



# **Statement of Community Involvement**

Deal Ground and May Gurney site, Norwich  
Serruys Property Company  
**June 2023**

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# 1.Introduction

## 1.1

This Statement of Community Involvement (SCI) provides a summary of the community engagement activities undertaken on behalf of the applicant, Serruys Property Company (SPC), in relation to their reserved matters applications for the Deal Ground and May Gurney site in Norwich.

## 1.2

This SCI has been produced to assist both Norwich City Council and South Norfolk Council in their assessments of the reserved matters applications. It sets out the public consultation activities that have been undertaken to provide the local community with a meaningful opportunity to play a part in the design process. It should be considered alongside the other documents that have been submitted to support the application. SPC is committed to working with the local community throughout the planning process to deliver the best regeneration possible for Norwich and Trowse.

## 1.3

This document sets out SPC's inclusive approach to community consultation and the clear principles that have underpinned the programme of consultation. This has included a community newsletter, public drop-in events at well-known local venues, an online webinar, a dedicated project website and one to one meetings with key local stakeholders and elected representatives. This engagement has allowed an ongoing dialogue to take place between key figures within the community and the project team. The feedback received from the consultation activities, shows support for the emerging scheme and highlights that local residents are eager for certain key issues to be at the heart of the design process.

## 1.4

The project team for the development is:

- Stolon Studio - Architecture and Masterplanning
- Maddox Planning - Planning and Project Management
- JBA Hydrology - Flood and SuDs
- Aspect - Arboriculture
- IDP- Landscape Architecture
- Stantec - Nutrient Neutrality
- Triptych PD - Environmental Impact Assessment
- Odyssey - Transport
- CBRE - Climate Change, Sustainability, Whole Life Carbon, Energy and Socio-Economics and Health
- SLR - Air Quality
- Adrian James Acoustics - Noise and Vibration
- HCUK - Heritage and Archaeology
- GNL Strategic - Communication

## 2. Policy context

### 2.1

National planning policy underlines the importance of community involvement in the planning process, and this is a key theme of the Revised National Planning Policy Framework (NPPF) July 2021. Section 4, paragraph 39, of the NPPF states that “*early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.*”

### 2.2

Norwich City Council’s Statement of Community Involvement, adopted in November 2016 and amended in September 2020, “*encourages developers and agents of all application types to engage with the community at the earliest opportunity. For major schemes this is a requirement. This will give the best information on which to base proposals and enable any planning application that is subsequently made to have the best chance of success.*”

### 2.3

South Norfolk Council’s Statement of Community Involvement, adopted in 2017 and updated in 2022, encourages “*developers to take maximum advantage of the pre-application stage. There are two main aspects of pre-application. The first is encouraging applicants to engage directly with the local community before submitting their applications to the Council so that local people can have their say about the proposed development before a planning application is submitted and the second is encouraging developers to take up the confidential chargeable pre-application service offered by the Council with the aim of improving the quality of planning applications being prepared for submission.*”

### 2.4

SPC has gone above and beyond both Norwich City Council and South Norfolk Council’s minimum requirements for pre-application consultation, delivering the following actions:

- Engaged with key local politicians and stakeholders.
- Issued a consultation newsletter, including a feedback form, to residential and business addresses in Trowse and the surrounding area of the site via the Royal Mail.
- Produced a dedicated project website that has been kept up to date with news and information, with a portal for residents to provide feedback to SPC.
- Held two in person drop-in public consultation events and provided feedback forms.
- Hosted an online webinar event via zoom, which was subsequently uploaded on to the project website for people to watch in their own time.

# 3. Methodology

## 3.1

From the start, SPC wished to undertake a consultation and engagement process that was collaborative in its approach. That is why they sought to work with key stakeholders who have a strong interest in the planning process, from the local planning authority to residents and elected representatives, to prepare a development proposal that would deliver the best scheme possible for Norwich and Trowse. This approach also meant that feedback was taken on board and used, where possible, to inform the reserved matters proposal for the Deal Ground and May Gurney site.

## 3.2

In order to foster a positive working partnership with the local community and other key stakeholders, SPC has been and will continue to be clear and transparent in their approach for every element of the planning process, from early design concepts to public consultation, post-submission and beyond. As part of this, they have been open with the community about their aspirations for the future of the site and communicated information in a way that is easily accessible and easy to understand.

Accountability is an important element of openness and transparency. As such, the engagement and consultation process has made clear that SPC own the site and contact details for the project team have been easily accessible to ensure that anyone can contact the project team directly to receive further information, provide feedback or speak to a member of the team. All consultation material was clearly branded to show who it was produced by.

## 3.3

Inclusivity was a value at the core of the approach to engagement and consultation. That is why the project team sought to engage with a wide number of stakeholders during the design process, from site neighbours to residents in the wider area around the site, community stakeholders and elected representatives. Moreover, all feedback has been reviewed and treated equally, regardless of the respondent.

From the outset, SPC's ambition was to undertake an inclusive and meaningful community consultation and seek feedback from a wide range of residents and stakeholders. This approach is closely tied to the clear objective to exceed Norwich City Council and South Norfolk Council's requirements for consultation set out in both authorities Statement of Community Involvement.

# 4. Stakeholder engagement

## 4.1

During the consultation process, SPC sought to engage with local stakeholders who have a strong interest in the future of the site (Appendix A). As such, the project team held a series of meetings with elected representatives and community stakeholders to introduce SPC and their plans for the regeneration of the site, discuss the outline planning permission granted in 2013 and to gather valuable feedback to shape the final design.

## 4.2

A number of meetings were held during the pre-application consultation process with local stakeholders, including local community groups, and elected representatives. At these meetings, politicians and stakeholders were able to share their aspirations for the future of the site and provide their comments on the emerging scheme. These meetings were also valuable for the project team to receive feedback on issues to consider during the design process.

Overall, these meetings fostered an open dialogue and collaborative discussion with stakeholders. As part of SPC's collaborative and inclusive approach to working with the local community to deliver the best development possible, discussions with stakeholders are ongoing and will continue throughout the planning process.

The details of the meetings held with elected representatives and community representatives during the pre-application process are:

### **Meeting with Norwich Green Party – Monday 13<sup>th</sup> March 2023**

- This meeting was attended by Cllr Ben Price (Thorpe Hamlet ward and Leader of Green Group on Norfolk County Council) and Claire Stevenson (Political Assistant to the Norwich Green Group)

### **Meeting with the Norwich Society – Thursday 16<sup>th</sup> March 2023**

- This meeting was attended by Jon Boon (Chairman of the Planning Appraisals Committee), Michael Jordan (Chairman of the Strategic Planning and Transport Committee), Stephen Osborn (Member of the Planning Appraisals Committee), Hester King (Member of the Planning Appraisals Committee), Myra Hawtree (Member of the Planning Appraisals Committee), Mary Ash (Member of the Planning Appraisals Committee)

### **Meeting with Trowse with Newton Parish Council – Thursday 30<sup>th</sup> March 2023**

- This meeting was attended by Cllr Heather Bowers, Cllr Paul Greenzian, Cllr Duncan Price, Cllr Ann Greenzian, Cllr Guy Owens and Kate Leggett, Clerk to Trowse with Newton Parish Council

### **Meeting with Whitlingham Charitable Trust (WCT) – Thursday 30<sup>th</sup> March 2023**

- This meeting was attended Nigel Savory (Chair of WCT), Christopher Penn (Trustee of WCT), Graeme Hewitt (Director of HK Countryside Management Ltd) and Fergus Bootman (Pinnacle Planning)

SPC also approached the following stakeholders to offer the opportunity for a one-to-one meeting to present the emerging scheme and provide feedback:

- The Carrow Yacht Club
- Norwich Rowing Club
- Lakenham ward Councillors
- Clive Lewis MP
- Poringland, Framlingham and Trowse ward Councillors
- Marion Catlin, resident
- Bracondale Residents' Association

## 4.3

A number of key themes emerged from the discussion with stakeholders which helped to guide the project team to finalise the design of the emerging scheme. These meetings also provided the project team with useful local knowledge to help inform the design process. For example, meetings helped the project team to better understand that highways, parking, connectivity and traffic as well as sustainability are top priorities for local stakeholders. Moreover, SPC's meetings with stakeholders also allowed the project team to understand the local desire for the development to reflect the local character of Trowse village.

# 5. Public consultation

## 5.1 Community newsletter / invitation

On Saturday 6<sup>th</sup> May 2023, a community newsletter / invitation to attend public consultation events to present the emerging scheme was delivered to a radius of 3,078 residential and business addresses surrounding the site (Appendix B). These addresses received more than a week's notice of the event to help maximise attendance. The invitations were hand-delivered by Royal Mail and the mailing envelope included a strapline on the envelope "Important information about the Deal Ground and May Gurney site" to encourage more residents to engage with the consultation material enclosed.

The community newsletter introduced SPC and the emerging scheme and also invited residents to attend public consultation events to display the emerging proposals and gather feedback (Appendix C). It invited both residents and stakeholders to attend two drop-in consultation events at well-known local and conveniently located venues on Tuesday 16<sup>th</sup> May and Wednesday 17<sup>th</sup> May, and to attend an online webinar held via Zoom on Thursday 18<sup>th</sup> May. In line with SPC's commitment to undertaking an accessible consultation programme and to encourage as many people as possible to take part and have their say, both traditional and digital methods of consultation were chosen.

In line with SPC's guiding principles for consultation and to help maximise the number of feedback responses, the newsletter clearly showed how residents could have their say and submit their views on the emerging scheme. It also set out how residents could contact the project team directly to request further information and provide comments. The newsletter also publicised the dedicated project website, where the community could view more information about the proposal on-demand online.

The community newsletter / invitation included a tear off feedback slip designed to understand local priorities for the future of the site. The feedback slip asked residents to set out what they would like SPC to consider as they prepare their proposal for the May Gurney and Deal Ground site.

On Tuesday 9<sup>th</sup> May, personalised invitations were also sent out by email to stakeholders and elected representatives to invite them to attend the public consultation events and provide feedback to inform the evolution of the scheme. In the email, we asked stakeholders to share the details of the public consultation events with their social media audiences to help publicise the events, so as many people as possible could find out more information about the emerging scheme and have their say on the final design.

To date, 30 completed feedback forms have been returned via Freepost. In these responses, residents highlighted a variety of issues for SPC to consider during the design process, such as traffic management, flooding, pressure on local services / infrastructure and site management. These feedback responses are detailed in Appendix D.



## 5.2 Facebook adverts

The public consultation events were also publicised through social media. Two Facebook adverts were posted by SPC on their Deal Ground Facebook page on Wednesday 10<sup>th</sup> May to advertise the events. The two adverts both ran for a week with a 3km radius of the site which covers Trowse and the urban areas of Norwich. This was to ensure that all neighbouring areas of the site were included too, so that people across the city were notified and to reach a range of different demographic groups who access news online. The adverts included the details to the three consultation events and the link to the project website so people could find out more (see Appendix L).

The two adverts reached a total of 5,564 people, with 478 people engaging with the post and 458 clicking the link to go through to the project website. These adverts were posted on Facebook with the intention of publicising the consultation events as widely as possible to help maximise turnout and the feedback received, by encouraging people to find out more information about the emerging scheme and to have their say on the final design.

## 5.3 Newspaper article

A full-page newspaper article was published by the Norwich Evening News on Wednesday 10<sup>th</sup> May (see Appendix K), as well as on the Eastern Daily Press website. Both these articles gave details about the plans for the site and highlighted the importance of regeneration brownfield sites. The articles also set out how people could take part in the consultation, gave the details of each public consultation event, listed the ways that residents could provide feedback and highlighted that information about the development could be viewed online on the project website. These articles helped to increase public awareness of the key concepts at the heart of the scheme and encouraged residents to attend the consultation events so they could have their say.

The daily circulation of the Norwich Evening News is 3,736 and the daily readership online for the Eastern Daily Press is 16,413. Therefore, the public consultation events and the emerging scheme have been very widely publicised locally and had the potential to reach approximately 20,000 through these two articles.

The coverage in the Norwich Evening News and the Eastern Daily Press was a result of a press release issued by the project team, in an attempt to advertise the public consultation events and encourage as many people as possible from the local community to attend so they could share their views on the emerging scheme and in turn help to inform the final design before submission of the reserved matters applications.

## 5.4 Project website

In line with SPC's commitment to an open and inclusive consultation process, a dedicated project website was produced. The project website acted as an online consultation portal for the local community to access information about the emerging scheme and submit feedback directly to the project team (see Appendix M).

As such, the website included specific pages to introduce SPC, provide information about the site and planning context, outline the vision and emerging scheme and a feedback page for website visitors to share their views with SPC.

The website domain [www.dealgroundconsultation.co.uk](http://www.dealgroundconsultation.co.uk) will remain available for residents to view throughout the planning process. The website was publicised through a community newsletter that was delivered to 3,078 residential and business addresses around the site, within the consultation radius, and through the two Facebook adverts which ran for a week and reached 5,564 people.

During the consultation, the website attracted 879 unique visitors and a total of 2,800 page views. Most of the traffic to the website has come from Facebook, followed by direct searches using the URL, which demonstrates that there have been a number of residents who have sought to further engage with the consultation (see Appendix O).

A total of 15 pieces of feedback were received via the project website during the public consultation. The feedback submitted presented a number of common themes and issues for the design team to consider, including traffic management, flooding, parking and tree cutting. This feedback is detailed in Appendix I.

