

Norwich Western Link

**Consultation report for Norfolk County Council
Produced by Commonplace**

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Introduction

For the Norwich Western Link consultation, two websites were created using the Commonplace online engagement platform. This report has been created by Commonplace as an analysis of the data collected.

Of the two websites, one was designed to collect people's views on general transport issues and the other to pinpoint transport issues on a 'heatmap'. For the sake of convenience, in this report we will refer to the general transport issues platform as **NWL Initial Views** and the transport issues heatmap as **NWL Map**.

Users were pointed first to the general issues website, and then directed through to the transport issues heatmap where they could pinpoint as many issues as they liked. Of the total 1,146 visitors to NWL Map, 51% were directed to the site from NWL Initial Views.


First: add your views on general transport issues



Tell us what you think about transport issues to the west of Norwich in general and what options you think we should consider.

[View details](#)

Then: pinpoint local transport issues on our map



Help us identify local transport issues and solutions by marking these on our interactive map.

[View details](#)

Observations by Commonplace

- Very well visited and commented-on websites - a total of 4,426 visitors and 2,327 comments across both platforms.
- The user 'flow', directing users first to NWL Initial Views and then on to NWL Map seemed to work as intended.
- There was a clear preference for developing a new road between the NDR and A47, with support from all types of road user.
- There was a majority of male respondents, with a good mix of ages.
- The heatmap clearly identified areas of concern on the existing road network, especially congestion and perceived inappropriate road use patterns for the type of roads available.
- Large number of News subscribers - 1,159 - providing an excellent starting point for engagement in the subsequent consultations that will be required (note that some subscribers may be registered twice - once on each website).
- We analysed the data of the most prolific contributors and found that several of the most prolific commenters were employees or contractors of Norfolk County Council, who had initially been inputting comments collected on paper forms or in person at events under their own accounts, instead of through 'survey mode' (see page 10 for more details on survey mode). Commonplace's view is that this has not influenced the data, as all types of comments are treated equally during analysis.

Part I: Engagement analysis

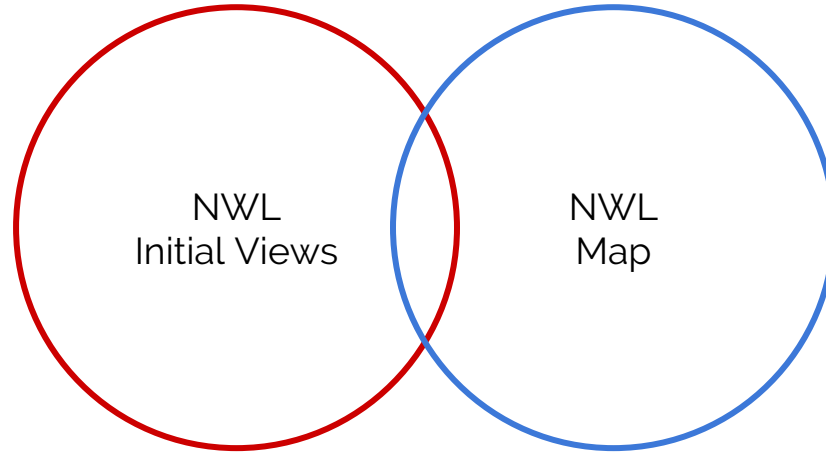
Interactions with the websites

NWL Initial Views

3,280 total visitors
1,380 total contributors

1,575 comments online
157 comments from forms
(1,732 total comments)
281 agreements
2,013 total contributions

973 news subscribers



NWL Map

1,146 total visitors
531 total contributors

752 comments online
21 comments from forms
(773 total comments)
1,890 agreements
2,663 total contributions

186 news subscribers

333 people contributed to both platforms

(The number of contributions exceeds the number of contributors as many participants make multiple contributions)

The numbers include all contributions including "unverified" - i.e. anonymous

Referrals to the websites

Source	NWL Initial Views	NWL Map	Overall
norfolk.gov.uk	2,005		2,005
nwlinitialviews.commonplace.is		582	582
Facebook	233	51	284
norfolk.citizenspace.com	40		40
intranet.crowncommercial.gov.uk	25		25
commonplace.is	23	7	30
eastonparishcouncil.co.uk	11		11
Email	10	1	11
Twitter	8	1	9
Google	3	3	6

Part II: Contributor analysis

Notes

The following section contains information about the people who contributed to the consultation - this data was analysed from the combined and de-duplicated contributor lists from both websites, to avoid counting people twice.

Where a chart shows 'unknown', this refers to people who left the question blank (as opposed to selecting 'Prefer not to say').

Survey mode

'Survey mode' enables project administrators to appoint individuals as 'surveyors' - people with this account privilege can input responses into a special version of the site, allowing them to register these responses without having to register an account for each individual respondent. Typically these responses would be collected either in person at consultation events, or via paper form versions of the Commonplace questions.

157 survey comments were added on NWL Initial Views, accounting for 9% of the total 1,732 comments.

21 survey comments were added on NWL Map, accounting for 3% of the total 773 comments.

This project is now closed. See the latest updates at www.norfolk.gov.uk/nwl.

4 simple steps to add a survey.

Place the pin
in the location you're commenting on

OK, got it!

About this place

What is the location that you are referring to?
e.g. junction, pavement, park, school

How do you feel about transport at this location?

What transport issues, if any, do you feel currently affect this location?

Road safety Poor cycling network Public transport options

Rat-running Poor walking routes Roads unsuitable for level of traffic

Traffic congestion Poor journey reliability Slow journey times

Inappropriate use by HGVs Other

If "other" please tell us a bit more

How, if at all, do you think this location could be improved? You can select as many options as you want.

Traffic calming New walking route linking NDR to A47

New road linking NDR and A47 A bus stop Diverting heavy traffic

Improved signage Improved walking routes

Above: screenshot of survey mode form

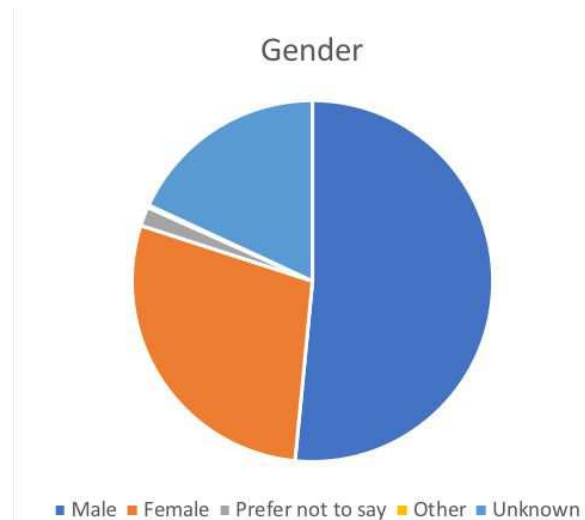
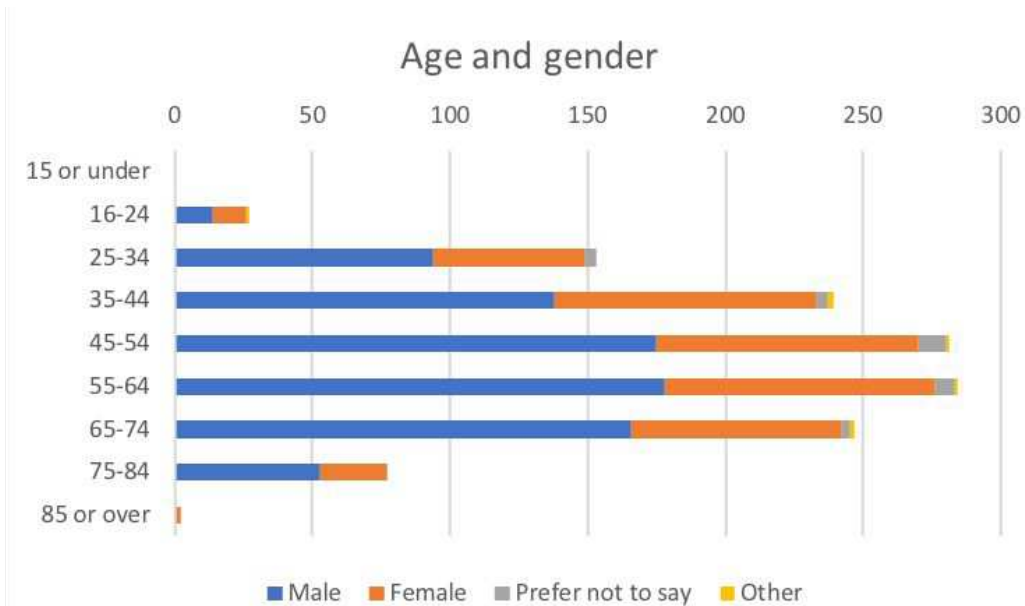
Connection to the area

An overwhelming majority of respondents said they live in the area - it is worth noting that perhaps the wording 'What is your connection to the area?' leaves it open to the respondents interpretation whether 'the area' refers to the area west of Norwich specifically, or Norfolk as a whole.



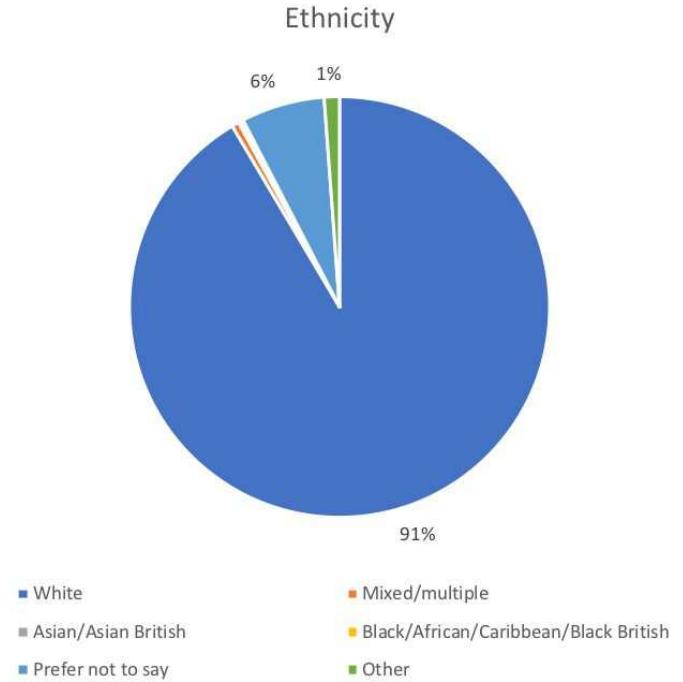
Age and gender

There was a good age spread; respondents were predominantly male.



Ethnicity

Of people who shared their ethnicity, 91% of respondents were white - this almost exactly matches the 90.9% white composition in Norwich in the 2011 census - however, other ethnic groups were under-represented.

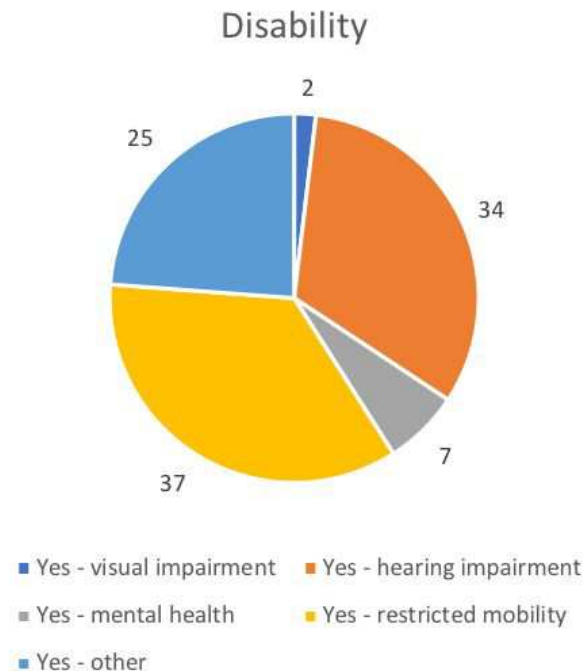


Disability

Of those respondents who identified themselves as having a disability, there was a roughly even split between hearing impairment and restricted mobility.

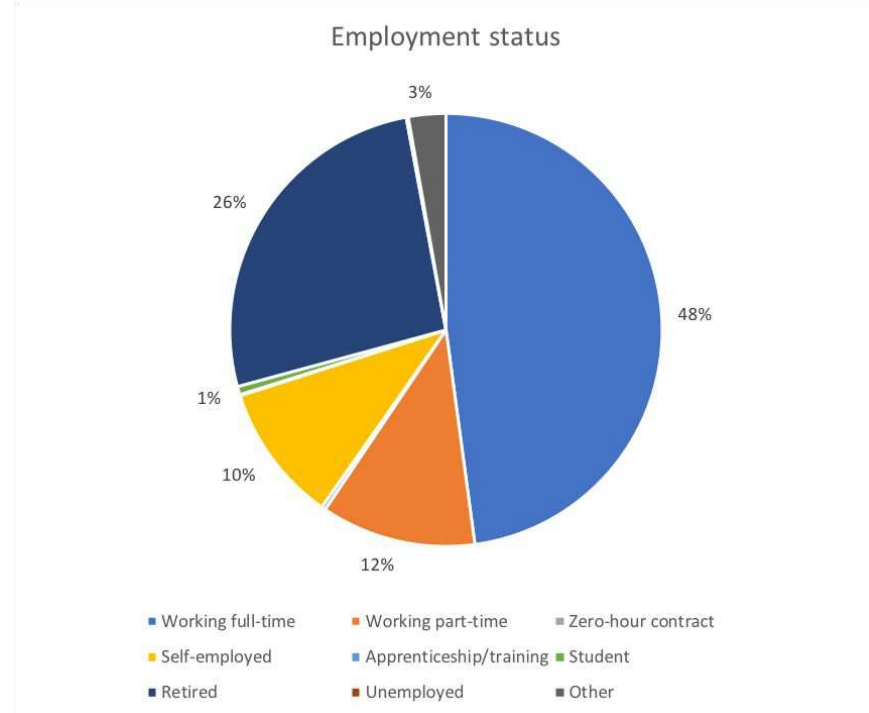
The NWL Initial Views platform meets the AA accessibility standard, meaning it is fully useable using a screen reader. Due to the interactive nature of the NWL Map project, it is not as useable with a screen reader, which may account for the lower numbers of respondents with a visual impairment.

