

Your Ref:
Date: 5 January 2024

My Ref: PAA019
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Dear Residents and Businesses,

Consultation on proposals for Ipswich Road, near Hall Road, Norwich

Norfolk County Council is asking for feedback on proposed changes to the A140 Ipswich Road in Norwich, on the approach to its junction with Hall Road. The aim of the scheme is to reduce delays to buses through the introduction of a short length of bus lane on the approach to the traffic lights. We are writing to let you know how to find out more about the project and how to take part in our consultation.

What's being proposed and why?

This project near the Hall Road junction on Ipswich Road is one of several projects in Norfolk's Bus Service Improvement Plan designed to reduce congestion at existing pinch points on current routes by increasing capacity for buses. In this location, the following measures are being proposed:

- A short length of new bus and cycle lane on the southbound approach to the Hall Road junction (heading away from the city) using the existing road space. The new lane would end before the traffic signals. Hours of operation are to be confirmed.
- General traffic reduced from two lanes to one for the short length of bus lane. The capacity for general traffic and the layout immediately ahead of the junction itself would remain the same. The operation of the junction would not be affected but the changes would mean buses take less time to reach the traffic lights.
- Removal of the existing right-turn lane into the Holiday Inn site to make space for the changes. This is for safety reasons to allow wider traffic lanes but traffic can still access and exit the site as currently permitted, with no additional restrictions proposed as part of the scheme.

The impact of these changes would be to improve bus journey times and reliability not only for the Harford Park & Ride services but also the other services that use the route, including buses to Diss, Harleston and Long Stratton.

There are no changes to the existing facilities for people walking and cycling through the area. A plan showing the proposal is enclosed.

How to comment

There are two ways to comment on the consultation:

- Visit www.norfolk.gov.uk/ipswichroadbuslane, where you can complete our online survey to share your thoughts on the proposals.
- Ask for a hard copy of the survey by calling or emailing us using the details at the top of this letter. Large font and other formats are available on request.

Next Steps

The deadline for comments is Monday 29 January 2024 and we will carefully consider all responses ahead of advertisement of the formal Traffic Regulation Order needed to deliver the project. This will be done in consultation with the local county council member and cabinet member, as appropriate. The webpage above will be kept up to date with the latest progress and information. If approved, delivery is due to take place in summer 2024.

Background

The Department for Transport (DfT) has awarded the county council nearly £50m of funding for its Bus Service Improvement Plan, aimed at improving bus services and infrastructure facilities across the county. The plan includes measures such as integrated travel hubs, new and more frequent services and bus priority infrastructure schemes such as this project on Ipswich Road. You can read more about our work on the Bus Service Improvement Plan by visiting www.norfolk.gov.uk/busstrategy.

Yours faithfully,



Niki Park
Head of Passenger Transport