## 5.5 Public consultation events

SPC held two drop-in public consultation events. The first event was held on Tuesday 16<sup>th</sup> May at The Forum, Millennium Plain, Norwich, Norfolk, NR2 1TF, between 4pm and 8pm. The venue is well known, located right in the middle of Norwich City Centre, easily accessible, and has a car park. The second event was held on Wednesday 17<sup>th</sup> May between 12pm and 5pm at The Manor Rooms, The Street, Trowse, NR14 8ST. The venue is well known locally, it is also accessible for local residents by walking and has free on street parking outside the venue.

To help maximise turnout, two public drop-in sessions were held at well known, accessible and very central local venues. One event was held in Norwich City Centre, and one was held in the village of Trowse in South Norfolk to be accessible to both communities and encourage as many people as possible to interact with the consultation. Moreover, the events were held across a range of times (subject to venue availability), from the early afternoon to evening, for a total of nine hours to help

encourage as many residents as possible to attend. Signs were also placed outside and within the venues to help residents to easily find the event (see Appendix G).

The public consultation events were advertised through a community newsletter / invitation delivered by Royal Mail to 3,078 residential households and business addresses surrounding the site. These addresses received more than a week's notice of the event to help maximise attendance. Any residents who were unable to attend the event could also directly contact the project team to request further information. Local stakeholders and elected representatives received an email invitation to attend the public consultation events and to ask them to share the detail of the events with their social media audiences.

The public consultation events were also publicised on two Facebook adverts posted by SPC on the Deal Ground Facebook page on Wednesday 10<sup>th</sup> May and included the link for the project website so people could find out more. Both adverts ran for a week with a 3km radius of the site and reached 5,564 people, with 478 engaging with the post and 458 clicking the link to go through to the project website.

The event followed the format of a public exhibition, with banners positioned around the room that introduced the site and planning context and gave an overview of the emerging scheme and design concepts (Appendix E). Indicative plans of the emerging scheme were also provided on tables around the room to give attendees a variety of ways to view and assess the proposals.

Breakout tables were also placed around the exhibition room with feedback forms for attendees to complete and submit after reading the exhibition banners on display (see Appendix G). The feedback form contained a variety of questions designed to ascertain residents' views to help inform the design process. That's why the feedback form asked respondents to provide comments on the proposed character areas and use of materials. The feedback form also contained questions designed to understand local priorities to consider for the overall development (see appendix F). Attendees could also take their feedback form home with a readymade Freepost return envelope to complete and return them for free via the dedicated Freepost address FREEPOST GNL CONSULTATION.

Members of the project team from a variety of disciplines were present at the event to provide further information for attendees and provide detailed answers to questions. The members of the project team who attended the event included the developer, planning consultant, architect and community consultant.

In total, a mixture of 325 residents and stakeholders attended the drop-in public consultation sessions. The first session at The Forum saw 183 people attend, while 143 people attended the second session at the Manor Rooms. While most attendees were drawn from the immediate roads neighbouring the site, residents from across Norwich also attended.

Although turnout is harder to quantify, given the project team reached over 5,564 people via Facebook to publicise the events, the attendance equates to a 10.5% turnout of those who received the community newsletter.

A total of 64 completed feedback forms have been returned either at the public consultation event or via Freepost. In this feedback, residents highlighted that their key issues related to highways and traffic, flood management, parking, sustainability measures and building scale. All these feedback responses are detailed in Appendix H.



Caption: Images from public consultation events at The Manor Rooms in Trowse and The Forum in Norwich City Centre.

## 5.6 Online webinar

On Thursday 18<sup>th</sup> May a third consultation event was held in the form of an online webinar via Zoom between 6pm and 8pm (see Appendix J).

The online webinar was advertised through the community newsletter / invitation delivered by Royal Mail to 3,078 residential households and business addresses surrounding the site. These addresses received more than a week's notice of the event to help maximise attendance. Any residents who were unable to attend the event could also directly contact the project team to request further information. Local stakeholders and elected representatives received an email invitation to attend the public consultation events and to ask them to share the detail of the events with their social media audiences. The online webinar was also publicised on two Facebook adverts posted by SPC on the Deal Ground Facebook page on Wednesday 10<sup>th</sup> May and included the link for the project website so people could find out more. Both adverts ran for a week with a 3km radius of the site and reached 5,564 people, with 478 engaging with the post and 458 clicking the link to go through to the project website.

To help maximise turnout, the online webinar was held in the evening between 6pm and 8pm, so local residents could attend after work. The online webinar was then posted on the project website so local residents could go back and watch the recording in their own time.

The webinar was attended by a total of 16 local residents. Attendees engaged constructively with the webinar, particularly the question and answer session. The questions and feedback received related to highways, density concerns, connectivity, sustainability, flooding and nature.

### The Site(s)

Located on the edge of the City and the Broads

- May Gurney, South Norfolk
- Deal Ground, Norwich City Centre and the Broads Authority

Within the East Norwich Strategic Regeneration Area (ENSRA)



Caption: Screenshot from the online webinar event.

## 6. Theme and design response

From the feedback submitted during the pre-application engagement and public consultation programme, a number of issues were raised by residents and stakeholders for the project team to focus on in finalising the proposal to transform the site. These issues and the design response are set out below.

### 6.1 – Density & scale

**Issue:** During the public consultation process, members of the local community indicated that they were concerned about the density and scale of housing on the site and the potential loss of “village feel”.

**Response:** Understanding the density of an area is key to establishing its character. As such, the density, scale and quality of the development has been carefully considered and designed to be respectful of its adjacent areas. The site is divided into three character areas, each with its own unique scale and density: Wensum Edge, The Views and Yare Edge. Yare Edge (May Gurney) is designed to respect the scale and quality of the properties in Trowse, with its village feel. Approximately 10% of the development is sited on Yare Edge with the 90% remainder on the other two, also important areas. All development areas are in accord with the scale and density agreed with the local planning authorities at outline stage and the scheme’s 670 homes is lower in quantum and scale than the levels within the East Norwich Strategic Regeneration Area plans (1,200+ homes).

The Wensum Edge has been crafted to make the most of the water frontage, with taller buildings that frame the river gateway into the city, tapering in height as they connect out to the Broads. It is the most urban in character with bold and varied perimeter blocks, incorporating a public square with riverside bars and restaurants. It integrates water, nature and landscape with high quality development, incorporating open spaces between buildings, planted courtyards and tree lined paths, secure local play areas and a wide variety of housing type, size and configuration.

The Views is characterised by its connection with nature. Fingers of lower height development are interspersed with fingers of nature; the adjacent County Wildlife Site (CWS) being extended to reach in between development. Dedicated pedestrian and cycle lanes, local areas of play and protected views across the vast area of fen and marsh.

The Yare Edge is a family friendly neighbourhood with low buildings in close knit arrangements. A mix of terraces and semi-detached homes with private and shared gardens, designed to create a more spacious scheme. In response to comments about density, Yare Edge has been reduced from 80 houses to 69 houses and 3 apartments.

## 6.2 – Flooding

**Issue:** The feedback received during the public consultation indicated that residents are sceptical that the flood management measures will be sufficient. Residents would also like reassurance that the drainage strategy will not shift flood issues to elsewhere in the area.

**Response:** Managing flood and drainage across the site has been a key consideration, informing and underpinning the core design of the scheme. Through re-contouring the land, homes and access routes are raised to be above flood levels. Where land levels are raised a corresponding (and equal) area has been lowered. This is to provide flood storage for the areas that will no longer flood as a result of the land raising. Floodwater is directed to designated areas that allow for the rivers to expand in times of flood. Our scheme is designed to raise homes to 0.1%, 1 in 1,000 year levels (above the 1%, 1 in 100 year flood levels required). Future flood levels (climate change) are allowed for. The flood modelling and compensation calculations ensure that the re-contouring does not cause a negative impact in the adjacent area.

In terms of sustainable drainage (SuDS), the existing site is a mixture of brownfield and greenfield land, all of which drains into the watercourse and rivers. The development will improve upon the existing run off rates (and reduce future run-off into the river) and has been designed to re-utilise rainwater. The fen (CWS) has been drying out for many years and is in urgent need of rehydration. Harvested rainwater will be used to rewet it.

Our flood models are reviewed by the Environment Agency and our SuDS strategy by the Lead Local Flood Authority (Norfolk County Council).

## 6.3 – Highways

**Issue:** A clear theme within the feedback provided by the local community during the public consultation process related to highways and traffic management concerns once 670 more homes are built.

**Response:** The development has been designed to minimise the impact on the local road network. It is restricted to a maximum of 640 parking spaces (resident, guest, car club in total = 640) whilst providing for 670 new homes and 2,475 sqm of new commercial space. The site is in a sustainable location, being within a reasonable walking or cycling distance of the centre of Norwich. The site is therefore situated in a location where there will not be a need for the majority of residents to own a car (or have multiple vehicles per household). Vehicle trips will be minimised through the implementation of a Travel Plan, with the provision of car club cars on-site and Beryl bike stands, all helping to make not owning a car a viable option. Norwich City Council Highways approved the previous scheme noting that there is ‘currently’ and would continue to be some delay on the local highway network, but that the development would not notably contribute to this, owing to its sustainable merits, meaning vehicle trip rates are likely to be lower when compared to similar developments in other locations. As presented in our Transport Assessment Addendum, the traffic flows on the local highway network have reduced since the original assessment was undertaken,

which is likely due to reasons such as the promotion of public transport and the impacts of Covid on working practices etc. The local highway network is operating more effectively than it has done in the recent past and will continue to do so post our development proposal.

## 6.4 – Parking

**Issue:** During the public consultation, residents expressed their wish to strike a good balance between parking and promoting active travel.

**Response:** Our scheme strikes a good balance between allowing for some parking (less than 1 space per home) and promoting active travel. We have included a mix of on-street and off-street parking which is mainly distributed amongst the dwellings. This move away from centralised parking, addresses accessibility and practicality concerns, allows for EV charging points (a growing requirement today; not so relevant when outline consent was considered) and helps design out crime. There are car club spaces on-site and Beryl bike stands, helping to make not owning a car a more viable option.

We are keen to encourage active forms of travel and have incorporated secure and covered cycle parking and new dedicated cycle and pedestrian routes that are thoughtfully located to encourage more regular use.

## 6.5 – Environmental

**Issue:** A clear theme within in the feedback provided by the local community during the public consultation process related to ensuring the development was considerate in terms of nature and the surrounding area.

**Response:** Nature is an important feature of the site. The extant consent for the site established a landscape led solution that embraced nature, realised throughout all three of the character areas. Our nature strategy is to incorporate existing landscape features and seek to enhance them, wherever possible, with new features. This includes:

- Fen landscape extending in between built form in The Views; “built form meets nature”,
- Ecological corridors throughout, including replacing car parking in Area 2 of the PDA with new landscape and habitat,
- Blue / green corridors,
- Diverse planting,
- Dedicated and thoughtfully located pedestrian and cycle lanes,
- Areas with public access,
- Protected areas without public access.

## 6.6 – Local infrastructure

**Issue:** During the public consultation process, residents asked the project team to consider the capacity of local services.



**Response:** The proposal will provide proportionate financial contributions to help upgrade local infrastructure and services. The level and structure of financial contribution has been agreed with the local planning authorities at outline stage, in the accompanying Section 106 Agreement.

The scheme will open a new north to south route, for pedestrians and cyclists, linking Trowse to the City via a new spine road and 2 new bridges (River Yare and River Wensum) and its design allows for a future east to west link (from Carrow Works across to Whitlingham / Broads) and a future all-modes bridge over the River Wensum (last two are both ENSRA related infrastructure).

## 6.7 Materials

**Issue:** A clear theme within the feedback provided by the local community during the public consultation process related to the materials used on the development. Residents made their wish for the development to use materials that would ensure a rural village style.

**Response:** A varied material palette has been proposed for the scheme, inspired by local material, designed to complement and appropriate for each of the three distinct development areas. Our proposals (see Design Code, Design and Access Statement and Reserved Matter Application drawings due for submission in June 2023) will be open to further public comments, prior to the local planning authorities granting any final material choices are approved, later this year.

## 6.8 Connectivity

**Issue:** During the public consultation process, residents made it clear that connectivity improvements would be most welcome.

**Response:** The development has been designed to minimise the impact on the local road network. It is restricted to a maximum of 640 parking spaces (resident, guest, car club in total is 640) whilst providing for 670 new homes and 2,475 sqm of new commercial space. The scheme will open a north to south route, for pedestrians and cyclists, linking Trowse to the City via a new spine road and 2 new bridges (River Yare and River Wensum) and allows for a future east to west link (from Carrow Works across to Whitlingham / Broads). Norwich Train Station will be readily accessible for pedestrians and cycle users via the River Wensum bridge. There will be bus stops for the 40, 41 and X41 buses running between Bungay and Poringland to Norwich City Centre.

## 6.9 Sustainability

**Issue:** The feedback received during the public consultation indicated that residents are concerned about whether SPC care about sustainability following the land management works.

**Response:** SPC does understand the strength of feeling in the local community to the extent of the recent land management works on the May Gurney site. These works were not to gain any form of advantage for this scheme. Nor did SPC purposely turn a blind eye to any rules or policies linked to the works. Works have ceased and a current audit by governing bodies will determine if any policies

were not adhered to. It is SPC's position that it has acted lawfully, and it has heard nothing to the contrary from any official body.

