Greater Norwich Development Partnership

Joint Core Strategy for Broadland, Norwich and South Norfolk

Issues and Options:
Report of Consultation

Jobs, homes, prosperity for local people

Broadland District Council

NORWICH City Council

South Norfolk COUNCIL

in partnership with Norfolk County Council

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Respondents gave broad support to the statements of Vision and Objectives in the report. Comments made it clear that, in general, respondents considered these to be of a quality of life that they would want.

Respondents expressed concern about the acceptance of housing growth, the need to focus on maintaining and enhancing the sustainability of small rural settlements and the need for the vision to be more creative and locally distinctive.

There was some priority given to the strategic principles of "infrastructure and service planning and delivery" and "environmental impact" as criteria for judging where and when growth is acceptable.

Respondents gave strong support to measures that ensure that new development is sustainable in terms of its energy efficiency and in relation to using renewable sources of energy. A suggested target of 20% of energy requirements was also supported.

Spatial Hierarchy

There was broad support for the definition of the spatial hierarchy as proposed in the Issues and Options document both in terms of the broad hierarchy as a whole, and in relation to the definition of Market Towns and Key Service Centres in the settlement hierarchy. Respondents identified a number of facilities that can be used to define the next level of 'secondary rural settlements' – notably public transport access to work, a village hall, a convenience store and a primary school.

There was general agreement that development outside the hierarchy of settlements should be strictly controlled. However, some people wanted to see an exception to allow for development to support settlements with a limited range of existing services.

Respondents supported the need to give priority to brownfield site development, so far as possible. There was also some concern about the impact of 'urban sprawl' and loss of character on some areas surrounding Norwich.

There was general agreement that public transport and where feasible walking and cycling links need to be improved to give better access between rural areas and Key Service Centres, Market Towns etc.

Locations for major growth and change in the NPA

While a significant minority place equal importance on wide ranging criteria when a preference is expressed the 3 most important factors for locating growth are: easy access to facilities by walking, cycling and public transport ; the ability of new and existing infrastructure and transport to support growth; and minimising the impact on the environment.

Respondents supported the option of large scale urban extensions and a possible new settlement by a small margin (34% to 31%) over a more dispersed pattern of growth. An option of an even larger scale of concentration in one new town south of Norwich was suggested in a limited number of responses.

Technical consultees and infrastructure providers tend to favour concentration in larger scale developments. The development industry tends to support a combination across all three options with elements of large scale, medium scale and smaller scale growth.

Different locations for development were favoured in responses to the Long and Short Questionnaires although there is significant overlap between them. In the Short Questionnaire responses (taking account of all expressed preferences) a majority were in favour of the South-west, South-east, Wymondham and North-east/East sectors. In the Long Questionnaire responses the most favoured individual locations were the North-east, South-west, and Wymondham and an overall strategy for large scale growth to be focussed on these three locations, either solely or in combination with one or more additional locations, received majority support (53%).

Whilst the Long Questionnaire gave results in favour of growth to provide a Long Stratton bypass, the local survey (undertaken by South Norfolk District Council) indicated that local people are evenly divided for and against such a solution. Only a minority of local people would support a development in excess of 1500 dwellings.

City Centre

Respondents gave broad support to the proposed hierarchy of centres, which recognises the city centre as the strategic centre for growth and the economic driver for the sub-regional economy. The need for a range of city centre service functions beyond retailing was also recognised, including facilities for education and training, health and young people.

Respondents supported focused employment growth in the city centre, although the majority accepted that some office jobs would need to be created outside this main focus. There was also strong support for promoting brownfield development generally and providing for a mix of uses especially in the city centre.

In several respects respondents recognised that new development needs to be appropriate to the history and heritage of the city centre and at appropriate densities.

There was considerable support for retail growth to be concentrated in the existing retail area and majority support for this to include the Anglia Square/ Magdalen Street area, but little support for wider expansion of the retail area.

For leisure development respondents supported a strategy that would provide a wider range of facilities for all age groups.

There was significant concern about traffic congestion and most respondents accepted the need to improve public transport, cycling and walking facilities, although respondents also wanted to maintain car access.

Suburbs and Fringe

Respondents agreed with the overall approach to development within Norwich and the urban area including the sequence of preferred sites from the city centre to areas on the edge of the urban area where accessibility is poor.

In relation to skills and training respondents supported a range of initiatives outlined in the document.

The responses generally accepted the need for more bus priority measures in the urban area, although the option selected suggested that this could be done without loss of capacity for the private car.

Respondents supported the need to focus area-wide regeneration on specific areas where deprivation would be addressed. These included a number of deprived city areas.

Definition of Norwich Policy Area

The majority of respondents support the current boundary of the NPA

A small number suggested either enlarging or shrinking the boundary, to the south or south-west.

Town Centre Hierarchy

Respondents gave overwhelming endorsement to the hierarchy of centres as defined in the Issues and Options document.

There were a few suggested changes with some additional settlements suggested for inclusion, but no overriding support for any particular one of these.

Housing

Respondents expressed concerns that smaller settlements should be allowed sufficient growth to sustain their services and sense of community.

On the other hand some people opposed the overall level of growth in housing numbers being proposed.

Respondents supported measures to extend provision of affordable housing by reducing threshold levels at which the policy is triggered and by widening the scope for private sector projects to be included. Comments supported the need to provide for housing needs.

