

From: [REDACTED]
To: [A47-A11 Thickthorn](#)
Subject: Written Summary to support discussions at today's Hearing
Date: 01 March 2022 13:41:00

I represent Tots Town Ltd, a children's play venue operating at Station Court business Park, NR9 3FZ (formerly NR9 3AY). Please find enclosed a written summary to support the verbal representation.

Issue:

Station Court Business Park (and nearby businesses) are accessed from the A11 Northbound, via Station Lane. The Station Lane junction is a very tight turning and safe driving requires turning traffic to slow down to 30mph on the A11. It is common for visitors to the business to comment on the challenging nature of exiting the A11, and the perceived risk of rear-end collision.

The proposed scheme will reduce congestion on the A11 which will increase average speeds, and inevitably increase the risk of rear-end collision when exiting the A11.

The proposed scheme will require traffic on the A11 towards Norwich and A47 to change lanes in the vicinity of Station Lane - this increases the risk of driver distraction and failing to identify traffic slowing to turn into Station Lane.

While we are supporters of the overall scheme, we are concerned about the implications for our junction.

Engagement with Developers to date

The developers have previously considered this matter, (which has also been raised by other businesses served by Station Lane) and responded with the following:

- A traffic survey was conducted in July 2020 which suggested just 30-40 vehicle movements a day.
- There was no record of accidents at this junction.
- Signage directive drivers to choose the correct lane for the A11/A47 junction would be placed after Station Lane.
- A merged taper acceleration lane was included for use by traffic joining the A11 from Station Lane.

Our comments

- The traffic survey was conducted in July 2020 when severe coronavirus restrictions were still in place. Our business (45-60 vehicles a day) was still closed and offices based at Station Court were still working from home. While we recognise Station Lane is a minor road, the conditions the survey was conducted in are so grossly different to normal that the survey data should be considered unreliable.

- While keeping directional signage for A11/A47 traffic until after Station Lane is appreciated, drivers with Sat Nav or using local knowledge will begin changing lanes in the vicinity of Station Lane.

- While we do not question the absence of accident statistics, we know from regular conversations with customers that those using the Station Lane junction find it challenging and there are near-miss events as people slow to turn into Station Lane.

- While the design time and funding allocated towards an acceleration lane for joining the A11 is appreciated, we believe this may in fact increase accident rates. During peak traffic flows, we would much prefer to wait until we can join safely rather than feel compelled to join via a short taper acceleration lane.

Our request:

1. Recognise July 2020 Traffic survey data as unreliable due to Coronavirus restrictions leading to Station Court business park being largely closed.
2. Review the options for traffic to safely enter Station Lane from the A11 Northbound, including Side Roads Strategy 'Option 5' for new access road.
3. Consider whether safety will be increased by re-allocating Acceleration Lane funding towards changes that permit vehicles to safely slow down on the A11 before turning into Station Lane.
4. If no design changes are possible to assist vehicles to safely enter Station Lane, consider a reduced speed limit on the vicinity of Station Lane.

Ian James
Director

Tots Town Ltd, 4 Station Court, Station Lane, Norwich, NR9 3FZ
Office@tots-town.co.uk

Company registered in England and Wales : 9823308
Registered Office: The Moat House, Sallow Lane, Norfolk, NR15 2UL