



JOINT CORE STRATEGY
FOR BROADLAND, NORWICH AND SOUTH NORFOLK
ISSUES AND OPTIONS
CONSULTATION REPORT - NOVEMBER 2007

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issues and options

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NORWICH
City Council



Norfolk County Council

Foreword

PLANNING THE FUTURE OF BROADLAND, NORWICH AND SOUTH NORFOLK TO 2026 AND BEYOND

The next 20 years will change the face of Broadland, Norwich and South Norfolk, as the three districts tackle challenging Government targets for growth. The proposed growth includes new homes, together with an increase in jobs and employment opportunities and new infrastructure and facilities to support communities, such as roads, public transport, schools, medical and leisure facilities.

Working together, the three councils, with Norfolk County Council, will prepare a new plan, called the *Joint Core Strategy*

(*JCS*) that will promote, guide and manage this development and growth in the period towards 2026. The *JCS* will then form a key part of the *Local Development Framework (LDF)* that will replace the current *Local Plans* of each council.

The *JCS* will be the key document in the *LDF* portfolio of planning documents for each local authority setting out the place shaping vision, objectives and detailed spatial strategy for future development up to 2026. The individual councils will prepare other more detailed

plans for parts of their areas based on the framework provided by this overall plan. These will include site-specific proposals, policies to control the form of development and more detailed *Area Action Plans* for significant areas of change that might include certain town centres or urban extensions

PLEASE TAKE THIS OPPORTUNITY TO JOIN IN THE DEBATE AND SHAPE THE FUTURE OF BROADLAND, NORWICH AND SOUTH NORFOLK.



Cllr Simon Woodbridge
Leader, Broadland District Council



Cllr Steve Morphew
Leader, Norwich City Council



Cllr Daniel Cox
Leader, Norfolk County Council



Cllr John Fuller
Leader, South Norfolk Council

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comments

This consultation is for 12 weeks and your comments must be received by Friday 8 February 2008.

There are a number of strands to this consultation. These include:

QUESTIONNAIRE

By answering a series of questions we would like you to tell us what you think of the issues and options presented in this document. Please make your comments using the e-consultation website www.eastspace.net/gndp. If you are unable to complete the online form we would like you to ask for a printed questionnaire which is available from any of the three authorities. This will also need to be returned to us by post or by hand by Friday 8 February 2008.

DROP-IN DAYS AND EXHIBITIONS

We will also be having a series of 'drop-in days' at locations around the three districts where you will be able to take the opportunity to discuss issues and options with officers. Staffed exhibitions will also be held in various locations. Details of these will be advertised in the local press and are available on the website www.eastspace.net/gndp or please phone any of the numbers below for a leaflet.

This, and other related documents, will be available for inspection at each authority's office and county council information centres.

PLEASE CONTACT THE TEAM IF YOU HAVE ANY QUESTIONS ABOUT THE CONSULTATION OR IF YOU NEED ASSISTANCE.

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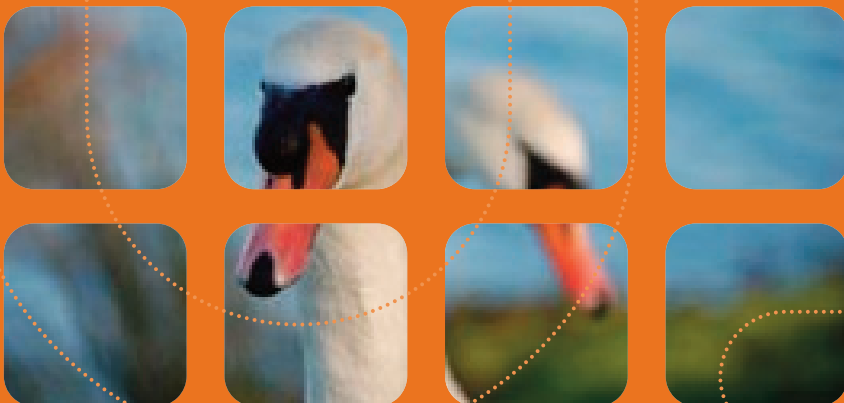
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PLEASE REMEMBER THE DEADLINE FOR COMMENTS (VIA THE WEBSITE OR BY POST / HAND) IS FRIDAY 8 FEBRUARY 2008.

introduction

- Working together on the growth agenda
- The *Local Development Framework*
- Involving local communities
- How this consultation will work



WORKING TOGETHER ON THE GROWTH AGENDA

- 1.1 The councils of Broadland, Norwich and South Norfolk are working with Norfolk County Council to prepare a new planning strategy for the whole area up to 2026.
- 1.2 Working together, the councils need views, comments and suggestions on this *Joint Core Strategy* from community organisations, businesses, local groups, representatives and anyone else who lives, works, studies or visits here. Through the work of the Local Strategic Partnerships local peoples' aspirations and needs have already been identified in the *Sustainable Community Strategies*. This strategy will help to deliver part of these through the spatial planning system.
- 1.3 This *Joint Core Strategy* has to meet the requirements of the government's draft *East of England Plan* that gives the number of new homes and jobs that need to be provided in the three districts. This strategy considers these growth targets up to 2026 to help the Norwich area prepare for this unprecedented high level of growth and change, and to fund and provide supporting infrastructure. Norwich is now a growth point under the government's *Sustainable Community Plan*.



- 1.4 This document looks at where new homes, jobs and infrastructure might go; how our existing communities can benefit from growth; making sure future development and change is sustainable. It recognises our special environment, culture and heritage, and local distinctiveness between the historic centre, the urban area, fringe parishes, market towns, villages and different parts of the wider countryside.

THE LOCAL DEVELOPMENT FRAMEWORK

- 1.5 The *Local Development Framework* is a set of documents that guide future development and use of land in Broadland, Norwich and South Norfolk up to 2026. These documents will eventually replace old-style *Local Plans* and will be used to assess all planning applications. The *Local Development Framework* will also allocate sites for new developments.

Further information is available separately about the *Local Development Framework* and the documents that are part of it.

- 1.6 The government's policy on *Local Development Framework* is in *Planning Policy Statement 12*. The framework is a collection of documents and plans that need to be read together. While the councils of Broadland, Norwich and South Norfolk have their own planning frameworks, they are at the start of preparing a single planning strategy for the whole area.

THE DEVELOPMENT FRAMEWORK INCLUDES:

- **The Draft East of England Plan.** This is the *Regional Spatial Strategy* which sets out the planning matters that need to be dealt with in more detail at a local level. It also specifies the number of new homes and jobs that must be provided in the area up to 2026.



- **The *Joint Core Strategy*.** This sets out the spatial vision for development in Broadland, Norwich and South Norfolk and is the spatial part of the Local Strategic Partnerships community aspirations. It also has to be in line with national, regional and other local policies. The *Joint Core Strategy* has a spatial vision and strategic planning objectives and sets out the broad pattern and location of future growth.
- ***Site Allocations Plan and Area Action Plans*.** These identify individual places that could be suitable for different types of development. They are consistent with the *Joint Core Strategy* and development management policies. Each council will have its own site allocations plan.
- **Development control policies.** These detailed policies are used when deciding planning applications, provide more

detail to the *Site Allocations Plan* and follow on from the *Joint Core Strategy*.

These policies are an important way in which planning in the wider Norwich area can make sure new development is planned and carried out in the most sustainable way possible. Each council will have its own development management policies.

1.7 The *Local Development Framework* is also made up of:

- **The *Statement of Community Involvement*.** This is a code of practice which sets out the different stages and different ways the community can expect to be involved in developing new planning policies. This has itself been prepared with public involvement. Each council has its own *Statement of Community Involvement*.
- ***Local Development Scheme*.** The timetable of work to produce the *Joint Core Strategy* (and other documents in the *Local*

Development Framework) is in the '*Local Development Scheme*'. There is one for each council, approved by the government.

- ***Annual Monitoring Report*.** This reports on the progress that each council has made to implement its planning policies.
- A ***Sustainability Appraisal*** is being carried out alongside this *Joint Core Strategy* as it develops. It is an integral part of the plan-making process, and is also a legal requirement. It is designed to test and improve the strategy's sustainability.
- An **appropriate assessment** will be needed under the *Habitats Regulations* legislation to look at the potential impact of the strategy on internationally important wildlife. This will become clearer closer to the 'preferred options' stage.

The *Joint Core Strategy* will draw on baseline evidence and specialist studies to underpin it. The major studies that are underway or about to be completed are listed in Appendix 3.

INVOLVING LOCAL COMMUNITIES

- 1.8 The planning system sees community involvement as a key principle which underpins effective plan-making.

Broadland, Norwich and South Norfolk Councils are actively involving stakeholders in this process. This *Joint Core Strategy* is led by the vision and objectives developed by the Local Strategic Partnerships for the three districts, as well as the County Strategic Partnership. This will help planning to address wider community aspirations and concerns to become a genuinely shared strategy.

- 1.9 From an early stage, the councils have engaged with key stakeholders to help shape the range of issues that need to be addressed. In June and July 2007 a series of evidence-gathering workshops were held to give key stakeholders and experts an opportunity to validate and comment on the way in which the councils have begun to shape the issues and options which the *Joint Core Strategy* ought to address. This engagement was very helpful in framing this document before the current public consultation (November 2007).

NEXT STEPS

- 1.10 This document forms the basis for the formal public consultation on the *Joint Core Strategy* 'Issues and Options'.
- 1.11 This Issues and Options document includes the councils' suggested spatial vision and objectives to deliver and manage growth.

The document also explains how background information and research identified 'issues' that need to be addressed and suggests 'options' to deal with them. This is the first stage to prepare the *Joint Core Strategy*. There will also be public consultation at the next (Preferred Options) stage. The next steps will be to analyse the responses from this consultation and include additional evidence from the background studies listed in Appendix 2.

ISSUES AND OPTIONS STAGE

19 November 2007
– 8 February 2008

(this is the current consultation on this document)

PREFERRED OPTIONS STAGE

June 2008 – Mid August 2008

SUBMISSIONS STAGE

2009

PUBLIC EXAMINATION

September 2009

ADOPTION

Early 2010

- 1.12 The results of this consultation will be used to help the councils move to the next stage of this planning strategy. This is the *Preferred Options* due to be published in June 2008 alongside a draft *Sustainability Report*.



- 1.13 After that the councils will submit the *Joint Core Strategy* for independent examination alongside the *Sustainability Appraisal* report in April 2009. The strategy will be finalised and submitted to the Secretary of State in 2009 with a public examination in September 2009. It is planned for adoption early in 2010.

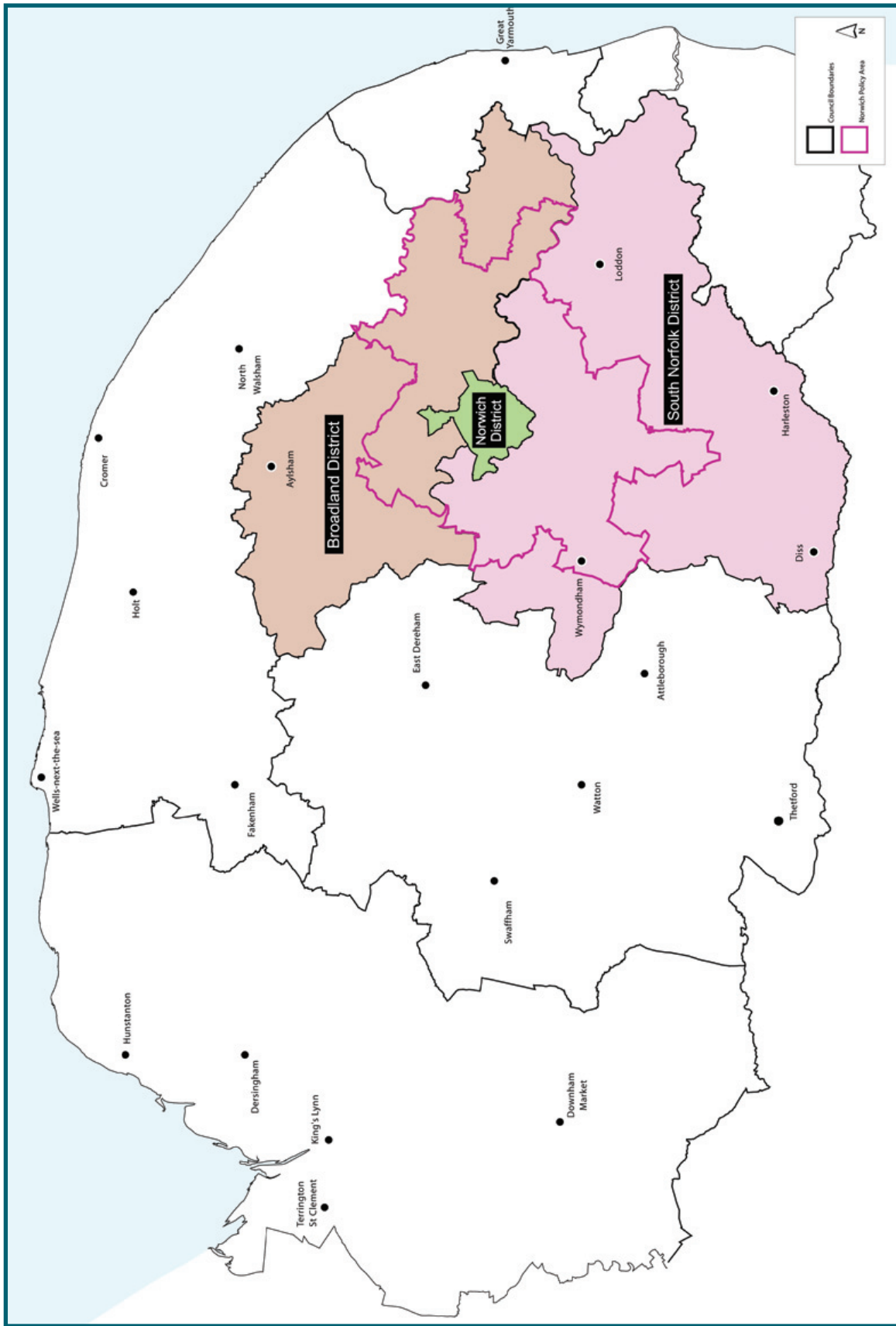
- 1.14 You can keep up-to-date with progress on the *Joint Core Strategy* and other growth and development issues by reading our newsletter. Log on to www.eastspace.net/gndp.

setting the scene – a spatial portrait

- Size and place
- People
- Housing
- Jobs and business
- Environment
- Landscapes
- Biodiversity
- Transport
- Communities, culture and leisure
- Historic built environment



MAP OF NPA AND JOINT CORE STRATEGY AREA





SIZE AND PLACE

- 2.1 Norwich exerts a powerful economic, social, and cultural influence over, much of Norfolk and beyond and in particular the surrounding market towns and villages. It is one of the largest urban areas in the East of England, and the city centre is the highest-ranking retail centre in the region. Norwich is a key centre for development and change and is a regional focus for housing, employment, retail, leisure, culture and education.
- 2.2 The area benefits from The Broads to the east, which, uniquely for any city in Britain, extends into the heart of Norwich. To the west are the Brecks, while the North Norfolk coast is an area of outstanding natural beauty. These environmental resources of national and international importance add to the unique and special qualities of the wider Norwich area and its surroundings.
- 2.3 The area measures 1,495 sq km (149,572 hectares) and extends from Foulsham in

the north-west, Blickling and Aylsham in the north, Halvergate and Burgh St Peter in the east, Diss and Harleston in the south and Hingham in the west. At its heart lies Norwich, the pre-eminent centre of population, employment, business, culture and heritage for Norfolk and the East of England.

- 2.4 To the south, expansion of the city has been constrained by the River Yare, its valley and the A47 Norwich Southern Bypass. Outside the urban area, settlement is dispersed with a local focus on towns. Wymondham, 10 miles south west of Norwich, has a population of more than 12,000 and is a significant local employment centre. Acle, Aylsham, Diss, Harleston, Hingham, Loddon and Reepham are also important centres for population, services and employment. The rest of the area is very rural, characterised by numerous villages, hamlets and countryside.

PEOPLE

- 2.5 The population of the three districts is 365,000, living in about 150,000 households. The Norwich policy area has a population of 230,000 with projections to rise to 280,000 by 2025. This will make it about the same size as Nottingham is now. A larger proportion of older people live in Broadland and South Norfolk, while more young people aged between 15 and 44 live in the city. Most people (58%) live within the Norwich urban area and fringe parishes.
- 2.6 The 2001 census showed that 4% of the population was from black and minority ethnic groups. Ethnic diversity has gradually increased as more people move to the area, especially in Norwich, where roughly 7% of the population were not 'white British' in 2001. The area also has a significant gypsy and traveller community.
- 2.7 The area as a whole is relatively affluent but there is significant urban deprivation and pockets of hidden rural deprivation, particularly for access to jobs, services and housing. Norwich is the most deprived local authority area in the Eastern Region (and 61st nationally) and has a Neighbourhood Renewal Area designation. High levels of socio-economic exclusion and multiple deprivation particularly affect income, education attainment, aspirations and health. For deprivation, South Norfolk is ranked 291st nationally, while Broadland is ranked 302nd.



HOUSING

- 2.8 About half of homes in Broadland and South Norfolk are detached houses (Norwich has 10%). 35% of homes in Broadland are semi-detached, reflecting the 'suburban fringe' nature of the district, compared to about 27% in South Norfolk and 21% in Norwich. In the city nearly 40% of homes are terraced houses and more than 30% are flats.
- 2.9 Using the *Decent Homes Standard*, 42,900 dwellings (29.7% of the housing stock) are 'non-decent'. This is slightly below the average for England (30.1%). There is little difference between social and private housing.
- 2.10 Although most homes (68%) are owner occupied, the proportion of social housing exceeds both the English and Eastern Region averages. Norwich has the highest proportion of social housing in the East of England (38% of all dwellings), but Broadland (8%) and South Norfolk Districts (11%) have among the lowest.

- 2.11 Affordability of housing has changed dramatically. In 1999 the average house price was just over four and a half times the average earnings. By 2003 this had risen to more than eight times the average earnings.

JOB AND BUSINESS

- 2.12 The economy is relatively stable, diversified and growing at a sustainable pace. The area has a successful and growing economy, with a buoyant jobs market. With Norwich as the driver of the Norfolk economy, the city has the largest concentration of jobs in the East of England, supporting 43% of Norfolk's jobs.
- 2.13 Most people work in service industries – 31% of jobs in Norwich are in the financial sector whilst in South Norfolk public administration, education and health are the main jobs sectors (35%). Broadland has a more even distribution of jobs across sectors. Agriculture accounts for only 2% of employment across the area.

- 2.14 Norwich is the UK's most significant financial centre outside of the city of London. It is the largest general insurance centre in the UK and is home to the country's first National Financial Services Skills Academy.
- 2.15 Employment in the media industry is 20% above than the national average. Norwich is home to Archant, the largest regional independent media group in the country, as well as BBC East, ITV Anglia, a number of production companies and local radio stations. Cultural and creative industries are key drivers of the knowledge economy.
- 2.16 Norwich Research Park (NRP) is one of Europe's largest single site concentrations and leading clusters of research and development encompassing health, food, plants, microbes, environment and computing sciences. 9200 staff and 1000 postgraduate research students are employed at NRP.
- 2.17 The Hethel Engineering Centre adjacent to the Lotus HQ is an Enterprise Hub for advanced engineering and manufacturing. While the EPIC centre in Norwich provides a hub for production and media focused creative industries.

2.18 Norwich is home to more than 50 national and regional headquarters and has a diverse business base. New businesses have an above UK average survival rate and benefit from a large professional services sector, extensive business-to-business networks, high quality support and a good track record of public/private sector partnerships developing different aspects of the local economy.

2.19 33% of the population is qualified to level 4 or above, compared with a UK average of 25%. This means that the resident skills supply, supplemented by a high level of skilled commuters, gives employers in Norwich a strong graduate level skills base. In spite of this average pay in the area is below regional and national averages.

2.20 In 2007 Norwich ranked as a top-10 UK shopping destination. Norwich has a unique blend of independent stores, small specialist shops (housed in historic streets and lanes) major high street chains and the largest six-day open-air market in England. The city also has a thriving evening economy.

ENVIRONMENT

2.21 The Norwich area has strong environmental credentials as a very green place with parks, open green spaces and woodland, riverside walks and a network of historic urban spaces.

In recent years a track record has been established in planning and delivering projects that champion environmental sustainability.

2.22 The 280-acre Whitlingham Country Park in the Broads is on the eastern edge of the city and provides opportunities for quiet enjoyment by walkers, cyclists, birdwatchers and family outings, and includes an outdoor activities centre.

2.23 The River Wensum, which flows through the city centre, is a most attractive natural feature. Significant regeneration of major brownfield sites on both banks has created new homes, restaurants and entertainment, with further major schemes planned and underway. These also provide the opportunity to complete the strategic objective to complete a connected riverside walk from the river's gateway to the Broads into the city centre.

LANDSCAPES

2.24 Norfolk's landscape is very diverse. The countryside includes heathland, ancient grassland, wetland, farmland, marshland, mudflats and reedbeds that all provide the habitats for a wide variety of birds, animal and plant life. Birdwatching, walking, cycling and horse riding all attract a wide range of tourists and residents who can find many places for quiet enjoyment.

2.25 Nationally defined landscape character areas converge on Norwich: a level of complexity unique within the East of England region. These are:

- the fens and marshes of the Broads;
- in the west and north of the area, rolling landscapes of varied geology including woodland, heath and former parkland estates;
- an extensive open clay plateau incised by rivers in the south; and
- a more intimate landscape of small fields and hedgerows in the east.

BIODIVERSITY

2.26 There are large areas of internationally important wildlife sites across the area: These include special areas of conservation (SACs), special protection areas (SPA) and Ramsar sites for wetland importance. There are also many nationally important sites of special scientific interest (SSSIs) and national and local wildlife sites across the area.

2.27 The Norfolk Broads extends into the city. It is the UK's largest nationally protected wetland and an important area for wildlife, and is an area of international importance. The range of habitats in and around Norwich is diverse and includes heathland, wetland, farmland, marshland and reedbeds.



HISTORIC BUILT ENVIRONMENT

2.32 Norwich is described as a 'contemporary medieval city' with an unparalleled heritage for a city of its kind with 1500 historic buildings within its walled centre and more medieval churches than any other city north of the Alps, two cathedrals and a Norman Castle as well as outstanding modern architecture including the Sainsbury Centre and the Forum. Norwich has the largest and most remarkable collection of urban heritage assets of any English provincial city. Norwich is a popular destination for people visiting the rest of the county.

2.33 South Norfolk and Broadland contain a number of historic market towns, villages and landmark historic buildings. South Norfolk has some 3500 listed buildings and Broadland has around 1200.