In relation to gypsies and travellers, responses showed support for transit sites close to the A11 and A47 routes through the area. Respondents also favoured (by a small margin) the provision of more smaller sites, rather than large sites for travellers, but opposed provision of sites within the growth areas.

The Economy

Respondents considered that additional jobs would be best located in areas with good accessibility by both road and public transport. Comments sought to ensure that all sectors of the economy would have opportunities to expand.

The responses across several questions showed strong support for more 'home working' and for mixed use solutions to employment growth. This included the idea of live/work units and a more flexible approach to issues relating to working at home.

Respondents supported a range of measures to promote and encourage training and learning opportunities related to the needs of business.

Respondents also generally supported measures to assist small business growth and especially solutions related to residential areas and mixed uses.

Strategic Access and Transportation

Transport improvements are given a high priority in the response for improving the local environment and are among the highest criteria for selecting growth locations.

Respondents favoured strategies to encourage walking, cycling and public transport use in both the urban and rural areas and market towns, while recognising that there are areas where the private car is the only available and practical means of transport.

To reduce the need to travel, the most popular solutions included co-location of homes, shops, services and jobs and increased working from home.

There were different views expressed between the main questionnaire and the local survey (carried out by South Norfolk Council) about Long Stratton and the need for growth to fund a bypass of the village. Overall there is some degree of support for a degree of growth to support a bypass.

To help reduce rural deprivation public transport should be improved to local facilities and in some instances, services should remain even if they are not economically viable.

Environmental Assets

Respondents gave significant weight to environmental issues in the local area and especially to avoiding development that would impact adversely on sensitive areas and, in particular, designated sites and landscapes.

When considering the criteria for selecting areas for growth, respondents put environment impact as the highest priority factor, which is consistent with several other responses on the growth issues.

Respondents overwhelmingly agreed that nationally and locally protected sites and landscapes should be protected from the impacts of growth and that in addition certain additional areas should be protected. This response also supported using the Ecological Network map and the Norfolk BAP.

Community Life and Culture

A number of comments gave high priority to provision of more services and community facilities especially in smaller communities in rural areas.

For the urban area and the city centre in particular there was concern for more provision of cultural and leisure opportunities.

Respondents supported the idea of using dedicated community workers to assist in community development in new communities.

Respondents supported a range of options to overcome rural deprivation with particular emphasis on improvement to public transport accessibility and promoting a wider range of uses of existing community venues in rural areas.

Policies for Implementation and Monitoring

Respondents generally supported the idea of a tariff system with this being assessed across the wider area to take account of all infrastructure needed to support the growth.

Respondents supported a discount on any tariff for brownfield sites.

Responses suggested the level of tariff will have to take account of the viability of development and that funds should be managed locally, but by some body other than the local councils.

1. Introduction

The public participation during the Issues and Options stage comprised a number of involvement methods, each of which were designed to ensure as high a level of response as possible to the Issues & Options report. This approach ensured the GNDP authorities paid full regard to each of their Statements of Community Involvement (each authority has prepared and adopted its own). The participation exercises sought to encourage the return of individuals' views as well as the response of representative groups in the local communities.

The start of the consultation period for the Issues and Options was marked by a launch to an invited audience on 6th November 2007 at an event held at St Andrews Hall in the City Centre. Public consultation started on 19th November 2007.

This report details the range of methods used and the results of the various questionnaires that were used to gain responses which will inform the next steps in the production of the Joint Core Strategy.

2. Consultation Methods Used

a) Pre-production 'Issues Workshops'

Between June and July 2007 a series of nine Issues Workshops were held at a variety of locations in the Greater Norwich area, in order to help inform the production of the Issues and Options report.

A range of public, private and voluntary sector organisations were invited to these workshops, each of which dealt with a different theme. These were as follows:

- Community life
- Culture and leisure
- Economy
- Environment
- Housing
- Transport
- City centre / regeneration
- Rest of the Norwich Policy Area & growth issues
- Rural area

Details of the date and location of each workshop, as well as those organisations in attendance at each, are set out in Appendix 1.

b) Issues and Options Report

The full Issues and Options report was sent to all statutory consultees (some 350 in total), taken from the GNDP consultation database at the start of the consultation process. This database is an amalgam of all of the GNDP authorities' individual LDF consultation databases. Statutory consultees include neighbouring local authorities, neighbouring parish councils and all of the parish and town councils of Broadland and South Norfolk districts.

The full document was also available for reading at all libraries in the GNDP area and in all the Council Information Centres (Aylsham, Diss, The Norfolk and Norwich Millennium Library and Wroxham as well as the Harleston Community Information Point. Additionally the exhibition and documents were available on the Broadland Mobile Information Centre). In the areas of the GNDP covered by Civil Parish Councils two copies were sent the Clerk of the Parish Council (or Parish Meeting) together with a request that one copy was made available to parishioners.

The Report was also made available at all exhibitions (see below) and was sent to anyone requesting it from either of the GNDP authorities.

The Issues and Options Report was made available for viewing on the GNDP website (a link to this was included on the constituent councils' websites). The website address for the GNDP was also publicised in the full report, the summary leaflet and in the exhibition material.

Stakeholders were encouraged to respond to the Issues and Options Report using the online consultation facility, provided through JDI. However, a hard copy response form was also produced for those individuals who preferred to respond by hand. This was available on request and could also be picked up at the exhibitions that were held in the area (see section 3 below).

c) Summary Leaflet

A summary leaflet version of the Issues and Options report was sent to every home in the GNDP area (approximately 150,000 homes) during the first couple of weeks of the consultation period. This leaflet included a reply paid section that allowed people to complete and return a short questionnaire; it also included details of how all returns would be entered in a draw for a prize of £100.

