
EAST NORWICH MASTERPLAN

STAGE 1 Stakeholder workshops

The following pages provide a record of the stakeholder workshop sessions held as an initial information gathering and distributing exercise for the East Norwich masterplanning process. We would like to thank all the stakeholders who responded to our invitation and took part in the stakeholder sessions. If you have any comments regarding the content of these pages, please email eastnorwich@alliesandmorrison.com.

Purpose of the engagement

It was important to engage with stakeholders as early in the process as possible, in order to:

- introduce the scope of the project and the project aspirations;
- introduce the design team to stakeholders, establishing communication for future engagement;
- provide opportunities for stakeholders to ask questions about the project;
- provide an opportunity for stakeholders to share important insights with the design team; and
- provide an opportunity for stakeholders to share relevant information about the site, wider area, and local people, and share any initial feedback or commentary relating to the project scope.

The workshops

Two stakeholder workshops were held. The workshops were held online using Zoom. The workshop consisted of a presentation (see Appendix 1) which explained the project, the team, and the format of the workshop, a presentation was then given which centred around themes informed by the Egan Wheel for Sustainable Communities. The themed slides were accompanied by a set of questions to help prompt further discussion on each theme.

Following the presentation, the group was divided up into two smaller 'breakout rooms', facilitated by members of the design team, where stakeholders were invited to feed back their thoughts and ask questions.

Who was invited

In total, 114 invitation emails were issued to stakeholders. A comprehensive stakeholder database was provided to the team derived from the GNLP consultation database. The focus of these initial stakeholder sessions was to engage with local community or amenity stakeholders. The comprehensive database of contacts had a number of categories of stakeholder as listed below. With one-to-one sessions already held with key landowners, stakeholders in the database under the following categories were invited to attend one of the sessions (a full list of stakeholders is provided in the Appendix 2):

-
- **Special interest groups**
 - **Educational establishments**
 - **Environment and conservation orgs**
 - **Leisure related orgs/groups**
 - **Access/Transport related orgs**
 - **Other local organisations**
 - **Other national organisations**
 - **Residents Association**
 - **Town and Parish Councils**
 - **Neighbours**
 - **Locally elected Members**

How was the workshop promoted

An invitation email was sent by the consultant team to the stakeholder group email address provided. The invite gave the option to attend a workshop on one of two dates, allowing stakeholders to pick their preference and attend on the evening most convenient for them. An option was also provided for those who couldn't attend either session to receive a record of the workshop sessions, and to stay informed regarding the project to take part in future engagement.

How was the workshop recorded

During the breakout sessions the facilitators shared their screens to present worksheets with the themed questions set out and an aerial plan of the site. As stakeholders provided feedback, the facilitators typed the comments live into the worksheet for everyone to see and follow.

A more formalised version of the worksheets and comments has been included overleaf and will be uploaded to the dedicated webpage on Norwich City Council's website (www.norwich.gov.uk/EastNorwichRegeneration), and shared with those who attended the workshops, or registered their interest in the project.

Workshop outcomes

The following pages set out the details of each of the workshops and the messages which were raised by stakeholders, sorted by theme.

This short report has been provided to the design team and a briefing has been undertaken with them to explain the key messages, led by the members of the consultant team who facilitated the sessions.

Stakeholder workshop 1

Workshop details

The first stakeholder workshop took place on Monday 7th June 2021 at 7pm - 8.30pm.

Workshop attendees

A total of 16 people registered their interest in attending the Monday 7th June workshop. Of those who responded, 13 people attended. Those who attended were representatives from the following organisations:

- RSPB
- Bracondale Residents Association
- Active Norfolk
- Sport England
- Norwich Society
- Bracondale Residents Association
- Broads Hire Boat Federation
- NIAS
- First Eastern Counties Buses
- Broads Angling Services Group
- Trowse Millgate Neighbourhood Group
- Carrow Yacht Club
- Norwich Preservation Trust

Workshop themes and questions

Housing and Built Character...

1. How should new housing respond to local character?
2. What type of housing will be appropriate?
3. How should the design of new housing address the climate emergency?
4. What housing tenures are appropriate for this location?

