

APPENDIX 1

Presentation slides from June 2021 Stakeholder
Workshop sessions

EAST NORWICH

Regeneration
Area
Masterplan

Stakeholder workshop

June 2021



How the event will work...

- Zoom housekeeping
- Event is not being recorded - but a written record will be made
- Part 1: Presentation by the Project Team
- Part 2: Breakout Sessions
- Part 3: Feedback from Breakout Sessions
- Part 4: Next Steps

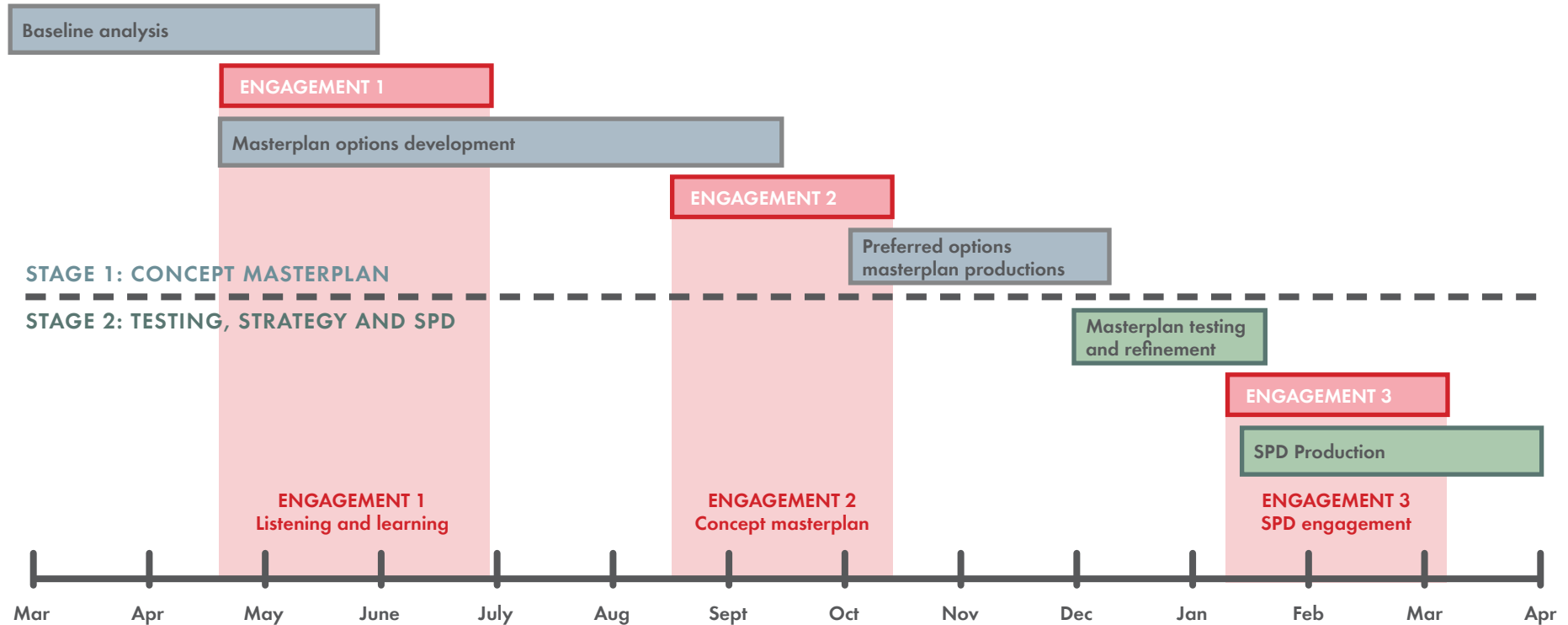
East Norwich Partnership

- Norwich City Council
- South Norfolk Council
- Norfolk County Council
- Broads Authority
- Homes England
- Network Rail
- Key land owners
- New Anglia LEP

Avison Young •
Allies and Morrison •
Hydrock •
RPS •

Masterplan
Consultant
Team

Project programme...

