
Greater Norwich Development Partnership Policy Group

Agenda

Date

Thursday, 19 February 2009

Members of the Greater Norwich Development Partnership

Representing Broadland District Council

Clr Stuart Clancy
Clr Roger Foulger
Clr Andrew Proctor
Clr Simon Woodbridge

Representing Norwich City Council

Clr Brenda Arthur
Clr Steve Mophew
Clr Brian Morrey
Clr Alan Waters

Representing South Norfolk Council

Clr Derek Blake
Clr Colin Gould
Clr John Fuller
Clr Martin Wynne

Representing Norfolk County Council

Clr Eve Collishaw
Clr Daniel Cox
Clr Adrian Gunson
Clr Brian Iles

Representing Broads Authority

Mr Alan Mallett

Officers

Phil Kirby	Broadland District Council
Roger Burroughs	Broadland District Council
Sandra Eastaugh	GND Partnership Manager
Jerry Massey	Norwich City Council
Paul Rao	Norwich City Council
Graham Nelson	Norwich City Council
Ken Barnes	South Norfolk Council
Andrew Gregory	South Norfolk Council
Paul Crick	Norfolk County Council
Mike Jackson	Norfolk County Council
Gillian Morgan	Broads Authority
Mary Marston	GO-East
Chris Starkie	Shaping Norfolks Future

Time

Lunch at 12.30 p.m.
Meeting starts at 1.00 p.m.

Place

Council Chamber
City Hall
Norwich
NR2 1NH

Contact

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**DECLARATIONS OF INTEREST AT MEETINGS - FOR GUIDANCE REFER TO THE
FLOWCHART OVERLEAF**

MEETING: _____

DATE: _____

ITEM NO: _____ **AND TITLE:** _____

NATURE OF INTEREST: (Please write in this space a description of your interest)

	YES	NO
Is (or should) the Interest be registered in the Register of Members' Interests?		
If not, whose well being or financial position is affected to a greater extent than the majority of other people in the ward?		
Your own		
A family member (state name)		
A close associate (state name)		
Any person or body who has employed or appointed your family member/close associate (state name)		
Any firm in which your family member/close associate is a partner or company of which they are directors (state name)		
Any company in which your family member/close associate has shares with a face value more than £25,000 (state name)		
Any of the following in which you hold a position of general control or management: outside organisations, other public authorities, charities, pressure groups, political parties or trade unions (state name)		
Does the interest (a) affect your financial position or the financial position of a person or body described above? <i>(If Yes the interest may be prejudicial)</i> (b) relate to the determining of any approval, consent, licence, permission or registration in relation to you or any person or body described above? <i>(If Yes the interest may be prejudicial)</i> (c) relate to scrutiny by the Overview and Scrutiny committee of a decision you were party to? <i>(If Yes the interest is prejudicial)</i> (d) relate to the functions of the council in respect of housing (except your tenancy), statutory sick pay, an allowance, payment or indemnity given to members, any ceremonial honour given to members, or setting the council tax or a precept under the Local Government Finance Act 1992. <i>(If Yes the interest is NOT PREJUDICIAL)</i>		
PREJUDICIAL INTEREST If you answered Yes to (a) or (b) is the interest one which a member of the public with knowledge of the relevant facts would reasonably regard as so significant that that it is likely to prejudice your judgement of the public interest? If Yes the interest is PREJUDICIAL If you answered Yes to (c) the interest is PREJUDICIAL		
If prejudicial do you intend to attend the meeting to make representations, answer questions or give evidence?		

Signed: _____

Date: _____

DECLARING INTERESTS FLOWCHART – QUESTIONS TO ASK YOURSELF

What matters are being discussed at the meeting?

Do any relate to my interests?

- A** Does it affect my entries in the Register of Interests?
OR
B Does it affect the well being or financial position of me, my family or close associates; or my family's or close associates'
 • employment, employers or businesses;
 • companies in which they are a director or where they have a shareholding of more than £25,000 face value;
 • business partnerships; or
C Does it affect the well being or financial position of the following organisations in which I hold a position of general control or management:
 - other bodies to which I have been appointed or nominated by the council;
 - other public authorities;
 - charitable bodies;
 - bodies whose main purpose is to influence public opinion or policy
- More than the majority of other people in the ward?**
- D** Is Overview and Scrutiny considering a decision I made? If so you have a prejudicial interest.

NO

Disclose the existence & nature of your interest

You have a personal interest in the matter

YES

Is the interest financial or relating to a regulatory issue e.g. planning permission?

NO

The interest is not prejudicial you can participate in the meeting and vote

YES

You may have a prejudicial interest

- This matter relates to
- housing (except your tenancy)
 - statutory sick pay from the council
 - an allowance, payment or indemnity given to members
 - any ceremonial honour given to members
 - setting the council tax or a precept

YES

NO

The interest is prejudicial withdraw from the meeting by leaving the room (after making representations, answering questions or giving evidence). Do not try to improperly influence the decision

YES

Would a member of the public – if he or she knew all the facts – reasonably think that personal interest was so significant that my decision on the matter would be affected by it?

NO

Personal Interest

Prejudicial Interest

A G E N D A

Page No

- 1 To receive declarations of interest**
- 2 Apologies for absence**
- 3 Minutes of meeting held on 18 December 2008**
- 4 Matters arising therefrom (if any)**
- 5 Presentation on the Findings of the Feasibility Study on a Conference Centre and Concert Hall for the Greater Norwich Area – Kevin Kaley from Tourism UK Ltd**
- 6 Joint Core Strategy**
 - **Outcome of the Planning Inspectorate Pre-submission review**
 - **Next Steps****Background Papers for Information**
 - **Copy of the Inspector's Draft Report (Attached)**
 - **Response to the Inspector's Draft Report (Attached)**
- 7 Growth Point Funding Announcement and Future Programme of Projects (To follow)**
- 8 Dates of Future Meetings: -**
 - Thursday, 19 March 2009 at (2.00 p.m. – 4.00 p.m.)
 - Thursday, 25 June 2009 at (2.00 p.m. - 4.00 p.m.)
 - Thursday, 24 September 2009 at (2.00 p.m. - 4.00 p.m.)
 - Thursday, 17 December 2009 at (2.00 p.m. – 4.00 p.m.)

5 –

11 February 2009

Executive summary of a feasibility study on a conference centre and concert hall for the Greater Norwich area

A report to

The Greater Norwich Development Partnership

By



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in association with



Section I Executive Summary

Introduction

Tourism UK Ltd, in association with PMP Consulting, was commissioned by the Greater Norwich Development Partnership on the 23rd July 2008 to undertake an assessment of the *success factors of existing large scale facilities, the optimum mix of facilities to satisfy potential markets, the best locations taking into full account planning issues, the costs involved in developing and running such a facility, the potential income and other funding streams and the interdependencies of a concert hall and a conference centre.*

The approach taken comprised:

- Extensive desk based research relating to; the market for such facilities; the competitive environment; and trends within these markets
- Consultations with a range of stakeholders and partners
- Consultation with agents and operators
- The identification of the critical success factors necessary for the successful operation of conference centres and concert halls
- Consideration of a number of options within the context of the markets' expectations
- Consideration of planning issues and potential funding options.

The conference market

The conference and exhibition market is a diverse market ranging from small local meetings for a dozen people lasting just a day to major conventions attracting thousands of delegates from across the globe for a week or more. The market includes a number of segments including corporate events (often run by a company for its staff) and association events (including trade bodies, societies, membership organisations etc).

According to the British Conference Venue Survey (BCVS) 2007 there were approximately 1.37 million conferences held in the UK in 2006 a drop of 13% on the 2005 figure. Evidence suggests that conferences are becoming smaller in size; that quality of service is becoming an ever increasing priority for both corporate and association buyers; that lead in times for booking events is gradually reducing and that London, Birmingham and Manchester are still the top three cities used by conference organisers.