The document summary leaflet was also sent to some 3600 other organisations on the GNDP consultation database, including environment, heritage and community groups, landowners and developers, housing associations, health and social care groups, black and minority ethnic groups, utility providers, and individuals who have expressed a wish to be kept informed.

Like the Issues and Options Report, the summary leaflet was also made available for completion on the GNDP website.

d) Exhibitions

41 exhibitions were held between 22nd November 2007 and 23rd January 2008, at 30 venues across the GNDP area. These were held throughout the week (including weekends) and at various times of day. The exhibitions were held in a variety of locations such as superstore car parks, community halls, shopping malls, market stalls and in a city centre shop. Officers from the GNDP authorities staffed all the exhibitions and were available to help with enquiries and answering questions.
In summary, a total of 2,036 people were recorded as having attended the exhibitions mentioned above (although this probably understates actual attendance at busy times). 544 were recorded as attending the supermarket roadshows that were held, and 1492 attending the venue-based exhibitions.

Detailed exhibition attendance figures are set out in Appendix 3.

The exhibition displays were also available for viewing on the GNDP website.

e) Hard-to-Reach groups

Consultants (SMRC Research) were appointed to ensure that a variety of hard-to-reach groups had the opportunity to get involved in the consultation. Their work took the form of on-street interviews with target groups and developing a young people's questionnaire which was sent to schools and colleges for completion by pupils and students (this became the output of the 'Have Your Say' conference – see Appendix 4).

SMRC facilitated the completion of 612 questionnaires by adults, although this figure is not broken down by location. Locations that were visited by SMRC include Castle Mall, Jubilee Centre, Norman Centre, Riverside (Morrisons), Earlham House and Clover Hill. They reached 64 single parents, 99 people from the 75+ age category and 60 disabled people. 100 people were also interviewed from deprived wards in the Greater Norwich area.

SMRC also completed questionnaires with people in the Rates Hall at Norwich City Council and interviewed people across City Council wards.

Other work to engage with 'hard-to-reach' groups, undertaken by the GNDP, included a presentation on the Issues and Options to the Broadland Disabled People's Partnership at their meeting held in December 2007.

An article regarding the consultation was also featured in the winter 2007 issue of Norwich and Norfolk Race Equality Council's 'Black and White' newsletter.

A schools conference, 'Have your Say', was held on 7th February at the Kings Centre in Norwich with young people from 7 High Schools from within the Greater Norwich area attending. One of the workshops (entitled 'Saying It Better') resulted in the students designing their own Issues leaflet based on the themes from the summary leaflet. This was produced and 100 copies were sent to each school for their peers to complete. In total, 646 completed questionnaires were received, the analysis of which features as Appendix 4 of this document. A copy of the questionnaire that was developed is included in this report as Appendix 5. Whilst the return of these youth questionnaires was strictly outside the time period for the main consultation, we accepted that this was necessary in order to give young people a chance to respond.

f) Meetings held with and presentations to various stakeholders

A variety of specific meetings have been held with stakeholders and other interested parties, such as property and professional groups, meetings of interested organisations etc.

Some of these meetings have been small in scale and have comprised solely of officers to discuss more technical issues. Others have spread the discussion to community representatives such as Headteachers and Chairs of Governors of the area's Secondary Schools.

Appendix 2 attempts to capture the range of consultations (but is not necessarily fully comprehensive)

3. Issues & Options Full Report - Results Analysis

Level of Response Received

The table below sets out the number of representations received on the full Issues & Options Report, as a total and split by whether they were hard copy representations (i.e. using the questionnaire booklet) or electronic responses (using JDI) :

Document	Hard copy representations	Electronic representations	Total representations
Issues & Options Report	4,749 (70.9%)	1,950 (29.1%)	**6,699**

The total figure is now broken down to indicate the total number of supporting comments, total objections and the total number of comments received.

Total Supports	1,989 (29.7% of total comments)
Total Objections	702 (10.5% of total comments)
Other Comments	2,691 (40.2% of total comments)
Total Comments Received	6,699

N.B. these figures indicate individual representations and not numbers of individuals responding.

It should be noted that each representation is a single answer to one of the questions. It is possible to estimate how many individuals or organisations have responded on the full document, but not to give precise figures. At present, the highest number of representations on any one question is 190 (on question 1 and 3), indicating that there are at least this many respondents whose representations have been captured. The average number of respondents per question was 129.

Comments on the Consultation Process

Several respondents commented on aspects of the overall consultation process and/or particular exercises.

Some felt the whole exercise was one of public relations for the Greater Norwich Development Partnership. Others criticised the language used for being too technical and complicated.

In general, however, the respondents were happy that the consultation reflected the scale of the issues involved and the importance of the choices to be made. One respondent complemented the Partnership on tackling the issues of the scale of growth in a realistic manner, even if the respondent did not favour such scale of growth.

Concern was expressed at certain perceived 'mistakes' on the plans or in the description of the key locations for growth. These included:

- Similarity in colour between the Broads area and the growth locations.
- Omission of the name 'Wymondham' from that growth location.
- Confusion about what constituted the 'preferred growth option' comprising North East, South West and Wymondham.
- Lack of clarity about whether the brownfield/urban option shown as number 11 on the diagram, was included as a growth location.

