

River Wensum strategy Issues and opportunities consultation June-July 2015: summary of responses

River Wensum Strategy Partnership:



NORWICH
City Council



Norfolk County Council



Broads
Authority



The Norwich Society



Environment
Agency

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Introduction

The River Wensum Strategy Partnership (RWSP) was set up in December 2014 to develop a strategy for the River Wensum in Norwich to maximise its potential for regeneration, in particular by encouraging greater access to and activity on the river, enhancing its environment, and stimulating leisure and business opportunities.

The RWSP is led and project managed by Norwich City Council, working in partnership with the Broads Authority, Norfolk County Council (also representing the Greater Norwich Growth Board - GNGB), the Wensum River Parkway Partnership (also representing the Norwich Society and Norwich Heritage Economic And Regeneration Trust), and the Environment Agency.

Most of the partner organisations have statutory responsibilities for different aspects of the river and its environs. These include Norwich City Council's role as local planning authority and its ownership of a large part of the river bed and other land including New Mills Yard and the Norwich Yacht Station. The Broads Authority is both navigation authority and harbour authority and is also the local planning authority with responsibility for planning matters relating to water, including the tidal section of the river downstream of New Mills Yard. The Environment Agency is responsible for the non-tidal reaches of the river upstream of New Mills, and has a number of other regulatory and monitoring responsibilities. Norfolk County Council has responsibilities for public health, transport and economic development as well as coordinating and delivering strategic green infrastructure within the GNGB area. The county council also manages the Norfolk Trails network which includes the Marriott's Way, Wherryman's Way and the Boudicca Way all of which connect with the River Wensum parkway within the city.

The Wensum River Parkway Partnership (WRPP) is also a key member of the partnership given its role as an umbrella stakeholder group focused on river issues. Its involvement helps to ensure ongoing stakeholder input into the developing strategy.

The development of this strategy provides an opportunity to address the complex range of statutory roles and responsibilities and ownership issues to encourage more effective joint working between partners on a range of river issues including mooring, enforcement and navigation.

Background evidence

The early work of the partnership, in winter 2014/spring 2015, focused on gathering background information about the river including the mapping of land ownership, topographical details, river depth and tidal ranges, existing river infrastructure (including pontoons, mooring points, riverbus stops, and de-masting points) and constraints (including planning designations / allocations, bridge heights etc.). The partnership has also developed a database of stakeholders which will continue to be added to as the strategy progresses.

Ongoing evidence gathering includes identifying examples of best practice in relation to river management and development, and research into potential funding streams for future projects.

Internal discussion within partner organisations

During spring 2015, partners conducted a series of meetings within their own organisations to tap into the great expertise and experience relating to the river within these bodies. An important focus of these meetings was on management related issues, given the statutory and regulatory functions of most of the partnership organisations. However participants also identified a range of general and site-specific issues and opportunities to be addressed by the strategy. A broad overview of the issues and opportunities raised is set out in Appendix 1.

The general issues and opportunities raised by partners relate very closely to those subsequently made by the public and stakeholders in the public consultation (summarised in this document). There is consensus on a number of leisure related issues and opportunities including the need for improved river infrastructure such as moorings and pontoons in appropriate locations, the need for improved access to and along the river for walkers and cyclists, better signage, improved management and enforcement of different activities on the river, and a range of potential opportunities relating to specific sites (such as New Mills), promotion and events. There is also consensus on a number of environmental issues and opportunities including the need for improved management of litter, improved water quality, and opportunities for enhanced biodiversity, habitat improvement, and green infrastructure enhancements.

Where we are now

The partnership is currently analysing the main issues and opportunities identified by both the public consultation and the internal partner meetings, prior to developing a draft strategy document. Consultation feedback on the physical scope of the strategy and its vision and objections will also be addressed in the draft strategy.