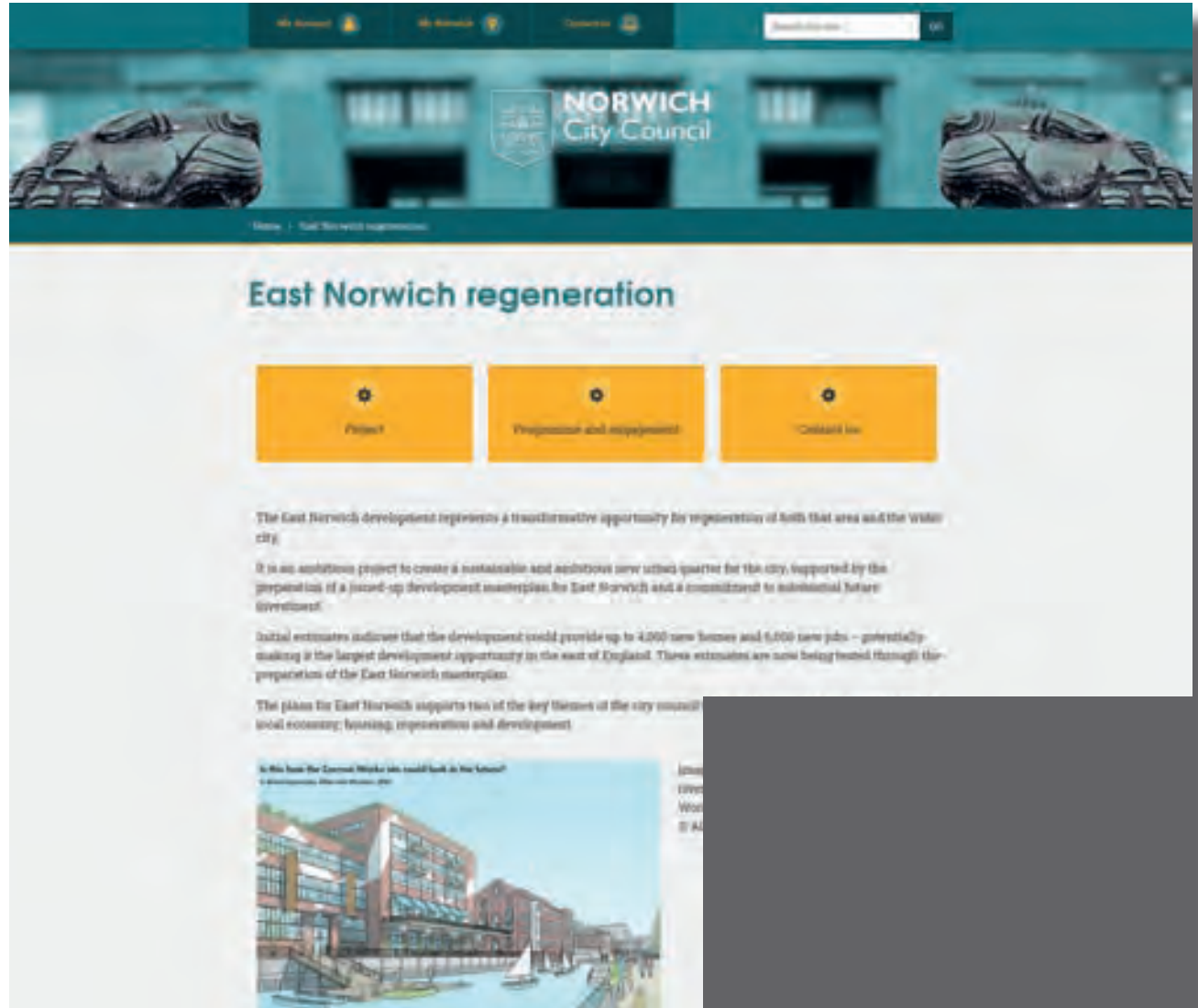


An outline programme for the production of the East Norwich masterplan (subject to change)

Our approach to engagement...

- **Sensitivity** in building relationships and providing consistency
- **Clarity** on what is discussed and how it informs the design
- **Clear communications** which are accessible and appropriate
- **Transparency** as default
- **Interesting** to encourage people to engage
- **Trust** between the community and the project team

Web page...



Setting the scene...

- Site allocation in the Greater Norwich Local Plan
- In the region of 4,000 additional homes
- Around 6,000 jobs



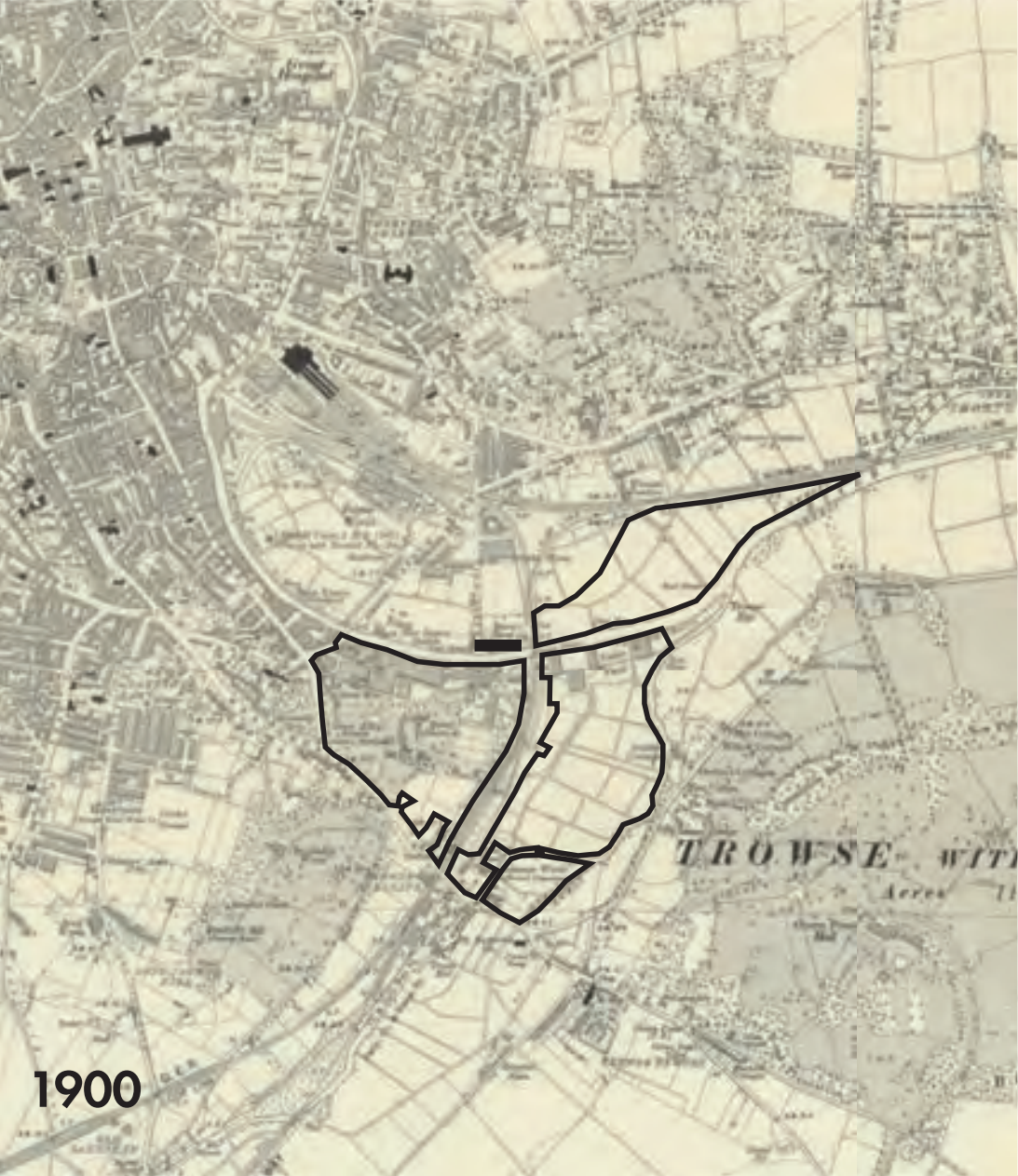
Vision

“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.”





