



Statement of Community Involvement

Carrow Works, Norwich

July 2022

CONTENTS

CONTENTS	2
1. EXECUTIVE SUMMARY	3
2. CONSULTATION PROCESS	5
3. STAKEHOLDER ENGAGEMENT	7
4. PRE-SUBMISSION PUBLIC CONSULTATION	9
5. FEEDBACK ANALYSIS	10
6. CONCLUSION	12

1. EXECUTIVE SUMMARY

1.1 The Applicant is Fuel Properties, the FPNL team has a thirty-year track record in delivering large complex projects on sites that have historic importance at both a local and national level.

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

Fuel Properties is bringing forward its vision for the re-development of the Carrow Works site and has made a commitment to engage with the local community, by taking steps to consult local residents and key stakeholders about its proposals.

1.3 Fuel Properties appointed Marengo Communications, an independent specialist public consultation company, to undertake the pre-application resident, community and stakeholder consultation on their proposals for the redevelopment of Carrow Works, Norwich.

1.4 This SCI outlines the context and strategy for consultation, the activities and engagement with stakeholders and the community.

1.5 Fuel Properties has actively sought to engage local stakeholders in plans for the site during the development of their planning application. Activities undertaken as part of the consultation process have included:

- Invitation letter to stakeholders on 14th June 2022.
- Invitation letter to 1,110 local residents and business on 14th June 2022 (all properties within a 500m radius).
- Advert was placed in the Eastern Daily Press on the 16th June 2022.
- A public consultation period that ran for a fortnight from 23rd June to 7th July 2022.
- Held a preview presentation for key stakeholders on 23rd June 2022.
- Public consultation exhibition events were held on 23rd and 24th June 2022.
- An opportunity to provide feedback on the proposals was available at the exhibition, via the consultation website, by post or by email.
- Provision of a Freephone number (0800 689 5209) to enable members of the community to ask questions or leave feedback about the proposals.
- A project webpage (www.carrow-norwich.co.uk) where the public can view details of the proposed development and could leave comments / raise queries.

- 1.6 During the two-week consultation period further feedback was received from an immediate neighbour and other attendees.
- 1.7 Now that an application has been submitted, Fuel Properties will keep the local community updated on the progress of the project via the website.

2. CONSULTATION PROCESS

- 2.1 The objectives of the consultation process were to consult local stakeholders who may have had an interest in the site and also consult with local residents and businesses in the vicinity of the site, in order to understand local views and give the community an opportunity to comment.
- 2.2 The programme outlined in this Statement of Community Involvement satisfies the requirements set out in the Norwich City Council's Adopted Statement of Community Involvement (November 2016) on undertaking pre-application public consultation. It also reflects the principles for consultation in the Localism Act (November 2011) and in the revised National Planning Policy Framework (NPPF) (revised in July 2021).
- 2.4 Fuel Properties used a range of consultation tools to ensure residents living near the site and key stakeholders were aware of its proposals and had an opportunity to provide feedback on the detailed design and layout of the development.
- 2.5 The key periods in the consultation and engagement programme are summarised below:
- **14th June 2022:** Invitation letters were sent to key stakeholders.
 - **14th June 2022:** A Newsletter was sent to 1,110 local residents and businesses.
 - **16th June 2022:** Advert was placed in the Eastern Daily Press.
Press release was issued.
 - **23rd June 2022:** Launch of the public consultation period and webpage.
 - **23rd May 2022:** Public consultation exhibition was held at Jubilee Community Centre.
 - **24th June 2022:** Article Published in EDP:
<https://www.edp24.co.uk/news/housing/east-norwich-carrow-works-consultation-launch-9095134>
2nd day of public consultation exhibition was held at Carrow Abbey.
 - **7th July 2022:** Public Consultation Feedback Mechanism closed.
- 2.6 A dedicated consultation website – www.carrow-norwich.co.uk - was established to enable public consultation. This webpage includes detailed information regarding the proposals. In addition to information about the proposed plans for the development, a feedback section enabled members of the community to leave feedback. (images of the website can be viewed in Appendix 1, 1d.)
- 2.7 To enable as many people as possible to contact the project team and comment on the proposed development, a range of feedback mechanisms was established:
- Feedback forms could be completed at the exhibition, by post, by email and online.
 - Telephone messages could be left by calling the Freephone consultation line 0800 689 5209.

2.8 In order to reach the wider community an advert was placed in the local daily newspaper, Eastern Daily Press, and appeared on the 16th June 2022, and a press release issued. (Copies of these can be seen in Appendix 1, 1g & 1h respectively).

The proposals were the subject of articles in the local press copies of which can be seen in Appendix 1, 1i.

2.9 51 members of the public attended the public exhibition across the two days of the exhibition, on the 23rd June and on the 24th June 2022.

2.10 At the time of writing this SCI, 32 people responded formally to the consultation, by completing a feedback form. (Redacted copies of feedback forms can be seen in Appendix 2).

3. STAKEHOLDER ENGAGEMENT

3.1 The pre-application consultation programme involved correspondence with key stakeholders from Norwich City Council.

The following stakeholders were contacted:

Norwich City Council

Cllr Mike Stonard	Cabinet Member for Sustainable and Inclusive Growth
Cllr Keith Driver	Lakenham Ward Member Planning Committee Chairman
Cllr Rachel Everett	Lakenham Ward Member Planning Committee Member
Cllr Gurpreet Padda	Lakenham Ward Member
Cllr Lesley Grahame	Thorpe Hamlet Ward Member Planning Committee Member
Cllr Ash Haynes	Thorpe Hamlet Ward Member
Cllr Ben Price	Thorpe Hamlet Ward Member
Cllr Sandra Bogelein	Planning Committee Member
Cllr Sally Button	Planning Committee Member
Cllr Adam Giles	Planning Committee Member
Cllr Judith Lubbock	Planning Committee Member
Cllr Martin Peek	Planning Committee Member
Cllr Mike Sands	Planning Committee Member

3.3 Stakeholders also received an invitation letter to the public consultation events on Thursday 23rd June and Friday 24th June 2022, which also included an invitation to a preview event held before the public exhibition on the 23rd June (a copy of the letter can be seen in the Appendix 1, 1b).

3.4 Cllr Gurpreet Padda attended the briefing. Other councillors gave apologies.

3.5 Feedback provided by stakeholders at the preview event included the following:

Topic	Suggestion
Woodland to east of site	A connection through the south of the site
Bracondale Grove woodland neglected	Suggestion that consideration be given to a cycle/pedestrian link.
Congested North of the river	Suggestion that consideration be given to an alternative 'waterfront route'.
Sustainability	More clarity on this issue needed. Not just flooding and net carbon – greater detail welcome.

4. PRE-SUBMISSION PUBLIC CONSULTATION

4.1 Stakeholders and members of the community were invited to take part in a full public consultation, by visiting a bespoke project website which had been designed for the consultation (www.carrow-norwich.co.uk) to view the full set of materials about the proposals.

4.2 Bespoke Consultation webpage

The website contained information on the following:

- Welcome
- About
- History
- The Vision
- What Happens Next
- Feedback

A full set of website materials is included in Appendix 1, 1d.

4.3 Public consultation exhibition events were held over two days in two different locations. A stakeholder preview presentation was held on the first day of the exhibitions.

Date	Time	Location	Event
Thursday 23 rd June	1:30pm-2:30pm	Jubilee Community Centre, Long John Hill, NR1 2EX	Stakeholder Preview
Thursday 23 rd June	3.00pm -8.00pm	Jubilee Community Centre, Long John Hill, NR1 2EX	Public
Friday 24 th June	9:30am - 1.00pm	Carrow Abbey, Bracondale, NR1 2DD	Public

These in-person events were a run as a drop in style exhibition where members of the public could go in and view the displayed information about the proposals, with members of the project team on hand to ask any questions they had. (a copy of the display banners can be seen in the Appendix 1,1e).

51 people attended the public exhibitions across the two days.

4.4 Feedback

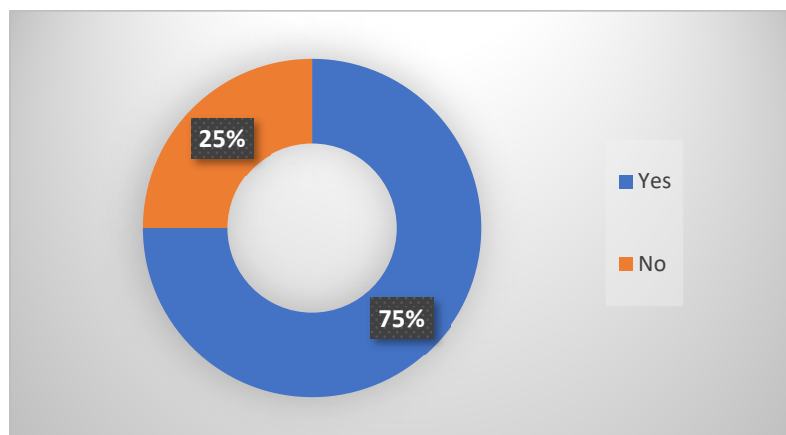
Stakeholders and residents were encouraged to complete a feedback form at the exhibitions, or to a feedback form via the project website. This could be either posted in the collection box at the exhibition, posted to freepost address (Freepost CONSULTATION REPLY) or emailed to info@marengocomms.com. (a copy of the feedback form can be seen in the Appendix 1, 1f).

A dedicated number (0800 689 5209) was provided so that any interested parties could ask questions and provide feedback via direct communication with the project team. This included being able to request hard copies of the proposals and materials displayed on the website.

5. FEEDBACK ANALYSIS

- 5.1 Stakeholders, residents and members of the wider community who took part in the consultation were encouraged to complete a feedback form, to record their views on key aspects of the proposals, to obtain structured feedback.
- 5.2 The feedback form consisted of two open questions and one closed question. Respondents were asked their views on the redevelopment of Carrow Works and given the opportunity to offer any aspects that may not have been considered in the plans. See Appendix 1, 1f for the feedback form in full.
- 5.3 Feedback received during the public consultation was limited. The feedback set out in this report is drawn from individual pieces of feedback collected during the public consultation period, through the following feedback mechanisms:
- 19 responses received through online submission of completed feedback form.
 - 8 responses completed through the feedback forms at the public consultation exhibitions.
 - 4 email response was received.
 - 1 postal response was received.
- 5.4 Quantitative Feedback, respondents were asked:

Question 3. Are you supportive of our plans for the Carrow Works site?



Three quarters (75%) of those who responded to this question indicated that they were supportive of the plans to redevelop the Carrow Works site, leaving 25% unsupportive.

5.5 Qualitative Feedback, the following questions were asked about the proposals.

Question 1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Responses to this question raised the following:

- How will you encourage biodiversity?
- Restrict height to 5 storeys
- Need a footbridge alongside Railway Bridge
- Retain Silos and chimney
- It's not needed
- Insufficient parking
- Traffic and access issues
- More green space
- Support/ Good idea / Like designs
- Like the cycle paths
- Impact on the River (i.e. Pollution)

Question 2. Is there anything that you think we have not considered in the plans?

Responses to this question raised the following:

- Preserve the silos and brick chimney
- Placemaking scheme
- Footbridge
- Convenience store
- Transport by river
- Traffic / transport (volume, cycling, buses at peak times)
- Lack of parking
- A Community building
- Damage to the environment / river
- Adequate waste disposal on site
- Future flood risk due to sea level rise
- Have you considered in detail the Government policy document on cycling called "Gear Change"?
- Where is the new route from the city to Whitlingham country park shown in the In section 6 of the east Norwich masterplan? Is this still part of the masterplan?

6. CONCLUSION

- 6.1 The consultation strategy for the redevelopment of Carrow Works sought to engage with statutory and non-statutory consultees, including local stakeholders and local residents living both in close proximity to the site and in the wider area.
- 6.3 The pre-submission stakeholder and public consultation provided an opportunity for engagement with leading members of the development team, including representatives from Fuel Properties, Entran (transport consultants), Turleys (Planning consultants), John Thompson Partners, (the architects) and Marengo Communications.
- 6.4 During the consultation period, respondents were given the opportunity to answer questions to help collect feedback about the proposals. At the time of writing this SCI, 32 feedback forms had been received, by any of the available methods provided.
- 6.5 The feedback received was very much in support of the redevelopment, with three quarters (75%) of those responding formally to the consultation indicating they were in support of the plans.
- 6.7 Now that an application has been submitted, Fuel Properties will continue to keep the local communities updated on the progress of the project via the dedicated website or, where appropriate, using their data submitted explicitly for the purpose of being kept in touch with emerging proposals.
- 6.8 It was noted that this consultation event was one of a series of events and opportunities to engage that would take place in future years.



Statement of Community Involvement

Carrow Works

July 2022

Appendix 1: Pre-submission Public
Consultation

CONTENTS

CONTENTS	2
Appendix 1a. Consultation Area	3
Appendix 1b. Stakeholder Letter	4
Appendix 1c. Community Invite letter	5
Appendix 1d. Consultation Website	6
Appendix 1e. Exhibition Banners	9
Appendix 1f. Feedback Form	16
Appendix 1g. Newspaper Advertisement	18
Appendix 1h. Press release	19
Appendix 1i. Newspaper Articles	20

Appendix 1a. Consultation Area

This area covered 1,104 addresses.

Residential (1,080) Business (30)



Appendix 1b. Stakeholder Letter



14th June 2022

Dear Councillor,

Carrow Works

I am writing in relation to our proposals for the development of Carrow Works site, an integral element of the Norwich East Masterplan.

We have now secured venues to host our public consultation events to share our emerging proposals **before** we move to submit a planning application. Collaboration is at the heart of our plans for the Carrow Works, we have already reviewed feedback given to Norwich City Council and incorporated many of the comments.

We plan to build a new positive future for the Carrow Works site. Our proposals incorporate homes for rent and sale, employment space, comprehensive landscaping and carefully considered vision for sustainability.

We are inviting you to attend a preview prior to the public consultation at the Jubilee Community Centre on Thursday 23rd June at 1.30pm.

The dates and times for the public consultation are as follows:

<u>Venue</u>	<u>Date</u>	<u>Time</u>
Jubilee Community Centre, Long John Hill	Thursday 23 rd June	3pm – 8pm
Carrow Abbey	Friday 24 th June	9.30am – 1pm

If you are not able to attend or prefer to speak to a member of the team, please call 0800 689 5209. You are most welcome to attend any of the public sessions if you cannot make the preview.