More information can be found on the [accessibility page](#).



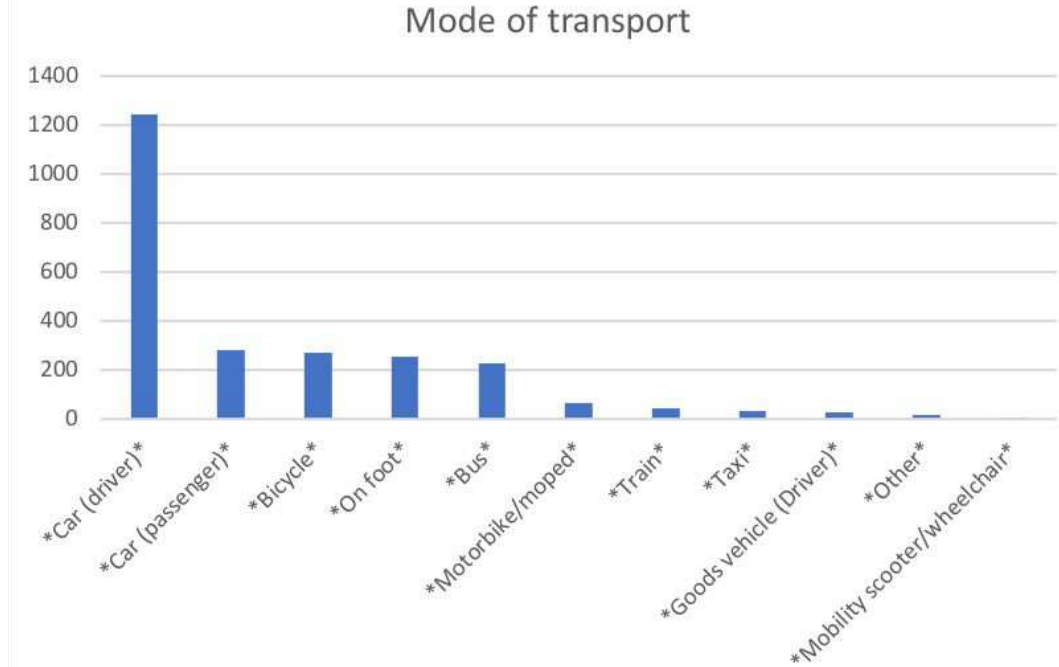
Employment status

Approximately half of contributors who chose to share their employment status are working full-time.



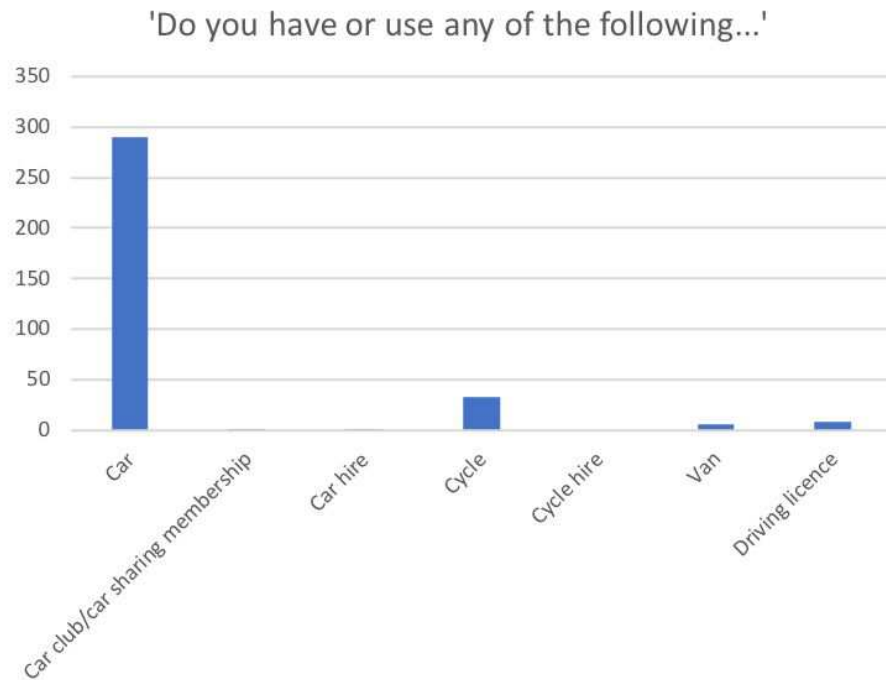
Travel and transport

Car drivers made up a large majority of transport users - however, it may be worth noting that the wording of the question was 'How do you usually travel **around this area?**', which could affect the frequency of answers such as train or mobility/scooter wheelchair.



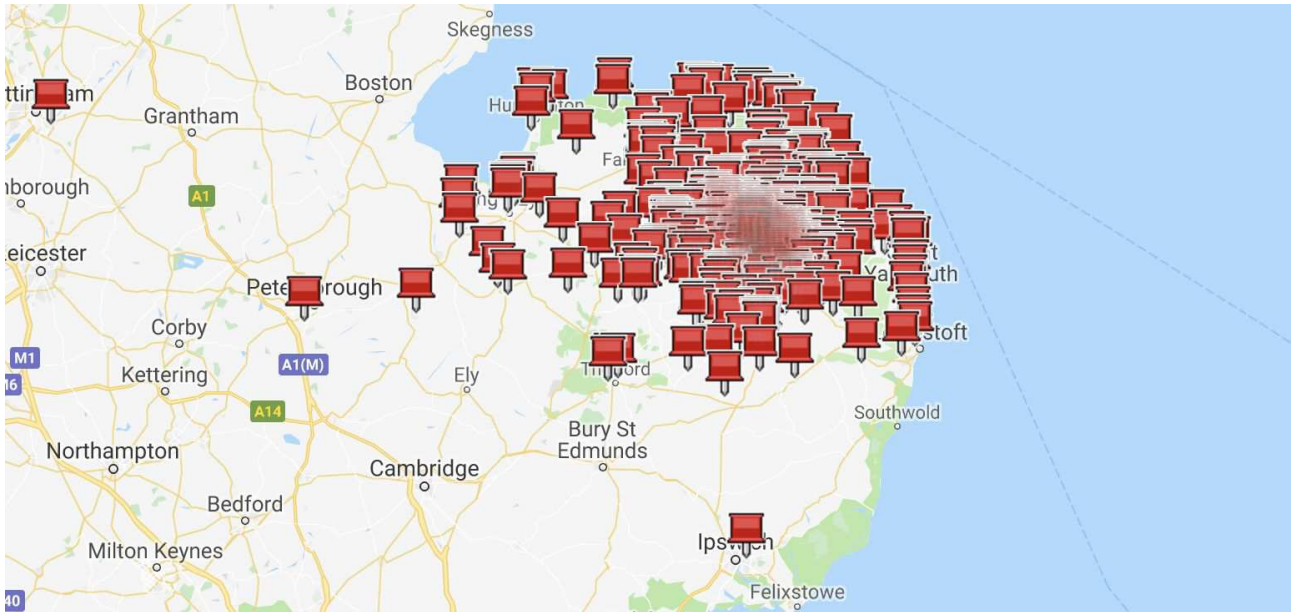
'Do you have or use any of the following...'

Respondents were asked whether they have, or use, any of a number of transport-related modes or services. The disparity between the number of responses for car/van and driving licence perhaps indicate that people were not aware that they could select multiple options, or simply did not read all of the options.



Postcode map

As one would expect, postcode analysis shows a large concentration of users in the wider Norwich area, though much of Norfolk and beyond is also covered. A small handful of respondents identified themselves as being from as far afield as Nottingham, Oxford, Bath and Edinburgh.



Number of respondents per postcode (top 5 in bold)

Postcode	Respondents	Postcode	Respondents	Postcode	Respondents	Postcode	Respondents
NR1	20	NR11	44	NR21	18	NR31	6
NR2	34	NR12	34	NR22	3	NR32	3
NR3	28	NR13	25	NR23	6	NR33	1
NR4	33	NR14	38	NR24	1	NR34	1
NR5	57	NR15	17	NR25	9	NR35	1
NR6	98	NR16	7	NR26	6	IP	19
NR7	55	NR17	17	NR27	13	PE	33
NR8	292	NR18	21	NR28	16		
NR9	162	NR19	26	NR29	7		
NR10	81	NR20	59	NR30	4		

Part III: NWL Initial Views comment analysis

Notes

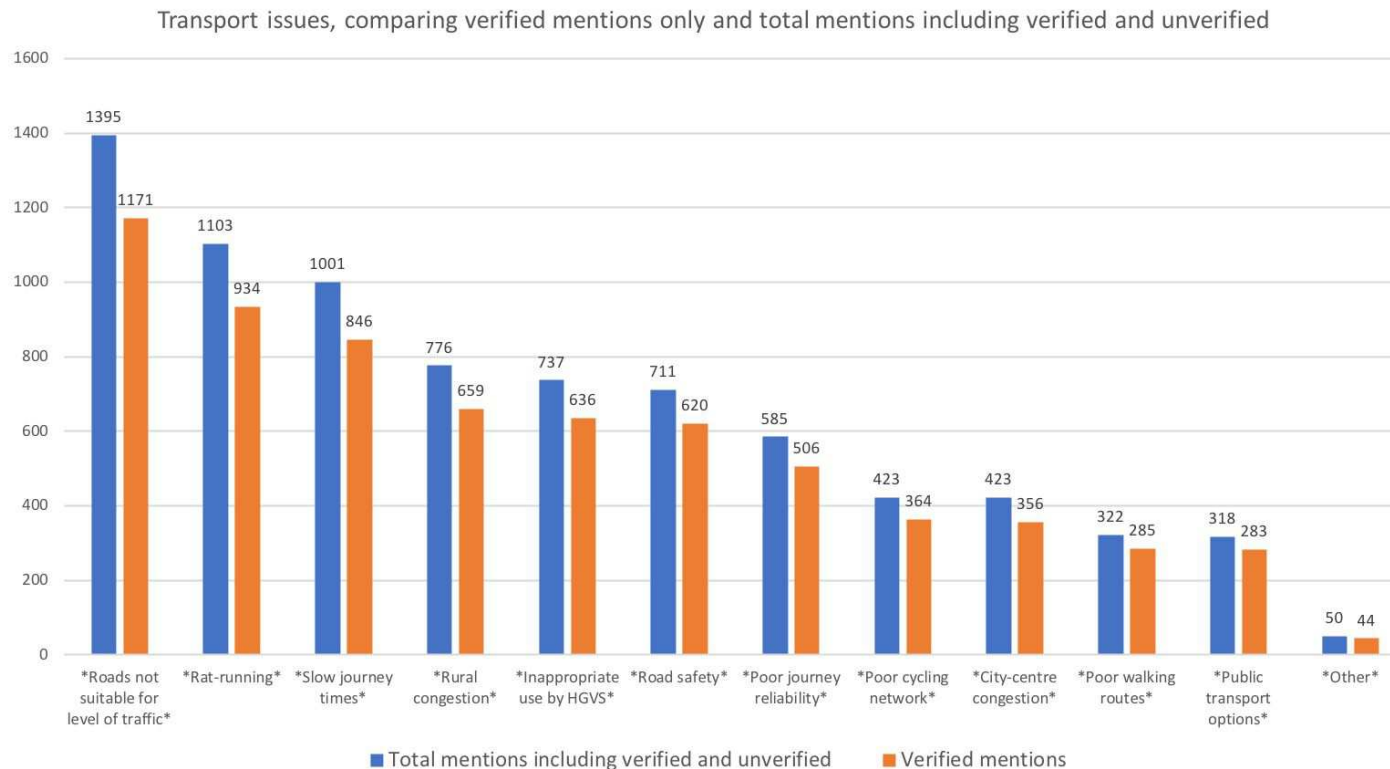
When users contribute to the Commonplace platform, they are asked to verify their comments via email. Comments that have not been verified are stored in the project database, but are not displayed publicly. Most of the analysis in this report has been taken from the full set of comments, including both verified and unverified comments. However, the following three pages show the data from the three questions below, and for these we have also included a comparison between the full set of comments and verified comments only.

“Here is a list of transport issues. Please tell us which ones, if any, are an issue in this area.”

“Although one potential option to tackle transport issues in this area is to build a new road we are committed to examining all of the possible options. Which options would you like us to explore?”