Rest assured SPC see the regeneration of the May Gurney and Deal Ground sites as a golden opportunity to deliver something special for Trowse and Norwich. Our landscape architect's plans show the extent of replanting of trees, which has always been envisaged as a considerable improvement to the Yare Edge (May Gurney), open space provision and a lower density of housing. We have viewpoint images showing how Yare Edge will look when viewed from the east, displaying the level of tree replanting being proposed. Our proposals will be open to further public comments, prior to the local planning authorities granting any final approvals later this year.

# 7. Conclusion

## 7.1

This SCI details the thorough programme of consultation and pre-application engagement with key stakeholders, politicians and local residents by giving them a number of different opportunities to play a part in the preparation of the final design and maximising responses from the local community to inform our final design.

The public consultation was guided by a number of core values, including collaboration, openness and transparency and accountability. These values influenced the consultation process to allow SPC to go above and beyond to exceed both Norwich City Council and South Norfolk Council's requirements for consultation, set out in both authorities Statement of Community Involvement.

Feedback from the community has been welcomed and used, where possible, to prepare the final reserved matters application for the Deal Ground and May Gurney site. Overall, 68 pieces of written feedback were collected by the project team via Freepost, email, online and at drop-in public consultation events. The feedback received shows support exists for the emerging scheme and highlights that local residents are eager for certain key issues to be at the heart of the design process. The assessment of the responses from local residents and stakeholders has produced a number of key themes that have been carefully considered by the project team during the design process. These themes relate to traffic management, flooding, parking and tree cutting, sustainability measures and building scale.

## 7.2

The public consultation process was designed to build positive relationships with stakeholders and forge a dialogue with the local community that can continue long term. This was informed by SPC's commitment to work with the local community throughout the design process to deliver the best scheme possible for Norwich and Trowse. As a part of this commitment, SPC will continue to engage with stakeholders and local residents. The feedback received during public consultation process will be used to inform the ways in which SPC will continue to engage.

# Appendix A – Stakeholder meeting email

Dear Cllr Bowers,

**RE: The Regeneration of the May Gurney site and Deal Ground**

I am contacting you on behalf of Serruys Property Company (SPC) regarding their emerging vision to revitalise the vacant May Gurney and Deal Ground sites and kickstart the first site within the East Norwich Strategic Regeneration Area.

Following the outline planning approval for 670 homes, commercial space and green infrastructure across the two sites, SPC are now in the process of preparing the detailed designs for its site, within the regeneration project.

Last week, as a condition of the outline approval, SPC submitted their design code to Norwich City and South Norfolk councils that will inform the reserved matters planning process. The design code sets out a wide range of information including the early landscaping and nature strategy, boundary treatments and the built form, architectural detailing and the approach to sustainability.

As Trowse with Newton Parish Council are a key local stakeholder, SPC are keen to work with you to prepare the best proposal possible for regeneration.

SPC would be delighted to have the opportunity to meet with you in the coming weeks to present the emerging design and answer any questions you may have.

A meeting would be beneficial to discuss how the emerging design is inspired by the context and character of the local area. During the meeting, SPC can also outline their approach to community consultation with your residents.

If agreeable, would any dates in March suit Trowse with Newton Parish Council to meet?

We are happy to work around parish diaries and meet during the daytime or evening.

Best wishes,

Andy  
On behalf of Serruys Property Company

# Appendix B – Consultation radius



# Appendix C – Community newsletter

Serruys Property Company

## The future of the May Gurney and Deal Ground Site, Norwich

### Invitation to take part in a public consultation

Serruys Property Company (SPC) are delighted to invite you to take part in their public consultation on their emerging proposal to transform the vacant May Gurney and Deal Ground site and kickstart regeneration within the East Norwich Strategic Masterplan Area (ENSRA).

As you may know, in 2013 outline planning permission was granted for the residential-led regeneration of this site, including up to 670 new homes, commercial space and connectivity improvements. May Gurney and the Deal Ground make up two of the four ENSRA sites prioritised for regeneration.

SPC are preparing their reserved matters applications that deal with the finer details of the outline planning permission, including layout, scale, appearance and landscaping. SPC are keen to receive your feedback to help shape the final design before their reserved matters applications are submitted to Norwich City Council and South Norfolk Council this summer. If you are unable to attend the public consultation events but would still like to play your part in the design process, you can contact us to receive further information or visit the dedicated project website [www.dealgroundconsultation.co.uk](http://www.dealgroundconsultation.co.uk)

#### Attend our drop-in public consultation events

##### Session 1: Public exhibition

**Date:** 16 May 2023 | **Time:** 4pm-8pm  
**Location:** The Forum, Millennium Plain, Norwich, Norfolk, NR2 1TF

##### Session 2: Public exhibition

**Date:** 17 May 2023 | **Time:** 12pm-5pm  
**Location:** The Manor Rooms, The Street, Trovas, NR24 6ST

##### Session 3: Online webinar

**Date:** 18 May 2023 | **Time:** 6pm-8pm  
**How to join:** Scan the QR code to register for the webinar



#### Location of venues



#### We want to hear from you

SPC would like to receive your feedback to help them to prepare their reserved matters proposal. What would you like them to consider as they prepare their proposal for the May Gurney and Deal Ground site?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

**GDPR and Data Protection:** This information is collected by GNL Strategic on behalf of SPC and will be shared with them and the project team, securely stored and destroyed at the end of the planning process.

Produced by the SPC project team May 2023.

## The future of the May Gurney and Deal Ground Site, Norwich

### The emerging scheme



Site location

- **670 high quality new homes**, including a mix of starter and family homes
- Design inspired by the **character of the local area**
- A **new public square** and dining quarter
- **Improved connectivity** to Whittingham and Norwich City Centre and future connectivity to Whittingham Broads
- **Boosting biodiversity** with new native tree and wildflower planting
- New green open space and **child play spaces**
- **Strengthen community relationship** with the River Yare and Wensum
- A variety of **sustainability measures** including energy efficient building materials and use of renewable technologies
- **Encourage active forms of travel** with cycle parking and new cycle and pedestrian routes
- A mixture of **on-street and off-street parking**
- Creating **new jobs and apprenticeship opportunities** for local people

### The site



May Gurney



Deal Ground

### About Serruys Property Company

SPC is a real estate specialist based in Lenwade. They own the May Gurney and Deal Ground site and are determined to deliver an outstanding scheme. SPC will continue to maintain a long-term interest in the site, even post planning approval, to ensure delivery of the scheme.

#### How to get in touch

- By Freepost at Freepost GNL Strategic
- Via email at [batcheler@gnl-strategic.co.uk](mailto:batcheler@gnl-strategic.co.uk)
- Online at [www.dealgroundconsultation.co.uk](http://www.dealgroundconsultation.co.uk)

Please complete the feedback slip and return using the enclosed envelope to

Freepost GNL Consultation

# Appendix D – Community newsletter / invitation feedback

**Question:** “What would you like them to consider as they prepare their proposal for the May Gurney and Deal Ground site?”

Verbatim feedback received in response to the question on the consultation leaflet includes:

- What biodiversity when you have removed ALL trees
- No housing. Preserve the wildlife and biodiversity. No infrastructure for 670 new homes. Preserve wildlife.
- There will be a need for a medical centre and schools.
- The vehicle access from The Street will create noise, inconvenience and increased air pollution for most of us living nearby. Reduce parking spaces, reduce numbers of dwellings, increased pedal and pedestrian routes.
- The huge increase in traffic this development will cause into an already overloaded roundabout and road system in Bracondale.
- Am supportive of the planned development provided that advertised proposals are also met including keeping “with the local character” and emphasis on “boosting biodiversity and the local environment”, and “more cycle and pedestrian routes”. Also provision of bins to reduce amount of littering in our beautiful city.
- Our chief concern is information about access and proposals from the city and county councils to secure practical traffic management.
- Bracondale is a bottleneck at peak traffic times. 670 extra homes on the Deal Ground will create traffic chaos.
- Local renewable energy, community owned. Community spaces. Green spaces. Public transport routes and cycle routes. Footbridge over river.
- Good connectivity over the river for foot crossing.
- Planning permission for May Gurney site should be withdrawn. I cannot believe the devastation caused along the water ways. There is no advantage to this complete destruction of wildlife and its habitats. In this day and age we need to protect our beautiful planet.
- Planning permission should be withdrawn. You should replant all the trees you’ve destroyed. Turn the whole May Gurney / Deal Ground site into a wildlife area. Do not think about building on a flood plain. Re-purpose empty building instead.
- Absolutely disgusting devastation of trees, banks riverside. You are being deceitful – how can you have cycle paths in a desert. What biodiversity when you have removed ALL trees.
- I think shops are needed in Trowse. My main concern is getting out onto the county hall roundabout when more housing is built.
- The position of the placed “marinas”. The walkways of the Marshland. The spoiling of nature on the east bank.
- I am sorry we were away during your consultation. As a close neighbour we will be interested in your development plans. We accept what’s being done here by your plans so good luck.
- Concerns include – excess traffic, destruction of local environment, pressure on local services and lack of infrastructure to support an even larger population.
- A development that enhances the area and demonstrates all the positive features above is not reinforced when trees are being cut down without warning! The proposal to date sounds interesting but how much has their impact on the local area been taken into account?

- How they proposed to mitigate further congestion at the King Street/Bracondale junction with the increase in traffic flow.
- I am concerned that traffic will back up from the County Hall roundabout to the entrance of the May Gurney site.
- Foot and traffic access across the river. Nature connection around the site and along river.
- The thought of 1000+ more vehicles travelling along Bracondale twice a day is horrific. This is a historic conservation area and already choked with traffic.
- It would have been good to have included new road bridge to link up football club and County Hall roundabout as old bridge is at end of lie and it would help get traffic away from games and all the new houses they have built.
- I applaud the gentle density and connection to nature. I came to see how the city might evolve, I left wanting to buy a house.
- Fully support proposal! Have a spot for a local pub in dining quarter.
- It would have been helpful if you'd sent a proposed layout plans- we know how it looks now! Vehicular access is a concern especially if only the present May Gurney access is used – big concern. Why have you removed all the trees and hedges to river boundaries without permission when birds here nesting. This is illegal!!!
- Your wanton destruction of our lovely riverbanks makes any dialogue with you quite impossible. The name of Serruys will live in infamy for decades to come in this village.
- Building traffic must not go through Trowse. Tree planting must start asap. No village parking for new houses. Protect rivers. Don't block light. Be respectful of our village.

## **Appendix E – Public consultation event banners**

**Welcome**



Site location

Welcome to Serruys Property Company's public consultation event to display their emerging reserved matters proposal for the May Gurney and Deal Ground site.

We are here to present our reserved matters proposals to you, answer any questions you may have and incorporate your feedback where possible into our final submissions, due to Norwich City Council, South Norfolk Council and The Broads Authority this summer.

**Introducing Serruys Property Company (SPC)**

SPC is a real-estate company based in Lenwade. SPC own the site and have assembled a fantastic project team. They are determined to deliver an outstanding scheme on this site and plan to maintain an interest in the site, beyond planning approval, to ensure delivery of this scheme.

Some of the team are here today, excited to present the emerging scheme to you and listen to your feedback.

**The project team**

**Stolon Studio** Architecture and Masterplanning

**Maddox Planning** Planning and Project Management

**JBA Hydrology** Flood and SuDs

**Aspect** Arboriculture

**IDP** Landscape Architecture

**Stantec** Neutrient Neutrality

**Triptych PD** Environmental Impact Assessment

**Odyssey** Transport

**CBRE** Climate Change, Sustainability, Whole Life Carbon, Energy and Socio-Economics and Health

**SLR** Air Quality

**Adrian James Acoustics** Noise and Vibration

**HCUK** Heritage and Archaeology

**GNI Strategic** Communication

**The site**



The site

**Our Site is located within the East Norwich Strategic Regeneration Area (ENSRA). It represents two of the four ENSRA sites (3 and 4) and straddles three local authorities: Norwich City Council, South Norfolk Council and the Broads Authority.**

**May Gurney** 2 Situated in Trowse, former May Gurney HQ, accessed from The Street, River Yare forms a horseshoe to its north, east and west.

**Deal Ground** 3 Large site located east of Carrow Works, the former Coleman's site 4 Tarmac Mineral Railhead sits in between, River Wensum borders to the north and River Yare to the east beyond the County Wildlife Site. Whittingham Broads sits adjacent to the east and the Utilities site to the north.

While the May Gurney site is characterised by hardstanding and is surrounded on three sides by the River Yare, the character of the Deal Ground site is more varied. The Deal Ground consists of former industrial land to the north west and fen marsh across much of the site to the east.



**Planning context**



Aerial view from the South East, by Ateliers Pro



**Site history/planning background**

In 2013 outline planning permission was granted for: a mixed development consisting of a maximum of 670 dwellings; a local centre comprising commercial uses; a restaurant/dining quarter and public square; demolition of buildings on the May Gurney site (excluding the former public house); an access bridge over the River Yare; new access road; car parking; flood risk management measures; landscape measures including earthworks to form new swales and other biodiversity enhancements including the re-use of the Grade II Listed brick Kiln for use by bats.

This outline planning permission established the principle of development and set the parameters and a framework for the reserved matters process, whereby the final detail is submitted for approval. It is this detail that we are presenting today, prior to our reserved matters applications submission.