The United Kingdom Conference Market Survey (UKCMS) reports that the majority of conferences are for between 101 and 200 delegates. Other evidence suggests that the number of conferences held for over 1000 delegates is very small. The largest conferences come from the International Association sector. Competition in this market is global and in 2007 the UK was positioned 10th in a league table of ‘meeting countries’, with a market share of just over 3%.

Greater Norwich already attracts conference business and some limited latent demand is evident for facilities larger than are currently provided.

The conference buyers’ expectations

The UKCMS identifies location, destination appeal and access among the key selection criteria of both corporate and association markets. Research into buyers’ requirements suggests that in national and international, corporate and association conference markets a large scale conference centre in Greater Norwich would be competing with the SECC in Glasgow (for example), but perhaps more importantly Norwich would be competing with Glasgow as a destination. The brand strength of the destination in the larger conference market is a key determinant in buyer selection.

The success factors of large scale conference centres

The UKCMS report states that city centre hotels are the most frequently used venues as can be seen in the table below. A comparison of city centre hotels versus out of town hotels shows the preference for centrally located facilities.

	Association	Corporate
City centre hotel	62%	73%
Convention centre	36%	28%
University/academic	28%	25%
Unusual venue	19%	18%
Out of town hotel	15%	21%

Analysis of large scale conference centres across the UK suggests that the following factors are critical to success (the extent to which each element is critical depends on the specific market, e.g. brand image is more important to the association market than the corporate market):

- Destination brand image - the appeal of the destination to delegates
- Access – how easy is it for my delegates to get to the venue
- Market experience – skills in bidding for and hosting large events
- Supporting Infrastructure – bars, restaurants, accommodation
- Subvention – financial support for larger events to persuade them to choose the destination
- City location – to attract large association markets and corporate events proximity to a major city is required
- Sense of place - in some markets (particularly large association events) venues and destinations that offer a sense of place are more attractive

To be successful in attracting a range of markets a large scale venue will need to be able to demonstrate a strong match with the attributes identified above.

The conference product in Greater Norwich

The conference venue product across Greater Norwich is limited in size; whilst there are many venues most have a capacity of less than 300. In addition conference organisers generally require nearby hotel accommodation with a minimum 3 – 4 star rating from an accredited rating organisation (e.g. Visit Britain, AA or RAC) and often they require a 5 star hotel for key guests and speakers. Analysis of the serviced accommodation in Greater Norwich shows that the only 4 star hotel accommodation is to be found outside the city centre and that no 5 star accommodation exists.

Furthermore, current road and rail access from the West and North of England is likely to be considered a weakness by many buyers.

Notwithstanding, Norwich has some real strengths. A heritage city with a strong retail offer could be attractive to certain conference markets. Organisations with an interest in heritage, tourism or retail could find Norwich an appealing destination where delegates can attend a conference in a historic setting.

The concert hall market

The arts and cultural market is a fragmented industry, with large numbers of multi-purpose venues. This situation is compounded by, in many cases, the historic ability and willingness of music performers to adapt to non-bespoke performance spaces.

An insight into potential projected demand can be developed through analysing the interaction between catchment, competition and product. By their very nature, in many cases these three factors are intrinsically linked and inter-dependent.

Norwich presently has a relatively wide range of venues across different types and of different capacities and attributes.

The market for concert halls is usually measured by an assessment of population densities within a certain drive time of the venue. The industry regards 30 minutes to be the maximum journey time that the majority of attendees or visitors will travel by car to most arts events. Analysis of 2001 Census data shows that 344,063 people living within a 30-minute drivetime catchment of Norwich.

Analysis has also illustrated that the Greater Norwich catchment does not exhibit characteristics that suggest an overwhelming case for the delivery of additional concert hall provision. Classical music (the genre with demand most exceeding the national average) and pop/rock are the two genres for which there appears to be greatest demand.

Capital and revenue costs

Evidence of large scale conference centres across the UK shows that such venues are often built using economic regeneration arguments thus enabling them to access large pots of public sector and European funding. The costs of a new build facility can range from £35 million to as much as £250 million depending on the size and design of the project. Globally, conference centres tend not to make a commercial return and a significant number of them are funded by public sector funds in consideration of the economic impact that they return. Revenue costs for such facilities can also run into millions of pounds per year.

Market opportunity

Analysis of existing conference supply and demand suggests that an opportunity exists within the 350 delegate to 800 delegate conference market. A venue that could accommodate up to 800 in a single auditorium would be able to accommodate all but the largest of conferences and would satisfy most latent demand.

Furthermore a combined facility incorporating conference facilities and an events space might attract 15-20 additional concert event days as a complement to wider event/conferencing programme, filling an identified gap for an additional venue with seating capacity between c.300 and 800.

Such a venue would need to be built within easy reach of the city centre for the cultural programme to be successful; nearby restaurants and bars forming an integral part of the experience. Furthermore a city centre location would enable the destination to attract conferences through its heritage and retail strengths. As stated earlier, for many conference buyers the setting for the event is a key consideration. Those wishing to organise a tourism or heritage conference are more likely to consider Norwich if the event can be held in an historic environment. Those organising a retail conference might prefer a venue close to a significant retail environment. It is these strengths that will give Norwich a competitive advantage over out of town conference centres.

If the identified gap in conference facilities and the lack of 4 and 5 star hotel accommodation can be resolved then Greater Norwich could attract additional conferences to the area, particularly those where the conference theme has some connection to the strengths of the destination.

Conclusion

Market analysis, discussion with key local stakeholders and consultation with buyers and promoters suggests that there is insufficient demand to merit the delivery of a new large scale bespoke conference centre and concert venue.

Such a facility would require significant capital funding and demand would not be sufficient to create a return on investment. However there is certainly scope to attract additional regional and national conferences to the area by improving the existing offer. It is recommended therefore that the optimum solution to meet the markets needs would be a medium scale mixed use facility designed to capture the conference market for up to 800 delegates and to extend the current cultural programme. Ideally such a development would be city centre based and would make use of an existing resource.

The next stage of the process we believe requires a more detailed analysis of this option with a full business plan being developed. This plan should include a detailed specification of the facilities to be included along with a recommended approach to marketing and management of the venue. The quality of the experience will be critical to its success and hence arrangements for operational management will need to be considered carefully.

Norwich Advisory Visit, January 2009 – Draft comments

Background to the advisory visit.

1. As you know, the purpose of my visit is not to test material in the way that is done at the DPD examination, and I cannot confirm that any work done is adequate or that any part of the DPD is sound, or unsound. Quite apart from not having the time to do this, it would be entirely inappropriate to pre-judge matters that should properly be considered at the examination. My aim is to prompt you to think about matters and questions that appear at this stage to be potentially contentious or problematic.
2. Following the issues and options consultation in the winter of 2007/8, the GNDP carried out a technical consultation (under Reg.25) in August/September 2008. This consultation featured three options for accommodating major development.
3. In view of the time constraints, I make some general comments on the evidence base and have then focussed on the options for major development, as that appears to be the most contentious issue. I do not comment in detail on procedural matters or organisational issues.

General comments

4. A CS should include an overall vision which sets out how the area and the places within it should develop, strategic objectives focussed on key issues and a delivery strategy for achieving these objectives, as well as arrangements for monitoring and managing delivery. (PPS12 para 4.1). The basic questions to be addressed in a CS are (see PAS Manual):
 - **What** will be delivered
 - **When** will it be delivered
 - **How** will it be delivered
5. This strategy must be justifiable: that is founded on robust and credible evidence and the most appropriate strategy when considered against the reasonable alternatives. (PPS12 para 4.36) The choices made in the CS need to be backed up by research/fact finding. And the CS must be effective, that is deliverable, flexible and able to be monitored. (PPS12 para 4.44)
6. So far as consultation is concerned, the new regulations encourage a targeted approach, and I can see no obvious reason why the work undertaken so far would conflict with the Regulations. You will also need to demonstrate that the requirements of the SCIs for the constituent authorities have been met, and this is one of the matters covered in the PAS self-assessment toolkit.