Carrow Works



A uniquely important part of the city's social history

Sustainable communities...

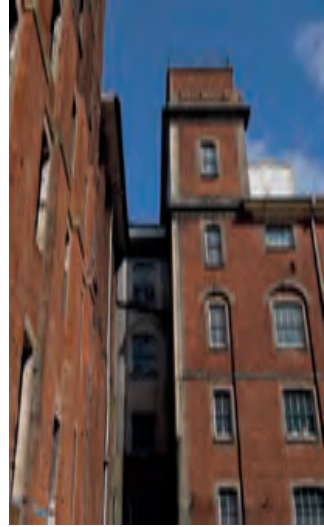
1. Housing and built character
2. Open space
3. Transport and physical infrastructure
4. Community infrastructure
5. Environmentally sensitive
6. Creating jobs
7. Sensitive to heritage
8. Creating safe and inclusive places



The Egan Wheel

Housing and built character...

- 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?



Existing character





Goldsmith Street, Norwich



Newhall South Chase, Harlow



Accordia, Cambridge



Wharf House, Norwich



Highbury Mews, London



West Hendon, London



Trumpington Meadows, Cambridge



Gillender Street, London



Goldsmith Street, Norwich



The Malt House, Norwich



Accordia, Cambridge

Open space

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



Open space and environment



- Areas
- Local Nature Reserves
- National Parks
- Yare Valley
- Local Nature Reserve
- County Wildlife Sites
- Ancient Woodlands
- Woodland
- Registered Parks & Gardens
- Open Space

0 100 200 Meters



Transport & physical infrastructure...

- How can good quality access to each site be achieved?
- How can connections between sites be established?
- How 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?



Transport & physical infrastructure...



- Bus stop
- ⋯ Riverside Walk
- Road network
 - Primary
 - Secondary
 - Tertiary
 - Local
 - Restricted Local Access Road
- ▬ Bus route
- Potential vehicular connection
- - -> Potential ped / cycle connection

0 100 200 Meters



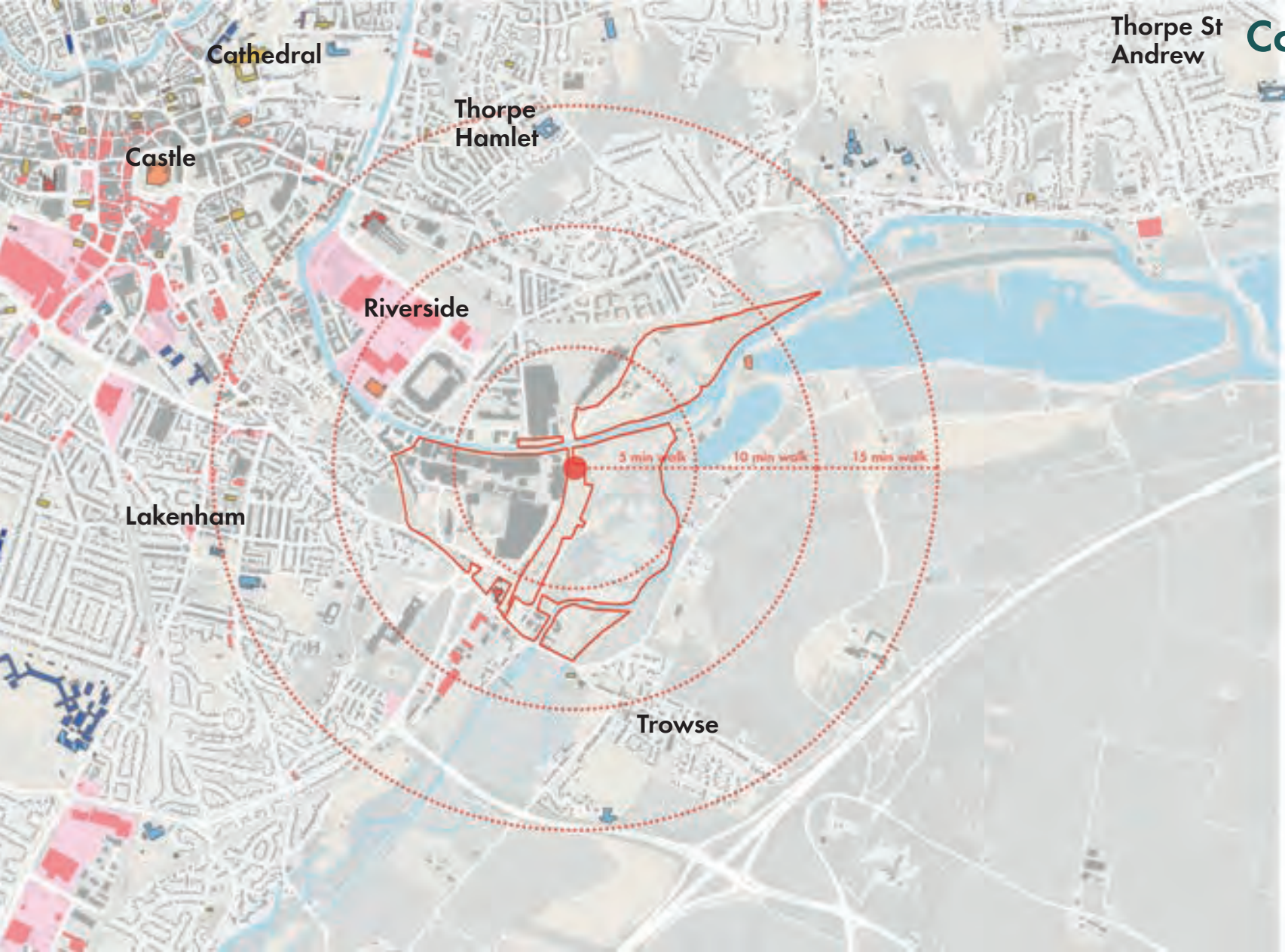
Community infrastructure...