The site also benefits from an allocation in Norwich City Council's Adopted Local Plan and a draft allocation in the emerging Greater Norwich Local Plan.

The site constitutes two of the four sites prioritised for regeneration under ENSRA. May Gurney and Deal Ground will kick-start the ENSRA regeneration.

The reserved matters applications include details of layout, scale, appearance and landscaping. Your comments will help inform our reserved matters submissions are submitted to the local authorities.

**The emerging proposal**



**Vision**

The development has been carefully designed to take architectural cues and design features from nearby buildings. We are determined to deliver an enhanced scheme; one that will create a strong sense of belonging and a clear identity for both residents in Norwich and those who will inhabit the new development.



The emerging scheme

**Overview of the emerging reserved matters proposal**

- › **670 high quality new homes**, including a mix of starter and family homes.
- › **3 distinct districts**, each design inspired by the character of the local area.
- › A **new public square** and dining quarter.
- › A **new quay-side** offering de-masting facilities, mooring points and waterside activities.
- › **Improved connectivity** to Norwich City Centre and future connectivity into Whitlingham.
- › Boosting biodiversity with **new native tree and wildflower planting**, rewetting the County Wildlife Site using sustainable drainage systems.
- › **New green open space** and child play areas.
- › **Improved relationship** with the River Yare and Wensum.
- › A variety of sustainability measures including **energy efficient building materials** and use of **renewable technologies**.
- › Encourage active forms of travel with **cycle parking** and **new cycle and pedestrian routes**.
- › Creating **new jobs** and **apprenticeship opportunities** for local people.

## Housing



### 1. Wensum Edge

Focal point of the development with public spaces and commercial units

Industrial chic

3-8 storeys

450 dwellings

Mix of 2, 3, 4 & 5 bed houses and 1, 2, 3 & 4 bed apartments

### 2. The Views

Sociable home zones interspersed with nature

2-3 storey houses

140-150 dwellings

Mix of 2, 3 & 4 bed houses and 1, 2 & 3 bed apartments

### 3. Yare Edge

Family friendly neighbourhood with local shop

1-2 storey houses + loft

70-80 dwellings

Mix of 2, 3 & 4 bed houses and 1 & 2 bed apartments

## Materials

A material palette inspired by local materials to complement the local area:

- › Red brick and clay tiles, typical of Norfolk.
- › Pantiles and slates typical of Trowse.
- › Timber cladding and shingles from The Broads.
- › Complemented by profiled metal, akin to warehouses in Norwich.
- › Block paving and gravel paths in places.



## Affordable housing

The provision of affordable housing was determined at the outline stage. Although the level of affordable housing is determined by viability, SPC are committed to delivering affordable housing if it is possible to do so. That's why early and late stage affordable housing review mechanisms will be in place during the construction process.

## Connectivity and transport



### Improved transport infrastructure

- › New road traffic surveys to identify the impact on the local road network of the extra demand from the site.
- › Improved on-site road network in line with modern guidance.
- › Dedicated pedestrian and cycle lanes.
- › Norwich Train Station to be readily accessible, for pedestrians and cycle users, via **new bridge crossings** over the River Wensum and River Yare.
- › Bus stops for the 40, 41 and X41 buses running between Bungay and Poringland to Norwich City Centre.



Indicative movement strategy

## Parking

- › A mixture of on street and off-street parking.
- › Parking distributed amongst the dwellings, ensuring accessibility, allowing for individual charging points and helping to design out crime.
- › Secure and covered cycle parking spaces conveniently located to encourage regular use.
- › EV charging points.
- › Car Club spaces.

## Encouraging active and sustainable travel

- › Pedestrian and cycle movement prioritised, particularly active travel links.
- › Footpaths and cycle paths will run throughout the landscape, separate to the main spine road.
- › New riverside paths and walkways with access to future Carrow Works development under the railway line.
- › Design allows for the future opening of an east to west pedestrian and cycle connection which will connect the City to the Broads.
- › Cycle parking spaces conveniently located to encourage regular use.

**Culture**

**Dining Quarter and Public Square**



- › The new Public Square and Dining Quarter is being carefully designed as a central gathering spot for residents, helping to foster a sense of community and encourage social interaction among neighbours.
- › Its central location aims to promote a more pedestrian-friendly environment, encouraging people to walk rather than drive.
- › Conveniently located at the intersection of movement routes, it will create a destination focal point, helping to create a sense of place and identity.
- › There will be a mix of varying sized commercial units to attract a range of shops.

**Riverside**



Quayside precedent (Utrecht canal side regeneration, O&RA)

- › The quay side is a key piece of local infrastructure shaped by the character and feel by the river edge.
- › Our plans make the most of its riverside location by allowing for water-based leisure activities, boating or canoe club, mooring points and a de-masting pontoon.
- › With 70% of the 670 homes located on the Wensum Edge, the development will make the most of the riverside aspect.

**Public realm**

**Nature**



- 1 Fen landscape extends between built form in The Views to create an appropriate transition between built form and landscape.
- 2 Green wildlife corridor and landscape buffer along western edge to create habitat and visual screening from existing industrial areas.
- 3 Landscape buffer incorporates primary spine road and western building frontages.
- 4 Primary pedestrian routes links Civic Space in the north at Wensum Edge with Yare Edge in the south.
- 5 Pedestrian route separated from spine road through The Views character area.
- 6 Wensum Edge provides transition between Urban City Centre and Rural Country Park.
- 7 A local equipped area of play, inspired by and connecting with nature.

**Open space**

- › A strategy to ensure that open spaces are manageable, accessible and sustainable in the long term without being costly for the local community. Communal areas will be enjoyed by all and will provide community meeting points.
- › A 'Joint Core Strategy' was adopted by into Norwich City Council and the South Norfolk Council's Local Plan in 2011 to restore, protect and maintain the local environment, including increasing biodiversity. We have carefully designed the development to include 1.5 acres of parks and gardens, 6 acres of semi-natural and natural green space and 1 acre of amenity space.
- › The site is conveniently located close to green open spaces. Footpaths and cycleways will connect the natural environment to the built form bringing the City (and eventually the Broads) closer together.

- › Our vision for 'Kiln Park', is a multi-functional open space providing habitat for animals, biodiversity benefits and communal space for residents to take-in this heritage asset.

**Play and recreation**

With a multitude of play opportunities throughout the site, the play areas will have the opportunity to embrace and integrate a unique environmental context, providing site-specific experience and enjoyment. Play and recreation provision will be made available in all 3 character areas: Yare Edge, The Views and Wensum Edge – to suit all ages and abilities. The Wensum Edge will include a large play space set within amenity parks and gardens.

## Sustainability



### Renewable technology

- › Inspired by the spirit of Goldsmith Street, we have ensured that the development will be climate conscious, designed to minimise its carbon footprint and contribution to climate change and also to withstand it.
- › High energy efficiency standards are built into the design of every home to maximise passive performance through orientation, fenestration and insulation. Combined with a local energy production strategy, this will enable new households to run their homes with minimal environmental impact and energy costs.
- › We are assessing the embodied carbon, whole life carbon, overheating, water consumption and many other design aspects.



### Flood and drainage

- › The flood and drainage strategy is a key consideration underpinning the design of the whole scheme.
- › By re-contouring the land, we can raise homes to be above the flood levels and lower in other areas to compensate. Flood-water can be directed towards designated areas that allow for the rivers to expand in time of flood.
- › Sustainable urban drainage systems will be used to harvest rainwater and re-use it to rehydrate the County Wildlife Site to improve local habitats.
- › As a result, the scheme has been designed to cope with a 1 in 1,000 year + climate change flood event, far exceeding the legal requirement.
- › We have been working with the Lead Local Flood Authority and the Environment Agency throughout the planning process, who check and approve the final design.



### Biodiversity

- Ecological surveys are being carried out and the proposal has been carefully designed to boost biodiversity by:
- › Extending fen habitat into the built areas.
  - › Creating wildlife corridors linking populations and habitats.
  - › Improving the County Wildlife Site through rewetting it and reversing its decline.
  - › Re-using the existing bottle kiln as a bat roost.
  - › Retaining trees where possible and planting new native trees and a diverse mix of wildflowers planted in green spaces throughout the development.
  - › Creating new swales and landscape features as part of the sustainable drainage system (SuDS).
  - › Providing green and brown (planted) roofs on apartment blocks and bin and bike stores.

## Next steps

**Thank you for attending today's public consultation event and letting us share with you our emerging reserved matters proposal for the May Gurney and Deal Ground site.**

We are committed to working with the community throughout the planning process to inform our reserved matters proposal. We are keen to receive your feedback to help us deliver the best regeneration possible for Norwich.

To play your part in the design process, please fill in one of the feedback forms here at the event. We will take on board your feedback prior to submitting our detailed planning application to Norwich City Council, South Norfolk Council and The Broads Authority this summer.

### Project timeline



The emerging masterplan



The emerging landscape plan

# Appendix F – Public consultation event feedback form

## The future of the May Gurney and Deal Ground Site, Norwich Public consultation feedback form

Serrys Property Company are keen to receive your feedback on their emerging reserved matters proposal to help shape the final design before the final planning application documents are submitted to Norwich City Council and South Norfolk Council in June.

To have your say, please complete the feedback form below and return it to us at the event or by post using **FREEPOST**

**GNL CONSULTATION**

### Your contact details

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Email: \_\_\_\_\_

Tel: \_\_\_\_\_

Please tick here  if you would like us to keep in contact with you.

**GDPR and Data Protection:** This information is collected by GNL Strategic on behalf of Serrys Property Company and will be shared with them and the project team, securely stored and destroyed at the end of the planning process.

**Q1: Do you feel that the emerging design will complement the existing character of Trowse and Norwich more widely?**  
 Yes  Not sure  No

**Q2: The emerging reserved matters proposal takes into account a wide variety of considerations. What considerations are most important to you when thinking about the future of the May Gurney and Deal Ground site? Please tick your three top priorities.**

- Materials that reflect the character of the local area
- New green open space and play space
- Improvements to biodiversity
- Sustainability and energy efficiency
- Connectivity improvements
- Investment in local infrastructure
- A mix of starter and family sized homes
- The provision of a new dining quarter and public square
- Sustainable drainage systems
- Highways improvements and car parking
- Job opportunities for local people

**Q3: Do you feel the emerging housing mix strikes a good balance with both starter and family homes?**  
 Yes  Not sure  No

**Q4: Do you have any comments on the proposed character areas and use of materials? Please set out your comments using the box below.**

**Q5: If you could improve any aspect of this proposal, what would it be? Please set out your comments using the box below.**

**Q6: Do you support SPC's approach to sustainability and biodiversity?**  
 Yes  Not sure  No

**Q7: Do you agree that parking should not "dominate the setting" of the development and active travel should be promoted to help keep car use low?**  
 Yes  Not sure  No

**Q8: What is your overall attitude towards this development?**  
 Support  Support with reservations  
 No opinion  Have concerns  Oppose

**Q9: Do you have any further comments on the proposal that you would like SPC to consider? Please set out your comments using the box below.**

**Q10: Have you found this consultation event useful?**  
 Yes  Not sure  No

# Appendix G – Consultation event photos

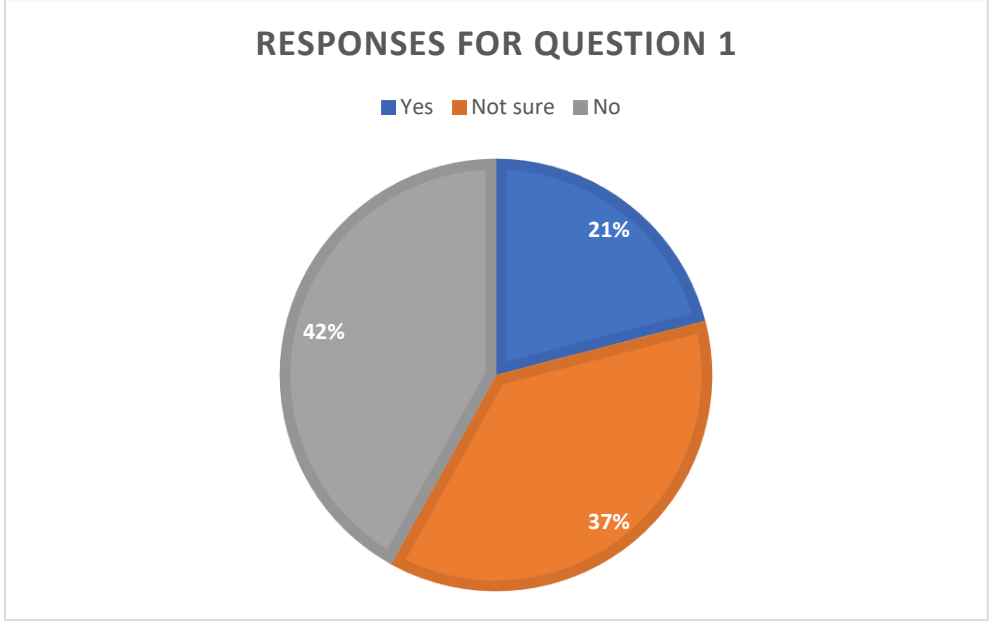




# Appendix H – Public consultation event feedback

**Question 1** - Do you feel that the emerging design will complement the existing character of Trowse and Norwich more widely?

The question gave respondents the option to tick yes, not sure or no.