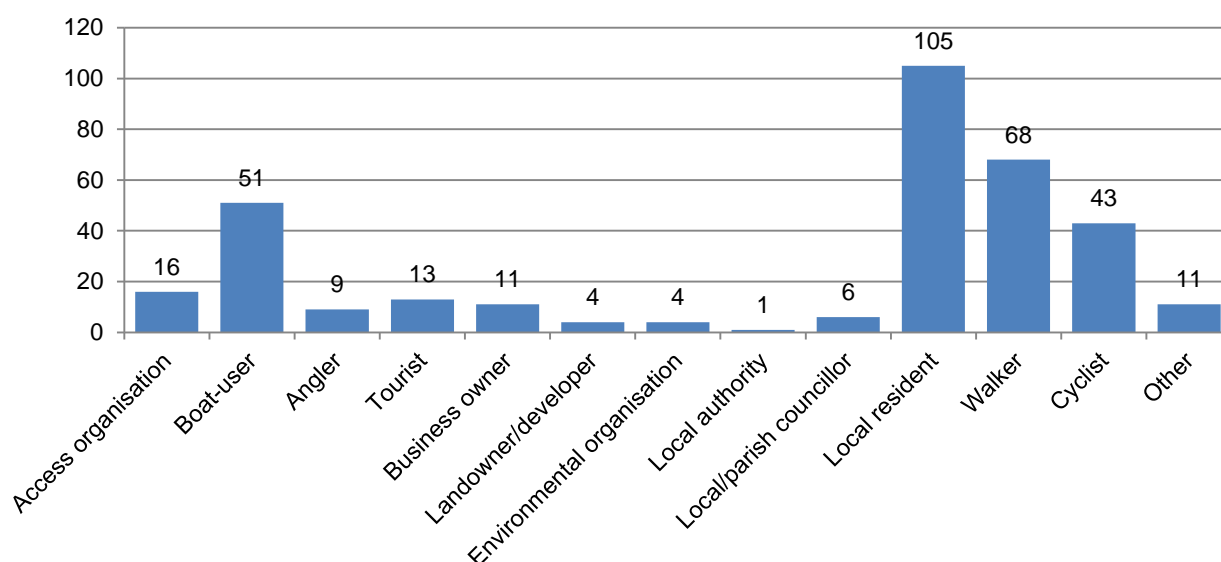
The intention is that the draft strategy will be accompanied by an action plan of potential projects to be used as the basis for funding bids. It is anticipated that the draft strategy and action plan will be published for public and stakeholder consultation in early 2016.

General summary

This document provides a general summary of the responses to the public and stakeholder consultation on the River Wensum strategy, which was held between 24 June and 24 July 2015. The consultation sought comments on the strategy remit (vision, objectives and boundary), issues to be addressed by the strategy, and potential opportunities that the strategy could develop. The comments made during the consultation will help to inform development of the strategy alongside other information and evidence provided by the partner organisations.

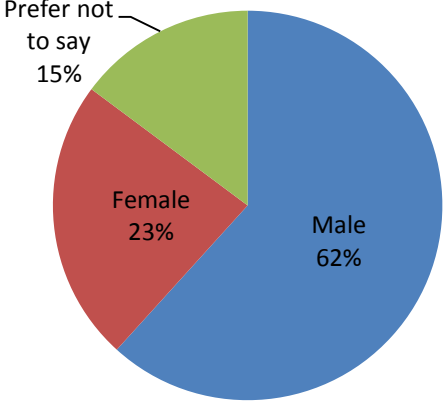
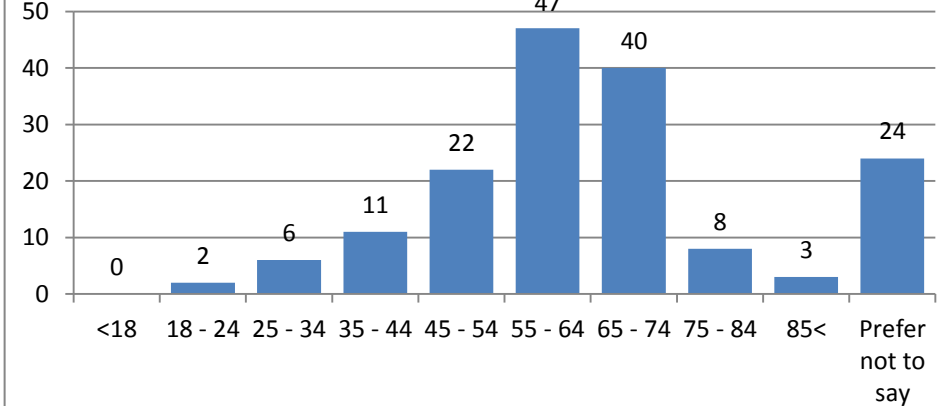
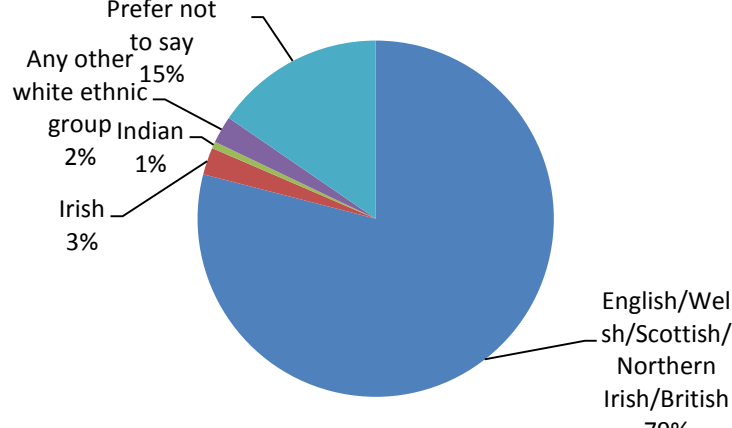
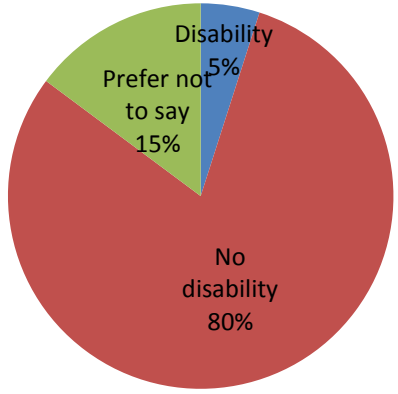
Please note that comments on issues and opportunities were submitted under the three broad headings of leisure, business and environment. Some map-based comments were also submitted. When considering these comments, it has been necessary to re-categorise a small number of comments into different categories where appropriate, or to reclassify an issue as an opportunity. Some comments are also repeated as they fall into a number of categories.

