



buildingkonections

Sustainable Travel with **Konectbus** & **Norwich Park & Ride**

CASE STUDY



Company/business name: Aviva at Broadland Business Park

When it started

Our business relationship first began with Aviva in 2017

Reasons why

We were first approached by Aviva to provide additional parking spaces at our Postwick Park and Ride site because employees were struggling to find enough parking spaces on-site.

Following a thorough review of the pathways between the Park and Ride site and their offices, which crossed a busy roundabout and road, **Konectbus** recommended that the introduction of a contracted shuttle bus could transport Aviva employees, direct from their cars to the office, in a faster and more convenient way.

No. of passengers that have used the service (pre Covid)

245 passengers a day based on the number of allocated parking spaces reserved at the site.

Benefits to the company/business

- help to reduced travel congestion to and from their offices at Broadland Business Park
- cost savings on provision of additional car parking spaces
- reduction in employee commuting costs with a FREE shuttle service.
- promotes sustainable travel options to support the business transport plans

Other information

The impact of the Coronavirus pandemic forced the Aviva offices at Broadland Business Park to close and therefore the shuttle bus operation has been suspended for the time-being.

Aviva reserved 245 parking spaces at Postwick Park and Ride but there was capacity to increase the demand should the business have required.