Yours sincerely

The Carrow Works Team

Appendix 1c. Community Invite letter



Name
Address
Address
Address
Post Code

14th June 2022

Dear Resident,

Carrow Works

I am writing in relation to our proposals for the development of the Carrow Works site, an integral element of the Norwich East Masterplan.

We have now secured venues to host our public consultation events to share our emerging proposals **before** we move to submit a planning application. Collaboration is at the heart of our plans for the Carrow Works, we have already reviewed feedback given to Norwich City Council and incorporated many of the comments.

Our public consultation events will be taking place at the following venues:

<u>Venue</u>	<u>Date</u>	<u>Time</u>
Jubilee Centre, Long John Hill	Thursday 23 rd June	3pm – 8pm
Carrow Abbey	Friday 24 th June	9.30am – 1pm

We plan to build a new positive future for the Carrow Works site. Our proposals incorporate homes for rent and sale, employment space, comprehensive landscaping and carefully considered vision for sustainability.

If you are not able to attend or prefer to speak to a member of the team, please call 0800 689 5209

Yours sincerely

The Carrow Works Team

Appendix 1d. Consultation Website

www.carrow-norwich.co.uk



Welcome About History The Vision What Happens Next Feedback



Welcome

Thank you for visiting the Carrow Works website. Here you will find more information on an emerging vision for the transformation of the site into a thriving, 21st century sustainable mixed use development estate for people to work and live sustainably.



ARIEL VIEW - CLICK TO ENLARGE



About Us

Fuel Properties is the special purpose UK company which is promoting the Carrow Works site for high quality residential led, mixed use regeneration. FPNL is owned by UK investors with a passion for creating successful sustainable places for local communities to live, work and play. The FPNL team has a thirty-year track record in delivering large complex projects on sites that have historic importance at both a local and national level.

FPNL recognises this project provides a fantastic opportunity to celebrate the historic heritage of Carrow Works, repurpose some of the existing structures and, to create an integrated scheme with a vibrant mix of leisure, commercial and residential uses.

History of the site

Carrow Works has a long and proud history. The site is approximately 17 acres in scale running from the railway track to the east, the River to the north, Carrow House offices to the west and Bracondale Road to the south.

Over the years it has been home to Colman's, for 160 years. Production at the Carrow Works site began in 1865 when it was transferred from Stoke Holy Cross Mill on the River Tas to a large factory at Carrow Road on land at Thorpe Hamlet, bought from the Norfolk Railway. In 2020 the factory closed its doors for good, with production moved to Burton-on-Trent and Germany.

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





The Vision

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

While the vision for a mixed-use, residential led regeneration is clear, we want to ensure the area has a strong personality, with pockets of characterful development, varying across the site by establishing character areas that gives each space a unique feel whilst drawing on the heritage and industrial past to ensure a cohesive development.

Each character area will draw on its specific location within the site to benefit from key features to further reinforce its identity, whilst green links allow movement through the individual spaces.

Design Code

We are preparing a Design Code to underpin and set parameters for future development. It is a set of illustrated design rules and requirements which instruct and may advise on the physical development of a site. The graphic and written components of the code are detailed and precise, and build upon a design vision.

What Happens Next

This is an important stage in the continuing development of proposals. We will consider all the feedback that has been received from residents, businesses, and stakeholders, before submitting a planning application to Norwich City Council's planning team. The planning application will be determined against national and local planning policies and will ultimately be presented to a cross-party group of councillors on the Planning Committee.

We will continue to engage with the whole community, after this application has been submitted – there will need to be more revisions and variations. We will also continue to engage after the application has been consented. We are on a journey together that will last a decade, we look forward to making the journey together.

For more information please email: info@marengocomms.com

Or call 0800 689 5209 to talk to a member of the team



Give us your feedback

We appreciate your feedback and take your views seriously.

Name *

Address *

Postcode *

Phone Number *

Email Address *

What are your views on our proposals for the redevelopment of the Carrow Works site?

Is there anything that you think we have not considered in the plans?


Are you supportive of our plans for the Carrow Works site?

Yes No

Would you like to register to be kept updated on how our plans are progressing?

Yes No

Are you Human?


I'm not a robot 

SUBMIT


Please see our [Privacy Statement](#) for information



Appendix 1e. Exhibition Banners



Welcome



Welcome to the public consultation event for Carrow Works, organised by Fuel Properties.

Thank you for visiting the Carrow Works public consultation event. Here you will find more information on an emerging vision for the transformation of the site into a thriving, 21st century sustainable mixed use development estate for people to work and live sustainably.


There are members of the project team here today, so if you have any questions, please don't hesitate to ask. They will be happy to help.


We value your feedback, so please do take the time to fill in a feedback form or visit our project website to let us know what you think.

About Us



Fuel Properties is the special purpose UK company which is promoting the Carrow Works site for high quality residential led, mixed use regeneration. FPNL is owned by UK investors with a passion for creating successful sustainable places for local communities to live, work and play. The FPNL team has a thirty-year track record in delivering large complex projects on sites that have historic importance at both a local and national level.

FPNL recognises this project provides a fantastic opportunity to celebrate the historic heritage of Carrow Works, repurpose some of the existing structures and, to create an integrated scheme with a vibrant mix of leisure, commercial and residential uses.






History of the site

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Over the years it has been home to Colman's, for 160 years. Production at the Carrow Works site began in 1865 when it was transferred from Stoke Holy Cross Mill on the River Tas to a large factory at Carrow Road on land at Thorpe Hamlet, bought from the Norfolk Railway. In 2020 the factory closed its doors for good, with production moved to Burton-on-Trent and Germany.

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



The Vision



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While the vision for a mixed-use, residential led regeneration is clear, we want to ensure the area has a strong personality, with pockets of characterful development, varying across the site. By establishing character areas that gives each space a unique feel whilst drawing on the heritage and industrial past to ensure a cohesive development.

Each character area will draw on its specific location within the site to benefit from key features to further reinforce its identity, whilst green links allow movement through the individual spaces.

Design Code

We are preparing a Design Code to underpin and set parameters for future development. It is a set of illustrated design rules and requirements which instruct and may advise on the physical development of a site. The graphic and written components of the code are detailed and precise, and build upon a design vision.

Character Areas: Colman's Wharf



Feedback from the consultation events in October of 2021 have helped to frame our thinking. Since our original plan was developed we have reviewed and revised the east-west route. We have widened it in areas to create easily accessible walks and new public squares will sit anchored by the historic buildings. We have re-established the gateway feature into the development, celebrating the original main entrance into Carrow Works. As workers would have done when it was in full use as a factory site, visitors will be greeted by the feature curved wall of The Counting House and a view that extends down to the Mustard Seed Driers at the end of the route. We have introduced a combination of build to rent homes alongside private homes to rent and absolutely no student housing.



Pedestrian safety will be prioritised in this area, with vehicular access to be limited to emergency vehicles only. We envisage the architecture of the new buildings in this area to be simple forms with rhythmic fenestration and primarily lighter brick, to allow the existing factory buildings to shine. They will make a balanced reference to contemporary features and characteristic of the Soft Drinks block, such as the use of corrugated panels and signage.



Character Areas: Mustard Quarter



This higher density area lines the River Wensum. The majority of properties enjoy dual aspect (views to the river and to the south).

We have reduced the number of properties in each block to ensure all homes are of a high quality. Inspired by the existing variation of buildings running along the south side of the River Wensum the new buildings along the river will each have their own unique identity, which will be achieved (via the Design Code) through varied materials and playful roofscapes creating a varied view for pedestrians and residents alike.

The Mustard Mill Way will be a focus for activity and living for Carrow Works and the immediate local area. We anticipate a variety of commercial functions and uses on the ground floors which will spill out onto the balanced street, prioritised for pedestrians and cyclists. The straight, wide road will sit upon the original tram route used at the factory site, and, with landscaped spaces to stop and linger on the way, visitors will be guided down to the Grade II listed Mustard Seed Driers.



In contrast to the vibrant, bustling Mustard Mill Way, Wensum Walk has been designed to provide a peaceful and scenic route along the river, contributing to a connection between Norwich City Centre and the country parks to the east.

We have chosen to retain the only remaining 19th Century chimney on site, which has strongly influenced the landscape design of the scheme, resulting in a pocket park that extends up to the River Wensum. Just as it does currently, the chimney will act as a wayfinding tool, providing a signal to the only access up to the "secret garden" Abbey Grounds from the north of the site.



Character Areas: Mint Yard



Mint Yard will mark the entrance to Carrow Works from the East and further from Whittingham Country Park. We have opened up the route to and from the underpass, ensuring that the east-west route weaves through the development. Through the Design Code, we have ensured that visitors entering from the underpass will be instantly greeted by a vibrant public square lined with retail or food and beverage outlets. Through ground floor colonnades and building cutaways, we envisage that a framed view of the Grade II listed Mustard Seed Driers will be seen upon entry to the site from the underpass, guiding visitors into and through the development.

We have also looked carefully at the variance in building heights to ensure they are stepped down from the riverside towards the Abbey Gardens character area, with great care taken to allow of existing historic buildings to 'breathe' and stand out.



The architecture will be contemporary, clean and rhythmic with inspiration of materials and form taken from the existing buildings. Honouring the existing tall and iconic Mustard Seed Silos, the landmark tallest building will subtly reflect the Silos through its use of material, repetition and colour.

As a transition to point from the city to the country park, the landscape of Mint Yard will be greener and wilder than the character areas to its west, providing open areas and play space for residents and visitors.



Character Areas: Robinson's Terraces



The housing in this area is influenced by the architecture and character of the terraced housing seen around Norwich, built by Colman during 19th century. Colman's rented and built houses for workers and pensioners. Many of those were in Trowse and Lakenham and marked with mustard coloured front doors.

Reflecting the historic use of this part of the site, the area will offer a wide range of housing mix and local food growing area. We have improved the eastern-edge road frontage (an area of concern for some) and increased parking for these homes. The homes illustrated are set back at first floor to allow daylight into gardens and increase the volume of private amenity space. A variety of housing sizes along each terrace will be encouraged, ensuring mixed communities and a suitable offering for all.



A key feature of this area is the green link running north to south. Not only will this provide a practical pedestrian connection through the site, but they will also be an opportunity for green public space, varied planting, fruit picking and water gardens.

To the west we have been carefully considering the landscape strategy to ensure appropriate integration with the gardens and historic setting.



Character Areas: The Abbey & Cottages



Sitting in the centre, the Grade I listed abbey is the heart of this character area. A careful historical study has been undertaken to understand how and why this part of the site has changed over its 1000 year existence, from the dissolution of the monasteries and the selling of the Abbey from Henry VIII to Sir John Shelton, to the Colman family made Carrow Abbey their home, adding extensions both to the north and the south. Today, the abbey grounds consist largely of hard surfaced car parking to service the later additions of the technical centre and dining hall. However, the landscaped gardens around the Abbey ruins, remains of the glasshouses and the lodge and stable cottage have helped to keep the character of this area alive.

Our resulting proposal will reinstate the most important historical routes, views and spaces and restore much of the hardstanding to green wildflower gardens. Larger family homes with gardens will sit in the landscape, replacing the existing 20th century buildings with sympathetic forms and massing that frame the Abbey. The architecture of the new buildings are proposed to be simple in form, with subtle inspiration taken from the Abbey, reflecting its roof pitches, materials, and fenestration.

The Landscaping strategy is of key importance and the proposals seek to find a balance between retaining the secluded and peaceful nature of the area whilst also providing high quality public green spaces that allow the people of Norwich to visit and experience this special site.





Character Areas: Food & Employment Space

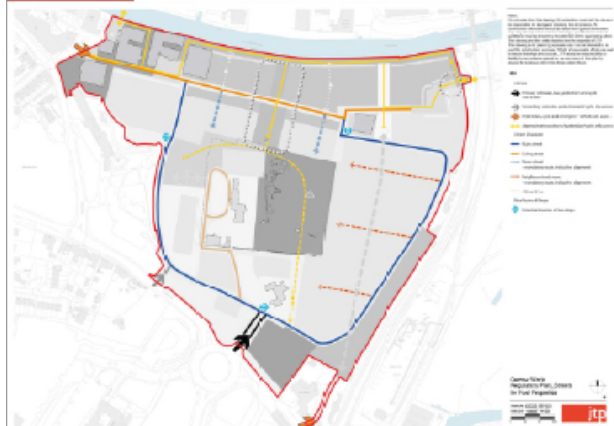


The delivery of a successful mixed-use development lies in the introduction of employment opportunities and facilities. As recommended in the October consultation, this lies alongside the railway line to the south of the site and provides a buffer between the railway and residential housing.

To the south of the site, a large food store will sit at the entrance, with the vision to serve the wider area as well as the new neighbourhood at Carrow Works. New residential apartments are proposed over the food store, providing a marker building for the southern entrance.



Traffic & Transport



This is an especially important topic in relation to Carrow Works. We are carrying out a full Transport Assessment and will be delivering the following:

- Framework Travel Plan (to manage movement of people);
- Delivery & Servicing Plan (to manage the movement of goods and materials, including waste);
- Car Parking Management Plan (to manage and enforce parking within and close to the Proposed Development);
- Construction Management Plan (to manage the transport of materials and workers to and from the Site during the construction period);

We are aware of concerns in relation to the Bracondale Roundabout and are working with Norfolk County Council (as the body responsible for Highways) on traffic management plans and options for highway improvements.

The Transport Assessment includes the assessment of key junctions on the primary routes to the City Centre including the Bracondale/King Street traffic signals and the King Street/Carrow Road junction. Any improvements will ensure pedestrian and cyclist safety is paramount, and will be agreed with Norfolk County Council as part of the planning application.

Pedestrian & Cycling

Linking to the wider network of Norwich's valuable heritage assets by optimizing and expanding the existing Norwich Society Heritage Trail is imperative.

Not only are we looking to incorporate 'walking, wheeling and cycling' within the Healthy Streets approach, as referenced in the October consultation, we are also investigating ways in which the Carrow Works development can improve links between the city and the Broads. This includes a new bridge over the River Wensum, providing a high quality riverside walkway, re-opening the subway beneath the railway and improving junctions along the route of National Cycleway Network route 1, between the site and the City Centre.