Open Space...

5. What opportunities are there to create new open spaces?
6. How can existing open spaces be used or reimagined?
7. What type of activities could be catered for in the site's open spaces?

Transport & physical infrastructure...

8. How can good quality access to each site be achieved?
9. How can connections between sites be established?
10. How can connections to the city centre be improved?
11. Can the sites improve access to the Broads?
12. How can the masterplan support active and sustainable travel?



Fig 1.1 Group 1 worksheet with recorded feedback



Fig 1.2 Group 2 worksheet with recorded feedback

Community infrastructure...

13. What community facilities will be required to support this level of growth?
14. Is there scope for existing services and facilities to be improved or enhanced?
15. How could existing buildings and spaces on the sites be used to serve new residents and workers?

Environmentally sensitive...

16. How can the masterplan best promote the creation of cleaner and greener neighbourhoods?
17. How can we protect and enhance biodiversity across the area?
18. How can flood risk be managed in the context of new development?
19. What opportunities are there to ensure buildings are built to the highest environmental standards?

Creating jobs...

20. What opportunities do the sites present to support the creation of new jobs?
21. Are particular parts of the sites best placed to focus employment uses?
22. Are there types of jobs which would be suited to particular locations or sites?
23. What lessons can be learnt from the COVID-19 pandemic?

Sensitive to heritage...

24. What are the site's most significant assets?
25. How can their setting best be respected or improved?
26. How can the site's unique and important social history best be respected?
27. Do existing heritage assets present particular opportunities for reuse?

Creating safe and equitable places...

28. How can this part of East Norwich best be integrated into the city as a whole?
29. How can these new neighbourhoods be designed to ensure they feel safe?
30. What management measures should be considered to make this area a success?



HOUSING & CHARACTER

- Concern that developers will each promote their own sites - this should be done in the context of the wider masterplan
- Deal Ground has been commenced already so permission is likely to be extant
- Flooding will be a hugely important issue across the Deal Ground site given the flooding status of the area
- Needs to be a mix of types of dwellings - houses and flats
- Important to have diversity in the design of the dwellings to respond to the context and setting, understand local character and contribute positively (Goldsmith Street cited as a good example)
- Trowse has a particular character - consider and respect
- Impact on surrounding areas is critically important
- Building for Life 12 has excellent principles - should be adopted for housing
- Building for a Healthier Life should be part of the design code for the masterplan
- Healthy Streets should also be part of the design code for the masterplan
- New housing should have an identifiable local character
- New housing should use local materials
- New housing should be in keeping with the local vernacular and not universal
- New housing should address the climate emergency by having minimal need for energy inputs
- New housing should address the climate emergency by having communal facilities for shared heating
- New housing should have a mix of tenures, including social housing



OPEN SPACE

- Carrow House - setting of the Garden is important to consider - potential to open up a new view from/to the river
- Scale is very important and the blend towards the interface - especially in the rural, non-urban side
- Opportunity for a network of open spaces - linear and joined up
- Opportunity for recreational spaces for skateboarders
- New open spaces must relate to the geology
- Quality of areas is important, rather than quantity

TRANSPORT AND INFRASTRUCTURE

- Need good HGV access to the yacht club
- Members of the yacht club are concerned about implications of development impacting on access arrangements to the club
- Permeability comes with concerns as it opens places up to unwanted behaviour
- Connections by road should not be a priority issue - the bigger priority is to provide and support good public transport for all the key sites
- A bus route that traversed the Deal Ground site adjacent to the railway with strong pedestrian/cycle routes across to the Utilities site would be a good option
- Is a road bridge across the Wensum required?
- Must consider knock-on effects of this scale of development to the surrounding communities and neighbourhoods
- Access for disabled people must be a cross cutting thread
- Walking must mean walking and wheeling
- Bridges can impact those with mobility issues more than others - so mobility issues are a priority
- Development of this scale is likely to generate new trips by car - in an area already clogged with vehicles
- Impact on Trowse and existing junctions will have negative impacts
- Developers should be required to fund schemes to promote sustainable modes
- Car parking should be massively limited - with only a certain number of car parking spaces
- Funding must be provided to support active and sustainable travel choices and modes
- Taking a restraint-based approach to parking
- Must consider knock-on effects of this scale of development to the surrounding communities and neighbourhoods
- By providing more parking on site this will lead to additional pressure on the roundabout
- Continue to allow for buildings to be built by the river but respect river front access.
- Need to improve rail connections and Trowse Bridge. Must achieve funding or fails masterplan
- Improve public transport
- Capacities of existing access options should be reviewed and highly trafficked areas improved
- cycle routes to be of a priority for connectivity
- Two marinas to attract large yachts into the area from the continent
- Will there be access delivered through the Deal Ground?
- Facilities for private and tourist boats
- Crucial to have a cycle route connect to Whitlingham Country Park (NC route 1)
- Creating a new pedestrian and cycle routes across and also between the sites is a huge opportunity
- Issues tied to Swing Bridge etc...need to think about carefully