**Question 2** – The emerging reserved matters proposal takes into account a wide variety of considerations. What considerations are most important to you when thinking about the future of the May Gurney and Deal Ground site?

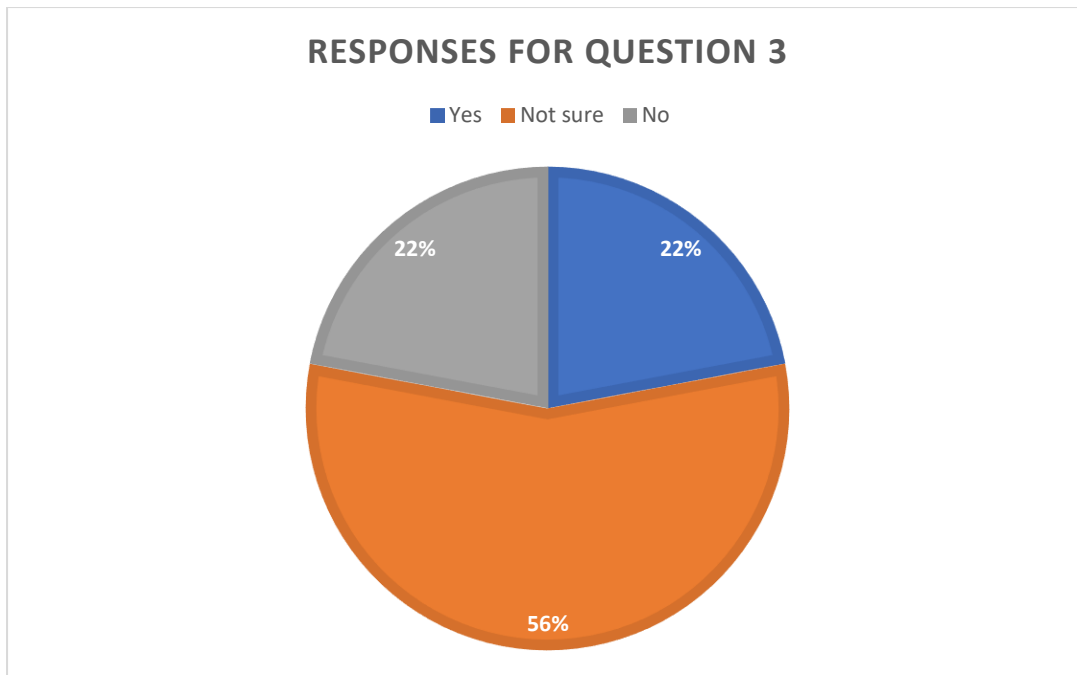
In order, the top six priorities listed by respondents are:

- 1. **Improvements to Biodiversity (38)**
- 2. **Sustainable drainage systems (30)**
- 3. **Connectivity improvements (30)**
- 4. Sustainability and energy efficiency (26)
- 5. Highways improvements and car parking (24)
- 6. New green open space and play space (22)

**Question 3** – Do you feel the emerging housing mix strikes a good balance with both starter and family homes?

The question gave respondents the option to tick yes, not sure or no.





**Question 4** - Do you have any comments on the proposed character areas and use of materials?

The verbatim responses to this question are:

- In theory it looks okay but who will afford it...
- Materials should be rural / village style in character. Not too urban. Must reflect the village.
- A number of new developments around the county use metal cladding which is unsightly and not in keeping. We would object to such material if used.
- It is essential that the district nearer to Trowse remains low-height and materials used be brick etc in keeping with village vibe.
- Red brick.
- Road access – during construction and afterwards. Flood management plans made clear as to how risk is managed.
- Yare Edge should be no more than 2 storey buildings to be in keeping with village.
- The intensity and density of housing is too great for a restricted area. Access from one single point is insufficient for such a large area of housing. Materials should reflect the flint, brick and pantile character of Trowse village.
- Unclear if there is accessible housing. Unclear how much locked up carbon will be released.
- I do not believe the materials used are in keeping with the village.
- Not very clear presentation what this would look like.
- The properties need to be in keeping with the style of housing already in Trowse.
- The character areas should fit well with surroundings ie lower village style nears Trowse and high industrial style by the river, closer to the city and existing flats.
- Must incorporate 'green barriers' between new development and Trowse to ensure Trowse retains village feel.
- Why have you destroyed habitats during bird nesting season – this is illegal.
- The use of solid red bricks is not in keeping with Trowse, neither is the industrial chic.
- The layout of housing and green spaces looks appealing – I would be interested to see if this actually materialises.

- The proposed areas need to be in keeping with the area we do not want to end up in a situation where there is low quality high volume housing.
- Please don't create a new ghetto of social housing which will not be integrated into the wider full development.
- Sympathetic to the city and the natural surroundings. Pleasing grid/connections – nice to see it's not just cul de sacs.
- Norwich is awash with new red brick developments. This project should feature a variety of colour materials and bricks to create more visual interest.
- Semi permeable membranes/stilts etc don't compensate for the 'solid footprint' of buildings. Flooding is inevitable.
- Good mix of family homes and flats.
- Materials should be rural / village style.
- A number of new developments around the country use metal cladding which is unsightly and not in keeping.
- Needs more use of stone and flint in with village side.
- Encouraging but confidence has been eroded due to the loss of trees on site.
- Historical importance must be taken into consideration.
- Not enough information about the style of houses being built.
- More flint to be incorporated into the proposed buildings and walls.
- Site 4 on The Street should be built in the style of Trowse Houses. Should look historic not modern.
- I have concerns about the Riverside area – bars, restaurants etc. it will change the character of Trowse.
- Renewable technology.
- The traditional materials listed are expensive - how can you afford to use them?
- Yes – too many flats and unaffordable homes for local residents.
- Environment – no credibility for plan due to tree felling on Gurney.
- I would appreciate the roofs to have a greater hang over.
- I think it is very important that the material used blend with the character of the village.
- As shown there are minimal eaves which is of local character.
- Ensure the final designs encourage antisocial behaviour to support local policing.
- Impressed with the proposals to be in keeping with local traditional materials. Use some black glazed pan tiles – very 'Norfolk'.

**Question 5** - If you could improve any aspect of this proposal, what would it be?

The verbatim responses to this question are:

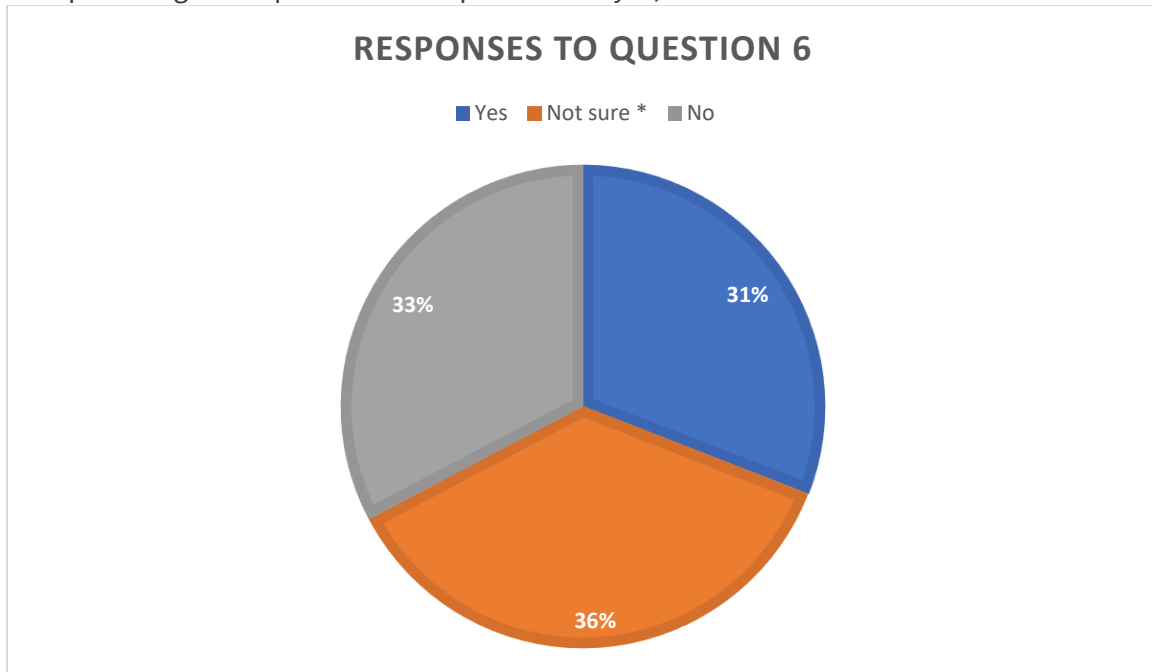
- No building over 2 storeys. High rise is not sympathetic to a country park.
- I would instigate more river crossings.
- More information on the houses e.g. 10x3 bed detached, 20x2 bed attached etc.
- Lower than 8 storeys. 6 max!
- Please include carbon calculations.
- Less car parking would improve the scheme vastly.
- Making best use of the waterfront more moorings with power and opportunity for local to store canoes and hire moorings.
- Leave it be.
- Increase landscaping.
- Return to green space as part of extension of Broads and other areas of the South of Norfolk.

- Access seems to be forgotten – are you building land opposite the May Gurney sites to develop a roundabout and wider access roads.
- Reduce number of dwellings. High housing circulation means pollution especially in water flowing next to development. Also it will create traffic nightmare on the approach to Trowse as all will use same county hall roundabout exit.
- Not having only one road to access the site. there will inevitably be a huge bottleneck of traffic in the village.
- Biodiversity – not to be believed.
- Less bars, restaurants.
- Reduce number of properties. Create access from the north side of the River Wensum. Restore trees on river bank. Create more green spaces. Reduce parking spaces. Introduce more cycle and pedestrian routes and bus services.
- Guarantee of solar on roofs and heat pumps, cycling infrastructure and better flood mitigation.
- Your imagery and text on a diverse and natural environment looks good on paper but in reality the current site looks an absolute mess.
- State how biodiversity gains will be measured. How loss of tree on May Gurney site impacts this gain.
- SPC had not protected biodiversity – felling of riverside trees.
- The Wensum Edge looks forbidding. The views – concern re flooding.
- Fewer dwellings more natural habitat better roads access.
- Already done huge damage through tree destruction – criminal! More focus on public transport connectivity. More focus on minimising traffic/car impact on Trowse.
- Fewer homes: the site isn't suitable for such an intensive development.
- It wouldn't have bridges between the Views and Yare Edge as this will result in rat running when the opposite side of the river is essentially developed.
- More communications with other authorities re-access – traffic parking etc.
- Leave it alone as the area is one of the few escape areas from the city.
- Start again. Do not believe for one minute that the flooding will not occur.
- There has been an increase in crime along riverside. Perhaps inclusion of a police post possibly attached to Trowse fire station.
- The whole project needs to be set in the context of the MasterPlan.
- Consider local amenities e.g schools, doctors, shops etc.
- Ensure there is access to doctors surgeries and schools, plus local grocery shops and pharmacy to prevent driving further for these.
- Fewer dwellings more natural habitat. Better road access because traffic is a major worry.
- Environment. No credibility for plan due to tree felling on Gurney.
- Social housing to be spread throughout the adjoining development. Not so much on the May Gurney site. More planting of trees.
- Lots of trees to replace those that were cut down, so that proposal are promoting biodiversity.
- A community hall / space in all properties for adequate storage. Inclusion of work spaces.
- Access and traffic management it is worrying that there is only one access point for a large volume of properties and the increased volume of traffic that this will produce.
- The unwarranted destruction of riverside vegetation means any scheme will have negatively impacted on biodiversity. This is totally unacceptable.
- New homes should not be able to be built without energy production as standard by law.
- The proportion of social housing is very poor. Only 25 out of 672 is very poor.
- Less car parking would improve the scheme vastly.

- Road bridges to link through to Carrow Roads / Thorpe Road.
- If there is to be an element of social housing, could it be restricted to local Norfolk families.
- Habitats and environment need to be protected. I have lost trust in SPC with regards to their approach to this project.
- Guarantee of solar on roofs plus heat pumps, cycling infrastructure and better flood mitigation.

**Question 6** - Do you support SPC’s approach to sustainability and biodiversity?

The question gave respondents the option to tick yes, not sure or no.

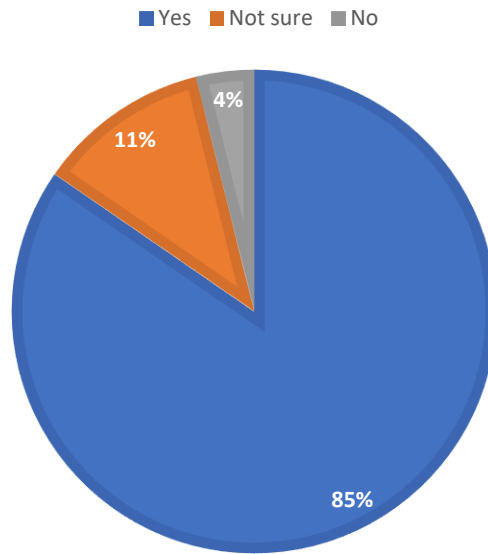


\*Respondents approach to answering this question was influenced by the recent tree works.

**Question 7** - Do you agree that parking should not “dominate the setting” of the development and active travel should be promoted to help keep car use low?

The question gave respondents the option to tick yes, not sure or no.

