
<td>Thetford, Leisure Centre (adj)</td>
<td>0810</td>
<td>0810</td>
<td>40</td>
<td>1340</td>
</tr>
<tr>
<td>Thetford, Barclay Close (adj)</td>
<td>0812</td>
<td>0812</td>
<td>42</td>
<td>1342</td>
</tr>
<tr>
<td>Thetford, The Glade (opp)</td>
<td>0814</td>
<td>0814</td>
<td>44</td>
<td>1344</td>
</tr>
<tr>
<td>Thetford, Leisure Centre (opp)</td>
<td>0817</td>
<td>0817</td>
<td>47</td>
<td>1347</td>
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<tr>
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No service
For next departures from a particular stop you can use traveline-txt - by sending the SMS code (followed by a space and the service number if you want a specific service - eg: buctdgtd 60) to 84268. Or you can use the mobile internet by using the code to locate the stop on NextBuses. For details of both these services see www.traveline.info/onmove.htm. The return message from traveline-txt is free for codes prefixed cmb, lin, nfo and suf (East Anglia and Lincolnshire); for all other codes it is 25p. NextBuses incurs standard internet usage charges.

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The information on this timetable is expected to be valid until at least 20th July 2011. Where we know of variations, before or after this date, then we show these at the top of each affected column in the table.

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### Saturdays

No service

### Sundays

No service
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Appendix C. Thetford Cycle Map & Cycling Isochrone
Appendix D. Walking Catchment
Appendix E. Travel Plan Questionnaires
Q1. What is your postcode?

Q2. How do you usually travel to school? (Tick one answer)

☐ Walk
☐ Cycle
☐ Drive
☐ As a passenger with another member of staff at the school
☐ As a passenger with someone who travels on to another work location
☐ As a passenger with someone who returns home

Q3. If you currently travel to work by car would you consider the following, even occasionally?

☐ Car sharing with a colleague and sharing the cost
☐ Cycling
☐ Walking
☐ Taking the bus

Q4. Could anything be done to make travelling to school easier for you?

Another pedestrian crossing at:

A new / improved cycle path at

Better cycle parking, or new cycle parking at

Something else
Q1. What is your postcode?

Q2. How do you usually travel to school? (Tick one answer)
   - Walk
   - Cycle
   - Bus
   - Taxi
   - Dropped off by a parent
   - Dropped off by a friend’s parent

Q3. If you do NOT cycle to school, why is this? (Tick any that apply)
   - I’d worry about something happening to my bike when it is parked at school.
   - I don’t have a bike.
   - I walk into school with friends.
   - I want to, but my parents prefer me not to.
   - I never really thought about it.
   - I use to cycle in but now I don’t because

Q4. If you are dropped off at school, how many others normally also get dropped off in the same car with you?
   - 1
   - 2
   - 3
   - +4

Q5. Could anything be done to make travelling to school easier for you?

Another pedestrian crossing at:

A new / improved cycle path at

Better cycle parking, or new cycle parking at

Something else
Appendix F. Staff Postcode Location
Appendix G. Survey Questionnaire for Future Surveys
King’s Lynn Academy Travel Plan Survey

Your details

1. Name _______________________

2. Home postcode _______________________

3. Age _______________________

4. Are you a…  Boy ☐  Girl ☐

Your journey to school

5. How do you usually travel to school? (tick one box only)
   □ Walk  □ Cycle  □ Car/Van  □ Bus  □
   □ Train  □ Taxi  □ Other _______________________

6. How do you usually travel home from school? (tick one box only)
   □ Walk  □ Cycle  □ Car/Van  □ Bus  □
   □ Train  □ Taxi  □ Other _______________________

7. How would you like to travel to School?
   □ Walk  □ Cycle  □ Car/Van  □ Bus  □
   □ Train  □ Taxi  □ Other _______________________

If you answered ‘Bus’ in any of questions 5 – 7 above, please answer these next questions. If you did not, go to Question 11.

8. Do you have a bus or train pass? Yes ☐  No ☐

9. Do you feel safe when walking from the bus stop or station? Yes ☐  No ☐

10. Do you use a public or school bus service?
    Public Bus ☐  School Bus ☐  Don’t Know ☐
If you answered ‘Car/Van’ in any of questions 5 – 7 above, please answer these next questions. If you did not, go to Question 15.

11. Where does the car stop to drop you off?

- Outside school entrance
- A short distance away
- In a nearby car park
- Inside the school grounds

12. Where does the car driver go afterwards?

- Home
- Work
- Shops
- Other

13. Are you driven to school with other pupils?  

Yes  No

14. Do all of the other pupils live in the same house as you?  

Yes  No

Active Travel

15. Do you own a bicycle?  

Yes  No

16. Have you passed your cycle training test?  

Yes  No

17. Do you cycle more as a result of your training?  

Yes  No  Don’t Know  I have not done the training
18. Is there somewhere at school to store your bike safely?  

Yes  ☑  No  ☐

19. How safe is the journey to school by foot or bicycle?

Very Safe  ☐

Safe  ☐

Unsafe  ☐

Dangerous  ☐

20. What would make it easier for you to cycle to school?

Protection from rain  ☐

Locker space  ☐

Better location  ☐

Better security  ☐

New cycle storage  ☐

Better Lighting  ☐

21. What stops you from walking or cycling to school?  Too Far  ☐  No Safe Route  ☐

Adults saying no  ☐

Stranger danger  ☐

Can not be bothered  ☐