

Greater Norwich Development Partnership

Date: 16 December 2020

Time: 10.00 am

Venue: Hosted by videolink

Board Members:

Broadland District Council:

Cllr Lana Hempsall

Cllr Sue Lawn

Cllr Shaun Vincent (Chairman)

South Norfolk Council:

Cllr Florence Ellis

Cllr John Fuller

Cllr Lisa Neal

Norwich City Council:

Cllr Kevin Maguire

Cllr Mike Stonard

Cllr Alan Waters (Vice-Chairman)

Norfolk County Council:

Cllr Stuart Clancy

Cllr Andrew Proctor

Cllr Barry Stone

Broads Authority:

Cllr Melanie Vigo di Gallidoro

Officers:

Trevor Holden

Phil Courtier

Emily Egle (Comms)

Graham Nelson

Matt Tracey

Marie-Pierre Tighe

AGENDA

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1. To receive Declarations of Interest	
2. Apologies for Absence	
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4. Matters arising therefrom (if any)	
5. Questions	
To consider any questions received from members of the public in accordance with the Board's Terms of Reference.	
6. Economic Report Briefing	8
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8. Greater Norwich Local Plan Regulation 19 Publication Stage	24
8.1 Interim Pre-submission Draft Strategy document for Representations on Soundness and Legal Compliance <i>Subsequent to discussions on the GNLP Strategy at the GNDP on December 7th, a revised version (v1.5) with a limited number of changes has been produced. The revised document and a schedule setting out the changes are available from here.</i>	
8.2 Interim Pre-submission Draft Sites document for Representations on Soundness and Legal Compliance	

FOR FURTHER INFORMATION PLEASE CONTACT:

Mike Burrell: Greater Norwich Planning Policy Manager

t: 01603 222761

e: mike.burrell@norfolk.gov.uk

Greater Norwich Local Plan Team, Norfolk County Council, Martineau Lane, Norwich, NR1 2DH



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Please call Mike Burrell, Greater Norwich Planning Policy Manager on 01603 222761 or email mike.burrell@norfolk.gov.uk in advance of the meeting if you have any queries regarding access requirements.

Greater Norwich Development Partnership Board

Meeting Minutes

Date: Monday 7 December 2020

Time: 2.00pm

Venue: hosted by video link

Board Members:

Broadland District Council:

Cllr Lana Hemsall, Cllr Shaun Vincent (Chairman)

Norwich City Council:

Cllr Kevin Maguire, Cllr Mike Stonard, Cllr Alan Waters

South Norfolk Council:

Cllr Florence Ellis, Cllr John Fuller, Cllr Lisa Neal

Norfolk County Council:

Cllr Andrew Proctor, Cllr Barry Stone

Broads Authority

Cllr Melanie Vigo di Gallidoro

Officers in attendance: Nick Booth, Mike Burrell, Judith Davidson, Phil Courtier, Trevor Holden, Helen Mellors, Phil Morris, Graham Nelson, Jonathan Pyle, Marie-Pierre Tighe and Matt Tracey.

1. DECLARATIONS OF INTEREST

The Chairman advised the meeting that through his consultancy Abzag, he was promoting, on behalf of the landowner, a site for residential development in Colney through the Greater Norwich Local Plan. When this site was under consideration he would declare a disclosable pecuniary interest and shall vacate the chair and leave the room.

In the interests of transparency, he also brought to the Board's attention, that his father, Malcolm Vincent, through his company Vincent Howes, was promoting, on behalf of the landowners, a site for residential development in Costessey/Bawburgh through the Greater Norwich Local Plan. In this case under the provisions of the Code of Conduct, there was no interest to declare which would prevent him from participating in the debate and chairing the meeting.

Cllr John Fuller and Cllr Barry Stone confirmed that they were Members of the Royal Norfolk Agricultural Association.

Cllr L Hemsall and Cllr S Vincent advised the meeting that they were directors of Broadland Growth Ltd.

Cllr M Stonard informed the meeting that he was a director of Norwich Regeneration Ltd.

2. APOLOGIES FOR ABSENCE

Apologies were received on behalf of Cllr S Lawn and Cllr S Clancy.

3. MINUTES

The Minutes of the meeting held on 4 November 2020 were agreed as a correct record.

4. QUESTIONS FROM THE PUBLIC

No questions from the public had been received.