7. It is not part of my brief to comment on propriety or decision-making structures. I understand PAS has already undertaken a diagnostic visit which will have covered some of these issues.

Evidence base

8. This should be proportionate, relevant and as up to date as practicable. The Inspector will not examine the evidence base as an end in itself, but may need to look at aspects of it in detail when considering the soundness of a strategy or policy.
9. The key evidence should be in place before submission. A rigorous approach to appraising all reasonable options will help to dispel any impression of justifying a predetermined stance. If a thorough approach to preparing the CS has been followed and the audit trail properly documented, there should be little need for additional information to be produced after submission.
10. In the context of this exercise, it would be inappropriate for me to come to any firm conclusions about the adequacy, or otherwise of the evidence base in general terms. However, it is evident that a good deal of work has been undertaken and much of the work that would normally be expected has been done (SHLAA, SHMA, SFRA, retail and employment studies etc.) Once you have a draft of the CS you may wish to critically evaluate what is the justification for each policy and proposal and what are the facts/analysis that back this up.
11. I note that a sustainability appraisal has informed the work undertaken to date. The appraisal has been audited by a firm of consultants who are known to have considerable expertise in this field of work. I have not looked in detail at the SA, but I assume it is available for public scrutiny. It should also be borne in mind that SA is intended to be an iterative process, and that as further details of development proposals are clarified, there will be a need to revisit the SA.
12. Similarly, I have not checked the contents of individual consultation responses against the summaries given in the committee reports before me. However, the detail in the reports would enable respondents to identify their responses and it would be open to them to comment if they felt the summaries to be inaccurate or misleading.
13. So far as the relationship between the Sustainable Community Strategies and the CS is concerned, it may be useful to have greater cross-referencing in the final form of the CS.
14. One key area of work is the Infrastructure Need and Funding Study. An early study was completed in 2007, and further work is now being undertaken by the same consultants. Given the scale of growth programmed for the NPA, and the levels of

infrastructure necessary to accommodate it, I consider this work to be a key component in ensuring that the CS can meet the 'effectiveness' test of soundness.

15. I note that the study brief includes requirements for assessments of all infrastructure requirements, costings, timings, and sources of funding. It will also consider the appropriateness of a CIL approach. You advised me that it will include a viability assessment to underpin policies for affordable housing. There is some reference to this in the brief, but you may wish to confirm that this work will meet the requirements of PPS3, in the light of the Blyth Valley judgement (see separate note prepared by a colleague Inspector). At submission you will need to have evidence that all infrastructure providers agree that there is a reasonable prospect that the crucial components of infrastructure can be provided at the appropriate time. As yet, there is little information on when, during the plan period, the various growth locations are expected to be implemented. The level of detail required on infrastructure provision will be greater for those schemes expected to deliver at an earlier point in the plan period. For larger schemes, what is the expected phasing and how does this relate to the delivery of infrastructure?
16. I note the concern expressed by the GO regarding Appropriate Assessment under the Habitats Directive. You advised me that work is progressing but appears unlikely to generate any show-stoppers. This work will need to be made available for public inspection.

Options for major development

17. The Regulation 25 Technical Consultation outlined 3 options. All three options adopt the same approach to the quantum and location of growth in Norwich and Broadland. The options differ in their approach to locations for growth within South Norfolk.
18. It would be helpful to provide a clear audit trail of the alternatives considered for Norwich and Broadland, and the reasons for decisions taken. All reasonable options should be evaluated. It may be that within the City the options are highly constrained because the boundary is so tightly drawn. If that is the case, and there is no clear evidence to the contrary, it need not be a lengthy explanation. There may be a need for further work to provide an audit trail for the spatial choices in Broadland, but this should hopefully be a case of drawing together work already undertaken, rather than commissioning new studies (expand on para 1.4 of 18 December Policy Group item 5a). As an aside, it is encouraging to note that the Eco town proposal at Rackheath would not be a departure from the preferred growth strategy.
19. So far as the 3 options for South Norfolk are concerned, a comprehensive analysis of all three has been prepared, which

includes the summaries of consultation responses, advantages, disadvantages and risks. A further option, described as 2a, has subsequently been introduced. The only information I have seen relating to this option is a short paper (2.5 sides of A4), and a limited evaluation by GNDP Officers in the covering Committee report of 18 December. It is described as an evolution of Options 2 and 3. It redistributes proposed housing development between the locations identified in those options.

20. The paper states that the option has taken account of two strategic planning principles. It is not clear how these principles relate to national or regional policies, or to the vision and strategy set out in the Reg 25 consultation document. Will these principles stand up to the scrutiny they will be subjected to when the CS is subject to examination. For example, under a), why is the retention of strategic development gaps an overriding concern? (Urban extensions are often considered an appropriate way of accommodating new growth). Does the scale of growth proposed along the A11 corridor under Option 1 justify the conclusion that it would lead to a single urban extension? Under b), does central necessarily equal accessible, or is accessibility, particularly by public transport, a better indicator of accessibility?
21. There is nothing before me to demonstrate that this option has been evaluated in the same way as the options outlined in the Reg 25 consultation. On the face of it, it may be difficult to do so without further work, because no consultation has been carried out on this particular spread and of development. Even relatively minor adjustments in the quantum of development proposed at different locations can have a marked effect on the ability to deliver necessary infrastructure. I note, for example, that EERA expresses concerns about funding for the Long Stratton bypass, and public consultation responses at the issues and options stage appear to be equivocal about the level of growth that would be appropriate.
22. At the examination, the Inspector will assess whether the plan is the most appropriate when considered against reasonable alternatives. For the avoidance of doubt, I am not concluding that Option 2a is, or is not, the most appropriate. However, there is at present very little evidence to support a conclusion that it is. Without such evidence, there is a real risk that a Core Strategy based on Option 2a could be found unsound.
23. It seems to me that further work would need to be carried out on option 2a, particularly in relation to sustainability appraisal; deliverability; and its relationship to the overall vision and strategy.

Conclusion

24. It is evident that the GNDP has carried out a considerable amount of work towards the preparation of a joint CS, and the level of joint working between the three authorities is to be commended. However, work remains to be done to provide an audit trail demonstrating that the strategy is founded on a robust and credible evidence base; and the most appropriate strategy when considered against the reasonable alternatives. In my view, further work is required, and in particular a full evaluation of option 2a, before you could proceed with confidence to the Examination.

Laura Graham

2 February 2009

Further comments raised by the GO, in the event of the breakdown of the Partnership.

To what extent could earlier work, including SA, be relied upon as a basis for consulting on separate preferred options?

It is difficult to comment as a generality, because of the differing circumstances of the constituent authorities. In my view it would depend on the extent to which the emerging separate strategy differed from the previously agreed approach.

How can three separate CS satisfy the RSS requirement for the NPA?

Policy NR1 seeks joint or co-ordinated LDDs. Separate Core Strategies would still require a high level of co-ordination. Otherwise it would be difficult for the Inspector(s) to ensure that the aims of the RSS would be met in a comprehensive and co-ordinated fashion. However, if a clear apportionment of growth requirements could be agreed between the authorities and any cross-border issues addressed satisfactorily, it may not be an impossible task.