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



Carrow Abbey

Community facilities



Thorpe St
Andrew

COMMUNITY FACILITIES

- Walking isochrone
- High streets, parades and retail facilities
- Community facility
- Public Services
- Health Centres
- Place Of Worship
- Primary Education
- Secondary Education
- Higher or University Education

0 250 500 Meters



Environmentally sensitive...

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



River Wensum

Creating 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?



Carrow Works

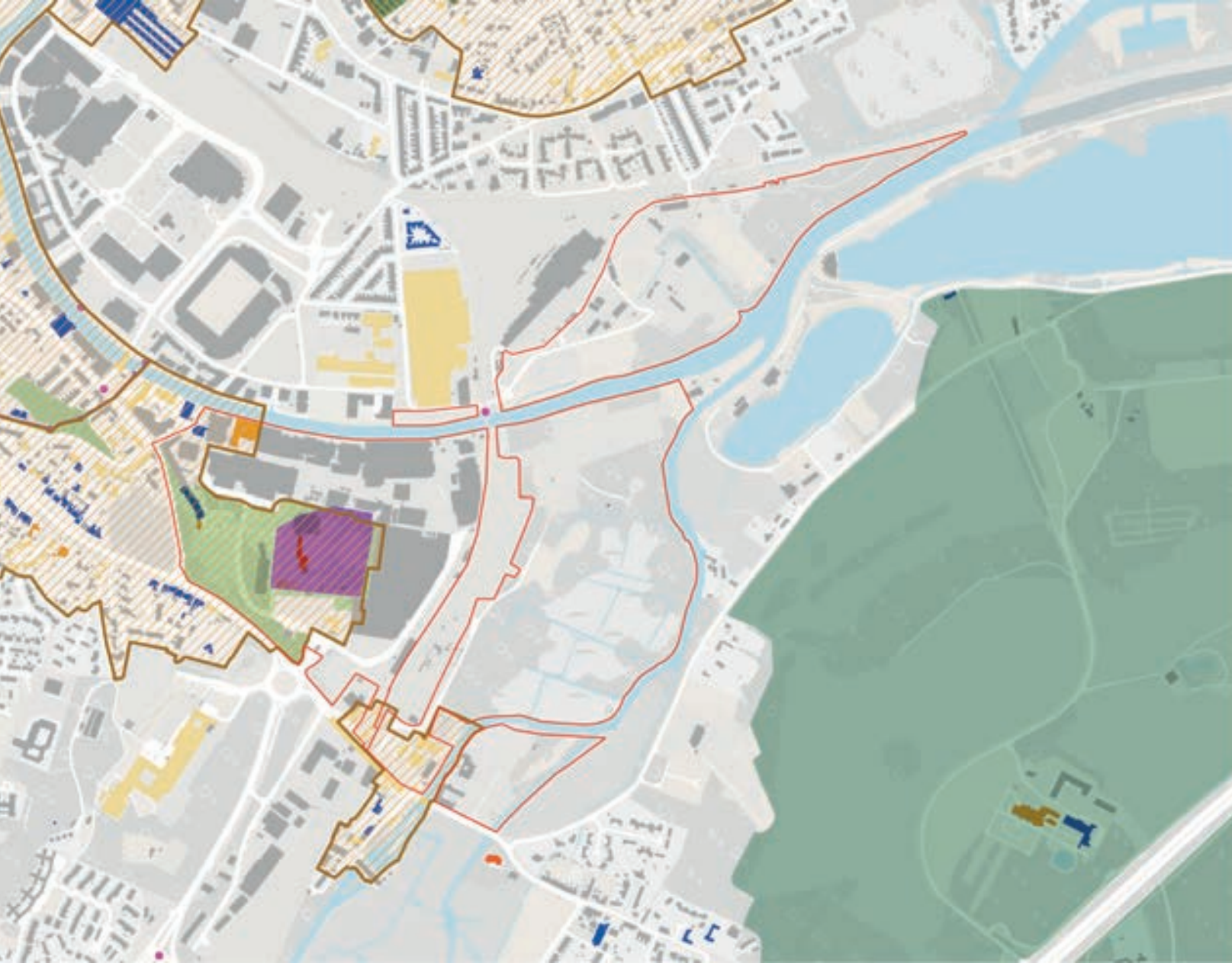
Sensitive to heritage...

- 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 best be respected?
- Do existing heritage assets present particular opportunities for reuse?



Carrow Abbey Grounds

Heritage assets



- Gateways
- Conservation Areas
- Scheduled Ancient Monuments
- Historic Parks and Gardens Registered
- Historic Parks and Gardens Unregistered
- Registered Parks & Gardens
- Listed Buildings
 - I
 - II*
 - II
 - Locally Listed Buildings