It should be noted that the full Issues and Options report contained an error in numbering two questions as 33, the second of which should have appeared as 34. This did cause some confusion to respondents.

The response of young people suggests that the main mode of consultation had largely bypassed them, being addressed to householders/adults. Very few had heard of the consultation exercise, even though by the time of the youth conference it was in its last days (Have Your Say Youth Conference, Introduction to Day, F and G = 15% and 10% respectively). They felt the questions posed in the consultation leaflet were too complicated and used technical language (Have Your Say, workshop 2). They produced their own consultation leaflet with a design they felt more suitable for young people (see Appendix 4). The concluding comments show a wish for young people to be involved in the process at future stages in the development of Greater Norwich (Have Your Say Conference, feedback form).

The results from the long questionnaire are presented in Appendix 7. This material is incorporated in the analysis by policy themes and by growth locations, which follow in Chapters 4 and 5.

4. Analysis of Responses by Policy Theme – Policies for Places

The next section brings together results from each of the main consultation processes organised under "policy themes" and dealing with locational "Policies for Places". This is followed by Section 5 dealing with generic "Area-wide Policies". These themes have been developed since the Issues and Options consultation report, so do not directly relate to the sections in that document, but include all the responses received in one section or another.

4a   Policies for Places Theme = Spatial Hierarchy

The Questions Relevant to this theme

Long Questionnaire
- Q1)   Spatial Vision to 2026
- Q2)   Spatial Planning Objectives
- Q3)   Settlement Hierarchy
- Q5)   Definition of Market Towns
- Q6)   Definition of Key Service Centres
- Q7)   Services necessary to define Secondary Rural Settlements
- Q8)   Grouping of Secondary Rural Settlements form a Key Service Centre
- Q9)   Development in rural areas
- Q21)   Large Scale Office Development
- Q34)   Transport in Rural areas and Market Towns
- Q35)   Improving accessibility to jobs and services in villages
- Q38)   Tackling rural isolation
- Q41)   Provision of affordable housing for Norwich
- Q47)   Access to rural commercial activity from defined settlements

Short Questionnaire
- Q1)   Spatial Vision
- Q3)   Principles influencing the location of growth locations
- Q4)   Spatial distribution of growth
- Q5)   Locally specific issues
- Q7)   Locations for job provision

What the responses told us about this theme

The responses to a wide range of questions can be related to the spatial hierarchy, as illustrated by the list above. However these elicited some broadly similar responses across a number of questions.

When questioned about locations for growth most people (79%) agreed with the suggested hierarchy for managing the scale of growth (Short Questionnaire Q4). Of those who suggested alternative approaches 16% wanted more growth outside of Norwich, across villages or in a new town, 9% were opposed to any growth at all while 7% suggested all growth should be within Norwich.

There was also broad support for the definition of the spatial hierarchy in the full document (Q3 Long Questionnaire – Yes = 59%). Some comments suggested that development should be more widely spread throughout the hierarchy, especially where it would be sustainable (Q3 Long Questionnaire – comments = 11). There was some support for the concept of one 'New Town' to accommodate most of the growth (Q3 Long Questionnaire = 9 comments).

Responses across a number of questions supported priority for bringing forward brownfield sites in the urban area. This gained 129 comments on the Vision for the area (Q1 Short Questionnaire) and 77 comments on the locally specific issues in the urban area (Q5 Short Questionnaire). There were a few comments to this effect in relation to the hierarchy of settlements (Q3 Long Questionnaire).

Then there was a significant level of response supporting a wider spread of growth to enable smaller settlements in rural areas to maintain viable services and communities (Q1 Short Questionnaire = 109 comments; Q4 Short Questionnaire = 1175 comments; Q2 Long Questionnaire = 12 comments; Q3 Long Questionnaire = 11 comments). There were also some comments disagreeing with Norwich as the focus of growth (Q1 Short Questionnaire = 81 comments).

From the opposite viewpoint, some people responded that all growth should be concentrated in Norwich (Q4 Short Questionnaire = 523 comments) or that the Norwich Policy Area should be the major focus of growth (Q1 Long Questionnaire = 9 comments).

There was a frequent concern about 'urban sprawl' and loss of character of areas surrounding Norwich (Q5 Short Questionnaire = 77 comments; Q1 Long Questionnaire = 8 comments).

Respondents supported the definition of Market Towns (Q5 Long Questionnaire – Yes = 70%), although some comments suggested a number of other places could be included in the list (Q5 Long Questionnaire – 11 comments). Some people also commented that development in market towns should be sympathetic to their character (Q5 Long Questionnaire – 8 comments).

Respondents supported the definition of Key Service Centres (Q6 Long Questionnaire – Yes = 62%). Some people, however, found the distinction between Market Towns and Key Service Centre confusing (Q6 Long Questionnaire - 12 comments). Comments suggested that public transport accessibility was seen as an important criterion (Q6 Long Questionnaire – 11 comments). In comments on the definition there were some suggested additional criteria such as the inclusion of sport and leisure facilities (7 comments) and a Post Office (5 comments) as well as a range of other factors.

In relation to other 'secondary rural settlements', we suggested a list of criteria and asked which were the essential ones and which were unnecessary. Respondents supported public transport (for the journey to work) (63 comments), a village hall (58), a convenience store (55) and a primary school (46) as the most important (Q7 Long Questionnaire). A library (30 comments) and a secondary school (31 comments) were seen as unnecessary at this level in the hierarchy (Q7 Long Questionnaire).