5. GREATER NORWICH LOCAL PLAN REGULATION 19 PUBLICATION STAGE – INTERIM PRE-SUBMISSION DRAFT STRATEGY FOR REPRESENTATIONS ON SOUNDNESS AND LEGAL COMPLIANCE

The Chairman noted the significant amount of work that had gone into bringing forward the Greater Norwich Local Plan (GNLP) to the Regulation 19 publication stage for representations on soundness and legal compliance.

He drew the Board's attention to the updated version 1.4 of the Strategy that had been circulated electronically to Members and had a significant number of changes from version 1.3, which was appended to today's Agenda.

The Greater Norwich Planning Policy Manager added that the Board were being asked to recommend to their respective councils the publication of the GNLP Strategy. The sites document would be considered by the Board on 16th December 2020.

A Member noted that although version 1.4 had a large number of modifications, there were still some areas that needed further work, although these should be possible to address without too much difficulty. For example, greater clarification was required for the South Norfolk Village Clusters was needed, as this had raised a lot of questions at the Regulation 18 stage. It should also be noted that the Strategy brought the number of new homes up to 49,000, which was an over-allocation of 22 percent against the 2014 baseline need.

The Board was also reminded that the Strategy had identified a contingency site in Costessey and that it must be ensured that there was a significant trigger point before the requirement for the contingency was reached, as Costessey had a large population, but comparatively few facilities.

He also suggested that there were some gaps to be filled in the Strategy, in areas such as hydrogen power and better pen portraits of the market towns and that it was critical that the Economic Study be incorporated into the Strategy, otherwise it would risk being found unsound.

It was also noted that the City would be losing a significant proportion of Business Rates resulting from the collapse of Debenhams and Arcadia and that this should also be a consideration.

The Board was informed that Avison Young were drafting the Economic Study using the most recent data. Their view was that in terms of jobs the recovery from the pandemic would be 'V' shaped and should begin to recover at the start of the next financial year. It was suggested that this could see an additional 33,000 jobs by 2038, with about 25,000 of these across all sectors and would lead to an employment land requirement of around 75 hectares. However, it was noted that Greater Norwich had an employment land supply of 280 hectares in its key strategic sites, so there was significant oversupply.

In respect of retail it was predicted that there was some capacity for growth in the food sector outside of the Norwich urban area, in places such as Diss, but little room for growth in the City. Non-food retail was predicted to be severely impacted, with negative growth for the next ten years and possibly reduced turnover.

A covering report and the Economic Study would be brought to the 16 December meeting. Overall the message was the need to take a flexible approach to the economic challenges ahead.

A Member noted that there was going to be a significant transition in the economy and that funding local government via Business Rates was looking an increasingly poor model. He emphasised, that uncertainty made it crucially important, however, to use the transition period to drive forward the GNLP ahead

of what would emerge as a result of the Planning White Paper.

However, the Board was advised that there were also encouraging signs for the future such as the East Norwich Partnership, which was made up of the City and County Council, the Local Enterprise Partnership, all the landowners and Network Rail and had been set up to coordinate the development of three major brownfield sites to the east of the City.

A Member suggested that an emphasis on the delivery of these major projects and others should be strengthened in the final Strategy. It should also be made very clear that the GNLP was going well beyond the housing numbers required, by the baseline need study.

In summing up the Chairman noted the key elements that need to be incorporated in the Strategy, which including ensuring that the housing numbers and other data added up and the links between the Economic Study were made clear, as well as the trigger points for the Costessey contingency site.

The Chairman also noted the timetable for bringing the Regulation 19 consultation forward, which would see cabinets agree the plan in mid-January and the consultation take place from 1 February to 15 March 2021.

RESOLVED

That subject to the inclusion of the amendments proposed above the Board:

- Recommends to the councils that they should agree to publish the Regulation 19 Pre-submission Draft Greater Norwich Local Plan Strategy, for representations on soundness and legal compliance; and
- Delegates authority to directors to make changes agreed today and at the GNDP meeting on 16th December, plus other minor changes to the plan, prior to it being reported to councils in January.

The meeting closed at 2.34 pm.

Economic evidence key messages

Recommendation

It is recommended that the GNDP Board note the contents of this report outlining the main findings of updated economic evidence.