Planning Inspectorate, Norwich Advisory Visit, January, 2009

Response to the draft comments

1. Purpose of the visit

The inspector is clear that the purpose of her visit and assessment of work undertaken so far is to highlight matters she considers potentially contentious or problematic. She makes the point very clearly that she cannot offer a judgement as to whether the work undertaken so far is likely to be found sound or unsound. As no third party evidence was considered, this limitation on the scope of the advice is inevitable.

2. Main points made by the Inspector

General approach

The inspector notes that the key tests that JCS must pass are that it should be:

- Justifiable (substantiated by robust and credible evidence; the most appropriate strategy when considered against the reasonable alternatives. The choices made in the Core Strategy need to be backed up by research/fact finding)
- Effective (deliverable; flexible; able to be monitored)

It is consideration of these of tests that colours her conclusions.

Consultation

In general the inspector supports the consultation work done to date noting that it is appropriate for initial consultation work to be targeted (para 6) and comments that consultation undertaken to date has been reported back clearly (para 12)

Evidence

The inspector notes that evidence gathered must be subject to an audit trail leading to the conclusions drawn. She notes (para10) that a broad range of evidence has been gathered including much which an inspector would normally expect. She also notes, that some critical work, dependent on the proposed distribution of growth, is still in progress, notably the infrastructure requirements and funding study (EDAW) and the water cycle study stage 2 B (Scott Wilson) (paragraphs 14 and 15). The PSG is confident that there is an audit trail to support the work leading up to Policy Group on 18 Dec and can clearly demonstrates how the evidence presented to members was arrived at.

Sustainability Appraisal/ Appropriate Assessment

The inspector notes (paragraph 11) that SA work has been undertaken and audited by a reputable company. It is reasonable to conclude that this process would have highlighted any glaring inadequacies. Similarly, though based on an

assurance, the inspector accepts that Appropriate Assessment work is being undertaken (paragraph 16)

3. Concerns highlighted by the Inspector

It is reassuring to note that the inspector is supportive of the partnership work of the GNDP, and much of the work undertaken so far. She does, however, articulate some unmistakable and serious concerns:

- 1 The fact that all options are common in Broadland and Norwich (paragraph 18). She goes on, however, to note that it may well be possible to draw on earlier work and provide a clear audit trail of evidence/sustainability appraisal work to demonstrate why alternatives have been rejected by this stage. This should be feasible based on the issues and options consultation, the views of technical consultees such as Children's Services, and evidence including the water cycle study, public transport studies, etc, for Broadland, and capacity work and the need to accommodate other uses on a scale indicated in the economic growth study and retail/town centres study in the case of Norwich.
- 2 The inspector notes the appraisal of three options in South Norfolk but draws no conclusions as to their relative merits (paragraph 19). She raises questions about the way option 2a has emerged (paragraphs 20-23) from Policy Group on 18th December. The areas of risk she highlights appear to be:
 - There is no clear reasoning advanced to justify the selection of option 2a. (para 19)
 - It is not clear how the two strategic planning principles which have been articulated to promote option 2a relate to region and national policies. This link needs to be drawn otherwise there is a risk that they will not stand up to scrutiny. (para 20)
 - There has been little evaluation of the option as it emerged from Members at the Policy group meeting on 18th December and was not included within the consultation exercises undertaken a previously (para 20)
 - There is no clear link between the favoured option and the vision and objectives that have been consulted upon. (para 23)

In paragraph 22, the inspector states "for the avoidance of doubt, I am not concluding that option 2 A is, or is not, the most appropriate. However, there is at present very little evidence to support a conclusion that it is. Without such evidence, there is a real risk that a core strategy based on options 2 A could be found unsound." This is a significant point and quite clearly points to a deficiency in the evidence base to support option 2a.

Members should note that, following the conclusions of the GNDP policy group and endorsement by the constituent authorities, some sustainability appraisal work has been undertaken on option 2a and passed to Scott Wilson for validation.

The inspector poses some direct questions as to how Option 2a emerged from the evidence put before members of Policy Group on 18 Dec and the audit trail. The gaps can be expressed as two questions:

- Why are options 2&3 favoured over option 1?
- What are the shortcomings of options 2&3 and how are these resolved by the favoured option (2a)?

The only information that currently exists to address these questions is the statement prepared by SNDC to support the promotion of option 2a. The inspector is clear that the short paper does little to evidence 2a. She cites in paragraph 20 two examples. Unless there is evidence to justify and support 2a there is a real risk to the soundness of the Joint Core Strategy.

Members need to consider the importance of this statement and should closely examine the evidence put before them and whether it leads to option 2a. The Inspector concludes that there is little evidence to do so.

The absence of a clear link between evidence and the selection 2a could arise from 2 causes:

- There are gaps in the evidence gathered that prevent the link to option 2a being clear
- Sufficient evidence has been gathered, but it does not point to option 2a

It is important that Partners minds remain open to both possibilities.

If Members wish to continue pursuing option 2a then it is clear that the option needs further and robust evidence to provide answers for the 2 questions posed above. The rationale for 2a is set out in the paper presented to policy group by SNDC and it follows that there is a need to look at the reasons put forward and evidence them in more detail. What cannot be prejudged is what the evidence will conclude.

4. Addressing the concerns

The Planning sub group recommends that the studies set out in table 1 are required to evidence the statement prepared by SNDC in support of option 2a. There are two reasons for new studies. The first, decision making studies, are needed to provide evidence for the decision (audit trail) to support option 2a. The second, implementation studies, are needed to better understand implementation. Some studies will do both. The decision making studies will need to be completed before consultation on option 2a can commence.

Should the new decision making studies point to 2a being a sound approach, then this will have delayed consultation by about 4 months. At this time it is estimated that the cost of the identified additional studies will be about £50k. This estimate

assumes a number of the studies will be carried out in house by GNDP partners which will have a staffing resource implication.

Should the new decision making studies **not** point to 2a being favoured, then a new growth option will need to be agreed. Unless this new option can be evidenced from existing work then studies informing the implementation of the strategy will need to be refreshed for the new growth option.

These studies are identified as;

- Infrastructure growth and funding
- Transportation/NATS implementation
- Education
- Public Transport
- Long Stratton - Viability assessment (should the scale change)
- Water Cycle Study Phase 2b
- Sustainability Appraisal
- Renewable energy study

Updating these studies to evidence a new option will introduce further delay to the preparation of the Joint Core Strategy and will require additional funding. Costs cannot easily be clarified as some studies will require a full review and others will only need adjustments to the elements of growth that have changed.

Based on the Inspector's report the choices seem to be

- 1 Continue to promote option 2a subject to evidence strongly supporting it over other options, that will delay public consultation by about 4 months.
- 2 Revert back to option 1 or 2, consultation can continue on current timetable.
- 3 Revert to Option 3. This will still require Mangreen feasibility and delay consultation by 2 months.
- 4 Propose a new option that reflects the sentiments of Option 2a based on current evidence. No delay to current timetable.
- 5 Propose an entirely new option. Estimated delay 4 months.

Question to the Inspector – would it help to run a further round of consultation including 2a?

