

White Rose Park
HELLEDON

CLAIM
YOUR £70
VOUCHER
INSIDE!

SMARTER TRAVEL PACK

YOUR LOCAL TRAVEL INFORMATION



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Dear Resident,

Congratulations on moving to your new home and welcome to White Rose Park, Hellesdon.

It is important to Persimmon Homes and Flagship Homes that you settle in well to Hellesdon and the local area, to help make your move a little bit easier we have produced this Travel Information Pack.

Throughout this pack, you'll find information on the variety of local travel options available to and from White Rose Park, including information on public transport services as well as walking and cycling routes.

We will also be hosting small events and keeping you updated through annual newsletter - keep your eyes peeled for competitions through our social media pages. As part of our role, we will monitor the traffic annually through surveys and onsite visits to help find improvements for you.

As a resident of White Rose Park, you are entitled to either, a £70 voucher to be redeemed online at Wiggle.co.uk, 2x £25 credit vouchers for Beryl Bike minutes or a 2-week bus pass, additionally we would like to invite you to receive a free Personal Travel Plan - highlighting all the different travel option available to you from your regular journeys.

We really do hope that you find this information useful and enjoy exploring Hellesdon and the surrounding areas using the variety of travel options available to you.

On behalf of Persimmon, thank you for selecting White Rose Park as the place you will call home.

Kind regards,
Louisa

Your Travel Plan Coordinator, Smarter Travel Limited.

CLAIM YOUR VOUCHER

As part of Persimmon Homes commitment to helping you change your travel habits, you can claim one of the following vouchers:

- A £70 voucher to be redeemed online at Wiggle.co.uk – Wiggle is great online retailer selling all sporting goods, including: trainers/ clothing, fitness equipment and even adults/ children's bikes.
- 2x £25 credit vouchers with Beryl Bikes, redeem by unlocking and using Beryl Bikes across Norwich and surrounding areas (your nearest docking station is on site!).

or

- A 2-week bus pass into and around Norwich with First Buses.



HOW DO I CLAIM MY VOUCHER?

Head to WhiteRoseParkTravel.co.uk and fill out your details.



OR SCAN THE QR CODE HERE

If you do not have access to the internet then please email, call or even write to us, just be sure to include your full name, address and email address (if you have one). We would love to hear from you!



REGISTER YOUR BIKE FOR FREE!

By registering your bike, you are adding the possibility of your bike being returned in the event of if it being stolen. (Register the same way you claim your vouchers or PTP!)

RECEIVE A FREE PERSONAL TRAVEL PLAN!

Alongside your voucher you can also claim a free Personal Travel Plan, detailing all your available modes of transport to and from your most travelled destination. This can be anything from your commute into work or your weekly shopping trip, we will explore your best options.

What's great about the travel plan is it will show you a cost/time comparison, CO₂ emissions saved along with calories burned!

How do I claim my travel plan? The same way you claim your voucher, simply head to: WhiteRoseParkTravel.co.uk or scan the QR code above.

CYCLING AROUND HELLEDON & NORWICH

Cycling is around three times faster than walking and in some cases it's quicker than driving too!

Norwich city centre is less than a 17-minute cycle ride from White Rose Park, with a cycle friendly scenic route through Marriott's Way. We've marked off some safe, city centre cycle parking on the local area map (pages 8 & 9). But also head over to WhiteRoseParkTravel.co.uk for more information on local cycle routes and cycle stores.

NEED SOME NEW CYCLING GEAR?

Use your £70 Wiggle voucher towards a new helmet, cycle lights, fitness watch or anything you can think of which will get your riding your bike!

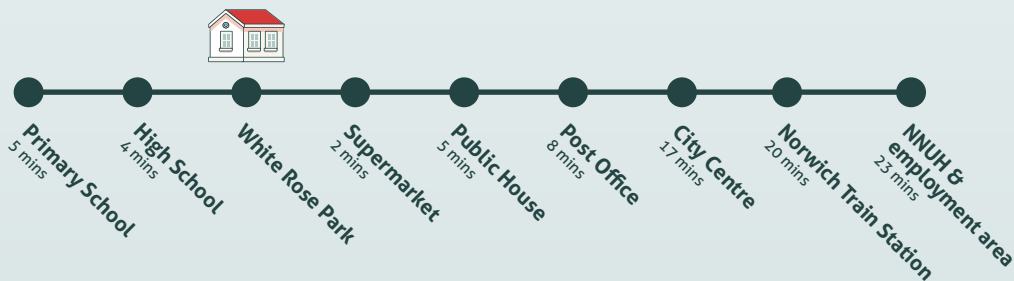
DID YOU KNOW YOU CAN GET BIKE REPAIRS FOR FREE?

