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## STAGE 1 Survey

Members of the public were invited to complete a survey relating 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 here.





**Welcome to the East Norwich Masterplan**  
**We really appreciate your time and input**

Please take a few moments to provide responses to the following questions.

This survey is designed to provide an opportunity for those who care about the future of East Norwich to share with us their thoughts on the opportunities the sites present.

The responses we receive will play an important role in helping to shape an emerging masterplan for the area.

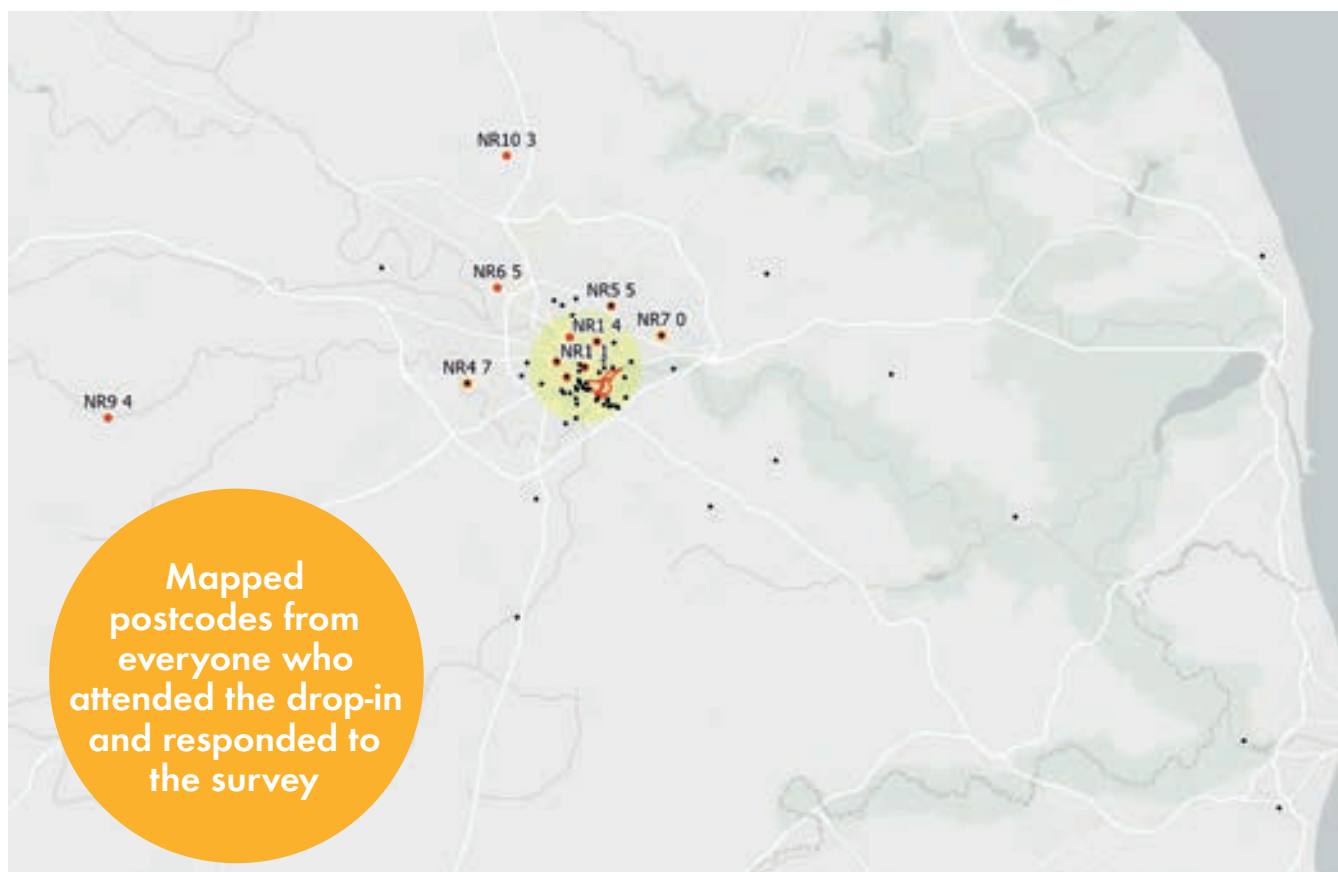
This is an early stage in the masterplan and there will be further opportunities to get involved.

Many thanks

[Click here to start](#)

View Survey

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Mapped  
 postcodes from  
 everyone who  
 attended the drop-in  
 and responded to  
 the survey

## Questions about the Vision

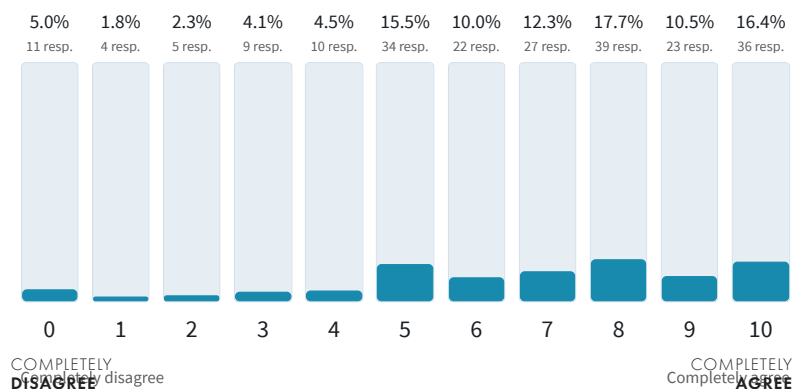
The vision for East Norwich is currently as follows...

*"East Norwich will become a highly sustainable new quarter for the City, accommodating substantial housing growth and optimising strategic economic benefits. It will be an inclusive, resilient and safe community in which people of all ages have good access to high quality homes that meet housing needs, and to strategic and local employment opportunities; can interact socially in green spaces and in new community facilities; and have the opportunity for independent, healthy and active lifestyles. The new quarter will link the city centre with the Broads, and deliver exemplar design. The area's riverside regeneration potential will be maximised to achieve a distinct sense of place with enhanced opportunities for river-based activity. The site has the ability to facilitate improved public transport, including rail services, which will benefit East Norwich and the city generally."*

We are keen to hear your views on this statement...