Background

1. The development of the Local Plan has been supported by evidence produced by GVA in 2017. In October 2020 their successor Avison Young was commissioned to update this work in the form of two Addendum reports covering jobs growth, employment land need, town centres and retail.
2. The reports use the latest available data including Experian forecasts from September 2020 and Avison Young's own COVID cities recovery index. Population forecasts are derived from 2014-based data to be consistent with housing growth needs. The reports include an extensive range of statistical information that will also be useful for economic development activity.
3. The reports make clear that with ongoing impacts of COVID-19, uncertainty of post-Brexit impact and changes to the planning system there is no certainty about future performance.
4. Four scenarios are presented for GDP recovery (see 3.6 to 3.26) V shaped, delayed V shaped, U shaped and L shaped. Experian consider that a V shaped recovery is most likely (but still uncertain).
5. In relation to BREXIT "The economic forecasts provided by Experian for use in this Study assume that the final outcome is a deep trade deal that allows continued access to EU markets". At the time of writing this is by no means certain.

Retail background

6. Consumer spending growth was low pre-COVID and is expected to stay low; non-food sales were poor, on-line sales growing.
7. Per capita expenditure growth 2020-2035 on convenience goods (largely food) in "bricks and mortar" shops may be marginally better than in the 2017 study although stagnant with potentially a small decline, and on comparison goods (most non-food) there will be real growth but significantly less than in the 2017 study.
8. The overall market share of internet sales, as a proportion of total sales, has increased nationally from 5.5% in 2006 to 20.2% in 2019. It is forecast to grow to 22% by 2021 and to 31% by 2036.
9. Market demand in recent years has seen an increasing polarisation and concentration of non-food retailer demand and investment interest in the larger regional and sub-regional centres (e.g. Norwich).

10. Changes in retailer requirements and market demand will continue to have a significant impact on the UK's town centres and high streets, particularly in those cases where retailers make the decision to relocate from town centres to out-of-centre locations, or even out of the area altogether.

Retail need/capacity

11. With all the uncertainties Avison Young recommended to plan on the basis of 5 year forecasts (2025) and certainly no more than 10 years (2030).

Convenience goods floorspace quantitative capacity:

12. Across the Norwich urban area limited growth in convenience goods capacity is forecast of 600 sq.m net in 2025, rising to 1,300 sq.m net in 2030.
13. Avison Young conclude that "the level of 'surplus' is so small that it does not prompt any significant allocations from a quantitative perspective".
14. Within the rest of South Norfolk (Main towns and rural) there could be capacity for 2,900 sq.m net by 2025 rising to 3,300 sq.m net in 2030. Most of the forecast capacity is in Diss or dispersed across the area, with a small oversupply in Harleston.
15. Within the rest of Broadland (main towns and rural), the forecast suggests a small oversupply in Aylsham and some capacity dispersed across the rural area.
16. Outside the urban area the levels and patterns of convenience goods capacity are broadly similar to those forecast in the 2017 study.
17. Note – these calculations take account of overall population growth but not the specific distribution of allocations in the emerging GNLP. Housing growth in the Aylsham and Harleston catchments may tend to moderate the level of potential over-supply.

Comparison goods capacity

18. Available comparison goods expenditure in the study area was £2,751m in 2017, whereas the latest assessment for 2020 is £2,195m. This is a significant fall caused by the drop in expenditure during 2020 and the increase in the market share of internet shopping over the past three years (both heavily influenced by COVID-19 pandemic). Whilst it is hoped there will be a bounceback from 2021 onwards, available comparison goods expenditure will be materially lower over the period.
19. Forecast total spending at comparison goods stores in the Greater Norwich urban area (in 2017) was £1,547m. The forecast turnover has fallen to £1,233m in 2020
20. Lower levels of turnover have a negative impact on the vitality and viability of town centres. However, to maintain 2017 levels of turnover in Norwich urban area would suggest an over-supply of comparison goods floorspace of between 21,100sq m net and 25,500sq m net in 2025 and 2030. Alternatively reducing average turnover would provide some theoretical capacity but this should be used to support existing floorspace, including the opportunity to re-occupy existing vacant floorspace (unless it is re-purposed for an alternative use).

21. There are similar outcome for the rest of South Norfolk and Broadland: a modest surplus capacity of 2,600m² in SNC and 600m² in BDC based on current turnover; or a small over-supply based on 2017 turnovers.
22. While there is no quantitative need, AV suggest that qualitative need may warrant new floorspace for example:
 1. Projects to support town centre health - redevelopment to provide retail floorspace suited to modern needs; or re-purpose existing floorspace to allow for a wider range of active uses (including, in appropriate circumstances, the down-sizing of retail space).
 2. Location specific needs - likely to be in relation to new communities / urban extensions to ensure easy access to day to day retail and service uses.
23. The report also looks at the implications of recent changes to government policy and the use classes order. The latter creates a new use Class E which incorporates the previous shops (A1), financial and professional services (A2), restaurants and cafes (A3) offices (B1), gyms, nurseries and health centres (previously in use classes D1 and D2). The report recommends that the implications of use classes for out of centre development should be reflected in policy and identifies some aspects of development management policies that could be reviewed.