A total of 818 comments were made overall from a total of 162 respondents. The chart below shows respondents broken down by user type (please note some respondents fall into a number of categories).



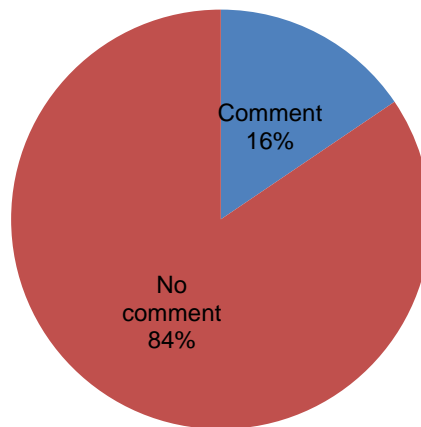
The following organisations responded to the consultation:

Cannon Wharf Residents Association	Norwich & District Anglers Association
CPRE	Norwich Access Group
British Canoeing	Norwich Cathedral
Broadland DC	Norwich Cathedral Quarter
Broads Angling Strategy Group	Norwich Canoe Hire Company
Broads Society	Norwich High School Rowing Club
Friends of Elm Hill	Norwich Society
Friends of Train Wood and Marriott's Way Community Informally Incorporated Group	Quayside Homewatch and Residents Association
Norfolk & Suffolk Boating Association	Riverside Entertainment
Norfolk Rivers Trust	Sustrans

