



buildingkonections

Sustainable Travel with Konectbus & Norwich Park & Ride

CASE STUDY



Company/business name: Norfolk and Norwich University Hospital

When it started

Our business relationship first began with the Norfolk and Norwich University Hospital in 2009.

Reasons why

A limited park and ride service was first introduced in 2009 between Costessey and the hospital using an existing bus route 510

Capacity for staff parking had reached its limit and therefore the hospital needed to find alternative ways for employees to travel. The 510 bus service continue to grow with demand and increased from one bus every half hour, to 2 buses, every 15 minutes. Later evening journeys were also introduced to support those working shifts.

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

Around 900 per day



Benefits to the company/business

- reduce pressure on car parking at the hospital.
- improve air quality around the hospital.
- cost savings on infrastructure development.
- ease the level of traffic congestion into and around the hospital.

Other information

Pandemic

Route 510 continued to run during the national lockdowns, providing transport for those key workers who continued to go to work.

Extension of services

The bus service was promoted on hospital appointment letters to encourage the general public to catch the bus to access hospital services and reduce the demand for on-site visitor parking.