Employment land and jobs growth

24. Similarly to the original reports, Avison Young provide both Baseline and alternative higher growth forecasts for jobs growth in the period 2020 to 2038.
25. The Baseline forecast is 32,700 jobs 2020-2038. Of this total, most of the growth is likely to be seen in non-B-Class employment (using the previous use classes order), with an additional 25,410 jobs created between 2020 and 2038. The scale of jobs growth in B-class uses equates to a need for 74.3ha of employment land.
26. The alternative growth scenario looks at the prospects of individual sectors and builds upon AV's understanding of past economic performance, the strengths and weaknesses of the local economies, factors expected to influence future growth, and the wider macro-economic context for key economic sectors This alternative scenario suggests a further 483 jobs i.e. 33,200 jobs in total , equating to 76.4ha of employment land
27. While Avison Young recognise the quantitative over supply of employment land, they draw attention to the way the range and distribution of sites provide different locational offers and support sector specific requirements.
28. Avison Young look into the impact of Covid-19 on office demand and logistics – two sectors with the most likely impacts. They conclude that the impact of Covid-19 has demonstrated the need for more flexible office space but there is not currently any indication that working from home will reduce the demand for office space. Although fewer people are expecting to be working in the office at one time, Covid-19 has highlighted the importance of collaboration and well-being of employees. Occupiers are tending to reconfigure their space to provide an increased share of breaking areas, meeting rooms, individual booths (to accommodate online meetings) and wellness and social areas (lounge, etc.). Overall, whilst the number of employees present in the office

at any time is expected to dramatically decrease, this will be counteracted in terms of calculating floorspace need to support jobs by the floorspace effectively supporting staff working from home.

29. Logistics space has been characterised by a greater importance of last-mile delivery, this trend has been particularly intensified by the Covid-19 crisis and the sharp rise of e-commerce and the shift of local businesses, retailers and restaurants towards the online marketplace, associated with fast home deliveries. This has led to a large increase in demand for warehousing of all sizes, including the emergence of micro-fulfilment centres (small, usually under-used space such as basement, in urban areas).

Conclusion

30. In a period of significant uncertainty Local Plan policies need to be flexible to enable change. There is also a continuing need to support and protect town centres to aid their recovery and transition, and to work with partners to promote the local economy and overcome constraints to key employment sites to remove obstacles to growth. Many of the economic and social trends were already apparent prior to the COVID pandemic and the Reg18 approach, largely carried forward into the Reg19, remains appropriate with minor updating.
31. The Government's recent changes to the use classes which bring retail, offices and some leisure uses into the same class, Class E, helps provide flexibility within town centres. However, large scale office, retail or leisure development, particularly out of centre, will have very different implications, for example for traffic generation, and it will be important to ensure that the development that takes place is consistent with the evidence provided with the planning application. This should be reflected in GNLP policy. The report's advice on detailing the operation of the sequential approach and impact assessment is achieved in Policy 6 by linking to the NPPF which has the advantage of remaining up-to-date with any changes to national policy.
32. Although starting from a different base year and over 18 years rather than 20, the job forecasts are broadly similar to the growth identified of 33,000 jobs in the Reg18 plan.
33. We currently have in excess of 300ha of allocated employment land. While this is a significant over-allocation compared to the needs identified there are a range of justifying factors. Over 280ha of our supply is on key strategic sites, with several targeted at particular sectors such as NRP, Hethel, and the airport area. These sites are not suitable for reallocation to other uses. The remainder is dispersed across the area providing important local opportunities. The report focusses on B-class uses and some employment land will be used for non-B-class employment such as gyms, waste recycling centres, vehicle sales and fuel forecourts; or supporting uses such as cafés and restaurants. The scale and range of our employment allocations provide for choice and flexibility and will provide for growth in the longer term.
34. The Avison Young reports and the proposed modifications to policy will be provided separately.