2.34 Assets include Wymondham with its historic abbey and riverside walks, Aylsham which is close to large estates, and grand country houses such as Blickling Hall.

TRANSPORT

2.28 The wider Norwich area is served by important national and regional transport: the A11 and A47 trunk roads; mainline train routes to Cambridge, the Midlands and London; local rail services to the north and east to the coast and rural fringes. When Stratford International station is opened there will be a fast rail link between Norwich and the continent. Norwich International Airport has been expanded and is helping to boost the area's economy and tourism.

COMMUNITIES, CULTURE AND LEISURE

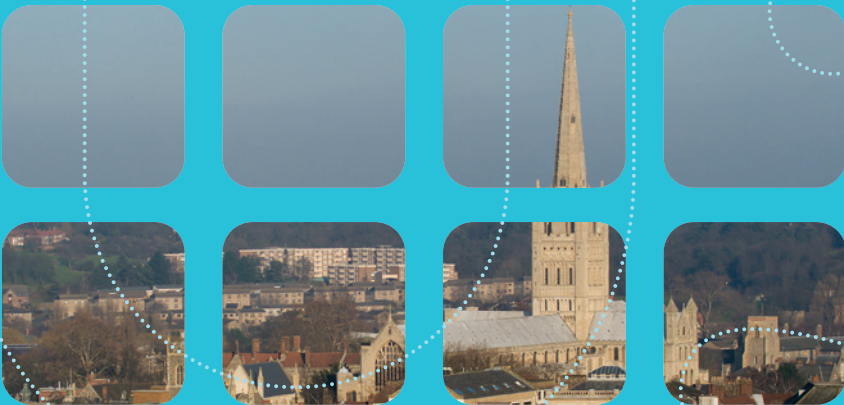
2.29 The population of the area is generally in good health, though in some respects marginally worse than the rest of the East of England. There are significant variations across the area and in the city a larger percentage of people have limiting long-term illness than in Broadland and South Norfolk.

2.30 The area as a whole is relatively safe with low rates of reported crime. Crime is higher in the Norwich urban area than in the rural areas of Broadland and South Norfolk. This is related to the high level of activities associated with the regional shopping, visitor and entertainment role of the city centre.

2.31 An above-average proportion of people have no qualifications and across the three authorities there are significant differences in qualifications gained by school leavers. In 2006, 49% of students left school with five or more GCSEs at grades A* to C in Norwich, compared to 62% in Broadland, 66% in South Norfolk and 57% nationally.

draft spatial vision and objectives

- Draft spatial vision
- Draft spatial planning objectives



3.1 The *Sustainable Community Strategies* for Broadland, Norwich and South Norfolk and the County Strategic Partnership lead the communities' own local aspirations. These give the context for this *Joint Core Strategy*.

3.2 The main themes of the *Sustainable Community Strategies* are:

- for people to play an active part in community life and to be involved in decision making
- to have healthier and safer places and a high quality environment that is protected and respected for everyone's enjoyment
- to have access to suitable housing, jobs, facilities and services for all, whatever their needs.
- to provide opportunities for people to learn at all stages of life
- to develop the right infrastructure so that people can travel around using varied forms of transport.

3.3 The draft spatial vision describes a potential vision of the area as it could be in 2026. This will be refined as the strategy develops and as a result of this public consultation.

3.4 The strategic objectives flow from the *Sustainable Community Strategies*, and the *Sustainability Appraisal Scoping Report* of this strategy.

DRAFT SPATIAL VISION

3.5 Broadland, Norwich and South Norfolk will see significant change and development by 2026, which will be planned and managed so that our neighbourhoods and communities will be sustainable, prosperous, safe, healthy and greener. The major growth in homes and jobs will be located within or close to the Norwich urban area in the most sustainable locations and will be matched by investment in appropriate infrastructure.

PEOPLE WILL THUS BE ABLE TO ENJOY:

- access to a wider variety of services and facilities and high value, fulfilling jobs, based on enhanced education and skills, and thus increased prosperity and reduced deprivation
- high quality surroundings in accommodation they can afford and which meets their needs both in the city centre and the outlying locations
- living in a distinctive locality, whether part of the historic city, suburbs, or fringe parishes, a market town, village or countryside, and in an enhanced environment where assets such as the spaces between Norwich, towns, villages and the rural environment are protected



- an environmentally friendly way of life contributing to reducing their carbon footprint
- improved communications within and between Norwich and its surroundings, to neighbouring areas within Norfolk (including the Broads and coastal areas), to the rest of the UK and abroad with an acknowledgement that we must presume quality and opportunities for rural dwellers.

3.6 Within this vision:

THE URBAN AREA OF NORWICH WILL BE:

- a 'green city', in appearance and in environmental performance
- the social, economic and cultural driver of this part of the region with a pre-eminent focus for services, jobs, shopping and leisure activities
- a place which treasures its rich historic, cultural and architectural heritage, while embracing visionary new landmark developments (the "contemporary medieval city")
- an area with reduced intrusion of traffic, using high quality public transport including enhanced express services serving major new developments and where walking and cycling are an easy first choice for shorter journeys
- marked by a distinct boundary setting as a gateway between urban and rural.

AND IN THE RURAL AREAS THERE WILL BE:

- prosperous market towns and rural village centres which are a focal point for local people to access jobs, facilities, services and for meeting local housing needs

- a working and tranquil countryside which retains its distinctive Norfolk character, looking to the Broads and to other enhanced habitats suitable for biodiversity and wildlife.

QUESTION 1

Does the draft spatial vision to 2026 reflect the quality of life that you would like to have from the area?

Yes

No

If no, please suggest how the vision might change or be improved.

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

DRAFT SPATIAL PLANNING OBJECTIVES

3.7 Spatial planning objectives support the vision and say how it should be brought into action.

OBJECTIVE 1

To involve as many people as possible in new planning policy.

All sections of the community will be actively encouraged to express their own vision of the future, especially people who do

not normally get involved in planning, so as many people as possible can have a say in the ambitious long-term plans for growth in the wider Norwich area. This will help make planning more inclusive, and give confidence that the benefits of growth are felt more equally across existing and new communities in and around Norwich.

OBJECTIVE 2

To be a place where people feel safe in their communities.

This will be promoted by working with partners and the public in Norwich and the rural areas to promote community safety, a stronger sense of belonging and pride in peoples' surroundings, to reduce the fear of crime and to reduce the perception of crime. Better community facilities, better road safety and design of new developments will help to reduce the threat of crime.

OBJECTIVE 3

To encourage the development of healthy and active lifestyles.

Within Broadland, Norwich and South Norfolk the availability and accessibility of open space, the countryside, sports and recreational facilities will be improved. People will also be offered the best opportunities to make healthy travel choices as part of their daily lives. By working with the Norfolk Primary Care Trust and Norfolk County Council, medical and social facilities will be properly planned for new developments, which are accessible to all.

OBJECTIVE 4

To allocate enough land for housing, and affordable housing, in the most sustainable settlements.

The amount and type of new housing will be provided in line with the targets set by the *Draft East of England Plan* and meets the needs identified by the *Greater Norwich Sub Regional Housing Assessments*. Most new homes will be built in the Norwich policy area (33,000 out of 37,500, by 2026). Smaller sustainable settlements can also accommodate smaller-scale growth. So people have alternatives to using their cars, new housing, employment and services will be planned so they are grouped together wherever possible. The settlement hierarchy defines the towns and villages with a good range of jobs, services and facilities. Appropriate densities will make sure land is used efficiently and the need for affordable housing will also be met.

OBJECTIVE 5

To promote economic growth and diversity and provide a wide range of local jobs within Broadland, Norwich and South Norfolk for existing and future residents.

Existing employment sites will be safeguarded and enough land for employment development will be allocated in line with the *Draft East of England Plan*. This is to meet the needs of inward investment, new businesses and existing businesses wishing to expand or relocate. Norwich city centre will continue to exert a powerful



economic influence over wider area as its growth is encouraged even more, so that the centre remains one of the best in the country for retail and employment. Within the Norwich policy area, Thorpe St Andrew, Longwater, Colney, Cringleford, Norwich Airport and Wymondham/A11 corridor will also be the focus of further jobs growth. Supporting economic growth in the market towns and revitalising the rural economy are also priorities. Mixed-use development, live/work units and diversification schemes will be encouraged to reduce the need for local people to commute long distances to work.

OBJECTIVE 6

To make sure people have ready access to services.

Norwich city centre is currently the highest-ranking retail centre in the East of England with people visiting it from a wider area. The diversity and vitality of the city centre will be maintained and enhanced. The surrounding market towns and service centres also play a key role and these too must maintain their effectiveness. Wherever new homes or jobs are to be developed, existing

supporting services must either already be adequate or should be provided at the right stage of a new development. This will make sure existing and future residents and workers have access to the services they need.

OBJECTIVE 7

To allow people to develop to their full potential by providing educational facilities to support the needs of a growing population.

Within Broadland, Norwich and South Norfolk there is a need to improve, expand and provide for new schools to serve an increasing population and higher educational aspirations. Enough pre-school, primary, secondary and further education facilities are needed so children and young people can do as well as they are able. It is essential to provide an environment and the facilities to improve the skills of the workforce so the developing economy of the wider Norwich area can be supported.

OBJECTIVE 8

To protect, manage and enhance the natural, built and historic environment, including key landscapes, natural resources and areas of natural habitat or nature conservation value.

The area is a special place and everyone should be proud of where they live, work, study or visit. Norwich has a remarkable historic centre with some fine architectural examples. There are also extensive areas of open space, historic parks, wildlife sites and wooded ridges in the city.

The surrounding market towns and villages are very attractive with each having its own identity. People living in the area have access to open countryside, wildlife sites and the special qualities of the Broads. It is a priority to improve these special qualities even more so that everyone can enjoy them. The use of previously developed land will be prioritised to minimise the loss of agricultural land and the countryside. Change of native biodiversity will be promoted and enabled so habitats and wildlife can adapt to climate change.

OBJECTIVE 9

To minimise the contributors to climate change and address its impact.

Climate change and sustainability are a key priority. Throughout Broadland, Norwich and South Norfolk, high standards of design will be promoted to reduce greenhouse gases. To make best use of appropriate renewable energy sources and to improve energy efficiency, zero carbon

developments will be investigated. Domestic and commercial waste will be minimised by encouraging waste reduction, reuse, recycling, composting and safe energy recovery.

OBJECTIVE 10

To enhance infrastructure provision to meet the needs of existing and future populations.

Greater use of sustainable modes of transport will be encouraged by better public transport, footways and cycle paths. People will also need to use their cars less by making services, jobs, shops, schools and recreational facilities closer and easier to reach by walking, cycling and by public transport. The strategic road network is also essential, especially for the health of the economy. The road network will be maintained and improved access within Broadland, Norwich and South Norfolk, and to and from Norwich is better. More than 90% of the area is rural and rural isolation can be reduced by encouraging newer communication and information technologies.

OBJECTIVE 11

To reduce the need to travel.

Preference will be given to locations where services, employment, shops, schools and recreation are accessible by walking, cycling and public transport to reduce the need to travel especially by private car.

OBJECTIVE 12

To positively protect and enhance Norwich's individual character and unique cultural infrastructure.

Promoting culture in Norwich will help to develop the economy, stimulate further regeneration, increase sustainable tourism and promote community involvement. Norwich is already recognised as the cultural capital of East Anglia and we will help sustain this infrastructure so local people and visitors have access to a variety of facilities such as theatres, art galleries, museums and buildings of architectural and historic interest. Adequate public open space, sport and recreational facilities, community centres and access to the countryside is needed locally to make sure everyone in Broadland, Norwich and South Norfolk can take part in community activities. More visitors will be encouraged to the area by protecting the very qualities that make the area attractive. Gateways between the wider Norwich area and the Broads, the Brecks and the coast will be enhanced in a way that does not harm their special character.

QUESTION 2

Are these the right objectives for getting to where we want to be by 2026?

Yes

No

If no, please suggest how these objectives might change or be improved.

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settlement hierarchy

settlement hierarchy

- Defining a settlement hierarchy
- Using sites in & around Norwich
- Market towns
- Key service centres
- Secondary rural settlements
- Distribution of housing in rural parts of Broadland & South Norfolk
- Limited development



DEFINING A SETTLEMENT HIERARCHY

- 4.1 The planning system must promote sustainable development. A 'settlement hierarchy' describes the order in which different parts of Broadland, Norwich and South Norfolk should be available for development. This is a fundamental part of the *Joint Core Strategy* and will help set the principles of sustainability, infrastructure and service provision, and how and where people live and work.
- 4.2 Using a balanced approach to sustainability, a hierarchy for the scale of growth and development is (in order of preference):
1. sites in and around Norwich, then
 2. market towns, then
 3. key service centres (including larger villages), then
 4. secondary rural settlements (potentially supporting sustainable local needs/activities in smaller villages), and finally
 5. limited development elsewhere.
- 4.3 In this *Joint Core Strategy* the three councils are clear that there could be scope for additional limited infill development in villages that could help to sustain services.



QUESTION 3

Do you agree with this hierarchy for growth and development?

Yes

No

If no, what change would you suggest?

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USING SITES IN AND AROUND NORWICH

- 4.4 Norwich is the preferred location for strategic growth, but even within the urban area some places are much more accessible than others. In Norwich there is a sequence of preferred development sites (from most to least accessible):
- city centre
 - district centres and other focal points for transport

- the rest of the urban area and surrounding areas with good accessibility
- parts of the edge of the urban area and surrounding places where accessibility is poor.

QUESTION 4

Do you agree with the approach to sites in and around Norwich?

Yes

No

If no, what change would you suggest?

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MARKET TOWNS

- 4.5 Market towns are the focus for community activity, services and transport. They serve not only people who live there but those in the surrounding rural area.



GROWTH IN MARKET TOWNS SHOULD:

- support an urban and rural renaissance
- secure an appropriate amount of new housing, including affordable housing, local employment and other facilities, and
- improve the town's accessibility, especially by public transport.

4.6 The market towns, as currently defined, are:

- Aylsham
- Diss
- Harleston
- Loddon.
- Wymondham

QUESTION 5

Do you agree with this definition of market towns?

Yes

No

If no, what change would you suggest?

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KEY SERVICE CENTRES

4.7 Key service centres provide services to the more rural parts of the area and could also be places for new development. Key service centres should have all of the following:

- a primary school and secondary school within the settlement or easily accessible by public transport
- primary health care facilities
- a range of shops and services to meet day-to-day needs, such as convenience shopping
- local job opportunities and
- frequent public transport to larger places.

QUESTION 6

Is this the right way to define key service centres?

Yes

No

If no, what change would you suggest?

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SECONDARY RURAL SETTLEMENTS

4.8 Norwich, the market towns and key service centres are the preferred locations for future growth. Some more limited growth could be in 'secondary rural settlements'. This could support agriculture and other businesses like tourism, help to diversify the local economy, provide local housing, and help sustain local services. We propose to do this by defining settlement boundaries (within which development may be acceptable) around the 'secondary rural settlements'.

4.9 'Secondary rural settlements' will be villages that have a more limited range of services and facilities but still have the potential to accommodate modest growth without harming their form or character.

4.10 The issue is how to define secondary rural settlements. One way could be to require a minimum range of services. This raises further questions about whether a settlement with a school is more sustainable than one with a shop, or employment opportunities. Some facilities may be considered essential whilst others are merely desirable.



QUESTION 7

This is a list of suggested services to help define a 'secondary rural settlement'. Please say whether the services are essential, desirable or not actually necessary to have in places like this.

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

List of services	Essential	Desirable	Not necessary
Village Hall/Community meeting place			
Church/religious place of worship			
Public House			
Pre-school/child care			
Primary school			
Secondary school			
Public transport (bus, rail etc) journey to work service			
Public transport (bus, rail etc) day time service			
Public transport (bus, rail etc) evening service			
Cycle/pedestrian access			
Library			
Post Office or bank			
Convenience store, food shop or farm shop			
Newsagent			
Employment and job opportunities			
Medical services (doctor, dentist, residential care home)			
Indoor recreation facilities			
Outdoor recreation facilities			
Mobile/visiting services			
Garage			
Social groups eg. sports, scouts, toddlers etc.			
Size of population			

QUESTION 8

Could a group of secondary rural settlements collectively form a key service centre? If so, which places could this apply to?

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DISTRIBUTION OF HOUSING IN THE RURAL PARTS OF BROADLAND AND SOUTH NORFOLK

4.11 Although most new housing will be within the Norwich policy area, some will be in the rural areas between Broadland and South Norfolk, which are beyond the NPA boundary.

WE PROPOSE TO DO THIS ON THE BASIS OF:

- Number of market towns
- Number of key service centres
- Rural housing need.

LIMITED DEVELOPMENT ELSEWHERE

4.12 Some places will not meet even the most limited set of criteria like access to public transport, services and facilities because they do not have enough range of facilities and services. Therefore, development in those places would not be sustainable.

It is not clear whether allowing even limited development in these rural settlements would have any effect in helping to retain or attract new services.

4.13 In other places in the rural area, limited types of development may still be possible. These could include conversions, replacement dwellings (where one already exists), local employment, tourism and extensions to people's homes.

The *Joint Core Strategy* will allow for affordable housing to meet specific local needs but development in the countryside will be strictly controlled in line with Government policy.

QUESTION 9

This approach is consistent with government policy.

Is there any reason why we should have a departure from this?

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places for strategic growth

- How much growth is needed?
- Strategic principles for growth in the Norwich policy area
- Different strategies for locating growth
- Delivering growth options
- Potential locations for large-scale growth

5.1 This chapter looks at where large-scale growth could take place in the Norwich policy area up to 2026. It includes the Norwich urban area, the first ring of surrounding villages and Wymondham. The boundary is suggested by the *Regional Spatial Strategy* and has to be confirmed by this *Joint Core Strategy*. There is a question about the boundary at the end of this chapter.



5.2 The *Draft East of England Plan*:

- identifies Norwich as one of the region's key centres for development and change and a regional focus for housing, employment, retail, leisure, cultural and educational development
- requires at least 33,000 additional dwellings in the Norwich policy area in the period 2001–2021 with 1800 per year thereafter
- requires a major shift in emphasis across the Norwich policy area towards travel by public transport
- identifies the strategic employment locations for particular purposes as the city centre, Thorpe St Andrew, Longwater (Costessey), Colney / Cringleford, Norwich Airport and Wymondham / A11 corridor.

HOW MUCH GROWTH IS NEEDED?

5.3 We need to identify additional land in the Norwich policy area for around 23,000 new homes between now and 2026.

5.4 The preferred places for new housing are on brownfield sites in good locations. The amount of new housing development that can take place on brownfield sites must take account of:

- maintaining and improving the quality of urban life and more emphasis on 'greening the city' to help counteract the urban heat island effect
- the needs of other types of developments like jobs, shopping and other services
- fewer brownfield sites available after about 2015 and uncertainty about the continuing market and demand for as many new flats.

5.5 We estimate that additional sites for about 5,000 homes will be identified in the city.

Most of the rest, around 18,000 homes, will have to be on greenfield sites outside the urban area.

5.6 To make sure that the large-scale development of new homes is sustainable, it should be part of a mix of different uses with supporting infrastructure like new schools, parks, open spaces, shops, community and leisure facilities.

5.7 Across the three districts as a whole, 35,000 new jobs need to be provided during 2001-2021. Most of the growth is expected in the Norwich policy area, and will be in existing premises, on sites already allocated for employment, or will be home-based. Because most new jobs will be office-based or in service sectors, they should be concentrated in the most sustainable places, particularly the city centre. Some extra greenfield sites will have to be allocated for new employment development possibly with large-scale new housing developments as part of large urban extensions or new settlements.



5.8 The *Joint Core Strategy* will need to demonstrate how this scale and speed of growth can be accommodated. The supporting background studies and research will provide evidence about the effects and needs of growth. The studies might indicate that a different amount of greenfield land is needed. At this stage we have decided to look at the maximum likely greenfield requirement.

STRATEGIC PRINCIPLES FOR GROWTH IN THE NORWICH POLICY AREA

5.9 The key principles for assessing greenfield development options are:

1. ACCESSIBILITY

- Easy access to services by foot, cycle and public transport and quick and convenient access to the city centre, and other important places.
- There has to be a major shift away from cars to public transport wherever possible, but people will still need to travel by car.

2. JOB PROXIMITY PRINCIPLE

- New housing should be close to a good range of jobs to minimise the need to drive to work.

3. INFRASTRUCTURE AND SERVICE PLANNING AND DELIVERY

- Supporting infrastructure and services must already be in place or planned for the right place at the right time.

4. ENVIRONMENTAL IMPACT

- Environmental impact should be minimised and there should be environmental benefits through 'green infrastructure' to enhance biodiversity, open space, cycle/pedestrian routes and sustainable drainage.

5. MARKET DELIVERY

- Growth options must deliver the right number of new homes over the plan period to make sure there is a range and choice of sites.

6. TIMESCALES

- The *Joint Core Strategy* will look to 2026 but should consider how places will carry on growing beyond then.

7. RESOURCES

- Avoid sterilising resources for the future such as high quality agricultural land or minerals.

These principles apply throughout the three districts but are raised here because the focus of development will be in the Norwich policy area.

QUESTION 10

Are these principles equally important?

Yes

No

If not, which principle do you think is most important?

Which is least important?

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DIFFERENT STRATEGIES FOR LOCATING GROWTH

5.10 A strategy could range from spreading growth widely at one extreme, through concentrating development on a few medium-sized and larger sites, to the other extreme of concentrating development on a small number of very large sites. The effects of these alternatives are described overleaf.

5.11 Dispersed growth on a large number of small-scale sites on the edge of the urban area and in surrounding villages:

- could reduce the direct impacts of development although the amount of growth means a very large number of sites would be needed, each providing hundreds of dwellings (if spread evenly each of the 48 parishes in the Norwich policy area would have to accommodate 375 dwellings)
- would be much less likely to support a good range of new local services, infrastructure or high quality public transport and would mean people have to travel further by car. It would be particularly difficult to provide key local services like schools and GP surgeries
- would help deliver a large number of new homes with competition and choice of many different sites.

5.12 Medium concentration on sites similar to some of the larger estates constructed in recent years (1,500 – 3,000 dwellings):

- would still be widespread and it would be difficult to find enough sites. For example 18,000 homes would need nine to twelve sites as big as Dussindale or Queen's Hills
- would support some new services such as primary schools and local shops but would not support

new secondary schools or larger GP surgeries and would probably still not be able support very high quality public transport

- would help deliver high completion rates of new homes.