Head over to the Big Bike Revival to find a free repair station near you or scan here. We will also be doing bike repairs at White Rose Park every year in spring.



HAVE YOU HEARD OF CYCLE TO WORK SCHEMES?

Cycle to work schemes are Government tax exemption initiatives designed to help you save money on a bike and accessories. The cost of this is then spread across your salary saving between 25% and 39%. Ask your employer if you can take part!



CYCLE STREETS

This website and mobile app is the go-to place for planning a cycle route. You can even select your cycle speed or if you would like a quieter route.



STRAVA

Keep track of your cycle journeys and share with friends and family! Available free on iOS and Android devices. Join the Smarter Travel Strava group, along with other residential developments across the East of England, scan the QR below!



HAVE YOU CONSIDERED CYCLE TRAINING?

If you're looking to gain confidence on a bike or even get your children started up, there are some great cycle training companies around you, including Little Riders for children or Smart Cycle Training for adults or family sessions. If you want some tips on getting started on a bike head over to WhiteRoseParkTravel.co.uk for some guidance and tips!

REGISTER YOUR BIKE ON THE CYCLE REGISTER HERE



CLAIM YOUR FREE 2x £25 CREDIT VOUCHERS WITH BERYL BIKES!

BORROW A BIKE?

If you don't want to commit to buying a bike, you can quickly and easily hire a Beryl Bike, we've partnered up to get you bike stations located within White Rose Park and FREE cycle minutes!

With over 580 bikes and 80 stations scattered across the city and surrounding areas they are perfect for hopping on and off. At 0.5p per minute or £1.60 for an hour through the minute bundle they are a cheaper alternative than taking the bus or driving/parking in town.

E-BIKES

E-bikes have become the next best thing in terms of transport, offering you that extra assistance to allow you to travel further as effortlessly as you like. They are a great cost saving method for those awkward length journeys with the average full charge costing you only 17p! To find out more even trial an E-bike for free head to the Halford website: Halfords.com, or visit Norwich's own e-bike store, Pure Electric: pureelectric.com.

Simply download their app, find your nearest bike and scan the code located on it to unlock that bike, when you wish to return just lock the bike back up with their locking system at any Beryl Bike dock. Find out more: Beryl.cc.

Bike Club – is another great alternative, allowing you to lease a children's bike and upgrade when they grow, find out more: thebikeclub.co.uk.

BerylBikes



WALKING AROUND HELLESDON & NORWICH

Walking is a great way to get around and the best thing is that it is free! It's also an easy way to get fitness into your daily routine. Many local facilities are within a short walking distance of White Rose Park such as; local schools, the doctors, the dentist, local shops and public houses. Refer to the local map on pages for 8/9.

THERE ARE SO MANY BENEFITS OF WALKING

Many of us have recently included a walk into our daily routine for our mental and physical health and can all recognise how great the benefits really are including:

- Maintaining body weight and lowering the risk of obesity.
- Improving your mood and wellbeing.
- Encouraging productivity and improving creativity!

Why not use your voucher towards some new trainers or a fitness watch to keep you on the move?



USEFUL APPS AND WEBSITES

Map My Walk: Record your walks details, including duration, distance, pace, speed, elevation, calories burned and the route travelled.

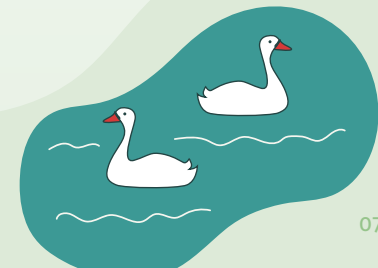
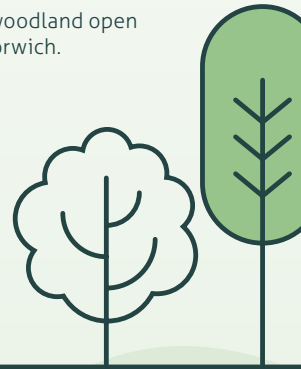
Norfolk Area Ramblers: Provides information on a variety of local walks along with a set-up local walking group.

