
EAST NORWICH MASTERPLAN

STAGE 1

Public drop-in events and survey

The following pages provide a record of the public drop-in events and survey undertaken as an initial information gathering and distributing exercise for the East Norwich masterplanning process. We would like to thank all those who attended the drop-in event and responded to the survey.

Purpose of the engagement

Having already engaged with local stakeholders in June, it was important to open that engagement to the wider community in Stage 1 of the masterplan. The session was delayed by COVID-19 restrictions, but took place immediately once lock-down restrictions were lifted. The session was designed to:

- introduce the scope of the project and the project aspirations;
- give the public the opportunity to meet the design team directly;
- provide opportunities for the public to ask questions about the project;
- provide an opportunity for the public to share their views, aspirations, insights and concerns with the design team; and
- provide an opportunity for the public to share initial feedback and views on the vision and scope of the project.

The drop-in sessions

Two drop-in sessions were held at Carrow Abbey, Bracondale, Norwich, NR1 2DD on Friday 23 July at 14.30 to 18.30 and on Saturday 24 July at 10.00 - 13.00.

The drop-in sessions were staffed by members of the design team, giving members of the public the opportunity to talk to them directly about the site, relevant information and any concerns they had.

An exhibition consisting of 8 x A1 Boards was on display. The exhibition boards provided information about the project, team, programme, the site, and the key themes underpinning the development of the masterplan as a sustainable community, as well as information about next steps and how to get involved in the process.

The design team also had A1 aerial maps on tables. Members of the public were invited to write messages on post-its and stick these to the relevant boards and areas on the aerial maps.

In total, 181 people attended the drop-in event over the two days.

194 post-it notes were generated by attendees, a summary of the key messages from these can be found on the following pages with an overview included at Appendix 3.



On-line survey

In addition to the drop-ins, members of the public were invited to complete a survey online, with an option to complete a hard copy survey at the drop-in sessions if preferred. Questions related to the vision, opportunities for potential uses including housing, open space, community facilities, employment and jobs, and issues relating to sustainability, transport, access, movement and heritage assets. There was also an opportunity to provide any other views respondents had on the issues and opportunities presented by the East Norwich sites not captured through the survey. Respondents were also asked questions about themselves, including their identified gender, age, and location in relation to the site.

In total, 224 people responded to the survey. A summary of the responses received is provided on the following pages.

How was the event promoted

The drop-in and survey was promoted using a number of methods, including the following:

- press release sent to all local media prior to event;
- articles in the local papers;
- interview on Radio Norfolk with Councillor Stonard on site;
- banner on the front page of the council website promoting drop-in event and survey,

linking to dedicated webpage;

- social media posts from Norwich City Council to support the drop-in event and online survey, including tweets and subsequent re-tweets from Councillors and Allies and Morrison;
- emails sent to 129 stakeholders notifying them about the drop-in and survey.

Drop-in and survey outcomes

The drop-in event was very well attended, generating lots of feedback. The post-it notes generated at the event have been analysed and the key messages from these have been set out on the following pages.

The survey also generated a substantial amount of feedback from respondents. The key data and key messages which were generated from this have been set out on the following pages.

Overall, the key messages to come out of both the drop-in event and survey are as follows:

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181 people
attended...


194 post-its
generated



Public drop-in exhibition boards

1

EAST NORWICH
MASTERPLAN



Welcome

The East Norwich development represents a transformative opportunity for regeneration of the east Norwich area and the wider city. It is an ambitious project to create a sustainable new urban quarter for the city, supported by the preparation of a joined-up development masterplan for East Norwich and a commitment to substantial future investment.

About the masterplan

East Norwich presents a regeneration opportunity that will be transformational for the city of Norwich. It is located in close proximity to Norwich's thriving city centre and adjacent to, and partly within, the Broads National Park, and is comprised of a number of key sites including the Deaf Grounds/ May Curlew site, the Utilities site and Carrow Works.

The area faces many challenges and constraints to development. The masterplan provides an opportunity to look at all the sites together. This will help to ensure a more coordinated approach is taken to meeting these challenges, with the aim being to create an exciting, vibrant, productive and sustainable quarter for the city. New housing, employment and investment will act as a catalyst for regeneration of both East Norwich and the wider city.

Story so far

Norwich City Council has been committed to maximising the regeneration potential of East Norwich for many years. In 2018 Norwich City Council commissioned a study to explore the opportunities for wider regional regeneration of the sites when the Carrow Works site becomes available. A Vision for East Norwich identifies the release of Carrow Works as presenting a 'once in a generation' opportunity to address the challenges of the three sites strategically.