Flooding/Carbon Net Zero & Sustainability



We are unashamedly bold in our determination to provide an exceptional future for Carrow Works. That is to say, our entire development is being developed with sustainability at its core.

The majority of the Site is located within Flood Zone 1, indicating that it has a low risk of flooding from rivers and seas. The Environment Agency's surface water flood map shows that the majority of the site has a very low risk of surface water flooding. The planning application will include a surface water drainage strategy which will be summarised in the ES.

A key part of our Sustainability approach has been in the adaptive re-use of existing buildings on the site. Not only does this have intangible benefits of heritage and cultural identity, but by refurbishing buildings instead of demolishing and building new ones in their place, a significant amount of embodied carbon is saved.



Landscape Design & Ecology



We believe there is scope to enhance the contribution of the site to local biodiversity and ecology.

We have carried out a Preliminary Ecology Appraisal and can confirm that the vast majority of the site contains habitats, which were considered of negligible or low ecological value. However, a number of semi-mature trees were considered of some ecological value.

Our approach is to establish safe and interesting routes that connect the site from Norwich's city centre to the west to the Norfolk Broads to the east. We also propose to activating the river frontage with walkways and creating views from the new development to the waters edge

By ensuring safe and improved connections with Whittingham Little Broad and the Country Park via the underpass under the railway to the Deal Ground site we will help to bring life into the site.

Trees

We are seeking to continue the legacy of providing Norwich's citizens with green spaces and tree planting with Priory Gardens, a unique gated park, providing historical tranquillity.

Tree planting is a key element to establishing and identifying each character area. We are developing a detailed plan for species in each of the character areas.





Next Steps & Feedback



Thank you for visiting us today.

Please spend a few minutes giving us your views by completing a feedback form. Your input and ideas are valuable as we continue to evolve our designs.

What happens next?

This is an important stage in the continuing development of proposals. We will consider all the feedback that has been received from residents, businesses, and stakeholders, before submitting a planning application to Norwich City Council's planning team. The planning application will be determined against national and local planning policies and will ultimately be presented to a cross-party group of councillors on the Planning Committee.

We will continue to engage with the whole community, after this application has been submitted – there will need to be more revisions and variations. We will also continue to engage after the application has been consented. We are on a journey together that will last a decade, we look forward to making the journey together.

Appendix 1f. Feedback Form



Feedback Form

Thank you for coming to today's exhibition. Please do take the time to fill in this feedback form when you have had a chance to look at the information and ask any questions you may have.

NAME: _____

ADDRESS: _____

_____ POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

2. Is there anything that you think we have not considered in the plans?

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

hello@marengocomms.com

or at:

FREEPOST CONSULTATION REPLY

If you have any questions about either the proposals or the consultation, then please call us on **0800 689 5209**.

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Appendix 1g. Newspaper Advertisement



We invite you to our public consultation events to share our emerging proposals before we move to submit a planning application.

To view the proposals and take part in the consultation, come along to one of our events at :

**Jubilee Community Centre,
Long John Hill, NR1 2EX**

Thursday 23rd June

3pm – 8pm

Carrow Abbey, NR1 2DD

Friday 24th June

9.30am – 1pm

If you have any questions about the public consultation, please

phone 0800 6895209.

Appendix 1h. Press release

Press release

FUEL PROPERTIES ANNOUNCES CARROW WORKS CONSULTATION EVENTS

The team at Fuel Properties has today announced community consultation events regarding plans to transform the Carrow Works site into a vibrant new community.

Local residents are invited to view the proposals in person at the Jubilee Centre, Long John Hill on 23rd June 3pm – 8pm or on Friday 24th June at Carrow Abbey from 9.30am – 1pm.

John West, Development Manager at Fuel Properties says: “We are delighted to be hosting the consultation event. We know there is a lot of interest in Carrow Works and we are looking forward to answering any questions and listening to all feedback.”

He continues: “Building a healthy and happy place for people to live will be at the heart of Fuel’s designs, the proposals have already evolved following the Council’s consultation events in previous years and we have made a point in focussing on improving the connectivity to the rest of the city.”

The proposed development will deliver much needed, high-quality homes for the city of Norwich. The site could deliver around 1,800 new homes, including shared ownership and affordable rent.

ENDS

For more information please contact Andy Martin on 07812 019630 or at andy.martin@marengocomms.com

Appendix 1i. Newspaper Articles

Eastern Daily Press

Public asked for their views on massive Carrow development



How Colman's Wharf could look - Credit: Fuel Properties

People are being asked for their thoughts on a key part of a plan to bring thousands of homes and jobs to east Norwich.

Fuel Properties, the company behind the Carrow Works site has launched a consultation of the plans, which could deliver around 1,800 new homes, including shared ownership and affordable rent.

At a consultation event on Thursday, a spokesman said they were hoping to submit a planning application this summer, with a more detailed application coming in the future.



An Artist's impression of Mint Yard, part of the East Norwich Masterplan - Credit: Fuel Properties

He said Fuel would be giving chances for the public to comment as the plans develop, with all feedback shared with the city council.

Andrew Bell, a resident of Paper Mills Yard, next to the development site, was positive about the plans.

He said the area is important to him, with his grandmother having worked at Colman's.

He said: "It's at the beginning stages, but I like the layout and how it fronts the river. I'm pleased to see they intend to keep the Abbey ground area in the middle as well."

Carrow Works was the former home of Colman's mustard for over 160 years and is centred around the Grade I listed Carrow Abbey.

The consultation website with feedback forms can be found at carrow-norwich.co.uk.

The Carrow Abbey development is part of the East Norwich Masterplan - a blueprint for the development of former industrial sites in Carrow and Trowse, with input and support from the city council.

Eastern Daily Press, 24/06/22 Link [here](#)

New details of Colman's factory site homes plans revealed



Carrow Abbey in Norwich. - Credit: Archant

New details of major plans for thousands of homes at the former Colman's and Britvic factory sites have been revealed.

And part of a 16th century priory at the site, on the edge of Norwich, could be turned into housing, as part of multi-million pound scheme.

Developer Fuel Properties is hoping to lodge plans for the Carrow Works site with Norwich City Council this summer.

But, in advance of that, the London-based developer, [which bought the 31 acre site in 2020](#), has submitted documents as part of the process of identifying the environmental impacts of development.



A deal has been struck which could see thousands of homes built at the former Colman's Carrow Works site in Norwich. - Credit: Fuel Properties

And those documents cast some light on what the application could involve when it is lodged.

They state the plans would be residential-led, but would also include commercial and office space.

While some buildings would be demolished, listed and locally listed ones will be retained, converted and adapted.

Among them is the Grade I listed Carrow Abbey building which would be turned back into housing.

Despite its name, [the building is actually part of the 16th century Carrow Priory, the ruins of which are also at the site.](#)

The building would have been where the prioress lived and the developers intend to convert it back into housing.

It was extended in the late 19th and 20th centuries, as the home and offices of the Colman family, and also served as a conference centre.

The report states there are opportunities to demolish "poor quality architectural features" and to create "a cohesive new development that respects its surroundings".



The Carrow Works site. Pic: Fuel Properties. - Credit: Fuel Properties

In March 2018, Unilever, which owned the renowned Colman's Mustard brand, announced it was shutting the Carrow Works site.

That move came after Britvic, which made products like Fruit Shoot and Robinsons, announced in October 2017, that it was closing its factory there.

With such a huge brownfield site vacant - and development having stalled on a housing scheme on the nearby Deal Ground - that prompted council bosses to form a public-private East Norwich Partnership to get the area regenerated.

Eastern Daily Press, 29/04/2022 Available [here](#).

Inspectors order special hearing over blueprint for thousands of homes



An artist's impression of Mint Yard, part of the East Norwich Masterplan - Credit: Fuel Properties

Developers and council bosses will this week attempt to convince planning inspectors a scheme to build thousands of homes on the edge of Norwich is achievable.

The [East Norwich Masterplan is a blueprint for the development of former industrial sites](#) in Carrow and Trowse.

It covers four main sites - Carrow Works, home of the former Colman's and Britvic factories; the Deal Ground and May Gurney sites and the Utilities site.



The Carrow Works site. Pic: Fuel Properties. - Credit: Fuel Properties

Plans for 1,856 homes at the Carrow Works site [are due to be lodged with Norwich City Council by developers Fuel](#) this month.

Serruys Property has permission for nearly 700 homes on the Deal Ground and May Gurney sites, while the Utilities Site, owned by National Grid and RWE Generation UK, is earmarked as having potential for 684 homes.

But the area is also a key element of a blueprint for where almost 50,000 homes could be built in and around Norwich up to 2038.

That document - the Greater Norwich Local Plan - is being scrutinised by inspectors, who will recommend to secretary of state Michael Gove whether it should be approved.



Secretary of state Michael Gove - Credit: PA

Some 5,000 homes in it have already been built and locations of around 74pc identified, but the plan needs to allocate locations for the rest.

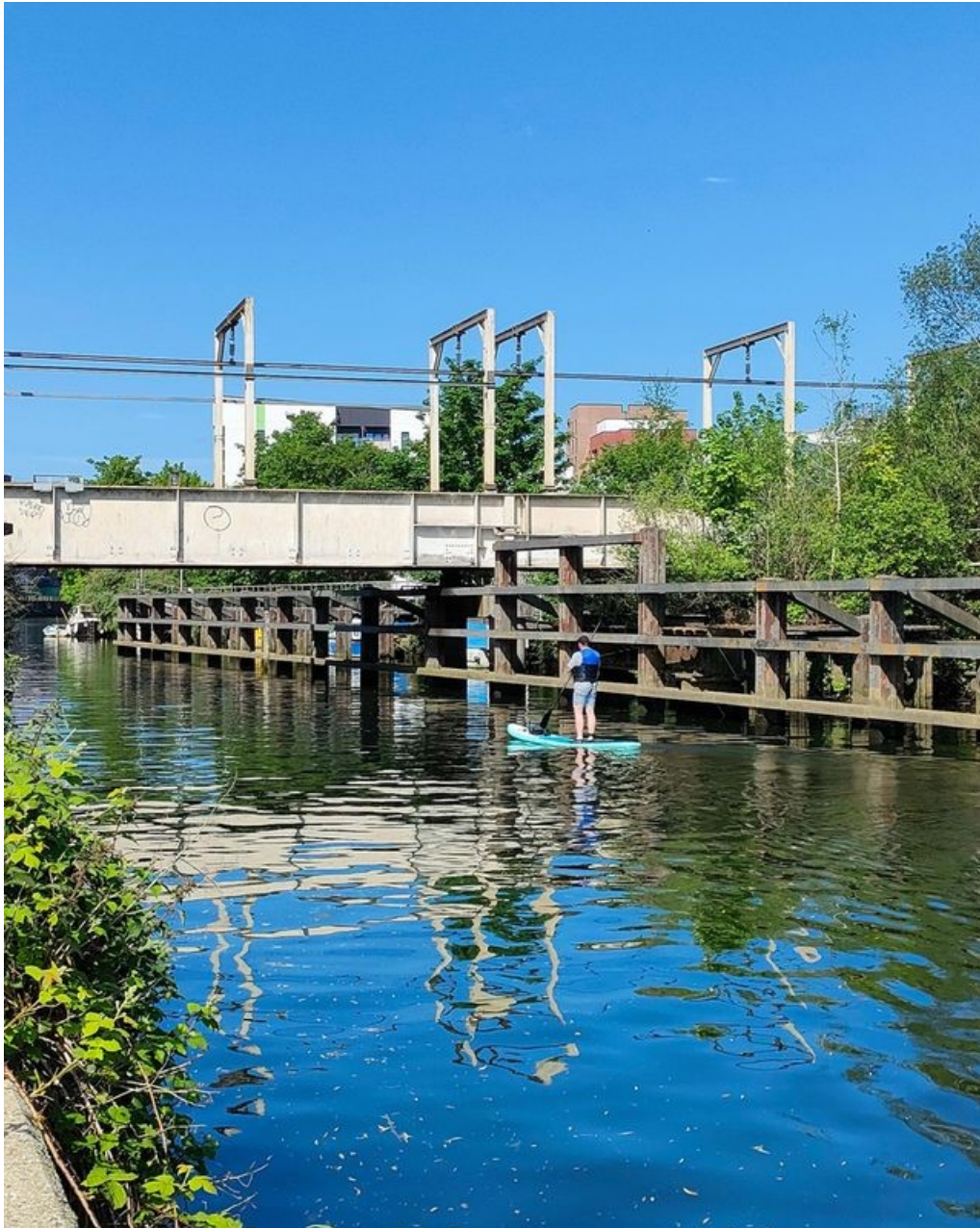
Norwich, South Norfolk and Broadland councils would then use it to help determine whether future planning applications should be permitted or not.

The East Norwich development is earmarked to provide 3,362 of the remaining homes.

But the inspectors want to establish if those homes are viable and whether they will be delivered by 2038.

A special hearing has been scheduled for Wednesday (July 6) where developers, council officers and other interested parties will be asked about the East Norwich schemes.

Officers from the Greater Norwich Development Partnership will seek to persuade the inspectors that the schemes are viable and phased building would see homes constructed in time.



A view of the river from the Deal Ground site - Credit: Norwich City council

Fuel Properties and Serruys Properties, working with Hopkins Homes, plus National Grid and RWE Generation UK have also made supportive submissions.

However, Historic England says the number of homes should be reduced further, to create a buffer protecting listed buildings such as Carrow Abbey and Carrow House.

And agents for other developers say the council's projected delivery rates are "grossly over-optimistic".

Norwich Evening News, 02/07/22 Link [here](#)



Statement of Community Involvement

Carrow Works

July 2022

Appendix 2: Consultation Feedback

CONTENTS

1. Feedback completed at the exhibition or sent by email.
2. Feedback submitted online via the Carrow Works website.

1. Feedback Forms completed at the exhibition or sent via email.



Feedback Form

Thank you for coming to today's exhibition. Please do take the time to fill in this feedback form when you have had a chance to look at the information and ask any questions you may have.

NAME: [REDACTED] _____

ADDRESS: _____

_____ POST CODE: [REDACTED]

PHONE NUMBER: _____

EMAIL: [REDACTED] _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Very interesting, Some concerns about tenure, social & other rental arrangements.