Greater Norwich Development Partnership (GNDP)	
Report title:	Regulation 19 Greater Norwich Local Plan Publication Stage – Communications plan
Date of meeting:	16th December 2020
<p>Summary This report presents the proposed communication plan for the forthcoming Regulation 19 publication stage of the Greater Norwich Local Plan. The responses to the publication stage are limited to matters of soundness and legal compliance.</p> <p>Recommendation</p> <p>It is recommended that the Board endorses the approach to communication to partner authorities.</p>	

1 Introduction

- 1.1 The Greater Norwich Local Plan Regulation 19 Publication Stage will take place between 1 February and 15 March 2020.
- 1.2 This stage relates to the publication draft version of the Greater Norwich Local Plan (GNLP), also called the Regulation 19 Pre-submission Draft Plan. It is the councils' chosen plan. There are two parts to the Publication draft of the GNLP: the first is the draft GNLP Strategy. It contains the planning strategy for growth in Greater Norwich from 2018 to 2038. The second is the draft GNLP Sites document. It has planning allocation policies for the sites to deliver the strategy. This does not include smaller villages in South Norfolk that will be addressed through a new South Norfolk Village clusters Housing Allocations Local Plan.
- 1.3 There have already been three consultations on the plan. **This stage of plan-making will be limited to matters of soundness and legal compliance.** Advice on what soundness matters are can be found in the National Planning Policy Framework. Representations made at this stage will be assist members in deciding on submission of the plan in summer 2021 and will be provided to the government appointed Planning Inspector, helping to inform the content of the examination of the plan.
- 1.4 Promotion of the Regulation 19 will be in accordance with the Communications Protocol agreed by the Greater Norwich Development Partnership (GNDP) Board in 2017, updated in 2019 (see appendix 1).

2 Approach to stakeholder engagement

- 2.1 There have already been public consultation events at the Regulation 18 stage of the plan-making process and it is not intended to hold further public events, especially in the light of the coronavirus pandemic.
- 2.2 The government has made temporary changes to regulations in respect of local planning and other similar consultations in light of the coronavirus pandemic. These regulations make temporary changes to how documents are required to be made available. They temporarily remove the requirement for a local planning authority to make documents available for public inspection at the authorities' principal offices and at such other places as the authorities consider appropriate, e.g., libraries. They also make temporary changes to remove the requirement to provide hard copies of documents. Documents are still required to be made available on the local planning authorities' websites. This modification currently applies until 31 December 2020.
- 2.3 We will keep the situation under review and aim to make hard copies available at local offices and libraries if it becomes feasible and safe to do so.
- 2.4 Due to the substantial size of the plan document and the high cost of printing, we will only be able to provide hard copies of documents to individuals in exceptional circumstances and we are considering alternative means of providing access.

2.5 Accordingly, and subject to further government guidance or changed circumstances:

- All planning documents will be available via the Greater Norwich Local Plan website;
- Enhancements are being made to user access to the GNLP website where comments are recorded;
- Planning officers will be available during office hours through a call-back service to respond to phone and email queries and to support callers to use the website;
- All those on the GNLP database will be informed of the forthcoming Regulation 19 publication stage and invited to respond;
- Emails will be sent to all elected members a few days prior to publication;
- Information will be circulated to all Town and Parish Councils using existing communication channels;
- Posters will be sent to the parishes and will also be displayed in libraries and bus stops subject to any constraints created by Covid-19;
- Newspapers will be used for coverage of and advertising about the Regulation 19 publication stage;
- Social media will be used.

2.6

In accordance with the agreed communications protocol, Cllr Vincent, as chair of GNDP, will be the nominated spokesperson for all media. Other councillors and council communications teams should refrain from commenting. All media responses will be coordinated by the communications lead for the project, Broadland & South Norfolk Joint Marketing and Communications team, in liaison with other partners.

2.7 Cllr Fuller will be the nominated spokesperson for any new village cluster site proposals in South Norfolk.

2.8 Further details on the communications plan are attached at appendix 2.

3 Representations

3.1 In the interests of efficiency, and continuing the successful approach taken previously, respondents will be encouraged to respond online, though written responses will also be accepted either by post or via email.

Appendix 1

Approved protocol re GNLP consultation

In 2017 The Greater Norwich Development Partnership (GNDP) Board members agreed a Communications Protocol to ensure that the media and the public were effectively informed about the consultation process for Greater Norwich Local Plan (GNLP).

We will continue to follow the agreed protocol which is designed to:

- raise awareness of the need for a joint Local Plan and the benefit to Broadland, Norwich and South Norfolk communities of planning for housing and jobs needs to 2038;
- demonstrate to residents and other stakeholders that the plan making process is sound, rigorous and based on an objective evaluation of evidence;
- highlight when opportunities arise to promote the benefits of the Local Plan and make communities and business aware of any developments or consultations;
- inform the public and other stakeholders of the emerging content of the GNLP, when and how they can get involved in its production and encourage them to respond to consultations.