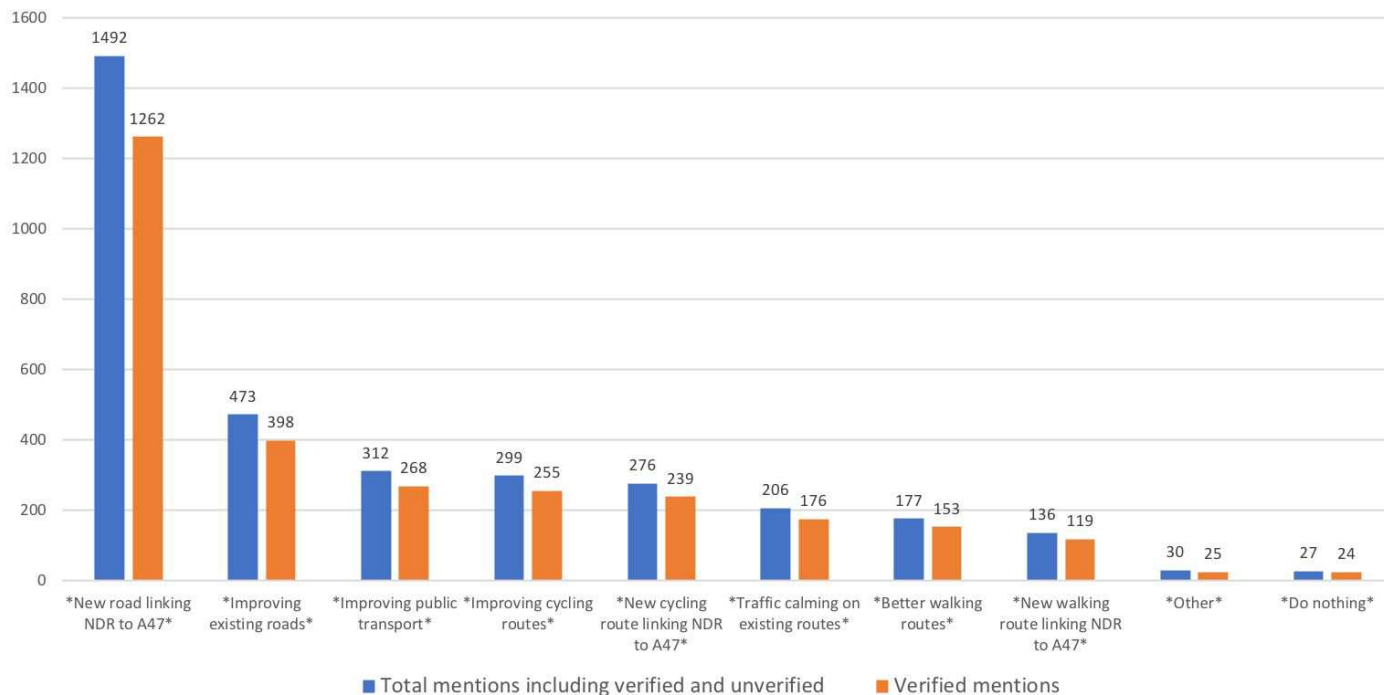
“What do you want us to take into account when considering improvements to travel in this area? You can select as many as you want.”

Transport issues



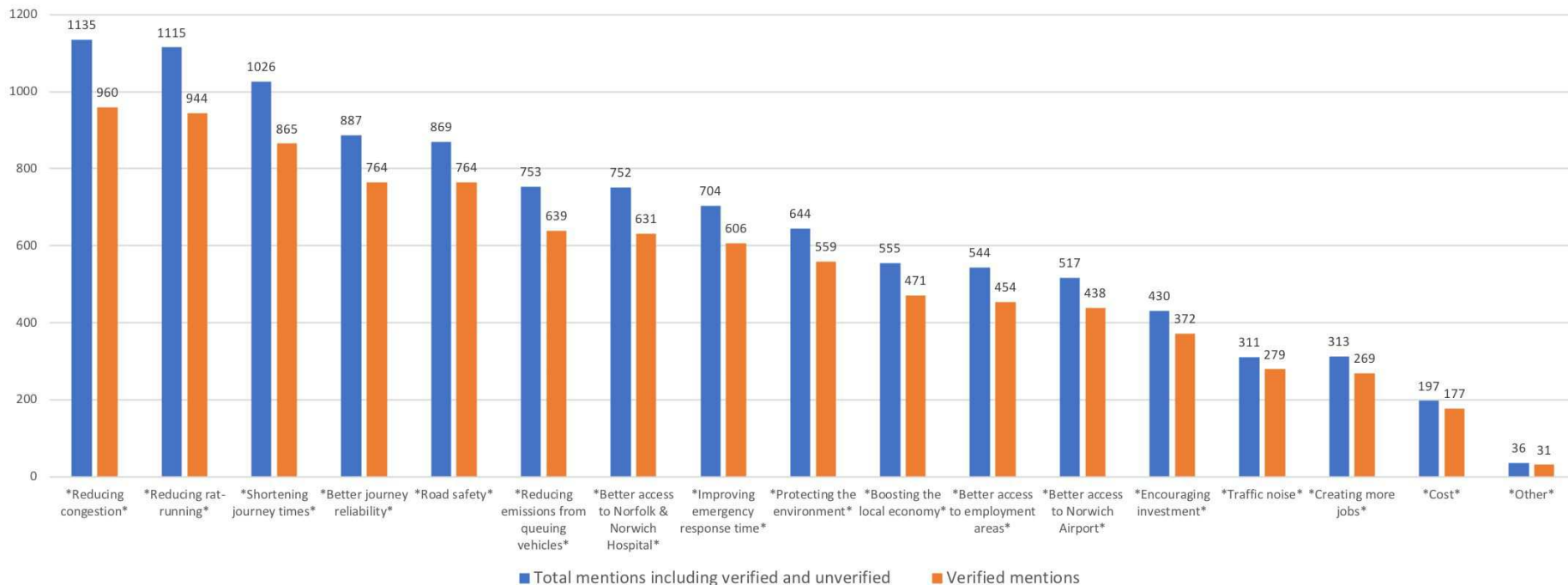
Options to explore, by popularity

Transport options, comparing verified mentions only and total mentions including verified and unverified



Issues to consider when planning transport improvements

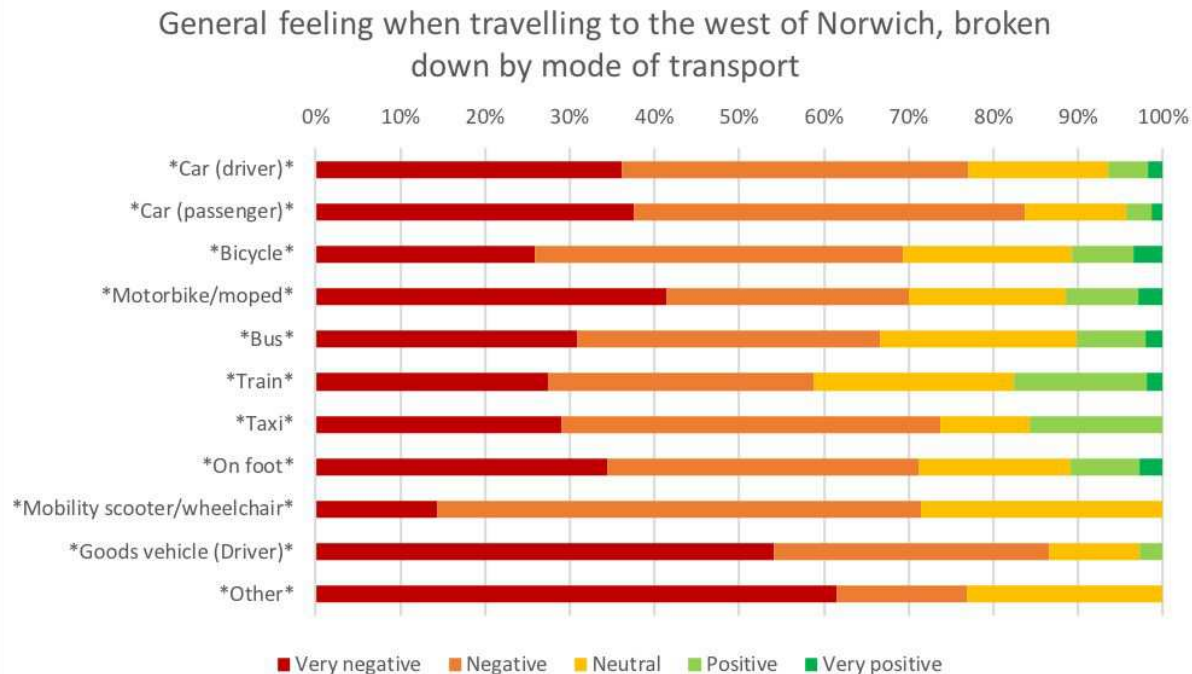
Considerations, comparing verified mentions only and total mentions including verified and unverified



Sentiment by transport mode

Respondents were asked "How do you feel in general when travelling through the area to the west of Norwich?" - the chart opposite shows their sentiment, broken down by the mode of transport they identified themselves as using.

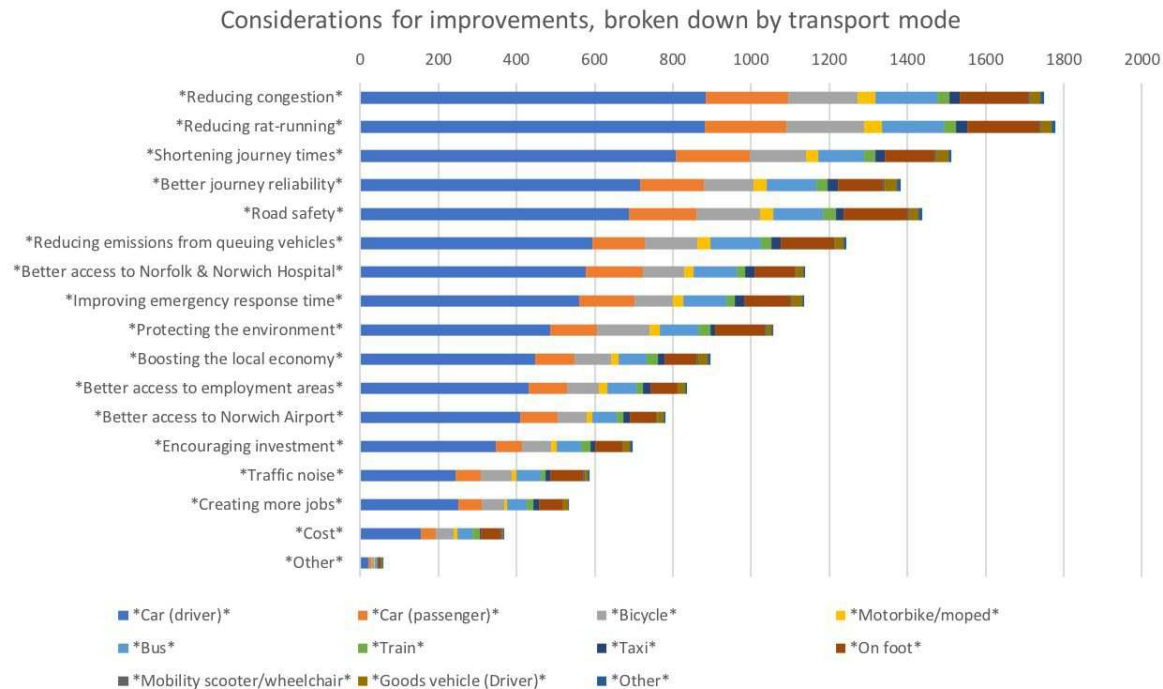
Proportionately, goods vehicle drivers felt the most negatively, however they also made up one of the least-represented groups of transport users.



Considerations for improvements

Respondents were asked what they would like the Council to take into consideration when exploring possible options to tackle transport issues.

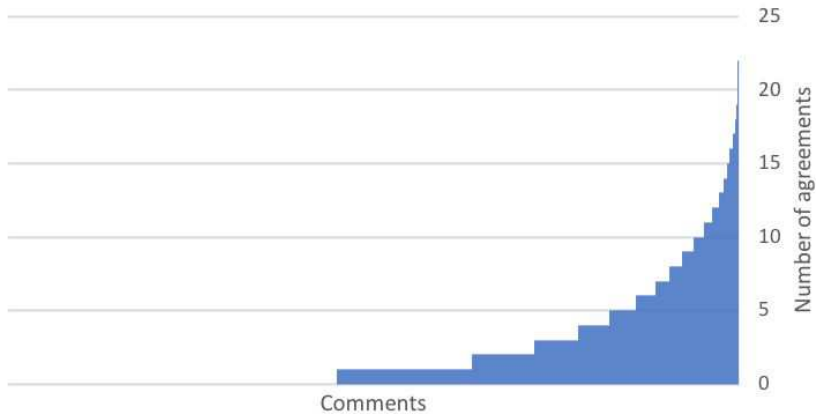
The chart opposite shows the most commonly selected tags, and the breakdown of each tag by mode of transport.



Agreement summary

Commonplace allows users to 'agree' with other people's comments (but not their own) - they can only agree with each comment once. Comparing the number of agreements per comment between the two platforms shows a stark contrast, with NWL Map featuring significantly more agreements per comment. The design of the heatmap platform encourages exploration of others' comments before adding one's own - you can immediately see the comments clustered around the location that you are interested in.