5.13 Larger scale urban extensions and new settlements (might be in the range 5000 – 10,000 dwellings):

- can concentrate growth near existing large-scale services and jobs but also be genuinely 'mixed-use' with supporting jobs and a wide range of new local services. For example around 8,000 dwellings could support a new secondary school, large shops and very high quality public transport services. Large-scale development is more likely to support sustainable energy initiatives
- have greater potential to generate sufficient financial contributions from developers to overcome problems and support strategic infrastructure to also benefit the wider area
- need careful planning to get the highest possible completion rates
- have similar advantages and disadvantages to medium concentration urban extensions. However, depending on location, they may be less likely to make use of existing facilities or provide direct benefits to existing communities.

DELIVERING GROWTH OPTIONS

5.14 There will be opportunities for development on smaller sites but there also seem to be significant advantages to concentrating growth. Such concentration will assist in ensuring that sustainable new communities can be developed that are well provided with services and are as self-contained as possible.

5.15 Further work is still needed to investigate how large-scale new development can be brought forward quickly. For now, it will be assumed that no more than 5000 dwellings could be developed in any one place by 2026 – even this figure is very challenging. If a larger-scale development is the most sustainable option it will have to continue to grow after 2026.

5.16 If large-scale new communities are developed, other smaller and medium sites will also be needed to deliver a high rate of developing new homes throughout the plan period. Keeping delivery rates high in the early years could be achieved by concentrating new development on brownfield sites and some smaller greenfield sites next to Norwich. For the rest of the plan period small or medium sites will provide a choice of sites for development.



OPTIONS

Adopt a strategy based on the principle of:

- a) Dispersing the growth across a large number of small scale sites on the edge of the urban area and in surrounding villages
- b) A medium concentration on sites similar to some of the larger estates constructed in recent years (1500–3000 units)
- c) Larger scale urban extensions and new settlements in the range 5000 –10000 dwellings.

QUESTION 11

Which option for the overall approach to growth in the Norwich policy area do you prefer? a) b) c)

Please explain how your approach would enable us to deliver the necessary housing and jobs in a sustainable way.

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POTENTIAL LOCATIONS FOR LARGE-SCALE GROWTH

- 5.17 Appendix 4 gives an initial assessment of broad locations for major growth. The *Joint Core Strategy* will not identify actual sites for development.
- 5.18 The assessment concentrates on key factors affecting the scale and location of sustainable communities. Further work will be needed to look at landscape issues and undertake a full *Sustainability Appraisal (SA)* of each option. The full SA report will be published at the preferred options stage, but early indications of sustainability are included in the assessment.
- 5.19 Each of the locations, or settlements within them, could be considered for small, medium or large scale development although adequate services and infrastructure could only be provided in some locations by large-scale growth.

QUESTION 12

Do you have any comments on the possible broad locations for major growth highlighted in Appendix 4? You might consider the scale of growth that could be appropriate.

Are there other broad locations that should be investigated for possible major growth?

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- 5.20 Concentrating new development to support a wide range of services is likely to be the most sustainable option. At least three and probably four large-scale major growth locations would need to be developed to provide the right number of new homes, to provide flexibility and contingency, and also with an eye to the longer term after 2026.
- 5.21 Of the 18,000 dwellings required outside the city, it is estimated that up to 3000 could be delivered on smaller sites of between 10 and 500 dwellings each. Therefore, larger sites need to be found for 15,000 new homes.

5.22 While there is absolutely no commitment at this stage, the initial analysis suggests that the better opportunities for large-scale growth appear to be:

- an urban extension north east of Norwich (perhaps including elements outside the Norwich northern distributor road and/or to the east)
- a new 'country town' (perhaps based around existing settlements) in the south west
- extensions to Wymondham.

5.23 At the highest likely rates of development and with growth evenly split between them, three locations could provide 15,000 dwellings up to 2026. All three could have the potential to grow beyond 2026 and the north east and south west in particular may need to be larger to provide adequate services and overcome infrastructure constraints.

5.24 Concentrating on three locations could be risky. Further work and the results of this consultation may suggest that less development in these places would be more appropriate. There has to be the flexibility to carry on delivering growth if development in any of these locations is delayed. Growth will also carry on beyond 2026. All this suggests that four strategic growth locations may be needed. However, the initial analysis does not suggest an obvious 'front

runner' for a fourth location for large scale growth.

OPTIONS

As well as identifying smaller urban extensions and growth in villages, the main pattern of large-scale growth could be:

- a) concentration on the north east and south west of Norwich and at Wymondham
- b) as a) plus a fourth location for large scale growth
- c) as a) plus two or more locations for medium scale growth
- d) a different combination of major growth options
- e) a more dispersed pattern of growth (perhaps an average of 1,500 dwellings in ten locations).

QUESTION 13

Which option for growth outside the city (detailed above) do you prefer?

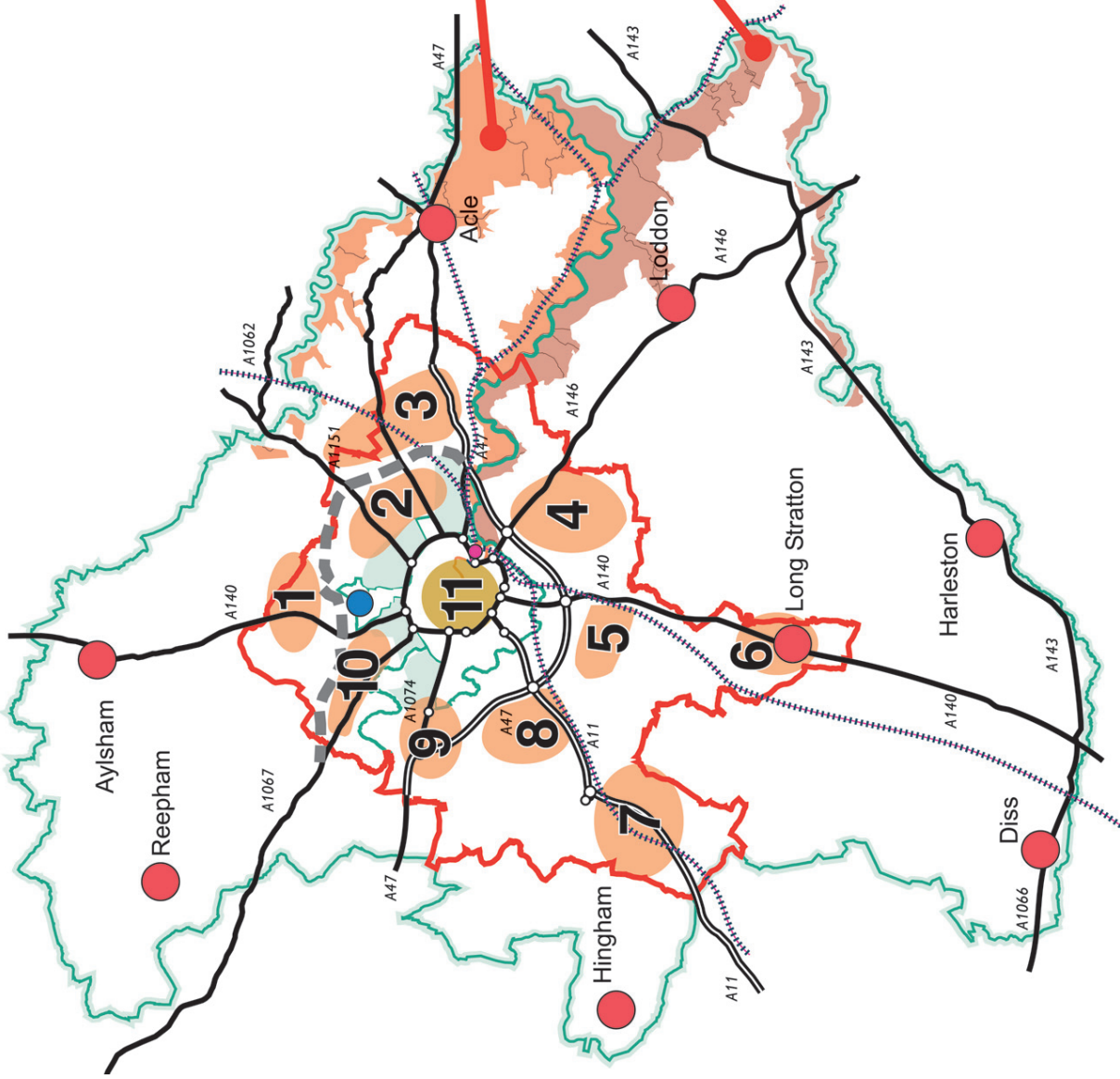
- a)
- b)
- c)
- d)
- e)

Why do you prefer this option? (For b) c), d) and e) please specify which locations you would prefer)

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POSSIBLE AREAS FOR LARGE-SCALE ESSENTIAL GROWTH

- Key**
- Norwich Policy Area
 - Potential Growth Options
 - Brownfield Sites in the City & Suburbs
 - Outer Norwich Built-up Area
 - Class 1 Roads
 - Railway
 - NNDR Route
 - Market Towns & larger villages
 - Norwich International Airport



THIS IS THE BROADS AUTHORITY AREA WHO ARE PREPARING THEIR OWN CORE STRATEGY

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 June 2007



housing

- Context
- Current position
- Issues
- Design, density and meeting the needs of all
- Affordable housing
- Rural housing need
- Gypsies and travellers
- Order in which greenfield sites are released

6.1 This chapter looks at:

- The overall housing requirement for the area in the period 2001–2026.
- The consequences of recent government guidance, notably planning policy statement 3 on housing.
- Evidence on the kind of housing needed in terms of size, design, tenure and the operation of the housing market.
- Issues about gypsies and travellers, travelling show people and others with other particular housing needs.

CONTEXT

6.2 The evidence which informs this *Joint Core Strategy* is:

- A *Housing Requirement Study* looking at housing condition, defining market areas, and affordability (or housing need). The last two are critical for this *Joint Core Strategy*.
- A *Housing Market Assessment* which looks at how local housing markets operate, the key factors driving changes in them.
- *Strategic Housing Land Availability Assessment* to identify and assess land that could be brought forward for housing development.
- *Annual Monitoring Reports* which include information about new housing completions, and trajectories forecasting future delivery of new homes. There is now a trajectory covering all three council areas. The greater Norwich trajectory is in Appendix 5.
- Work by EERA on the needs of Gypsies and Travellers.

CURRENT POSITION

6.3 Table 1 summarises the current position taking into account the need to provide an adequate and continuing housing land supply to 2026.

TABLE 1: CURRENT HOUSING LAND SUPPLY SITUATION

Area / District	Total number of new homes req'd by the <i>Regional Spatial Strategy (2001-21)</i>	New homes built between 2001-06	Total number of new homes with planning permission or allocated	Number of new homes still needing allocated sites (up to 2021)	Number of new homes still needing allocated sites (up to 2026)	Total new homes between 2006-26
Norwich policy area	33,000	6,236	12,528	14,200	23,200	35,728
Rural areas	4,500	1,210	2,128	1,200	3,325	5,453
	37,500	7,446	14,656	15,400	26,525	41,181
City of Norwich		3,486	5,987			
South Norfolk (NPA part)		1,639				
South Norfolk (Rural part)		640	6,263			
Broadland (NPA part)		1,111	2,406			
Broadland (Rural part)		570				
		7,446	14,656			
				Figures dependent on preferred options		



ISSUES

6.4 The *Housing Market Assessment* (September 2007) has some 'high level' findings relevant to this *Joint Core Strategy*:

- In the city many new homes built recently are small, and are mainly apartments. There is a question whether this demand will continue.
- Although the average age of the population in the area is forecast to rise, this will be mainly in Broadland and South Norfolk. There is significant growth of single, non-pensioner households in Norwich.
- In all three districts there is a forecast shortfall of affordable (rented and intermediate) housing in the short-term
- The significant number of relatively cheap private rented houses or small terraced houses (particularly in Norwich) reduces the scope for intermediate tenure development to meet housing need.

Note: Intermediate tenure housing is where prices or rents are above social rents but below market prices or rents.

- 6.5 There is a defined greater Norwich housing market area that is similar to the three districts of Broadland, Norwich and South Norfolk. There are also a number of discernible sub-markets. By far the largest one is centred on Norwich and covers most of the Norwich policy area. Others are centred on Wymondham, Long Stratton, Diss, Harleston, the Broads, Wroxham, Aylsham, Beccles/Bungay and Reepham.

DESIGN, DENSITY AND MEETING THE NEEDS OF ALL

- 6.6 This *Joint Core Strategy* must make sure there are enough new homes in the right places, planned and built to a design and density that is in line with government policy whilst meeting the housing requirements of the whole

community, including disabled people and an increasingly elderly population.

AFFORDABLE HOUSING

- 6.7 In this part of the report, the term 'affordable' refers to housing which is made available at below market prices, to enable people to meet their housing needs who would otherwise be unable to do so. It includes social rented and intermediate tenures such as shared equity. The term 'affordability' refers to the more general issue of people's ability to access suitable housing.
- 6.8 Strong planning policies are needed to successfully meet affordable housing need and affordability in general. New housing developments will provide many new affordable homes that are needed and these will have to include a mix of tenures so communities are socially balanced.



6.9 Across the area (in September 2007) there is a backlog of 1403 affordable dwellings, and in the immediate future across Broadland, Norwich and South Norfolk there will be an annual need for 842 affordable dwellings, or about 43 % of all dwellings (736 social rented and 106 intermediate tenure). After that there will be a continuing need for 561 affordable dwellings each year. In 2006/07 508 new affordable homes of all tenures were provided but in the last few years only 20% of all new homes have been affordable. The draft *Regional Spatial Strategy* expects about 35% of new dwellings to be affordable. However, this *Joint Core Strategy* alone cannot increase the supply of affordable units quickly because it will be several years before new housing land allocations start being developed. Given the housing need in Broadland, Norwich and South Norfolk overall, even more affordable homes in new developments are needed than in the past.

6.10 Government policy sets indicative threshold of 15 dwellings for sites to contribute affordable housing in larger settlements (for more rural areas see Chapter 13).

OPTIONS

There are a number of approaches that could be taken in the *Joint Core Strategy* to help make sure that everyone has access to a decent home they can afford. Question 14 asks which you prefer.

- a) seek a financial contribution towards affordable houses from commercial sources as well as housing developments.
- b) set the minimum size of site required to provide affordable housing below 15 dwellings so more development sites will contribute.
- c) graduate the percentage of affordable housing provided in new housing developments ranging from a smaller proportion on smaller sites, to a larger proportion on large sites. An example could be 20% on sites of 10-20 houses, 30% on sites of 21-50 houses and 40% on sites over 51 houses.

- d) widen the scope for affordable housing by encouraging private sector alternatives to affordable housing being provided and managed by housing associations.

QUESTION 14

Which of these approaches do you support?

- a)
- b)
- c)
- d)

Are there any other actions you would suggest? If so, please specify.

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RURAL HOUSING NEED

6.11 Government policy provides for housing sites in rural areas to meet a particular local need where usual market housing sites would not normally be allowed. This issue and the potential allocation of 'rural exceptions sites' are discussed in Chapter 13 'rural areas, towns and villages'.



GYPSIES AND TRAVELLERS

6.12 The *Joint Core Strategy* addresses the needs of gypsies and travellers, and travelling show people. Work undertaken for East of England Regional Assembly suggests a need for additional pitches as follows:

- Norwich (5-15)
- Broadland (1-15)
- South Norfolk (21).

6.13 These figures do not include transit sites that will need to be provided in addition to these pitches. Transit sites are related to the routes gypsies and travellers follow. The *Joint Core Strategy* also needs to consider longer-term solutions. This could include integrating sites for gypsies, travellers and travelling show people into larger scale developments.

This means all residents would have access to services in new developments, and these pitches would be in developments that are in sustainable locations.

6.14 There is a short-term need for new sites. Broadland and South Norfolk have developed criteria to judge potential sites, and South Norfolk Council is preparing a separate development plan document covering gypsy and traveller sites.

6.15 The definition of 'travellers' includes different groups of people. Guidance suggests that we should provide a number of small sites rather than a few large ones.

OPTION

There are a series of related options concerning scale, location, timing, group identity, length of stay etc each of which has its own question.

QUESTION 15

Are there any particular highway corridors where we should focus our search for transit sites to best meet the needs of the travelling community? (Please tick as many as you want).

- A 11
- A 140 (south)
- A 140 (north)
- A 47
- Other 'A' roads
- Elsewhere

..... please specify

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QUESTION 16

In the longer term should an element of land for long stay sites for gypsies and travellers be included in each large new development?

- Yes
- No

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QUESTION 17

Should a larger number of small sites (up to 15 pitches) be developed rather than fewer larger sites in each large new development?

Yes

No

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QUESTION 18

What provision should be made for travelling show people?

Please specify:

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ORDER IN WHICH GREENFIELD SITES ARE RELEASED

6.16 As a matter of principle previously developed land in sustainable locations should be released before greenfield sites. However, we have to ensure that enough new homes are built. Allocating new greenfield sites for development will take a number of years and suitable previously developed land must be brought forward if an adequate supply of land is to be maintained. There are also practical limits to how many new homes can be built on a single development. A number of strategic sites need to be found and development started without delay. There is no need for a policy to restrain the release of greenfield sites once they have been allocated.



economy

- Factors underlying a successful economy and growth
- Job targets
- Education, skills, innovation and the knowledge economy
- Locations for employment growth
- Locations for employment growth: office development
- Locations for employment growth: strategic locations
- Employment in rural areas
- Town centre hierarchy
- Retail and large-scale commercial leisure
- Improvement of the attraction of the area for visitors



FACTORS UNDERLYING A SUCCESSFUL ECONOMY AND GROWTH

- 7.1 The factors underlying the success of the area economy include: the presence of a UK top 20 university and an international airport; the financial services cluster, the strength of the retail offer (Norwich is a UK top 10 shopping centre), the globally significant health and life sciences sector, the increase in tourism, the growing creative industries cluster and the strength of business support infrastructure. The education and training infrastructure coupled with a strong quality of life, attracts knowledge workers, strengthening prospects for the knowledge economy.
- 7.2 The rural area and market towns are also fairly vibrant. The area is a tourist destination and provides a gateway to the Norfolk Broads and the coast.

Communities in both urban and rural areas suffer from a low-wage, low-skill trap, with poor access and opportunities for routes into jobs.

- 7.3 However there are also challenges facing economic development. Norwich is over-reliant on large companies and vulnerable to global investment decisions. New business start up and small and medium enterprise growth are below the national average. Housing led growth could deliver up to two-thirds of the jobs target but the jobs are likely to be created in the service economy and generally at the less skilled end. The challenge is to build on the area's strengths and provide a diversity and balance of jobs, in particular ensuring that there are sufficient high and intermediate level jobs and also ensuring appropriate job distribution between Norwich and the rest of the area. The vitality and viability of city, town and district centres need to be enhanced to benefit their own hinterlands.

- 7.4 The *Joint Core Strategy* will guide the allocation of land for employment development. The success of the local economy also depends on other aspects of the *Joint Core Strategy* such as keeping a high quality environment, improving transportation, and developing enough of the right housing in the right places.

JOBS TARGETS

- 7.5 A previous Norfolk-wide study in 2005 found that the area has the capacity to deliver 35,000 additional jobs between 2001-2021 and this is a target in the *Draft East of England Plan*. The study also suggested that the targets for new jobs and housing are broadly matched but there is more likely to be a shortage of workers than a shortage of jobs in the three districts but the reverse is true for the rest of Norfolk (however the Norwich sub region provides almost half of Norfolk's employment). The same study concluded that without the city providing the conditions for growth, then it is likely that any higher end targets will be unachievable. Analysis suggests that job growth during 2001-2006 was on target but problems accurately monitoring jobs numbers suggest that it is better to treat 35,000 as an indication of the broad scale of growth rather than an exact target.



7.6 The strategy is not solely concerned with numbers of jobs but should seek to improve the range and quality of jobs, particularly at degree and intermediate level to accommodate the large local graduate population and to provide a range of job opportunities for the local population. Investment in education and skills training is needed to enhance the skills of the population and to enable them to maximise their opportunities in the labour market. A new *Employment Growth Study* is underway to update the job target projections and identify the interventions needed to create the optimum conditions for job growth and investment looking forward to 2026.

EDUCATION, SKILLS, INNOVATION AND THE KNOWLEDGE ECONOMY

7.7 The main spatial planning issues in the Norwich area for skills and training are developing the quality of

place to attract knowledge workers, developing innovation and knowledge transfer and provision of – and access to – education facilities. Through the University of East Anglia, Norwich School of Art and Design and two Higher Education (HE) and Further Education (FE) colleges, the HE/FE sector provides significant direct and indirect benefits to the economy. Many schools can also provide places to learn for local communities.

7.8 Developing the knowledge economy is key to achieving sustainable economic growth – knowledge transfer and support for innovation are crucial drivers that will enable the area to thrive in the global economy, a strong knowledge economy also stimulates quality intermediate level jobs. We need to encourage high quality spin-out employment from education and research institutions. If the *Joint Core Strategy* is to support existing economic strategies and promote provision and

access to education and training there will not be many alternative options to consider. It will need to ensure opportunities are accessible to all, taking particular account of the needs of deprived communities and disadvantaged groups in both urban and rural areas.

OPTIONS

- To promote appropriate training and learning establishments and innovation/ incubator centres in appropriate locations across the area.
- To encourage the co-location of education and skills training with related businesses.
- To ensure opportunities are accessible to all, taking particular account of the needs of deprived communities and disadvantaged groups in both urban and rural areas and providing the underpinning for a culture of lifelong learning.

QUESTION 19

Is there any one of these options that you don't support, and if so, why not?

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LOCATIONS FOR EMPLOYMENT GROWTH

7.9 A lot of job growth takes place without taking up designated employment land as more people work in existing business premises or work from home. However, we still need to make sure there is a ready supply of different types of employment land and premises to support new businesses, the changing needs of existing business and to encourage inward investment by new firms.

OPTIONS FOR SMALL SCALE GROWTH

The strategy could encourage small scale and local employment opportunities by:

- a) requiring all new larger housing developments to include employment uses and/or encouraging a flexible approach to residential units such as specific live/work units
- b) ensuring smaller employment sites are available, particularly to support smaller business and start-ups in identified settlements or, for example, through conversion of rural buildings
- c) ensuring that there is adequate provision for managed workspace, “growing on” units and low cost areas for more marginal businesses across the city and the wider area.

QUESTION 20

Which option do you think is most likely to support small scale business growth?

- a)
- b)
- c)

Do you have any other suggestions?

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LOCATIONS FOR EMPLOYMENT GROWTH: OFFICE DEVELOPMENT

7.10 The city centre is the most sustainable location for intensive office-based employment. A concentration of businesses can also lead to beneficial economic synergies with workers using shops, cafes, and restaurants for example. Concentration also has ‘agglomeration’ (where various types of business are found in the same area) benefits, helping to transfer ideas and information vital to a knowledge economy. Employment uses can, however, find it difficult to compete with higher value retail and residential development and some city centre office accommodation is becoming outdated.