<p>Gender</p>	 <p>A pie chart illustrating the gender distribution of respondents. The chart is divided into three segments: a large blue segment for 'Male' at 62%, a red segment for 'Female' at 23%, and a green segment for 'Prefer not to say' at 15%.</p> <table border="1"> <thead> <tr> <th>Gender</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Male</td> <td>62%</td> </tr> <tr> <td>Female</td> <td>23%</td> </tr> <tr> <td>Prefer not to say</td> <td>15%</td> </tr> </tbody> </table>	Gender	Percentage	Male	62%	Female	23%	Prefer not to say	15%														
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<p>Age</p>	 <p>A bar chart showing the number of respondents in different age groups. The y-axis represents the count from 0 to 50. The x-axis lists age ranges and a 'Prefer not to say' category. The counts are: <18 (0), 18-24 (2), 25-34 (6), 35-44 (11), 45-54 (22), 55-64 (47), 65-74 (40), 75-84 (8), 85+ (3), and Prefer not to say (24).</p> <table border="1"> <thead> <tr> <th>Age Group</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td><18</td> <td>0</td> </tr> <tr> <td>18 - 24</td> <td>2</td> </tr> <tr> <td>25 - 34</td> <td>6</td> </tr> <tr> <td>35 - 44</td> <td>11</td> </tr> <tr> <td>45 - 54</td> <td>22</td> </tr> <tr> <td>55 - 64</td> <td>47</td> </tr> <tr> <td>65 - 74</td> <td>40</td> </tr> <tr> <td>75 - 84</td> <td>8</td> </tr> <tr> <td>85 <</td> <td>3</td> </tr> <tr> <td>Prefer not to say</td> <td>24</td> </tr> </tbody> </table>	Age Group	Count	<18	0	18 - 24	2	25 - 34	6	35 - 44	11	45 - 54	22	55 - 64	47	65 - 74	40	75 - 84	8	85 <	3	Prefer not to say	24
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<p>Ethnicity</p>	 <p>A pie chart showing the distribution of respondents by ethnicity. The largest segment is 'English/Welsh/Scottish/Northern Irish/British' at 79% (blue). Other segments include 'Prefer not to say' (15%, green), 'Any other white ethnic group' (2%, purple), 'Irish' (3%, red), and 'Indian' (1%, orange).</p> <table border="1"> <thead> <tr> <th>Ethnicity</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>English/Welsh/Scottish/Northern Irish/British</td> <td>79%</td> </tr> <tr> <td>Prefer not to say</td> <td>15%</td> </tr> <tr> <td>Any other white ethnic group</td> <td>2%</td> </tr> <tr> <td>Irish</td> <td>3%</td> </tr> <tr> <td>Indian</td> <td>1%</td> </tr> </tbody> </table>	Ethnicity	Percentage	English/Welsh/Scottish/Northern Irish/British	79%	Prefer not to say	15%	Any other white ethnic group	2%	Irish	3%	Indian	1%										
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<p>Disability</p>	 <p>A pie chart showing the distribution of respondents regarding disability. The majority, 80% (red), have 'No disability'. 15% (green) 'Prefer not to say', and 5% (blue) have a 'Disability'.</p> <table border="1"> <thead> <tr> <th>Disability Status</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>No disability</td> <td>80%</td> </tr> <tr> <td>Prefer not to say</td> <td>15%</td> </tr> <tr> <td>Disability</td> <td>5%</td> </tr> </tbody> </table>	Disability Status	Percentage	No disability	80%	Prefer not to say	15%	Disability	5%														
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Vision, objectives and boundary

Number of respondents commenting on vision and objectives (assumption that no comment = satisfied):



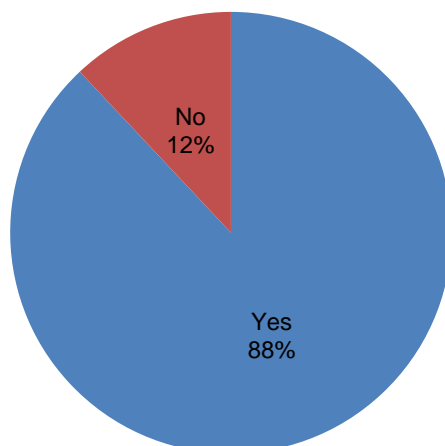
Comments on the vision:

- Increase access for 'all' not 'a variety of groups'
- Increase access to 'the river and the area'
- "for the benefit of the City, Broadland and South Norfolk residents"
- "...strategy aims to breathe... for the benefit of wildlife, the city..."
- "Increased *understanding of* and access to river..."
- Need to mention the importance of the river as a route
- Put environment first, access second. leisure and tourism will follow
- "...potentially great assets to tourists and residents"
- Not future-proof - doesn't address climate change
- "access to, along and across the river" - river can act as barrier

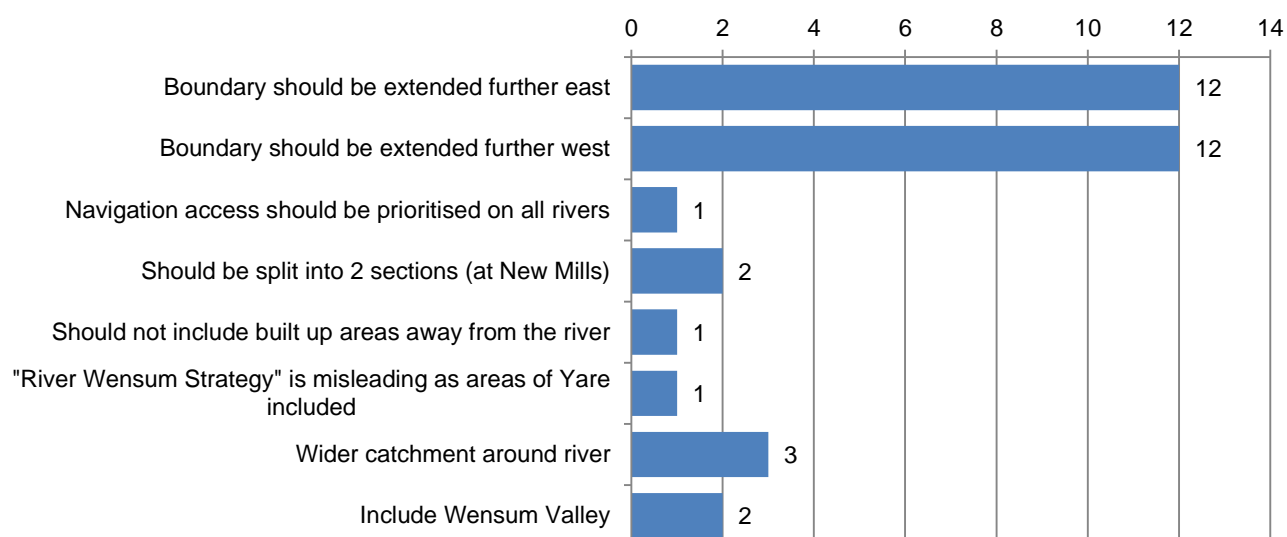
Comments on the objectives:

- The strategy should involve a review of previous river management mistakes
- Income opportunities should only be a secondary objective
- "Enhanced assets" is too technical, not understandable my laymen
- Work with river dwellers to encourage good practice
- Greater emphasis on biodiversity
- "for the benefit of the city, Broadland and South Norfolk residents"
- Some objectives could conflict each other (environment/income)
- Education, entertainment and arts should be included
- Wellbeing of visitors and residents must be primary objective
- Capitalise on river to make Norwich distinctive
- This strategy should encourage a holistic approach, not piecemeal

Agreement with proposed boundary:



Suggested amendments to boundary:



Please note the comments below are taken from consultation responses and are not representative of the partnership's opinion or the final content of the strategy and action plan.

Issues: leisure

	Comments	No.
Canoeing infrastructure	There are not enough canoe access points	25
	Publicise canoe access points better	5
	Existing pontoons are too small for touring canoes	4
	Extend canoeing use upstream	2
	Too expensive to put a canoe in Whitlingham Broad (£8)	1
	Conflict between angling and canoeing	1
Other boating infrastructure	Not enough moorings for larger boats	13
	More slipways for larger boats in the city	8
	More short-term moorings	4
	Restrict mooring, especially around Cow Tower	3
	Illegal mooring should be dealt with	2
	Non-opening bridges - poor access for larger boats	1
	River is already narrow in places - do not restrict navigation further	1
	Trowse Railway Bridge is a barrier to navigation for larger boats	1
	Sea Scouts boat should be relocated	1
	Chinese Restaurant boat should be removed	1
	Quay headings too high for ferries	1
	City Boats pontoons should be used	1
Angling	Impose angling licences and ban live baiting	3
	Better access to river needed for anglers	2
	Conflict between angling and canoeing	1
	High concrete river banks prevent angling	1
	Prohibit fishing on Thorpe River Green	1
Walking and cycling	Disconnected (and poorly signposted) riverside walk	36
	Ensure riverside walk is continued in new developments	18
	Ensure routes are wheelchair accessible	7
	Ease of access for walkers	6
	Conflict between cyclists and walkers	4
	Walking access to the whole river is important, not just the city	4
	Not enough cycle racks	1
Car parking	Lack of car parking adjacent to river (for canoeists/anglers)	9
	Parking next to river unnecessary - should be green space	1
Safety and policing	Drug taking, drinking, graffiti, vagrancy, vandalism (ASB)	19
	Need more safety ladders	3
	Clash between river development and night-time economy	2
	Additional river traffic needs to be properly managed to avoid danger	2
	Safety on river and riverside	2
	Power Cable Warning signs have been removed in places	1
	Do not hire out boats to those who are going to drink alcohol	1
Maintenance	River needs regular dredging	8

and management	Better bank management needed	5
	Unsure who is responsible for managing different aspects of river	4
	Commercial rents too high	2
	Create single Wensum boat-users organisation	1
Boat dwellers	Get rid of unsightly river accommodation and sunken boats	10
	Stop people living on the river illegally	7
	Illegal mooring should be dealt with	2

