

2 Vision and scope

2.1 From the start of the strategy development process, the partnership was keen to ensure public and stakeholder agreement on the basic scope of the strategy: its vision for the future, key objectives, and boundary. The public and stakeholder consultation in summer 2015 sought comments on the scope of the strategy and on issues and potential opportunities. Comments were overwhelmingly supportive of the proposed strategy scope. Some minor amendments have been made to the vision and objectives as a result of these comments, but the boundary remains unchanged.

2.2 The updated vision and objectives are set out below.

Vision

2.3 The strategy aims to breathe new life into the river corridor by enhancing it for the benefit of all and increasing access to, and greater use of, this important asset. The river will once again play an important role in the growth and vitality of the city, strengthening the visitor economy and helping to give the city a competitive advantage in attracting inward investment.

Objectives

2.4 The following objectives are the broad underlying aims of the strategy, which the Partnership will seek to achieve through the proposed actions and projects set out in this document.

- Improving the management of the river corridor and its surroundings for the benefit of the city, residents of the wider Norwich area, and visitors;
- Increasing access to, and use of, the area by all, including enhanced connectivity with wider Norfolk Trails network;
- Enhancing the natural environment and green infrastructure;
- Enhancing the river corridor's environmental, cultural and historic offer, in a manner which maximises the attractiveness of the area as a location to do business;
- Enhancing heritage, making the most of the unique historic environment within the river corridor;
- Addressing social deprivation and inequalities;
- maximising the efficiency of public expenditure in the river corridor, where possible reducing the pressure on stretched public sector budgets; and
- Identifying and exploiting external funding opportunities, including private sector investment.

Boundary of strategy area

2.5 The strategy area includes the whole of the River Wensum in the city council area, starting at Hellesdon Mill in the west, and extending out to include Whitlingham Broad in the east, given Whitlingham's importance as a leisure destination for residents of and visitors to the wider Norwich area. The main focus of the strategy is on the city centre and east Norwich given the level of activity and potential opportunities in those areas. The part of the strategy area outside the city council boundary falls within the administrative areas of Broadland District Council and South Norfolk Council, and is within the Broads Authority's area of responsibility for planning matters.

Map 1: strategy area