Modern business developments like Whitefriars and Barrack Street, or the potential for commercial schemes on Duke Street, at Anglia Square and around Magdalen Street will help provide high quality city centre office accommodation. Out-of-centre sites have also seen significant levels of office based development in recent years and provide an alternative place for businesses to be located in the city centre whilst keeping firms in the area.

- 7.11 Demand for employment development can be more intermittent than other uses and it is difficult to retain vacant employment sites for long periods. Other town centres in the area may provide similar, if much smaller scale, opportunities and have similar issues. District centres in the urban area (see paragraph 7.20) have not previously been identified for office based employment but could be considered.

OPTIONS FOR LARGE SCALE OFFICE DEVELOPMENTS COULD FOCUS ON:

- a) new development in the city centre and restrict further growth of office development on out-of-centre sites
- b) city centre development with no restriction on further growth of office development on out-of-centre sites
- c) all of the city centre, accessible district centres and allocated out-of-centre sites.

QUESTION 21

Which option do you feel would have the most positive impact on office development in the area?

- a) or
- b) or
- c)

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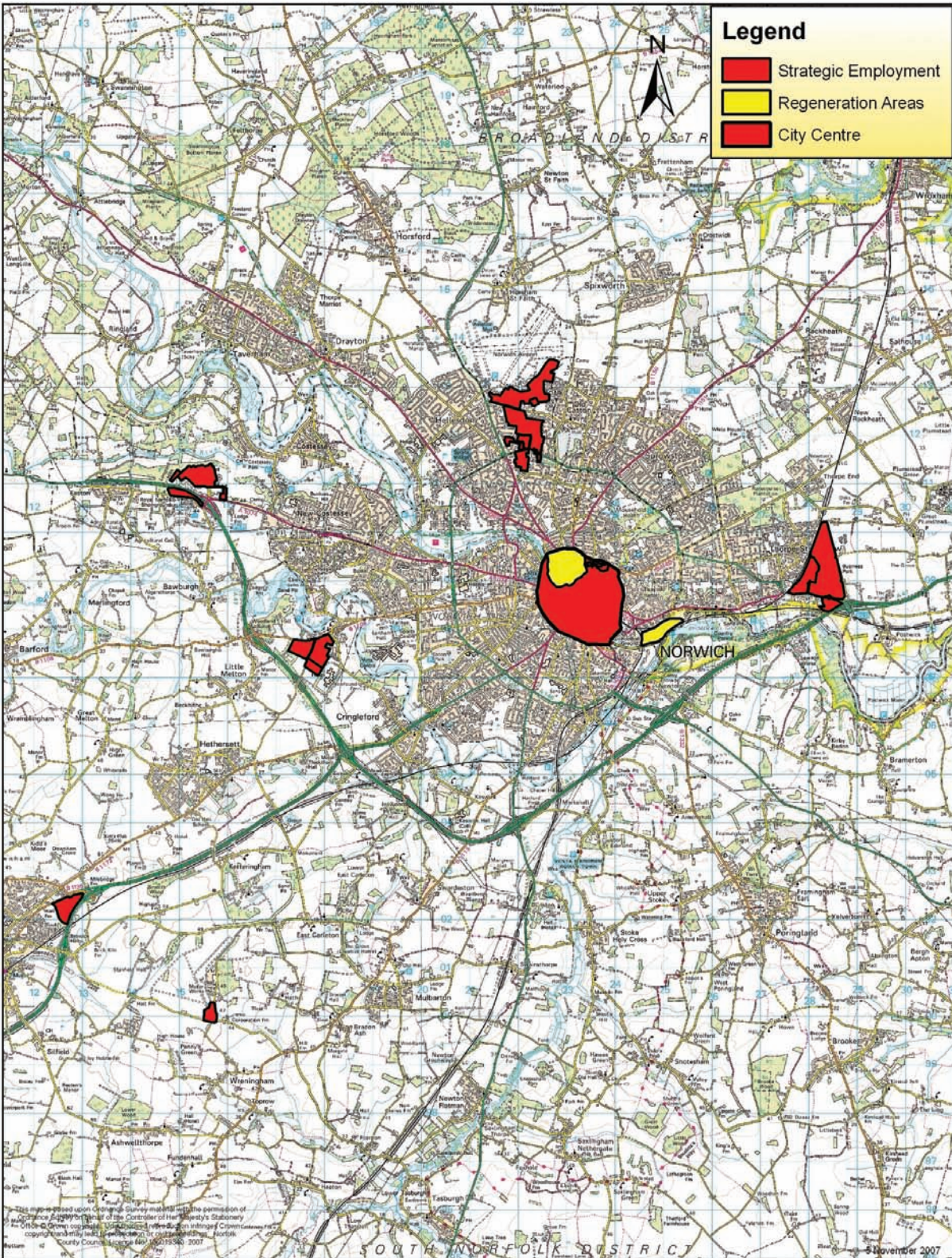
LOCATIONS FOR EMPLOYMENT GROWTH: STRATEGIC LOCATIONS

7.12 The *Draft East of England Plan* identifies the existing key strategic locations for employment growth as the city centre, Thorpe St Andrew (ie. Broadland Business Park and related areas), Colney/ Cringleford (ie. Norwich Research Park), Longwater and Wymondham / A11. It identifies the need for a new strategic site at the airport for airport-related uses. Hethel is recognised in the regional plan as a focal point for the regional motor sports cluster. While there is land available at most of the existing out-of-centre strategic locations, Gateway 11 at Wymondham is mostly developed.

7.13 Within Norwich there are key regeneration sites, notably sites in Trowse and sites in the northern part of the city centre.

These are priorities for regeneration and have the potential for substantial mixed-use development, including high quality employment. A masterplan and planning brief are being prepared for the deal ground/ utilities site and an *Area Action Plan* is in advanced preparation for the northern part of the city centre.

7.14 These locations provide a wide choice and have different strengths. Existing planning policy restricts some locations to meet the needs of particular business sectors such as research and development at Norwich Research Park. There are some business sectors (like logistics and distribution for example) that do not have enough choices. Most existing strategic sites are constrained in some way and while the *Joint Core Strategy* will seek to overcome them, different places might be less constrained. A study is currently underway to look at whether more land needs to be allocated. It will look at both the quality of land (whether land is suitable for key sectors, location, marketability etc) and whether there is enough land.



**Norwich area :
Existing employment and Regeneration sites in strategic locations
as identified in the East of England Plan**

Norfolk County Council
working with
MAY GURNEY

Planning & Transportation GIS
Scale 1: 69388 Centred on 621183 307926

Note: It is assumed that the *Joint Core Strategy* will enhance the sustainability of all strategic employment locations, particularly for accessibility and design.

7.15 The criteria to select major housing growth follows guidance on creating sustainable communities and significant weight will be given to sites with the potential for easy access to existing strategic employment. If very large new communities are preferred then these will need to incorporate new employment sites and their ability to deliver new employment sites will be important in their consideration.

OPTIONS: THE STRATEGY COULD:

- a) identify additional strategic employment locations
- b) concentrate on bringing forward mixed-use regeneration sites within the city
- c) provide additional opportunities for general employment uses by removing restrictions at locations currently aimed at particular needs (eg. specialist motor sport and advanced engineering use of Hethel, R&D use of Colney/ Cringleford and airport related use of new airport location)

QUESTION 22

Which option do you prefer?

- a)
- b)
- c)

If a new location is needed where should it be and what role should it play?

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7.16 Employment allocations are often targeted for other forms of development such as retail and leisure uses and policies are usually adopted to control this. The strategy will need to provide a consistent approach for the area.

QUESTION 23

We will need to adopt policies to protect employment land from other uses. What priority factors should be taken into account?

- 1.....
- 2.....
- 3.....

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EMPLOYMENT IN RURAL AREAS

7.17 It is important that market towns retain and enhance their employment and service role and that appropriate scale employment opportunities are encouraged across the rural area to serve local need. Some larger villages with a range of services and job opportunities will be identified as key service centres (see paragraph 4.7).

OPTIONS

Having focussed rural employment growth on the market towns we could:

- a) seek small scale employment allocations in villages identified as key service centres, allow for suitable small scale growth in other villages, encourage the reuse for employment of existing buildings (such as barns) in the wider countryside.
- b) be less encouraging by allowing for employment development in villages identified as service centres, but not allocate land, and allow the reuse of existing buildings but not encourage employment in other villages and rural areas.

QUESTION 24

Which option do you prefer?

- a) or b)

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TOWN CENTRE HIERARCHY

7.18 The strategy is required to identify the network of centres and indicate whether it is intended to change the role of centres to move them up or down in the hierarchy. These must be genuine centres providing a range of shops and other services rather than single use retail parks or superstores. The hierarchy provides an indication of the scale of development that might be appropriate in the centre.

7.19 The local hierarchy appears to fall into four levels:

1. City centre.
2. Town and large district centres at Aylsham, Diss, Harleston, Loddon, Wymondham, and in the Norwich urban area, Anglia Square and Magdalen Street.
3. Large village and district centres at Acle, Reepham, Hethersett, Hingham and Long Stratton and in the Norwich urban area at Aylsham Road, Drayton Road, Bowthorpe, Eaton Centre, Earlham House, Larkman Centre, Plumstead Road, Old Catton, Dussindale, Blue Boar Lane (when completed) and Hall Road (planned).
4. Smaller village centres and local centres such as at Coltishall and several locations throughout the Norwich urban area.

7.20 There are clearly centres that fall at the boundaries between these levels and we need to do more work to confirm which centres fall at which level. There are also other important local facilities that are more dispersed and do not form an easily definable centre (eg. at Poringland). Plans would normally seek to improve all centres by encouraging an appropriate scale of development. Moving a centre up through the higher tiers generally requires a significant scale of development. Where we are planning for major housing growth we would expect an appropriate scale of centre. Very large new communities would need to be served by a new town centre and providing a 'traditional' centre and not just retail and business parks may be challenging.

QUESTION 25

Do you agree with the proposed hierarchy of centres?

Yes

No

If you think that an existing centre should be promoted to a higher tier please specify which centre and why.

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RETAIL AND LARGE-SCALE COMMERCIAL LEISURE

7.21 We need to have a sequential approach to accommodate development that will attract a large number of people (such as shopping and leisure). The retail and leisure sector in the city centre is a particularly successful part of the local economy that will be fostered.

7.22 A *Retail and Town Centres Study* provides background evidence for this *Joint Core Strategy*. The study identifies very significant additional capacity for new comparison (mostly non-food) shopping in Norwich. By 2016 this would be broadly equivalent in scale to an additional shopping centre (around 40,000 m²) with more potential for strong growth in following years. Growth in convenience (mostly food) shopping is much more limited but sufficient to support at least one new food superstore or two smaller food stores by 2016. A replacement food store development is already being considered in the Anglia Square area and a new District Centre at Hall Road. In the latter half of the plan period further large food stores will be needed to serve any large new communities.

OPTIONS

The key questions are about comparison (non-food) shopping in Norwich. Having concentrated as much of the comparison shopping growth as possible in the city centre should we:

- a) seek further significant growth in an accessible location in the urban area
- b) seek significant development to provide one or more new town centres as part of new large-scale housing developments
- c) promote both a) and b)

QUESTION 26

Which option do you prefer?

- a) or
- b) or
- c)

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7.23 The *Retail and Town Centres Study* suggests that growth in capacity for comparison shopping is much less in market towns but still locally very significant, ranging from 400 m² in Harleston to 2,600 m² in Diss. There is no need for new foodstores in Diss or Aylsham (once the new Tesco is built) and probably only limited capacity in the other market towns. There could be a need to seek a new foodstore in Wymondham to

strengthen the town centre and this need would be strengthened if there is significant new housing growth in the town.

7.24 The retention of local employment facilities is a key issue in rural areas, and is also a significant community issue in the urban area. Neighbourhood and village services are a valuable resource for the local community. While the key to retention is encouraging people to use them, the planning system can help protect and retain facilities, and therefore local employment opportunities.

IMPROVEMENT OF THE ATTRACTION OF THE AREA FOR VISITORS

7.25 The area contains many attractions for tourists and visitors. The historic character of Norwich city centre is a key attractor in maintaining its position as a regional centre. This position requires carefully stewardship of its assets to ensure that its character is not harmed. Market towns and villages, historic houses and other attractions bring visitors to Broadland and South Norfolk. The Broads is another international attraction for visitors. However the boating industry is in decline and needs support from a wider range of related attractions.

7.26 It will be important to promote the area's attractions, including culture and

heritage, and to identify any key facilities which are missing such as conference and leisure/sports facilities. It will also be important to develop a sustainable approach to tourism, that seeks to reduce the impact of visitors transport arrangements and activities on the environment.

7.27 While this is clearly an important issue, we do not believe there are strategic spatial options at this stage. It will need a generic policy response to the issue, but, unless major new tourist attractions are to be developed or there are proposed to be significant changes in the management of visitor pressures, then we do not believe there are options that need to be presented at this time.

QUESTION 27

Are there any major new facilities or attractions that should be promoted in the *Joint Core Strategy*?

If so what might they be?

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- Landscapes and biodiversity
- Flood risk and climate change
- Water efficiency
- Heritage and the environment
- Sustainable building methods
- Promotion of renewable energy

environment



8.1 This chapter deals with the great variety of issues that concern the environment of the area. It covers:

- Designated protection areas of outstanding quality.
- The biodiversity of the area and ecological networks.
- Flood risk and climate change.
- Water efficiency.
- The human and built environment.
- Sustainable building design and energy supply and use.
- Recreational spaces, parks and gardens.
- 'Green infrastructure'.

THIS DOCUMENT DOES NOT COVER WASTE ISSUES AS THESE ARE COVERED BY NORFOLK COUNTY COUNCIL'S MINERALS AND WASTE DEVELOPMENT FRAMEWORK.

8.2 The wider Norwich area contains a wealth of environmental assets. These include the varied and attractive landscapes, and particular features such as woods, hedgerows, commons, rivers and water areas within them. These features are important for wildlife, and many sites are identified for their international and national value for wildlife, as well as numerous others of local importance.

8.3 Similarly, the built environment is also important, with many buildings, structures and areas recognised and protected for their historic and architectural importance. The value of these assets should not only be recognised, but also protected and enhanced. The objectives of the plan emphasise this approach to the future of the area and the intention to harness the growth that is planned to deliver an improved environment. On many of these issues there is clear government guidance and protection policies already clearly in place. Hence we have only identified options for the strategy where there are strategic choices to be made.

LANDSCAPES AND BIODIVERSITY

8.4 Both government policy and the *Draft East of England Plan* require the protection of areas designated as of international importance. Within the Broadland, Norwich and South Norfolk districts, designations include the River Wensum above Hellesdon Mill and Crostwick Marsh. However we must also take account of and minimise negative impacts upon the internationally designated wetland and heathland areas in the Broads and the Brecks, which adjoin or are close to the area. The strategy must also take into account

the *Norfolk Biodiversity Action Plan* and the *Landscape Character Assessments* that have been completed for Broadland and South Norfolk.

8.5 National and local policies have also, up to now, protected other distinctive areas from development. The historic setting of the city of Norwich has been recognised and protected to avoid suburban sprawl around the edge of the urban area and to protect the river valleys, historic parks and the key gaps between settlements. The level of growth now planned for the area can also be located in such a way as to avoid the worst aspects of urban sprawl into open countryside. There is also a wider landscape in areas adjoining the Broads, which is not actually under statutory protection, but will need to be recognised for its special relationship with the Broads area in planning for the area.

8.6 The existing work on *Ecological Networks* and the *Green Infrastructure Study* (in preparation) will provide a strong basis for protecting the key biodiversity interests in the area. The *Joint Core Strategy* will promote networks of natural areas, which can be protected and enhanced to provide ecological networks to encourage movement of species between areas of similar habitat.



It will also consider the potential for restoring heathland (which once covered significant parts of the north and east of the area) and woodland. *The Joint Core Strategy* will need to consider a framework of interconnecting corridors between built up areas and the open countryside and enable a wide range of mitigation strategies to be pursued to assist biodiversity where development takes place.

OPTION: PROTECTION OF LANDSCAPE AND BIODIVERSITY

The strategy could:

- Ensure that growth is directed away from areas where it would cause most harm, using nationally and locally designated landscape and nature conservation sites.
- Identify additional specific areas and policy criteria based on the *Landscape Character Assessment*, the impact of potential growth around the open area, the historic landscapes and the setting of the city.
- Be guided by the *Ecological Network Map* and the *Norfolk Biodiversity Action Plan*, to protect and enhance the biodiversity and landscape of the area (including the contribution that can be made by development).

QUESTION 28

Do you agree with this approach?

Yes

No

If you think there is an alternative approach please specify:

FLOOD RISK AND CLIMATE CHANGE

- 8.7 Flood risk is a key issue nationally and in parts of the area. Parts of central Norwich and other parts of the wider Norwich area including most of the Broads themselves are at risk of flooding.
- 8.8 Government policy for development in flood risk areas is set out in *Planning Policy Statement 25*. This provides extensive guidance on assessing risk and appropriate mitigation measures. In accordance with this guidance a *Strategic Flood Risk Assessment (SFRA)* has been carried out, which shows where there are areas that may need further detailed study, if development is proposed there.
- 8.9 The *SFRA* also takes account of the impact of anticipated climate change and sets out how this must be considered in future planning of development. The *SFRA* also assesses how the flow of storm water to the rivers can be attenuated, so that flood risk is not exacerbated further by the effects of development. This is known as sustainable drainage systems (SuDS) and such techniques will be important in this area, where many soils are quick draining.



8.10 *The Joint Core Strategy* will be obliged by government guidance to take these factors into account. None of the growth areas considered in Chapter 5 are particularly susceptible to flood, but all will require consideration of measures to protect against or mitigate flooding downstream.

8.11 Climate change must also influence the way in which buildings are constructed and planned, in order to reduce carbon emissions and greenhouse gases. This is dealt with below under the heading of energy.

WATER EFFICIENCY

8.12 Norfolk is an area that has relatively few areas where water is naturally retained,

being underlain by a chalk aquifer. The majority of the area is therefore naturally subject to water shortages, when the underlying ground water level reduces in dry periods.

8.13 Against this background it will particularly important that development, on the scale now being considered, provides adequate measures to retain and supplement water supplies. In particular this will mean that the use of water harvesting and 'grey water' usage techniques in those developments should become the norm. This means reusing water within houses and other buildings for purposes where fresh water is not essential. It will also be assisted by effective SuDS measures (see flood risk and climate change section above). Emerging evidence suggests the need for significant investment in water infrastructure including waste water.

HERITAGE AND THE ENVIRONMENT

8.14 *The Joint Core Strategy* must contain policies to conserve and where possible enhance the key historic buildings and landscapes in the area. The wider Norwich area contains excellent examples of many periods of built development, many of which are protected by national designation as listed buildings or ancient monuments. There are also numerous historic parks

and landscapes that need to be conserved, both because of their value as evidence of the heritage of the area, but also in many cases for their biodiversity and ecological contribution.

8.15 The built environment of Norwich and of the market towns and villages are important elements in the environment of the area and contain a wealth of heritage resources, as well as being important in themselves. Thus it is not just the protected and recognised buildings and sites that should be conserved, but the built environment should be valued and enhanced as widely as possible. In the city, existing local plan policies include protection of a local list of historic buildings, whilst all the districts have extensive conservation areas already declared. *The Joint Core Strategy* and subsequent *Local Development Framework* policies should extend this approach to wider parts of the area.

8.16 This should also extend protection to key landscapes, including the many historic parks around and within the urban area. Catton Park, for example, which is Humphrey Repton's first landscape commission, and is now within the built up area has been undergoing restoration for public use. This and other historic parks can become a strong resource for the area for public recreation and education.

SUSTAINABLE BUILDING METHODS

8.17 The contributors to climate change can be tackled through a number of means, many of which are dealt with in other chapters; for example, locating development in sustainable locations where travel is minimised, and encouraging public transport. An important aspect of the built environment is the design of development, which is generally addressed through building regulations.

8.18 Good design is essential in ensuring that development both reduces its overall impact on climate change (mitigation) and can cope with the inevitable changes in climate that will occur (adaptation). In addition, well-designed development can help to achieve wider environmental sustainability objectives. Good design is an important requirement to support the objectives outlined for the built environment (both in the section above and in the strategy objectives).

8.19 The government has stated that it aims for all housing development to be 'zero carbon' by 2016. To achieve this, and to comply with national and regional planning policy, development must be designed to:

- reduce energy consumption and maximise local energy generation from sustainable sources

- maintain and where possible improve water and air quality
- use water and mineral resources efficiently and reuse and recycle where possible, including construction materials
- use land, in particular previously developed land, efficiently
- reduce waste
- be adapted to more extreme weather, including flooding
- conserve and enhance biodiversity.

8.20 Several of these design requirements have already been considered in earlier sections. Taken together, however, they point to the need for a coordinated approach to sustainable design for all types of buildings.

8.21 The *Code for Sustainable Homes* has been established to promote high sustainability standards in new housing development. It establishes a national standard for the sustainability credentials of new homes. It is a flexible system, which enables developers to focus on those aspects of sustainability most suitable on their sites.

8.22 The *Joint Core Strategy* could set levels of the *Code for Sustainable Homes* to be required from housing developers. At present all social housing has to meet code level 3 to gain Housing Corporation funding.

The level required by the Housing Corporation will be raised over time, with a view to providing zero carbon homes before 2016.

8.23 Other types of construction – shops, offices, schools – have different standards for sustainable construction and design. The BREEAM assessment method has become well established and recognised and could be used on a similar basis to set a standard for local sustainable design of these types of building.

OPTIONS

1. All new housing development to match the current Housing Corporation requirements on the *Code for Sustainable Homes* as those requirements are upgraded over time.
2. Housing design to match a lower requirement linked to the *Code for Sustainable Homes*, and again being upgraded over time.
3. Set standards for other types of development on a similar basis to bring them towards zero carbon standards before 2016.
4. Do not set standards for sustainable construction ahead of national regulations.

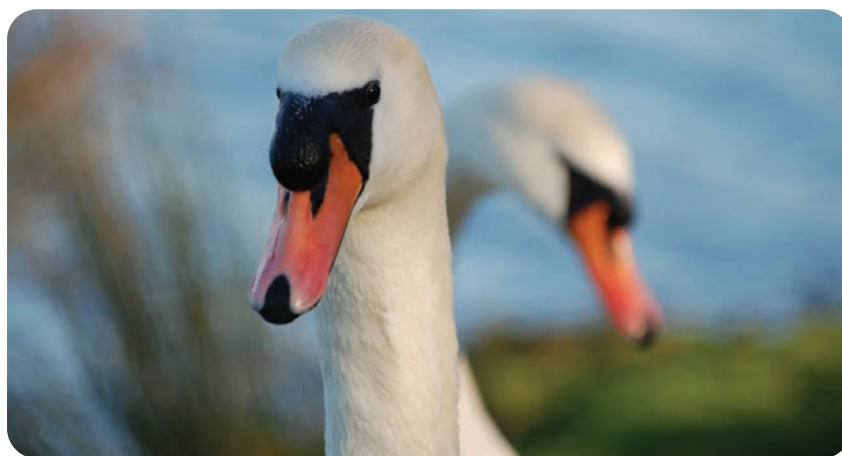
QUESTION 29

Which approach do you think the Strategy should adopt?