0 100 200 Meters



TPOS



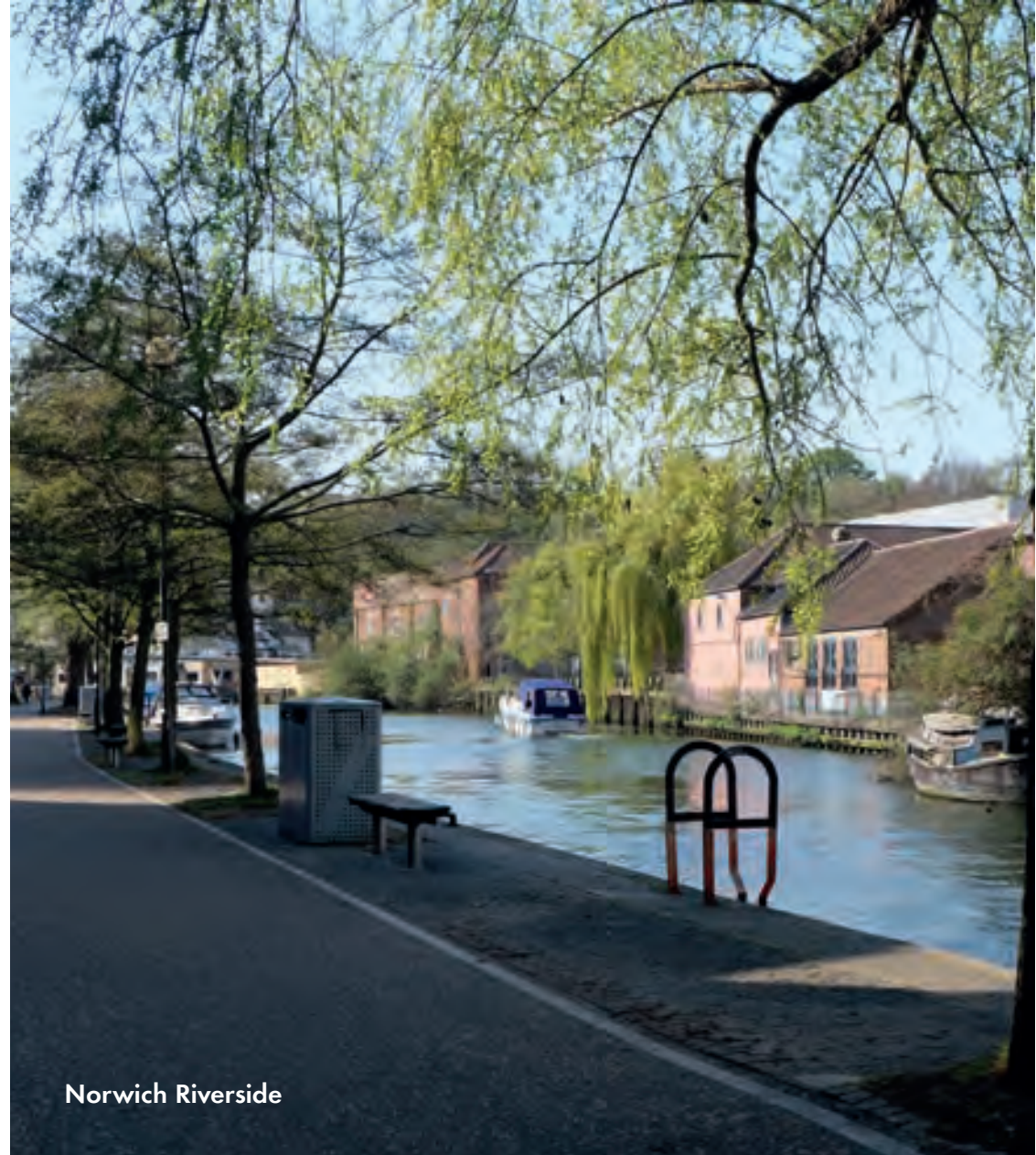
- TPO Trees
- ▨ TPO Sites
- ▨ TPO Groups
- ▨ TPO Areas
- TPO Woodlands

0 100 200 Meters



Creating safe and equitable places...

- 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?



Norwich Riverside

A photograph of a modern urban housing development. It features multi-story brick and concrete buildings with large windows. A paved walkway runs alongside the buildings, lined with young trees and a few parked bicycles. The sky is bright and slightly cloudy.

**HOUSING &
CHARACTER**

A photograph of an open green space. In the foreground, there's a grassy area. In the background, a line of tall, thin trees stands against a clear blue sky. The overall scene is peaceful and natural.

OPEN SPACE

A photograph of a street scene. A prominent pink-paved path leads into the distance. To the right of the path is a bed of purple flowers. In the background, there are trees, a few people walking, and cars parked along the street.

**TRANSPORT AND
INFRASTRUCTURE**

A photograph of a large, historic industrial building with a dark roof and many windows. It is situated on a riverbank. A small boat is visible in the water in the foreground, and a person is walking on the riverbank.

**COMMUNITY
FACILITIES**

A photograph of a natural landscape. A small stream flows through a lush green area with various plants and trees. The scene is serene and represents a natural environment.

ENVIRONMENT

A photograph of a large, multi-story brick industrial building. The building has many windows and a distinctive arched roofline. It appears to be a historic structure, possibly a factory or warehouse.

CREATING JOBS

A photograph of an industrial building with a modern glass extension. The building is surrounded by greenery, including a large evergreen tree in the foreground. The sky is blue with some clouds.

HERITAGE ISSUES

A photograph of a residential street. The street is lined with mature trees, creating a canopy effect. A paved path runs down the center of the street. The scene is peaceful and represents a safe, inclusive community space.

**SAFE & INCLUSIVE
PLACES**

Part B: Breakout sessions...

- A discussion about what makes a sustainable community
- An opportunity for you to share your thoughts and ideas and what's important to you and the local community
- Each breakout group will cover the same issues
- Grouping have been arranged before the events
- On entry, you will be asked to un-mute your microphone
- Discussion will be facilitated by a member of the Project Team
- All to return to the main room
- Facilitators to summarise feedback from the group

Part C:

FEEDBACK SESSION

Part D: Thank you and next steps...