In relation to whether groupings of settlements could be defined as a Key Service Centre, the responses were ambiguous. The highest number of responses were comments of various kinds (Q8 Long Questionnaire; Other comments = 43%, Yes = 38%). These mainly specified qualifications on the concept, for example
- Only where settlements are close together (cycle or walking distance)
- Only where appropriate services were provided and these were coordinated between the settlements.

There was general acceptance that development outside of the hierarchy of settlements (i.e. in rural areas) should be strictly controlled (Q9 Long Questionnaire – No (i.e. consistent with government policy) = 44%).

The settlement hierarchy principle was also supported in that respondents agree that housing need that cannot be met in the city of Norwich should be satisfied in the surrounding Norwich Policy Area (Q41 Long Questionnaire – agree = 73%)

Large Scale Office Development

In other respects the hierarchy was also supported. For office development respondents supported the option that would focus office development in the city centre, accessible district centres and allocated sites outside these centres (Q21 Long Questionnaire; option c = 44%). There was a slightly lesser degree of support for insistence that major office development should be limited to the city centre only (Q21 Long Questionnaire; option a = 33%).

Transport Links

In relation to links between settlements and rural areas there was general agreement that public transport and where relevant walking and cycling links should be enhanced to improve accessibility (Q34 Long Questionnaire – option b = 62%; Q35 Long Questionnaire – option c = 37% and option a = 37%; Q38 (rural deprivation) Long Questionnaire – option a = 28%).

4b   Policies for Places Theme = Locations for major growth and change in NPA

The Questions Relevant to this theme

Long Questionnaire
- Q1)   Spatial Vision to 2026
- Q3)   Settlement Hierarchy for Growth and Development
- Q10) Principles of Growth
- Q11) Strategy for delivering Growth Options
- Q12) Potential Locations for large-scale growth
- Q13) Pattern of Growth Locations.
- Q16) Gypsy and Traveller sites in new growth locations
- Q22) Strategic employment locations
- Q26) Large scale commercial and retail development
- Q32) Promotion of major growth at Long Stratton to justify bypass
- Q37) Community development in growth areas

Short Questionnaire
- Q1)   Vision of the area
- Q3)   Principles influencing the location of growth locations
- Q4)   Spatial distribution of growth
- Q6)   Locations for Growth
- Q7)   Employment growth locations

Other Sources
- Local survey of Long Stratton Residents. (see Appendix)

What the responses told us about this theme

The key strategic locations for growth were set out in each of the consultation documents. Responses were concentrated on questions dealing with those locations, but there were other interesting responses dealing with the strategic locations in other parts of the consultation.

In this analysis, we have not referred to responses dealing solely with specific sites, of which there were a significant number, since those will be referred to the Strategic Housing Land Availability appraisal to assess their suitability in the context of the Core Strategy. The Core Strategy will not allocate such specific sites. Where such site specific responses also referred to the strategic principles affecting the choice of location, then those aspects have been taken into account and included in this analysis.

General

A number of people responded to the Vision by commenting on the broad location of growth (Q1 Long Questionnaire and Q1 Short Questionnaire). Comments suggested variously that:

- Major growth should be located close to Norwich urban area (Q1 Long Questionnaire – 9 comments)
- Greater emphasis should be placed on the role of market towns and smaller rural settlements (Q1 Short Questionnaire – 109 comments)
- There is a need for new settlements or one 'New Town' (Q3 Long Questionnaire – 9 comments)
- There will be a need to develop criteria in order to accept smaller sites in the early stages before the larger locations identified here can commence.
- Norwich should not be the focus for growth (Q1 – Short Questionnaire 81 comments)

Respondents gave broad support to the definition of the spatial hierarchy in the document (Q3 Long Questionnaire – Yes = 59% against No = 23% and comments = 17%). Some comments suggested that development should be more widely spread throughout the hierarchy, especially where it would be sustainable (Q3 Long Questionnaire – comments = 11). Some comments gave support for the concept of one 'New Town' to accommodate most of the growth (Q3 Long Questionnaire = 9 comments).

Locational principles

We asked which criteria for the location of new communities were the most important. Respondents gave highest priority to

- good access by walking, cycling and public transport;
- existing and new infrastructure to support planned levels of growth
- minimising the impact on the environment including open space, wildlife and flood risk.

(Q3 Short Questionnaire – these three scored highest both on first preferences and on overall scores when combining the total of first, second and third preferences).

Respondents supported the broad principles for management of growth (Q4 Short Questionnaire – Yes = 79%). A minority felt that more growth should be outside Norwich (Q4 Short Questionnaire – 1175 comments or 16%).

Similarly on the Long Questionnaire we asked about the principles behind the selection of the growth locations. Again infrastructure and service planning and delivery and the environmental impact were considered most important. The criteria of market delivery and timescale were shown to be of lower priority (Q10 Long Questionnaire).

We then asked about the overall approach to growth in the Norwich Policy Area (NPA). The largest support, at 35%, was for the option of large scale urban extensions and a possible new settlement, against 31% in favour of dispersed growth

in a large number of areas. Comments showed that some respondents favoured much more widespread dispersal - even outside the Joint Core Strategy area. Some people favoured a mixed approach with some large sites but also a wider dispersal of smaller amounts of growth (Q11 Long Questionnaire – 10 comments).

Preferred Locations

The location plan in both the leaflet and the full Issues and Options report identified options for areas that could be appropriate for large scale growth. While the leaflet gave no additional information on the locations, the full Issues and Options report provided a broad analysis of some apparent pros and cons of each. These locations were the subject of a number of responses (for full details see Appendix 7).