NWL Map - Agreements per comment



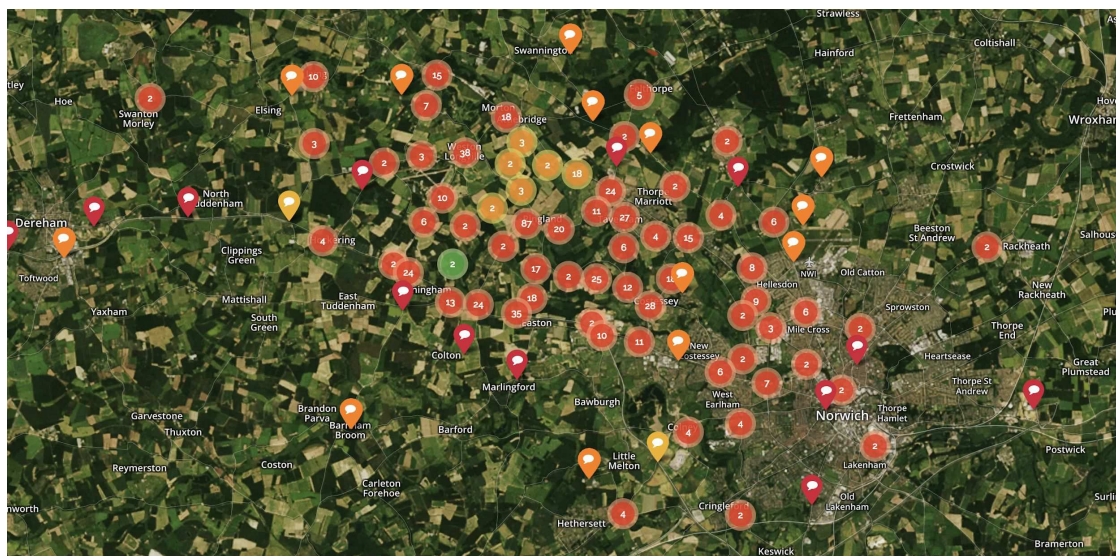
NWL Initial Views - Agreements per comment



Part IV: NWL Map comment analysis

Locations marked

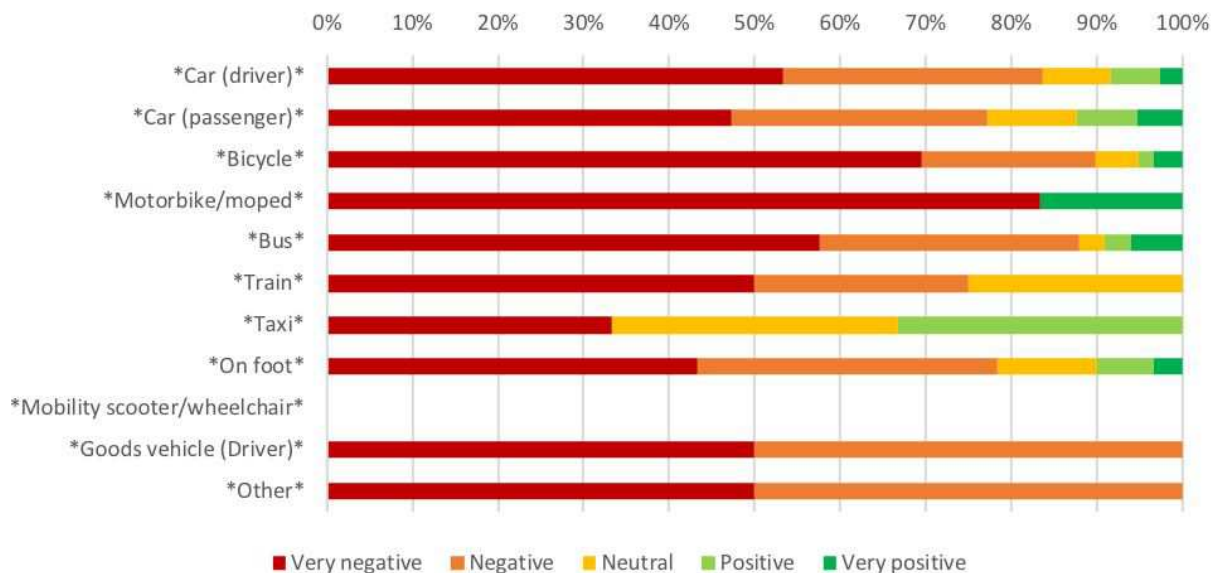
The Commonplace 'heatmap' tool allows users to mark the location that they wish to add a comment on. Although the majority of comments reflect the project's focus on the area west of Norwich, a good number of comments were added in other locations, from Litcham in the west to Wroxham in the east. One possible learning point for future consultations is to limit the extent to which users are able to zoom the map out, to avoid comments being made too far afield from the focal area of the consultation. The live map can be viewed at <https://nwmap.commonplace.is/comments>.



Sentiment by mode of transport

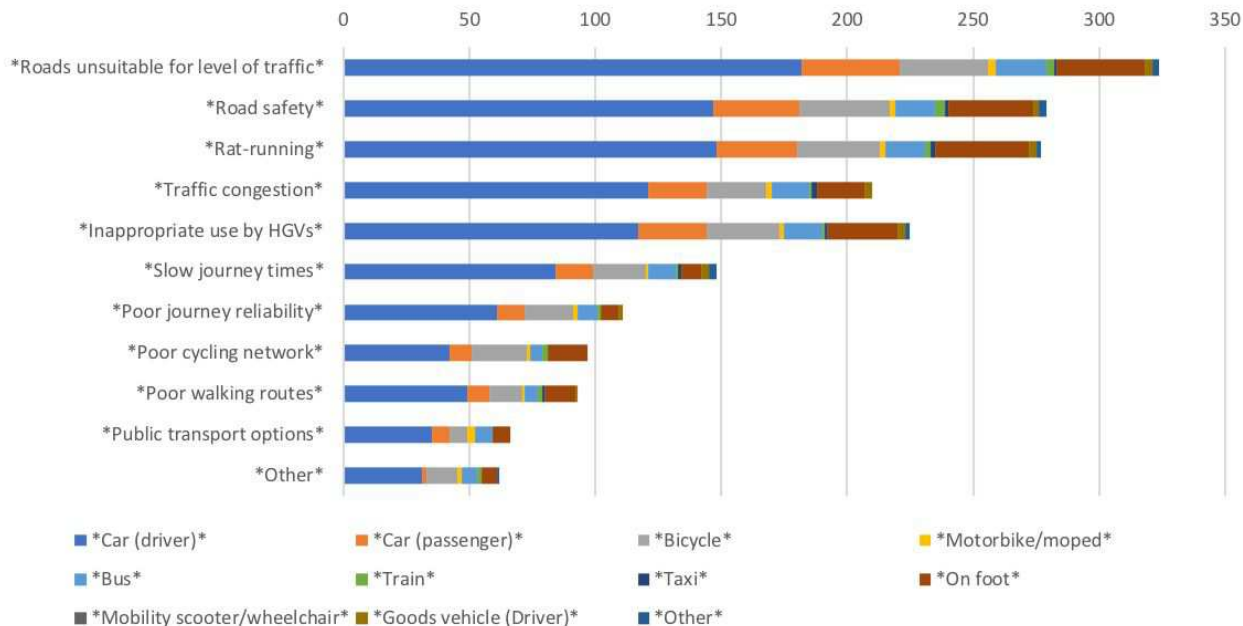
Sentiment about the current state of transport in the location the user selected was strongly negative.

Feeling about transport at the location selected, broken down by mode of transport



Transport issues by mode of transport

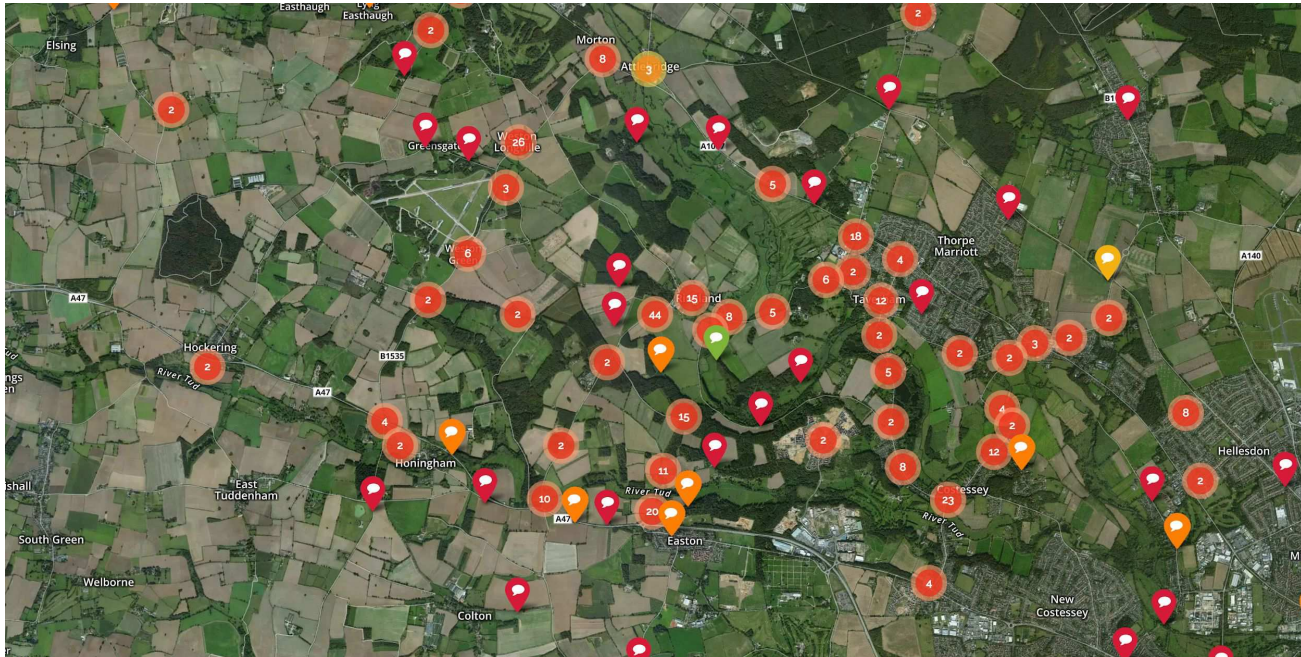
Transport issues, broken down by transport mode



Transport issue locations

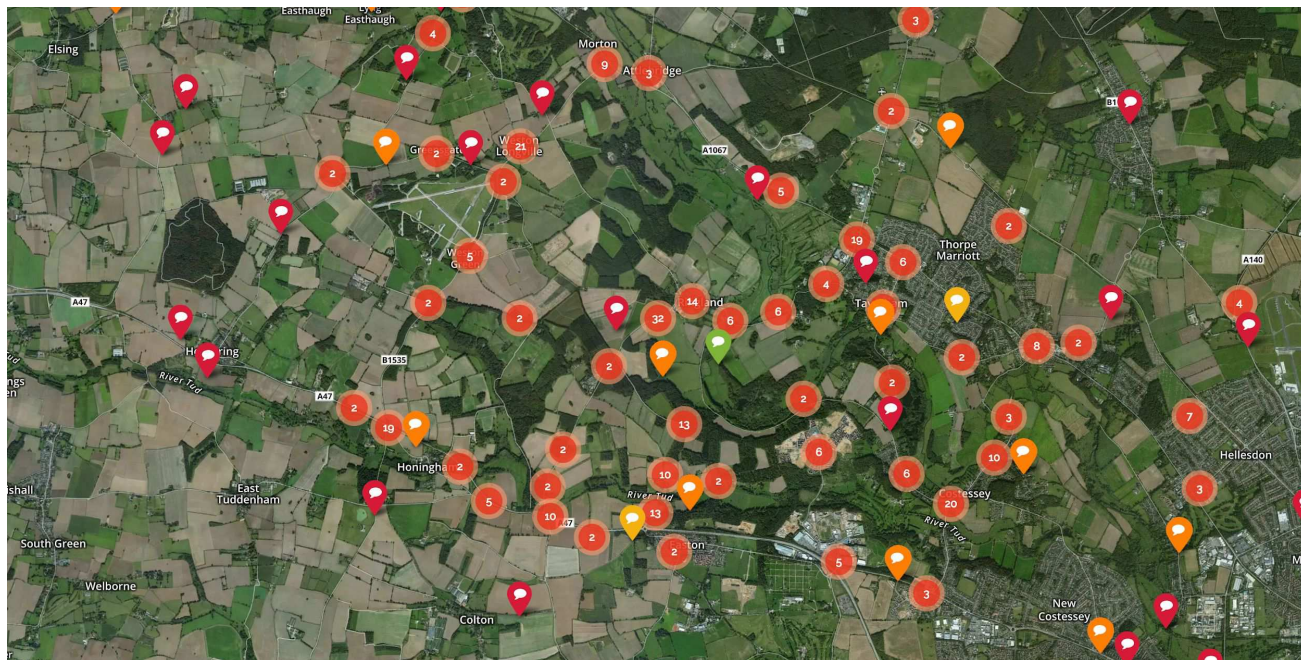
Locations tagged with 'rat-running'