The study sets out a vision for East Norwich as a new productive quarter for the future growth of the city, linking the city centre with Whittingham Country Park and the Broads National Park network. It envisages that the quarter could provide up to 4,000 new homes and 100,000 square metres of employment space, accommodating up to 6,000 new jobs.

The Vision for East Norwich forms the starting point for the emerging vision for East Norwich. The emerging vision has also been informed by the Greater Norwich Local Plan, and is summarised in the adjacent text.


The Carrow Works site has recently become available for redevelopment and there is now a general consensus among the key landowners and developers for the individual sites, and the relevant local planning authorities, that a masterplan should be progressed to ensure comprehensive regeneration of this new urban quarter of the city.



Aerial plan showing East Norwich within the wider city context

5

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Creating a sustainable community

OPEN SPACE







Open space is an integral part of a functioning neighbourhood, providing multipurpose space for leisure, activities and wildlife. The sites have been locked away and not accessible to the public for so long, they will all have a role to play in providing open space, attractive views over the landscape and important habitats for wildlife.

- Are there opportunities to create new open spaces?
- Can existing open spaces be used or reimaged?
- What type of activities could be catered for in the site's open spaces?

TRANSPORT AND INFRASTRUCTURE


Ensuring that transport and infrastructure are dealt with appropriately will be key to unlocking the East Norwich sites, enabling the area to function as a walkable and cycleable neighbourhood which is well connected with the rest of Norwich. Consideration will need to be given to access into and around the site, as well as existing barriers to movement such as the railway. How can connections to and between the sites best be delivered?

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



6

EAST NORWICH
MASTERPLAN



Creating a sustainable community

COMMUNITY FACILITIES

It is envisaged that the East Norwich quarter could provide up to 4,000 new homes, resulting in a need to provide a range of community facilities to support those living in the neighbourhood and wider area. What issues are most important to you in this regard?

What community facilities will be required to support this level of growth?

- Is there scope for existing services and facilities to be improved or enhanced?
- How could existing buildings and spaces on the sites be used to serve new residents and workers?

CREATING JOBS




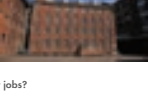
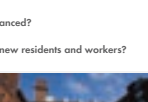

The vision also envisages East Norwich as supporting 100,000 square metres of employment space, accommodating up to 6,000 new jobs. Consideration will need to be given to what kind of jobs will be right in this location, and what of the existing buildings and spaces could be utilised to provide new jobs.

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

SAFE AND INCLUSIVE


Safety and inclusivity are vital aspects of overall wellbeing, and therefore a successful and sustainable community. The masterplan will need to design in physical safety measures, particularly in relation to transport infrastructure, but also in terms of generating feelings of safety, such as overlooking, lighting and sightlines.

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



2

EAST NORWICH
MASTERPLAN



Who is involved?

The East Norwich Partnership has appointed experience in masterplanning sensitive local areas and successful mixed-use sustainable communities in local context.

East Norwich Partnership

The East Norwich Partnership is an informal partnership which has been formed to oversee the production and implementation of the masterplan. Such an ambitious and long-term project can only be made possible by the support of a range of key stakeholders, who will work collectively to progress their vision for the site over the coming years.

The plans for east Norwich supports two of the key themes of the city council's Covid-19 recovery plan: business and the local economy, housing, regeneration and development. The East Norwich Partnership board members include:

- Norwich City Council
- Norfolk County Council
- Broadsland and South Norfolk Council
- Broads Authority
- Network Rail
- New Anglia LEP
- Homes England
- National Grid
- RWE Enterprises
- Servay Property Company
- Fuel Properties


The consultant team

A multidisciplinary team, led by regeneration and property specialists Alison Young and comprised of masterplanners Alles and Morrison, multidisciplinary engineering firm Hydrolock and cost consultants RPS has been appointed to build on the vision to develop a masterplan for the site which will form the basis of a supplementary planning document (SPD) to support policies in the Greater Norwich Local Plan.

Masterplanners Alles and Morrison have been responsible for some of the most significant and high quality masterplans in the UK, including King's Cross, the 2012 London Olympic Masterplan, and York Central. Each of these masterplans puts placemaking at its heart, and is shaped and informed by the site's history, heritage assets, and natural features. Each has had a set of complex challenges which the masterplanners have overcome successfully to deliver a destination and sustainable neighbourhood.

7

EAST NORWICH
MASTERPLAN



Creating a sustainable community

HERITAGE



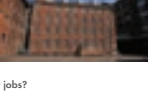
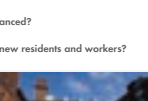
The heritage assets across the East Norwich area are of national significance and make the area both very special but also very sensitive. The Grade I Abbey is set within the grounds of the Carrow Priory, Scheduled Monuments and other listed buildings and structures across these sites.