- Matchday parking is an issue and is likely to extend itself to surrounding facilities
- Pumping Station must be reused and could form the basis of some form of community activity?
- Access is limited / restricted but the facilities there do present opportunities
- Fire station beyond could be a good area for community facilities given the relationship to Broads etc...
- Schools, doctors surgeries, health and wellbeing facilities will be required for 4000 people



- Tarmac land use is not a major issue for those living in the area - perhaps aside from those living right next to it
- The yacht club live quite happily adjacent to the Tarmac site
- There is no indication that the Tarmac site is going to move at all in the short to medium term
- Concern about developers just wanting to maximise use of the site rather than thinking about the context of the area
- Countryside meets urban areas
- Need to manage flood risk and flood defences in river - rise in river (potentially 1m)
- If Marina created - silting would be an issue



- The way people work is changing all the time should be considering live/work housing
- Hard to see anyone large coming in to Carrow Works site
- Warehouse space will not deliver many jobs
- Office space will be highest density - but working patterns and the office market might not support 6,000 new jobs
- Need to strike the right balance between new jobs and new housing
- Concern about social/leisure uses being established around existing community's houses. The existing industry doesn't have huge impact on existing residents
- Opportunity for visitor economy - more thoughts to tourism and in particular to the Broads and river
- Consider working with topography, orientation and geology
- Potential for food and beverage, and leisure facilities



- Lots of positive opportunities for heritage-led development
- Lots of buildings vulnerable to negative impacts
- Important historic buildings include - Former Trowse Railway Station building, Pumping Station on the Deal / May Gurney site
- Trowse Railway in radical decline. Very characterful building. There are ways of reusing stations - should be researched.
- Carrow House - improve garden setting by opening a new view from the river
- The Pumping Station is one of the site's most significant assets - need to repair and protect the building



- 20 minute neighbourhoods concept is relevant - supporting active travel etc...
- Emphasis on ensuring connections are walkable towards the city
- All about local living - walkable neighbourhoods
- Make it more of a hassle to use the car than it is to walk and cycle
- Trowse Millgate currently developing their Neighbourhood Plan - sustainable connectivity very important - needs to tie in.
- Whitlingham area has been heavily used during lockdown
- Use street lighting and clever lighting that does not create shadows to ensure neighbourhoods feel safe
- Tackle safety on roads and road speeds to ensure neighbourhoods feel safe

Stakeholder workshop 2

Workshop details

The second stakeholder workshop took place on Tuesday 8th June 2021 at 7pm - 8.30pm.

Workshop attendees

A total of 8 people registered their interest in attending the Monday 7th June workshop. Of those who responded, 5 people attended. Those who attended were representatives from the following organisations:

- Norfolk Industrial Archaeology Society
- Trowse Millgate Neighbourhood Group
- Yare Valley Society
- Principle Planning Ltd; Crown Point Estate

One attendee experienced some technical issues during the session and therefore provided additional comments after the event took place, these have been included in the responses set out overleaf.

Workshop themes and questions

Housing and Built Character...

1. How should new housing respond to local character?
2. What type of housing will be appropriate?
3. How should the design of new housing address the climate emergency?
4. What housing tenures are appropriate for this location?

Open Space...