We asked for peoples top four preferences for large scale housing growth (Short Questionnaire, Q6) and there was some support across all locations. Taking into account all 4 preferences expressed, the most favoured locations were:
- the south west sector (A11-A140 outside A47),
- the south east sector (vicinity of Poringland),
- Wymondham and
- the north-east outside the NNDR.

The least popular choices were the north-west sector (A1067-NNDR) and brownfield sites within Norwich. Interestingly, when considering only the first preference of respondents most people favoured the brownfield site options. However, there was clearly some confusion in relation to brownfield sites as the question was intended to seek views on locations outside the built-up area.

If results are separated dependent on the district from which the respondent came, it is noticeable that there is a tendency for some people to prefer growth options away from their local district. However, it is also possible to provide some analysis of the preferred locations within respondent's own districts. Within their own district, South Norfolk residents gave greatest preference to options in Long Stratton, Wymondham, the south-west sector and the south-east sector and least favoured the west and south. Broadland residents favoured growth in the north sector (north of the airport) followed by the north-east outside the NNDR with the least favoured being the north-west.

In the Long Questionnaire (Q12) we asked for comments on the possible growth locations. While we did not specifically ask respondents to express preferences we have looked at positive and negative reactions and taken account of the difference between the two. This analysis suggests that the top preferences for individual locations were:
- North East Sector, inside NNDR (area 2) (24 in favour (16%); 4 against; net score = +20)
- South-West Sector, outside A47 (area 8) (20 in favour (13%); 1 against; net score = +19)
- Wymondham (27 in favour (18%); 12 against; net score = +15)

In addition a number of people suggested other growth locations. These included Diss area (4), South Sector inside the A47 (3), Loddon area (2), Aylsham area (2), South-west Sector inside A47 (2), former RAF Coltishall (outside area but put forward to meet Norwich growth needs) (2), and numerous others based on specific sites (see note above).

The Long Questionnaire then asked which overall pattern of growth respondents favoured outside the city (Q13). This put forward the option of concentration in three locations (North-east, South-west and Wymondham). This was supported by 30%, with a further 23% supporting these three locations with the addition of either a fourth location for major growth or one or more locations for medium scale growth. Consequently, 53% of respondents support a growth strategy concentrating on the North-East, South West and Wymondham either alone or with one or more additional growth locations. The locations most frequently referred to as additional to the pattern suggested were South of Norwich (8), the Long Stratton area (7), the North Sector, north of the Airport (6), and the South-east Sector in the vicinity of Poringland (6). Some 24% of responses preferred an option with a more dispersed pattern of at least 10 locations while 19% favoured a different combination of major growth options.

In commenting on the suggested locations a number of people said that further analysis of the services and infrastructure available in each area and certain constraints would be necessary. Comments by some infrastructure agencies, which also highlighted potential constraints relate to:

- Capacity of sewage treatment works and the need for pumping of waste water (Anglian Water Services – prefers locations south and east of Norwich because of closer proximity to Whitlingham waste water treatment works and the need to avoid pumping waste water through the urban area);
- Biodiversity constraints and opportunities (Norfolk Wildlife Trust);
- Impact on the trunk road network and necessary mitigation measures (Highways Agency);
- Historic landscapes in each area and the character of settlements (Norfolk Landscape Archaeology – highlighted the particular constraint in area 4 (vicinity of Poringland) because of numerous ancient monument (burial) sites and a 'prehistoric ritual landscape' which gives them context.);
- Assessment of the historic interest of settlements and landscape in each area (English Heritage);
- Future location of major waste disposal facilities (Norfolk Environmental Waste Services – noted a particular constraint within the area close to Longwater);
- General need for police facilities and infrastructure (Norfolk Constabulary);
- Restrictive covenants entered in respect of land west of Wymondham to prevent damage to the setting of the abbey. (National Trust);
- Educational opportunities in the light of recent government policy changes;
- Aircraft flight paths.

Long Stratton – Growth Option and Bypass

In the main consultation response there was support for growth in Long Stratton to fund a bypass on the A140 (Q32 Long Questionnaire – Yes = 68%). However in the specific local survey undertaken by South Norfolk Council, residents of the Long Stratton area came out very marginally against major growth to support A140

improvements (Long Stratton survey Q1 – Against major development = 49.6%; for major development = 48.2%). Comments suggested concern that the village's infrastructure would not support the higher level of growth proposed (see Appendix 7 for the results of this survey). When local people were asked what scale of growth they would support the majority would support fewer than 1500 dwellings (63%) and only 10% would support more than 5000 new dwellings.

Community Development

The long questionnaire referred to the need to support community development as growth takes place. Respondents supported the provision of dedicated community workers as a means to support new communities (Q37 Long Questionnaire – Yes = 60%).

Strategic Employment Locations

With regard to strategic employment locations, responses were split between seeking additional locations for employment development and relying on mixed use regeneration sites. (Q22 Long Questionnaire; option A = 36.6%, option B = 37.3%). Suggested locations for strategic employment development included:
- Within growth areas at Wymondham (6)
- Extension to Norwich Research Park (4)
- Alongside proposed NNDR (2)
- South-west of Norwich (2)
- North-west Sector (Drayton area) (2)

and numerous other locations.