Continuity is essential in cycle ^{routes}, detail at Carrow Bridge needs to avoid spitting cyclists onto the very busy Carrow Road.

Some consideration needed for Paper Mill Yard residents who will find themselves on the thoroughfare

2. Is there anything that you think we have not considered in the plans?

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

hello@marengocomms.com

or at:

FREEPOST CONSULTATION REPLY

If you have any questions about either the proposals or the consultation, then please call us on **0800 689 5209**.

Marengo Communications are collecting your data on behalf of Fuel Properties regarding the above proposals. We're collecting it to keep you informed on the progression of the planning application and will not use it for any other purpose or provide it to any other company, except for Fuel Properties. Your feedback and comments will be anonymously collated and aggregated and fed back the Council at the time of the planning application. If you do not want us to update you on the plans, then either do not supply us with this contact information or email us at hello@marengocomms.com and we will delete this information from our records.



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NAME:

ADDRESS:

POST CODE:

PHONE NUMBER:

EMAIL:

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Would like to see a footbridge alongside the railway bridge to link northern access to Whitehall. Parkland in the center of the development must stay and blocks of flats kept to a maximum height, ideally 5 floors, not 8 as proposed.

2. Is there anything that you think we have not considered in the plans?

3. Are you supportive of our plans for the Carrow Works site?

Yes No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

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NAME: _____

ADDRESS: _____

_____ POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

WE WOULD LIKE TO BE
KEPT UPDATED WITH DEVELOPMENTS
PLANS SEEM POSITIVE AND
PRESENTERS HELPFUL AND WOULD
LIKE TO SEE THIS GO FORWARD

2. Is there anything that you think we have not considered in the plans?

NO THING THAT CAUSES
CONCERN AT THIS STAGE

3. Are you supportive of our plans for the Carrow Works site?

Yes No

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NAME: _____

ADDRESS: _____

_____ POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

LOOKS GOOD SO FAR - BUT
TRAFFIC IS GOING TO BE A
MAJOR ISSUE - THE THEORY OF
ENCOURAGING CYCLING & WALKING
IS A THEORY NOT BORN OUT
BY EXPERIENCE.

2. Is there anything that you think we have not considered in the plans?

SEE FRONT (1)

3. Are you supportive of our plans for the Carrow Works site?

Yes No

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NAME: [REDACTED]

ADDRESS: [REDACTED]

[REDACTED]

POST CODE: [REDACTED]

PHONE NUMBER: [REDACTED]

EMAIL: [REDACTED]

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

I think its a great idea for Norwich
and will improve the area, bring jobs,
affordable homes, and looking at
the plans its very exciting for such
a fine city

2. Is there anything that you think we have not considered in the plans?

as long as houses will be
affordable, and the site still has
character in all for it

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

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NAME: _____

ADDRESS: _____

POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Entrance 1/2 way down hill may be a problem - and especially if a car owner living on far side of site (adjacent to Pymill Lane).

Height of blocks running along river (facing north) - will be higher than those opposite and create a tunnel.

I'd be interested in a 1-2 bed small property near roundabout / Braden St. - as an elderly resident!

2. Is there anything that you think we have not considered in the plans?

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

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NAME:

ADDRESS:

POST CODE:

PHONE NUMBER:

EMAIL:

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

It looks/sounds nice, but my main concerns are ~~at~~ environmental - how will you encourage biodiversity? How will you make lowest impact possible? How will you protect the health of the River Wensum?

↳ TOP PRIORITY - This is one of the UK's most important rivers and one of Norwich's best assets!

2. Is there anything that you think we have not considered in the plans?

The effect on the river. PLEASE don't send more chemicals or sewage into the river, treated or not!

'Net carbon' plans did not seem v. rigorous. How will the properties be equipped with renewable energy (air-source heat pumps, solar panels, etc.)

Communal facilities (e.g. laundry, car share etc.)

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

I think so, but don't know enough

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

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NAME: _____

ADDRESS: _____

POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

This has been a very reassuring explanation of the proposals.

2. Is there anything that you think we have not considered in the plans?

3. Are you supportive of our plans for the Carrow Works site?

Yes No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

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NAME: [REDACTED]

ADDRESS: [REDACTED]

[REDACTED]

[REDACTED] POST CODE: [REDACTED]

PHONE NUMBER: [REDACTED]

EMAIL: [REDACTED]

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Overall the proposal looks good and it is pleasing to see that the buildings facing the river in the 'Gateway' section are to be retained. Keeping the link to the site's industrial heritage. It is also pleasing to see that brickwork will be used on many of the facades. Not sure about the student housing or what educational establishment they will be linked to?

2. Is there anything that you think we have not considered in the plans?

There has been much development along the riverside over the years and it is all pretty soulless. I feel this development would benefit from the inclusion of a 'community hub', which could act as a focal point for the residents and perhaps also have a community policeperson located there. The dedicated bus route is good, if the bus company maintain it. We had a dedicated route 26A for Geoffrey Watling Way, even made the road into a bus gate; but about 3 years ago the bus company terminated the service, through lack of footfall, even though now the number of properties have doubled.

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

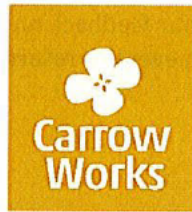
hello@marengocomms.com

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NAME: _____

ADDRESS: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?
Generally looks positive
Particularly keen to have an access point on foot / bike over the river and into Whitlingham Park without having to do the road circuit.

But serious concerns re. traffic flow and the two access points on to Bracondale – we were surprised to see TWO access points onto this side of the site, as will significantly disrupt the already busy flow of vehicles out of town to the south. Would be much better to have one of these off King Street, at any possible point before the traffic lights onto Bracondale, or even to add a secondary vehicle entrance near your 'Gateway' access point.

2. Is there anything that you think we have not considered in the plans?

____ No mention of the East Deal development which has implications for the whole area – though not your direct responsibility? How do you interface with that development and its impacts?

3. Are you supportive of our plans for the Carrow Works site? Our support depends on the traffic implications. At present two access routes both off Bracondale makes the answer no, otherwise it would be yes.

Yes

No

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NAME: _____

ADDRESS: _____

POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Favourable. I am glad that thought is being given to sustainability and the environment. I particularly like the proposal for wild flower gardens and creating a pedestrian/cycling corridor to The Broads, and that there will be plenty of open spaces, oh and the footbridge! One or two café-bars will be a welcome addition, as will the food hall if it has a focus on plastic-free, hopefully organic produce.

2. Is there anything that you think we have not considered in the plans?

I can't think of anything. I understand the development will encourage walking/cycling over cars, which I think is important. Maybe adequate waste disposal (as there is after litter this side - north bank - of the river).

3. Are you supportive of our plans for the Carrow Works site?

Yes No

Thank you ~~for~~ for exhibition and the helpful information from your colleagues. Very interesting!

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

hello@marengocomms.com

or at:

FREEPOST CONSULTATION REPLY

If you have any questions about either the proposals or the consultation, then please call us on **0800 689 5209**.

Marengo Communications are collecting your data on behalf of Fuel Properties regarding the above proposals. We're collecting it to keep you informed on the progression of the planning application and will not use it for any other purpose or provide it to any other company, except for Fuel Properties. Your feedback and comments will be anonymously collated and aggregated and fed back the Council at the time of the planning application. If you do not want us to update you on the plans, then either do not supply us with this contact information or email us at hello@marengocomms.com and we will delete this information from our records.



Feedback Form

Thank you for coming to today's exhibition. Please do take the time to fill in this feedback form when you have had a chance to look at the information and ask any questions you may have.

NAME: _____

ADDRESS: _____

POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Much improved. I like the cycle path along the river. And there seems to be more green space. I also like the idea of rebuilding the bridge over the Wersem.

2. Is there anything that you think we have not considered in the plans?

You have planned flats for young people and houses for families. What about retired people? How about some bungalows and for over 50's housing?

I can't see the ground floor shops working out. No one has moved into the shops at St Anne's Gate, and the residents don't want the noise or the smell.

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

hello@marengocomms.com

or at:

FREEPOST CONSULTATION REPLY

If you have any questions about either the proposals or the consultation, then please call us on **0800 689 5209**.

Marengo Communications are collecting your data on behalf of Fuel Properties regarding the above proposals. We're collecting it to keep you informed on the progression of the planning application and will not use it for any other purpose or provide it to any other company, except for Fuel Properties. Your feedback and comments will be anonymously collated and aggregated and fed back the Council at the time of the planning application. If you do not want us to update you on the plans, then either do not supply us with this contact information or email us at hello@marengocomms.com and we will delete this information from our records.

2. Feedback submitted online via the Carrow Works website.

[REDACTED]

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 09:26
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [REDACTED]
Address [REDACTED]
Postcode [REDACTED]
Phone Number [REDACTED]
Email Address [REDACTED]

What are your views on our proposals for the redevelopment of the Carrow Works site? I think the proposal is a great start. I like that only a small section is student housing, as we have plenty of that already. I like the design styles shown in the images.

Is there anything that you think we have not considered in the plans? I think there must be a foot bridge that connects the middle of the site with the other side of the river, otherwise they will have to walk all of the way round to the main bridge.


I think a smaller metro style food store should also be provided, such as a CoOp.

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 10:45
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name 
Address 
Postcode 
Phone Number 
Email Address 

What are your views on our proposals for the redevelopment of the Carrow Works site? Welcome the development.

Is there anything that you think we have not considered in the plans? Riverside usage by boat owners does not seem to be considered?

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 12:31
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [REDACTED]
Address [REDACTED]
Postcode [REDACTED]
Phone Number [REDACTED]
Email Address [REDACTED]






What are you views on our proposals for the redevelopment of the Carrow Works site? This site is challenging for any developer. The impact on the river Wensum, and the surrounding area in the construction stage will be huge. Particulates, which may include asbestos, are a threat to human life, and could seriously pollute the river.

Is there anything that you think we have not considered in the plans? Have you considered in detail the Government policy document on cycling called "Gear Change"?

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 12:49
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name 
Address 
Postcode 
Phone Number 
Email Address 

What are your views on our proposals for the redevelopment of the Carrow Works site? Great mix of green space cycle lanes maybe needed and more access to main road

Is there anything that you think we have not considered in the plans? Access to city bus access cycle access traffic coming out and in site at peak times people using site to get to other side city

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 13:03
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [REDACTED]
Address [REDACTED]
Postcode [REDACTED]
Phone Number [REDACTED]
Email Address [REDACTED]

What are you views on our proposals for the redevelopment of the Carrow Works site? It looks ok apart from 2 things mentioned below.

Is there anything that you think we have not considered in the plans? There is no parking - do you seriously expect people buying here to be none car users?!
Where will people park & how will the road structure around this area cope with more road traffic?

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? No



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 13:06
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [Redacted]

Address [Redacted]

Postcode [Redacted]

Phone Number [Redacted]

Email Address [Redacted]

What are your views on our proposals for the redevelopment of the Carrow Works site? If there is an element of river frontage why are we not using this space for a concert hall. It is a disgrace that Norwich Council allowed the building of yet more shops on the previous development at Riverside. Totally unnecessary. All Norwich has is St Andrews where you can guarantee emergency sirens at every concert and horrendous acoustics.

A Riverside Concert Hall would bring in huge revenue and prestige to Norwich and the river could be utilised to bring people in to save the congestion that the last riverside development created.

Is there anything that you think we have not considered in the plans? A Concert Hall with appropriate car parking

Are you supportive of our plans for the Carrow Works site? No

Would you like to register to be kept updated on how our plans are progressing? No

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 13:07
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [REDACTED]
Address [REDACTED]
Postcode [REDACTED]
Phone Number [REDACTED]
Email Address [REDACTED]

What are your views on our proposals for the redevelopment of the Carrow Works site? I think overall it's a good plan it could have more greenery introduced especially between the blocks of flats.

Is there anything that you think we have not considered in the plans? Part of the profits should be used to build some sort of medical drop in centre/Doctors surgery and then handed to the NHS for running. The area lacks good public transportation especially for the old and Mothers with children, some sort of frequent new route with electrical buses should be negotiated with the council a frequent every 10min service via Morrisons, the station, Castle hill, Ber st, and back down to the development &for example.

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes

[REDACTED]

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 13:30
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [REDACTED]
Address [REDACTED]
Postcode [REDACTED]
Phone Number [REDACTED]
Email Address [REDACTED]

What are you views on our proposals for the redevelopment of the Carrow Works site? This proposal appears to have lost some of the positive integration that was envisioned in Norwich City Council's east Norwich masterplan.

Is there anything that you think we have not considered in the plans? In section 6 of the east Norwich masterplan, a new route from the city to Whitlingham country park is shown. Described as "Key new public east-west route – primarily for pedestrians and cycles". Any reference to this seems to be missing from this development proposal. Is this still part of the masterplan?

Are you supportive of our plans for the Carrow Works site? No

Would you like to register to be kept updated on how our plans are progressing? Yes

[REDACTED]

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 13:39
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name

[REDACTED]

Address

[REDACTED]

Postcode

[REDACTED]

Phone Number

[REDACTED]

Email Address

[REDACTED]

Is there anything that you think we have not considered in the plans?

The current road infrastructure between Martineau Lane and Koblenz Avenue is already heavily congested at peak times. Carrow bridge is aging and lacks capacity for current volumes of traffic. The addition of more residential dwellings with no additional local road infrastructure is frankly unacceptable.

Are you supportive of our plans for the Carrow Works site?





No

Would you like to register to be kept updated on how our plans are progressing?

No



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 16:59
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name 
Address 
Postcode 
Phone Number 
Email Address 

What are you views on our proposals for the redevelopment of the Carrow Works site? Good idea.

Is there anything that you think we have not considered in the plans? I would like to see a path for walkers and cyclists with a bridge to link up with Whitlingham Park to be considered in the plans.

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? No

[Redacted]

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 17:09
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name

[Redacted]

Address

[Redacted]

Postcode

[Redacted]

Phone Number

[Redacted]

Email Address

[Redacted]

What are your views on our proposals for the redevelopment of the Carrow Works site?

very good needs improving also need plenty of housing, fantastic

Is there anything that you think we have not considered in the plans?

a bridge, cycle walk bridge, electric car park area to charge electric cars

Are you supportive of our plans for the Carrow Works site?