Key messages

The following key messages will appear in materials to support the ongoing work of the Plan:

The Greater Norwich Local Plan

- will support creating a range of employment opportunities, including high-quality, high-value jobs;
- highlights that economic prosperity is central to the GNLP;
- can deliver jobs growth, but this can only be achieved if supported by the delivery of new homes;
- will meet the housing needs of all our residents;
- will meet the needs of current and future generations that need somewhere affordable to live;
- will ensure new homes and jobs are well related and are supported by the services, facilities and infrastructure needed;
- will also look to protect and enhance the environment, ensuring patterns and types of development that contribute to the mitigation of, and adaptation to, the impacts of climate change;
- will highlight that growth can help to support vibrant, well-designed and attractive communities with new job opportunities, new facilities, greenspaces and an enhanced natural and built environment;
- supports growth that provides opportunities to support and maintain existing community facilities;
- can only succeed if the views of the public, developers, service and infrastructure providers are understood.

Available communications channels

It was agreed that the following communications channels would be used to promote the Local Plan and we will continue to use:

Website/intranet

Media (print, broadcast, specialist publications)

Social media

Residents' magazines

Tenants' magazines

Leaflets

Letters

Consultations

Internal emails

Elected Members (via emails/intranet etc.)

Telephone

Face-to-face where appropriate

Presentations

Q&A sessions

Scope of the Protocol re GNLP Consultation

The protocol will be followed in:

- Press releases
- Media briefings
- Media enquiries
- Member updates
- Social media
- Publicity
- Residents' magazines
- Timescales

Press releases

The lead Communications authority (currently Broadland District Council and South Norfolk Council) will take the lead in initiating proactive press releases that are related to the overall delivery of the GNLP.

It will be ensured, where possible, that the Communications Officer from each authority is given at least two days prior warning of press releases and other communications for everyone to comment on if they wish, and to circulate to their lead Member/senior officer if necessary.

Press releases relating to the plan and proposed sites will be branded jointly by the GNLP partners and will need to be signed off by the relevant communications contacts before issue. Any media statements relating to the new village cluster sites in South Norfolk must be signed off, in consultation with all GNLP comms leads, by the communication contact for that authority.

To facilitate speed of delivery and to ensure consistency in delivery, only one elected member comment will usually be required, normally the chair of the Greater Norwich Development Partnership.

Political comments (one from each authority) can be added within a specially created 'Additional political quotes' section of the release, if necessary.

There is potential for additional press releases which are not directly about GNLP work (like Greater Norwich Growth Board) but reference it. These will all be subject to the same sign-off procedure as described above.

Media briefings

When a targeted media briefing (either written or verbal) is a preferred option to other proactive communications options (e.g. issuing a press release), the lead Communications Officer will pull together the information for the briefing with the help of the GNLP lead officer.

All such briefings, where possible, will need to be signed off by the relevant communications contacts ahead of the briefing.

It will be ensured, where possible, that the Communications Officer from each authority is given at least two days prior warning of briefings for everyone to comment on if they wish, and to circulate to their lead Member/senior officer.

To facilitate speed of delivery, only one elected Member will be put forward to comment, normally the chair of the GNDP.

Media enquiries

Any enquiries made by members of the media should be directed through one of the communications contacts at Broadland District Council, Norwich City Council, South Norfolk Council or Norfolk County Council.

Approaches from the media on issues relating to specific matters in a particular local authority area will be the responsibility of each Communications Officer. If possible, could each authority check that the lead communications officer (currently Emily Egle) is aware in case there is direct GNLP follow up required.

If it is directly about work of the GNLP, the contact should be handed off to the lead Communications Officer (currently Emily Egle).

If it is a question directly for an authority related to the GNLP, the communications contact will send the response to all other communications contacts an hour before responding to the reporter, where feasible, and it will be issued if there is no response.

Approaches from the media on issues directly related to the delivery or work of the GNLP as a whole will be referred in the first instance to the chair of the Greater Norwich Development Partnership, by the lead Communications Officer (currently Emily Egle).

Details of the enquiry must then be circulated to the other communications contacts for comment/information.

Social media

The nature of social media platforms usually requires a much quicker response than all other forms of publicity.

For the purposes of this project the one designated social media channel will be used proactively is Twitter.

