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Dear Mr Foster,

Endurance Estates Strategic Land (EESL) is a land promotion company that works with and helps landowners, companies and businesses to take sites through the planning process.

EESL has been selected by the Royal Norwich Golf Club (RNGC) to assist the Club relocate to an identified site and to develop this site to a championship standard course. This will help the Club to provide qualitative and quantitative improvements over their existing facility, which is constrained and cannot be developed any further. The existing course is bisected by the A1067 (Norwich to Fakenham) road and the course boundaries are tight against neighbouring houses and gardens. The existing course will become available for development and this will help to fund the relocation and the development of the new enhanced facility.

It is the redevelopment of the existing course that is the focus of this letter as this has implications for the ongoing Examination of the Greater Norwich Development Partnership Core Strategy. The RNGC had previously agreed to promote their site in conjunction with their preferred alternative site owner, Goymour Properties. Goymour instructed Andrew Martin Associates to make representations to the Core Strategy promoting the existing RNGC site for development. So whilst representations have been submitted, it is the recent appointment of EESL to replace Goymour as the RNGC partner and the subsequent work undertaken with the NHS Mental Health Trust that has a material impact on the Core Strategy.

The RNGC (through EESL) has held meetings with the NHS Trust and their planning advisors (Bidwells) to discuss the development of these two important sites that front on to Drayton High Road. The redevelopment of these two sites meet national planning policy objectives as they are situated in a sustainable location, are close to existing services, facilities and employment opportunities, and are situated on one of the key transportation corridors into the City Centre.

The two sites have the potential to deliver approximately 2,000 houses depending on density, layout, design and phasing. The release of these sites would make a valuable contribution to the provision of housing in Broadland District and within the Norwich Policy Area. The development of housing in this location would complement the general development strategy set out in the Core



Strategy providing a key urban site that could be brought forward under the provision of the existing policies and framework of the Core Strategy. The Golf Club and Hospital sites could be brought forward in combination with the release of land in the growth area associated with the proposed Norwich Northern Distributor Road (NDR). This would help to address any shortfall in housing provision should the delivery of the NDR be delayed for any reason. These sites, therefore, introduce greater flexibility and allow the strategy to be more responsive to needs and economic circumstances.

The Golf Course site can be taken through the planning process in the short term, it is immediately available for development and is not subject to any known site constraints. The Hospital site is also anticipated to be available for development in the short term, therefore, RNGC and the NHS Trust are looking at ways of working together to bring both sites forward in either a complementary manner or as a joint masterplan/application.

The critical issue in terms of the development of these sites will be the impact on Drayton High Road. This road is a key route into the City centre and has capacity issues in the morning and evening peak periods. However, the development of the Golf Course and Hospital sites could improve both the traffic capacity and flow along this route as well as providing substantial improvements to public transport journey times.

RNGC and the NHS Trust own the land that abuts a substantial section of Drayton High Road. This would allow improvements to be carried out to the junction between Hospital Lane and Drayton High Road that will help to ease a critical pinch point in the network. Improvements to this junction will be complemented by the provision of dedicated bus lanes that will dramatically speed up and improve public transport journey times into the City Centre. This could be provided as part of a new Bus Rapid Transit system. These improvements will be supported by enhanced pedestrian and cycle ways that will link into the existing network and provide better connections to public transport services. The improvements will not only free up capacity in the network, but will provide quicker and more reliable bus connections into the City centre.

Enclosed is report by Richard Jackson PLC examining the type of measures and improvements that could be provided in association with the development of the Golf Club and Hospital sites.

The RNGC and the NHS Trust are looking to work together to identify a comprehensive highways improvement package for Drayton High Road as a separate process to the development of their individual land holdings. This will then allow each site to be developed in isolation or as part of a comprehensive scheme providing greater certainty and flexibility in the release of phases of this land for housing. The highway improvements package will be capable of being implemented in a phased manner, although it is the intention that the entire works will be part of the application for the development of the release of the first phase of land within the two ownerships.

The proposed development set out in this letter has implications for the Core Strategy as the development of housing in this urban location situated in the Norwich Policy Area will complement the overarching strategy put forward by the Development Partnership. Moreover, the locations for growth identified in the Core Strategy focus largely on land identified around and predominantly associated with the Norwich Northern Distributor Road. There has been much debate over the benefits and the potential constraints to the delivery of the NDR at the Examination. The identification of a substantial housing site on Drayton High Road provides viable and complementary housing sites to those sites associated with the NDR. Development at Drayton High Road would not conflict with or prevent development of land in the northern growth area. Indeed, it would provide an alternative source of land that would help to provide a more robust and credible housing land strategy, which could be more responsive to demand helping to ensure there are no shortfalls in the supply of housing land. Therefore, the identification of land in the Norwich Policy Area would help to ensure that the Core Strategy housing strategy is sound.

The transportation improvements associated with these proposed developments along Drayton High Road are also complementary to the aims and objectives of the Core Strategy. The highway improvements will provide enhanced benefits to the road and public transport network. This would provide improvements that would complement the NDR and help to encourage more sustainable forms of transport into the City Centre.

A copy of this letter has been sent to Broadland District Council. We trust that the Council will endorse the development of these proposed sites and that the information set out above assists your consideration of the evidence put forward to the Examination.

Yours sincerely

*Ben Hooton*

**Ben Hooton**  
**Planning Director**

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Enc. Richard Jackson Report