Issues: environment

	Comments	No.
Litter and cleanliness	Too much litter – needs to be addressed	23
	Cleanliness of river/quality of the water	14
	Boats should be eco-friendly to avoid water pollution: electric/paddle/pedal/hybrid engines	4
	Foul drainage going straight into the river	1
Biodiversity	Leisure/business is detrimental to wildlife	7
	Overdevelopment of the river is threatening wildlife	3
	River needs to be treated as a whole ecosystem	3
	Nesting birds need more protection	2
	Herring gulls dangerous July-Aug	1
	Protect kingfishers and otters	1
	Discarded fishing lines can harm wildlife	1
	Riverside walk has negative impact on wildlife	1
Development/general	Some parts of the river should remain natural and quiet	9
	Development needs to be sympathetic to aesthetics and navigation	6
	Uninviting riverside environment by new residential developments	3
	Developments do not make the most of the river frontage	3
	Encourage the development of dilapidated riverside sites	2
	River bank retaining walls are too high and unattractive	2
	Too many high-rise developments close to the river	2
	Eyesore businesses upstream of New Mills	2
	Too many trees along Riverside	1
Maintenance and management	River needs regular dredging	8
	Overgrown vegetation taking over	7
	Better bank management needed	5

Opportunities: leisure

	Comments	No.
Signage and information	Information boards along the walking route	14
	Information boards about environmental features	9
	Guided river tours	9
	More info on heritage assets along the river	9
	Publish a river guide	3
Boating/canoeing infrastructure	More day boat/canoe hiring stations in city centre	27
	Marina/boating centre needed near to city centre	7
	Punting business should be set up	7
	Reduce mooring fees and provide utilities for permanent moorings	5
	Secure access for boat users to existing riverside pubs	4
	Should be advertised as a canoe trail	4
	WCs and/or showers next to river for boat users/anglers	4
	Canoe passes at weirs and locks	2
	Canoe annual permit system (as per Ringland Council)	2
	Canoeing lessons on the river, possibly linked with schools	2
	Provide adequate public moorings downstream of Trowse rail bridge	2
	Replace Trowse Railway Bridge with new high fixed bridge	2
	Higher fixed bridges instead of expensive opening bridges	1
	Use Norwich Yacht Station to its capacity	1
	Provide water-based facilities for Scouts/Guides/youth groups	1
Angling	WCs and/or showers next to river for boat users/anglers	4
	Restoration of fishing platforms	2
River transport	Ferries for cyclists, walkers and everyday transport	19
	River taxis	8
Swimming infrastructure	More access points for swimmers (like Friars Quay steps)	6
	Utilise Wensum Park old swimming pool steps	4
	Reintroduce the Six Bridges Swim	2
Walking/cycling	Better walking access to Whitlingham	6
	Bike hire	5
	Clearer signposting for walking route at road junctions	4
	Create circular walking trails and maps etc	2
	Woodland walks	1
	Create river-level walkways	1
Swimming infrastructure	More access points for swimmers (like Friars Quay steps)	6
	Utilise Wensum Park old swimming pool steps	4
	Reintroduce the Six Bridges Swim	2
Safety	Riverside 'monitors' to protect the safety of river users and residents	1
Activities/events	River based regattas/carnivals	11
	Children's activities	10
	Outdoor gym	4
	Boat races	3
	Events along river banks (e.g. pop-up markets)	4

	Reintroduce the Six Bridges Swim	2
	Environmental festival (a la London South Bank)	2
	Provide water-based facilities for Scouts/Guides/youth groups	1
Ideas for New Mills	Make New Mills into a museum	2
	Generate electricity at New Mills	2
	Fish staircase	4
	Open river up at New Mills, construct lock/canoe slide	2
River-side public realm ideas	More seats, tables, cafes etc facing river	19
	Secure access for boat users to existing riverside pubs	4
	Public art along river	3
	Create museum from a moored wherry	1
	Use lighting schemes to highlight particular parts of the river	1
	'Pub trail' of riverside pubs	1
	Artificial beach by river	1
	Use-zoning should be used to encourage areas of, say, food provision	1
	Open-air lido next to river	1
Promoting the river, tourism	Exploit tourism opportunities from Broads visitors	4
	Exploit tourism from rail visitors	1
	Promote the river's 'National Park' status	1
Review successes of other river cities	London's Camden Dock	1
	Birmingham's Canalside	1
	Dutch towns/cities	1

Opportunities: environment

	Comments	No.
Litter	Recruit volunteers to maintain the river	3
	More boat traffic will help to keep the river clean	1
	Recruit 'community payback' to clean the river	1
Biodiversity	A biodiversity strategy to support wildlife and plants	7
	The river should be developed as a green corridor	4
	Fish staircase at New Mills	4
	Floating vegetation islands, fish refuges, wild margins	2
	Experts to advise how to maintain/create relevant habitats	2
	Create more micro wetland areas	1
	Create an urban fishery	1
Events	Environmental festival (as per London South Bank)	2
Information	Information boards about environmental features	9