Use of Twitter

Proactive Tweets

These will need to be planned and agreed in advance by the communications leads to dovetail with our Communications Plan with regard to controlled and timed messages. Agreed Tweets and timings will need to be co-ordinated via the communications leads so they are simultaneously published on each authority's Twitter account.

Reactive Tweets

In order to respond to a tweet in a timely manner it will not be practical or possible for the communications leads to liaise with one another for sign-off on reactive tweets.

This being the case, each Communications Officer will need to take responsibility for any reactive Tweets by using factual information which has already been published and confirmed (e.g. – as we move forward with the project this could be about identified sites, timing of implementation of the revised Local Plan, signposting to information, how people can have their say etc.).

Communications leads should use their judgement on whether their reply directly relates to the work of the GNLP, and whether the contact should be handed off to the lead communications officer (currently Emily Egle) to answer or at least be aware of.

Publicity

When any of the communications leads produce website material or articles for in-house publications about any aspect of the work of the GNLP the same applies as outlined above – i.e. all communications leads need to give sign-off.

Conferences and invitations

- When one local authority or the other is invited to an event, asked to speak at a conference, or asked to take part in something else as a direct result of the GNLP, the general principle of partnership working should be upheld.
- A chance to take part in events of this kind should always be signed off by the communications leads, and where possible, they should also be invited.

Publications

- When a communications lead is asked to contribute to a paper, or author an article for publication (including residents' magazines), the general principle of partnership working should be upheld.
- Any publication of this nature should be shared and signed off by the communications leads.
- The new GNLP logo along with a supporting strapline should be used as well as individual council logos when necessary.

Residents' magazines (frequency and copy deadlines for 20/21)

Each authority will try and use their council magazines to engage with local communities if the timings are appropriate.

Broadland District Council

Name of residents' magazine – *Broadland News*

Frequency of publication – three to four per year

Distribution dates - Spring 2020, Winter 2020 (this consultation does not coincide with these deadlines).

Copy deadline dates – about one month before going to print but need an idea of potential stories before this so editorial space can be allocated if necessary.

Norfolk County Council

Name of residents' magazine – *Your Norfolk*

Frequency of publication – three per year, however this is currently under review.

Distribution dates – (TBC)

Copy deadline dates – advertising booking deadline 12 January. No further dates for 2020 scheduled at the moment as publication is under review.

Norwich City Council

Name of residents' magazine – *Citizen*

Frequency of publication (four per year, linked to each season)

Distribution dates: (TBC)

South Norfolk Council

Name of residents' magazine – *Link Magazine*

Frequency of publication – three per year

Distribution dates – last week in February, first week in July, first week in November. (This consultation completes mid-March therefore use is TBC)

Copy deadline – usually eight weeks prior to distribution.

Timescales

With the exception of media enquiries, which often have a very short turn-around, at least 48 hours should be allowed for communications sign-off as a rule.

The exception would be emergency short-notice communications, should these be necessary. If a quick turn-around is needed, the person who is asking for sign-off should give a clear deadline for a response and justify the urgency.

If, after 48 hours, no response has been made and the issuing person has checked it has been received, the communication can be assumed to have been signed off and can be sent out.

Appendix 2

Communications Plan

URL

The url www.gnlp.org.uk will direct all users to the consultation website.

Media Activity

- Proactive press release, with quotes issued before the consultation starts to garner public and stakeholder interest.
- Update on how the consultation is developing and at the end.
- Media interviews with Cllr Vincent as chair of GNLP to be placed with certain media.
- Media briefings will be offered prior to the consultation starting with the Eastern Daily Press, BBC Radio & TV, & ITV.
- A Q & A will be prepared to provide outline responses for potential questions likely to be asked through the consultation, particularly for use in any media interviews or on social media.
- A boiler plate with details of all members on the GNLP will be on all media releases.

Media enquiries

- All media enquiries made by members of the media should be handled by the communications team in liaison with the project team. Jonathan Pyle at Broadland and South Norfolk Councils is the media lead for this.

Social media

- Content will be produced to be sent out through the City, County and District social media channels.
- Targeted, paid-for social media posts will also be used by City, County and District Councils to promote the consultation and roadshow events.

Branding

The GNLP logo along with the supporting strapline in addition to the four local authority logos (Broadland District Council, Norwich City Council, South Norfolk Council, Norfolk County Council) will be used on all publicity material such as press releases/websites, signage, In-house publications, leaflets and posters.

Posters and letters

- Posters will be put up at key locations. In each council building, sent to all P&T councils for their local information boards, relevant libraries and electronically on some Norwich bus stops.
- Letters detailing the consultation will also be sent to each P&T council.

