



NORWICH RESEARCH PARK CENTRE FOR FOOD, HEALTH & THE GUT NORWICH, UK

The new Centre for Food and Health will be an innovative and multi-dimensional project bringing together health and food research, clinical research, patient care and commercial activity under a single roof.

The building will provide accommodation to house 370 research scientists, clinicians, support staff and clinical trials participants, in addition to outpatients who will be treated within the endoscopy clinics.

BuroHappold's Smart Space team were enlisted to provide a people movement study that focuses on staff, patient and visitor movements within the main entrance area.

Capacity analysis was used to assess the flow rates through key circulation elements by comparing the expected demand during the critical scenarios against the capacity of these elements. Where the expected demand exceeds the capacity some level of congestion or queuing may occur.

- Revolving doors found to have sufficient capacity for Morning arrivals

and Lunchtime scenario. During Public engagement event pass doors may be used to provide additional capacity

- Stairs to Lower Ground and Upper Ground were found to have sufficient capacity for all scenarios

Visibility analysis was used to assess how visible areas are from different view-points throughout the user journey on entering or exiting the Centre. This was key in identifying areas which may require signage or to optimise layouts to provide the best patient experience.

Using dynamic people flow modelling and spatial analysis to evaluate the expected performance and comfort of the entrance area to the new Centre for Food and Health. The study has confirmed that sufficient capacities of circulation elements have been provided and made recommendations to enhance the user experience through enhancing intuitive way-finding and effectively reducing bottleneck areas.

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