Yes

Would you like to register to be kept updated on how our plans are progressing?

Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 18:01
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [Redacted]
Address [Redacted]
Postcode [Redacted]
Phone Number [Redacted]
Email Address [Redacted]

What are you views on our proposals for the redevelopment of the Carrow Works site?
The city is already crammed with apartments, housing etc...the traffic congestion is already intolerant, toxic and parking is non existent. thats before we get onto Doctors surgeries...no GPs, Hospital is inadequate....schools, transport infrastructure the list goes on.
Its not needed in a densely populated area already.....
Make it green space to escape to...trees, nature and piece and quiet is what the locals want not more toxicity...all developers and concerned about is money, greedy profit...not making peoples lives better...if this goes ahead then mark my words in just a few years it will be a no go area, people will leave...and we are left with an eyesore...concrete jungle.

Is there anything that you think we have not considered in the plans?
All of the above and possibly more....damage to the environment, and mental health of those apposed to this development.

Are you supportive of our plans for the Carrow Works site?
No

Would you like to register to be kept updated on how our plans are progressing?
Yes

[Redacted]

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 25 June 2022 17:08
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name

[Redacted]

Address

[Redacted]

Postcode

[Redacted]

Phone Number

[Redacted]

Email Address

[Redacted]

What are your views on our proposals for the redevelopment of the Carrow Works site?

Looks good so far.

Is there anything that you think we have not considered in the plans?

Could you please provide a route for cyclists to pass from the "Gateway" area to the roundabout area without having to tackle the steep gradients of King Street and Bracondale? The hill peaks at the King Street/Bracondale junction in both directions so it is difficult for cyclists to use in either direction. Having a flatter route away from the hill through your development would improve cyclist access to the Whittlingham Broad area and thus be a good selling point for you. It would be nice if we could use the new bridge you're planning, too.

Are you supportive of our plans for the Carrow Works site?

Yes

Would you like to register to be kept updated on how our plans are progressing?

Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 27 June 2022 11:56
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [Redacted]

Address [Redacted]

Postcode [Redacted]

Phone Number [Redacted]

Email Address [Redacted]

What are your views on our proposals for the redevelopment of the Carrow Works site? I think this is an exciting development and an important one for the area. (I live opposite the river and often kayak along this stretch. Your plan included student accommodation which i feel isnt a pressing need on carrow and there is a higher need for family homes whether this is Shared ownership, social rent or market properties, additional scope for stores may also be worth considering as many local businesses may wish to put in bakeries etc.

Is there anything that you think we have not considered in the plans? Transport- this comes off onto a key roundabout in and out of norwich which is well known for abhorrent traffic.

Water access- good to put in a launch point.

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 27 June 2022 22:01
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [Redacted]
Address [Redacted]
Postcode [Redacted]
Phone Number [Redacted]
Email Address [Redacted]

What are you views on our proposals for the redevelopment of the Carrow Works site? Mmmm. I'm questioning sustainability; embodied carbon; SUDs/Flooding (wasn't a marina planned?); highways and traffic impact at the single access/egress at Bracondale roundabout; the Utilities Site; the Deal Ground; and of course nutrient neutrality??

Is there anything that you think we have not considered in the plans? Genuine sustainable place making?

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 29 June 2022 15:44
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [REDACTED]
Address [REDACTED]
Postcode [REDACTED]
Phone Number [REDACTED]
Email Address [REDACTED]

Is there anything that you think we have not considered in the plans? The Govt's Climate Change Committee informed Govt in its report of Feb 2022 that it should be planning for 4 degrees of global warming by 2100. This follows the IPCC report showing that this warming is to be expected if Co2 emissions are not reduced. The IPCC forecasts between 1-2 mtrs of sea level rise at 4 degrees. At 1 mtr let alone 2 mtrs the Carrow Rd site is under threat from persistent flooding. I can't see that this has been taken into account.

Are you supportive of our plans for the Carrow Works site? No

Would you like to register to be kept updated on how our plans are progressing? Yes

[Redacted]

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 30 June 2022 14:42
To: Marengo Communications
Subject: Register for Updates Form submitted on Carrow Norwich

Name [Redacted]

Address [Redacted]

Postcode [Redacted]

Phone Number [Redacted]

Email Address [Redacted]

What are your views on our proposals for the redevelopment of the Carrow Works site? So far looks good. It's all about the abbey, ruins and waterfront. The abbey must be connected directly to the riverside and utilised. The waterfront must be a smart, modern recreational space i.e. walking, jogging, relaxing, etc.

Is there anything that you think we have not considered in the plans? So far looks good. It's all about the abbey, ruins and waterfront. The abbey must be connected directly to the riverside and utilised. The waterfront must be a smart, modern recreational space i.e. walking, jogging, relaxing, etc.

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 02 July 2022 15:33
To: Marengo Communications
Subject: Register for Updates Form submitted on Carrow Norwich

Name [Redacted]
Address [Redacted]
Postcode [Redacted]
Phone Number [Redacted]
Email Address [Redacted]

What are your views on our proposals for the redevelopment of the Carrow Works site? The concept so far looks great and I support what I have seen as of yet. It is good to see a mix of new and old and I would encourage creative solutions to housing. The wheat quarter project mentioned looks a great example of a site where you have embraced industrial heritage.

Is there anything that you think we have not considered in the plans? It would be great to see a big placemaking scheme for the site to establish it as an identity along with public installations etc. Is there provision for a university building as previously mentioned in reports? I also think this gives a great opportunity to be bold and creative in design as the city centre has many constraints. The people of Norwich want something fun and exciting and this brownfield site is perfect for some experimentation.

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 02 July 2022 15:55
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name



Address



Postcode



Phone Number



Email Address



What are your views on our proposals for the redevelopment of the Carrow Works site?

Looks good in general but disappointing to see the silos planned to be demolished when they're perhaps the most iconic feature of the site seen from a distance when most of it isn't particularly tall

Is there anything that you think we have not considered in the plans?

It would be good to see the silos included, also the brick chimney definitely should be included as most of the ones in the city have gone now and it is a wayfinding tool to the site

Are you supportive of our plans for the Carrow Works site?

Yes

Would you like to register to be kept updated on how our plans are progressing?

No



Statement of Community Involvement

Carrow Works

July 2022

Appendix 1: Pre-submission Public
Consultation

CONTENTS

CONTENTS	2
Appendix 1a. Consultation Area	3
Appendix 1b. Stakeholder Letter	4
Appendix 1c. Community Invite letter	5
Appendix 1d. Consultation Website	6
Appendix 1e. Exhibition Banners	9
Appendix 1f. Feedback Form	16
Appendix 1g. Newspaper Advertisement	18
Appendix 1h. Press release	19
Appendix 1i. Newspaper Articles	20

Appendix 1a. Consultation Area

This area covered 1,104 addresses.

Residential (1,080) Business (30)



Appendix 1b. Stakeholder Letter



14th June 2022

Dear Councillor,

Carrow Works

I am writing in relation to our proposals for the development of Carrow Works site, an integral element of the Norwich East Masterplan.

We have now secured venues to host our public consultation events to share our emerging proposals **before** we move to submit a planning application. Collaboration is at the heart of our plans for the Carrow Works, we have already reviewed feedback given to Norwich City Council and incorporated many of the comments.

We plan to build a new positive future for the Carrow Works site. Our proposals incorporate homes for rent and sale, employment space, comprehensive landscaping and carefully considered vision for sustainability.

We are inviting you to attend a preview prior to the public consultation at the Jubilee Community Centre on Thursday 23rd June at 1.30pm.

The dates and times for the public consultation are as follows:

<u>Venue</u>	<u>Date</u>	<u>Time</u>
Jubilee Community Centre, Long John Hill	Thursday 23 rd June	3pm – 8pm
Carrow Abbey	Friday 24 th June	9.30am – 1pm

If you are not able to attend or prefer to speak to a member of the team, please call 0800 689 5209. You are most welcome to attend any of the public sessions if you cannot make the preview.

Yours sincerely

The Carrow Works Team

Appendix 1c. Community Invite letter



Name
Address
Address
Address
Post Code

14th June 2022

Dear Resident,

Carrow Works

I am writing in relation to our proposals for the development of the Carrow Works site, an integral element of the Norwich East Masterplan.

We have now secured venues to host our public consultation events to share our emerging proposals **before** we move to submit a planning application. Collaboration is at the heart of our plans for the Carrow Works, we have already reviewed feedback given to Norwich City Council and incorporated many of the comments.

Our public consultation events will be taking place at the following venues:

<u>Venue</u>	<u>Date</u>	<u>Time</u>
Jubilee Centre, Long John Hill	Thursday 23 rd June	3pm – 8pm
Carrow Abbey	Friday 24 th June	9.30am – 1pm

We plan to build a new positive future for the Carrow Works site. Our proposals incorporate homes for rent and sale, employment space, comprehensive landscaping and carefully considered vision for sustainability.

If you are not able to attend or prefer to speak to a member of the team, please call 0800 689 5209

Yours sincerely

The Carrow Works Team

Appendix 1d. Consultation Website

www.carrow-norwich.co.uk



Welcome About History The Vision What Happens Next Feedback



Welcome

Thank you for visiting the Carrow Works website. Here you will find more information on an emerging vision for the transformation of the site into a thriving, 21st century sustainable mixed use development estate for people to work and live sustainably.



ARIEL VIEW - CLICK TO ENLARGE



About Us

Fuel Properties is the special purpose UK company which is promoting the Carrow Works site for high quality residential led, mixed use regeneration. FPNL is owned by UK investors with a passion for creating successful sustainable places for local communities to live, work and play. The FPNL team has a thirty-year track record in delivering large complex projects on sites that have historic importance at both a local and national level.

FPNL recognises this project provides a fantastic opportunity to celebrate the historic heritage of Carrow Works, repurpose some of the existing structures and, to create an integrated scheme with a vibrant mix of leisure, commercial and residential uses.

History of the site

Carrow Works has a long and proud history. The site is approximately 17 acres in scale running from the railway track to the east, the River to the north, Carrow House offices to the west and Bracondale Road to the south.

Over the years it has been home to Colman's, for 160 years. Production at the Carrow Works site began in 1865 when it was transferred from Stoke Holy Cross Mill on the River Tas to a large factory at Carrow Road on land at Thorpe Hamlet, bought from the Norfolk Railway. In 2020 the factory closed its doors for good, with production moved to Burton-on-Trent and Germany.

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





The Vision

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

While the vision for a mixed-use, residential led regeneration is clear, we want to ensure the area has a strong personality, with pockets of characterful development, varying across the site by establishing character areas that gives each space a unique feel whilst drawing on the heritage and industrial past to ensure a cohesive development.

Each character area will draw on its specific location within the site to benefit from key features to further reinforce its identity, whilst green links allow movement through the individual spaces.

Design Code

We are preparing a Design Code to underpin and set parameters for future development. It is a set of illustrated design rules and requirements which instruct and may advise on the physical development of a site. The graphic and written components of the code are detailed and precise, and build upon a design vision.

What Happens Next

This is an important stage in the continuing development of proposals. We will consider all the feedback that has been received from residents, businesses, and stakeholders, before submitting a planning application to Norwich City Council's planning team. The planning application will be determined against national and local planning policies and will ultimately be presented to a cross-party group of councillors on the Planning Committee.

We will continue to engage with the whole community, after this application has been submitted – there will need to be more revisions and variations. We will also continue to engage after the application has been consented. We are on a journey together that will last a decade, we look forward to making the journey together.

For more information please email: info@marengocomms.com

Or call 0800 689 5209 to talk to a member of the team



Give us your feedback

We appreciate your feedback and take your views seriously.

Name *

Address *

Postcode *

Phone Number *

Email Address *

What are your views on our proposals for the redevelopment of the Carrow Works site?

Is there anything that you think we have not considered in the plans?


Are you supportive of our plans for the Carrow Works site?

Yes No

Would you like to register to be kept updated on how our plans are progressing?

Yes No

Are you Human?


I'm not a robot 

SUBMIT


Please see our [Privacy Statement](#) for information



Appendix 1e. Exhibition Banners



Welcome



Welcome to the public consultation event for Carrow Works, organised by Fuel Properties.

Thank you for visiting the Carrow Works public consultation event. Here you will find more information on an emerging vision for the transformation of the site into a thriving, 21st century sustainable mixed use development estate for people to work and live sustainably.


There are members of the project team here today, so if you have any questions, please don't hesitate to ask. They will be happy to help.

We value your feedback, so please do take the time to fill in a feedback form or visit our project website to let us know what you think.

About Us



Fuel Properties is the special purpose UK company which is promoting the Carrow Works site for high quality residential led, mixed use regeneration. FPNL is owned by UK investors with a passion for creating successful sustainable places for local communities to live, work and play. The FPNL team has a thirty-year track record in delivering large complex projects on sites that have historic importance at both a local and national level.

FPNL recognises this project provides a fantastic opportunity to celebrate the historic heritage of Carrow Works, repurpose some of the existing structures and, to create an integrated scheme with a vibrant mix of leisure, commercial and residential uses.





History of the site

Carrow Works has a long and proud history. The site is approximately 17 acres in scale running from the railway track to the east, the River to the north, Carrow House offices to the west and Bracondale Road to the south.

Over the years it has been home to Colman's, for 160 years. Production at the Carrow Works site began in 1865 when it was transferred from Stoke Holy Cross Mill on the River Tas to a large factory at Carrow Road on land at Thorpe Hamlet, bought from the Norfolk Railway. In 2020 the factory closed its doors for good, with production moved to Burton-on-Trent and Germany.

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



The Vision



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

While the vision for a mixed-use, residential led regeneration is clear, we want to ensure the area has a strong personality, with pockets of characterful development, varying across the site. By establishing character areas that gives each space a unique feel whilst drawing on the heritage and industrial past to ensure a cohesive development.

Each character area will draw on its specific location within the site to benefit from key features to further reinforce its identity, whilst green links allow movement through the individual spaces.

Design Code

We are preparing a Design Code to underpin and set parameters for future development. It is a set of illustrated design rules and requirements which instruct and may advise on the physical development of a site. The graphic and written components of the code are detailed and precise, and build upon a design vision.