Face to face Consultation

There will be no face to face communication events for the Regulation 19 stage.

Communications channels utilised summary

- Website/intranet of GNLP and partners
- Media (print, broadcast, specialist publications)
- Social media
- Residents' magazines (TBC - if possible)
- Letters to Parish & Town councils
- One2one in council offices
- Elected members (via emails/intranet etc.)
- Telephone
- Presentations
- Radio advertising (TBC)

Greater Norwich Development Partnership (GNDP)	
Report title	Greater Norwich Local Plan Regulation 19 Stage – Publication of the Pre-submission Draft Sites document for representations on soundness and legal compliance
Date	16th December 2020
<u>Recommendation</u>	
<p>That the Board:</p> <ul style="list-style-type: none"> • Recommends to the councils that they should agree to publish the Regulation 19 Pre-submission Draft Greater Norwich Local Plan Sites document linked from this report for representations on soundness and legal compliance; • Delegates authority to directors to make changes agreed today, plus other minor changes to the document and its background evidence, prior to it being reported to councils in January. 	

Introduction

1. This report covers the Greater Norwich Local Plan (GNLP) Sites document.
2. The GNDP agreed on December 7th to recommend to the Greater Norwich councils that the other part of the GNLP, the Strategy, should be published between 1st February and March 15th for representations on its soundness and legal compliance.
3. The representations made will assist members in deciding whether to submit the GNLP for examination in summer this year and the government appointed Planning Inspector to decide on the content of the examination.
4. The recommendations for this report request that the councils also publish the Sites document for representations on its soundness and legal compliance and delegate authority to directors to make any changes to the Sites document which are agreed today, along with any further minor changes required.
5. As the Sites document and its supporting evidence are too large to append to this report, the documents are available on the GNDP web site [here](#).

The Sites document

6. The Sites document contains allocations for the sites to deliver the GNLP Strategy, including undeveloped allocations carried forward from the Broadland, Norwich and South Norfolk Local Plans. The Sites document does not replace existing allocations in adopted Area Action Plans for Long Stratton, Wymondham and the Growth Triangle (NEGT) or Neighbourhood Plans, though in some cases additional allocations are made through the document in these areas.
7. The document identifies and allocates strategic housing and mixed-use sites as well as strategic sites for employment. Other allocations provide housing sites and sites for other uses (including employment, recreation, open space and community uses) to meet the strategic needs set out in the GNLP Strategy, without being strategic in themselves.
8. The document is divided into settlement chapters organised according to the settlement hierarchy by:
 - Norwich and the fringe parishes;
 - Main towns;
 - Key service centres;
 - Broadland village clusters;
 - Non-residential allocations in South Norfolk.
9. Maps and site policies are included for all of the allocated sites.
10. The policies cover site-specific requirements to address constraints and to make the best of local opportunities. Depending on the site size and location, this includes a range of issues such as access, infrastructure (including green infrastructure), local facilities, environmental protection and enhancement, design, master planning and landscaping.
11. The document does not contain any residential sites in smaller South Norfolk villages as South Norfolk Council are preparing a separate village clusters plan covering new and carried forward sites for housing in their village clusters. The GNLP has considered non-residential sites in South Norfolk villages.
12. A contingency site for 800 homes at Costessey is carried forward from the Regulation 18C draft plan and is included in the Sites document. The contingency policy identifies a “trigger” measure which will allow the site to become an allocation if it is required to ensure that housing needs are met through the plan.
13. The plan allows for a limited amount of retailing at the Norfolk Showground to support its viability.

14. As this is a strategic plan sites of less than 0.5 hectares and those proposed as settlement boundary extensions have not been included.

Supporting evidence

15. The Sites document is accompanied by supporting evidence as follows:

- Summaries of consultation comments with the draft GNLP responses and proposed changes to the plan (grouped by settlement hierarchy);
- Example site assessment booklets for Acle, Aylsham, Horsham St Faith and Sprowston. These set out the site selection process by settlement. The remainder of the site assessment booklets will be ready later in December to send out with the Cabinet Papers.
- Tables of allocated sites with reasons for allocation and tables of unallocated sites with reasons for rejection (grouped by settlement hierarchy). These tables will form the appendix referred to at the end of the site assessment booklet examples.

Conclusion

16. The Sites document complements and supports the GNLP Strategy. In providing site allocations to promote the right type of development in the right places, it will allow the GNLP to support economic recovery and sustainable growth.