5. What opportunities are there to create new open spaces?
6. How can existing open spaces be used or reimagined?
7. What type of activities could be catered for in the site's open spaces?

Transport & physical infrastructure...

8. How can good quality access to each site be achieved?
9. How can connections between sites be established?
10. How can connections to the city centre be improved?
11. Can the sites improve access to the Broads?
12. How can the masterplan support active and sustainable travel?

Community infrastructure...

13. What community facilities will be required to support this level of growth?
14. Is there scope for existing services and facilities to be improved or enhanced?
15. How could existing buildings and spaces on the sites be used to serve new residents and workers?

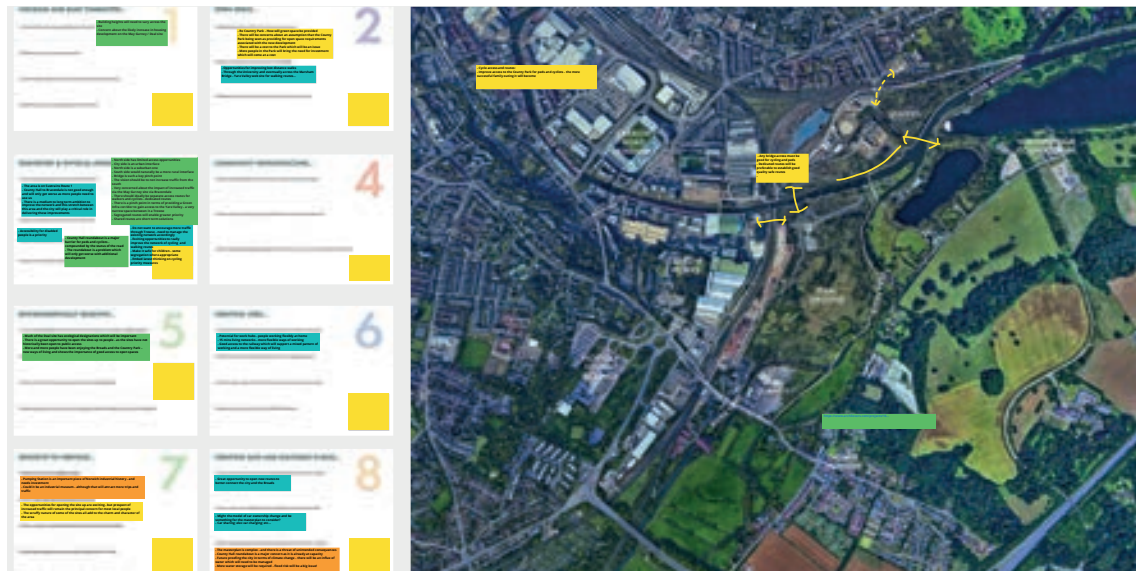


Fig 1.3 Group 3 worksheet with recorded feedback

Environmentally sensitive...

16. How can the masterplan best promote the creation of cleaner and greener neighbourhoods?
17. How can we protect and enhance biodiversity across the area?
18. How can flood risk be managed in the context of new development?
19. What opportunities are there to ensure buildings are built to the highest environmental standards?

Creating jobs...

20. What opportunities do the sites present to support the creation of new jobs?
21. Are particular parts of the sites best placed to focus employment uses?
22. Are there types of jobs which would be suited to particular locations or sites?
23. What lessons can be learnt from the COVID-19 pandemic?

Sensitive to heritage...

24. What are the site's most significant assets?
25. How can their setting best be respected or improved?
26. How can the site's unique and important social history best be respected?
27. Do existing heritage assets present particular opportunities for reuse?

Creating safe and equitable places...

28. How can this part of East Norwich best be integrated into the city as a whole?
29. How can these new neighbourhoods be designed to ensure they feel safe?
30. What management measures should be considered to make this area a success?



HOUSING & CHARACTER

- Building heights will need to vary across the site
- Concern about the likely increase in housing development on the May Gurney / Deal site



OPEN SPACE

- How will green space be provided?
- Concerns about an assumption that the County Park will be seen as providing towards open space requirements associated with the new development
- If more people are using Whittingham Country Park it will bring the need for investment which will come at a cost
- Opportunities for improving lost distance walks - routes could go through the University and eventually across the Marsham Bridge.
- Refer to Yare Valley website for walking routes.