[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



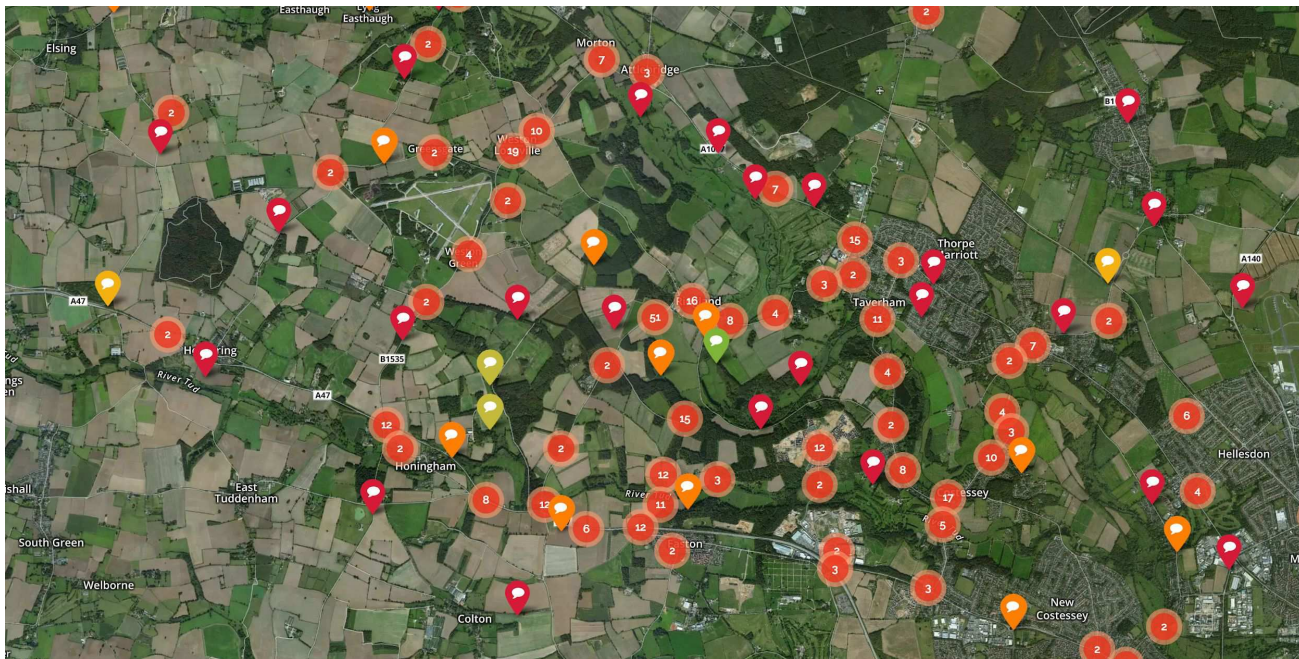
Locations tagged with 'road safety'

[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



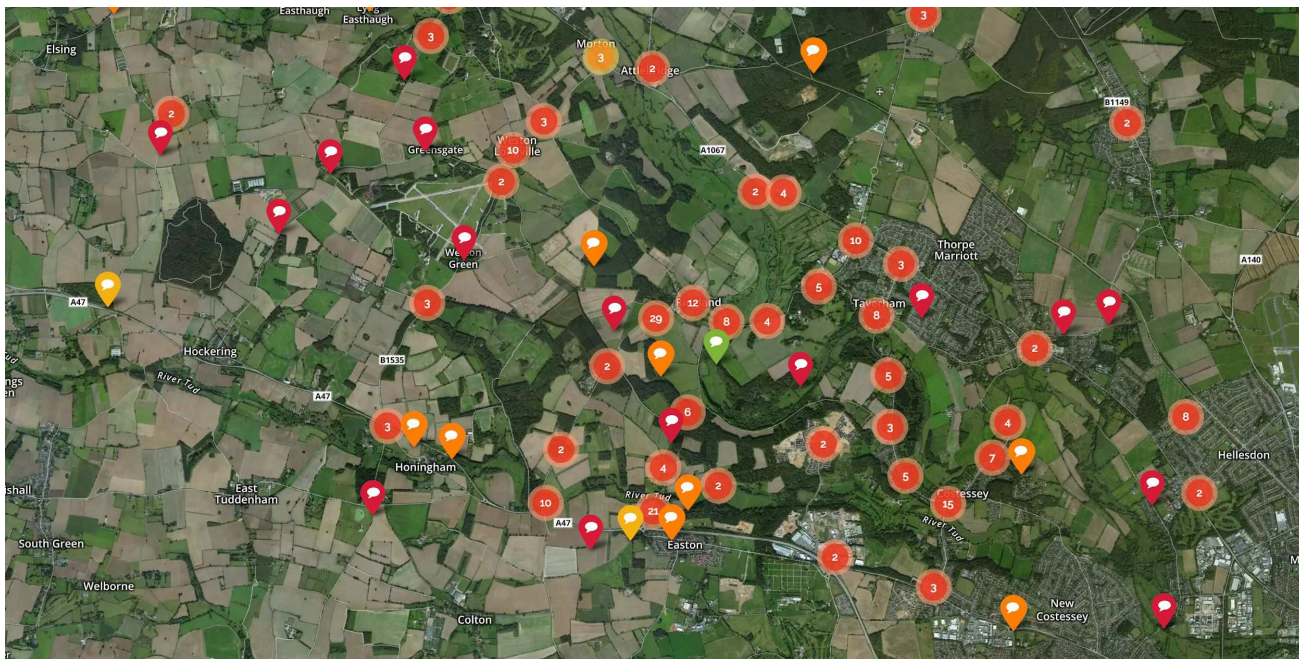
Locations tagged with 'roads unsuitable for level of traffic'

[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



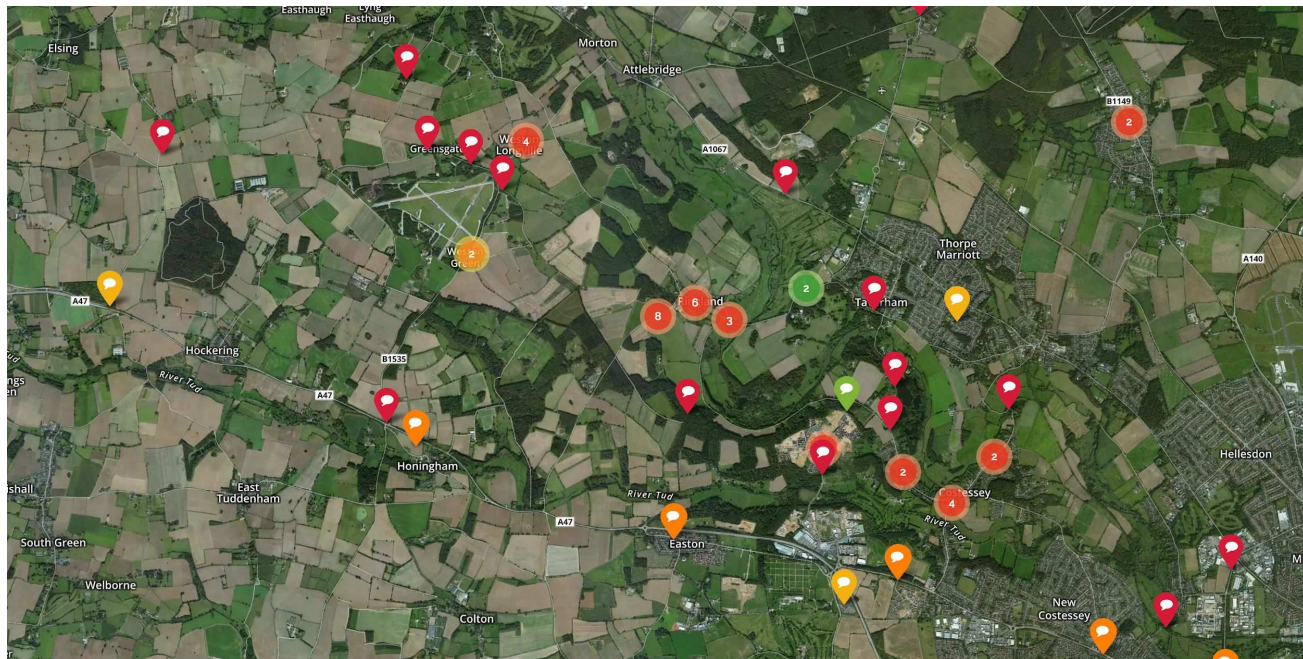
Locations tagged with 'inappropriate use by HGVs'

[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



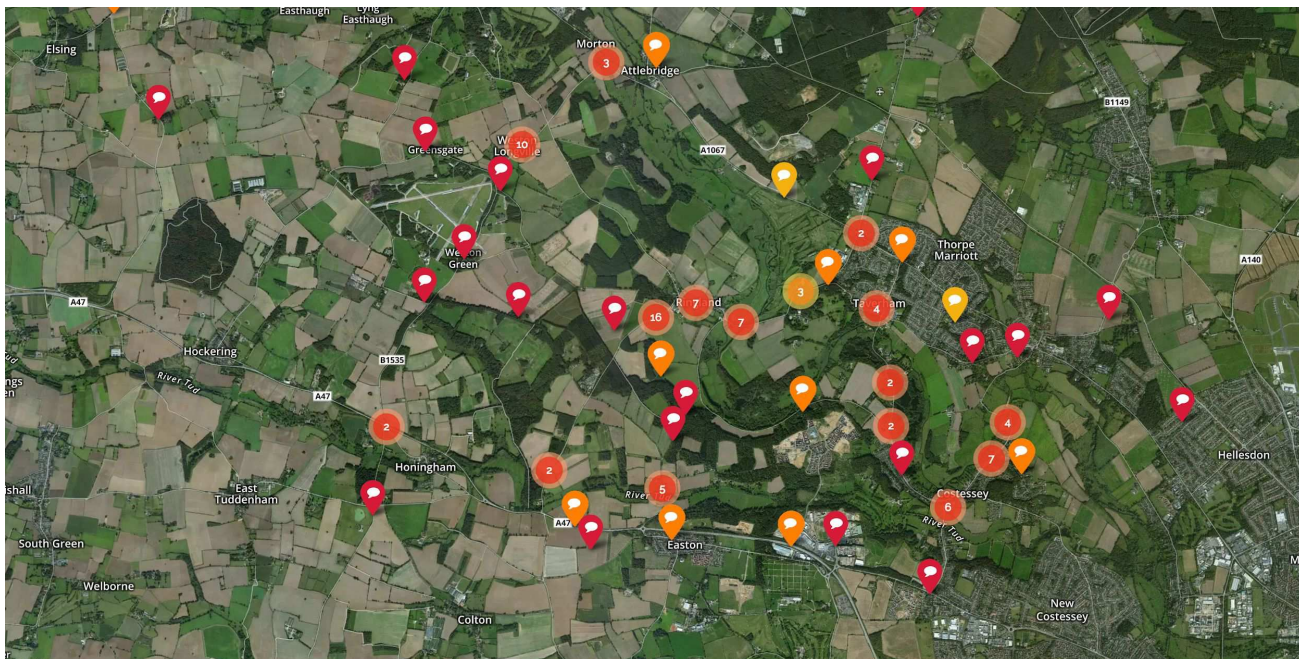
Locations tagged with 'public transport options'

[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



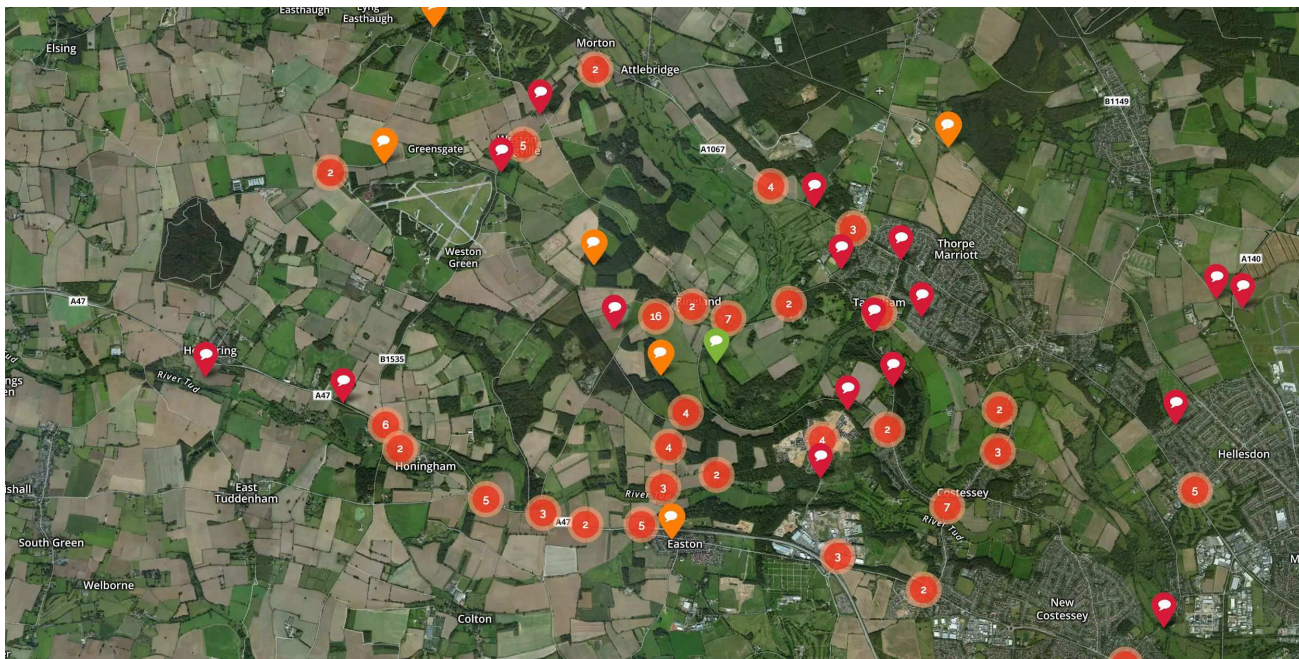
Locations tagged with 'poor walking routes'