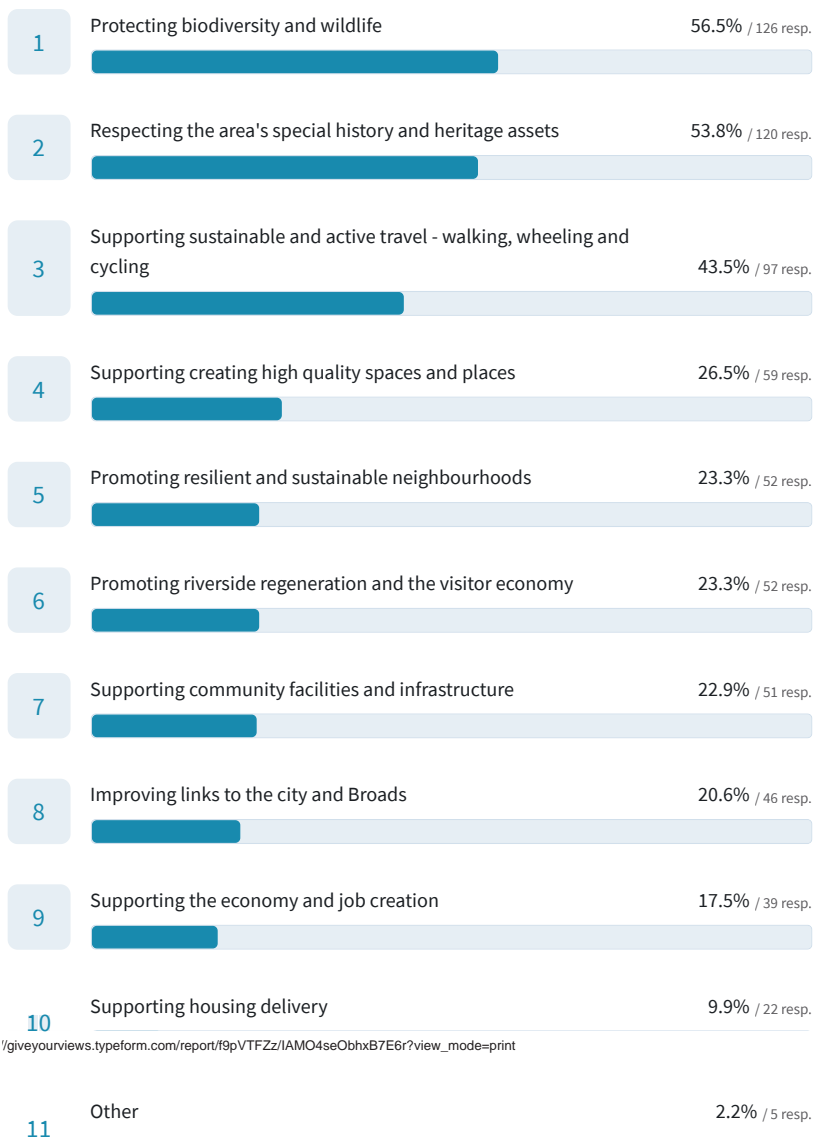
### Do you support the vision for East Norwich?

0 (completely disagree) to 10 (completely agree)



Average  
rating =  
**6.6**

Most  
frequently  
selected =  
**8**



[/giveyourviews.typeform.com/report/f9pVTFZz/1AM04seObhx7E6r?view\\_mode=print](https://giveyourviews.typeform.com/report/f9pVTFZz/1AM04seObhx7E6r?view_mode=print)

## Which aspects of the vision for East Norwich do you think are most important?

Please pick your top three.

Top three most frequently selected:

**1. Protecting biodiversity and wildlife (56.5%)**

**2. Respecting the area's special history and heritage assets (53.8%)**

**3. Supporting sustainable and active travel - walking, wheeling and cycling (43.5%)**

## Other...

*"Supporting affordable/low cost rental housing delivery"*

*"Providing mainly social housing as there are plenty of properties for rich people to buy in the area."*

*"Cutting carbon emissions"*

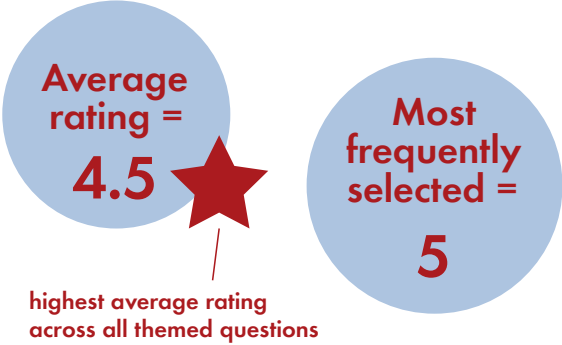
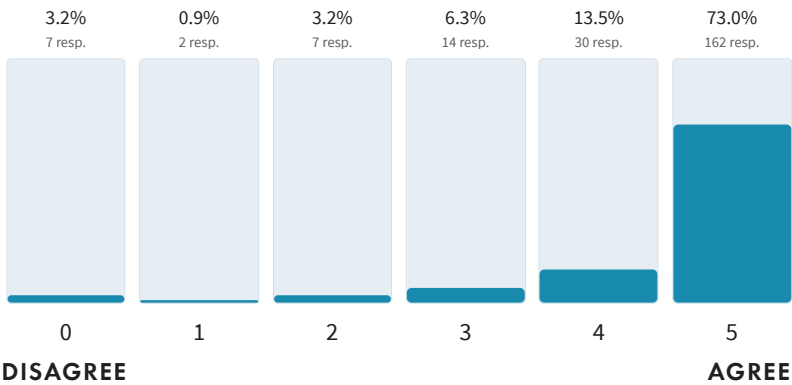
*"Preventing the build up of more traffic congestion on an already congested area"*

# Questions about Housing

We want to know your views on the housing opportunities for the sites.