TRANSPORT AND INFRASTRUCTURE

- The area is on Sustrains Route 1
- County Hall to Bracondale is not good enough and will only get worse as more people need to use us
- There is a medium to long term ambition to improve the network and the stretch between this area and the city will play a critical role in delivering these improvements
- Accessibility for disabled people is a priority
- County Hall roundabout is a major barrier for pedestrians and cyclists - compounded by the status of the road
- Traffic at the roundabout is a problem which will only get worse with additional development
- North side of the site has limited access opportunities
- City side is an urban interface
- North side is a suburban one
- South side would naturally be a more rural interface
- Bridge is a key pinch point
- The vision should be to not increase traffic from the south
- Very concerned about the impact of increased traffic via the May Gurney site via Bracondale



TRANSPORT AND INFRASTRUCTURE

- There should ideally be separate access routes for walkers and cyclists - dedicated routes
- There is a pinch point in terms of providing a Green Infrastructure corridor to gain access to the Yare Valley - a very narrow space between it and Trowse
- Segregated routes will enable greater priority
- Shared routes are short term solutions
- Do not want to encourage more traffic through Trowse - need to manage the existing network accordingly
- Exciting opportunities to really improve the network of cycling and walking routes
- Make it safe for children - some segregation where appropriate
- Embed latest thinking on cycling priority measures
- The opportunities for opening the site up are exciting - but prospect of increased traffic will remain the principal concern for most local people
- Might the model of car ownership change and be something for the masterplan to consider? Car sharing; electric car charging; etc...
- County Hall roundabout is a major concern as it is already at capacity



FACILITIES

- No comments were provided in relation to this theme.



5 ENVIRONMENT

- Much of the Deal site has ecological designations which will be important to consider
- There is a great opportunity to open the sites up to people - as the sites have not historically been open to public access
- More and more people have been enjoying the Broads and the Country Park - new ways of living have shown the importance of good access to open spaces
- Future proofing the city in terms of climate change - there will be an influx of water which will need to be managed
- More water storage will be required - flood risk will be a big issue!



- Potential for work hubs - people working flexibly at home
- 15 mins living networks - more flexible ways of working
- Good access to the railway which will support a mixed pattern of working and a more flexible way of living



- Pumping Station is an important piece of Norwich industrial history - and needs investment
- Could it be an industrial museum - although that will attract more trips and traffic
- The scruffy nature of some of the sites all add to the charm and character of the area
- Concern that the Council haven't maintained heritage assets in their care, e.g New Mills Air Compressor Station to the north side of Norwich city centre.
- Concern regarding precedent set by proposals in a 2012 planning application for the site which excluded all potential heritage assets.
- The rail station, the pre-existing historic sanitation pumphouse and other buildings in Trowse are neither nationally or locally listed, nor are they maintained - concern that these will not receive funding for their restoration.
- Existing historic buildings could be used as community assets for various uses - protecting them from decay or demolition (mitigating climate change, etc. through the re-use of materials and spaces) - shared interests in protection industrial heritage
- Potential developers should consider including existing heritage assets and diversifying their commercial interest away from pure housing to include community assets, such as shared work-spaces, shops, schools, etc. Housing alone would degrade the area - a diverse application would be viewed more favourably.
- Carrow Works site is historically significant for the story of Norwich but is not recorded - should be a priority to record the site prior to any changes - may draw interest from local educational groups and institutions.
- Concern that without policy guidance change, local heritage assets will continue to pass, unmaintained and unrestored, and without their stories told and their assets recorded.
- The history of New Mills closely links to the history of Trowse Millgate pumping stations - the buildings at Trowse pre-date any similar listed waterworks on the Heritage List. Advantage of Trowse is that the utilities appear to have built a new building nearby leaving original buildings largely unaltered.



SAFE & INCLUSIVE PLACES

- Great opportunity to open new routes to better connect the city and the Broads
- The masterplan is complex - and there is a threat of unintended consequences