5. Recommendation

The quickest way forward keeping to the current timetable would be to pursue an option that reflects the sentiment of Option 2a but is drawn from current evidence and uses the latest housing monitoring information. (Choice 4 above)

Table 1
Further Studies required to evidence Option 2a - timelines and costs

Study	Scope of the study to evidence 2a	Timeline	Cost	Decision or Implementation
Historic environmental impact	1,2,3, Favoured	4 Months	Internal £30k	D
Infrastructure growth and funding	Favoured	5 Months	Funded (£100k)	I
Transportation/NATS implementation	Favoured	4 Months	Funded (£100k)	I
Public Transport	Favoured	2 Months	Norfolk CC £2k	D/I
Education	Favoured	1 Month	Norfolk CC	D/I
Mangreen Studies Promoter/Developer response required Infrastructure View on economic viability Minerals and Waste (timetable) Transport Impact on southern bypass junctions (County) Public Transport Study (briefed by GNDP by carried out by external consultants) Viability (at planned scale)	Favoured	2 Months	Developer Norfolk CC Costs to LAs included in other studies	D/I

Background information

Study	Scope of the study to evidence 2a	Timeline	Cost	Decision or Implementation
Long Stratton - Viability assessment on the proposed scale of development and the ability to fund the required infrastructure.	2,3, Favoured	3 Months	Developer	D/I
Hethersett/Cringleford - Impact of growth on availability of land at NRP for long term employment need.	1,2, Favoured	1 Month	SNC	D
Wymondham - Impact of growth on availability of land in Wymondham for long term employment need.	1,2,3, Favoured	1 Month	SNC	D
Detailed specific assessment of consultation responses Identify from the consultation responses, deficiencies in all other growth options and how 2a overcomes these	N/A	2 Months	SNC	D
Assessment of development on settlement pattern in South Norfolk	1,2,3, Favoured	2 Months	SNC	D
Impact of growth in NPA on Strategic Gaps	1,2,3, Favoured	1 Month	SNC	D
Accessibility assessment	1,2,3, Favoured	2 Months	NCC £10k	D
Sustainability Appraisal	Favoured	1 Month	GNDP PSG	D

GNDP: Growth Point Funding 2009-2011

Introduction

- 1 In December 2008 the Greater Norwich Development Partnership (GNDP) received confirmation from the Department of Communities and Local Government (CLG) of the funding allocation for the period 2009-11. In order to be effective this funding will need to be prioritised to ensure it has the maximum impact and supports the step-change required to deliver the growth programme. This paper sets out a number of funding options for the GNDP Policy Group to consider.

Background

- 2 The funding allocation announced by CLG on 10th December 2008 is set out below

	2008/09 allocation	2009/10 allocation	2010/11 provisional allocation	Total
Capital	£3,858,869	£4,722,371	£5,639,286	£14,220,526
Revenue	£411,475	£428,376	£427,825	£1,267,676
	£4,270,344	£5,150,747	£ 6,067,111	£15,488,202

This is an increase of approx 43% on the earlier indicative allocation for the period 2009-2011, which is welcomed although still wholly inadequate in relation to the total requirement.

Project spend in 2008-09

- 3 In 2008-2009 the funding allocation was used to pay for a number of projects to support the emerging growth programme. These projects were selected on a pragmatic basis to ensure that an early start in investment, while not compromising decisions about the overall pattern of growth. The table below sets out the spend to the end of March 2009:

Committed 2008-09 project spend	Actual Expenditure
Provide expressway style public transport infrastructure on A1074 and B1108	£143,000
Bus Priority Measures on the Newmarket Rd	£25,000
St Augustine's Gyratory – design work	£458,000
Postwick Park & Ride / Roundabout - design work	£140,000
Postwick Hub – design work	£550,000

Northern Norwich Distributor Route – design work	£500,000
St Anne's Wharf Bridge – supports the funding received from the East of England Development Agency	£72,500
Grapes Hill Bus Priority Measures – supports the funding received from the East of England Development Agency	£84,000
Dereham Road bus lane – design work	£20,000
Longwater Interchange – design work	£120,000
Green Infrastructure Projects	£365,000
2008/09 Totals	£2,477,500
Balance after 2008-09 deducted	11,743,026

Funding Committed to Projects for the period 2009-11

- 4 As a result of these decisions, and the need to top-up the CIF bid, we are carrying forward the following commitments:

Committed Projects 2009-2011	Funding required
St Augustine's Gyratory	£1,760,000
Newmarket Road Bus Priority Measures	£340,000
Completion of work to install Real Time information Boards and DDA compliance measures on key radial routes on the Dereham Road	£30,000
Postwick Park & Ride / Roundabout dependent on the outcome of the Community Infrastructure Funding bid, announcement expected end Feb/early March 09	£3,500,000
Further design work on Norwich Northern Distributor Road	£500,000
Longwater Interchange – work to complete the preliminary stage design, costing, traffic modelling, environmental work, stage 1 safety audit and obtained HA approval.	£200,000
Catton Park – Education Building b/f from 2008/09	£250,000
Committed 2009/10 Total	£6,580,000
Balance after 2009-10 deducted	£5,163,026

- 5 This leaves a balance from the funding allocation for the remaining two years up to March 2011 of approx £5.1m.

Prioritisation

- 6 The full list of projects that were identified in the Programme of Development that was submitted to CLG in October 2008 came to a total of approx £80million.

With only £5.1m to allocate across the whole programme, the Directors have looked at how the money could be spent on a few strategic intervention projects that would have a real impact in terms of the GNDP's objectives, rather than on a series of smaller projects, which while they might have merit in their own right, are not going to provide the visible impact that will build confidence in the longer-term programme

- 7 The criteria used to come up with a list of key strategic areas for funding was limited to some key element and is relatively straightforward:

1. Potential impact	<ul style="list-style-type: none"> • Potential to deliver housing growth or job growth • Benefits of the project, i.e. level of strategic impact
2. Deliverability	<ul style="list-style-type: none"> • Capacity to deliver by 2011 • Nature and scale of risk
3. Funding	<ul style="list-style-type: none"> • Value for money • Funding sources from other sources e.g. partner organisations/developers

Projects Considered Essential

- 8 Given the shift in the economic climate since the POD was first produced, the Directors felt it appropriate to give greater emphasis to employment creation. On this basis, and using the criteria in section 7, the following projects were identified as essential as they meet the requirement to provide strategic intervention and job growth.

Essential Project	Benefits of delivery and investment	Cost
Genome Analysis Centre (TGAC) project	The successful delivery of this project will create a world-class centre for genomic research and support 450 new jobs. It will also raise the international profile of the Norwich Research Park and attract additional investment. A significant investment has been made by each authority and the Biotechnology and Biological Sciences Research Council (BBRSC), the £500k growth point funding would provide the balance to commit to the project.	£500k
Institute of Food Research 2 (IFR2) project	This facility is needed to provide essential grow-on space for existing tenants of the Norwich Research Park bio-incubator. The Norfolk and Norwich University Hospital has already committed to rent a whole floor of the building, making them the anchor tenants. If this project does not go ahead the hospital will have to spend their money on refurbishing an old building on their site with a very short life-time. By 2021 it is expected this will have created around 500 new jobs.	£1m

	A significant risk exists that these companies will leave the area in order to expand if the building does not go ahead soon.	
Essential projects total		£1,500,000
Balance after essential projects deducted		£3,663,026

Assuming these projects are agreed as essential this leaves balance of £3.6million to be allocated.

Other Strategic Projects for Funding Support

9 The options explored for allocating the balance of £3.6million are:

9.1 Investment in Bus Rapid Transit (BRT) programme

Transport is perhaps the main infrastructure constraint on Norwich's long-term growth. Development of the JCS has identified Bus Rapid Transit (BRT) as the key complementary measure to the NDR in ensuring the sustainable development of the area. The note at Annex A provides an indication of the overall approach and likely network. The network will need to be developed over a 5-10 year period, using a variety of funding sources. In terms of deliverability, the Dereham Road corridor is considered to be the place to start the programme. Making an early start on the network is seen as being essential in demonstrating commitment to tackling what is generally recognized as, along with jobs, as the main growth challenge.