Character Areas: Colman's Wharf



Feedback from the consultation events in October of 2021 have helped to frame our thinking. Since our original plan was developed we have reviewed and revised the east-west route. We have widened it in areas to create easily accessible walks and new public squares will sit anchored by the historic buildings. We have re-established the gateway feature into the development, celebrating the original main entrance into Carrow Works. As workers would have done when it was in full use as a factory site, visitors will be greeted by the feature curved wall of The Counting House and a view that extends down to the Mustard Seed Driers at the end of the route. We have introduced a combination of build to rent homes alongside private homes to rent and absolutely no student housing.



Pedestrian safety will be prioritised in this area, with vehicular access to be limited to emergency vehicles only. We envisage the architecture of the new buildings in this area to be simple forms with rhythmic fenestration and primarily lighter brick, to allow the existing factory buildings to shine. They will make a balanced reference to contemporary features and characteristic of the Soft Drinks block, such as the use of corrugated panels and signage.



Character Areas: Mustard Quarter



This higher density area lines the River Wensum. The majority of properties enjoy dual aspect (views to the river and to the south).

We have reduced the number of properties in each block to ensure all homes are of a high quality. Inspired by the existing variation of buildings running along the south side of the River Wensum the new buildings along the river will each have their own unique identity, which will be achieved (via the Design Code) through varied materials and playful roofscapes creating a varied view for pedestrians and residents alike.

The Mustard Mill Way will be a focus for activity and living for Carrow Works and the immediate local area. We anticipate a variety of commercial functions and uses on the ground floors which will spill out onto the balanced street, prioritised for pedestrians and cyclists. The straight, wide road will sit upon the original tram route used at the factory site, and, with landscaped spaces to stop and linger on the way, visitors will be guided down to the Grade II listed Mustard Seed Driers.



In contrast to the vibrant, bustling Mustard Mill Way, Wensum Walk has been designed to provide a peaceful and scenic route along the river, contributing to a connection between Norwich City Centre and the country parks to the east.

We have chosen to retain the only remaining 19th Century chimney on site, which has strongly influenced the landscape design of the scheme, resulting in a pocket park that extends up to the River Wensum. Just as it does currently, the chimney will act as a wayfinding tool, providing a signal to the only access up to the "secret garden" Abbey Grounds from the north of the site.



Character Areas: Mint Yard



Mint Yard will mark the entrance to Carrow Works from the East and further from Whittingham Country Park. We have opened up the route to and from the underpass, ensuring that the east-west route weaves through the development. Through the Design Code, we have ensured that visitors entering from the underpass will be instantly greeted by a vibrant public square lined with retail or food and beverage outlets. Through ground floor colonnades and building cutaways, we envisage that a framed view of the Grade II listed Mustard Seed Driers will be seen upon entry to the site from the underpass, guiding visitors into and through the development.

We have also looked carefully at the variance in building heights to ensure they are stepped down from the riverside towards the Abbey Gardens character area, with great care taken to allow of existing historic buildings to 'breathe' and stand out.



The architecture will be contemporary, clean and rhythmic with inspiration of materials and form taken from the existing buildings. Honouring the existing tall and iconic Mustard Seed Silos, the landmark tallest building will subtly reflect the Silos through its use of material, repetition and colour.

As a transition to point from the city to the country park, the landscape of Mint Yard will be greener and wilder than the character areas to its west, providing open areas and play space for residents and visitors.



Character Areas: Robinson's Terraces



The housing in this area is influenced by the architecture and character of the terraced housing seen around Norwich, built by Colman during 19th century. Colman's rented and built houses for workers and pensioners. Many of those were in Trowse and Lakenham and marked with mustard coloured front doors.

Reflecting the historic use of this part of the site, the area will offer a wide range of housing mix and local food growing area. We have improved the eastern-edge road frontage (an area of concern for some) and increased parking for these homes. The homes illustrated are set back at first floor to allow daylight into gardens and increase the volume of private amenity space. A variety of housing sizes along each terrace will be encouraged, ensuring mixed communities and a suitable offering for all.



A key feature of this area is the green link running north to south. Not only will this provide a practical pedestrian connection through the site, but they will also be an opportunity for green public space, varied planting, fruit picking and water gardens.

To the west we have been carefully considering the landscape strategy to ensure appropriate integration with the gardens and historic setting.



Character Areas: The Abbey & Cottages



Sitting in the centre, the Grade I listed abbey is the heart of this character area. A careful historical study has been undertaken to understand how and why this part of the site has changed over its 1000 year existence, from the dissolution of the monasteries and the selling of the Abbey from Henry VIII to Sir John Shelton, to the Colman family made Carrow Abbey their home, adding extensions both to the north and the south. Today, the abbey grounds consist largely of hard surfaced car parking to service the later additions of the technical centre and dining hall. However, the landscaped gardens around the Abbey ruins, remains of the glasshouses and the lodge and stable cottage have helped to keep the character of this area alive.

Our resulting proposal will reinstate the most important historical routes, views and spaces and restore much of the hardstanding to green wildflower gardens. Larger family homes with gardens will sit in the landscape, replacing the existing 20th century buildings with sympathetic forms and massing that frame the Abbey. The architecture of the new buildings are proposed to be simple in form, with subtle inspiration taken from the Abbey, reflecting its roof pitches, materials, and fenestration.

The Landscaping strategy is of key importance and the proposals seek to find a balance between retaining the secluded and peaceful nature of the area whilst also providing high quality public green spaces that allow the people of Norwich to visit and experience this special site.





Character Areas: Food & Employment Space

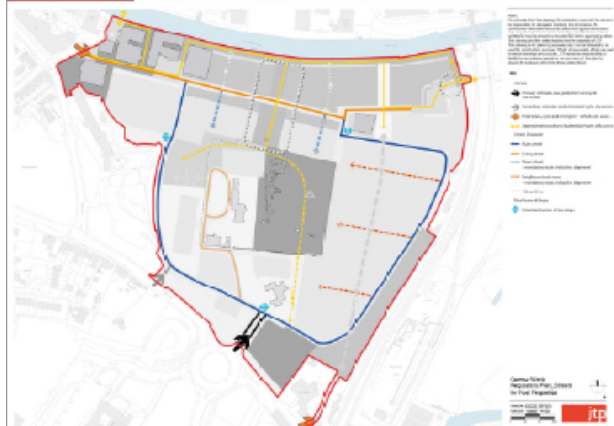


The delivery of a successful mixed-use development lies in the introduction of employment opportunities and facilities. As recommended in the October consultation, this lies alongside the railway line to the south of the site and provides a buffer between the railway and residential housing.

To the south of the site, a large food store will sit at the entrance, with the vision to serve the wider area as well as the new neighbourhood at Carrow Works. New residential apartments are proposed over the food store, providing a marker building for the southern entrance.



Traffic & Transport



This is an especially important topic in relation to Carrow Works. We are carrying out a full Transport Assessment and will be delivering the following:

- Framework Travel Plan (to manage movement of people);
- Delivery & Servicing Plan (to manage the movement of goods and materials, including waste);
- Car Parking Management Plan (to manage and enforce parking within and close to the Proposed Development);
- Construction Management Plan (to manage the transport of materials and workers to and from the Site during the construction period);

We are aware of concerns in relation to the Bracondale Roundabout and are working with Norfolk County Council (as the body responsible for Highways) on traffic management plans and options for highway improvements.

The Transport Assessment includes the assessment of key junctions on the primary routes to the City Centre including the Bracondale/King Street traffic signals and the King Street/Carrow Road junction. Any improvements will ensure pedestrian and cyclist safety is paramount, and will be agreed with Norfolk County Council as part of the planning application.

Pedestrian & Cycling

Linking to the wider network of Norwich's valuable heritage assets by optimizing and expanding the existing Norwich Society Heritage Trail is imperative.

Not only are we looking to incorporate 'walking, wheeling and cycling' within the Healthy Streets approach, as referenced in the October consultation, we are also investigating ways in which the Carrow Works development can improve links between the city and the Broads. This includes a new bridge over the River Wensum, providing a high quality riverside walkway, re-opening the subway beneath the railway and improving junctions along the route of National Cycleway Network route 1, between the site and the City Centre.



Flooding/Carbon Net Zero & Sustainability



We are unashamedly bold in our determination to provide an exceptional future for Carrow Works. That is to say, our entire development is being developed with sustainability at its core.

The majority of the Site is located within Flood Zone 1, indicating that it has a low risk of flooding from rivers and seas. The Environment Agency's surface water flood map shows that the majority of the site has a very low risk of surface water flooding. The planning application will include a surface water drainage strategy which will be summarised in the ES.

A key part of our Sustainability approach has been in the adaptive re-use of existing buildings on the site. Not only does this have intangible benefits of heritage and cultural identity, but by refurbishing buildings instead of demolishing and building new ones in their place, a significant amount of embodied carbon is saved.



Landscape Design & Ecology



We believe there is scope to enhance the contribution of the site to local biodiversity and ecology.

We have carried out a Preliminary Ecology Appraisal and can confirm that the vast majority of the site contains habitats, which were considered of negligible or low ecological value. However, a number of semi-mature trees and were considered of some ecological value.

Our approach is to establish safe and interesting routes that connect the site from Norwich's city centre to the west to the Norfolk Broads to the east. We also propose to activating the river frontage with walkways and creating views from the new development to the waters edge

By ensuring safe and improved connections with Whitingham Little Broad and the Country Park via the underpass under the railway to the Deal Ground site we will help to bring life into the site.

Trees

We are seeking to continuing the legacy of providing Norwich's citizens with green spaces and tree planting with Priory Gardens, a unique gated park, providing historical tranquillity.

Tree planting is a key element to establishing and identifying each character area. We are developing a detailed plan for species in each of the character areas.





Next Steps & Feedback



Thank you for visiting us today.

Please spend a few minutes giving us your views by completing a feedback form. Your input and ideas are valuable as we continue to evolve our designs.

What happens next?

This is an important stage in the continuing development of proposals. We will consider all the feedback that has been received from residents, businesses, and stakeholders, before submitting a planning application to Norwich City Council's planning team. The planning application will be determined against national and local planning policies and will ultimately be presented to a cross-party group of councillors on the Planning Committee.

We will continue to engage with the whole community, after this application has been submitted – there will need to be more revisions and variations. We will also continue to engage after the application has been consented. We are on a journey together that will last a decade, we look forward to making the journey together.

Appendix 1f. Feedback Form



Feedback Form

Thank you for coming to today's exhibition. Please do take the time to fill in this feedback form when you have had a chance to look at the information and ask any questions you may have.

NAME: _____

ADDRESS: _____

_____ POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

2. Is there anything that you think we have not considered in the plans?

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

hello@marengocomms.com

or at:

FREEPOST CONSULTATION REPLY

If you have any questions about either the proposals or the consultation, then please call us on **0800 689 5209**.

Marengo Communications are collecting your data on behalf of Fuel Properties regarding the above proposals. We're collecting it to keep you informed on the progression of the planning application and will not use it for any other purpose or provide it to any other company, except for Fuel Properties. Your feedback and comments will be anonymously collated and aggregated and fed back the Council at the time of the planning application. If you do not want us to update you on the plans, then either do not supply us with this contact information or email us at hello@marengocomms.com and we will delete this information from our records.

Appendix 1g. Newspaper Advertisement



We invite you to our public consultation events to share our emerging proposals before we move to submit a planning application.

To view the proposals and take part in the consultation, come along to one of our events at :

**Jubilee Community Centre,
Long John Hill, NR1 2EX**

Thursday 23rd June

3pm – 8pm

Carrow Abbey, NR1 2DD

Friday 24th June

9.30am – 1pm

If you have any questions about the public consultation, please

phone 0800 6895209.

Appendix 1h. Press release

Press release

FUEL PROPERTIES ANNOUNCES CARROW WORKS CONSULTATION EVENTS

The team at Fuel Properties has today announced community consultation events regarding plans to transform the Carrow Works site into a vibrant new community.

Local residents are invited to view the proposals in person at the Jubilee Centre, Long John Hill on 23rd June 3pm – 8pm or on Friday 24th June at Carrow Abbey from 9.30am – 1pm.

John West, Development Manager at Fuel Properties says: “We are delighted to be hosting the consultation event. We know there is a lot of interest in Carrow Works and we are looking forward to answering any questions and listening to all feedback.”

He continues: “Building a healthy and happy place for people to live will be at the heart of Fuel’s designs, the proposals have already evolved following the Council’s consultation events in previous years and we have made a point in focussing on improving the connectivity to the rest of the city.”

The proposed development will deliver much needed, high-quality homes for the city of Norwich. The site could deliver around 1,800 new homes, including shared ownership and affordable rent.

ENDS

For more information please contact Andy Martin on 07812 019630 or at andy.martin@marengocomms.com

Appendix 1i. Newspaper Articles

Eastern Daily Press

Public asked for their views on massive Carrow development



How Colman's Wharf could look - Credit: Fuel Properties

People are being asked for their thoughts on a key part of a plan to bring thousands of homes and jobs to east Norwich.

Fuel Properties, the company behind the Carrow Works site has launched a consultation of the plans, which could deliver around 1,800 new homes, including shared ownership and affordable rent.

At a consultation event on Thursday, a spokesman said they were hoping to submit a planning application this summer, with a more detailed application coming in the future.



An Artist's impression of Mint Yard, part of the East Norwich Masterplan - Credit: Fuel Properties

He said Fuel would be giving chances for the public to comment as the plans develop, with all feedback shared with the city council.

Andrew Bell, a resident of Paper Mills Yard, next to the development site, was positive about the plans.

He said the area is important to him, with his grandmother having worked at Colman's.

He said: "It's at the beginning stages, but I like the layout and how it fronts the river. I'm pleased to see they intend to keep the Abbey ground area in the middle as well."

Carrow Works was the former home of Colman's mustard for over 160 years and is centred around the Grade I listed Carrow Abbey.

The consultation website with feedback forms can be found at carrow-norwich.co.uk.

The Carrow Abbey development is part of the East Norwich Masterplan - a blueprint for the development of former industrial sites in Carrow and Trowse, with input and support from the city council.

Eastern Daily Press, 24/06/22 Link [here](#)

New details of Colman's factory site homes plans revealed



Carrow Abbey in Norwich. - Credit: Archant

New details of major plans for thousands of homes at the former Colman's and Britvic factory sites have been revealed.

And part of a 16th century priory at the site, on the edge of Norwich, could be turned into housing, as part of multi-million pound scheme.