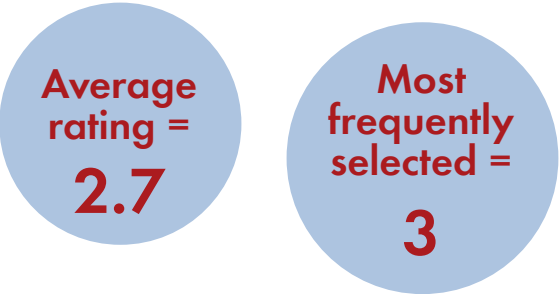
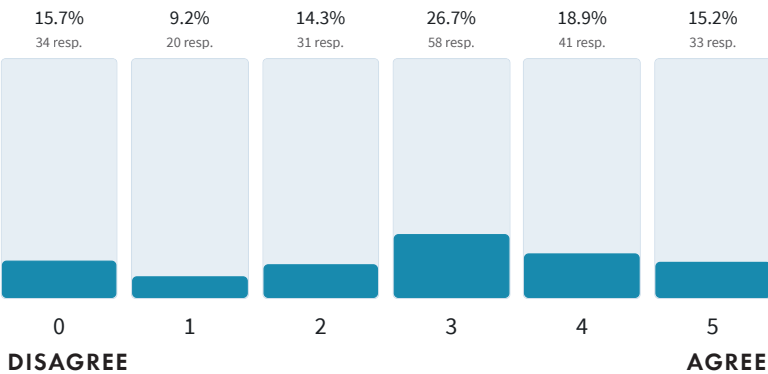
New housing on the sites should be designed carefully to respect local character - in terms of materials, heights and scale

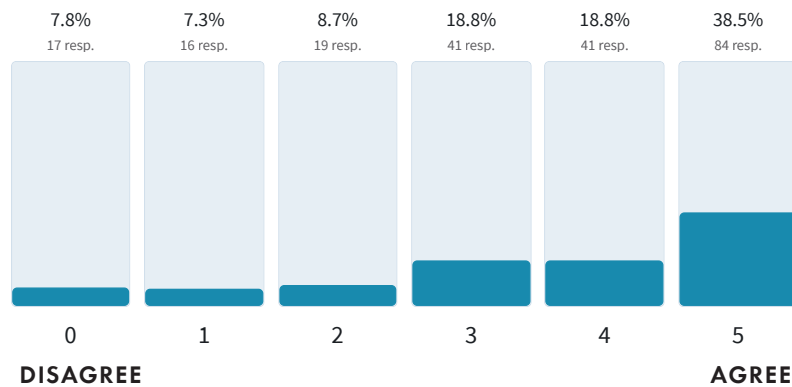
0 (disagree) to 5 (agree)



The site presents opportunities for a wide range of housing types - including higher density apartment-based riverside housing and lower density houses elsewhere

0 (disagree) to 5 (agree)



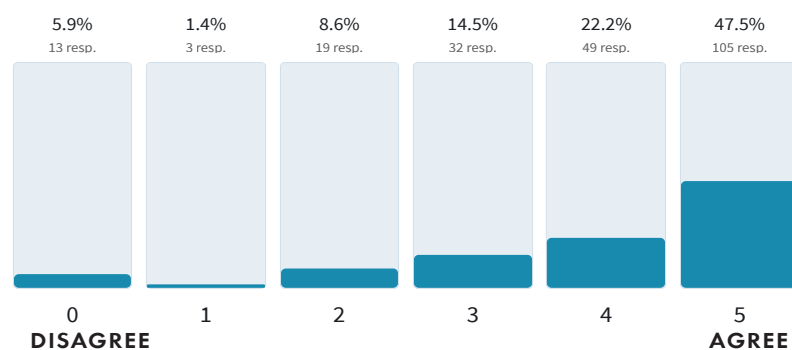


The site as a whole should be seen as an important one to support the delivery of affordable homes

0 (disagree) to 5 (agree)

Average rating =  
**3.5**

Most frequently selected =  
**5**



Some of the existing buildings on the Carrow Works site should be converted to create new riverside apartments

0 (disagree) to 5 (agree)

Average rating =  
**3.9**

Most frequently selected =  
**5**

## Questions about Open Space

The sites have not been accessible to the public for many many years. New development brings the opportunity for new open spaces to be created.

### What types of spaces do you think should be provided?

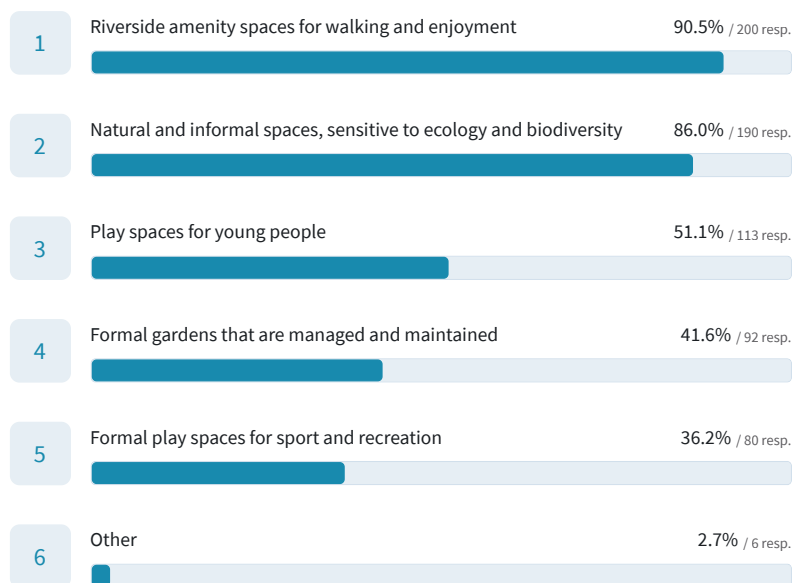
Choose as many as you like

Top three most frequently selected:

**1. Riverside amenity spaces for walking and enjoyment (90.5%)**

**2. Natural and informal spaces, sensitive to ecology and biodiversity (86%)**

**3. Play spaces for young people (51.1%)**



### Other...

*"Safe moorings for both visitors and residents. Current Yacht station is too noisy and suffers from vandalism"*