Opportunities: business

	Comments	No.
Business ideas	Businesses to be encouraged along the river (not just residential)	10
	Punting business should be set up	7
	Riverside campsites/guesthouses (with parking)	4
	Businesses should improve/maintain their section of river	5
	Mobile ice cream/coffee vans	3
	More floating restaurants, art galleries etc on the river	2
	Identify and advertise business sites	2
	Businesses should be partners in the strategy	2
	Encourage small water-based businesses (and offer funding)	1
	Create an urban fishery	1
	CIL money should be made available to implement this strategy	1
	Businesses can offer a combination of parking, accom, craft hire, tours	1

Map-based comments
Section 1: Hellesdon Mill to Mile Cross Road Bridge

Issues	Comments	No.
Boating	More slipways needed	1
Walking infrastructure	Marlpit meadow should link to local pub	1
	There is no riverside access on the south bank from Wickes to Old Laundry Court. The map is incorrect.	1
Environment	Litter alongside old Swanton Road tip and in nearby dykes is often a problem	2
	The river from Hellesdon Mill to Drayton has been neglected and needs to be included in any improvement plan	1
Swimming	More swimming access needed	1

Opportunities	Comments	No.
None recorded		

Map-based comments

Section 2: Mile Cross Road Bridge to New Mills

Issues	Comments	No.
Walking infrastructure	Dotted line on map Section 2 is inaccurate. This land is within the ownership of Wensum Park View residents. No right of way - just access on foot to pass during daylight hours.	1
	Train Wood interpretation needed	1
Boating infrastructure	Pontoons at Wensum Park could be used for the hiring of small craft	1
Swimming	Utilise Wensum Park steps for swimming	4
Environment	Eyesore businesses' upstream of New Mills	2
Angling	Fishing platforms needed	1

Opportunities	Comments	No.
Walking infrastructure	Enhancement and new vision for Wensum Park including café, leisure, boat use, swimming	2
	Bridge link from Marriots Way to riverside	1

Map-based comments Section 3: New Mills to Whitefriars Bridge

Issues	Comments	No.
Development	Redevelopment of Dukes Wharf must go ahead	1
	Friars Quay - Opposed to increased parking needs/cycling provision	1
	Gardens at the rear of Elm Hill need to be tidied up	1
	Quayside key location very photogenic. Protect it. Consult residents.	1
Boating infrastructure	Moorings of boats on Riverside path	1
	Bishops Bridge to New Mills - many former boat moorings with good access. Remove Broads Authority 'No Mooring' signs to bolster the adjacent facilities	1
	Just downstream of New Mills - concrete sidings damage boats - this should be wood	1
	Friars Quay slipway is too steep	1
	Remove moorings at Quayside and provide continuous wall instead	1
Litter	Litter is not cleared frequently enough	1
Walking infrastructure	Missing link at Duke Street/St George's St/Playhouse	11
Environment	Retain peaceful feel along this stretch of river	1
Safety	Keep quiet after 10pm at Quayside	1
	Antisocial behaviour at New Mills - enforce bylaws	1

Opportunities	Comments	No.
Ideas for New Mills	Fish pass	5
	Electricity generation	3
	Make New Mills into a Museum	2
	Canoe slide	1
Development	Replace Elm Hill car park with open space	1
Riverside ideas	Provide public staithes offering temporary stalls offering food and services to visitors	1
	Provide cafes, stalls etc on south bank by Ribs of Beef	1

Map-based comments

Section 4: Whitefriars Bridge to Bishop Bridge

Issues	Comments	No.
Safety	ASB at Bishop Bridge Road	1
Boating infrastructure	Restrict mooring around Cow Tower	3
	Boats mooring at Cow Tower are unsightly	1
Safety	Boats mooring at Cow Tower are accompanied by ASB	1

Opportunities	Comments	No.
Boating infrastructure	Reinstate Pulls Ferry	1
	Provide 24hr moorings at Cow Tower	1

Map-based comments

Section 5: Bishop Bridge to Foundry Bridge

Issues	Comments	No.
Boating infrastructure	Norwich Yacht station underused	1
Walking infrastructure	Better signage from the river to attractions within the city	1
Environment	Riverside Road - brick walls obstruct views of river	1
	Riverside Road is unsightly - remove parking and provide cycle lanes instead	1