Developer Fuel Properties is hoping to lodge plans for the Carrow Works site with Norwich City Council this summer.

But, in advance of that, the London-based developer, [which bought the 31 acre site in 2020](#), has submitted documents as part of the process of identifying the environmental impacts of development.



A deal has been struck which could see thousands of homes built at the former Colman's Carrow Works site in Norwich. - Credit: Fuel Properties

And those documents cast some light on what the application could involve when it is lodged.

They state the plans would be residential-led, but would also include commercial and office space.

While some buildings would be demolished, listed and locally listed ones will be retained, converted and adapted.

Among them is the Grade I listed Carrow Abbey building which would be turned back into housing.

Despite its name, [the building is actually part of the 16th century Carrow Priory, the ruins of which are also at the site.](#)

The building would have been where the prioress lived and the developers intend to convert it back into housing.

It was extended in the late 19th and 20th centuries, as the home and offices of the Colman family, and also served as a conference centre.

The report states there are opportunities to demolish "poor quality architectural features" and to create "a cohesive new development that respects its surroundings".



The Carrow Works site. Pic: Fuel Properties. - Credit: Fuel Properties

In March 2018, Unilever, which owned the renowned Colman's Mustard brand, announced it was shutting the Carrow Works site.

That move came after Britvic, which made products like Fruit Shoot and Robinsons, announced in October 2017, that it was closing its factory there.

With such a huge brownfield site vacant - and development having stalled on a housing scheme on the nearby Deal Ground - that prompted council bosses to form a public-private East Norwich Partnership to get the area regenerated.

Eastern Daily Press, 29/04/2022 Available [here](#).

Inspectors order special hearing over blueprint for thousands of homes



An artist's impression of Mint Yard, part of the East Norwich Masterplan - Credit: Fuel Properties

Developers and council bosses will this week attempt to convince planning inspectors a scheme to build thousands of homes on the edge of Norwich is achievable.

The [East Norwich Masterplan is a blueprint for the development of former industrial sites](#) in Carrow and Trowse.

It covers four main sites - Carrow Works, home of the former Colman's and Britvic factories; the Deal Ground and May Gurney sites and the Utilities site.



The Carrow Works site. Pic: Fuel Properties. - Credit: Fuel Properties

Plans for 1,856 homes at the Carrow Works site [are due to be lodged with Norwich City Council by developers Fuel](#) this month.

Serruys Property has permission for nearly 700 homes on the Deal Ground and May Gurney sites, while the Utilities Site, owned by National Grid and RWE Generation UK, is earmarked as having potential for 684 homes.

But the area is also a key element of a blueprint for where almost 50,000 homes could be built in and around Norwich up to 2038.

That document - the Greater Norwich Local Plan - is being scrutinised by inspectors, who will recommend to secretary of state Michael Gove whether it should be approved.



Secretary of state Michael Gove - Credit: PA

Some 5,000 homes in it have already been built and locations of around 74pc identified, but the plan needs to allocate locations for the rest.

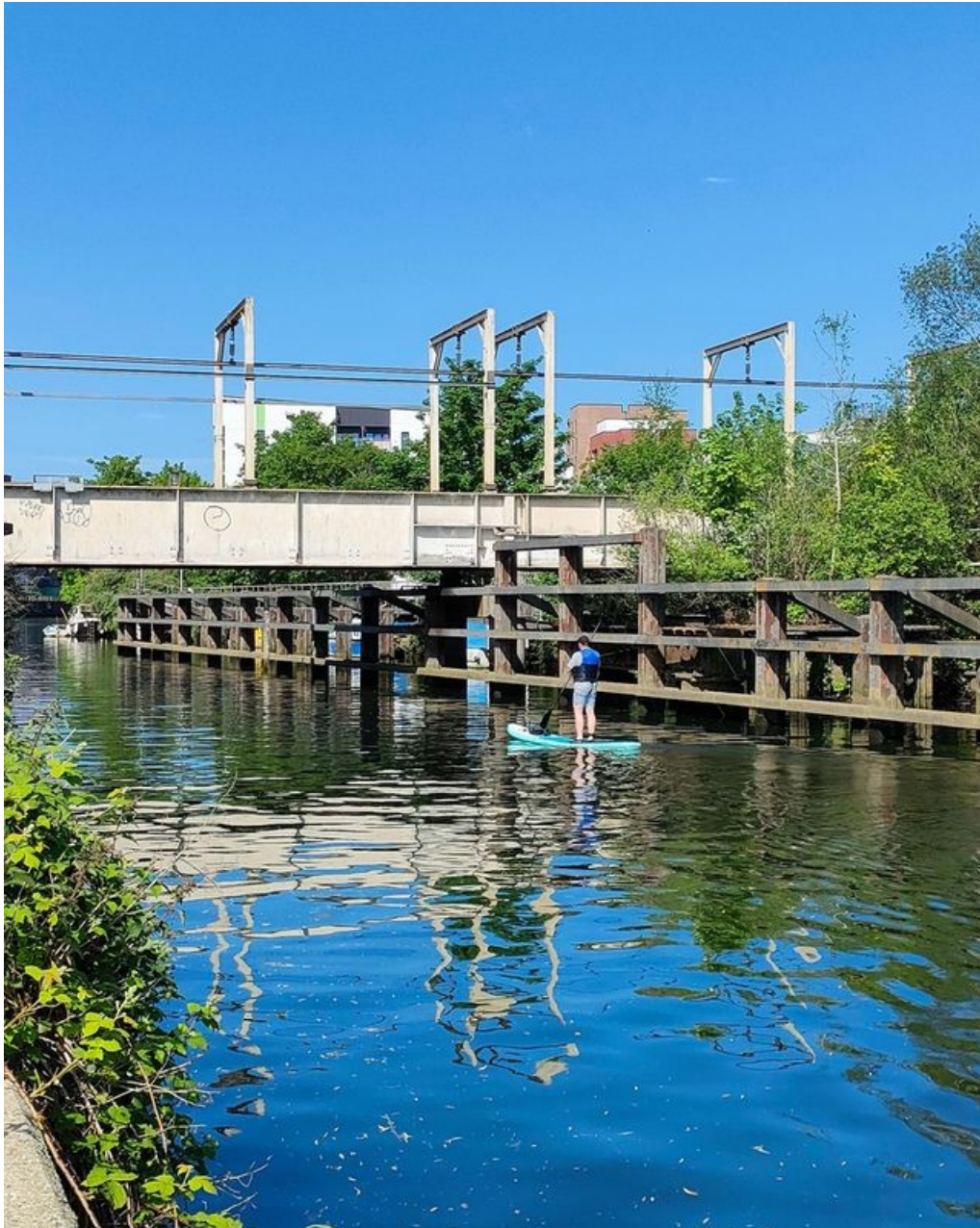
Norwich, South Norfolk and Broadland councils would then use it to help determine whether future planning applications should be permitted or not.

The East Norwich development is earmarked to provide 3,362 of the remaining homes.

But the inspectors want to establish if those homes are viable and whether they will be delivered by 2038.

A special hearing has been scheduled for Wednesday (July 6) where developers, council officers and other interested parties will be asked about the East Norwich schemes.

Officers from the Greater Norwich Development Partnership will seek to persuade the inspectors that the schemes are viable and phased building would see homes constructed in time.



A view of the river from the Deal Ground site - Credit: Norwich City council

Fuel Properties and Serruys Properties, working with Hopkins Homes, plus National Grid and RWE Generation UK have also made supportive submissions.

However, Historic England says the number of homes should be reduced further, to create a buffer protecting listed buildings such as Carrow Abbey and Carrow House.

And agents for other developers say the council's projected delivery rates are "grossly over-optimistic".

Norwich Evening News, 02/07/22 Link [here](#)



Statement of Community Involvement

Carrow Works

July 2022

Appendix 2: Consultation Feedback

CONTENTS

1. Feedback completed at the exhibition or sent by email.
2. Feedback submitted online via the Carrow Works website.

1. Feedback Forms completed at the exhibition or sent via email.



Feedback Form

Thank you for coming to today's exhibition. Please do take the time to fill in this feedback form when you have had a chance to look at the information and ask any questions you may have.

NAME: [REDACTED] _____

ADDRESS: _____

_____ POST CODE: [REDACTED]

PHONE NUMBER: _____

EMAIL: [REDACTED] _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Very interesting, Some concerns about tenure, social & other rental arrangements.

Continuity is essential in cycle ^{routes}, detail at Carrow Bridge needs to avoid spitting cyclists onto the very busy Carrow Road.

Some consideration needed for Paper Mill Yard residents who will find themselves on the thoroughfare

2. Is there anything that you think we have not considered in the plans?

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

hello@marengocomms.com

or at:

FREEPOST CONSULTATION REPLY

If you have any questions about either the proposals or the consultation, then please call us on **0800 689 5209**.

Marengo Communications are collecting your data on behalf of Fuel Properties regarding the above proposals. We're collecting it to keep you informed on the progression of the planning application and will not use it for any other purpose or provide it to any other company, except for Fuel Properties. Your feedback and comments will be anonymously collated and aggregated and fed back the Council at the time of the planning application. If you do not want us to update you on the plans, then either do not supply us with this contact information or email us at hello@marengocomms.com and we will delete this information from our records.



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NAME:

ADDRESS:

POST CODE:

PHONE NUMBER:

EMAIL:

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Would like to see a footbridge alongside the railway bridge to link northern access to Whitehall. Parkland in the center of the development must stay and blocks of flats kept to a maximum height, ideally 5 floors, not 8 as proposed.

2. Is there anything that you think we have not considered in the plans?

3. Are you supportive of our plans for the Carrow Works site?

Yes No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

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NAME: _____

ADDRESS: _____

_____ POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

WE WOULD LIKE TO BE
KEPT UPDATED WITH DEVELOPMENTS
PLANS SEEM POSITIVE AND
PRESENTERS HELPFUL AND WOULD
LIKE TO SEE THIS GO FORWARD

2. Is there anything that you think we have not considered in the plans?

NO THING THAT CAUSES
CONCERN AT THIS STAGE

3. Are you supportive of our plans for the Carrow Works site?

Yes No

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NAME: _____

ADDRESS: _____

_____ POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

LOOKS GOOD SO FAR - BUT
TRAFFIC IS GOING TO BE A
MAJOR ISSUE - THE THEORY OF
ENCOURAGING CYCLING & WALKING
IS A THEORY NOT BORN OUT
BY EXPERIENCE.

2. Is there anything that you think we have not considered in the plans?

SEE FRONT (1)

3. Are you supportive of our plans for the Carrow Works site?

Yes No

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NAME: [REDACTED]

ADDRESS: [REDACTED]

[REDACTED]

POST CODE: [REDACTED]

PHONE NUMBER: [REDACTED]

EMAIL: [REDACTED]

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

I think its a great idea for Norwich
and will improve the area, bring jobs,
affordable homes, and looking at
the plans its very exciting for such
a fine city

2. Is there anything that you think we have not considered in the plans?

as long as houses will be
affordable, and the site still has
character in all for it

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

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ADDRESS: _____

POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Entrance 1/2 way down hill may be a problem - and especially if a car owner living on far side of site (adjacent to Pymill Lane).

Height of blocks running along river (facing north) - will be higher than those opposite and create a tunnel.

I'd be interested in a 1-2 bed small property near roundabout / Braden St. - as an elderly resident!

2. Is there anything that you think we have not considered in the plans?

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

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NAME:

ADDRESS:

POST CODE:

PHONE NUMBER:

EMAIL:

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

It looks/sounds nice, but my main concerns are ~~at~~ environmental - how will you encourage biodiversity? How will you make lowest impact possible? How will you protect the health of the River Wensum?

↳ TOP PRIORITY - This is one of the UK's most important rivers and one of Norwich's best assets!

2. Is there anything that you think we have not considered in the plans?

The effect on the river. PLEASE don't send more chemicals or sewage into the river, treated or not!

'Net carbon' plans did not seem v. rigorous. How will the properties be equipped with renewable energy (air-source heat pumps, solar panels, etc.)

Communal facilities (e.g. laundry, car share etc.)

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

I think so, but don't know enough

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

hello@marengocomms.com

or at:

FREEPOST CONSULTATION REPLY

If you have any questions about either the proposals or the consultation, then please call us on **0800 689 5209**.

Marengo Communications are collecting your data on behalf of Fuel Properties regarding the above proposals. We're collecting it to keep you informed on the progression of the planning application and will not use it for any other purpose or provide it to any other company, except for Fuel Properties. Your feedback and comments will be anonymously collated and aggregated and fed back the Council at the time of the planning application. If you do not want us to update you on the plans, then either do not supply us with this contact information or email us at hello@marengocomms.com and we will delete this information from our records.



Feedback Form

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NAME: _____

ADDRESS: _____

POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

This has been a very reassuring explanation of the proposals.

2. Is there anything that you think we have not considered in the plans?

3. Are you supportive of our plans for the Carrow Works site?

Yes No

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NAME:

ADDRESS:

POST CODE:

PHONE NUMBER:

EMAIL:

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Overall the proposal looks good and it is pleasing to see that the buildings

facing the river in the 'Gateway' section are to be retained. Keeping the

link to the site's industrial heritage. It is also pleasing to see that brickwork

will be used on many of the facades. Not sure about the student housing or what

educational establishment they will be linked to?

2. Is there anything that you think we have not considered in the plans?

There has been much development along the riverside over the years and it is all pretty soulless. I feel this development would benefit from the inclusion of a 'community hub', which could act as a focal point for the residents and perhaps also have a community policeperson located there. The dedicated bus route is good, if the bus company maintain it. We had a dedicated route 26A for Geoffrey Watling Way, even made the road into a bus gate; but about 3 years ago the bus company terminated the service, through lack of footfall, even though now the number of properties have doubled.

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

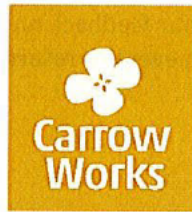
hello@marengocomms.com

or at:

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NAME: _____

ADDRESS: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?
Generally looks positive
Particularly keen to have an access point on foot / bike over the river and into Whitlingham Park without having to do the road circuit.