[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



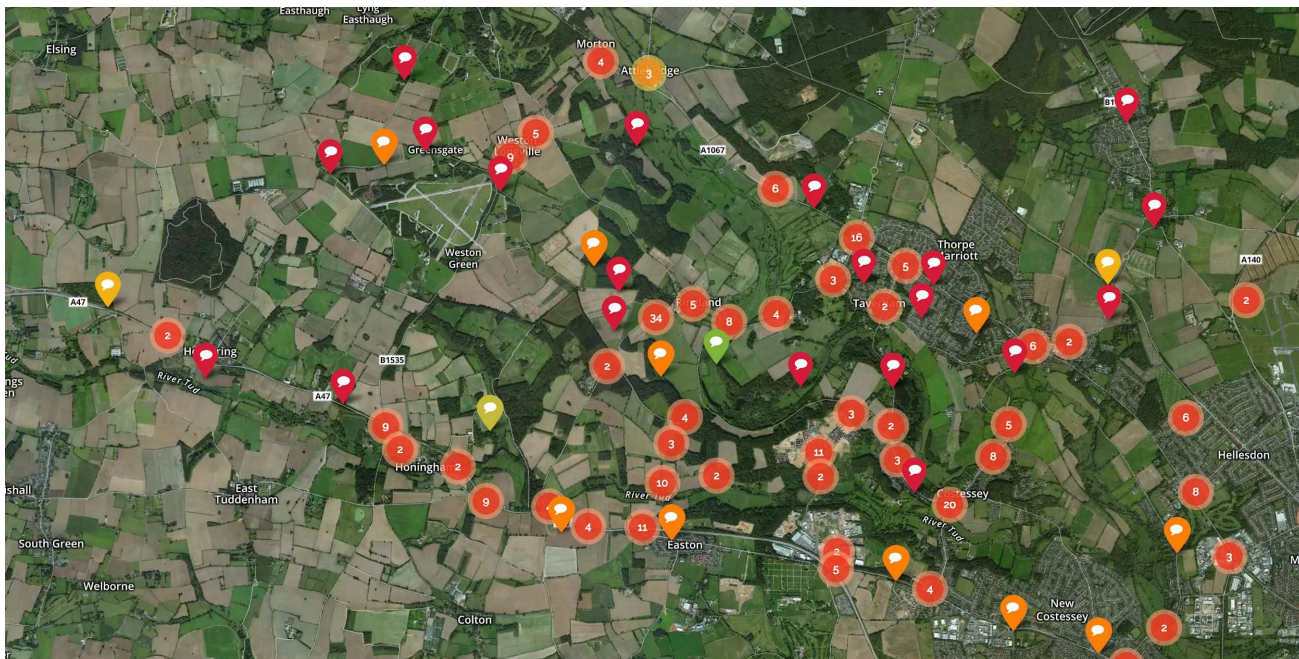
Locations tagged with 'poor journey reliability'

[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



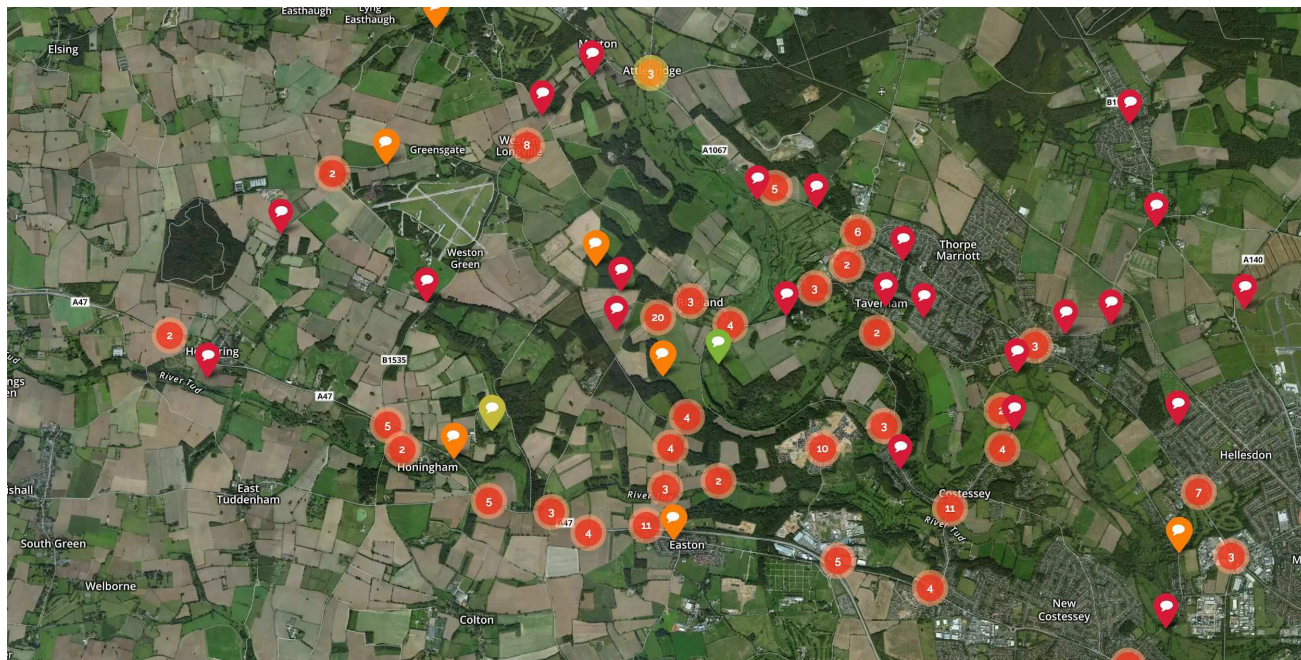
Locations tagged with 'traffic congestion'

[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



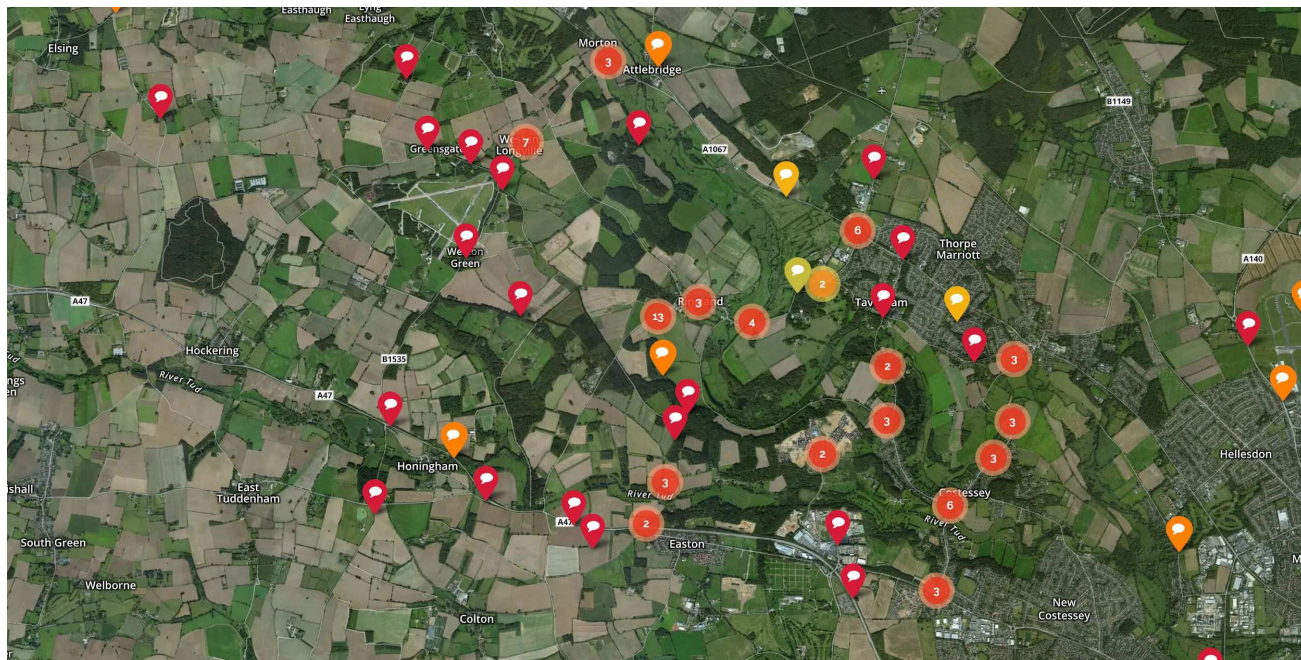
Locations tagged with 'slow journey times'

[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



Locations tagged with 'poor cycling network'

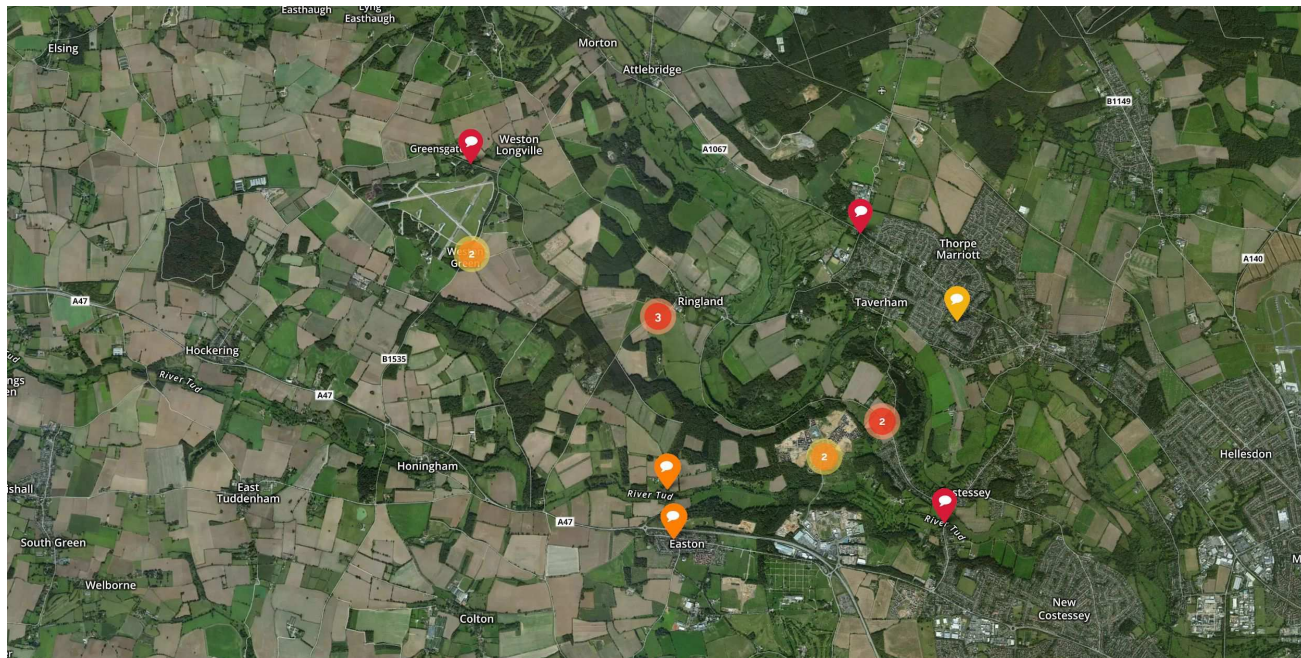
[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



Transport improvement locations

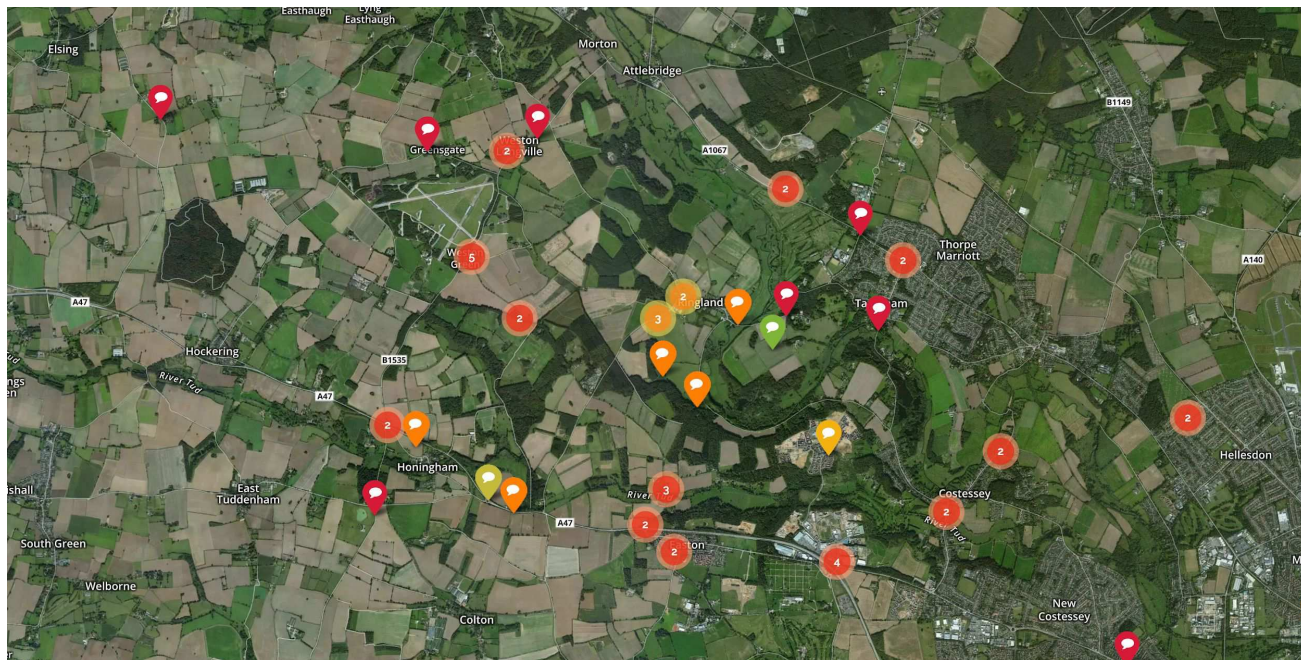
Locations tagged with 'a bus stop'