Go Jauntly: Full of local mapped out walks for you to try.



TIPS TO INCLUDE A WALK WITHIN YOUR BUSY LIFESTYLE:

- Use your lunch break wisely, take yourself for a walk – it is a break after all!
- Walk to your daily errands if possible, i.e to the post office & shops.
- Include a walk within your social life, this can be by catching up with a friend over a stroll, or even over the phone.
- Find a great podcast to enjoy, reward yourself on your walk by listening to this – time will fly by and it won't even feel like exercise!
- Lastly, use it within your commute, your commute may be too far to walk but have you tried parking further away or getting off the bus a stop early to finish your commute by foot?



DID YOU KNOW 30 MINUTES OF FRESH AIR CAN IMPROVE YOUR PRODUCTIVITY BY 40%?

LEISURE WALKS AND RUNS NEAR YOU

Hellesdon and Norwich have so many great walks and runs within reach, including a local Park Run at Sloughbottom Park!

PLACES TO EXPLORE

Marriots Way

A 27-mile track which can link to many other walks or parts of Norwich along a disused railway line.

Norwich Riverside Walk

A 2.5 mile walk along the river Wensum which goes through the centre of Norwich.

Mousehold Heath

A great heathland and woodland open space to the north of Norwich.

THE LOCAL AREA

WHITE ROSE PARK AND THE NEAREST AMENITIES

1. Asda Supermarket
2. David Lloyd Gym
3. Marks & Spencer Food Hall
4. Public House
5. McDonald's
6. B&Q
7. Public House
8. Post Office
9. Industrial Estate
10. Sweet Briar Industrial Estate
11. Hellesdon High School
12. Kinsale Infant School
13. Kinsale Junior School
14. Woodcock Road Doctor Surgery
15. Car Club Vehicle



BUS TRAVEL TO AND FROM WHITE ROSE PARK

Your closest bus stop will be provided by Persimmon Homes which will be located just outside of White Rose Park, along Drayton High Road. You'll find further stops outside Asda (please refer to the map on page 8/9), with First Buses taking you in and around Norwich - with the most regular service running every 15 minutes!

Buses in Norwich can be a great alternative to driving due to the level of traffic congestion, providing you with a stress-free journey and extra time while someone else does the driving.

TO FIND LIVE DEPARTURES SCAN HERE:



TO GET YOUR FREE TWO-WEEK BUS TRAVEL SCAN HERE:

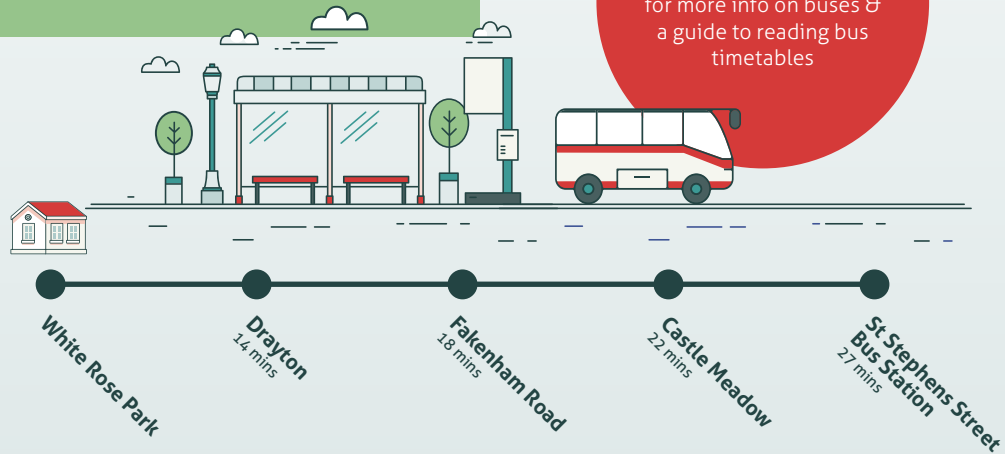


HOW DO I PURCHASE BUS TICKETS?

Online at [firstgroup.com/norfolk-suffolk](https://www.firstgroup.com/norfolk-suffolk), on the bus by contactless card or cash, through the First Buses **Mobile app** **OR** claim you free two-week bus ticket from us!