But serious concerns re. traffic flow and the two access points on to Bracondale – we were surprised to see TWO access points onto this side of the site, as will significantly disrupt the already busy flow of vehicles out of town to the south. Would be much better to have one of these off King Street, at any possible point before the traffic lights onto Bracondale, or even to add a secondary vehicle entrance near your 'Gateway' access point.

2. Is there anything that you think we have not considered in the plans?

____ No mention of the East Deal development which has implications for the whole area – though not your direct responsibility? How do you interface with that development and its impacts?

3. Are you supportive of our plans for the Carrow Works site? Our support depends on the traffic implications. At present two access routes both off Bracondale makes the answer no, otherwise it would be yes.

Yes

No **X**

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NAME: _____

ADDRESS: _____

POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Favourable. I am glad that thought is being given to sustainability and the environment. I particularly like the proposal for wild flower gardens and creating a pedestrian/cycling corridor to The Broads, and that there will be plenty of open spaces, oh and the footbridge! One or two café-bars will be a welcome addition, as will the food hall if it has a focus on plastic-free, hopefully organic produce.

2. Is there anything that you think we have not considered in the plans?

I can't think of anything. I understand the development will encourage walking/cycling over cars, which I think is important. Maybe adequate waste disposal (as there is after litter this side - north bank - of the river).

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

Thank you ~~for~~ for exhibition and the helpful information from your colleagues. Very interesting!

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

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NAME: _____

ADDRESS: _____

POST CODE: _____

PHONE NUMBER: _____

EMAIL: _____

1. What are your views on our proposals for the redevelopment of the Carrow Works site?

Much improved. I like the cycle path along the river. And there seems to be more green space. I also like the idea of rebuilding the bridge over the Wersem.

2. Is there anything that you think we have not considered in the plans?

You have planned flats for young people and houses for families. What about retired people? How about some bungalows and for over 50's housing?

I can't see the ground floor shops working out. No one has moved into the shops at St Anne's Gate, and the residents don't want the noise or the smell.

3. Are you supportive of our plans for the Carrow Works site?

Yes

No

Thank you for taking the time to give us your feedback on our proposals. Please either put it in the ballot box provided at the consultation event or return it to us at:

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2. Feedback submitted online via the Carrow Works website.

[REDACTED]

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 09:26
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [REDACTED]
Address [REDACTED]
Postcode [REDACTED]
Phone Number [REDACTED]
Email Address [REDACTED]

What are you views on our proposals for the redevelopment of the Carrow Works site? I think the proposal is a great start. I like that only a small section is student housing, as we have plenty of that already. I like the design styles shown in the images.

Is there anything that you think we have not considered in the plans? I think there must be a foot bridge that connects the middle of the site with the other side of the river, otherwise they will have to walk all of the way round to the main bridge.

I think a smaller metro style food store should also be provided, such as a CoOp.

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 10:45
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name 
Address 
Postcode 
Phone Number 
Email Address 

What are your views on our proposals for the redevelopment of the Carrow Works site? Welcome the development.

Is there anything that you think we have not considered in the plans? Riverside usage by boat owners does not seem to be considered?

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 12:31
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [REDACTED]
Address [REDACTED]
Postcode [REDACTED]
Phone Number [REDACTED]
Email Address [REDACTED]






What are you views on our proposals for the redevelopment of the Carrow Works site? This site is challenging for any developer. The impact on the river Wensum, and the surrounding area in the construction stage will be huge. Particulates, which may include asbestos, are a threat to human life, and could seriously pollute the river.

Is there anything that you think we have not considered in the plans? Have you considered in detail the Government policy document on cycling called "Gear Change"?

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 12:49
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name 
Address 
Postcode 
Phone Number 
Email Address 

What are your views on our proposals for the redevelopment of the Carrow Works site? Great mix of green space cycle lanes maybe needed and more access to main road

Is there anything that you think we have not considered in the plans? Access to city bus access cycle access traffic coming out and in site at peak times people using site to get to other side city

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 13:03
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name



Address



Postcode



Phone Number



Email Address



What are your views on our proposals for the redevelopment of the Carrow Works site?

It looks ok apart from 2 things mentioned below.

Is there anything that you think we have not considered in the plans?

There is no parking - do you seriously expect people buying here to be none car users?!

Where will people park & how will the road structure around this area cope with more road traffic?

Are you supportive of our plans for the Carrow Works site?

Yes

Would you like to register to be kept updated on how our plans are progressing?

No



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 13:06
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [Redacted]

Address [Redacted]

Postcode [Redacted]

Phone Number [Redacted]

Email Address [Redacted]

What are your views on our proposals for the redevelopment of the Carrow Works site? If there is an element of river frontage why are we not using this space for a concert hall. It is a disgrace that Norwich Council allowed the building of yet more shops on the previous development at Riverside. Totally unnecessary. All Norwich has is St Andrews where you can guarantee emergency sirens at every concert and horrendous acoustics.

A Riverside Concert Hall would bring in huge revenue and prestige to Norwich and the river could be utilised to bring people in to save the congestion that the last riverside development created.

Is there anything that you think we have not considered in the plans? A Concert Hall with appropriate car parking

Are you supportive of our plans for the Carrow Works site? No

Would you like to register to be kept updated on how our plans are progressing? No

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 13:07
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [REDACTED]
Address [REDACTED]
Postcode [REDACTED]
Phone Number [REDACTED]
Email Address [REDACTED]

What are your views on our proposals for the redevelopment of the Carrow Works site? I think overall it's a good plan it could have more greenery introduced especially between the blocks of flats.

Is there anything that you think we have not considered in the plans? Part of the profits should be used to build some sort of medical drop in centre/Doctors surgery and then handed to the NHS for running. The area lacks good public transportation especially for the old and Mothers with children, some sort of frequent new route with electrical buses should be negotiated with the council a frequent every 10min service via Morrisons, the station, Castle hill, Ber st, and back down to the development &for example.

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes

[REDACTED]

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 13:30
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [REDACTED]
Address [REDACTED]
Postcode [REDACTED]
Phone Number [REDACTED]
Email Address [REDACTED]

What are you views on our proposals for the redevelopment of the Carrow Works site? This proposal appears to have lost some of the positive integration that was envisioned in Norwich City Council's east Norwich masterplan.

Is there anything that you think we have not considered in the plans? In section 6 of the east Norwich masterplan, a new route from the city to Whitlingham country park is shown. Described as "Key new public east-west route – primarily for pedestrians and cycles". Any reference to this seems to be missing from this development proposal. Is this still part of the masterplan?

Are you supportive of our plans for the Carrow Works site? No

Would you like to register to be kept updated on how our plans are progressing? Yes

[REDACTED]

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 13:39
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name

[REDACTED]

Address

[REDACTED]

Postcode

[REDACTED]

Phone Number

[REDACTED]

Email Address

[REDACTED]

Is there anything that you think we have not considered in the plans?

The current road infrastructure between Martineau Lane and Koblenz Avenue is already heavily congested at peak times. Carrow bridge is aging and lacks capacity for current volumes of traffic. The addition of more residential dwellings with no additional local road infrastructure is frankly unacceptable.

Are you supportive of our plans for the Carrow Works site?

No

Would you like to register to be kept updated on how our plans are progressing?

No



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 16:59
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [REDACTED]
Address [REDACTED]
Postcode [REDACTED]
Phone Number [REDACTED]
Email Address [REDACTED]

What are you views on our proposals for the redevelopment of the Carrow Works site? Good idea.

Is there anything that you think we have not considered in the plans? I would like to see a path for walkers and cyclists with a bridge to link up with Whitlingham Park to be considered in the plans.

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? No

[Redacted]

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 17:09
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name

[Redacted]

Address

[Redacted]

Postcode

[Redacted]

Phone Number

[Redacted]

Email Address

[Redacted]

What are your views on our proposals for the redevelopment of the Carrow Works site?

very good needs improving also need plenty of housing, fantastic

Is there anything that you think we have not considered in the plans?

a bridge, cycle walk bridge, electric car park area to charge electric cars

Are you supportive of our plans for the Carrow Works site?

Yes

Would you like to register to be kept updated on how our plans are progressing?

Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 24 June 2022 18:01
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [Redacted]
Address [Redacted]
Postcode [Redacted]
Phone Number [Redacted]
Email Address [Redacted]

What are you views on our proposals for the redevelopment of the Carrow Works site? The city is already crammed with apartments, housing etc...the traffic congestion is already intolerant, toxic and parking is non existent. thats before we get onto Doctors surgeries...no GPs, Hospital is inadequate....schools, transport infrastructure the list goes on.

Its not needed in a densely populated area already.....
Make it green space to escape to...trees, nature and piece and quiet is what the locals want not more toxicity...all developers and concerned about is money, greedy profit...not making peoples lives better...if this goes ahead then mark my words in just a few years it will be a no go area, people will leave...and we are left with an eyesore...concrete jungle.

Is there anything that you think we have not considered in the plans? All of the above and possibly more....damage to the environment, and mental health of those apposed to this development.

Are you supportive of our plans for the Carrow Works site? No

Would you like to register to be kept updated on how our plans are progressing? Yes

[Redacted]

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 25 June 2022 17:08
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name

[Redacted]

Address

[Redacted]

Postcode

[Redacted]

Phone Number

[Redacted]

Email Address

[Redacted]

What are your views on our proposals for the redevelopment of the Carrow Works site?

Looks good so far.

Is there anything that you think we have not considered in the plans?

Could you please provide a route for cyclists to pass from the "Gateway" area to the roundabout area without having to tackle the steep gradients of King Street and Bracondale? The hill peaks at the King Street/Bracondale junction in both directions so it is difficult for cyclists to use in either direction. Having a flatter route away from the hill through your development would improve cyclist access to the Whittlingham Broad area and thus be a good selling point for you. It would be nice if we could use the new bridge you're planning, too.

Are you supportive of our plans for the Carrow Works site?

Yes

Would you like to register to be kept updated on how our plans are progressing?

Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 27 June 2022 11:56
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [Redacted]

Address [Redacted]

Postcode [Redacted]

Phone Number [Redacted]

Email Address [Redacted]

What are your views on our proposals for the redevelopment of the Carrow Works site? I think this is an exciting development and an important one for the area. (I live opposite the river and often kayak along this stretch. Your plan included student accommodation which i feel isnt a pressing need on carrow and there is a higher need for family homes whether this is Shared ownership, social rent or market properties, additional scope for stores may also be worth considering as many local businesses may wish to put in bakeries etc.

Is there anything that you think we have not considered in the plans? Transport- this comes off onto a key roundabout in and out of norwich which is well known for abhorrent traffic.
Water access- good to put in a launch point.

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 27 June 2022 22:01
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [REDACTED]
Address [REDACTED]
Postcode [REDACTED]
Phone Number [REDACTED]
Email Address [REDACTED]

What are you views on our proposals for the redevelopment of the Carrow Works site? Mmmm. I'm questioning sustainability; embodied carbon; SUDs/Flooding (wasn't a marina planned?); highways and traffic impact at the single access/egress at Bracondale roundabout; the Utilities Site; the Deal Ground; and of course nutrient neutrality??

Is there anything that you think we have not considered in the plans? Genuine sustainable place making?

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 29 June 2022 15:44
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name [Redacted]
Address [Redacted]
Postcode [Redacted]
Phone Number [Redacted]
Email Address [Redacted]

Is there anything that you think we have not considered in the plans? The Govt's Climate Change Committee informed Govt in its report of Feb 2022 that it should be planning for 4 degrees of global warming by 2100. This follows the IPCC report showing that this warming is to be expected if Co2 emissions are not reduced. The IPCC forecasts between 1-2 mtrs of sea level rise at 4 degrees. At 1 mtr let alone 2 mtrs the Carrow Rd site is under threat from persistent flooding. I can't see that this has been taken into account.

Are you supportive of our plans for the Carrow Works site? No

Would you like to register to be kept updated on how our plans are progressing? Yes

[Redacted]

From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 30 June 2022 14:42
To: Marengo Communications
Subject: Register for Updates Form submitted on Carrow Norwich

Name [Redacted]

Address [Redacted]

Postcode [Redacted]

Phone Number [Redacted]

Email Address [Redacted]

What are your views on our proposals for the redevelopment of the Carrow Works site? So far looks good. It's all about the abbey, ruins and waterfront. The abbey must be connected directly to the riverside and utilised. The waterfront must be a smart, modern recreational space i.e. walking, jogging, relaxing, etc.

Is there anything that you think we have not considered in the plans? So far looks good. It's all about the abbey, ruins and waterfront. The abbey must be connected directly to the riverside and utilised. The waterfront must be a smart, modern recreational space i.e. walking, jogging, relaxing, etc.

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 02 July 2022 15:33
To: Marengo Communications
Subject: Register for Updates Form submitted on Carrow Norwich

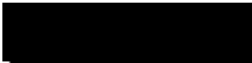
Name [Redacted]
Address [Redacted]
Postcode [Redacted]
Phone Number [Redacted]
Email Address [Redacted]

What are your views on our proposals for the redevelopment of the Carrow Works site? The concept so far looks great and I support what I have seen as of yet. It is good to see a mix of new and old and I would encourage creative solutions to housing. The wheat quarter project mentioned looks a great example of a site where you have embraced industrial heritage.

Is there anything that you think we have not considered in the plans? It would be great to see a big placemaking scheme for the site to establish it as an identity along with public installations etc. Is there provision for a university building as previously mentioned in reports? I also think this gives a great opportunity to be bold and creative in design as the city centre has many constraints. The people of Norwich want something fun and exciting and this brownfield site is perfect for some experimentation.

Are you supportive of our plans for the Carrow Works site? Yes

Would you like to register to be kept updated on how our plans are progressing? Yes



From: Carrow Works <noreply@carrow-norwich.co.uk>
Sent: 02 July 2022 15:55
To: Marengo Communications
Subject: Register for Updates Form Submission from Carrow Works Website

Name



Address



Postcode



Phone Number



Email Address



What are your views on our proposals for the redevelopment of the Carrow Works site?

Looks good in general but disappointing to see the silos planned to be demolished when they're perhaps the most iconic feature of the site seen from a distance when most of it isn't particularly tall

Is there anything that you think we have not considered in the plans?

It would be good to see the silos included, also the brick chimney definitely should be included as most of the ones in the city have gone now and it is a wayfinding tool to the site

Are you supportive of our plans for the Carrow Works site?

Yes

Would you like to register to be kept updated on how our plans are progressing?

No