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

ENVIRONMENTALLY SENSITIVE

Much of the Deaf Ground site is at risk of flooding and also forms part of the Broads National Park. The site marks the threshold between the city and the Broads. What opportunities do you think this presents for the wider area?

- How can the masterplan best promote the creation of greener neighbourhoods?
- How can we protect and enhance biodiversity across the site?
- How can flood risk be managed in the context of new development?
- What opportunities are there to ensure buildings are designed to the highest environmental standards?



About the site

The East Norwich sites are steeped in history and have played a significant role in the development and growth of the city. East Norwich's heritage assets and unique location, situated at the transition point between the urban centre and rural Broads, will play an important role in informing the site's future and shaping the masterplan design.

History of the site

The Carrow Works site was home to the famous Norwich manufacturer, Colman's, for 160 years. Production at the Carrow Works site began in 1865 when it was transferred from Stole Holy Cross Mill on the River Tas to a large factory at Carrow Road on land at Thorpe Hamlet, bought from the Norfolk Railway.

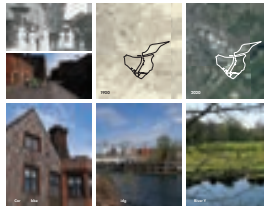
The Colman family are thought to be pioneers in social welfare for employees, opening a school for employees' children in 1857 and employing a nurse to help sick members of staff in 1864. In 1903, Colman's acquired a rival mustard maker, through which it also acquired Robinsons bakery works. By 1909 the company employed 2,300 people. Colman's became part of Unilever UK Ltd in 1995, and in 2020 the factory closed its doors for good, with production moved to Burton-on-Trent and Germany.

The Carrow Works site is also home to East Norwich's most significant historic structures, including the Grade II listed Carrow Abbey, a former Benedictine priory, and the Scheduled Monument Carrow Priory ruins, a former Benedictine priory founded in the mid 12th century. The priory ruins had largely disappeared from view by 1880 when a major excavation, undertaken by J.J. Colman, exposed the surviving elements of the church, the chapter house and the eastern range.

The Dead Ground comprises an extensive area of disused former industrial land and buildings on the south-eastern fringe of Norwich situated between the main Norwich-London rail line and the confluence of the rivers Wensum and Yare. The site has been home to a number of industries through the years and a number of designated heritage assets remain on the site, including the Grade II listed brick 'tortle kiln' in the north part of the site, which is in a poor state of repair and on Norwich's Buildings At Risk Register and Trowse Pumping Station within Trowse Millgate Conservation Area to the south.



Aerial view of East Norwich showing masterplan boundary



Creating a sustainable community

One of the project's key aims is to create a sustainable community which is inclusive and supports housing needs, job opportunities and community values. The sites are rich with a diverse range of heritage and environmental assets. The masterplan will play a key role in seeking to ensure new development takes account of this sensitive and unique context to deliver this sustainable vision.

The Egon Wheel

The 'Egon Wheel' can be used as a tool for assessing how sustainable a community is. It was devised to help facilitate the process of planning and designing new sustainable places. It has been used to help frame early discussions about the establishment of new neighbourhoods in East Norwich and has informed the themes which follow.



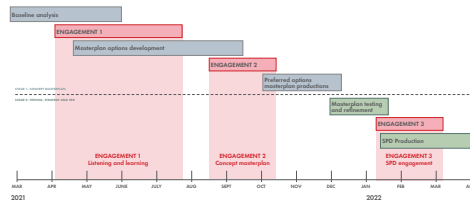
HOUSING CHARACTER AND DESIGN

Housing will form a vital component of the masterplan and therefore particular consideration will be given to the type, tenure, style, design, and materials of housing so that it meets the needs of Norwich and reinforces the character of the local area.

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



Next steps



Where we are

The East Norwich team has been undertaking Stage 1 of the engagement process, culminating in this public event.

The aim of this engagement has been to identify the aspirations, objectives and expectations of all stakeholders and the wider community for the masterplan. Feedback will also help us develop an understanding of the issues and opportunities presented by the site and project as a whole.

This stage of engagement will therefore assist in baseline information gathering which will play an important role in building the evidence base on which the masterplan will be based.

Next steps

Following the Stage 1 engagement activities, feedback relating to aspirations, objectives and expectations will be reviewed, and key messages drawn out and presented to the design team to consider and inform the development of the initial masterplan options.

Any information gathered about the site, including issues and opportunities, will be fed into the baseline evidence base, which will inform the development of concept options.

Following this stage of engagement, the masterplanning principles will be refined and a set of concept masterplan options will be developed, leading to a preferred concept masterplan.

Get involved

We would welcome your thoughts and insight on the East Norwich sites and the vision for the masterplan.

For further information please visit our web page:

www.norwich.gov.uk/East-NorwichRegeneration