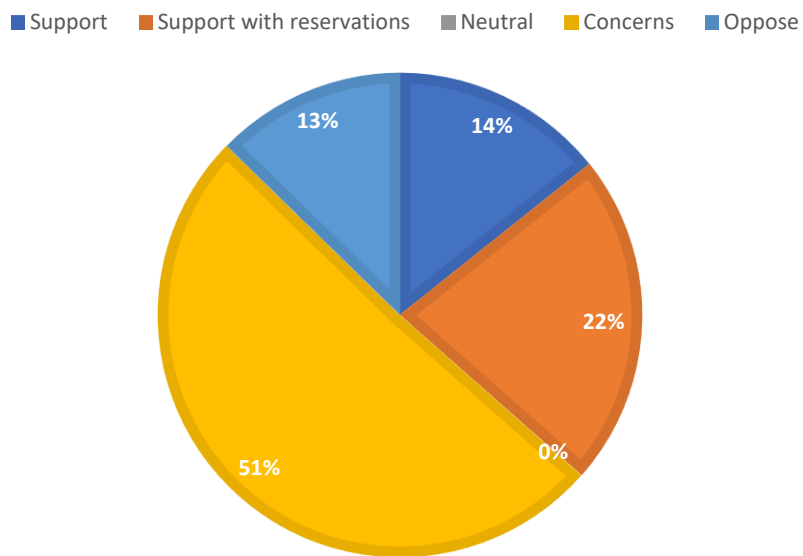
### RESPONSES TO QUESTION 7



### Question 8 - What is your overall attitude towards this development?

The question gave respondents the option to tick support, support with reservations, neutral, concerns or oppose.

### RESPONSES TO QUESTION 8



### Question 9 - Do you have any further comments on the proposal that you would like SPC to consider?

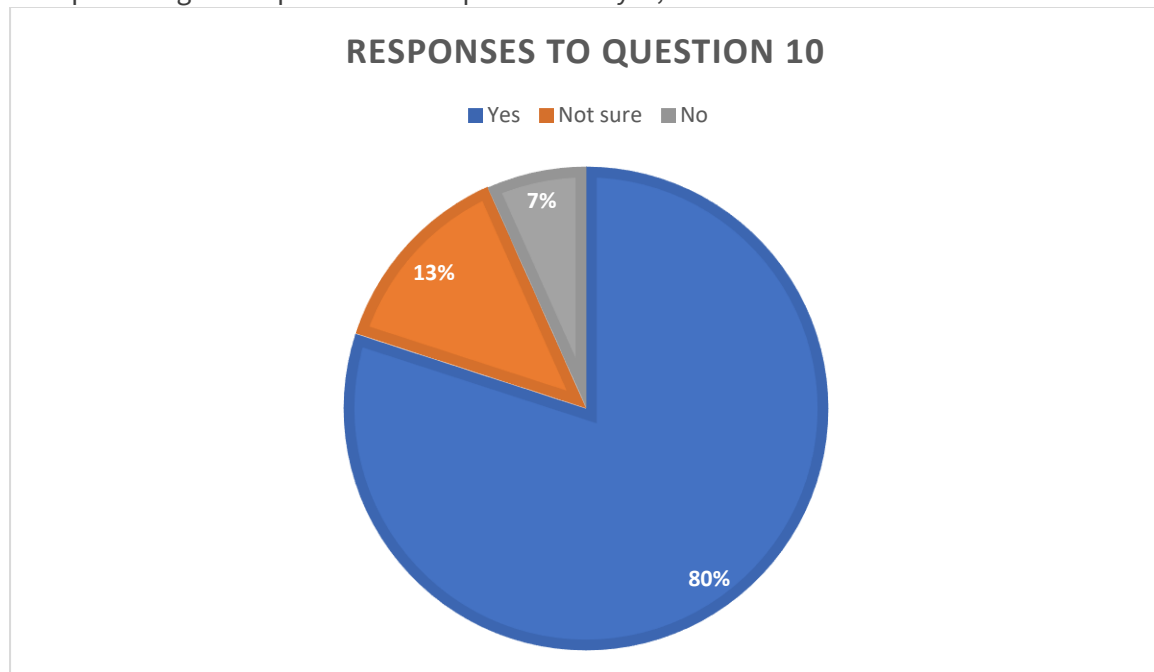
The verbatim responses to this question are:

- The decimation of all trees on the May Gurney site has totally alienated me to SPC. I am excited and interested in the plans going ahead but no longer want SPC involved due to this action.
- Replant the trees.
- Not at this stage.
- You have already ruined the site – removal trees / wildlife etc all in nesting season. I find it unbelievable that any law abiding contractor would undertake this work. I have lived in Trowse for 26 years and have seen many changes. It is the flooding which is my major concern along with access.
- We think you are taking big risk building on a flood plain.
- Keep affordable housing.
- I see no evidence of carbon costs / biodiversity costs and mitigation measures. Please include swift bricks.
- Disappointed that the overall development is no longer integrated and the utilities ground remains uncertain.
- After the savage destruction of natural habitat along the river bank last month I have lost my trust that you have any concern for the local wildlife.
- Existing green should be left and not developed.
- Tree felling - no confidence these trees felled are shown on the plan. Need to stay green!
- Try to let space remain “countryside” and country wildlife park.
- The urban design to encourage walking, cycling and sustainable transport is excellent. Please ensure this is fully reflected in the final design.
- Like many house owners we are at risk of flood which may become worse with the further development in the area.
- Development must be done in the context of climate emergency, loss of biodiversity, clearing site.
- Inconsistent, poor consideration, lack of infrastructure – destroyed the land.
- Please bear in mind social cohesion within the development and with existing communities
- I agree with the need to develop on brownfield sites. I do not agree with the destruction of habitats / trees even before the consultation / permission is granted.
- The trees have already been chopped down. Plant trees.
- The bridge needs to work for pedestrians and cyclists.
- I think you need to work how to rebuild trust.
- Increase in traffic will not only result in more cars up Bracondale towards the city but also in the other direction down White Horse Lane.
- Ensure design lives up to the space. This is an important area. Do not mess it up.
- I foresee major traffic uses as there are too many houses.
- Please ensure all construction traffic does not go through Trowse.
- I welcome brownfield development, so Yare Edge is appropriate.
- When you organise public consultations and provide information please consider houses outside working hours.
- The environmental vandalism we have witnessed on the site with the removal of healthy trees during the nesting season has undermined our confidence in the ability and commitment to SPC to carry out the development in a caring, sustainable and inconsiderate manner.
- Why is there no provision for health care? The local GPs are already overloaded.
- Aim to exceed the future homes standard.
- The road access to the site will leave a very detrimental effect on the village of Trowse and further congest county hall roundabout.

- Reduce highways access and car parking provision will not by itself promote use of non-car transport.
- I find it difficult to believe the claims on flood resilience given the food plain location and accelerating sea level rises.
- Would hope that Trowse community are involved in development and views considered.
- Rooflines need to be low on May gurney site to preserve rural character of Trowse and Whitlingham.
- More linked up communication between potential area development.
- Main concern is about impact of development on flooding and local flood risk nearby residents. Increased traffic and parking issues as only 0.9 spaces per house is not enough in this day and age even if scheme is promoting walking and cycling.
- Any waterside development to be pushed back from rivers.
- I think you need to work hard to rebuild trust.
- “local energy production strategy” – sounds like a cop out – need to commit to solar panels etc form the outset.
- Football match parking is very difficult now.
- If there is a push to keep car use low, then the City Council needs to have more control over bus companies to ensure they provide an appropriate service.
- I foresee major traffic issues a there are too many houses.
- Please ensure construction traffic does not go through Trowse.
- Rooflines need to be low on M.G site to preserve the character of Trowse and Whitlingham.
- People still want cars, not allowing for them only puts pressure on the surrounding area.

**Question 10** - Have you found this consultation event useful?

The question gave respondents the option to tick yes, not sure or no.



# Appendix I – Feedback via project website

**Question:** What would you like SPC to consider as they prepare their proposal for the May Gurney and Deal Ground site?

The verbatim responses to this question are:

- 1. Not cutting down any more trees 2. Not putting up any publicity suggesting you care about sustainability/the environment when you've just cut down all the trees 3. Putting a cycle bridge over the river at the start of the development - not just suggesting that your design "allows" for this. If you are serious about rectifying the environmental damage you've done then do this first 4. Explaining to all how you'll be ensuring that Japanese knotweed removed from site and the vicinity
- Why have trees and hedges been cut down along the river bank during the nesting season without the knowledge of the relevant Council and without prior consultation? This gives no faith to your sustainability plans and no confidence that you are a responsible property developer.
- I would like to register our disgust and consternation at the massacre of so many beautiful trees alongside the river at Trowse.
- This is a kind of barbarism to the environment and should not have been allowed to happen at any time, let alone during the nesting season. Like many members of the public, we are totally horrified by what has been done by the developers, I hope that Serruys Property Company take a hard lesson from this and will be fined appropriately. You say you are committed to working with the community in planning matters - I see no evidence of this - in fact you have caused an outcry of disapproval and anger. Please learn a lesson from this and if there has to be development, let it be sensitive to the environment.
- 1 That the number of affordable housing units is not reduced at any stage. 2 That no residence is built on a flood plain. The probability is that the flood plain will be flooded at least once every 20 years. 3 That due consideration is given to the probability that some of the larger properties will NOT only have 2 cars, but may have MORE, and that smaller properties will not be restricted to just one car or even none
- I understand the need for housing on the site and trust that the relevant experts will ensure that the build and flood protection are satisfactory. My concern is that the recent clearance of trees along the river banks has already damaged the biodiversity of the site, was ill-timed (coming within the bird breeding season) and is also in direct contradiction to what is stated in the environment report and your own FAQs on this site ("Will you improve local biodiversity? - Yes. SPC are committed to protecting the ecology in the local area, including bats, birds, reptiles and invertebrates, and delivering biodiversity net gain. Up to date, rigorous ecological surveys are being carried out and the proposal has been carefully designed to boost biodiversity by providing wildlife corridors to link population and habitats, improving the CWS as well as retaining trees and vegetation along the River Wensum corridor."). Given what has happened it is very difficult to believe that you will act on any further promises to maintain or improve biodiversity - I would strongly suggest releasing a statement to explain what has gone wrong here and why it won't happen again. As well as the now damaged wildlife corridors through the site, there is a valuable county wildlife site on the land. Whilst some ditch clearance might help improve it, if this is done in a haphazard way it might cause irreversible damage to the aquatic and wetland species



present, so I would urge that this work is overseen by expert ecological contractors. Finally I note that up-to-date ecological surveys are being carried out, which are definitely needed as the previous ones were back in 2013. I would ask that the results of these are made public as part of the planning submission so that those of use with concerns about the wildlife of the local area can be reassured that the proper surveys have been carried out.

- Installation of universal nest bricks to BS 42021:2022. Replace the riverbank trees that were destroyed.
- Emerging design complementing local area - very difficult to achieve as it will be high density housing in what at present is a semi rural belt. We were very concerned by the statement that the Deal Ground site would be 670 homes but the overall area for ENSRA was 4000 homes according the strategic plan? So the current consultation does not take into account the overall picture, including traffic, construction, public facilities etc. Also surprised ++ that the 'planning needs' section does not build in any additional GP clinics and only one small 2 form primary school? I agreed with all the stated principles in Q2 of the consultation form (which is not accessible online), and liked the cycle track and connectivity improvements, but not sure how binding this will be in practice. There is already concern about the preservation of listed buildings, trees in the area (!), and the genuine commitment to flood prevention, low level car access, and sustainable housing is essential. Mix of housing provision - I think the more low rent and socially affordable housing the better, though appreciate that the overall financial investment needs some returns. In summary, I remain CONCERNED because the picture given tonight explicitly only address the May Gurney and Deal Ground sites, which given the overall impacts on the local areas of Trowse and Bracondale seems odd. The owners and developers need to show clearer partnership working, and we rely on the planning department to take an overview and ensure the whole area including the Carrow Works developments do work as proposed. Thank you for asking.
- I have just been to the 'consultation' at The Forum, the feedback form was terrible. Pre-determined questions, & so little room for free comments. I really learned very little detail from your promotional boards (some of which had spelling errors). If you would like to "deliver the best regeneration possible for Norwich", you might start with all the brownfield sites instead of developing & degenerating the fen! You appear unwilling to take on any significant land remediation. There is no detail on how the different plots will integrate together, so to design this section without seeing what will happen in the other sections is incongruous. Building on fen is different from building on brownfield but I would like to see the sites have some kind of design connection. I see no elevation scheme as to how tall the proposed buildings would be, particularly on the Wensum Edge, 3 storeys or 8 storeys? I think three storeys is the maximum it should be. This will make a difference to the number of homes available but taller development can take place better on brownfield Colman's site for example. I also would like to see some accessible homes for those with mobility issues. I saw no mention of carbon cost calculations, particularly with respect to destroying half the fen. Fen is important for carbon storage as well as flood mitigation, all of which is compromised by this development. Starting with the brownfield has less climate cost. Sustainable, energy efficient designs are mentioned, but sustainable construction methods are not, this should be a prerequisite. I think the design doesn't appear safe for women, particularly underpasses & bridges. Sensitive lighting might help at night but then you generate an issue for biodiversity as we know that street lighting is causing insect/pollinator declines. Biodiversity is my biggest concern in the proposal: Swift bricks should be mandatory condition of planning reserved matters approval. The tree planting would not be so important if trees hadn't already been felled. These trees stabilised river banks, and could have remained standing throughout the development if it was to occur in a sustainable way (see point above). This makes me fearful for any consideration of

biodiversity within this development. It is not clear if the "re-wetting of the CWS" is to make up for destroying part of the fen. I'd rather the fen got left untouched, but at least left until last. If this re-wetting creates more wetter fen, it is not really open amenity space, so it is misrepresenting what the residents might have access to. The bats seem lucky in that they already have a designated home in the old brick kiln, thank goodness this will be kept. However, bats do need to access areas for foraging so care needs to be taken on how this is integrated to the site such that bats will actually use it. Care with any lighting is needed. Play areas are generally not good for biodiversity, so need to be carefully designed and sited. I really don't see how the development as a whole achieves biodiversity net gain (which I would like to see). There is great potential to achieve net gain by developing the brownfield sites, although these can often have intrinsic biodiversity value. For example, it is important not to forget that scrub is hugely important. I would like to see more than just tree planting and wildflower meadows. I would also like to see how the wild areas will be maintained. This area of Norwich is a vital stepping stone for wildlife moving through both the city and the county. The development currently adds to the clogging up of this green corridor and really undermines any nature recovery network for the city and the county.