The Dereham Road public transport corridor

Improvements between the inner ring road and the outer ring road, including Junction improvements at:

- outer ring road and Dereham Road junction - £3m
- Old Palace Road, ban turn and remove lights - £0.5m
- Enhanced bus priority at ring road/Dereham Road junction - £1m
- Inbound bus lane between Northumberland Street/Old Palace Road - £0.7m
- Dereham road/Bowthorpe road roundabout bus lane extension - £1m

If BRT improvements is seen as an investment priority, the recommendation is that because of the current demand and planned growth in the Western Quadrant (including key employment sites) the improvements on Dereham Road public transport corridor should be first phase of a BRT programme.

Total cost BRT on Dereham Road estimated at £6.2m

It is also possible to phase the project by delaying work on the Dereham Road junction – **Phase 1 would cost £1.5 - £2.7m and could be delivered in the next 2 years.**

9.2 Enterprise Centre

The development of the Enterprise Centre will provide a facility for enhancing the commercial interactions of the Low Carbon Innovation Centre and the Norwich Business School. It includes 3,700m² of incubation space targeted at environment related businesses. It will provide a single gateway for the University of East

Anglia (UEA) to engage with businesses and for businesses and vice versa. It will aim to boost the competitiveness of local businesses through advice, technology transfer, commercialisation and by allowing businesses to access students as a resource.

This project will give support to existing and struggling businesses and will expand on the Norwich Research Park's (NRP) innovation, incubation and commercialisation activities and improve access to the NRP knowledge base and expertise for local businesses.

The number of jobs created is estimated at 160 jobs by 2014 and 613 jobs by 2021, as well as expanding jobs within the existing businesses that would work with the new Centre.

The total estimated cost is £10m – sources of additional funding could come from a variety of places:

- £4m from European Regional Development Fund (ERDF) programme this would need to have matched funding
- £2m from University of East Anglia (UEA)
- with contributions from Norwich City Council in kind in terms of Earlham Hall and adjacent land.
- Additional funding could be forthcoming from Higher Education Funding Council for England (HEFC), and East of England Development Agency (EEDA). It is now uncertain whether EEDA will have any funds to contribute to the Enterprise Centre project. This means at the moment there does not appear to be a viable solution to deliver this project, therefore

The maximum funding from GNDP would be £1m - this leaves a shortfall of £3m

9.3 Hethel Engineering Centre Phase II

Hethel Engineering Centre has been alternating between being at virtually full capacity and having a small number of vacant units for the past year. However, interest is currently very strong and demand is exceeding supply. The quality of the enquiries is also exceptional, with all fully satisfying the aim for HEC to only host knowledge based businesses. The next phase of HEC (2) is to construct a 400m² two story extension with between 8 and 20 additional units, plus further conferencing and catering facilities that would facilitate an additional 100 jobs. It would also achieve full sustainability for HEC, enabling more effective interventions.

The cost is estimated at £2m. Alternative sources are also being explored but are not secure.

9.4 Pump-priming Housing Growth

To create rolling fund that can be used to pump-prime key development sites so that Housing Associations can begin building on sites that cannot go ahead currently because of the effects of the credit-crunch. The funds required to get the site off the ground would be re-paid either by the Housing Associations on completion or phased repayment by the developer of the market housing on the

completion of individual housing units. This is an approach that is being developed in Suffolk using growth point funding.

Total cost estimated £2 - £4m

9.5 Environment and Green projects

Sustainability is built into a number of the proposed interventions, particularly BRT. There are specific green projects such as Catton Park are included and all of the projects will incorporate environmental and green aspects. The outputs of the eco-network projects that are due to complete this year will identify a further round of specific green infrastructure projects that members can consider on completion of studies.

A minor works budget for green projects, public realm, etc is suggested at £500k

9.6 NRP Vision and Design – funding to support the development of design work in relation to access the Norwich Research Park was agreed as a priority. There is a question as to how much of this is revenue funding and how much of it can be charged to the capital budget, as much as possible will be charged to the GNDP capital budget and we are confident that this can be found from within the budget.

9.7 Revenue Budget - The revenue budget for the GNDP Programme remains a problem and is highlighted as a particular issue. The allocation for 2009-11 is fully committed to supporting the GNDP office; this includes the salary of the GNDP Partnership Manager and the team, the communications contract, accommodation costs and further studies. The problem of finding further revenue support needs to be addressed.

Projects that will not be funded

10. It is important to note that if the £5.1m is allocated against the options as described above a number of other projects that were seen as important projects will not be funded:

The Halls – this project was not funded as it is dependent on the Heritage Lottery Fund bid of £7.3m and other capital contributions which are not secured. The request to GNDP was for development costs of £350k however, it was considered too risky to commit this whilst the overall package remains so uncertain.

Rose Lane Redevelopment - Omitted as this requires revenue to commence the project

St Stephens Redevelopment – requires £50k revenue and £850k capital, no revenue available

Deal & Utilities – the funding required is revenue – and there is no revenue funding available

North City Workshop Space – This project was scored as a lower priority owing to lack of certainty of this project being deliverable by 2011, and additional funding potentially being required to complete (Compulsory Purchase Order etc)

Tombland Redevelopment - Revenue investment required to commence the project and no revenue funding available

St Benedicts Public realm – Scored as a lower priority project owing to lack of deliverability and other sources of funding being made available

King Street Public realm – Scored as a lower priority project owing to lack of deliverability & funding for future phases to complete the work,

Conclusions and Actions

- 11 In summary the suggested approach to allocating the growth Point Funding for the remaining period of 2009 March 2011 is to concentrate on delivery of a few strategically important projects that will have the most impact, particularly around employment creation and making a start on a network of BRT.

The list of proposed projects is to spend the £5.1m on is:

Essential Projects	Cost
The Genome Analysis Centre (TGAC) project	£500k
Institute of Food Research 2 (IFR2) project	£1m
Options for other Strategic Projects	
Bus Rapid Transit along Dereham Road £6.2m for the full programme of £2.7m for Phase 1	£1.5 – 2.7m
Enterprise Centre	£1m
Hethel Engineering Centre Phase II	£2m
Pump-Priming to support housing growth	£2 - £4m
Minor works budget	£500k

Members are asked to:

- a) to approve this approach to the allocation of funds and support the projects that are seen as essential

- b) select projects from the list of options, either supporting an individual project or a combination. For example, support for the Bus Rapid Transit project and Pump-Priming to support housing growth.

Growth Point Funding Prioritisation

Bus Rapid Transit (BRT) Overview

BRT is a holistic approach to the delivery of high quality transport. It combines high quality vehicles with high quality services supported by physical infrastructure and a campaign of marketing and branding.

In order to support sustainable growth within the Norwich Policy Area it is necessary to deliver a step change in public transport delivery. Our plans for this include:

- A BRT network of up to 6 routes linking the Norwich city centre, railway station, new large-scale areas of growth, employment and other key transport routes.
- Improvements to infrastructure including on-street bus priority on rapid transit routes, and other core routes, improvement to interchange points and bus stops, and city centre bus priority to complement existing provision.
- High quality vehicles with low emissions
- Pre-pay ticketing infrastructure at least on all rapid transit routes.

A BRT system will help to lock in the traffic relief benefits generated by a Norwich Northern Distributor Road, by reallocating road space to buses as part of the overall NATS package.

A vision for six BRT corridors is shown on the attached plan. As the proposed locations of growth become clearer, and we do more work to identify the public transport requirements of growth and the feasibility of delivering this, we will refine the corridors. One of the routes to the north east could connect the city centre with the proposed Eco-community. Bus priority will be delivered along each of the BRT corridors, including the provision of some on-street bus running lanes and advanced priority through junctions. We intend to take a whole-corridor approach to delivering this. Each of the BRT corridors will cross the city centre so further bus priority will be implemented here to ensure a consistent quality of service across entire routes.

The scheme includes improvements at interchanges, delivering high quality stops along BRT corridors as well as improvements at key interchanges both within the city centre and adjacent to major growth areas or employment destinations.