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PROMOTION OF RENEWABLE ENERGY

8.24 National and Regional planning policy require the promotion and use of sustainable energy. This includes both combined heat and power (CHP) and the use of renewable energy sources. CHP is a group of small units serving a local area (the UEA has an expanding CHP system), while renewables range from solar panels to wind turbines. The promotion of renewable energy should also be linked to promoting energy efficiency in new and existing development. There will need to be further work undertaken to assess the level of potential for renewable energy generation in the Norwich, Broadland and South Norfolk area, in order to satisfy regional objectives.



8.25 Many authorities have now adopted policies to seek an element of energy supply from renewable sources in each development (above a certain size threshold). This should normally be on site provision – eg. a small wind turbine – although ideally it may be more efficient to encourage shared provision between several developments.

QUESTION 30

Should all types of new development, including businesses and housing, be required to incorporate an element of sustainable energy, where feasible?

Yes

No

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QUESTION 31

Would a requirement for each new development to meet at least 20% of energy requirements from renewable sources be a reasonable target?

Yes

No

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- Context
- Improving strategic access
- Norwich International Airport
- Public transport
- Strategic transport infrastructure priorities
- Providing for travel needs
- Norwich area and strategic growth locations
- Rural areas and market towns
- Minimising the impacts of freight

transportation



CONTEXT

- 9.1 Key influences on transportation in this *Joint Core Strategy* are the *Transport White Paper*, Norfolk's second *Local Transport Plan* the *Norwich Area Transport Strategy (NATS)* and known proposals by transport authorities including the Highways Agency and Norfolk County Council to improve the existing transport infrastructure. It is a priority to encourage healthy lifestyles by promoting walking and cycling.
- 9.2 The *Local Transport Plan* identifies that the transport need of Norwich and the surrounding area requires particular consideration to meet the local challenges. The *Local Transport Plan* sets out a transport strategy for a Norwich sub-region that is effectively the Norwich policy area. The strategy carries forward the main elements of *NATS* that has been the subject of extensive public consultation and agreed in 2004 and sets them in the wider context of the Norwich policy area.

ISSUES

IMPROVING STRATEGIC ACCESS

- 9.3 For growth in the area to be sustainable and not give rise to increasing demand for travel, there needs to be a balance between housing, jobs and services. Studies have shown that good

strategic access to the county is important to stimulate economic and jobs growth. A nationwide survey of businesses carried out in 2005 showed Norfolk was the least preferred place for businesses to locate to. The reasons cited all related to accessibility to markets and poor transport links.

NORWICH INTERNATIONAL AIRPORT

- 9.4 Norwich International Airport is situated on the northern edge of the urban area with an existing employment area adjacent. The *Draft East of England Plan* recognises that the airport serves a regional need and identifies the airport as a focus for employment growth in Norwich. At the time of writing (November 2007) Norwich International Airport is preparing a masterplan to set out how they propose to increase capacity and provide for their infrastructure needs, particularly for surface access. There may be significant implications for this strategy and a future masterplan will need to be fully reflected in the *Joint Core Strategy* as it emerges.

PUBLIC TRANSPORT

- 9.5 Rail provides strategic access to London and Cambridge. While it is identified that access by rail needs improving, there are no firm proposals for improvements. Identified rail improvement priorities are Norwich to London

reliability and improved rolling stock and increased frequency of the Norwich to Cambridge service to half hourly. Norfolk County Council and relevant district councils support the East West Rail Consortium that is promoting improved rail links from Norfolk and Suffolk to the South Midlands and West Country via a route that bypasses London. The two community railways, The Bittern Line and The Wherry Line provide rail access to Norwich from Sheringham and Lowestoft via Great Yarmouth respectively. For both lines increased frequency and capacity and interchange improvements have been identified as priorities. The councils continue to work with Network Rail to facilitate the necessary improvements to the rail network around Norwich.

- 9.6 Strategic bus links east-west are:

- along the A47 providing access from Norwich to Yarmouth and the Midlands.
- South west along the A11 to Thetford, the A14 corridor (west) and Stansted Airport.
- South along the A140 linking to the A14 Felixstowe and A12 to London.



9.7 Appropriate investment in improving strategic routes will ensure strategic access opportunities by both bus and train are maximised which will help manage the longer distance car trips to and from the area.

STRATEGIC TRANSPORT INFRASTRUCTURE PRIORITIES

9.8 These are currently identified in the *Draft East of England Plan* that will influence the *Joint Core Strategy* and include: the A11 Fiveways to Thetford dualling, improvements to the A47 from Blofield to North Burlingham and the Norwich Northern Distributor Road (NNDR).

9.9 Norfolk's second *Local Transport Plan* identifies two major infrastructure projects within the *Joint Core Strategy* area:

- NNDR (which is an element of the NATS, and
- Long Stratton bypass.

9.10 The NNDR has been identified through the work carried out to develop the *Norwich Area Transportation Strategy*. NATS is essential to the managing the travel demand arising from the planned levels of growth. NATS objectives are;

- To improve accessibility to Norwich from the surrounding rural areas.
- A reduction in traffic from 2005/06 to 2010/11.
- Continued improvement in public transport.

9.11 The schemes identified to achieve these objectives are set out in the *NATS* implementation plan. By far the largest identified project is the NNDR, which has been the subject of extensive public consultation. The NNDR will not only provide improved road access to potential major growth areas on the north eastern fringe of Norwich, but when combined with other projects, removes traffic from the city centre and provides the opportunity

use the road space and capacity it unlocks to implement transport improvements to improve non-car based travel around the city. Findings of the *Growth Infrastructure Study*, commissioned by the *GNDP* and carried out by independent consultants, indicate that the existing *NATS* is sound. *NATS* should be used as a basis for managing planned growth but will require both area-wide and targeted investment to facilitate public transport needed to meet the additional travel demand.

9.12 The Norwich Northern Distributor Road is included as a regional priority and has been allocated part funding in the *Regional Funding Allocation* for the period beyond 2011. The scheme still needs to have its major scheme business case approved by the Department for Transport. If the scheme cannot be implemented, it will not be possible to implement all the planned improvements for bus walking and cycling improvement in the city that are required to manage the increasing travel need. More specifically if the NNDR is not built it will harm the ability to deliver large scale housing growth locations North and North East of the city.



9.13 The A140 Long Stratton bypass is a 5-kilometre improvement to provide mainly new dual carriageway. The benefits of the scheme are to improve strategic access from the south on the A140 and diversion of through traffic from the centre of the village removing congestion and improving the local environment. At this time the scheme has not been approved for funding. However it may be possible to secure the bypass through the promotion of significant development at Long Stratton in the *Joint Core Strategy*.

OPTIONS

Major mixed use growth at Long Stratton could be promoted as a way of securing strategic improvements to the A140, or *The Joint Core Strategy* will not promote growth in Long Stratton to improve the A140 at Long Stratton

QUESTION 32

Should the *Joint Core Strategy* promote major mixed use growth at Long Stratton to improve that section of the A140?

Yes

No

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

PROVIDING FOR TRAVEL NEEDS

9.14 Travel needs vary depending on the location of development. The *Local Transport Plan* defines a hub and spoke system of transport linkages between settlements, based on the settlement hierarchy. The *Joint Core Strategy* needs to ensure that these linkages are strengthened. However we recognise that different sizes of place require very different emphasis and integration across all means of travel. We also need to take into account the needs of the

whole community including the disabled and the increasing elderly population.

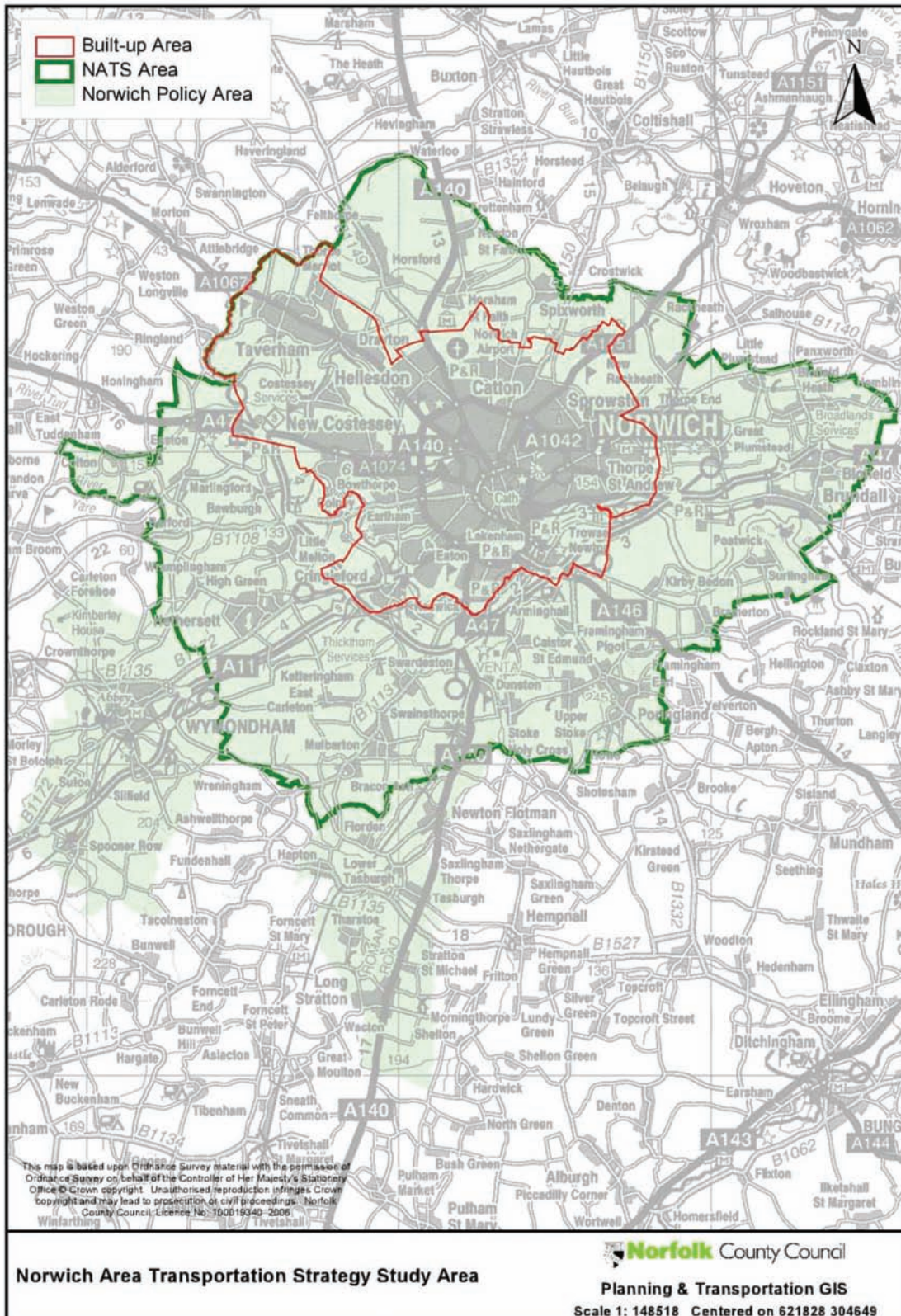
NORWICH AREA AND STRATEGIC GROWTH LOCATIONS

9.15 The *Draft East of England Plan* recognises Norwich should be a regional focus for housing, employment, retail, leisure, cultural and educational development. A particular aim is to achieve a major shift across the Norwich policy area towards travel by public transport to meet the increasing transport pressure from both the development strategy of the *Draft East of England Plan* and underlying transport growth.

9.16 The *Norwich Area Transport Strategy* has been developed as a response to address the increasing pressure on the transport networks. *NATS* has been the subject of extensive public consultation by the county council and was agreed in 2004. An implementation plan has been produced that starts to identify the schemes necessary to meet these objectives. An essential element to deliver the strategy is the Norwich Northern Distributor Road.

9.17 To meet the travel needs of growth and specifically the major growth locations and to achieve the greater emphasis on public transport it will be necessary to develop new schemes to add to those currently identified.

Norwich Area Transportation Strategy Study Area



We will need to look at things like dedicated bus corridors, guided bus ways, bus rapid transit. We also need to keep alive the opportunity to look at light rapid transit (trams) in the future.

- 9.18 We could do this by promoting more bus priority while continuing to maintain capacity for car. This would mean that our ability to implement bus priority will be constrained. The core strategy could promote improvements to public transport that do not maintain capacity for cars that, in some instances, could mean limited car access.

OPTIONS

- a) Promote more bus priority but continue to maintain capacity for cars.
- b) Promote improvements to public transport that reduce road space for cars which, in some instances, could mean more limited car access.

QUESTION 33

Which option do you prefer?

- a)
- b)

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- 9.19 The county council has secured government funding to investigate whether road user charging has a role to play in reducing congestion. As part of this investigation the potential for user charging to greatly enhance public transport for Norwich will be looked at as part of an overall package of transport measures. Public and stakeholder acceptability will be a key factor in determining the outcome of the feasibility work. However, at this stage there is no commitment to the implementation of a road charging scheme.

RURAL AREAS AND MARKET TOWNS

- 9.20 The predominant issues for transport in the rural areas arise from a dispersed population and lack of widespread public transport and good quality roads. As a result of the generally poor accessibility, the private car remains an important means of travel. Developing key service centres provides a focus for transport investment and the *Accessibility Strategy* defined in the *Local Transport Plan* seeks to improve accessibility to and between market towns. Further development should enhance service centres and increase their viability. The *Accessibility Strategy* promotes a move away from reliance on scheduled bus services to demand responsive solutions (eg. Dial-a-Ride) where scheduled services are

expensive to support and do not provide for peoples travel needs. It also promotes changes in service delivery, employment patterns and the use of information technology that will reduce the need to travel. The *Local Transport Plan* recognises the importance of market towns as service centres and sets out the need to develop individual transport strategies for each. The *Joint Core Strategy* needs to consider whether to place emphasis on travel by car or bus, walking and cycling in the rural areas and market towns which will affect how the plan considers elements of development such as car parking.

OPTIONS

With regard to rural areas and market towns, we could;

- a) Accept reliance on travel by private car.
- b) Develop strategies that allow greater use of walking, cycling and public transport.

QUESTION 33

Which option do you prefer?

- a)
- b)

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9.21 Most smaller villages and the rural areas do not have good access to key services and employment opportunities. The *Joint Core Strategy* can still assist in improving accessibility and there are choices to be made whether to enhance services locally or provide better transport links.

OPTIONS

It may be possible to;

- a) Strengthen transport links to market towns.
- b) Encourage local service delivery.
- c) Restrict new development unless good access to jobs and services and can be demonstrated.

QUESTION 35

Which option do you prefer?

- a)
- b)
- c)

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MINIMISING THE IMPACTS OF FREIGHT

9.22 The transportation of freight by road has significant impacts in both rural and urban areas. National policy seeks to promote transport of freight by rail and water, but this is not always economic or practical for localised and small scale deliveries. In built up areas the issue is the traffic and environmental impact of large vehicles. In the countryside the issue is to ensure that HGVs do not use unsuitable roads. The impacts of freight can be minimised by either locating near to strategic routes that are best able to cater for the movements or to not restrict location but rely on measures to manage the impacts such as routing agreements or traffic management.

OPTIONS

Minimising the impact of freight could involve;

- a) Planning that sites, which will attract and/or generate significant freight movements, are well located to the strategic transport networks (road, rail, water, air)
- b) Not restricting the location of major freight generators.

QUESTION 36

Which option do you prefer?

- a)
- b)

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

- Health
- Crime
- Education
- Culture
- Leisure
- Services, community facilities and faith groups
- Social infrastructure - facilities
- Social infrastructure - community engagement and cohesive communities
- Urban deprivation
- Rural deprivation

community life and culture





10.1 This chapter has close links to other parts of the *Joint Core Strategy*. Health, crime, education, leisure and culture are addressed here to emphasise their relevance to spatial planning. The *Growth Infrastructure Study* is assessing the level of general infrastructure necessary to support the high level of growth, and how it can be funded. The facilities noted below will need to be considered as part of this.

HEALTH

10.2 Promoting good health and ensuring an adequate provision of accessible doctors, dentists, hospitals and care homes are important to people's quality of life. Broadland, Norwich and South Norfolk Councils are working with the Primary Care Trust to make sure health facilities across the three authorities are adequate and to address specific local problems. The *Joint Core Strategy* can also help to promote healthier lifestyles by:

- Supporting walking and cycling.

- Ensuring adequate provision and accessibility of sports facilities, recreational areas, open space and children's play areas (there is currently a significant shortfall of sports pitches against national standards).
- Improving the quality of the wider natural environment.

CRIME

10.3 It is important that public places are accessible and safe for everyone and that crime and the fear of crime are kept to a minimum. Community safety is linked to wider quality of life considerations such as maintaining economic prosperity, improving quality of design, promoting community cohesion, providing better facilities for young people and incorporating appropriate security measures working with the police and Community Safety Partnerships.

EDUCATION

10.4 With an increasing population, it is essential that there is sufficient school provision

for the existing and the future populations. Working with Norfolk County Council Children's Service and the Learning and Skills Council will ensure that new schools and post-16 education facilities (including adult learning) are properly provided for locally, or existing facilities expanded to meet this need. Raising educational aspirations and educational attainment can significantly raise the economic prosperity of Broadland, Norwich and South Norfolk, but especially in Norwich. The location of new schools will be planned to enable them to become hubs within their communities.

CULTURE

10.5 Culture is what defines a community and draws people together for their individual and collective creative growth and development. Culture has both a material and social dimension that encompass a wide range of activities and encourage involvement and discovery in both the history and the future of a community. There are a wide range of actions that will help the cultural sector develop such as enhancing training and development opportunities for organisations involved in culture, encouraging wider participation in the arts and cultural activities, encouraging the design of new iconic buildings and conserving the best examples of cultural heritage.



LEISURE

10.6 Leisure is more specific in its focus on events and activities and includes community recreation as well as commercially provided opportunities. There may be a need for major new facilities to serve the whole area with its increased population. In this context the main leisure opportunities will arise in the city centre, although major sports or recreational complexes will probably need a large land area that can only be found on a greenfield site. The development of Whitlingham Broad has benefited the area enormously for water sports, but a further new water sports venue should be considered, subject to the findings of the *Green Infrastructure Study*. The *Joint Core Strategy* will incorporate the implications of the study. Creating more leisure facilities and opportunities will benefit the existing community, visitors and future growing or new communities.

SERVICES, COMMUNITY FACILITIES AND FAITH GROUPS

10.7 Good access to a range of local services and facilities such as libraries, village and community halls and places of worship can increase social cohesion and reduce the need to travel to reach similar facilities further afield. Schools or libraries can be community hubs and these could be the focus of better community facilities such as community space or police beat offices. Where these facilities are already shared with schools premises they need to be protected. New facilities will also be encouraged to meet the needs of communities.

SOCIAL INFRASTRUCTURE – FACILITIES

10.8 New communities need to be provided with the relevant buildings and spaces incorporating facilities for health, education, community safety (police), leisure,

cultural activities and faith and voluntary groups. These need to reflect current needs as well as the impacts of changing demographics. Where appropriate we will seek to maximise the use of existing facilities to benefit both the existing and proposed population and where new community facilities are required we will encourage the co-location and sharing of facilities to maximise the potential uses that can be provided for.

10.9 Ideally facilities need to be provided early in the life of a new development in order to provide confidence for the new communities. Our *Growth Infrastructure study* will look into the particular implementation.

SOCIAL INFRASTRUCTURE – COMMUNITY ENGAGEMENT AND COHESIVE COMMUNITIES

10.10 As well as providing physical infrastructure the *Joint Core Strategy* needs to look at the spatial aspects of developing stronger cohesive communities where people feel they belong. This encompasses delivering a better quality of life for everyone where people have healthy lifestyles, higher educational achievements and aspirations and where anti social behaviour and crime are reduced.



This is particularly important for the development of new communities. The following will be encouraged to help deliver a better quality of life and create a sense of community ownership and belonging:

- Ensure engagement at an early stage with existing local communities, and growing new communities, on the design of new development and associated facilities.
- Consider how the location (ie. stand-alone or attached to existing settlements) and scale of new developments impacts on the ability to tackle these community issues. The scale of growth being proposed in this *Joint Core Strategy* will generate significant new community and cultural needs. In addition there are certain deficiencies in existing provision, which the growth can assist in meeting.

- Co-locate and share facilities to maximise interactions between communities and individuals.
- Carefully consider the use of design and layout to facilitate walking and cycling and to reduce anti-social behaviour.

10.11 The following question looks at whether community workers and resident networks are needed to help support communities and to help them develop.

QUESTION 37

Is providing dedicated community workers the best way to support new communities?

Yes

No

If no then please provide details on how you feel is the best way to support new communities.

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

URBAN DEPRIVATION

10.12 The city of Norwich is the most deprived local authority area in the Eastern Region. There are high levels of socio-economic exclusion and multiple deprivation, which particularly affect income, education attainment, aspirations and health.

SOME OF THE ISSUES FOR THE URBAN AREA ARE OUTLINED BELOW:

- The area, in general, has a low level in crime although there is a greater concentration of crime in Norwich.
 - In 2006 only 48.8% of pupils in Norwich city achieve five or more GCSE grades at A* to C (The national average is 57.1%). This rate has been improving in recent years.
 - The growth agenda in greater Norwich is ambitious and this brings with it the challenge of improving facilities and engaging with communities.
- 10.13 Within Norwich we will seek to address the significant levels of deprivation in Norwich by:
- Tackling socio-economic exclusion, income deprivation and worklessness, as well as overcoming the barriers to employment (such as transport, and childcare).
 - Supporting projects to regenerate the identified 'priority areas for regeneration'

- Encouraging community participation through initiatives such as 'Investing In Communities', which will help achieve change in disadvantaged communities.
- Improving the quality of the built environment and helping people to be proud of where they live.
- Tackling crime and antisocial behaviour
- Engaging with the Primary Care Trust to establish strategic investment priorities for the area.
- Making it easier for people to access the countryside from the city

RURAL DEPRIVATION

10.14 Pockets of rural deprivation are often masked by low overall levels of deprivation and this rural deprivation can in turn lead to a feeling of isolation. The challenge is to provide for equality of opportunities for all, to maintain a high quality of life with good access to jobs, services, facilities and housing at an affordable price. Within rural areas the following issues arises:

- The adequacy and accessibility of rural health provisions (especially its need to provide for an ageing population).
- Crime rates may be lower in the rural areas compared to Norwich, but are generally linked to wider issues such as a lack of jobs, educational opportunities, community

facilities and things to do as well as poor housing layouts and design. The fear of crime is also a universal concern.