- Collate and reflect on feedback
- Develop and refine vision
- Share and discuss vision and draft masterplan at next stage
- We will use your personal information collected from the response forms to reach out to you again... Is this OK?
- Hope to see you again

EAST NORWICH

Regeneration Area Masterplan

THANK YOU

Stakeholder workshop

June 2021



APPENDIX 2

Stakeholders invited to attend initial June 2021 stakeholder workshop sessions

EAST NORWICH STAKEHOLDER**JUNE 2021 - WORKSHOP SESSIONS**

The purpose of this paper is to review and agree the stakeholders to be invited to an initial round of informal East Norwich Masterplan workshop sessions. This table below is a complete list of the organisations included in the East Norwich Masterplan engagement database. The final column highlights the suggested organisations to be invited to one of two identical initial informal stakeholder workshop sessions in June 2021.

These sessions will be designed to provide an early opportunity for stakeholders not currently involved in the masterplan to get involved and share their views. Feedback from the session can be shared with the Steering Group. If required, project introduction emails can be sent to those groups not invited to the sessions.

The initial categories of stakeholders, shown red below, comprise Steering and Partnership Group Members or landowners and the intention is that these will be engaged separately and more directly as the project progresses.

Organisation	Stakeholder Type / Category	June stakeholder workshops
Homes England	Govt Agency	
New Anglia LEP	Economic Dev Body	
Norwich City Council	Local Authority	
Norfolk County Council	Local Authority	
Broads Authority	Local Authority	
South Norfolk Council	Local Authority	
Network Rail	Landowner	
Network Rail Ltd	Landowner	
Utilities Site Owner	Landowner	
Deal Ground Owner	Landowner	
Carrow Works Owner / Contracted Private Sector Developer	Landowner	
Carrow House Owner	Landowner	
Serruys Property Co Ltd	Landowner	
Npower Limited	Landowner	
Fuel Properties	Landowner	
Gilmoss Ltd	Landowner	
National Grid	Landowner	
National Grid/RWE	Landowner	
Firstplan	Agent for National Grid and RWE Utilities Site	
Network Rail Property	Landowner	
Maddox Planning	Agent	
Wolong Laurence Scott	Neighbouring landowner	1
Norwich City Football Club	Neighbouring landowner	1
Broadland Housing Association	Neighbouring landowner	
Crown Point Estate	Neighbouring landowner	
Tarmac Limited	Neighbouring landowner	
Tarmac Limited	Neighbouring landowner	

The Norwich Society	Special interest group	1
The Norwich Society	Special interest group	1
Broads Society	Special interest group	1
National Grid	Utilities and Landowner for part of Utilities	
National Grid	Utilities	
Anglian Water	Utilities	
Anglian Water Services Ltd	Utilities	
UK Power Networks	Utilities	
Norfolk Police Architectural Liaison Officer	Relevant Authority	
NPCC Counter Terrorism Security Advisor	Relevant Authority	
Norfolk Community Health and Care NHS Trust	Health	
NHS England	Health	
NHS Norwich CCG	Health	
East Anglian Ambulance NHS Trust	Health	
Norwich CCG	Health	
New Anglia LEP	Economic Dev Body	
Norfolk Chamber of Commerce	Business	
Norfolk Chamber of Commerce	Business	
Norwich BID	Business	
UEA - School of Landscape History	Educational establishments	1
University of East Anglia	Educational establishments	1
Whitlingham Outdoor Education Centre	Educational establishments	1
Historic England	Environment /conservation orgs	1
Natural England	Environment /conservation orgs	1
Natural England (Norfolk and Suffolk)	Environment /conservation orgs	1
Norfolk Wildlife Trust	Environment /conservation orgs	1
Environment Agency	Environment /conservation orgs	1
Whitlingham Charitable Trust	Environment /conservation orgs	1
Whitlingham Charitable Trust	Environment /conservation orgs	1
Norfolk and Suffolk Broads Charitable Trust	Environment /conservation orgs	1
RSPB Eastern Region	Environment /conservation orgs	1
RSPB Strumpshaw	Environment /conservation orgs	1
RSPB (East of England Regional Office)	Environment /conservation orgs	1
Yare Valley Society	Environment /conservation orgs	1
Norfolk Geodiversity Partnership	Environment /conservation orgs	1