The final element of this Rapid Transit scheme is transforming the ticketing infrastructure to require pre-pay tickets prior to boarding all BRT services. This will reduce dwell times at bus stops and improve reliability and speed of journeys.

We envisage these measures to be delivered through partnership working with bus operators. This will mainly be through voluntary partnership agreements, but a Statutory Quality Partnership may be appropriate to set quality standards for access to the new BRT infrastructure. This would reduce the risk of service quality being undermined by low quality competition.

Partnerships agreements would provide a mechanism to secure commitments from operators to invest in high quality vehicles and pre-pay ticketing infrastructure and to cover ongoing revenue costs of a pre-pay ticketing system.

Opportunities to bring forward BRT schemes

The initial focus of the investigations has been to support the Eco-Community proposals to the north east of Norwich as the timetable for the Eco-community runs in advance of other major growth.

Some initial scoping work has identified possible opportunities for interventions on the Salhouse Road corridor as part of the work briefed. These measures will require land purchase, impact on residential parking and impact on general traffic flows on the ORR. This work is at a very early stage.

As the interventions are yet to be modelled it is potentially very risky to earmark them as a deliverable scheme, particularly given the relationship with the wider growth in the north east of Norwich and the NDR.

Also, there is no justification for infrastructure improvements up front without a firm commitment from bus operators to deliver bus services as there is currently no high frequency bus service on this corridor. The developer would need to work with operators to develop an integrated and phased programme for the delivery of bus services and development and to underwrite initial operating costs for the new service.

Improvement to the Dereham Road public transport corridor would appear to present the obvious opportunity to bring forward a BRT scheme. Dereham Road is currently a high frequency bus corridor with in excess of 20 buses per hour during peak periods. The bus corridor serves growth and employment areas at Longwater, Lodge Farm, West Costessey (Queens Hills) and Bowthorpe. Development in many of these areas is already underway or committed. A BRT scheme on Dereham Road would build upon the significant bus priority measures already in place as a legacy of the 1990's Western Corridor Bus Quality Partnership project and also links with the Joint Investment Plan. The existing Real Time Information screens on Dereham Road are currently being updated using Growth Point funding. Improving bus working on Dereham Road would make it more attractive for buses, making the route more reliable and cutting journey times. This could provide particular benefits for the Costessey Park and Ride service, which in-turn may attract more passengers to the service.

A vision for BRT on Dereham Road

The table below suggests a possible whole corridor treatment.

Element	Description	Indicative cost
1	A47 Longwater Interchange Longer term: Inbound bus lane from Easton	Could be included as part of interchange improvement
2	Longwater Lane junction Short term: Selective Vehicle Detection (SVD) Longer term: Inbound bus lane	£50,000 £ no estimate yet
3	Bowthorpe Roundabout Longer term: Segregated bus priority to avoid junction and link with extended bus lane on dual carriageway, east of roundabout	£500,000 to £1,000,000
4	Norwich Road junction Short term: Selective Vehicle Detection (SVD)	£50,000
5	Larkman Lane junction Short term: Selective Vehicle Detection (SVD)	£50,000
6	ORR Sweetbriar Road junction Short term: General capacity improvement with possible outbound bus lane. Requires land acquisition	£3,000,000 to £4,000,000
7	Old Palace Road junction Short term: Ban some turns and provide inbound bus lane (Higher cost if carriageway widened to retain right turn lanes and currently assumes most public utilities in existing footway require diversion. Lower cost if no carriageway widening but will see the loss of right turn lanes) Unlikely that a final decision will be made until cost and extent of public utility diversions for the widening scheme has been agreed with utility companies	£800,000 to £2,000,000
8	IRR Barn Road/Grapes Hill junction Short term: Enhanced inbound bus priority with possible inbound bus lane Longer term: Widen approach to signals on Dereham Road and widen Grapes Hill to Dereham Road left turn both would require land acquisition	£500,000 £no estimate yet
9	Ticketing infrastructure	£100,000
	TOTAL CORRIDOR	£5,050,000 - £7,750,000

Implementation of the Dereham Road BRT corridor

A whole corridor approach to delivering BRT on Dereham Road will be adopted. This means that the corridor will be designed as one project to ensure that all the proposed elements complement each other. Funding limitations will almost certainly require a phased implementation of individual elements over a number of years.

The first priority should be to concentrate on delivering the section between the ORR and the IRR as there are no existing bus priority measures on this section and BusNet data indicates this is where buses operating on the corridor experience the greatest delay and journey time variability with the top priority being the ORR junction (element 6).

Although top priority it is unlikely that the ORR junction improvement could be delivered within the next two years as it will require land acquisition.

Elements that could potentially be delivered within the next two years if funding were available are:

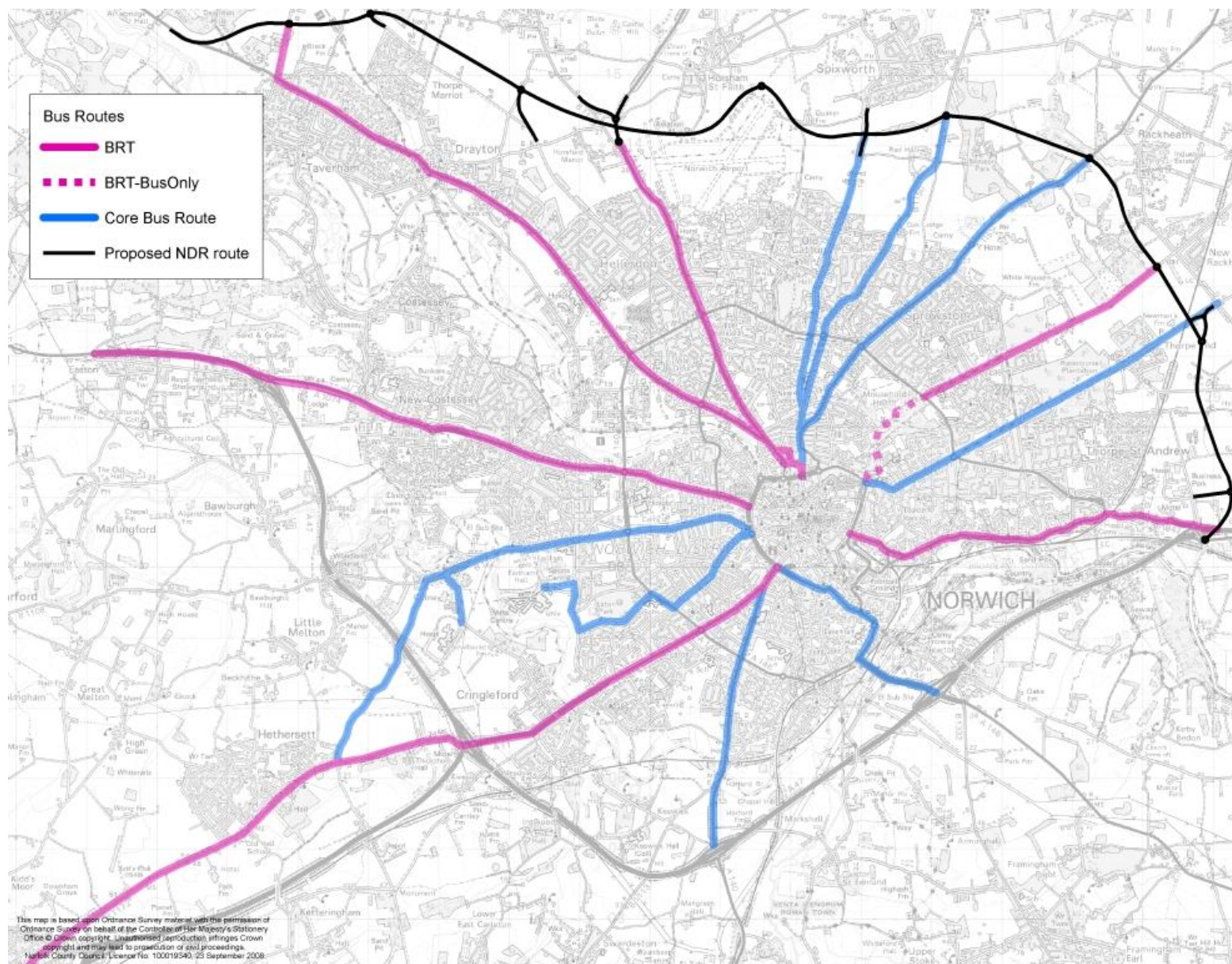
- 10 Element 2: Longwater Lane junction, Selective Vehicle Detection (SVD) £50,000;**
- 11 Element 4: Norwich Road junction, Selective Vehicle Detection (SVD) £50,000;**
- 12 Element 5: Larkman Lane junction, Selective Vehicle Detection (SVD) £50,000;**
- 13 Element 7: Old Palace Road junction, Short term: Ban some turns and provide inbound bus lane £800,000 to £2,000,000;**
- 14 Element 8: IRR Barn Road/Grapes Hill junction, Short term: Enhanced inbound bus priority with possible inbound bus lane £500,000;**
- 15 Preliminary design for elements 3 and 6 £50,000.**