*"Food growing"*

*"Green space, park, picnic etc"*

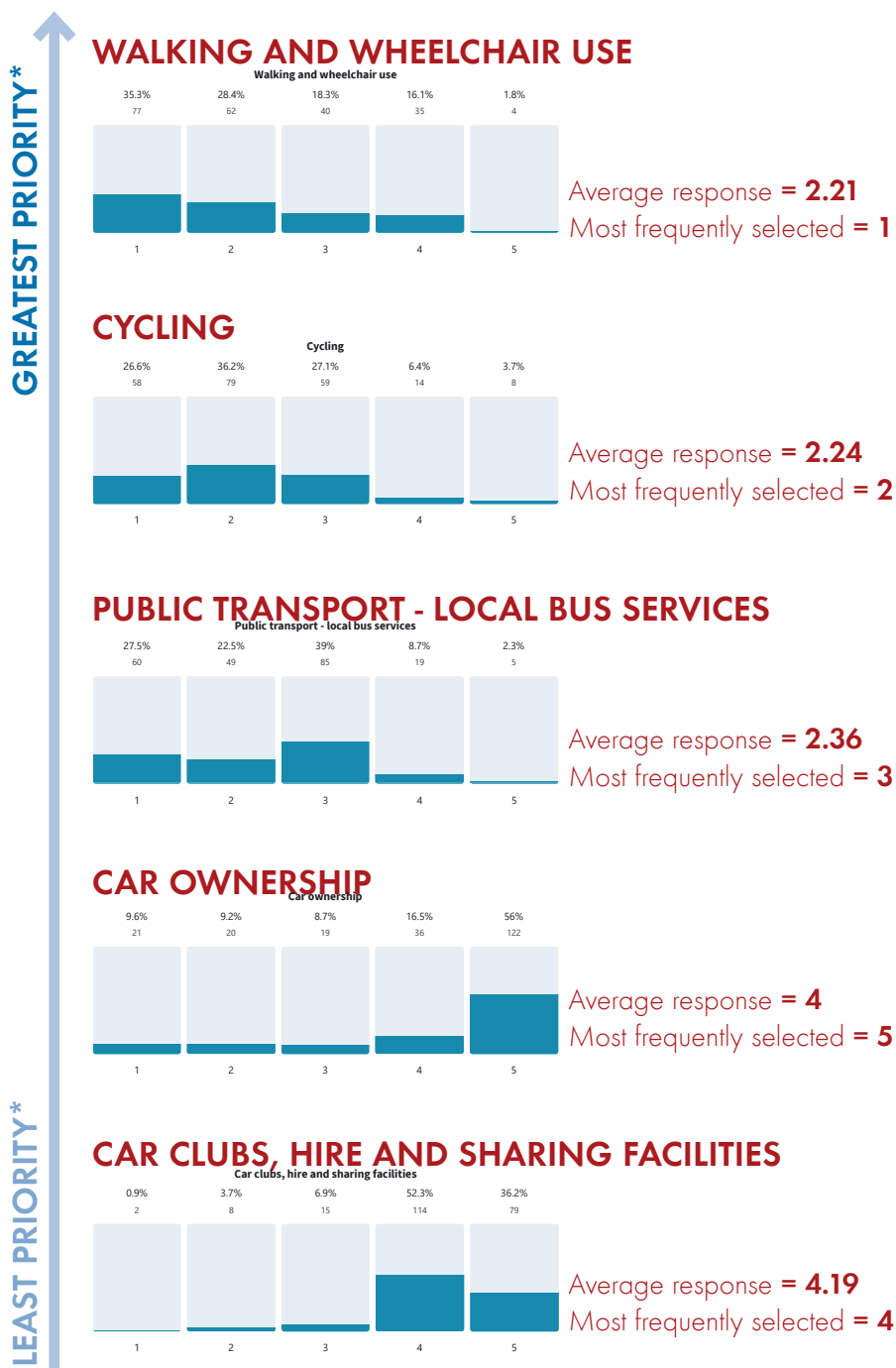
*"Areas turned over to nature to completely rewild. Biodiversity as the central focus rather than an afterthought."*

*"A large neighbourhood park, to be a central destination for future residents - an emphasis on a big public open space over closed private ones."*

*"Flat surface for rollerskating"*

## Questions about Transport, Access and Movement

It will be important to provide good access to the sites so they can be opened up to development.



In doing so, please give your view on which mode of transport you feel should be given the greatest priority in the masterplan

1 = greatest priority  
5 = least priority

**Walking and wheelchair use** was most frequently selected as the the mode of transport which could be given the greatest priority in the masterplan.

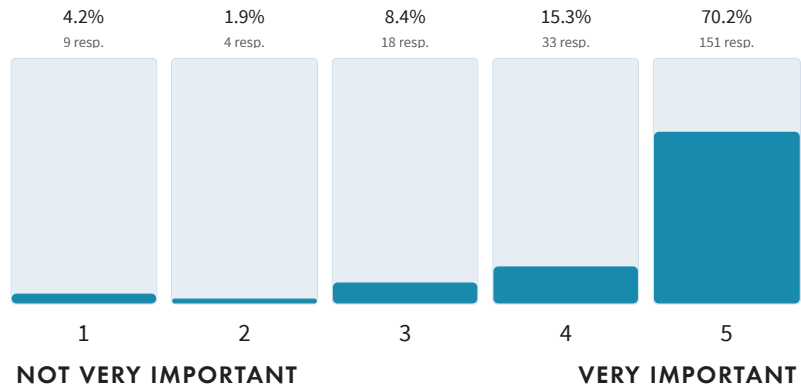
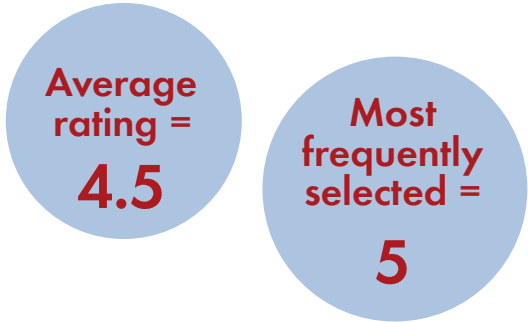
\*based on average response

# Questions about Transport, Access and Movement

Please confirm how important you feel the following issues are for the masterplan to consider:

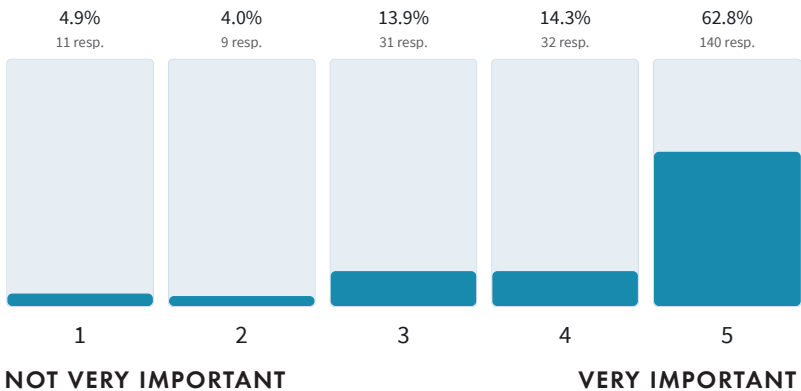
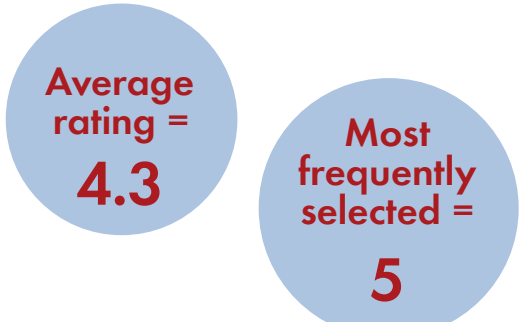
The existing levels of traffic and congestion on the local roads

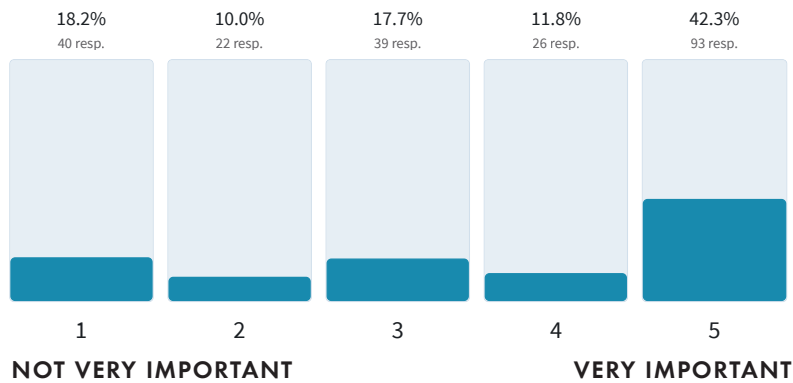
5 ticks = very important  
1 tick = not very important



The impact new development will have on the character of Bracondale and Trowse Village

5 ticks = very important  
1 tick = not very important



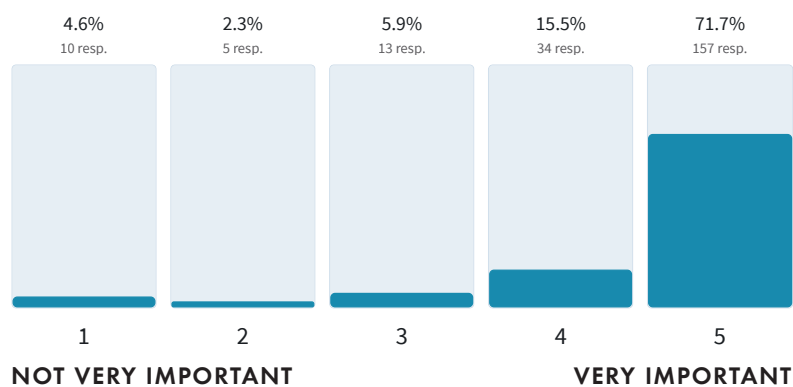


## The impact development might have on match-day travel and congestion

5 ticks = very important  
1 tick = not very important

Average rating =  
**3.5**

Most frequently selected =  
**5**



## The opportunity presented by the site to create new walking and cycling connections to the city centre and the Broads

5 ticks = very important  
1 tick = not very important

Average rating =  
**4.5**

Most frequently selected =  
**5**

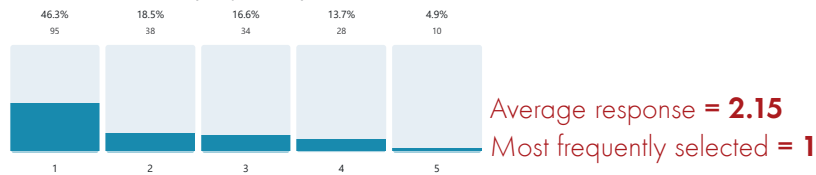
# Questions about Community Facilities

The development of the sites will have an impact on existing, and give rise for the need for additional, community facilities.

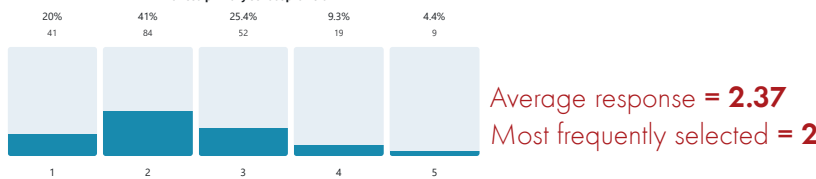
Please rank the following community facilities in order of importance to the masterplan

1 = greatest importance  
5 = least importance

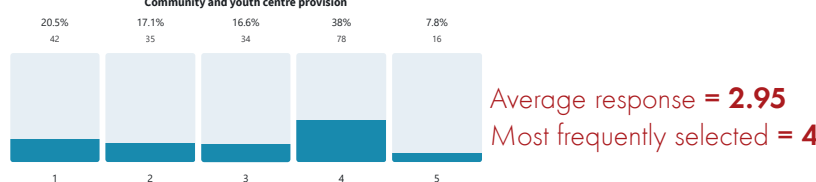
## Enhanced primary healthcare provision