By purchasing your tickets in advance, you could save money!

HEAD TO
[WhiteRoseParkTravel.co.uk](https://www.WhiteRoseParkTravel.co.uk)
for more info on buses &
a guide to reading bus timetables



USEFUL APPS AND WEBSITES

First Buses: Journey planning tools and online tickets can be purchased through their app or website.

Bus Checker: Instant up to date info on all buses throughout the U.K to help you plan your journey.

First Buses



Bus Checker



TRAIN TRAVEL TO AND FROM WHITE ROSE PARK

Norwich train station is located within the city centre, approximately 4 miles away - a 20-minute cycle or a 30-minute bus journey. There are regular train services running from Norwich to: Lowestoft, Sheringham, Cambridge, London Liverpool St along with multiple connecting stops.

You will find sheltered cycle parking available for 442 bicycles at the station, additionally there's a public car park with 62 spaces available, this is charged at £13.00 a day (an hourly rate is not applicable), larger car parks are also available within a short walk.

DID YOU KNOW?
You can take your bicycle on the train! For more information, go to: [WhiteRoseParkTravel.co.uk](https://www.WhiteRoseParkTravel.co.uk).



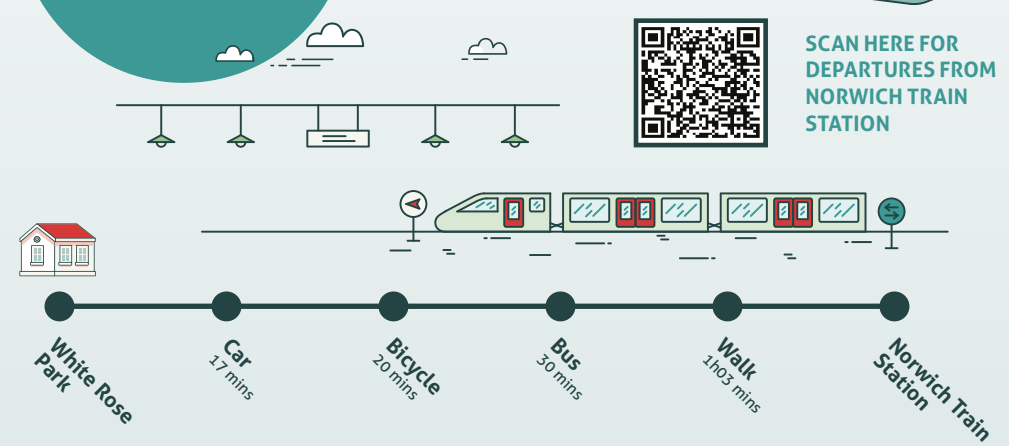
SAVE MONEY ON TRAIN TRAVEL!
Railcards are a great way to easily save money on the cost of train travel (up to 1/3rd off) visit the [Railcard.co.uk](https://www.Railcard.co.uk) website to find out more and how to apply. 26-30 Railcard available now!

EV charging is located within the Rose Lane car park - a 5-minute walk to the station

DON'T FORGET!
Check before you travel and bring a face covering on all public transport.



SCAN HERE FOR DEPARTURES FROM NORWICH TRAIN STATION



DOWNLOAD THE NATIONAL RAIL APP

The National Rail app has a great journey planning tool which notifies you in the event of any disruption or delay to your travel. Tickets can also be purchased via their app & website.

National Rail



Greater Anglia



Follow Great Anglia on Twitter for all travel updates & journey delays @GreaterAnglia.

HAVE YOU VISITED THE SMARTER TRAVEL WEBSITE YET?

Keep up to date with what's happening in and around White Rose Park
WhiteRoseParkTravel.co.uk.

Make sure you save the website as one of your favourites as we will be regularly updating with new information on events, competitions and all travel news specifically for you.



FOLLOW US



You can also follow us on Facebook and Twitter for daily news & info

GREENER TRAVEL CHOICES

Public transport, cycling or walking your commute is not possible for everyone, however there are still plenty of ways you can turn your car travel green or reduce your travel.

CAR SHARING

Car sharing can be a great way to reduce your cost of travel along with CO₂ emissions, whether that be with someone you may already know or through the [LiftShare](#) website - sign up for free with [Norfolk Lift Share](#) or [LiftShare](#) to find someone to share your journey.