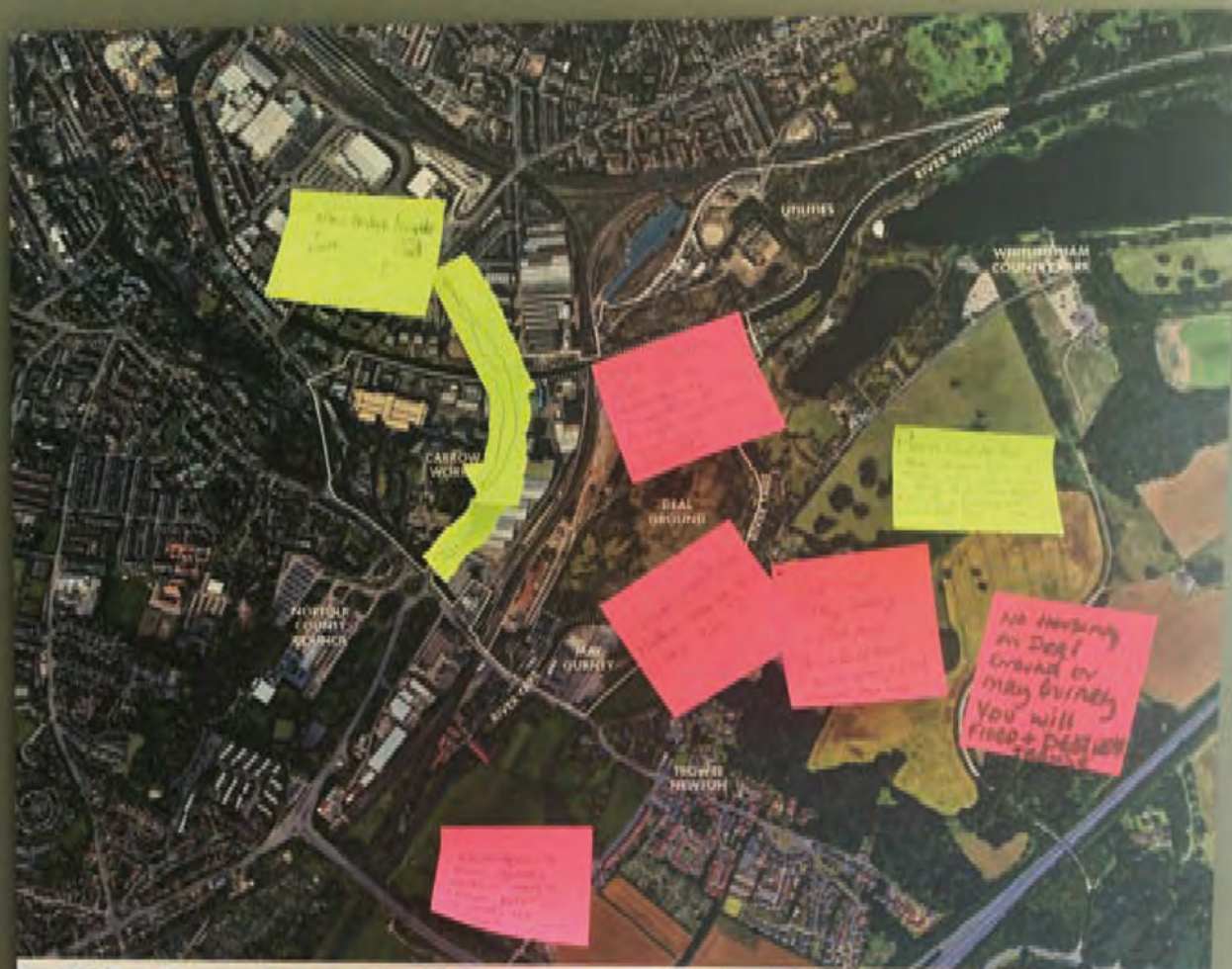
Norfolk Industrial Archaeology Society (NIAS)	Environment /conservation orgs	1
Ancient Monuments Society	Environment /conservation orgs	1
Council For British Archaeology	Environment /conservation orgs	1
The Georgian Group	Environment /conservation orgs	1
Society For The Protection Of Ancient Buildings	Environment /conservation orgs	1
The Twentieth Century Society	Environment /conservation orgs	1
The Victorian Society	Environment /conservation orgs	1
Norfolk Archeology Trust	Environment /conservation orgs	1
Norfolk and Norwich Naturalists Society	Environment /conservation orgs	1
Thorpe Conservation Group	Environment /conservation orgs	1
Design Council	Environment /conservation orgs	1
Norwich Preservation Trust	Environment /conservation orgs	1
Active Norfolk	Leisure related orgs/groups	1
Anglers Consultative Association (Norfolk & Suffolk)	Leisure related orgs/groups	1
British Canoeing	Leisure related orgs/groups	1
Broads Angling Service Group	Leisure related orgs/groups	1
Broads Tourism	Leisure related orgs/groups	1
Carrow Yacht Club	Leisure related orgs/groups	1
Eagle Canoe Club	Leisure related orgs/groups	1
Norfolk FA	Leisure related orgs/groups	1
Northern Rivers Sailing Club	Leisure related orgs/groups	1
Norwich Canoe Club	Leisure related orgs/groups	1
Norwich Fringe Project	Leisure related orgs/groups	1
Norwich Frostbite Sailing Club	Leisure related orgs/groups	1
Norwich Rowing Club	Leisure related orgs/groups	1
Passenger Boat Association	Leisure related orgs/groups	1
Sport England - Eastern Region	Leisure related orgs/groups	1
Sport England	Leisure related orgs/groups	1
Sport England (East)	Leisure related orgs/groups	1
Visit Norfolk	Leisure related orgs/groups	1
Visit Norwich	Leisure related orgs/groups	1
Riverside Leisure Centre	Leisure related orgs/groups	1
UEA Rowers	Leisure related orgs/groups	1
Whitlingham Boathouses Foundation	Leisure related orgs/groups	1
Norfolk Playing Fields Association	Leisure related orgs/groups	1
Wensum Sports Centre	Leisure related orgs/groups	1
Yare Boat Club	Leisure related orgs/groups	1
Norwich Access Group	Access/Transport related orgs	1

Norwich Cycling Campaign	Access/Transport related orgs	1
Cycling UK	Access/Transport related orgs	1
British Cycling	Access/Transport related orgs	1
Broads Local Access Forum	Access/Transport related orgs	1
Norfolk Local Access Forum	Access/Transport related orgs	1
SUSTRANS	Access/Transport related orgs	1
Sustrans	Access/Transport related orgs	1
Sustrans	Access/Transport related orgs	1
Highways Agency	Access/Transport related orgs	1
Civil Aviation Authority	Access/Transport related orgs	1
Civil Aviation Authority	Access/Transport related orgs	1
Office of Rail Regulation	Access/Transport related orgs	1
Norwich Access Group	Access/Transport related orgs	1
Transport Focus (Roads)	Access/Transport related orgs	1
British Parking Association	Access/Transport related orgs	1
Highways England	Access/Transport related orgs	1
Highways England	Access/Transport related orgs	1
Konect Bus	Access/Transport related orgs	1
First Eastern Counties Buses	Access/Transport related orgs	1
Norwich International Airport	Access/Transport related orgs	1
Norfolk Car Club	Access/Transport related orgs	1
Greater Anglia	Access/Transport related orgs	1
CPRE Norfolk	Other local/national organisations	1
Stop Norwich Urbanisation (SNUB)	Other local/national organisations	1
Friends of the Earth	Other local/national organisations	1
Community Action Norfolk	Other local/national organisations	1
Inland Waterways Association	Other local/ national organisations	1
Open Spaces Society	Other local/ national organisations	1
Open Spaces Society	Other local/national organisations	1
Water Management Alliance	Other local/ national organisations	1
Water Management Alliance	Other local/national organisations	1
Age UK Norfolk	Other local/national organisations	1
Bracondale Residents Association	Residents Association	1
RAs across the river	Residents Association	No details
RAs around the football club	Residents Association	No details
Residential Boat Owners Association	Residents Association	1
King Street Neighbours	Residents Association	1
Marion Catlin	Neighbour	1
James Cross	Neighbour	1
Norfolk County Historic Environment Services	Local Authority	