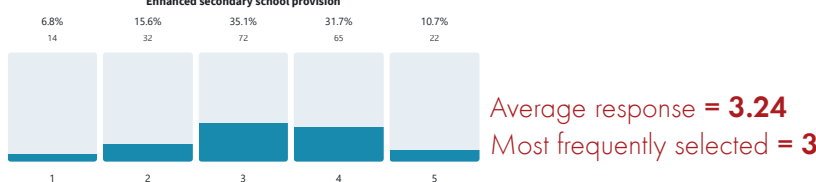
## Enhanced primary school provision



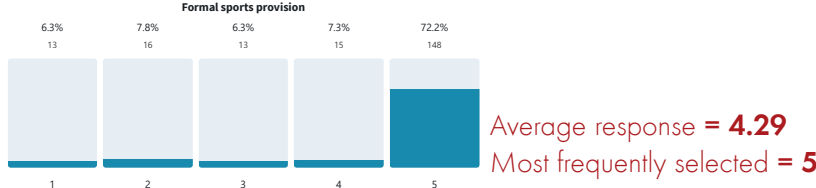
## Community and youth centre provision



## Enhanced secondary school provision



## Formal sports provision



GREATEST IMPORTANCE\*

LEAST IMPORTANCE\*

\*based on average response

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Provision of new facilities on site

16.3%

Enhancement of and investment in  
existing provision in the local area

15.3%

A combination of the two

67.9%

Other

0.5%

How best do you think  
community infrastructure  
provision can be enhanced  
to meet growing need?

Pick one

## Other...

*"We are in the middle of a climate and ecological emergency.  
The priority for all decisions should be protecting and increasing  
biodiversity and halting all fossil fuel emissions."*

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## Questions about Community Facilities

Are there any existing buildings on the site that you feel would lend themselves to future community uses?

Please state what type of uses you'd like to see this building(s) used for.

### **Buildings most frequently mentioned buildings includes:**

- **Buildings on the Carrow Works site/old Colman's Buildings**
- **Pumping Station**
- **All (characterful) historic buildings**
- **Carrow Abbey and associated buildings**
- **Railside buildings**
- **Carrow House**
- **Trowse Station**

### **Uses most frequently mentioned for these buildings:**

- **Community uses, including:** community centres, community hubs, community hall, community cafes, spaces for community groups to rent, youth clubs, social club
- **Arts or Cultural uses, including:** art gallery, artist spaces, theatre, music practice space, art and crafts workshop spaces.
- **Museum or heritage-based attraction**
- **Cafés, bars and restaurants**
- **Residential**
- **Sporting facilities**
- **Activity centre**
- **Multi-functional venue**
- **Concert Hall**
- **Workshops**



# Questions about Employment and Jobs

The area has traditionally been a place of work for many years. Job creation is a key part of the vision for the area.

Are certain parts of the site better suited to employment / commercial uses than others?

Please refer to the adjacent diagram which shows the locations of each of the following zones

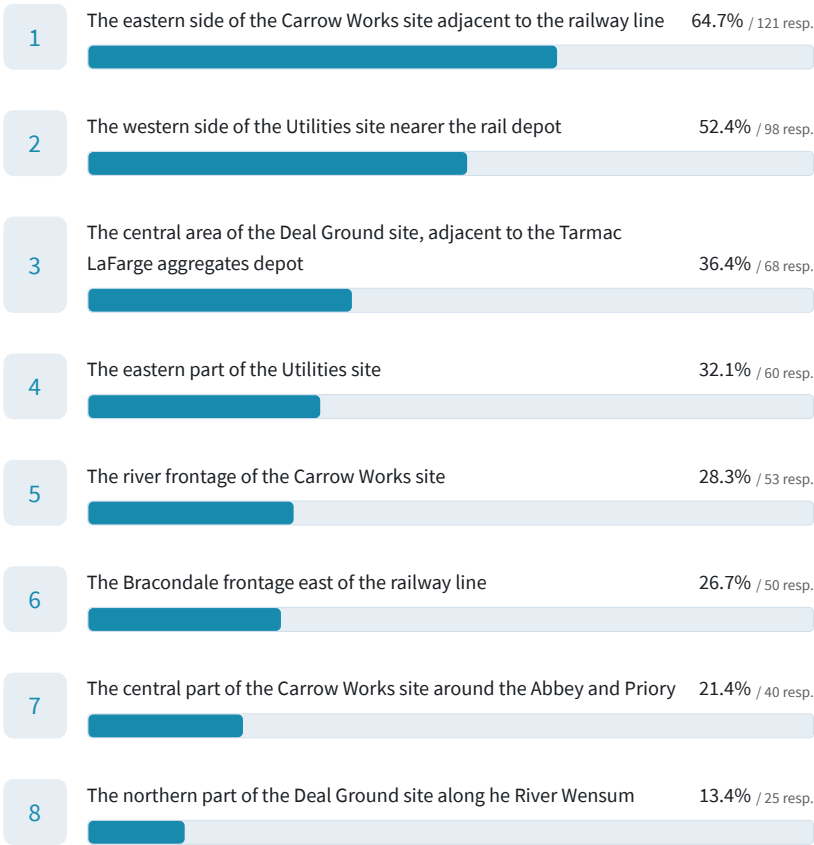


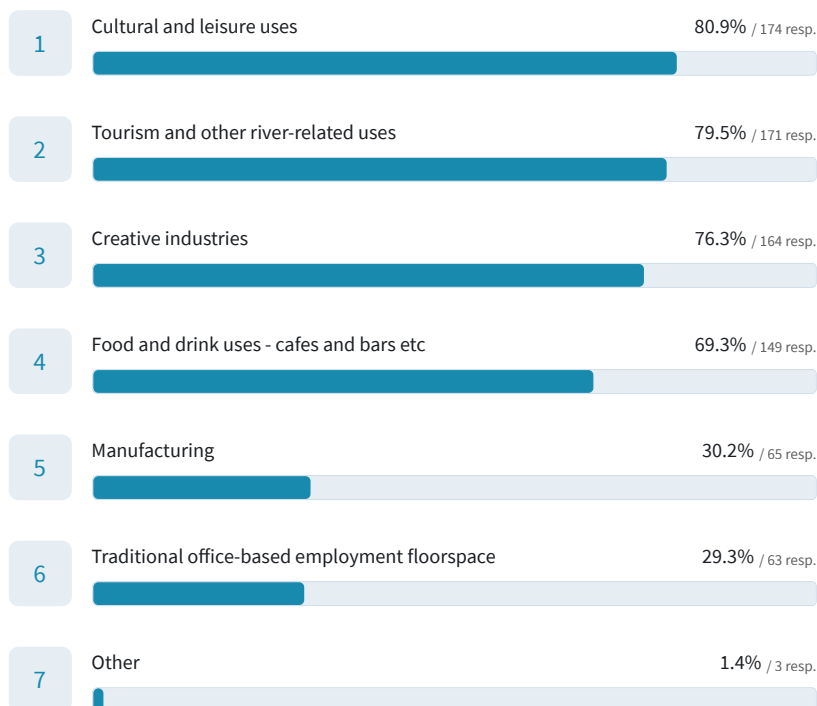
Top three most frequently selected:

1. The eastern side of the Carrow Works site adjacent to the railway line (64.7%)

2. The western side of the Utilities site nearer the rail depot (52.4%)

3. The central area of the Deal Ground site, adjacent to the Tarmac LaFarge aggregates depot (36.4%)





**What types of jobs and commercial activities do you think the site lends itself to?**

Top four most frequently selected:

**1. Cultural and leisure uses (80.9%)**

**2. Tourism and other river-related uses (79.5%)**

**3. Creative industries (76.3%)**

**4. Food and drink uses - cafes and bars etc (69.3%)**

**Other...**

*"Sustainability and engineering consultancies. Community & clean energy."*

*"Start ups and 'nesting'"*

*"Education facility linked to the University and college to provide training to support the above and support adult education"*

# Questions about Heritage Assets

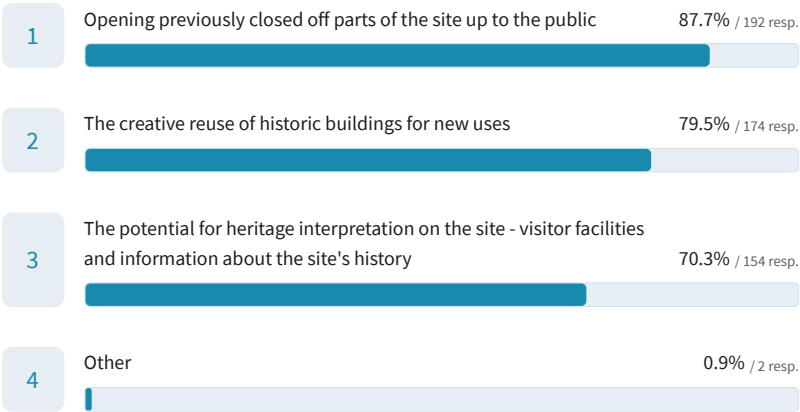
The sites have some incredible heritage assets that have remained largely hidden from view for many decades.

What do you feel are the most exciting opportunities relating to the site’s unique history and heritage assets?

Choose as many as you like.

Most frequently selected:

Opening previously closed off parts of the site up to the public (87.7%)



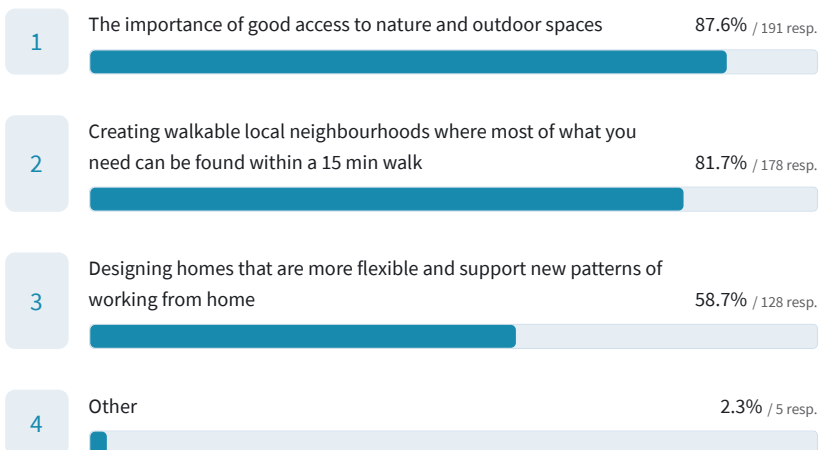
## Other...

“Tourism/hotel”

“Two small areas must not be forgotten i.e. the Trowse railway station and the pumping station. These offer great opportunities for small scale commercial and cultural uses.”

## Questions about Sustainability

The COVID-19 pandemic has had a profound impact on society.



**What lessons can be learnt from the pandemic in terms of planning for sustainable and resilient future neighbourhoods?**

Choose as many as you like.

**Other...**

Most frequently selected:

**The importance of good access to nature and outdoor spaces (87.6%)**

*"Enhanced cycling infrastructure linking from east to west of city centre"*

*"Providing outdoor spaces within the development instead of relying on Whitlingham park and the surrounding area."*

*"Cleaner air, less pollution, less traffic"*

*"The creation of more wildlife habitat, increased biodiversity and halting climate emissions..."*

*"Removal of traffic up bracondale in to the city and swing bridge pinch point. It makes sense to add another crossing so pressure comes off the swing especially on match days when it is closed. This will then allow future planning away from car traffic in future years as transport can be moved away from residential areas and encourage healthy activity in around the riverside and reduce pollution. I would suggest an additional bridge via access from the roundabout across to the football ground so ring road traffic can continue that way removing the central inbound lane traffic from Bracondale"*

## Questions about Sustainability

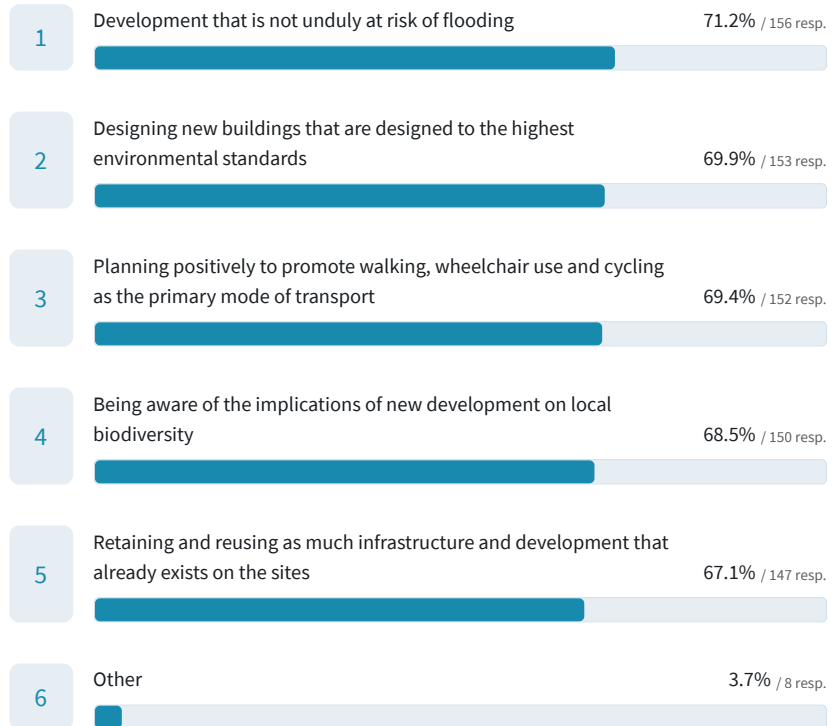
Designing for a sustainable future has never been more important.