- Poor accessibility to further and higher education and training facilities.
- Lack of community facilities and services.
- Perceptions of the amount of residential development needed to support community facilities.

10.15 The following are options to help tackle rural isolation.

OPTIONS

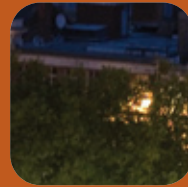
- Improve public transport and accessibility to towns and larger villages where facilities already exist.
- Allow 'significant' residential development in isolated rural locations to provide support for existing and new facilities.
- Provide, maintain and improve essential facilities for the community even where they may not be economically viable and where possible bring services to the people.
- Promote the multi-use of rural buildings, which should result in a variety of uses for the community and make it more economically viable.
- Do nothing – accept that the consequence of living in rural areas is poorer access to services and facilities.

QUESTION 38

Which option do you prefer?

-
-
-
-
-

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- Impact of growth
- Retail development
- Office jobs
- Cultural development
- A 'city living' community

city centre



11.1 Norwich city centre is a key driver for the area's economy, through its retail provision, major services and cultural opportunities. It is the largest focus of employment in the area with a wide range of jobs and services based there. As a retail centre it has become established as one of the top ten centres in national retail indexes. It is the pre-eminent regional centre in the East of England for retail and leisure activities and itself attracts a large number of visitors from the wider region and internationally.

11.2 It is also the most accessible location in the sub-region, being the centre of the public transport network, as well as having good pedestrian and cycle access from surrounding residential areas. However significant parts of the centre also require regeneration with a large number of outmoded or vacant buildings which are no longer adapted to their original purpose. It has already been the location for major changes in the recent

past, with redevelopment affecting considerable areas – notably Riverside and King Street areas.

11.3 This chapter looks at:

- the need to manage future change in the centre in order to retain its character and vitality
- the impact of the growth proposed on the centre
- options for development of the retail centre
- the city centre economy and future job provision
- the cultural development of the city centre
- the living community in the centre of Norwich.

IMPACT OF GROWTH

11.4 The level of growth proposed for the wider area means that the city centre will need to grow and develop new services in order to provide for the new residents. The *Retail and Town Centres Study* looks at the level of retail and leisure expenditure which will be generated and concludes that much of the growth in comparison goods outlets

(clothing, electrical goods, household goods), in restaurants and bars and in commercial leisure activities can be accommodated in the city centre.

11.5 In order to maintain the city centre's position, there is also a need to look at new forms of retail and leisure opportunities that are emerging and assess whether some of these can be accommodated to serve the population of the Norwich area and its visitors. The city centre should be the first option for the location of such opportunities, but there may be some developments that are too extensive to be accommodated here and others that need to be closer to the local population – for example in town or district centres. The economy chapter suggests how this hierarchy of centres will develop.

RETAIL DEVELOPMENT

11.6 The economy chapter includes broad area-wide issues for retail development. This, together with the *Retail and Town Centres Study* gives priority to growth being located in the city centre.

11.7 The *Retail and Town Centres Study* considered broad directions for expansion of the city centre retail function. It concluded that there were opportunities for significant growth in and around the retail centre, but that the need to protect and enhance its historic environment, tourist attractions and specialist retail offers must be taken into account.



It sets, as a priority, the consolidation of the city centre retail area, with improvement of pedestrian and other linkages within the retail centre as a key factor. It accepts certain opportunity sites as being suitable for such consolidation of the city centre. It also suggests that additional capacity could be provided in redeveloping the Anglia Square area, with improved regeneration prospects for that area.

OPTIONS

Promote growth and enhancement of the city centre retail area in broad locations:

- a) concentrating around the existing retail area
- b) expanding the retail centre
- c) developing additional retail capacity in the Anglia Square/ Northern city centre area to significantly improve its attraction to shoppers.

QUESTION 39

Which of these options is most appropriate to accommodate the retail growth in the city centre (tick all that apply)

- a)
- b)
- c)

Are there any other approaches that fit government guidance and would enhance the centre?

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OFFICE JOBS

11.8 The government's guidance states that offices should normally be located in the city centre. In regenerating the economy of the inner city, it is important that job numbers are boosted in the most accessible locations to those residents who have low aspirations and job prospects – ie. the city centre.

11.9 The *Draft East of England Plan* recognises the city centre as a strategic location for employment in the future. This needs to be translated into the provision of modern, high specification office buildings that will attract firms to Norwich as a centre.

11.10 As a key element of regeneration in the city, this will need to be actively promoted. The relationship between such office growth and out-of-centre development of offices is discussed in the economy chapter. The important issue is how to ensure that sites are brought forward on a regular basis.

11.11 Within the city centre the *Joint Core Strategy* will need to promote office development in a number of ways. There will need to be a mix of uses on many suitable sites in order to ensure that such provision is viable. There may also be locations that can be identified where the office element should be reserved for future provision or redevelopment. The strategy will also seek to encourage leading employers to take up opportunities for office use in the centre.

CULTURAL DEVELOPMENT

11.12 The heritage and cultural attractions of Norwich make it one of the primary visitor attractions in East Anglia.



There are opportunities to build on its current offer, but these need to be carefully assessed to ensure that the essential character and culture of Norwich are not harmed in the process. The community life and culture chapter deals with this issue.

11.13 In the light of the *Retail and Town Centres Study*, the leisure sector and especially restaurants and bars are a key area of growth. This sector includes the late night entertainment uses that form the main attractor of younger people into the city centre.

11.14 The previous *Local Plan* for the city defined a late night entertainment area in the centre, primarily in order to control the spread of such uses into other parts of the centre. This approach therefore aimed to centralise such activities in one area and thus protect the amenities of other parts of the centre.

OPTIONS

- a) Retain the approach of concentration of late night leisure, but expand the area to allow additional development of this kind.
- b) Control expansion of leisure activities to those more suitable for all age groups with encouragement for this wider range of uses to remain open late.
- c) Encourage dispersal of late night leisure activities around the city centre area.

QUESTION 40

Which option(s) do you prefer (tick all that apply)?

- a)
- b)
- c)

Are there other options that could be included?

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A 'CITY LIVING' COMMUNITY

11.15 Considerable growth in housing in the city centre has already boosted its population since the 1970s. The section on growth locations effectively continues this emphasis in its priority for brownfield sites, many of which are either within or close to the city centre.

11.16 In promoting this approach, the *Joint Core Strategy* will need to ensure that there are adequate community facilities and services for local residents as well as for those who are visitors, either as employees, or for the period during which they are staying as shoppers or tourists.

11.17 This requires that attention is given to the local implications of growth in the city and the nature of modern 'city living'. This will need to be reflected in transport policy (eg. parking provision), in community services and in education and local environmental and health services. One outstanding need, if families are to be encouraged to join this 'city living' trend, is to ensure that new school(s) are accessible to the centre, where at the moment there is only Notre Dame High and private schools within the area. Open Space and community facilities must also be provided where they are not accessible at present.



- Affordable housing
- Regeneration / densification
- Green network - gateways
- Definition of the Norwich policy area

norwich policy area



12.1 Many of the issues facing the Norwich policy area (NPA) are mentioned in the other chapters in this document, but there are some issues specific to the area that need to be highlighted.

12.2 It is worth reiterating the scale of change planned for the Norwich area through the *Draft East of England Plan*, to emphasise that the NPA will be the area that sees the most dramatic change:

- 33,000 net additional dwellings in the NPA in the period 2001–2021
- a major shift in emphasis across the NPA towards travel by public transport
- support and enhancement of the retail, leisure and cultural role of Norwich – some will need to be accommodated outside the city centre
- the need to extrapolate the *Draft East of England's* house building rates to cover the period 2021–2026
- a number of key employment sites are in the NPA – Thorpe St Andrew, Longwater (Costessey),

Colney/Cringleford, Norwich Airport and Wymondham/A11 corridor.

12.3 The Secretary of State's proposed changes to the *Draft East of England Plan* looks for the Norwich policy area authorities to define the extent of the Norwich Policy Area, using the *Structure Plan* definition as a starting point.

ISSUES AFFORDABLE HOUSING

12.4 The outcomes of the *Housing Needs Study* (undertaken by research consultants ORS) indicates that it will not be possible for all the need, which would best be met in Norwich, to be satisfied by developments within the city boundary and it will therefore be necessary for some of that need to be met in Broadland and South Norfolk. Our current belief is that it would be appropriate to try and meet these needs in the areas closest to Norwich. The NPA approximates to the Norwich housing market area together with smaller market areas based on Wymondham and Long Stratton.

QUESTION 41

Do you agree that housing need which would best be met in the city of Norwich, but which for practical reasons cannot be, should be met in the Norwich policy area?

Yes

No

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

REGENERATION / DENSIFICATION

12.5 While many residents of the NPA enjoy a good lifestyle in terms of social, economic and environmental factors, there are also some significant pockets of deprivation. There are already established community regeneration projects in the city, notably at North Earlham, Larkman and Marlpit (NELM), focussed on physical regeneration, and the introduction of social and employment opportunities. It is possible that other areas could benefit from a similar approach.

12.6 In this way, it might be possible to improve the physical and social environment of some areas, through area regeneration, including partial redevelopment and at the same time make some contribution to meeting overall housebuilding targets.



QUESTION 42

Should we focus our efforts on area wide improvements in any part of the existing built up area?

Yes

No

If so, which areas would you suggest?

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

GREEN NETWORK – GATEWAYS

12.7 The NPA is also home to some significant nature conservation interests. These include the valleys of the Rivers Tas, Tud, Wensum and Yare, areas of landscape character such as Mousehold Heath, historic parklands such as Catton Park, areas of woodland and parts of the Norfolk Broads, which extend into all three district councils. The challenge of accommodating major growth will have to be achieved in such a way that these assets

are not damaged, and if possible, enhanced and brought into an integrated network of green spaces.

- 12.8 It is also important that the green spaces within the existing urban areas of Norwich, Wymondham and other places are retained and enhanced to improve living conditions, combat the heat island effect and promote biodiversity.
- 12.9 It has long been an aim of the local planning authorities to maintain the clear boundary between town and country. This will need continued vigilance to avoid a scattering of disjointed developments on the urban edge, but this principle need not be inconsistent with well planned urban extensions or the promotion of green corridors linking town and countryside.
- 12.10 Similarly it remains a valid aspiration to maintain the distinction between different villages, and celebrate the diversity of our area.
- 12.11 Thus we may wish to mark the entry to different places with a distinctive “gateway”.

This could be through landscape features or landmark buildings. But the major scope to achieve something new in this respect will probably be associated with new development.

DEFINITION OF THE NORWICH POLICY AREA (SEE MAP ON PAGE 8)

- 12.12 The Norwich policy area is a long standing definition in the *Structure Plan* and has been carried forward in the *Draft East of England Plan*. It encourages Norwich related growth to be located as close to Norwich as possible; the proximity principle remains a basic feature of sustainable development.
- 12.13 The assessment of growth options noted in Chapter 5, indicates that the scale of growth can be accommodated within the existing Norwich Policy Area. Under these circumstances, and given the purpose of the NPA, we currently see no reason to amend its boundaries.

QUESTION 43

Do you see any reason to amend the NPA?

Yes

No

If you answered yes please elaborate.

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.



- Key issues
- General development provisions
- Housing: rural housing needs
- The rural economy
- The environment
- Transportation
- Community life: rural deprivation

rural areas, towns and villages



13.1 Over 40% of the population of the three district area lives in the area beyond the built up urban area around Norwich and the adjacent fringe parishes. This area contains a wealth of environmental assets including attractive landscapes, river valleys, wetland habitats, sites of nature conservation importance and many historic settlements and buildings. A series of vibrant historic market towns such as Aylsham, Diss and Harleston plus other towns and villages form a focus for the local economy and tourism, while the area also forms a gateway to the Norfolk Broads, an area of national wetland conservation and tourism importance.

13.2 Life in the rural area has changed mainly due to the impacts of increasing personal mobility, the losses of farming and allied

employment, the losses of village services and facilities, and the declines in public transport. Population growth has not saved the losses of village services due to changing lifestyles, while increasing population thresholds are needed to support many modern services. EC farming policies are also affecting the appearance of the countryside, which largely depends on a viable farming community. The rural economy is also a low wage economy that reduces residents' abilities to meet rapidly increasing rural house prices.

13.3 The *Draft East of England Plan* focuses most new development in Broadland, Norwich and South Norfolk within the Norwich Policy Area. This will reduce the scope for significant new development in the rural area. The overall challenge therefore is to tackle the

adverse impacts of rural change, while enhancing the role of the rural area to complement but not suffer from the growth focus on the Norwich Policy Area.

13.4 The draft spatial vision for the rural area is the promotion of prosperous market towns and villages, and the enhancement of a working and tranquil countryside.

13.5 Specific rural area challenges include;

- Providing housing for a full range of local needs
- Securing small-scale accessible employment opportunities
- Supporting the needs of agriculture
- Improving public transport access to the larger settlements
- Supporting and improving accessibility to local services and facilities
- Preserving the character of our market towns, villages and countryside
- Protecting the natural environment and its biodiversity.

It should be noted however that there are significant parts of the Norwich Policy Area that are rural in character and the issues identified in this chapter are also relevant.

KEY ISSUES

13.6 These issues are considered in the main topic chapters. The following section draws out some of the more specific rural area issues.

GENERAL DEVELOPMENT PROVISIONS

13.7 Regional planning policy provides for the sustainable location of new development in a hierarchy of settlements that have good accessibility and a range of essential services and facilities. Below the level of market towns, government guidance provides for choice key service centres, other rural settlements (which we call secondary rural settlements) and the potential clustering of groups of small settlements to provide for differing levels and types of new development. Chapter 3 discusses the means of defining a hierarchy commencing with the suggested main rural area market towns of Aylsham, Diss, Harleston and Loddon. We will need to consider whether all these towns are appropriate for growth or whether any should only be considered suitable for the level of growth appropriate to a key service centre.

13.8 Depending upon public consultation responses

about the essential services required in places designated for new development, other settlements such as Acle, Reepham and Hingham might also become eligible locations for growth, possibly with other smaller villages. The chosen settlement hierarchy will be the key to enhancing the quality of life for the rural area's residents.

HOUSING: RURAL HOUSING NEED

13.9 Chapter 5 describes the main issues and options relating to the need for new housing. Significantly fewer houses are to be provided for in the rural areas than in the Norwich policy area. A major rural areas issue is the means of providing for rural housing need and affordable housing.

13.10 Some rural housing need is linked to the social and economic well being of people with a connection to a village and could not be met elsewhere. Government policy allows us to allocate sites for affordable housing in rural areas to meet a particular local housing need, including land where housing would not normally be allowed. Such sites are often known as 'rural exceptions sites'.

13.11 The location of affordable housing – We need to ask where such housing

should be provided and who should qualify to live in it. While acknowledging the widespread use of the car, we need to ask whether the locations of 'rural exceptions sites' should be restricted to villages which have at least basic everyday services such as a food store or village hall, to avoid exacerbating rural isolation, or whether a test of local need alone is enough.

13.12 By allocating this land in advance, there is also a risk that some landowners might (wrongly) think their land could be suitable for general private housing development and may choose to hold onto it. If this happens and local housing cannot be met on such rural exceptions sites, should we consider allowing other sites to be developed for local housing needs?

OPTIONS

rural exceptions sites

- a) Allocate sites in all villages where a need is identified.
- b) Allocate sites only in villages with a defined range of services.
- c) Not allocate sites but encourage sites to be brought forward where needed.

QUESTION 44

Which option do you prefer?

- a) or
- b) or
- c)

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

- 13.13 A further issue is the developers contribution and how far we can secure rural affordable housing on general housing development sites. Most sites in villages are relatively small which limits the number of such sites where developers can provide affordable housing. In settlements below a population of 3000 we are allowed to set our own limit for the smallest size of site to which our policy applies. From what sizes of site should we seek such provisions?



OPTIONS

Affordable housing - general development thresholds

The possible sizes of housing developments in smaller settlements required to contribute affordable housing could be

- a) Sites of 2+ dwellings
- b) Sites of 5+ dwellings
- c) Sites of 10+ dwellings

QUESTION 45

Which option do you prefer?

- a)
 - b)
 - c)
- Or please state an alternative threshold.

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- 13.14 We need to be clear about who would be eligible for this type of housing, as 'local' needs can arise in a village or group of villages. Usually, new occupants would be chosen in priority order from local residents from the village, then from neighbouring villages, and then the wider locality. We also need to consider what happens to such housing when the initial residents move away.

OPTIONS

'Local' need could be defined as from

- a) Within a particular village
- b) A wider definition of a group of villages

QUESTION 46

Which option do you prefer?

- a) or
- b)

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THE RURAL ECONOMY

- 13.15 Many towns and larger villages within the Norwich rural catchment also function as employment, services and transport hubs essential to the viability and vitality of the greater Norwich area.
- 13.16 Chapter 6 underlines the need to enhance the employment and service roles of the market towns, while suggesting differing degrees of provisions for employment uses to serve local need across the rural area. These options provide either for enhanced provisions for new development in a wide variety of settlements plus the employment related re-use of redundant building in the wider countryside, or the latter plus restricted provisions for new development within Key Service Centres only.
- 13.17 Government guidance (in *Planning Policy Statement 7*) focuses most new development in or near to local Service Centres, plus limited development to meet business needs in or next to other rural settlements. In the open countryside it prefers the economic development re-use of buildings adjacent or close to towns and villages and farm diversification schemes on a reasonable scale meeting sustainable development objectives.

- 13.18 The definition of a sustainable location for commercial development in the countryside is relevant to the *Joint Core Strategy*. We acknowledge the reliance on the car due to a lack of public transport, but we can still chose how close small scale commercial proposals such as farm shops and other new buildings should be to settlements, to be more accessible by non-car means of transport such as walking and cycling.

OPTIONS

All relatively small scale commercial and farm diversification proposals (including the reuse of buildings) justifying a location in the countryside should be accessible.

How close should they be to maintain easy access (including cycling and walking)?

- a) Only within or adjacent to existing settlements
- b) within 1 km of a settlement
- c) a different higher figure?

QUESTION 47

Which option do you prefer
a) or
b) or
c) and if option (c), within what distance?

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

- 13.19 The loss of rural shops and services is a major issue. To protect these services, a commercial viability test will be applied to all proposals for the change of use of neighbourhood and rural services and facilities to a non-commercial use.

THE ENVIRONMENT

- 13.20 The wealth of built and natural environmental assets in the greater Norwich area has been stressed earlier in this document. Most of the issues described relate to the rural areas where the protection of the area's assets will be extremely important.



TRANSPORTATION

- 13.21 A major issue is the lack of easy access to services and facilities. This affects access to peoples' essential daily needs and access to cultural and leisure pursuits. A key to improved access for many will be the definition of a hierarchy of settlements below the level of the market towns, which would form additional focus for the provision of services and facilities.
- 13.22 Chapter 9 details the overall transportation issues. Options proposed include accepting a greater reliance on the use of the car, the promotion of better public transport links to the market towns in particular, the encouragement of local services delivery and restrictions on new development locations

unless they have good access to jobs and services.

- 13.23 Freight transport and the impact of traffic on rural roads have also caused concern. The potential for significant freight handling depots is limited but could be related to the strategic road and rail networks. The growth in traffic impacts on rural roads would be hopefully slowed by the concentration of significant new development growth within a hierarchy of major settlements, and the implementation of traffic management measures by the county council.

COMMUNITY LIFE: RURAL DEPRIVATION

- 13.24 The *Joint Core Strategy* is intended to improve community facilities in the greater Norwich area as described in Chapter 9. Social exclusion and rural

deprivation however remain major issues of concern due to the dispersed rural population lacking easy access to its daily needs for jobs, services and facilities. The concentration of new development in a relatively limited number of locations with access to services could reduce the need to travel and benefit the residents of new housing. However the needs of the existing population will require other initiatives to improve access to its daily needs.

- 13.25 A range of proposed options includes improving public transport, providing for increased development to support local services, maintaining services that may not be economically viable and promoting the joint use of premises for different services.



- Implementation
- Developer contributions
- Funding infrastructure
- Monitoring

Implementation and monitoring

IMPLEMENTATION

14.1 One of the key areas where the new planning system differs from its predecessor is in the emphasis on 'delivery'. This is no longer confined to what can be achieved through the granting or refusal of planning permission but will involve a clear understanding of who should take responsibility for specific aspects of proposals, whether that is a developer or a public or voluntary sector body. It will also require a commitment from various bodies to live up to the commitments set out in the plan. For this to happen it is essential for the plan to be clear about the expectations placed on all concerned with shaping the future of Broadland, Norwich and South Norfolk.

DEVELOPER CONTRIBUTIONS

14.2 It is critical that development is accompanied by appropriate infrastructure. This may be physical infrastructure such as roads, footpaths and water supplies or may be related to providing services such as public transport, medical facilities, schools, affordable housing and open space. Frequently this is provided by developers who may be asked to

physically provide the infrastructure and services or to contribute a sum of money towards them, though the range of services needed for major new developments may be wider than that traditionally sought.

FUNDING INFRASTRUCTURE

14.3 We will need to make the best use of available funds from the government or other public sector sources, but also from developer contributions. Regarding the contributions we seek from developers, subject to any changes in legislation there seem to be two possible approaches, either to seek contributions purely on a site by site basis or to accept that some infrastructure will be needed to meet the challenge of growth on an area wide basis, and that all new development, even that on smaller sites should contribute. If we take the latter view there may be a case for seeking flat rate contribution (a tariff) from all development and pooling that part to provide sub-regional investment with any additional contribution needed to deal with site-specific issues being negotiated separately.

OPTIONS

- a) We could seek contributions solely on a site by site basis, or
- b) We could seek contributions towards overall infrastructure needs, supplemented by a site-specific contribution where appropriate (ensuring there was no 'double counting'). There are also options about how a tariff might be calculated.

QUESTION 48

Which approach would you favour?

- a) or
- b)

Do you think there should be a discount built into a tariff (if adopted) for brownfield brownfield or contaminated sites

Yes

No

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

QUESTION 49

If a tariff approach is adopted, do you think it should be based on:

- a) area-wide assessment or
- b) a specific sector?

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QUESTION 50

If a tariff is adopted, would it be appropriate for public bodies to fund infrastructure early in the life of a development and recoup it via the tariff as development progresses?

Yes

No

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

QUESTION 51

Are there any other comments you wish to make on this issue?