Concern was expressed about one option – to allow freeing up of restrictions on specialist sites – if this meant that sectors identified for future growth would then have no land to accommodate the growing cluster of related specialist firms (Q22 Long Questionnaire – comments).

In relation to retail and commercial development, we offered an option for growth to take place as part of large scale housing developments. In practice this did not attract much support (Q26 Long Questionnaire – option B = 21%).

4c   Policies for Places Theme = City Centre

The Questions Relevant to this theme

Long Questionnaire

- Q3)   Settlement Hierarchy
- Q4)   Locations for growth around Norwich
- Q19)   Promoting learning and development

- Q21) Large scale office development
- Q22) Strategic employment locations
- Q25) Town Centre Hierarchy
- Q26) Comparison shopping growth in Norwich
- Q27) New facilities and attractions
- Q33) Balance of road capacity between buses and cars
- Q39) Retail growth in Norwich city
- Q40) Provision for late night leisure

Short Questionnaire

- Q5) Locally specific issues
- Q7) Locations for job provision

Other Sources
- Have Your Say Youth Conference

What the responses told us about this theme

The City Centre is recognised in the Issues and Options document as the core of the hierarchy for development in the area with key central services and economic functions being based there. It is also the key economic driver of the sub-region. Respondents supported the hierarchy as defined in the document with the city centre as its hub (Q3 Long Questionnaire – Yes = 59%). Respondents also supported the approach to sites in and around Norwich, giving priority to city centre development over other less accessible parts of the urban area (Q4 Long Questionnaire Yes = 71%). Young people identified the shops and restaurants of the centre as a key reason why Norwich is great for them (Have Your Say Youth Conference, Workshop 1).

Comments also recognised the potential of brownfield sites within the centre to enable that growth, although some comments also suggested that other areas should have equal priority with the city centre, if they were accessible (Q4 Long Questionnaire - comments)

Promoting Learning and Development

In relation to skills and training, respondents supported the full range of options put forward to address this issue. These included promotion of learning and training establishments based in the city centre and the co-location of education and skills with businesses, many of which will be in the centre of the city. (Q19 Long Questionnaire – support all = 67%)

Large Scale Office Development

For office employment growth respondents supported the need to encourage offices in the city centre but also in district centres and allocated out-of-centre sites, where these are accessible (Q21 Long Questionnaire – option C = 44%). A significant minority of comments supported a more restricted view, giving preference to the city centre for office developments (option A = 33%). Comments noted that the city centre approach fits with a sustainable transport strategy.

In relation to additional strategic employment sites, there was no explicit recognition of the role of the city centre, but the highest level of support was for an option which focused on bringing forward mixed use regeneration of sites within the city (Q22 Long Questionnaire – option B = 37%). It was suggested by as many people (37%) that additional locations would be needed.

We asked about issues that are important to each part of the area and, in respect of the city centre, most support was given to the need for respect the heritage of the city and encouraging office employment in the centre (Q5 Short Questionnaire). Comments suggested particular concerns about traffic and congestion in the centre and the need for more employment in the centre (128 comments and 47 comments respectively).

In addition when asked about provision of more jobs, 244 people identified central Norwich as a location where that should be pursued (Q7 Short Questionnaire). However, more responses were received identifying locations with good transport access (299 comments) and areas outside the city centre area (284 comments).

Retail Growth in Norwich

A key issue for the city centre is the future development of its position as the leading retail centre in the East of England. In that context respondents supported the proposed hierarchy of centres for retail and leisure development, which recognises that the city centre will have a primary role in that growth (Q25 Long Questionnaire – Yes = 81%). The comments received did not criticise this aspect of the hierarchy – the only relevant comment being about Anglia Square/ Magdalen Street and whether that should be seen as part of the city centre for retail purposes (1 comment).

In terms of how the area in general should cater for growth in retail and leisure expenditure, respondents opted for promoting both further growth around the urban area in accessible locations and developing one or more centres outside the urban area to serve the proposed growth locations (Q26 Long Questionnaire – option C (combination of others) = 45%). Some people expressed concern that the centre should not grow any further (13 comments). Respondents supported a strategy that would concentrate new retail development in the North City Centre area (Anglia Square redevelopment) (Q39 Long Questionnaire – option C = 51%), although the alternative of concentrating growth within the whole existing retail area also scored 40%. There was little support for the option of extending or enlarging the centre significantly (9%).

New Attractions

We asked about the development of attractions for visitors and facilities. Responses to this question focused mainly on transport and community infrastructure issues. There were some comments suggesting additional tourist attractions (Q27 Long Questionnaire) – for example a new concert hall, a swimming pool and entertainment centre. Comments also showed support for enhanced heritage and outdoor attractions.

For leisure activities respondents expressed support for a strategy of developing a range of facilities aimed at all age groups, rather than one focused primarily on young people and the late night economy (Q40 Long Questionnaire – option B =52%). There was more support for concentrating late night activities than there was for a dispersal strategy (Q40 Long Questionnaire – option A = 35%, option C = 13%)

Transport Links

In relation to transport options, we asked about measures to give buses more priority. Respondents supported the option which would do this only if capacity can be maintained for the private car (Q33 Long Questionnaire – option A = 60%). However, this is less relevant to the city centre, where traffic management already aims to reduce the penetration of the car into the main centre.

