

8 Implementation and Action Plan

8.1 The River Wensum Strategy is a long term strategy aimed at facilitating positive change in the river corridor, and has been developed against a backdrop of highly constrained local authority and other public body budgets. In the longer term it is anticipated that the strategy will deliver physical improvements and greater activity to the river corridor and will, in combination with other proposals and initiatives, help change perceptions of the river and the city as a visitor destination, and act as an economic driver to attract significant external investment into the river corridor. However in order to help ‘kick-start’ the regeneration process, the strategy has identified a number of individual proposals judged capable of delivery within an approximately 3 year period - the ‘action plan’.

8.2 The action plan projects have been informed by previous consultation and through discussion with partners and stakeholders where appropriate. The action plan identifies project lead partners where possible and anticipated timescales for delivery, and will form the basis for funding bids. Projects range across the key themes of the strategy, and when delivered will result in improved access for walking and cycling, improved access to the river itself, improved leisure opportunities, and an enhanced environment, and should help create the conditions needed to attract additional external investment to the river corridor. The action plan will be updated as projects are delivered and new projects are developed.

Action plan

Theme	Reference	Project	Anticipated delivery	Lead authority
Walking and Cycling Access	A1	Missing link in Riverside Walk between Duke St and St George’s Bridge	2019/20	Norwich City Council (NCC)
	A2	Riverside walk accessibility improvements including signage and interpretation	Ongoing (2017/18 – 2018/19)	NCC
	A3	Marriott’s Way - Barn Road gateway	Ongoing (2017/18 – 2019/20)	Norfolk County Council
Waterways Access and Leisure	W1	Friar’s Quay slipway enhancement	2021/22	Broads Authority (BA)/NCC
	W2	Yacht station expansion	2020/21	BA/NCC

Theme	Reference	Project	Anticipated delivery	Lead authority
	W3	New Mills Canoe portage	2020/21	BA/NCC
	W4	Quayside short stay moorings	2021/22	BA/NCC
	W5	Boom towers repiling and mooring	2019/20	BA/NCC
	W6	New short-stay moorings between Carrow Bridge and Lady Julian Bridge	2019/20	BA/NCC
	W7	New short stay visitor and demasting mooring at the NR1 Development	2019/20	BA/NCC
	W8	Hydrographic survey for dredging	2019/20	BA
	W9	River festival	2019/20 (at earliest)	NCC
Environment	E1	FOG (Fats Oils and Grease) project	2019/20	Environment Agency (lead) and Anglian Water
	E2	Biodiversity enhancement plan including management of non-native species	Ongoing (2018/19)	EA / NWT
	E3	Floating vegetation platforms in key locations (and as part of new development)	Pilot – 2018/19	Environment Agency
	E4	Boom Towers - enhancement scheme to Devil's Tower	2019/20	NCC
Project assessment		Assess all proposed projects against assessment matrix	2018/19	RWSP

8.3 All projects proposed in the 2017 draft plan were assessed against a standard set of criteria during the process of developing the strategy, based on how they satisfied the strategy objectives, and likely deliverability (including feasibility and anticipated funding). Other potential projects, including those suggested through the 2017 consultation, are set out in Appendix 3 and will be assessed using an updated version of this methodology as set out below.

8.4 Individual projects will be assessed on the extent to which they:

- Improve management of the river corridor;
- Increase walking or cycling access, including enhanced connectivity;
- Increase waterways access;
- Increase leisure opportunities;
- Enhance the natural environment, biodiversity and green infrastructure;
- Enhance the cultural offer;
- Enhance the historic environment;
- Provide business opportunities;
- Reduce inequalities and social deprivation;
- Represent value for money; and
- Likely deliverability.

8.5 A basic prerequisite for additional projects will be to demonstrate that they can attract external funding, and that they fully address maintenance costs so as not to add to existing council maintenance burdens.

Funding

8.6 Funding is currently being explored for the projects in the action plan. Key potential sources of project funding include Community Infrastructure Levy (CIL), Anglian Water, and Heritage Lottery Funding (through the Water, Mills and Marshes Landscape Partnership); other sources of external funding are likely to arise as projects develop. Project partners will also contribute staff resources for project development and project management where appropriate.

8.7 Other sources of funding will also be explored, including civic crowdfunding initiatives where appropriate. For example [Crowdfund Norwich](#) has been set up by the city council to support community groups, social enterprises and charities to carry out a range of projects, most of which are likely to be small scale. The strategy also addresses funding for ongoing maintenance of some of its proposals, exploring sponsorship where appropriate (for example for floating vegetation platforms), and the development of a volunteer network of interested stakeholders and residents willing to get involved in delivering change to the river which could involve assisting with maintenance and enhancements to public spaces for example.

Management and delivery arrangements

8.8 It is important that the implementation of the strategy and individual projects is managed effectively. A Strategic Board will be set up to oversee implementation of the strategy and monitoring of outcomes, to be chaired by Norwich City Council as lead partner and with a member from each of the partner organisations, plus representation from other key external partners as appropriate. Its proposed functions will include oversight of progress on individual projects, identifying future project and funding opportunities, identifying issues or risks to strategy delivery that may require action, monitoring progress, and providing progress updates to the relevant committees of each partner authority on an annual basis.

8.9 It is also proposed to establish a Delivery Board to ensure effective co-ordination and communication between key partners with management and delivery responsibilities on the day-to-day management of the river. Its proposed remit includes addressing enforcement issues such as anti-social behaviour and illegal moorings, and environmental issues such as litter reduction and water quality. Other organisations may be invited to attend the management board on occasion as appropriate, dependant on issues under discussion. The board will be chaired by Norwich City Council and the chair will report to the Strategic Board on a regular basis to ensure an effective link between strategic and operational issues.