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

14.4 The funds generated will need to be managed in an open and transparent way. This may need a separate fund set up and managed jointly by the partner authorities in the Greater Norwich Development Partnership.

QUESTION 52

Do you have any views on how funds derived from a tariff, if adopted, would best be managed?

PLEASE RESPOND TO THIS QUESTION ON THE ONLINE FORM AT WWW.EASTSPACE.NET/GNDP OR IN THE QUESTIONS BOOKLET.

MONITORING

14.5 A plan is of no value unless it achieves its objectives, and in order to ensure this plan remains relevant we must monitor progress towards its objectives. The plan's objectives are the route map towards our vision and the policies are part of the mechanism to enable us to achieve them. Our approach will be to:

- establish objectives
- define policies
- set targets
- measure indicators.

14.6 Targets and indicators will thus be established as the preparation of the *Joint Core Strategy* progresses. They will be derived from the *Sustainability Appraisal*, since sustainability must be at the heart of the plan, and from the objectives and policies as these are firmed up as the strategy is developed.

14.7 Once established they will be reported on through the councils' *Annual Monitoring Reports*.



- Appendix 1: Glossary of terms and abbreviations
- Appendix 2: Background evidence and studies
- Appendix 3: Other *Development Plan* documents
- Appendix 4: Some issues relating to potential growth locations
- Appendix 5: Greater Norwich housing trajectory 2006-2026

appendices

APPENDIX 1: GLOSSARY OF TERMS AND ABBREVIATIONS

This glossary has been produced to help in understanding the *Local Development Framework*. It does not have policy status and the definitions in it do not have legal status.

ACCESSIBLE

Easy to travel to and enter by whatever means of movement is appropriate (including public transport, cycle, on foot or (for buildings) in a wheelchair or with limited mobility).

ADOPT

Formally approve. Assume responsibility for future maintenance.

AFFORDABLE HOUSING

Housing provided for sale, rent or shared equity at prices permanently below the current market rate, which people in housing need are able to afford. It is usually provided to meet a specific housing need which cannot be met by the housing available on the open market.

ANCIENT WOODLAND

Land which has been woodland continuously since at least 1600AD and which has not been cleared other than for underwood or timber production.

ALLOCATED

Land which has been identified on the current *Local Plan Proposals Map* (or *Inset Map*) for a specific form of development. Allocations will be made in future *Development Plan Documents* and shown on an updated *Proposals Map*.

AMENITY

Those qualities of life enjoyed by people that can be influenced by the surrounding environment in which they live or work. 'Residential amenity' includes for example a reasonable degree of privacy, freedom from noise nuisance, air pollution etc. normally expected at home.

ANCILLARY

Use or development of a different subsidiary use, but which is related to and often found in association with primary use or development.

AQUIFER

Underground layer (stratum) of rock in which water naturally occurs. Water for human use may be extracted by means of wells and boreholes.

BACKLAND

Area of land (often enclosed by other buildings) having no frontage or direct means of access onto a highway.

BIODIVERSITY

The variety of life on earth or any given part of it.

BROWNFIELD LAND, BROWNFIELD SITE

See previously developed land

BUILT ENVIRONMENT

Surroundings which are generally built up in character. The collection of buildings, spaces and links between them which form such an area.

BUSINESS (B1) USE

Use for light industry, offices (where the office does not provide a service directly to the visiting public) and research and development (as defined in the

Use Classes Order). Light industry is industry which is capable of being carried out in a residential area without causing nuisance, including as a result of traffic movement.

CITY CENTRE

The main commercial area of the city currently defined as the area shown on the inset map to the proposals map of the city of Norwich local plan.

COMMERCIAL CENTRE

The centre of larger market towns and villages where there is a concentration of shops and other services which cater for customers for a group of nearby settlements. (see convenience goods and district centre).

COMMITMENTS

Development proposals, which are carried forward in this development plan document but already have planning permission or were allocated in the previously adopted local plans.

COMMUTED PAYMENT/SUM

Either a payment made by a developer to the local planning authority (usually secured by means of planning obligation) to fund provision of a facility needed to serve a development, but to be built or provided elsewhere or in some way other than by the developer, or a one off payment by a developer to another body to enable it to adopt a facility. In this context the commuted payment provides funding for the long term maintenance of the facility.

COMMUNITY FACILITIES

Services available to residents in the immediate area to meet the day-to-day needs of the community, including village halls, post offices, doctors' and dentists' surgeries, recycling facilities, libraries and places of worship.

COMPARISON GOODS

Household or personal items which are more expensive and (often) larger than convenience goods and are usually purchased after comparing alternative models/types/styles and price of the item (e.g. clothes, furniture, electrical appliances). Such goods generally are used for some time.

CONSERVATION AREA

Area of special historic and/or architectural interest which is designated by the local planning authority as being important to conserve and enhance. Special planning controls apply within these areas.

CONVENIENCE GOODS

Items bought for everyday needs, including food and other groceries, newspapers, drink and tobacco and chemist's goods. Generally such goods are used or consumed over a relatively short period.

Supermarkets are single level, self service stores, generally of 1,000 - 2500 square metres trading floor area, selling mainly food often with car parking. Superstores are larger (generally over 2,500 square metres trading floor space) selling mainly food, but sometimes food and non food goods, with car parking.

COUNTY WILDLIFE SITE

Wildlife habitat identified and designated as being of particular local interest of importance by Norfolk county council and the Norfolk wildlife trust but which is not of sufficient national merit to be declared as an SSSI.

CURTILAGE

The area of land associated with a building. The curtilage of a house is normally its garden and the curtilage of a commercial building its ancillary open areas such as for parking/services and landscaping. In development control the word has an important legal application as permitted development rights may pertain within a curtilage; and buildings within the curtilage of a listed building are also deemed to be listed. If, in a specific case, there is any doubt over the definition of a curtilage, the views of the planning authority should be sought.

DEVELOPMENT

Defined in planning law as "the carrying out of building, engineering, mining or other operations in, on, over, or under land, or the making of a material change of use of any building or land" (see also permitted development).

DEVELOPMENT PLAN

A suite of plans guiding future development in the area. The development plan consists of the *Draft East of England Plan* and locally prepared development plan documents,

DEVELOPMENT PLAN DOCUMENTS

Locally prepared documents which form part of the development plan and which are therefore subject to independent examination before adoption

DEVELOPMENT BRIEF

See supplementary planning documents

DISTRICT SHOPPING CENTRE

A group of shops, containing at least one supermarket or superstore (see convenience goods) and other services, providing for a catchment extending beyond the immediate locality. (see commercial centre and city centre).

EAST OF ENGLAND DEVELOPMENT AGENCY (EEDA)

Government agency created in April 1999 to help further economic regeneration and prosperity in Eastern England (Norfolk, Suffolk, Cambridgeshire, Hertfordshire, Bedfordshire and Essex). EEDA administers a wide range of funding programmes including the market town initiative.

EAST OF ENGLAND PLAN

Regional Spatial Strategy for the east of England region, prepared by the East of England regional assembly but ultimately approved by the secretary of state for communities and local government. It forms part of the development plan for the area along with locally prepared development plan documents, which must be in general conformity with it. (see regional spatial strategy)

EMPLOYMENT AREA

Industrial estate or other area that is used primarily for industrial, warehousing, office or other business uses falling within classes b1, b2 and b8 of the use classes order, and/or where such development is proposed.

EMPLOYMENT USE

Use primarily for industrial, warehousing, office or other business uses falling within classes b1, b2 and b8 of the use classes order. Generally other forms of employment such as retail entertainment etc are covered by specific policies or policies for a specific area e.g. the city centre

ENVIRONMENTAL STATEMENT

Written statement, required to be submitted by the applicant with certain kinds of planning application, which sets out the anticipated effects of the proposed development. Such statements deal with the full environment effects of major development proposals and include any mitigation measures needed under the town and country planning (environmental impact) regulations 1999. For certain developments an environmental statement is mandatory while for others it may be required by the local planning authority.

GENERAL PERMITTED DEVELOPMENT ORDER

The town and country planning (general permitted development) order 1995, a statutory order which sets out those kinds of development which do not need specific planning permission (permitted development). The

local planning authority can make a legal order on land or premises (called an article 4 direction) or attach a condition to a planning permission, requiring permission to be obtained for particular types of development which would otherwise be allowed by the General Permitted Development Order.

GREENFIELD LAND (OR SITE)

Land which has not previously been built on, including land in use for agriculture or forestry and land in built up areas used for outdoor sport and recreation (including public and private open space and allotments). Does not include residential garden land.

GREY WATER

Any water that has been used in the home (except water from toilets). Dish, shower, sink and laundry water comprises 50-80% of residential waste water which can be reused for other purposes.

HERITAGE

The collective value inherited and passed on from one generation to another through representative artefacts or remains; qualities which are worthwhile to preserve for posterity.

INFILL DEVELOPMENT

Small scale development filling a gap within an otherwise built up frontage.

INFRASTRUCTURE

The network of services to which it is usual for most buildings or activities to be connected. It includes physical services serving the particular development (eg gas, electricity

and water supply; telephones, sewerage) and also includes networks of roads, public transport routes, footpaths etc as well as social infrastructure e.g. Meeting halls, schools medical facilities etc. And green infrastructure such as open space, accessible natural or semi natural green space or countryside.

INSTITUTION

Premises (not including residential) used for health care, crèche, day nursery or day centre, galleries, libraries, museum, exhibitions or worship. See also residential institution.

JOINT USE

Provision or use of a facility or open space (eg sports pitches, swimming pool) by different groups at different times, which includes some element of opening to the general public.

LEGAL AGREEMENT

See planning obligation

LISTED BUILDING

A building of special historical and/or architectural interest considered worthy of special protection and included and described in the statutory list of such buildings published by the department of culture, media and sport. Alteration, demolition or extension of such a listed building requires special consent.

LOCAL NATURE RESERVE

Area of botanical or wildlife interest where access and use by local people is encouraged through designation by the local authority.

LOCAL SHOPPING CENTRE

A group of shops or services forming a centre of purely local significance. See city centre, district shopping centre and commercial area

LOCAL TRANSPORT PLAN

Statement of policy and programme for transport investment over a five year period, prepared by Norfolk County Council, and subject to annual monitoring and periodic review.

MITIGATING MEASURES

Any works or actions required to be carried out by developers to reduce the impact of the development on the surrounding environment or to address particular environmental effects which would otherwise make that development unacceptable.

MODE HIERARCHY

Principle of assigning priority, for planning purposes, to different modes (or means) of transport.

MONITORING

Regular collection and analysis of relevant information in order to assess the outcome and effectiveness of local plan policies and proposals and to identify whether they need to be reviewed or altered.

NORWICH POLICY AREA

Part of the county which is centred on and strongly influenced by the presence of Norwich as a centre for employment, shopping and entertainment, generally comprising the fringe and first ring of large villages around the city of Norwich, but extending to Long Stratton and Wymondham.

NORWICH AREA TRANSPORTATION STRATEGY

Statement of strategic transportation policy for Norwich and surrounding area, most recently adopted in 2004.

NORWICH FRINGE

Area next to the city of Norwich, but lying in another administrative district which is predominantly developed, including open spaces encompassed within the developed area. For Broadland this includes the continuously built up parts of Hellesdon, Drayton, Taverham, Old Catton, Sprowston and Thorpe St Andrew and in South Norfolk it includes Colney, Costessey, Cringleford and Trowse.

PARK AND RIDE

Provision of parking areas at the edge of the built up area and linked by frequent bus (or other public transport) services to the city centre.

PERMITTED DEVELOPMENT

Certain categories of minor development as specified in the general permitted development order, which can be carried out without having to first obtain specific planning permission. This may include specified building guidelines or change of use (see use classes) see also general permitted development order.

PLANNING OBLIGATIONS

Binding legal agreements made between a developer and the local planning authority under section 106 of the town and country planning act 1990, to ensure that specific works are carried out, payments made or

other actions undertaken which would otherwise be outside the scope of the planning permission. Often called section 106 obligations. The term legal agreements may embrace s106 obligations and also agreements under other legislation e.g. highways act or water resources act.

PREVIOUSLY DEVELOPED LAND

Any land which is or was occupied by a permanent structure (excluding agricultural and forestry buildings) and associated fixed surface infrastructure, including the curtilage of (land attached to) buildings. Includes defence buildings and land used for mineral extraction or waste disposal when there is no requirement for subsequent restoration. Often called brownfield land.

PROTECTED SPECIES

Any species (of wildlife etc) which, because of its rarity or threatened status is protected by statutory legislation (the wildlife and countryside act 1981 (as amended) and the conservation (natural habitats etc) regulations 1994).

PUBLIC RIGHTS OF WAY

In this context, public rights of way means public footpaths and bridleways as defined in the countryside and rights of way act 2000. The phrase "rights of way" include the above and permissive routes where there is no legal right of way but access is permitted by the landowner.

(PUBLIC) UTILITY PROVIDER

Any organisation which provides services and infrastructure commonly available to domestic and commercial premises and their occupants including gas, water, drainage, electricity telephone, cable tv and internet services, public transport, refuse collection, street lighting, sewerage etc.

REGIONAL SPATIAL STRATEGY

Broad strategy setting out spatial planning policies for a region. It forms part of the development plan for the area along with locally prepared development plan documents, which must be in general conformity with it. The regional spatial strategy for this part of England is called the East of England Plan.

RENEWABLE ENERGY

In its widest definition, energy generated from sources which are non-finite or can be replenished. Includes solar power, wind energy, power generated from waste, biomass etc.

RESIDENTIAL INSTITUTION

Residential establishment, (which may also provide medical care or other support) in which residents live communally with catering and housekeeping services provided centrally. Includes nursing homes, residential homes and also includes hostels where a significant element of care is involved but excludes sheltered and supported housing schemes where the dwelling units are self-contained. Also excludes hotels. See also institution.

RETAIL ASSESSMENT/RETAIL IMPACT ASSESSMENT

An assessment which may be required in connection with major retail proposals assessing their likely effect on patterns of trade and the viability and vitality of existing retail centres.

RETAIL WAREHOUSE

Large, single storey, warehouse building (usually over 1000 square metres gross) for the display and sale of household (normally bulky) goods e.g. carpets, furniture, electrical goods to the public. May be sited within a retail park or be free-standing.

RETAIL (WAREHOUSE) PARK

Group of three or more retail warehouses located together on the same site with shared access and car parking.

RIGHTS OF WAY

In this context, rights of way means public footpath and bridleways as defined in the countryside and rights of way act 2000. The phrase "rights of way" include the above and permissive routes where there is no legal right of way but access is permitted by the landowner.

ROUTE HIERARCHY

The county council has categorised the roads in Norfolk according to their purpose and suitability for their purpose and has defined a network serving small parts of Norfolk (cells). The following categories are included in the plan: principal routes (routes of national importance) and main distributor routes (which provide essential cross county links)

SCHEDULED ANCIENT MONUMENT

Ancient structure, usually unoccupied, above or below the ground, which is preserved by order of the secretary of state. Works affecting an ancient monument must be approved by the secretary of state.

SETTLEMENT LIMIT

These are areas where development appropriate to the settlement in question will usually be permitted. Sometimes called village envelopes or development boundaries

SEQUENTIAL APPROACH/TEST

Principle, adopted by some government planning guidance, of planning for new development so as to direct that development to the most accessible locations practicable, and thus to minimise the need to travel. Such an approach means that in selecting sites and assessing development proposals, the locations should be assessed according to an order of preference set out in the guidance concerned

SHARED EQUITY

Arrangement whereby home buyers may pay only part of the initial cost of buying their home to acquire a share in it, but pay rent on the remaining part to the seller (usually a registered social landlord) sometimes with an option to purchase the remaining part later.

STREET FURNITURE

Collective term for permanent structures installed within the highway, including footways and pedestrian areas. Includes street lighting columns, signs, seats, litter bins, telephone kiosks, post boxes etc.

STRUCTURE PLAN

The part of the former development plan system which sets out the broad framework for development in Norfolk. The current structure plan prepared by Norfolk county was adopted in October 1999. It will be superseded by the East of England Plan, when adopted, though certain structure plan policies will be 'saved' in the East of England Plan.

SITE OF SPECIAL SCIENTIFIC INTEREST (SSSI)

Site or area designated as being of national importance because of its wildlife plants or flower species and/or unusual or typical geological features. SSSIs are identified by Natural England and have protected status under the wildlife and countryside act 1981.

SUPERMARKET, SUPERSTORE

See convenience goods

SUPPLEMENTARY PLANNING DOCUMENT (SPD)

Guidance published by the local planning authorities to provide further detailed information on how local plan policies are to applied or interpreted. SPD may be prepared jointly, particularly where a consistent policy approach is required over an area covered by more than one local planning authority. SPD may be concerned with a

particular issue, or it may give more detailed guidance of the development of a specific site, covering a whole range of issues. This is frequently referred to as a development brief.

SUSTAINABLE DEVELOPMENT

The main dimensions of sustainable development as identified in the UK's strategy for sustainable development ('a better quality of life, a strategy for sustainable development' 1999) are as follows:

SOCIAL PROGRESS WHICH RECOGNISES THE NEEDS OF EVERYBODY

Effective protection of the environment. Prudent use of natural resources. The maintenance of high and stable levels of economic growth and employment.

SUSTAINABLE DRAINAGE SYSTEM

Efficient drainage system which seeks to minimise wastage of water, including the use of appropriate groundcover to enable maximum penetration of clean water run-off into the ground and, where appropriate, recycling grey water within the development. Designed to minimise the impact of development on the natural water environment.

TRAFFIC CALMING/MANAGEMENT

A series of related measures taken in an area in order to reduce the intrusive effects of traffic, especially speed.

TRAVEL ASSESSMENT

An assessment that may be required in connection with major development proposals that looks at how people are likely to access the development and its effects on travel patterns. It will also look at how any undesirable consequences can be mitigated. It should consider how access on foot, by cycle or public transport can be promoted and how the demand for car parking can be minimised.

URBAN HEAT ISLAND

An Urban Heat Island is a built-up area which is significantly warmer than the countryside surrounding it. The main cause of the urban heat island is modification of the land surface by urban development.

USE CLASSES ORDER

The town and country planning (use classes) order, 1987, a statutory order made under planning legislation, which groups land uses into different categories (called use classes). Change of within a use class and some changes between classes do not require planning permission. Some uses (known as sui generis) do not fall within any use class.S

WINDFALL SITE

Site where planning permission for housing development is granted during the plan period but which is not identified in the plan for housing development.

APPENDIX 2: BACKGROUND EVIDENCE AND STUDIES

Substantial evidence is needed for to underpin the *Joint Core Strategy*. Up to date studies that inform the Strategy include:

- Greater Norwich Employment Growth and Employment Sites and Premises Study
- Greater Norwich Retail and Town Centres Study
- Green Infrastructure Strategy
- Growth Infrastructure Study
- Housing Market Assessment
- Housing Need and Stock Condition Assessment
- Integrated Water Cycle Study
- Recreational Audit and Assessment
- Strategic Flood Risk Assessment
- Strategic Land Availability Assessments
- Transport Assessment of Potential Growth Locations

For an up to date list of those studies completed please check our website www.eastspace.net/gndp.

APPENDIX 3: OTHER DEVELOPMENT PLAN DOCUMENTS

These Development Plan Documents are expected to follow the *Joint Core Strategy* and are timetabled in each Council's *Local Development Scheme*.

BROADLAND

- *Site Allocations Plan*
- *Indicative Area Action Plan*
- *Development Control Policies*

SOUTH NORFOLK

- *Site Allocations Plan*
- *Indicative Area Action Plan*
- *Development Control Policies*
- *Norwich Research Park/ UEA Area Action Plan*

NORWICH

- *Site Allocations Plan*
- *Development Control Policies*
- *Norwich Research Park/ UEA Area Action Plan*

APPENDIX 4: SOME ISSUES RELATING TO POTENTIAL GROWTH LOCATIONS

This Appendix outlines the relative opportunities and constraints by way of context for a series of illustrative locations around the Norwich policy area. From this it is possible to gain an initial indication of the suitability of the broad locations. These initial indications feed back into the potential growth options outlined in Chapter 4. These options again illustrate a potential path based on large scale concentration.

To allow some level of comparison, proximity to jobs and services is based on measurement of the distance from the nearest potential edge of any new development. Clearly the distance from any part of an actual development could be significantly different and the comparative measurement must be recognised as being broadly indicative only.

References to public transport infrastructure do not include Park & Ride car parks as the new growth locations would need to be served by new dedicated non-P&R services. The relationship to existing facilities and jobs takes particular account of the potential for walking and short cycle trips. All options are likely to require significant public transport and highway improvements.

Early work suggests thresholds of housing development that will support new facilities and services. These should be taken as broadly indicative rather than firm targets:

- Primary School = 1000 dwellings
- Secondary School = 7-8000 dwellings
- Surgery with 4 GPs (a minimum for a new surgery) = 3000 dwellings
- Large new foodstore 7-10,000 dwellings
- Express bus service = much more likely at 5-10,000 dwellings

NORTH EAST SECTOR (INSIDE THE NNDR) – CONTEXT URBAN EXTENSION

- Large scale urban extension has been the subject of previous public consultation (Structure Plan review and draft RSS) and was generally supported
- 5km from the city centre – this is the closest area of developable urban fringe.
- Best served location for potential easy access to a range of existing employment locations including city centre, Thorpe St Andrew business parks and Airport employment areas. Also close to Rackheath and Salhouse Road employment areas.
- Existing Tesco Extra and adjacent planned district centre are on the edge of this location
- The area will be served by the NNDR

- Served by up to 4 radial routes providing the opportunity for public transport priority.
- Limited existing public transport priority infrastructure but a good level of existing services to part of the area to build on.
- Several sensitive environmental assets in the area provide opportunities for structural landscaping, open space and sustainable drainage systems.
- No capacity or expansion potential in Sprowston High School, possible capacity at Heartsease (but the future role of this school is currently unclear with academy status being considered). Assuming no capacity at Heartsease, an additional secondary school would be required. This issue needs further investigation.
- A significant swathe of the area has the potential for heathland re-creation. Such a project would have important benefits but would limit the potential scale of development

INITIAL INDICATIONS

This appears to be a very good location for a large scale urban extension. The likely need for a new secondary school would require a minimum scale of development of around 7-8,000 dwellings. Various constraints suggest that the amount of developable land inside the NNDR may not be sufficient to provide a single coherent new community of this scale although this would depend on density assumptions. This requires further analysis.