DID YOU KNOW?

- Each week, the average Brit spends seven hours in their car.
- The average annual cost of car insurance is £436.
- Drivers spend on average £89.67 per month on fuel.

JOURNEY SWAPS

Many of us are already using the car a lot less which is great, however there are ways to reduce this even further by; shopping locally – with so many supermarkets on your door stop you can ditch the car for a short walk to the shops.

Home deliveries - with so many to choose from now, you can even get fresh vegetables delivered from local farm shops such as: Easters Box, Arthurs Organics or Oddbox (if you don't mind your vegetables in wonderful shapes).

Combine your car trips/errand trips into one journey - the least efficient journeys are the short ones; you could try saving all those short trips and combine them into one.



THE FUTURE IS ELECTRIC!

By 2030 all cars produced will have to be electric or hybrid. Have you considered switching your car to go green? There are so many benefits to making the switch including:

- Cheaper running costs
- Saving the planet
- Free or heavily reduced road tax
- Reliability

Norwich is filled with charging points (refer to the map on page 8/9) or use the handy Zap Map website zapmap.co.uk.

Did you know you can get up to £350 to contribute towards a home charger with the OLEV grant? find out more at: Goultralow.com.



SCAN THE QR CODE TO USE OUR DISCOUNT TOWARDS A HELLOFRESH BOX



BUS PASSES

If you haven't already, visit the Norfolk County Council website to see if you are eligible for a discounted bus pass, this includes transport for school, those of pensionable age or disabilities. Additionally, if you can't access the internet, please contact us and we will do our best to help!



SCAN THE QR CODE HERE



COMMUNITY TRANSPORT

Norfolk County Council provides community transport 'Transport Plus' helping residents with disabilities get to medical appointments, shops, and even assists in visiting friends and family. You need to book at least 3 working days prior by calling: **0344 800 8020** the journey is charged at 0.45p per mile.

Door To Door also provides transport for residents of Norwich and surrounding areas with limited mobility. To book or find out more call 01603 776735 or visit their website: Norwichdoortodoor.org.uk.



SCAN HERE FOR YOUR PERSONAL TRAVEL PLAN



£25 FREE DRIVING CREDIT TO USE WITH THE CAR CLUB!

A car club is an available car for anyone within the car club to hire at an hourly basis. Prices start at £4.80 per hour plus 21p per mile. Find out more information on the Norfolk Car Club website: NorfolkCarClub.com. Get in contact to claim your free credit via, email, call or post.

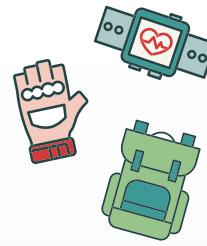
RAIL CARD SAVERS

- Age 16-25 Rail Card
 - Age 16-17 Saver
 - Senior Railcard age 60+
 - Veterans Railcard
 - Two Together Railcard
 - Disabled Persons Railcard
 - 26-30 Railcard
 - Family & Friends Railcard
- Find yours at: railcard.co.uk

PERSONAL TRAVEL PLANNING

To find out how you can improve your journeys, scan the QR code and we will send you your Personal Travel Plan detailing all your journey options. This gives a cost comparison along with time, calories and CO₂ emissions. You can also drop us an email, give us a call or write us a letter to receive your free Personal Travel Plan – please be sure to include: Your name, address, destination travelled from & to, along with times of day.

WHAT ARE YOU GOING TO USE YOUR FREE VOUCHER ON?



T	R	A	I	N	E	R	S	B
A	B	S	T	H	G	I	E	W
B	U	S	P	A	S	S	X	C
D	A	E	B	O	T	T	L	E
E	B	I	K	E	I	O	L	U
L	I	G	H	T	S	O	A	T
E	K	S	O	C	K	S	B	B
O	E	U	I	W	A	T	C	H
TRAINERS WEIGHTS		BUS PASS BOTTLE		EBIKE LIGHTS		BIKE BALL		WATCH SOCKS



SCAN HERE TO CLAIM YOUR £70 ACTIVE TRAVEL VOUCHER OR BUS TICKETS



For any travel related questions or information please email us at: WhiteRosePark@SmarterTravel.uk.com, visit WhiteRoseParkTravel.co.uk or follow us on social media.



**CLAIM
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INSIDE!**



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