Opportunities	Comments	No.
Riverside ideas	Left Bank for "pop-up" stands near station	1

Map-based comments

Section 6: Foundry Bridge to Novi Sad Bridge

Issues	Comments	No.
Walking infrastructure	Public Access to Riverside Walk from Ferryboat development	1
Development	Buildings adjacent to Dragon Hall - derelict and unappealing	1
	Ferry Boat Pub site - An eyesore that needs redevelopment	1
Boating	Sunken boats on west bank	1
	Sea Scouts boat should be relocated	1
	Chinese Restaurant boat should be removed	1

Opportunities	Comments	No.
Boating infrastructure	A new marina that could encourage and teach boat users	1

Map-based comments

Section 7: Novi Sad Bridge to Trowse Swing Bridge

Issues	Comments	No.
Boating infrastructure	King Street developments must include public slipways	3
	Illegal mooring at "Corporation Quay" needs to be sorted	1
	Trowse Railway Bridge is a barrier to navigation for larger boats	1
Walking infrastructure	Albion Mills/Canon Wharf Development - riverside access?	1
	Path to be widened and resurfaced	1
	Better walking access needed along this stretch of river	1
Safety	More ladders needed on this stretch of river	2

Opportunities	Comments	No.
Boating infrastructure	Carys Meadow - need for a ferry stop	1
Walking infrastructure	King Street - Potential Staithe and open parkland on riverside	1

Map-based comments

Section 8: Trowse Swing Bridge to Whitlingham

Issues	Comments	No.
Angling	Children, animals etc all use the area but fishermen are constantly leaving tackle and hooks all over the ground	1
	Deal Ground development has an entirely private frontage	1
	Prohibit fishing on Thorpe River Green	1
Boating	Too expensive to put a canoe in Whitlingham Broad (£8)	1

Opportunities	Comments	No.
Walking infrastructure	Pedestrian/cycle bridge to link Whitlingham/Generation Park/Thorpe/City Centre	19
	New fixed bridge at Trowse Rail Bridge	2
	New bridge to link Deal Ground with Whitlingham Park	1
	Potential to cross railway and river in one new link	1
	Widen paths at Whitlingham Broad	1
	Provide green walking link to the Thorpe St Andrew area	1
Boating	Deal Ground development must include public slipways	1

Appendix

Appendix 1: Overview of main issues and opportunities identified by partners (Spring 2015)

Management	Clarify roles and responsibilities for all partners, including statutory and regulatory functions.
	Need for a shared approach to enforcement, including illegal mooring and anti-social behaviour.
	Improve the connectivity between different service areas and organisations to maximise the multi-functional benefits of the river (eg connections between health initiatives and improved accessibility).
	Clarify maintenance regimes, and the funding implications of taking on new maintenance liabilities.
	Guidance would be useful to streamline certain processes. This could include guidance related to planning issues, biodiversity, location of moorings etc. A zoning approach to different activities should be explored.
	Partnership approach will give greater weight to funding bids.
	Support for action plan of costed projects as a basis for funding bids.
	Better management of fly-mooring needed along whole river.
Leisure	Need for improved river infrastructure including mooring, slipways and pontoons, and improved access to river.
	Encourage walking and cycling by making access improvements along riverside walk and by completing missing links (for example near Norwich Playhouse).
	Encourage links between improved access and health benefits, and contribute to existing health and wellbeing programmes.
	Improve signposting between riverside walk and other trails (Wherryman's Way and Marriott's Way for example) and between the city centre and river.
	Maximise existing opportunities along river, eg buildings of historic interest, old wharfs, pubs, and cultural uses.
	Potential for interpretation technology to support improved heritage interpretation.
	Potential opportunity sites include Boom Towers restoration and heritage interpretation, Riverside area enhancements including moorings and improved facilities for boats, New Mills potential as tourist attraction, allocated sites including Mary Chapman Court and Waterworks site.
	Potential for events and trails.
Business	Investigate marketing strategy for river to maximise benefits.
	Need for supporting businesses along river (cafes, restaurants etc) to encourage more use of the river.
Environment	Biodiversity enhancements including habitat enhancements, and measures to minimise impact of light pollution on river corridor.
	Control of non-native species.
	Flooding / water management, including potential to develop a more accurate picture of flood risk along river.
	Litter is an issue at a number of points along the river.
	Potential for renewable sources of energy generation including water source heat pumps for riverside development.
	There is potential to implement river restoration measures along the river.