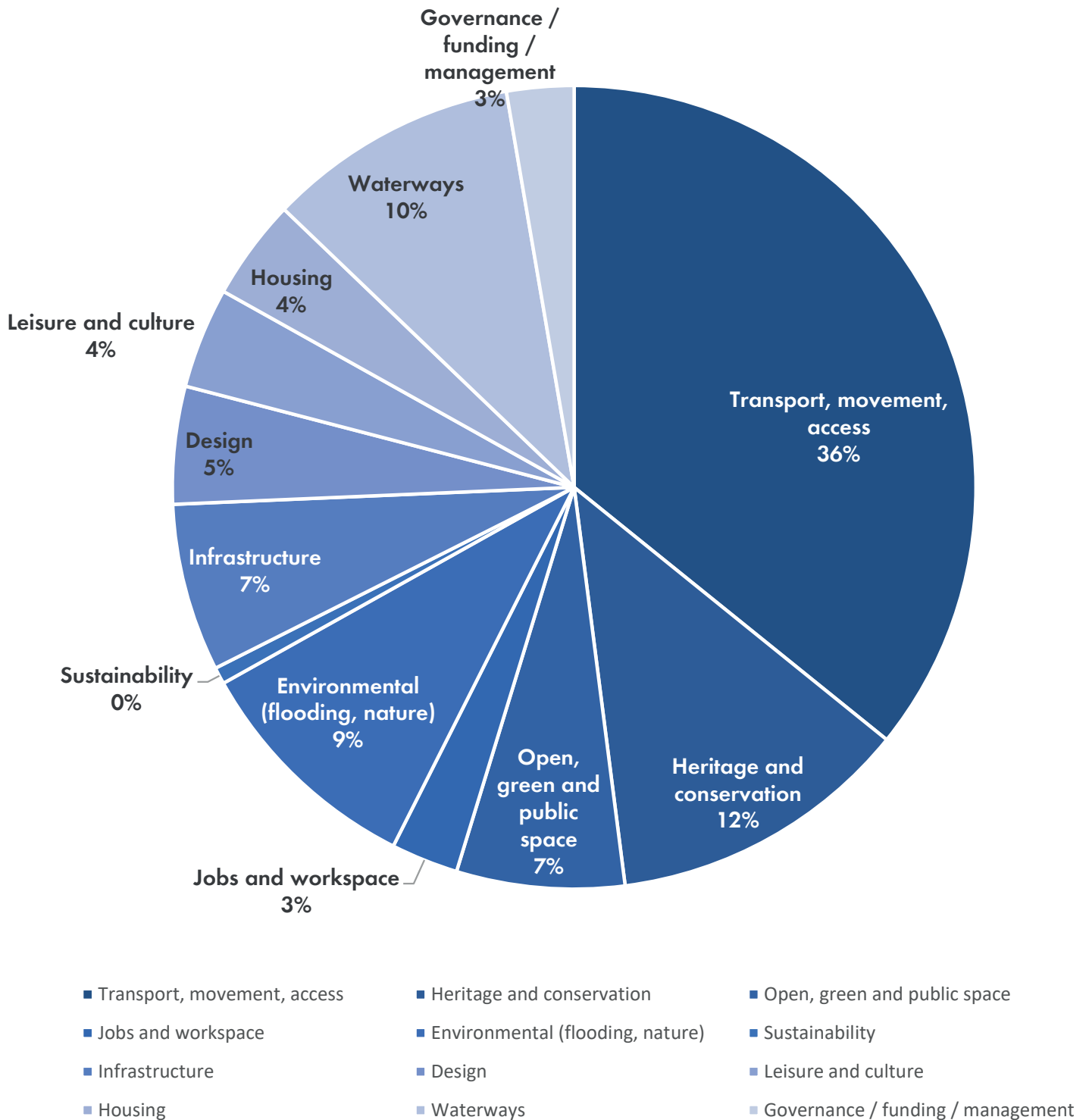
Norfolk Fire Service	Local Authority	
Broadland Catchment Partnership	Local Authority	
Broads Beat	Local Authority	
Navigation Rangers	Local Authority	
Norfolk Trails	Local Authority	
Thorpe Town Council	Local Authority	1
Trowse Parish Council	Local Authority	1
Clive Lewis (MP for Norwich South)	MP	
Jerome Mayhew (MP for Broadland)	MP	
Chloe Smith (MP for Norwich North)	MP	
Richard Bacon (MP for South Norfolk)	MP	
Cllr Mike Stonnard	Norwich City Council Councillor	
Cllr Patrick Manning	Norwich City Council Councillor	
Cllr Keith Driver	Norwich City Council Councillor	
Cllr Rachel Everett	Norwich City Council Councillor	
Cllr Lesley Grahame	Norwich City Council Councillor	
Cllr Vic Thomson	Norfolk County Council Councillor	
Cllr Ian Mackie	Norfolk County Council Councillor	
Cllr Jonathan Emsell	Broadland District Council Councillor	
Cllr Sue Lawn	Broadland District Council Councillor	
Cllr Trudy Mancini-Boyle	Broadland District Council Councillor	
Cllr John Overton	South Norfolk District Council Councillor	
Cllr Lisa Neal	Councillor	
Cllr Trevor Spruce	Councillor	
Bill Dickson	Broads Authority	
Matthew Bradbury	Broads Authority	

APPENDIX 3

Post-it note analysis



Post-it Note comments - analysis





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