- I am horrified that felling of trees covered by TPOs has gone ahead with subsequent loss of natural habitats in the name of urban rejuvenation. I hope those allowing such devastation to go ahead are prosecuted for their needless actions.
- The impact on a very environmentally sensitive area of Norwich and the traffic in and out of the site with only one road out of Trowse into Norwich. The decimation of the trees on the site already tells us everything we need to know about your approach. It's about maximising profits with no regard for anybody else.
- 1/ How do you reconcile a 1 in a 1000 year flood with water level predictions projected on say, Climate Central? Is there even such a thing as a 1 in a 1000 year flood when we are looking at continuous radiative forcing from carbon emissions, locked in for the next 100 years or more, with unpredictable events from environmental tipping points? This seems to me to be the crux of the issue for whatever civil engineering solution there is at the Deal Ground, upon which homes and infrastructure for power, waste removal and communications will be built that do not become stranded assets before their life cycle ends. 2/ In terms of carbon accounting, what will be your recommendation or design solution to minimise any embodied carbon and operational carbon in the proposed development on the Deal Ground? Can you quantify the amount of carbon added and removed by the proposed Deal Ground development? 3/ How will the above issues integrate with the entire proposed East Norwich development and demonstrate alignment with the statutory aim of Norwich City Council to deliver Norwich to net zero carbon emissions by 2045? 4/How are you proposing to solve the issue of a constrained electricity capacity to supply the East Norwich development and for the Deal Ground specifically under the assumption that as a minimum all domestic properties developed there will be subject to the Future Homes Standard? 5/ What is the After Diversity Maximum Demand for the electricity requirement to supply the Deal Ground in the absence of a gas or hydrogen connection?
- I'd like you to consider a few things: Abandoning the whole development and restoring the river bank to the condition it was before you destroyed so much natural habitat and nesting sites. Identifying whoever was responsible to the appropriate authorities. Suspending the development process until such time as a full investigation into the destruction of the natural habitats etc has been carried out. Developing the brownfield Colmans site before moving onto greenfield sites.
- Traffic volume and congestion - it was mentioned that a traffic survey predicted no more volume as a result of the development. Apparently this was conducted in 2010. Whitlingham

Lane is considerably busier now due to the popularity of the Broad area, Trowse Village has had a significant rise in new dwellings, the Bus Gate has added volume and congestion at Bracondale roundabout at rush hour and, there is a huge increase on (Norwich City FC) match days. It is likely that new on street parking restrictions in Trowse will exacerbate access, parking and rush hour congestion. We can anticipate at least 1 additional vehicle per dwelling ie. 670 more cars coming and going on top of the current situation. The Traffic survey quoted is not relevant and needs a rethink. Flood risk - at the Forum consultation event we were told that the main mitigation to flood risk will be in engineering. Basically raise the ground height where new build goes ahead and excavate to lower the level of the surrounding area. This is a flood plain. The cumulative impact of the proposed mitigation is likely to raise the risk of flooding to surrounding parts of the village. Nutrient neutrality - Robert (at the Forum) had the opinion that wetland development would be the main offset for the rise in phosphates and nitrates coming from the new development. This has to be seen as a temporary solution with the construction of water treatment to accommodate the added pollution from the site as the longer term offset. Where does this feature in the Plans? Parking - we were told that the outline plans regard 'on-street' parking to be the main provision for the new scheme. In spite of the comment above, average car/vehicle ownership is nearer 2 per household with an additional extra space for visitors and temporary spaces. Also, there will be an element of commercial and larger leisure vehicle ownership and use on the development which should be anticipated on the plans. How and where is this accommodated? Socialised housing - Robert described the concept with shared balconies and outdoor spaces. This will be a mixed development - consideration should be given to designing mixed facilities for socialising, some private spaces for households and extended families. The current proposals are more about saving space on the footprint of each building which could be at the expense of quality of life and popularity of the estate as years go by.

- 1.flooding & disposal of water to prevent flooding in the surrounding area. 2. Parking-unrealistic to think people will park on a first come first served basis. People will not drive between sites in the hope of finding a parking space but will leave cars nearby including in the village of Trowse & Trowse Millgate. Allocate one space per residence & allow visitors parking. 3. No persuaded amenities including bus service & shop will ever come to fruition. 4. More considerations to how people actually live so no neighbourhood disputes. People need to bring shoppers home, have babies in buggies, want pets etc - this site plan does not allow for reasonable family living.
- County Wildlife Site - Fencing/ditching should be incorporated to reduce the likelihood of human intrusion into the County Wildlife Site. The design of swales should ensure that there is no pollution of the County Wildlife Site. The design of swales and other features should ensure the water levels are managed on the County Wildlife Site to maximise biodiversity. A management scheme should be put in place to ensure the County Wildlife Site is managed in the future to maximise biodiversity. Biodiversity on Site - Any vegetation removed from the site (including what was removed recently by the development company from the banks of the Yare and the associated drainage ditch) should be more than compensated for by an extensive planting programme for the development. Flooding - The Development should be designed so that it will not in any way increase the likelihood of flooding of the Wensum or Yare either upstream or downstream of the development, and where possible should lead to a reduction in the probability of flooding. Pedestrian and cyclist routes through the site - The development should incorporate off-road walking and cycling routes north south, with a crossing of the Wensum, and east west, linking the proposed future Colman development with the proposed bridge over the Yare to the Whitlingham Country Park. Yare Valley Green Infrastructure Corridor and Parkway - The development is at a pinch point on the valley

green corridor at Lord Boswell's Green/Bracondale. The pinch point has recently been made worse by the removal of mature trees along the Yare and from the drainage channel adjacent to the development site. The development should be set back from the channel and from the river where possible, and the recent damage made good, as far as can be, by replanting with semi-mature trees alongside the river and the channel.

## Appendix J – Online webinar consultation event via Zoom

### The Site(s)

Located on the edge of the City and the Broads

- May Gurney, South Norfolk
- Deal Ground, Norwich City Centre and the Broads Authority

Within the East Norwich Strategic Regeneration Area (ENSRA)



# Appendix K- Newspaper and online articles

4

NORWICH EVENING NEWS

WEDNESDAY MAY 10, 2023

## NEWS

### 'Worse than the M25'

Rural roads to the west of Norwich are "worse than the M25", a county councillor has claimed, as council leaders published suggestions the Western Link has "reached a dead end".

The Conservative-controlled administration of Norfolk County Council has rejected proposals from opposition groups to pull the plug on the £22.6m road scheme, amid uncertainty over whether the project will get government approval and cash.

Tory councillors said the authority, which has a new leader in Kay Mason Billing, remained committed to the road which would connect the Northern Distributor Road to the A47 west of Norwich.

And Conservative councillor Stuart Clancy, who represents Taveham, said: "It's a road which has been on the agenda of this authority for over 30 years. It is supported by all the communities on the western fringe."

It is supported by MPs, district councils and emergency services. This road is essential for the economy tourism and the wellbeing of the residents who live in this area."

He said the current route in the area where the Western Link would be built was "like the M25, but worse" and the project was needed to stop rat running.

His comments came as the Green group at County Hall tabled a motion urging the council to stop further work on the road and divert officer time to exploring the creation of 20-minute neighbourhoods.

The county council previously agreed to look into such neighbourhoods.

"They are designed so people living in them can get key services, such as healthcare, schools, parks and shops selling fresh food, with no need to get in a car."

But that sparked a backlash, with people in Thorpe particularly concerned it could restrict where they could drive to Council leaders insisted that would not happen.

Green county councillor Jamie Johnson said the Western Link, which has yet to be given government approval and funding, had "reached a dead end".

But his motion was defeated at a full council meeting yesterday.

### Revealed: Plans for 670 homes on city outskirts ahead of consultation

**SOPHIE SKYLING**  
sophie.skyling@norwichnews.co.uk

New details of plans for 670 homes on the outskirts of the city have been revealed as a developer launches a public consultation.

The May Gurney and Deal Ground site in Troson is an abandoned and disused brownfield site with dilapidated buildings.

And now developer Serrova Property Company have revealed plans which it hopes to lodge this summer.

The original outline planning permission for the regeneration of the site was granted in 2013 so progress has been a long time coming.

And now the developer has released what the site could look like - using inspiration from the character of the surrounding area, with Wingham Country Park on its doorstep.

The site design shows plenty of new green open space as well as play areas for children and even cycle routes throughout.

There are also a new public square and dining quarters closer to the riverbank, as well as pedestrian and cycle bridges across sections of the river.

The company submitted its design to Norwich City Council and South Norfolk Council at the end of February and intends to submit final plans next month.

It then hopes for a decision next winter so that construction can start next year.

Andre Serrova, joint director of Serrova Property Company, said: "We are committed to working collaboratively with the community to deliver the exciting regeneration and transformation of the May Gurney and Deal Ground site, which we know is incredibly important to local people, and has been a long time in the making."

"We are determined to deliver the best regeneration possible for Norwich."

"That is why we are inviting residents to play their part in shaping the final design of the site by providing feedback at our consultation events."

Included in the plans is the site being split into three, with the northern section known as Western Edge, the middle alongside Carrow Abbey, County Wildlife site as Sun Village and the south as Vane Newton. The public consultation session are set to take place next week and will give people living in the area the chance to inspect them closely and the chance to have their say.

The first is at The Forum between 4pm and 8pm on Tuesday, May 16 and the second is the following day at Manor House in Troson between 10am and 5pm on Wednesday, May 17.

The final session will be online via Zoom between 6pm and 8pm on Thursday, May 18.

To register for the Zoom session or to find out more about the plans people can visit the newly launched project website at [dealsgroundconsultation.co.uk/visit](http://dealsgroundconsultation.co.uk/visit).

But there has been controversy at the site recently with South Norfolk Council launching an investigation after trees were cut down on river banks.

Marian Calkin, who lives in the area, heard the chainsaw and got to the edge of the site to see the last tree fall.

She said: "There was no warning at all. We have never had any interaction with or communication from the landowner at any point."

"I felt the trees fell up as I realised that what had been done was final and irreversible."

The former industrial site are a key part of the East Norwich Masterplan which could see approximately 4,000 homes built in four key areas, including Carrow Works and the Dilston site between Thorpe Hamlet and Wingham.



The site is currently a brownfield site. Picture: SERROVA PROPERTY COMPANY



Andre Serrova, joint director of Serrova Property Company, said: "We are committed to working collaboratively with the community to deliver the exciting regeneration and transformation of the May Gurney and Deal Ground site, which we know is incredibly important to local people, and has been a long time in the making."

"We are determined to deliver the best regeneration possible for Norwich."

**Norwich Evening News** Since 1882  
WEDNESDAY MAY 10, 2023 [eveningnews24.co.uk](http://eveningnews24.co.uk) 95p

## OUR YOUR PAPER

**Sport**

**Succession?**  
What's City's post-Pukki plan?

**Uni cat's merch**  
Clothing line launches

Page 5

**Massive plan for houses submitted**

Revealed: 670 new homes for Riverside

Developers have lodged an application to build 670 new homes on the east side of the Carrow Works site.

Serrova Property plans to develop the abandoned May Gurney and Deal Ground site. The firm first applied for planning permission back in 2013 but only now have the final plans been released.

Property boss Andre Serrova, left, said: "We are committed to working collaboratively with the community to deliver the exciting regeneration and transformation of the site, which we know is incredibly important to local people, and has been a long time in the making."

Full story Page 4

**Getaway giveaway**  
Win 7-night holiday

Page 7



### Norwich: 670 homes plan for Deal Ground and May Gurney sites

20th May

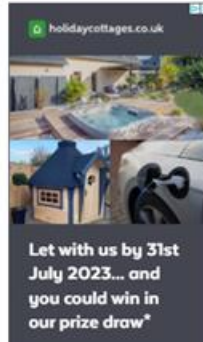
PLANNING AND DEVELOPMENT NORWICH



By Sophie Skyring  
Community Reporter

Share f t in Comments

New details of plans for 670 homes on the outskirts of the city have been revealed as a developer launches a public consultation



# Appendix L – Facebook adverts



The Deal Ground  
Sponsored · 🌐

We want to hear your views 🗣️

Join us at our public consultation events to find out more about our plans to transform the May Gurney and Deal Ground site and to share your views on the emerging scheme.