[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



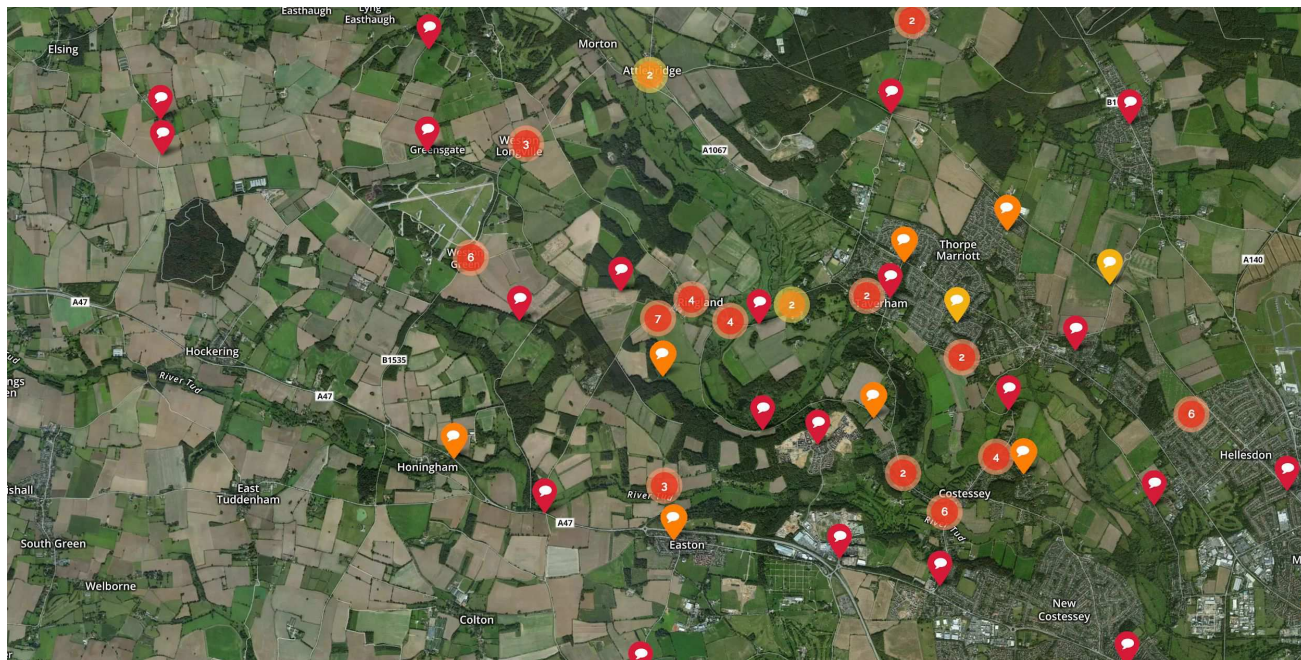
Locations tagged with 'improved signage'

[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



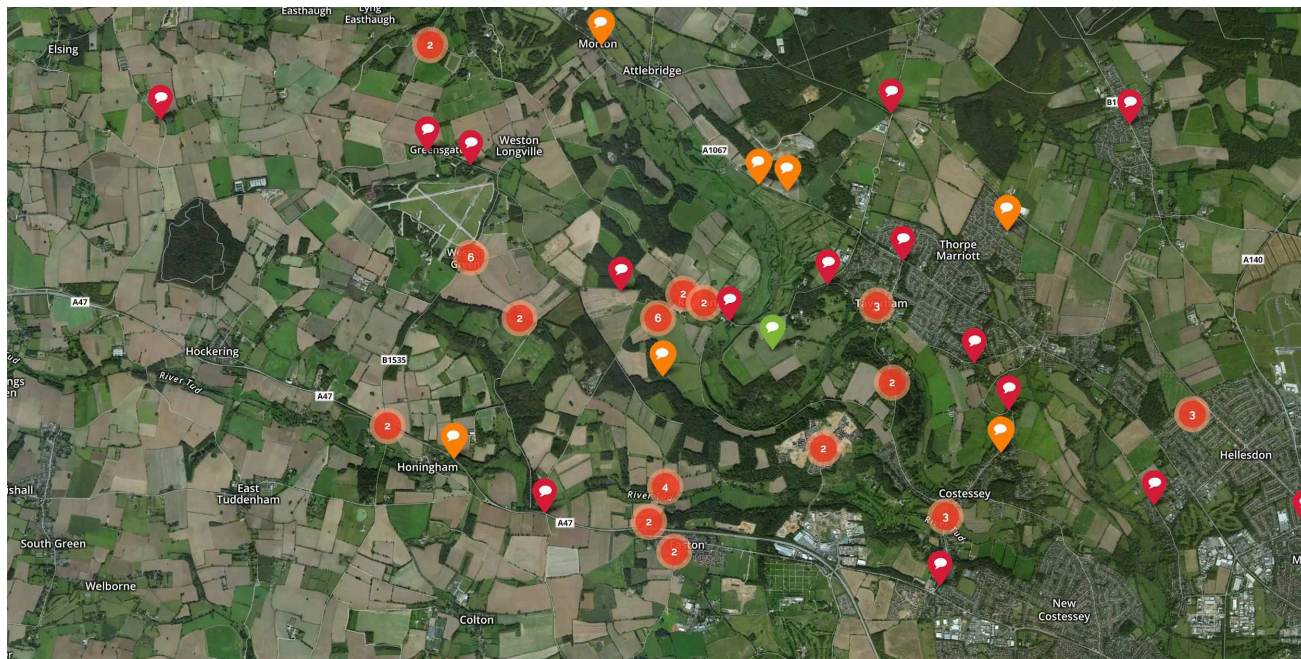
Locations tagged with 'traffic calming'

[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



Locations tagged with 'speed limit change'

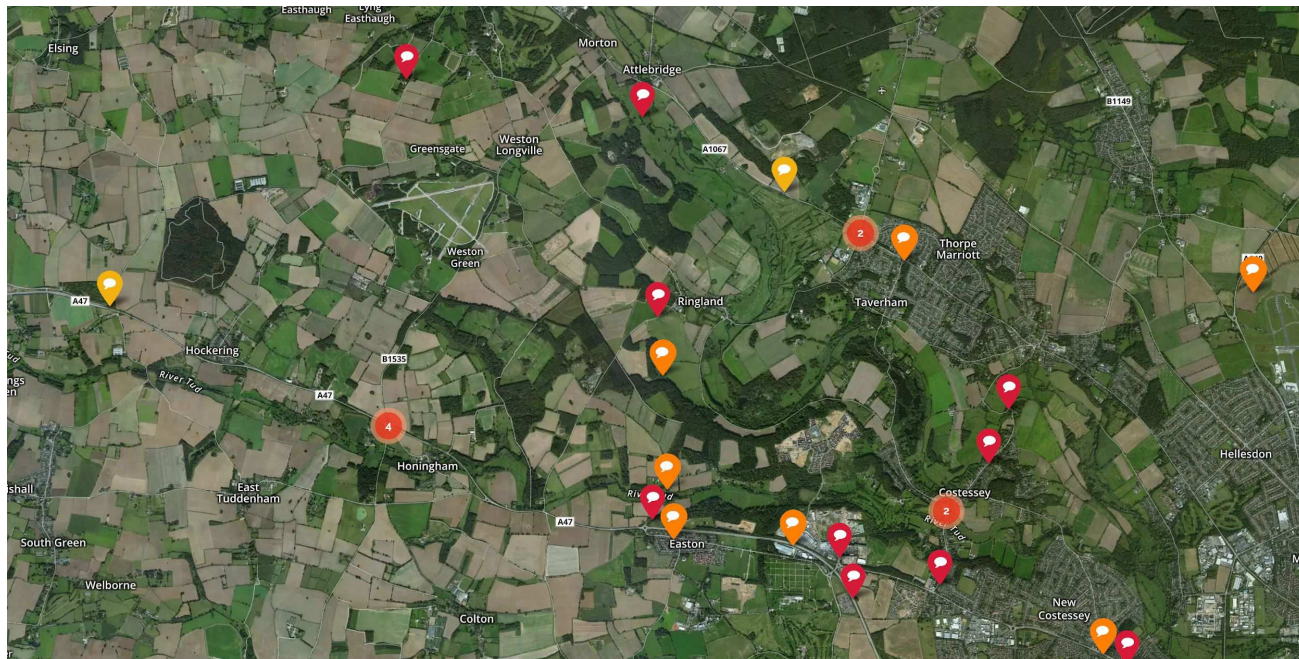
[Click here to view on live map](#) (this will show only the locations where this tag was flagged)



Locations tagged with 'a crossing'

N.B. Please note that some users had differing interpretations of 'crossing', seeing it as either a pedestrian crossing or bridge/new road.

[Click here to view on live map](#)
(this will show only the locations where this tag was flagged)



Comments with most agreements

Comment #1, 22 agreements

What is the location that you are referring to?: "Road"

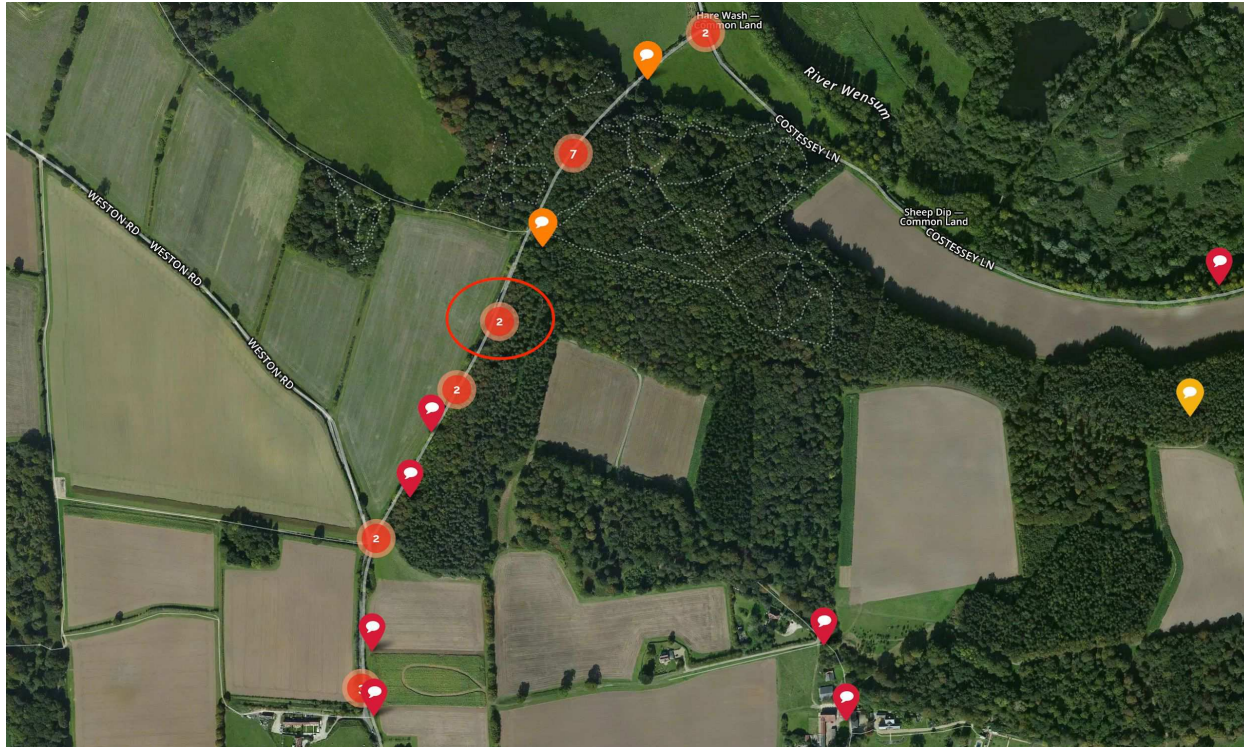
How do you feel about transport at this location?: 

What transport issues, if any, do you feel currently affect this location?: "Rat-running", "Road safety", "Other"

If "other" please tell us a bit more: "Dreadfully small road always used as a rat-run by all vehicle types. Surprised that not more accidents happen there to be honest."