**What measures can be taken to help secure the long term sustainability of developments on the sites?**

Choose as many as you like.

Most frequently selected:

**Development that is not unduly at risk of flooding (71.2%)**



## Other...

*"Promoting community-owned clean energy infrastructure to support the site's energy requirements."*

*"No new building anywhere not on a hill in Norfolk. Or else substantial proportions of the budget devoted to coastal flood defences and generous relocation packages for the folks who will be made homeless by your plans in 50 years time."*

*"Invest in the right design and architecture advice to ensure the area evolves and matures to the needs of those who use it over time - avoid institutional approach!"*

*"Don't build new developments, prioritise nature instead."*

*"Areas that may carry a risk of residual water and occasional floods can still be used, you just need to develop houses to suit the purpose and build them off the ground. There is an array of buildings in European countries that already practice this and have done for years."*

*"Designing buildings to high quality standards to last as long as possible so there is no need to replace them for as long as possible."*

*"Understanding that this is Norfolk, not London, and most families have at least one car and need it to get around as the whole of Norfolk's public transportation system is utter rubbish."*

*"Keeping traffic out of the area and away from Trowse, county hall, bracondale etc, no building on flood plains i.e the deal ground."*

# General

This wordcloud has been generated using the views of 130 people who responded to this question through the survey. The words which appear largest are those which have been used most frequently in the responses and demonstrate some of the key topics and issues people would like to address. A more detailed analysis of this feedback is being undertaken to understand the key messages.

Please let us know if you have any other views on the issues and opportunities presented by the East Norwich sites not captured through this survey.

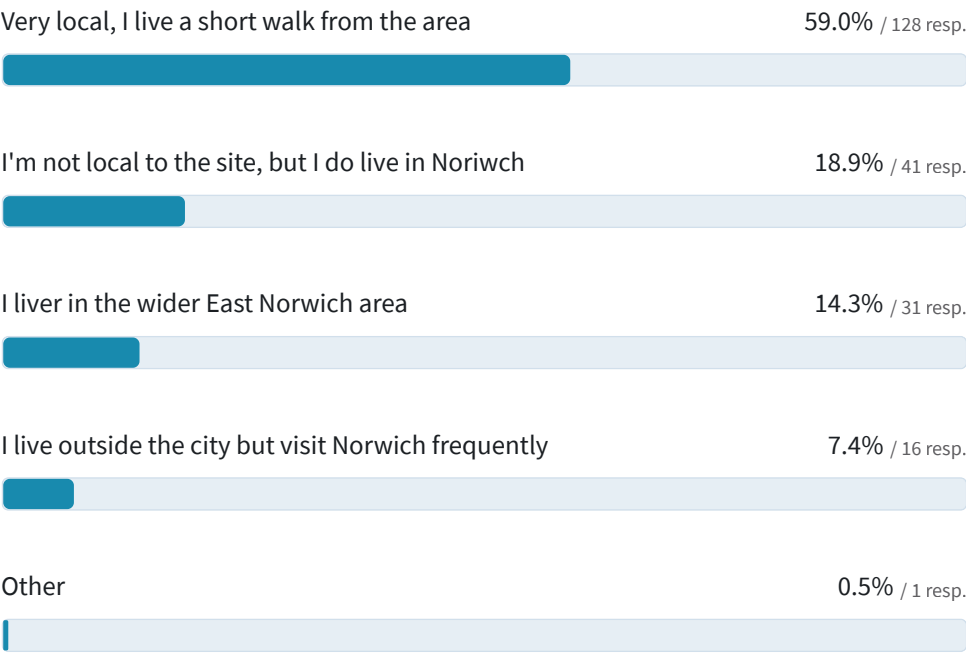
750 characters max



# Questions 'About You'

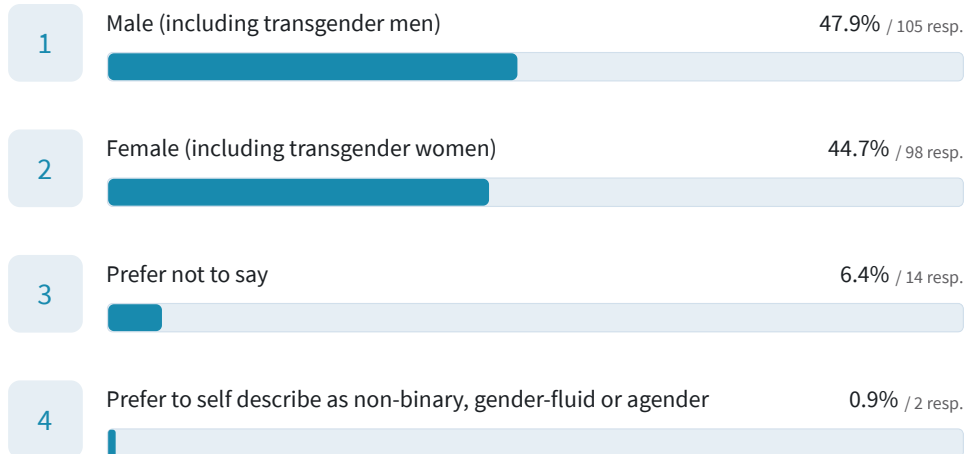
How local to East Norwich  
are you?

Pick one.



## How would you describe your gender?

Pick one.



## How would you describe your age?

Pick one.