NORTH EAST SECTOR (OUTSIDE THE NNDR, VICINITY OF RACKHEATH) – CONTEXT

- Expanded stand-alone settlement
- 7km+ from the city centre
- Well located for existing employment locations including Thorpe St Andrew business parks and airport employment areas. Very close to Rackheath employment area.
- Limited existing local services
- The area will be served by the NNDR. Location outside the NNDR may encourage rat running through existing network of lanes.
- Served by up to 3 radial routes providing the opportunity for public transport priority.
- Potentially served by Salhouse railway station
- Some limited existing bus-based public transport priority infrastructure
- Large mineral investigation area to the west of Salhouse station is a constraint but may provide an asset
- No secondary school nearby. No capacity or expansion potential at Sprowston High School, some potential capacity at Broadland (Wroxham/Hoveton). To provide a new school to serve the new community would require a minimum of 7-8,000 dwellings
- A significant swathe of the area has the potential for heathland re-creation. Such a project would have important benefits but would limit the potential scale of development

INITIAL INDICATIONS

- The area may be worth further investigation particularly in conjunction with development inside the NNDR to provide a network of new ‘villages’ supporting a wide range of services.

EAST SECTOR (OUTSIDE THE NORWICH NORTHERN DISTRIBUTOR ROAD) – CONTEXT

- Stand-alone new settlement (although could be separated from the urban area by little more than the NNDR)
- Large scale growth has been the subject of previous public consultation (Structure Plan review and draft RSS – as part of a wider north east sector)
- 6km+ from the city centre
- Very well located for access to Thorpe St Andrew business parks. Also reasonably close to Rackheath employment area.
- Not well served by existing local services. Sainsbury and Pound Lane district centre is nearest location.
- The area will be served by the NNDR
- Served by 2 radial routes – Yarmouth Road and Plumstead Road. No direct access to A47 likely.
- No existing bus based public transport priority infrastructure. Would need to resolve congestion problems at junction of Pound Lane/Yarmouth Road.
- Potential use of two rail lines but both are peripheral to the

area and it is unlikely that a service would be attractive to a heavy rail operator

- No sensitive environmental assets in the area although high quality agricultural land could be a significant constraint
- No capacity in Thorpe St Andrew High School. Therefore a new school would be required and consequently a minimum of 7-8,000 dwellings

INITIAL INDICATIONS

May be worthy of further investigation, particularly if public transport constraints on Yarmouth Road can be overcome. However, the area is likely to be high grade agricultural land, the loss of which would not be sustainable.

NORTH EAST AND EAST COMBINATION

A location could be considered centred in the vicinity of where the NNDR will cross the Bittern Line. However, this infrastructure would result in a disjointed community. The location would only seem to have merit if a rail based public transport solution had any advantage over bus based.

SOUTH EAST SECTOR (VICINITY OF PORINGLAND) – CONTEXT

- Stand-alone new or expanded settlement
- 5-6 km from the city centre
- Not close to any existing strategic employment opportunities.

- Existing local services in village but no large scale retail facilities in the area.
- Served by B1332/A146 and reasonably well related to A47. Combined inner/outer ring road in King Street area constrains access to central urban area.
- Limited existing public transport priority infrastructure (bus gate in Trowse)
- No significant environmental constraints (Number of ancient monuments closer to Norwich and a scattering of other protected sites can be avoided)
- Framingham Earl High School is not landlocked so has the potential to expand.

INITIAL INDICATIONS

Poor access to limited choice of employment locations and lack of options for high quality public transport suggests that this area does not seem to be a particularly good candidate for strategic growth.

SOUTH SECTOR (A11-A140 OUTSIDE A47) – CONTEXT

- Stand-alone new or expanded settlement
- 5-6km to the city centre
- Poorly related to choice of existing strategic employment areas. Area near to A140 is reasonably close to Hall Road area. A location close to the A11/A47 junction would be reasonably close to the NRP

- Existing Tesco at Harford is near but physically separated from potential growth locations close to the A140. The store is poorly related to locations close to the A47. The area is not well related to existing local services
- The area is well served by the A47 and A140 but their junction is likely to be a significant constraint. Relationship to A11 is less clear as existing junctions are poor and new junctions are unlikely. Also served by B1113.
- Area would be dependent on either the A140 or A11 radial routes.
- Some limited existing public transport priority infrastructure on A140 route. Excellent public transport infrastructure and potential on A11 Newmarket Road but difficult to access from this area.
- Mineral investigation areas south of Mangreen and close to A11. Could be a constraint but may provide an opportunity.
- No capacity at Hethersett High School or CNS. Potential physical capacity in Hewett High School but not well related to potential development. This capacity may constrain the ability to provide a new school to serve the development.

INITIAL INDICATIONS

The characteristics of this area vary significantly depending on whether a location close to the A140 or A11 is considered, although improved connection to the A11 would be difficult. The area is not particularly well related to employment locations. Location close to strategic road network may improve prospects for new local employment development. Need to overcome significant constraints to deliver public transport. Ability to deliver new secondary school needs further investigation. It is likely that development would need to be in excess of 8000 dwellings to deliver services and infrastructure. Perhaps worthy of further consideration as a longer term location.

SOUTH WEST SECTOR (A11-B1108 OUTSIDE A47) – CONTEXT

- Stand-alone new or expanded settlement
- 6km+ from the city centre
- Easy access to Norwich Research Park. Parts of any development could be c3km from Gateway 11 or Longwater
- Local village services but no major existing services in the area. Significant growth would support new facilities to serve the significant existing population.
- The area is well located in relation to the A11 and A47. Also served by B1108 and B1172(ex A11)

- Bus lane from urban edge to city centre, physically capable of being extended back towards the A47. Existing P&R service has the fastest journey time (12-14 minutes)
- No existing capacity in Hethersett High School, but there would be capacity to support perhaps circa 2,000 dwellings if the co-located primary could be relocated. Larger scale development would require an additional secondary or a relocation and expansion of the existing school

INITIAL INDICATIONS

With good existing priority measures capable of expansion and fast journey times, this appears to be the best location for the provision of very high quality public transport. The area is reasonably well located to a choice of existing employment sites. While there could be capacity in the High School to support relatively limited growth a larger development would be possible and would be much more likely to support high quality public transport and new large scale local services. Capacity to accommodate a large new/expanded settlement is worthy of further investigation.

WEST SECTOR (RIVER YARE TO RIVER WENSUM) – CONTEXT

- Road system and sensitive river valleys in the area constrain the likely areas for development and suggest a

combination of relatively small urban extensions and stand-alone new or expanded settlement.

- 6-8km+ from the city centre
- Easy access to strategic employment area at Longwater and relatively close to Norwich Research Park. Parts of the area are close to the employment area at Bowthorpe.
- Relatively close to Sainsbury superstore.
- The area is well located in relation to the A47. Also served by A1074 (Dereham Rd).
- Inbound bus lane along parts of Dereham Rd. Principal issues for future extension are in the stretch between the Outer Ring Road and the city centre.
- No capacity in Costessey High School and no room to expand.

INITIAL INDICATIONS

This is one of the furthest areas of urban fringe from the city centre although it may be possible to add to existing public transport infrastructure. The area is reasonable well related to choice of employment location. Even relatively small scale development could be difficult for high school provision. There does not appear to be physical capacity for a large enough development (8000 dwellings) to support a new secondary school.

NORTH WEST SECTOR (A1067 – NORWICH NORTHERN DISTRIBUTOR ROAD) - CONTEXT

- Urban extension/expanded settlement
- 6-9 km to the city centre
- The city end of this area is relatively close to the airport otherwise the area is poorly related to choice of significant existing employment areas.
- The area is not currently well served by large scale retail facilities.
- The area is served by the A1067 and B1149/A140 and will be served by the NNDR.
- Growth is likely to put further pressure on minor roads to access the A47, and jobs and retail at Longwater.
- No significant public transport priority infrastructure outside city centre.
- Mineral investigation areas to the north east of Drayton.
- No capacity at Taverham High School or room to expand. Some capacity at Hellesdon High School.

INITIAL INDICATIONS

The area is not particularly well related to employment locations and public transport infrastructure is currently limited. Capacity at Hellesdon High School could allow for some growth (to be investigated) otherwise growth would need to be large enough to deliver significant retail, public transport and school facilities (probably in excess of 8000 dwellings).

Growth in this sector would add significantly to the problems of 'rat-running' to Costessey and the A47.

NORTH SECTOR (NORTH OF AIRPORT) – CONTEXT

- Stand-alone new or expanded settlement separated from the urban area by the airport.
- 6-7 km to the city centre
- Could be reasonably close to existing and potential employment areas around the airport but not well related to choice of significant existing employment areas.
- Poorly related to existing retail services
- The area is served by the A140 and Spixworth Road and will be served by the NNDR.
- No significant public transport priority infrastructure outside city centre
- Not well related to existing secondary schools. Some capacity at Hellesdon but no capacity at Sprowston or Taverham High Schools therefore minimum of 7-8,000 dwellings required to provide new secondary school.
- Minerals investigation areas between Horsham and Spixworth
- Environmental assets include castle remains east of Horsford, a number of wildlife designations and small river valleys.
- Potential for heathland re-creation

INITIAL INDICATIONS

Lack of access to a choice of employment locations suggests that this does not seem to be a particularly good candidate for strategic growth at this time.

WYMONDHAM – CONTEXT

- Urban extension. Existing stand-alone market town well related to Norwich but with a distinct identity and wide range of services
- 12-14 km from city centre
- Large scale strategic development was the subject of previous public consultation (Structure Plan Review) and received some support.
- Well related to Gateway 11 employment site and employment opportunities elsewhere in the town. Not close to other NPA employment sites but is the closest potential strategic growth location to Hethel (Lotus/Hethel Engineering Centre)
- Rail service to Norwich (and Cambridge)
- A11 including Newmarket Road provides excellent infrastructure for express bus
- Well related to existing retail services (Waitrose and town centre)
- No capacity in Wymondham High School or Wymondham College. However, relocation of sixth forms to independent campus may provide capacity for up to perhaps 3,000 dwellings. Alternatively 7-8,000 dwellings would provide for a new secondary school.

INITIAL INDICATIONS

Wymondham is well related to Norwich and has a wide range of services and jobs. It has the Gateway 11 employment area and is close to the strategic employment site at Hethel. The town is well served by main roads, express buses and has regular and frequent train services to Norwich, Cambridge and beyond. While it is too far from Norwich to walk and, for most people, to cycle, it is small enough to encourage walking and cycling within the town.

It appears to be a suitable location for further investigation for strategic growth.

LONG STRATTON – CONTEXT

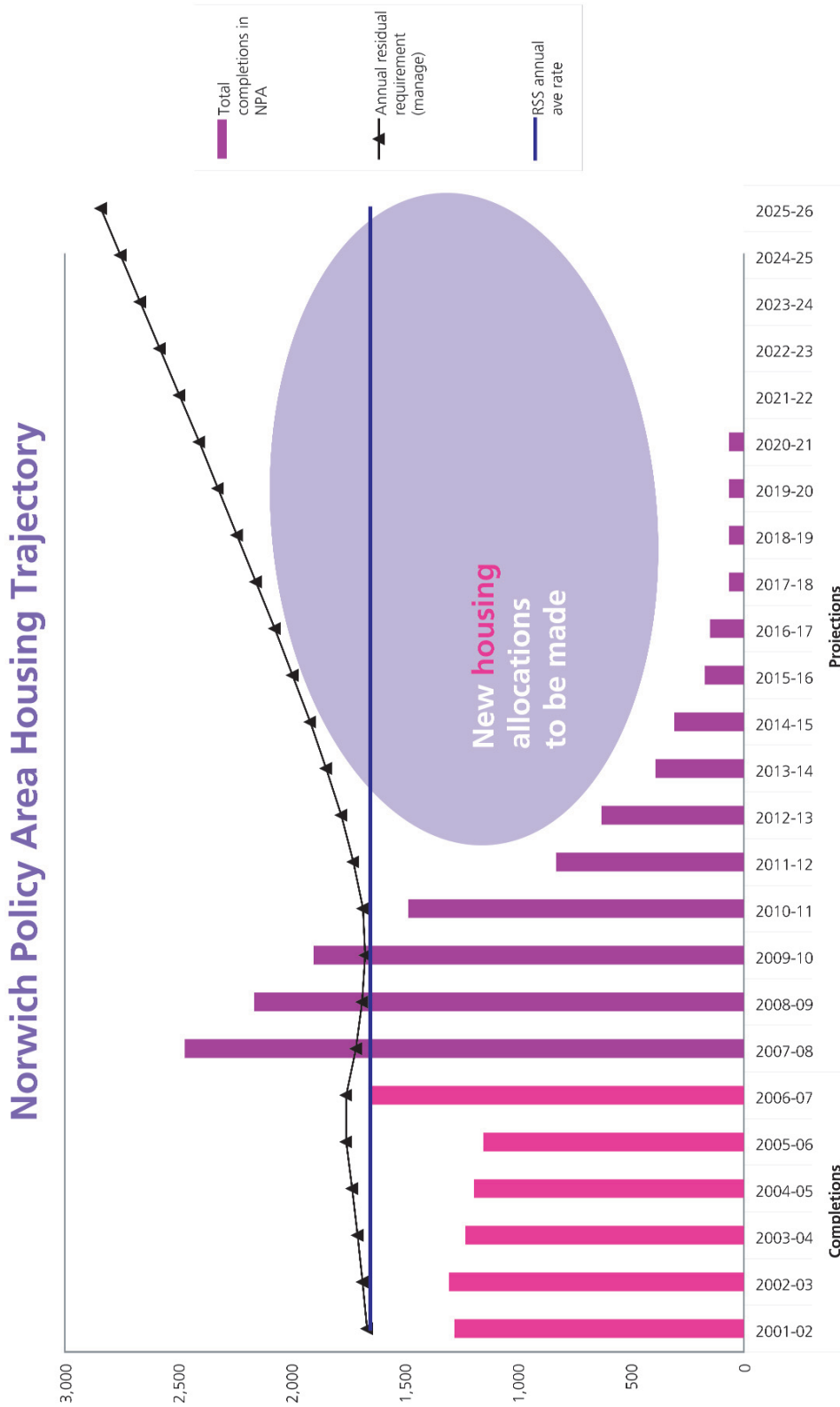
- Village extension. Existing stand-alone large village with a distinct identity and reasonable range of services
- 15km+ from the city centre
- Some local job opportunities but poorly related to strategic employment locations
- Unlikely to be any realistic opportunity for rail service – a new rail station would be peripheral to the village, there is no local service on the line and stopping express services would add to delays
- A140 provides limited infrastructure for express bus and is single carriageway to A47 and Norwich. Growth could contribute to funding planned by –pass
- Well related to existing retail and services in the village

- Some potential to expand Long Stratton High School could support a development of up to 1-2,000 dwellings. Alternatively 7-8,000 dwellings would provide for a new secondary school.

INITIAL INDICATIONS

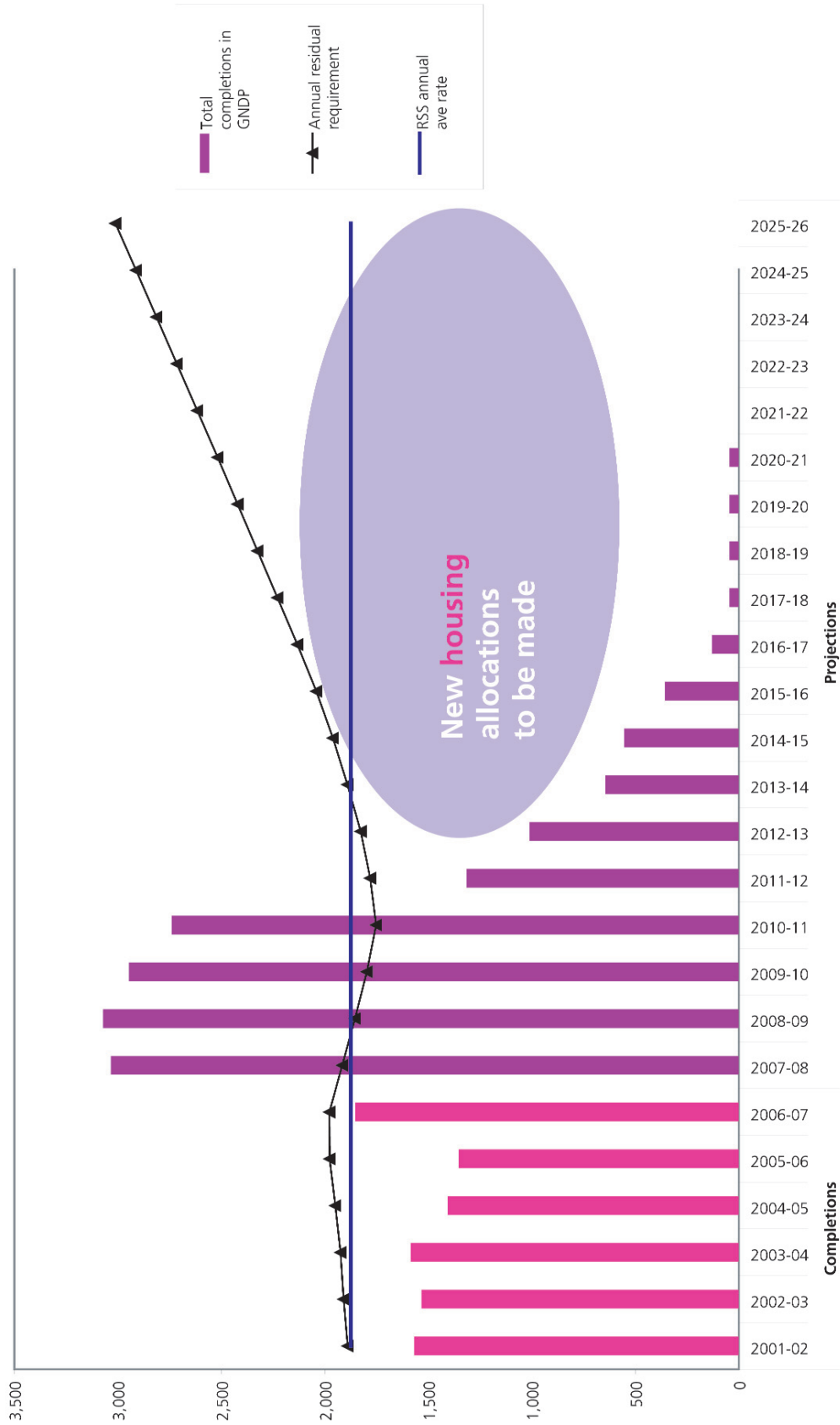
Long Stratton provides a range of local services and some local job opportunities. It is poorly related to strategic employment sites. Even with a bypass, road access and public transport accessibility to Norwich or to the south is poor. This might constrain employment growth in the village. It does not appear to be a suitable location for further investigation for strategic growth at this time.

APPENDIX 5: GREATER NORWICH HOUSING TRAJECTORY 2006-2026



Please note: This trajectory is based on dwelling densities within the urban area at the lower end of estimates.

Housing Trajectory for Broadland, Norwich and South Norfolk



Please note: This trajectory is based on dwelling densities within the urban area at the lower end of estimates.



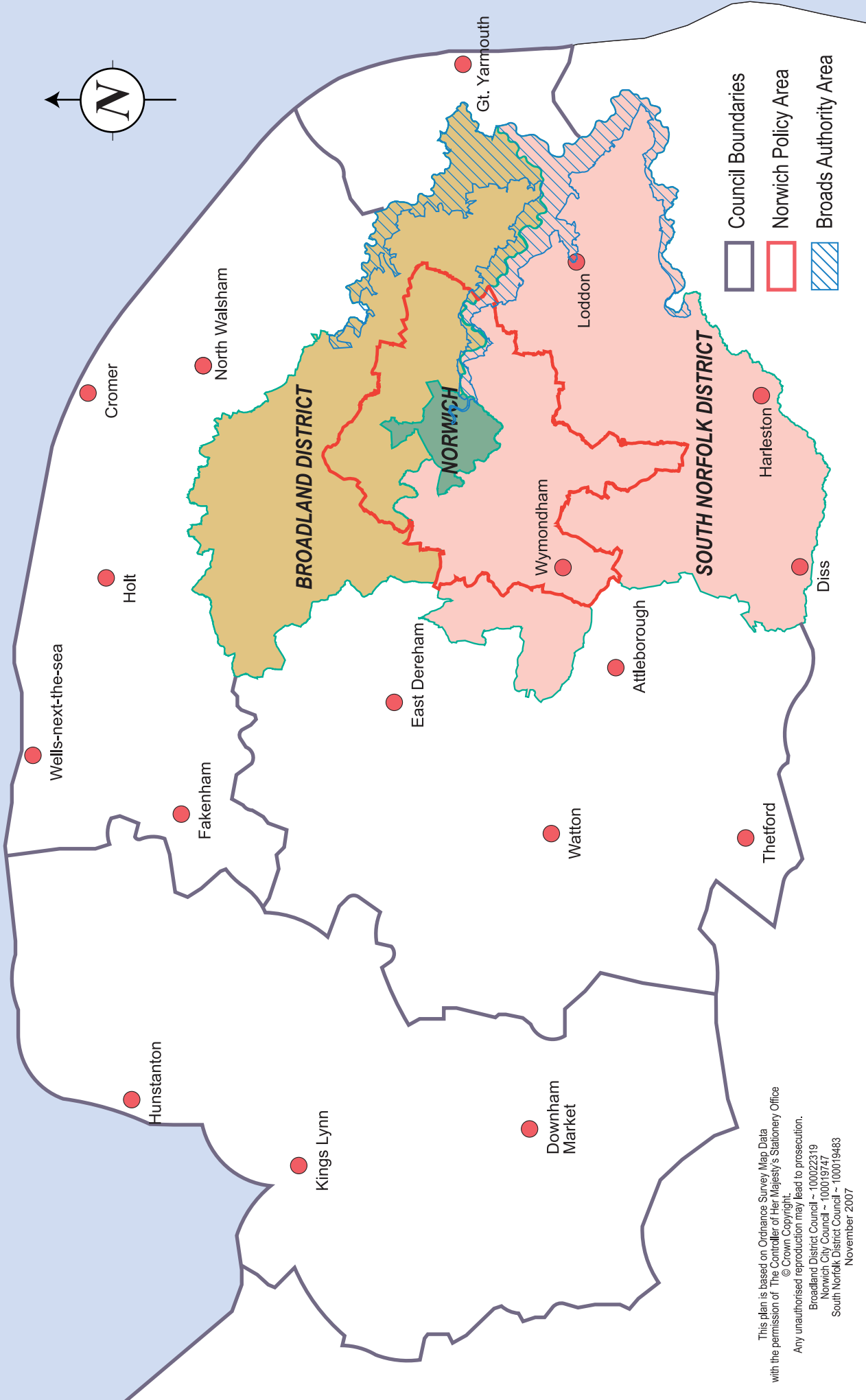
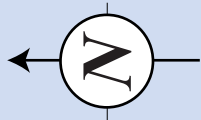
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Map of the NPA and Joint Core Strategy Area Addendum



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