The total estimated cost of the above elements is £1.5 – 2.7m

Although elements 7 and 8 are capable of being delivered within 2 years, it should be noted that they require the reallocation of road space to buses, removal of on street parking and restrictions on some turning manoeuvres. These issues are sensitive and will require approval from Norwich Highways Agency Committee to undertake a full public consultation with objections considered by Committee before the schemes can proceed to construction.

Mark Kemp
Project Team Manager (Growth Point Schemes)
Planning and Transportation
Norfolk County Council

12th February 2009 (Final)



Greater Norwich Development Partnership Policy Group

Minutes of a meeting of the **Greater Norwich Development Partnership Policy Group**, held at City Hall, St Peter's Street, Norwich on **Thursday, 19 February 2009 at 1.00 p.m.** when there were present:

Councillor Steve Morpew – Chairman

Councillor Stuart Clancy
Councillor Roger Foulger
Councillor Andrew Proctor
Councillor Simon Woodbridge
Councillor Brenda Arthur
Councillor Steve Morpew
Councillor Brian Morrey
Councillor Alan Waters
Councillor Derek Blake
Councillor Colin Gould
Councillor John Fuller
Councillor Martin Wynne
Councillor Eve Collishaw
Councillor Daniel Cox
Councillor Adrian Gunson
Councillor Brian Iles
Mr Alan Mallett

Representing:-

Broadland District Council
Broadland District Council
Broadland District Council
Broadland District Council
Norwich City Council
Norwich City Council
Norwich City Council
Norwich City Council
Norwich City Council
South Norfolk Council
South Norfolk Council
South Norfolk Council
South Norfolk Council
Norfolk County Council
Norfolk County Council
Norfolk County Council
Norfolk County Council
The Broads Authority

Phil Kirby
Roger Burroughs
Sandra Eastaugh
Jerry Massey
Graham Nelson
Paul Rao
Sandra Dinneen
Andrew Gregory
Tim Horspole
Phil Morris
Richard Doleman
Mary Marston

Broadland District Council
Broadland District Council
GND Partnership Manager
Norwich City Council
Norwich City Council
Norwich City Council
South Norfolk Council
South Norfolk Council
South Norfolk Council
Norfolk County Council
Norfolk County Council
Go-East

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Mike Jackson, Norfolk County Council and Chris Starkie, Shaping Norfolk's Future.

2 MINUTES

The minutes of the meeting held on 18 December 2008 were confirmed as a correct record.

3 CONFERENCE CENTRE AND CONCERT HALL FOR THE GREATER NORWICH AREA

Kevin Kaley of Tourism UK Ltd gave a presentation on the findings of a feasibility study on a conference centre and concert hall for the Greater Norwich area.

RESOLVED to note the position.

4 JOINT CORE STRATEGY

Phil Kirby referred to the reports circulated with the agenda and further papers tabled at the meeting on the next steps and proposals for public consultation.

He commented on the main issues raised in the Planning Inspector's report. In order to address concerns raised about the evidence available to support some proposals a further Option 2+ had been developed which removed Mangreen from the allocation in the Joint Core Strategy but, as part of preparatory work for the next JCS, required a separate full evaluation of the options for future long term growth including new settlements such as Mangreen. He pointed out however that the numbers of dwellings currently proposed for Long Stratton were unlikely to be sufficient to deliver the bypass and other community benefits. The evidence trail for the development of revised Option 2A was appended to the paper tabled at the meeting on the next steps. If this revised option was approved it would be possible to stick to the current timetable for consultation in March and submission of the Joint Core Strategy to the Secretary of State in the Autumn.

A member referred to paragraph 15 of the Planning Inspector's report which indicated that at submission it would be necessary to have evidence that all infrastructure providers agreed there was a reasonable prospect that the crucial components of infrastructure could be provided at the appropriate time. As far as he was aware none of the infrastructure providers had signed up to this. Indeed the Highways Agency were saying they hadn't got money for infrastructure and the NDR had been delayed for two years. Phil Kirby however pointed out that an infrastructure study was now available and discussions would be undertaken with infrastructure providers. He hoped that the necessary commitments would be forthcoming prior to the submission of

the Joint Core Strategy in November.

RESOLVED :-

- (1) to note the contents of the Inspector's report;
- (2) having regard to the concerns raised agree Option 2+ as the single favoured option on which to proceed to public consultation;
- (3) GNDP to commission and fund the necessary feasibility studies to support the development of new settlements as the preferred option of the GNDP for future growth within South Norfolk's current boundary. Mangreen will remain as the preferred location within South Norfolk unless fundamental concerns arise as a result of this study work with regard to its justification;
- (4) the scope of the study, briefs, procurement and outputs to be agreed by the GNDP Policy Group;
- (5) the GNDP Partners undertake to support the outcomes in considering the location of future growth of the area at the first review of the Joint Core Strategy; and
- (6) grant delegated authority to the GNDP Directors Group to agree the necessary amendments to the consultation documents to reflect these decisions.

5 GROWTH POINT FUNDING 2009-2011

Jerry Massey presented the report together with a further paper on NRP funding priorities prepared for EEDA by sub-regional stakeholders represented by the Norwich Vision Group.

He referred to the project spend in 2008/09 and the balance available for the remaining two years up to March 2011. The Directors Group were recommending that projects for The Genome Analysis Centre and the Institute of Food Research 2 should be approved as essential. It was then necessary to decide which of the other strategic projects should also be supported.

A member referred to the need for further business case information on the other strategic projects in terms of what they would deliver, feasibility, potential leverage of other funding and overall value for money before a

decision could be taken on how the remaining funding should be allocated. Sandra Eastaugh said that an analysis of this nature had already been provided for the Directors Group.

RESOLVED to:-

- (1) approve the approach to the allocation of funds as set out in the report and support the projects for the Genome Analysis Centre (£500,000) and the Institute of Food Research 2 (£1m) as essential; and
- (2) defer a decision on what other strategic projects should be supported to the next meeting pending further information on the detailed evaluation work undertaken into those projects.

6 DATES OF FUTURE MEETINGS

RESOLVED to agree future meeting dates as follows:-

Thursday 19 March 2009 at 2.00 p.m.
Thursday 25 June 2009 at 2.00 p.m.
Thursday 24 September 2009 at 2.00 p.m.
Thursday 17 December 2009 at 2.00 p.m.

CHAIR