Find out more here 📍  
[www.dealgroundconsultation.co.uk](http://www.dealgroundconsultation.co.uk)

**Serruys Property Company**  
**The future of the May Gurney and Deal Ground Site, Norwich**

**Invitation to take part in a public consultation**

**Attend our drop-in public consultation events**

**Location of venues**

[dealgroundconsultation.co.uk](http://dealgroundconsultation.co.uk)  
**Serruys Property Company**



The Deal Ground  
Sponsored · 🌐

Attend our drop in public consultation events to find out more about the emerging plans for the May Gurney and Deal Ground site. The project team will be at the following locations:

16 May 2023, 4pm-8pm at The Forum, Millennium Plain, Norwich, Norfolk, NR2 1TF

17 May 2023, 12pm-5pm at The Manor Rooms, The Street, Trowse, NR14 8ST

18 May 2023, 6pm-8pm online webinar via Zoom (you can register for the event on our website)

For more info look at our project website:  
[www.dealgroundconsultation.co.uk](http://www.dealgroundconsultation.co.uk)



[dealgroundconsultation.co.uk](http://dealgroundconsultation.co.uk)  
**Serruys Property Company**

Learn more

# Appendix M – Project website

## Home page

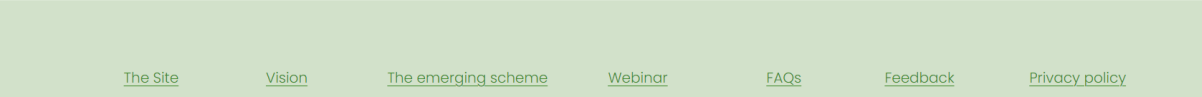
Serruys Property Company [Home](#) [The site](#) [Vision](#) [The emerging scheme](#) [FAQs](#) [Feedback](#) [Webinar](#) [Downloads](#)

## Welcome

Welcome to the dedicated project website for Serruys Property Company's emerging proposal to transform the May Gurney and Deal Ground site.

Serruys Property Company (SPC) is a real estate specialist based in Lenwade, just outside Norwich. They own the May Gurney and Deal Ground sites and are determined to deliver an outstanding scheme on these sites.

On this website you can find out more about the current site, the emerging proposal and how you can play your part in the design process and submit feedback.



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## About the site

The site is located within the East Norwich Strategic Regeneration Area (ENSRA), two areas of which compose the May Gurney and Deal Ground site.

The Deal Ground site is located east of Carrow Works (the Coleman's site), with the Tarmac Mineral Railhead separating the sites. The River Wensum borders to the north and River Yare to the east. To the south, of the Deal Ground is the former May Gurney site. The River Yare forms a horse-shoe around the May Gurney site and separates it from the Deal Ground to its north. May Gurney is accessed from the south via The Street / Bracondale.

While the May Gurney site is characterised by hardstanding and is surrounded on three sides by the River Yare, the character of the Deal Ground site is more mixed. The Deal Ground consists of former industrial land to the north west and fen marsh across much of the site to the east.



What the May Gurney and Deal Ground site looks like today.

# Planning context

In 2013 outline planning permission was granted for a residential-led, mixed-use regeneration of this site, for 670 new homes, some commercial space and infrastructure which would improve connectivity. The outline planning permission established the principle of development for the site and set the parameters and a framework for the reserved matters process, to approve the detail.

The site also benefits from an allocation in Norwich City Council's Adopted Local Plan and a draft allocation in the emerging Greater Norwich Local Plan.

The site constitutes two of the four sites prioritised for regeneration under the ENSRA. SPC's plan to transform the May Gurney and Deal Ground site therefore kick start regeneration within the ENSRA.

SPC are preparing their reserved matters applications, showing the detail behind the scheme for this site, including layout, scale, appearance and landscaping. These matters relate to items that are approved in *outline*, with final approval *reserved* until submission of the detail (what is now happening on this planning application).



Aerial view from the South East, by Atelier Pro

## Vison page

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# Vision

## The emerging proposal seeks to deliver:

- 670 high quality new homes, including a mix of starter and family homes
- 3 distinct districts, each design inspired by the character of the local area
- A new public square and dining quarter
- A new quay-side offering de-masting facilities, mooring points and waterside activities
- Improved connectivity to Norwich City Centre and future connectivity into Whittingham
- Boosting biodiversity with new native tree and wildflower planting, rewetting the County Wildlife Site using sustainable drainage systems
- New green open space and child play areas
- Strengthened community relationship with the River Yare and Wensum
- A variety of sustainability measures including energy efficient building materials and use of renewable technologies
- Encourage active forms of travel with cycle parking and new cycle and pedestrian routes
- Creating new jobs and apprenticeship opportunities for local people

## Concept images





## Project timescales

Public consultation	May and June 2023
Planning application submitted	June 2023
Decision on planning application	Winter 2023
Construction starts	Summer 2024

## The emerging scheme page

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## The emerging scheme



## Design

- Inspired by the character of the local area
- Three-character areas - Yare Edge (village feel), The Views (modern vernacular, fingers of development interspaced with green ecological fingers) and Wensum Edge (higher form, more apartments, industrial chic)
- Use of a material palette derived from local materials to complement the character of the local area
- Mixture of building heights to create variety, character and rhythm
- Houses designed to high energy efficiency standards and to maximise passive performance through orientation, fenestration and insulation

## Housing mix

- 670 high quality new homes
- Mixture of starter and family homes
- Yare Edge: 80 dwellings (76 houses, 4 apartments)
- The Views: 140 dwellings (134 houses, 5 apartments, 1 duplex)
- Wensum Edge: 450 dwellings (79 houses, 371 apartments / duplexes)
- Total of 289 houses, 69 duplexes and 312 apartments

## Flooding

- A scheme that is designed to withstand a 1 in 1,000 year flood event (requirement is 1 in 100)
- A sustainable drainage system integrated as part of the design, whose output is gravity fed to aid ecology (as opposed to pumping into the rivers)
- Multiple urban sustainable drainage features included, such as swales, communal gardens, drainage basins, ponds, permeable surfaces and infiltration devices

## Parking

- A mixture of on street and off-street parking
- Parking distributed amongst the dwellings, ensuring accessibility, allowing for individual charging points and helping to design out crime
- Cycle parking spaces conveniently located to encourage regular use
- Car club parking space and car club vehicle rental

## Open space

- 'Open Space Strategy' formulated to ensure open spaces are manageable, accessible and sustainable in the long term
- Multitude of play opportunities throughout the development
- 15 acres of parks and gardens, 6 acres of semi-natural and natural green space and 1 acre of amenity space
- Conveniently located close to the Broads National Park and Carrow Abbey Marsh
- Footpaths and cycleways designed to connect the natural environment to the built form and bringing the City (and eventually the Broads) closer together

## Connectivity

- Pedestrian and cycle movement prioritised, particularly active travel links Public footpaths and cycle paths will run throughout the development, separate to the main spine road on the Deal Ground
- Design allows for the future opening of an east to west pedestrian and cycle connection (from Coleman's site, through the underpass, across the site and over a bridge to Whittingham)
- Bus stops for the 40, 41 and X41 buses that run between Bungay and Poringland to Norwich City Centre
- Norwich Train Station is easily accessible for pedestrians and cycle users via a bridge over the Wensum

## Sustainability

- A climate conscious development, designed to minimise its carbon footprint and contribution to climate change, but also to withstand it
- Fabric first approach – use of energy efficient building materials and renewable technologies
- Repurposing the listed bottle Kiln as a bat roost
- Boosting biodiversity with new native tree and wildflower planting, protecting and maintaining the County Wildlife Site (in urgent need of rehydration) and the habitats within in
- Building swales to reduce flooding through surface run off
- Encouraging the use of class-leading metrics on items that effect climate change, including the use of Heat Pumps and Solar Panels

## Dining quarter and public square

- A central gathering spot for residents, helping to foster a sense of community and encourage social interaction among neighbours Promoting a more pedestrian-friendly environment, by encouraging people to walk rather than drive
- Creating a destination focal point at the heart of the development, helping to create a sense of place and identity
- A mix of different sized commercial units to attract a range of potential occupiers
- Potential opportunity to provide for communal riverside facilities such as a boating or canoe club, mooring points and de-masting facilities

## FAQs

### **What are reserved matters and what aspects of regeneration are dealt with at this stage of the planning process?**

Reserved matters are all matters that have been agreed in outline but reserved for final approval once the details relating to these matters have been submitted. They relate to the landscape, layout, external appearance and detailed design of the building and roads, and how the environment will sustain the level of development being proposed. Parameters are agreed at the outline stage and set out in a document called the Proposed Development Areas plan (PDA).

### **How can I have my say on the emerging proposal?**

There are a number of ways that you can take part in the consultation process and provide feedback. You can attend the exhibition events that are taking place in May and provide feedback directly through this website. If you are unable to attend the public consultation events but would still like to play your part in the design process, you can contact us to receive further information:

By Freepost at Freepost GNL Strategic

Via email at [lbatcheler@gnl-strategic.co.uk](mailto:lbatcheler@gnl-strategic.co.uk)

Online at [www.dealgroundconsultation.co.uk](http://www.dealgroundconsultation.co.uk)

### **Will you include sustainability measures as a part of your design?**

Yes. Sustainability is at the heart of SPC's design process. Whether it is boosting local biodiversity with new tree and wildflower planting, a fabric first approach to building materials or the use of renewable technologies, SPC's proposal will be inspired by the spirit of Goldsmith Street.

### **Why are you only seeking to build up to 670 new homes?**

The reserved matters process follows the outline planning permission that was granted in 2013, which gave approval for up to 670 new homes. This outline planning permission sets the parameters and a framework that the reserved matters process must work within.

### **How will the new homes look?**

The design of the new homes has been inspired by the character and feel of the local area. As a result, there are 3 distinct character areas: Yare Edge, The Views and Wensum Edge. Yare Edge and The Views are suburban neighbourhoods, while the Wensum Edge is the most dense and urban in character.

### **Will there be any affordable housing?**

Yes. This aspect of the regeneration was decided at the outline planning application stage. While the outline consent established that a policy compliant level of affordable housing will be delivered on the May Gurney site, viability constraints mean that no affordable housing will be provided on the Deal Ground, enabling it to afford the infrastructure and flood measures required. The provision of affordable housing is subject to viability, given the significant investment required to regenerate these brownfield sites. There is an agreed viability review processes and commuted sum mechanism, in place with the councils.

### **Are there any heritage assets on the site?**

The emerging proposal has been carefully designed to enhance the significance of heritage assets. The listed Bottle Kiln, located in the centre of the Deal Ground's northern quarter, will have pride of place within the layout and will be repurposed as a bat roost to protect the existing habitat.

**What is your timeline for the regeneration?**

SPC will submit their planning application this summer and hope to receive a decision later this year. SPC are determined to deliver the regeneration of this site and hope to have "spades in the ground" early next year.

**Have you considered drainage and flooding issues?**

Yes. The flood and drainage strategy is a key consideration underpinning the design of the whole scheme. Detailed flood modelling has been undertaken to ensure the scheme is deliverable and will not increase the flood risk to neighbouring sites, through its flood measures. The scheme has been designed to cope with a 1 in 1,000 year flood event including the impact of climate change. The flood, drainage, landscape and ecology strategies are all designed to work holistically on this site.

**Will you improve local biodiversity?**

Yes, SPC are committed to protecting the ecology in the local area, including bats, birds, reptiles and invertebrates, and delivering biodiversity net gain. Up to date, rigorous ecological surveys are being carried out and the proposal has been carefully designed to boost biodiversity by providing wildlife corridors to link population and habitats, improving the CWS as well as retaining trees and vegetation along the River Wensum corridor. Public access through use of footpaths has been carefully planned to minimise disturbances of habitats.

**Do you have a transport plan?**

Yes. Our transport plan seeks to promote sustainable and active forms of travel which is why improved connectivity is at the heart of the scheme to create new routes for people to travel to Norwich City Centre and beyond. The design is also informed by new road traffic surveys to identify the impact on the local road network of the extra demand from the site.

**Is it too early to register interest in buying a new home here?**

Keep an eye on this website for updates about opportunities in the future to register your interest in buying a new home.

## Feedback page

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## Share your views

SPC are committed to working with the community throughout the planning process to prepare their reserved matters proposals. That's why they are keen to receive your feedback to help them deliver the best regeneration possible for Norwich. To play your part in the design process, please fill in the feedback form below. SPC will take on board feedback from the local community before their detailed planning application is submitted to Norwich City Council and South Norfolk Council this summer.

**If you would like to submit your views to SPC, please fill in the feedback form below.**

**Name** (required)

First Name  Last Name

**Email** (required)

**Address** (required)

**Postcode** (required)

**What would you like SPC to consider as they prepare their proposal for the May Gurney and Deal Ground site?** (required)

Please write your comments in the box below

## Downloads page (links to a copy of the public consultation banners)

# Serruys Property Company May Gurney and Deal Ground

## Welcome



### Webinar page

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## Watch our webinar

You can view the recording below of the online consultation event to display Serruys Property Company's emerging reserved matters proposal for the Deal Ground and May Gurney site held on Thursday 18th May 2023. The recording includes the presentation from the Serruys Property Company project team and question and answer session.