[Click here to view comment on live map](#), location on following page

Comment #1, 22 agreements



Comment #2, 19 agreements

What is the location that you are referring to?: "Ringland Lane Easton"

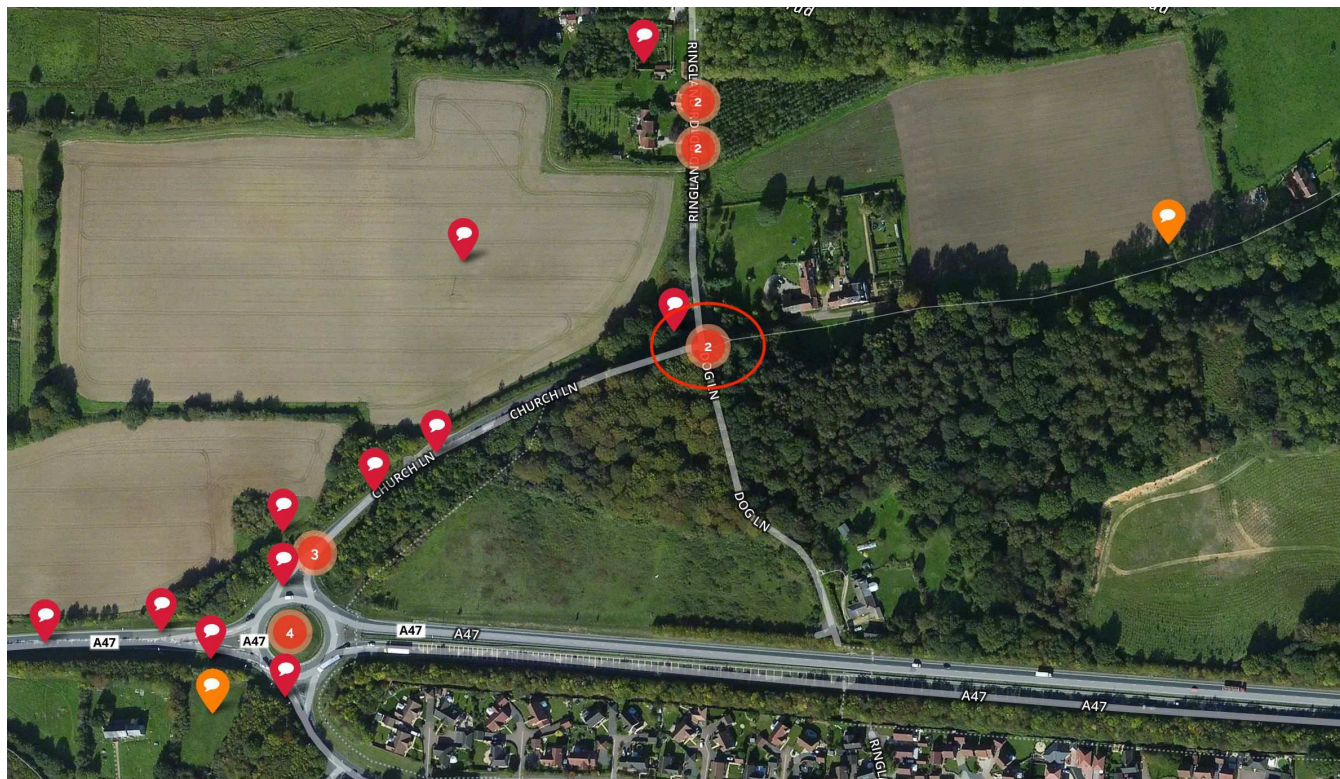
How do you feel about transport at this location?: 

What transport issues, if any, do you feel currently affect this location?: "Rat-running"

How, if at all, do you think this location could be improved?: "New road linking NDR and A47"

[Click here to view comment on live map](#), location on following page

Comment #2, 19 agreements



Comment #3: 18 agreements

What is the location that you are referring to?: "Easton roundabout where Ringland road joins"

How do you feel about transport at this location?: 

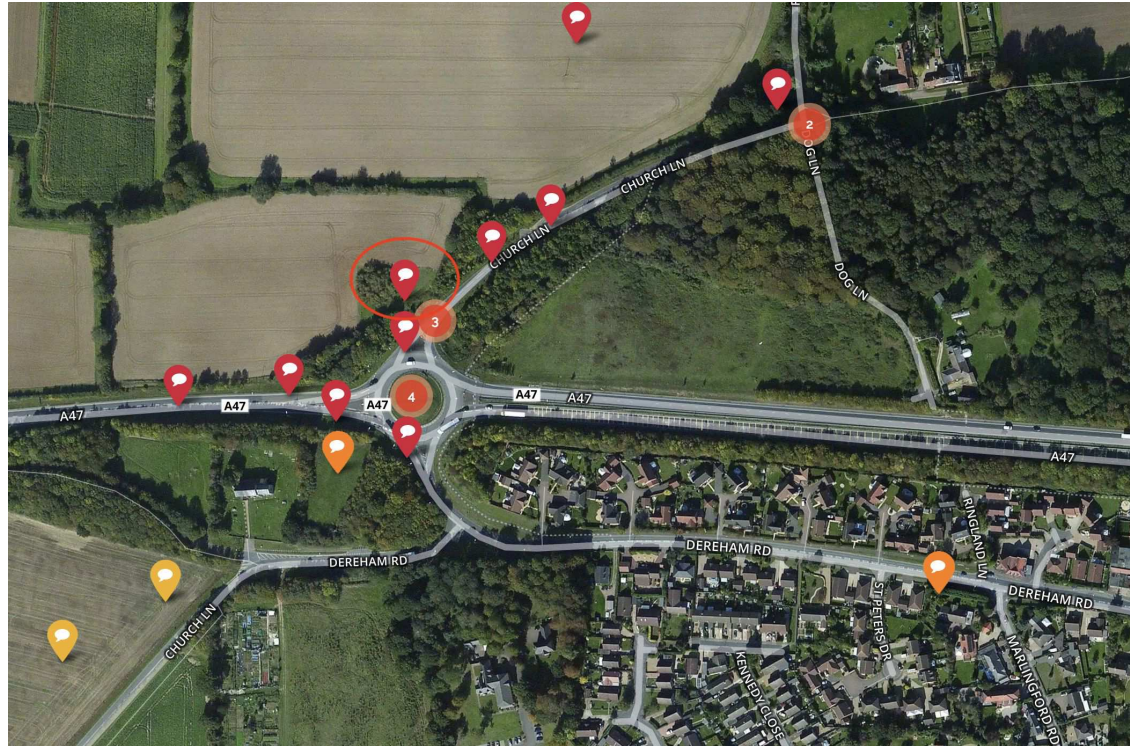
What transport issues, if any, do you feel currently affect this location?: "Rat-running", "Slow journey times", "Inappropriate use by HGVS", "Roads unsuitable for level of traffic"

How, if at all, do you think this location could be improved?: "New road linking NDR and A47", "Diverting heavy traffic", "Other"

If "other" please tell us a bit more: "To stop heavy goods vehicles using the Ringland route why not put a physical height barrier in place at either end. This would improve the journey time for the rest of us while we wait for the NDR link to the A47."

[Click here to view comment on live map](#), location on following page

Comment #3: 18 agreements



Comment #4, 18 agreements

What is the location that you are referring to?: "Costessey"

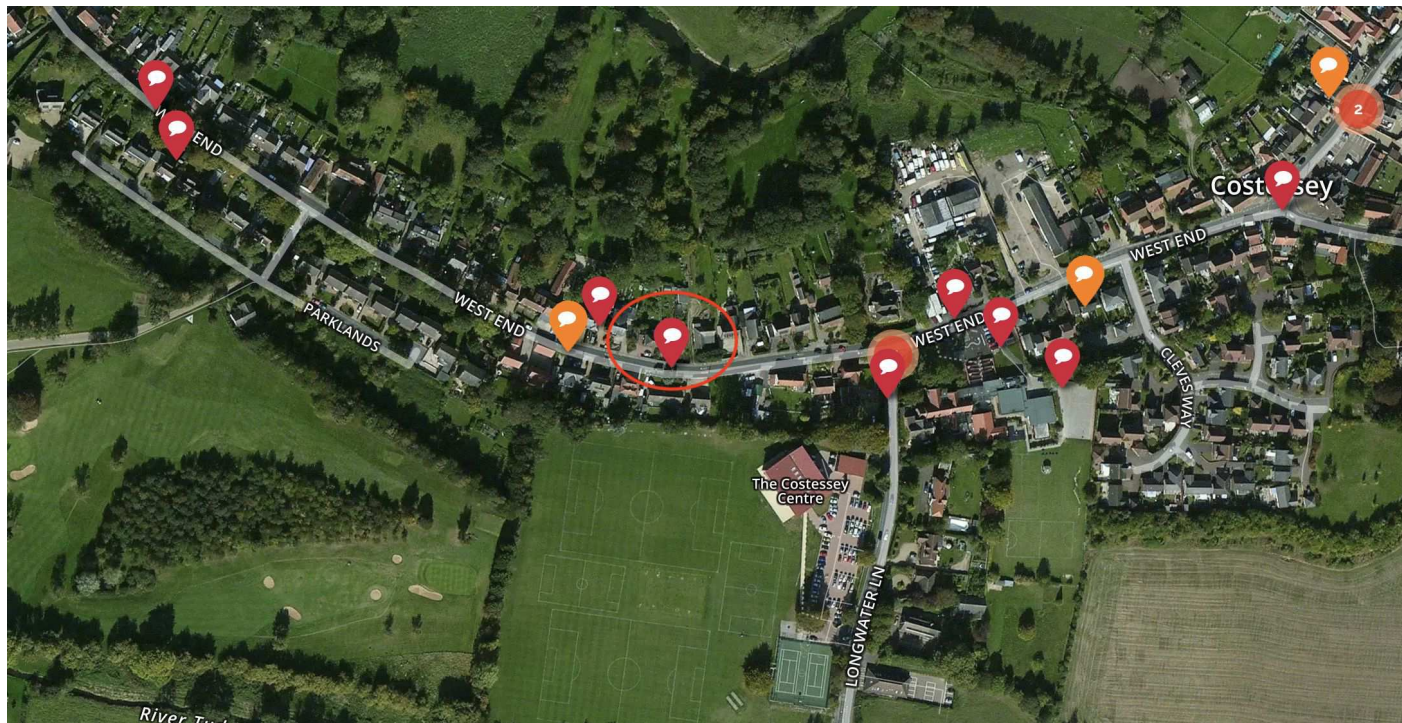
How do you feel about transport at this location?: 

What transport issues, if any, do you feel currently affect this location?: "Rat-running", "Roads unsuitable for level of traffic"

How, if at all, do you think this location could be improved?: "New road linking NDR and A47"

[Click here to view comment on live map](#), location on following page

Comment #4, 18 agreements



Comment #5, 17 agreements

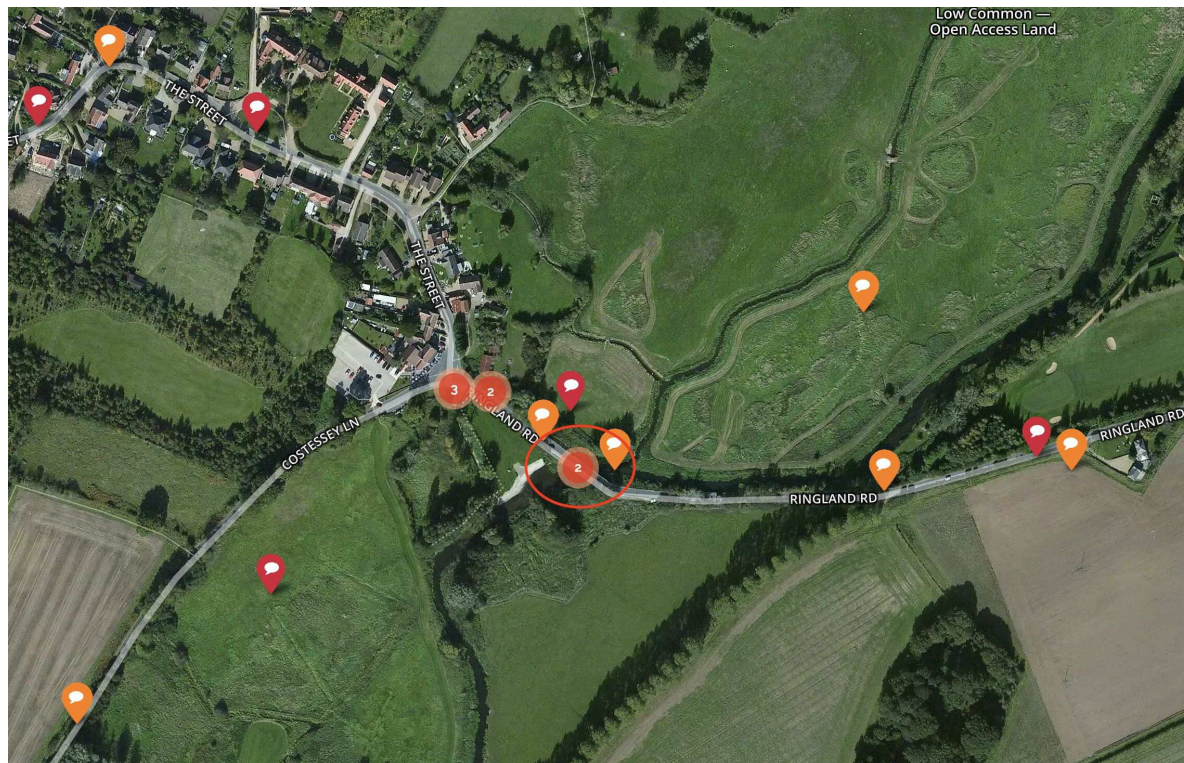
What is the location that you are referring to?: "Bridge"

How do you feel about transport at this location?: 

How, if at all, do you think this location could be improved?: "New road linking NDR and A47"

[Click here to view comment on live map](#), location on following page

Comment #5, 17 agreements





Commonplace