4d   Policies for Places Theme = Existing Developed Areas – Suburbs and Fringe

The Questions Relevant to this theme

Long Questionnaire
- Q4)   Using sites in and around Norwich
- Q19)   Education, skills and the knowledge economy
- Q20)   Small business growth
- Q27)   Major new facilities or attractions
- Q33)   Public transport priority measures
- Q41)   Meeting housing need of Norwich
- Q42)   Area-wide regeneration

Short Questionnaire
- Q5)   Locally specific issues

What the responses told us about this theme

Respondents agreed with the overall approach to development within Norwich and the urban area including the sequence of preferred sites from city centre to areas on the edge of the urban area where accessibility is poor. (Q4 Long Questionnaire – Yes = 71%). There were several comments supporting the priority for development of brownfield sites in the urban area both on this question and others (see section 5a above).

Some comments expressed a fear that large scale developments on the edge of the urban area could become future ghettoes or undesirable areas (Q4 Long Questionnaire – 4 comments)

Education, Skills and a Knowledge Economy

In relation to skills and education and training respondents supported the range of options outlined in the document including promoting training and learning establishments, innovation/ incubator centres, encouraging co-location of education and skills training with related businesses and ensuring accessibility of such opportunities to all. (Q19 Long Questionnaire – No = 67%)

Small Business Growth

For development of small businesses the highest level of support was for making small sites available for start-up businesses in identified settlements or through

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conversion of rural buildings. (Q20 Long Questionnaire – option B = 44%). Many comments suggested there was a particular focus on the references to rural buildings in this option. Several people supported a combination of options here – to include managed workspace and using a flexible approach on residential sites to include mixed use units.

New Facilities or Attractions

Respondents supported a number of additional attractions or facilities. The ones most relevant to the urban area and its surroundings were
- Improved transport infrastructure (10 responses)
- Concert hall (11)
- Outdoor activity areas/ country parks (13)
- Sports facilities (8)
- Swimming pool (5)

(Q27 Long Questionnaire)

In relation to the urban area and its local environment, respondents were asked to comment on any issues that had been missed (Q5 Short Questionnaire). The following issues were raised:
- Need for more community facilities (128)
- Need to improve public transport (inc. park and ride) (113)
- Improved roads and parking (87)
- Prevent urban sprawl and loss of character of villages (77)
- General transport improvements (74)

Transport Links

In relation to transport within the urban area, responses accepted the need for more bus priority measures, but sought to maintain capacity for cars (Q33 Long Questionnaire – option a = 60%). People were concerned that increase road space reserved for buses would just create more congestion without getting people out of their cars. Comments suggested improvements to strategic transport infrastructure are needed.

Housing

Respondents agreed that housing need, which for practical reasons will not able to be fully met in the city itself, should be met in the wider Norwich Policy Area. (Q41 Long Questionnaire – Yes = 73%).

Area-Wide Regeneration

In relation to area-wide regeneration respondents agreed that efforts need to be focused on specific areas (Q42 Long Questionnaire – Yes = 68%). Some responses queried whether regeneration should mean denser development.

The areas suggested for such regeneration included a number of deprived inner city areas –

- North Earlham/Larkman/Marlpit
- Mile Cross
- Lakenham
- Magdalen Street area

(Q42 Long Questionnaire)

4e   Policies for Places Theme = Definition of Norwich Policy Area

The Questions Relevant to this theme

Long Questionnaire
- Q43)   Definition of Norwich Policy Area

Short Questionnaire
- None

What the responses told us about this theme

Size and Shape of Norwich Policy Area

Respondents saw no reason to suggest any amendments to the boundary of the Norwich Policy Area (NPA), as previously defined by Norfolk Structure Plan. (Q43 Long Questionnaire – no change = 65%).

There were minority suggestions for enlarging the NPA but these mostly involved places at some distance from the current boundary (Attleborough, Diss, and Thetford). There were also 4 people who favoured reduction in the boundary for each of Long Stratton and Wymondham. In addition 4 people felt the NPA was too large but did not suggest any particular reduction (Q43 Long Questionnaire – comments)

4f   Policies for Places Theme = Town Centre Hierarchy

The Questions Relevant to this theme

Long Questionnaire
- Q21)   Office development locations
- Q25)   Town Centre Hierarchy

Short Questionnaire
- none

What the responses told us about this theme

Respondents gave overwhelming endorsement to the suggested hierarchy of town centres in the area (Q25 Long Questionnaire, Yes = 81%). There were a few suggestions for variations in the lower orders of centres, but with no strong contenders for change (total of 16 comments). Peoples' suggested additions included Poringland, Harford Bridge Tesco site, Stoke Holy Cross, Loddon, Long Stratton.

There were concerns that the Anglia Square/Magdalen Street area needed major regeneration in order to qualify.

There were suggestions about upgrading Acle as a centre or downgrading Aylsham and Loddon in the hierarchy (Q25 Long Questionnaire – comments)

Office Development

In relation to office development, respondents supported the option that would focus office development in the city centre, accessible district centres and allocated sites outside these centres (Q21 Long Questionnaire; option c = 44%). There was a slightly lesser degree of support for insistence that major office development should be limited to the city centre only (Q21 Long Questionnaire; option a = 33%).

5. Analysis of Responses by Policy Theme – Area Wide Policies

The Questions Relevant to this theme

Long Questionnaire
- Q1)   Spatial Vision to 2026
- Q2)   Spatial Planning Objectives
- Q10)   Principles of Growth
- Q29)   Environmental Standards of Housing Design
- Q30)   Sustainable energy
- Q31)   Target of 20% energy from renewable sources

Short Questionnaire
- Q1)   Spatial Vision
- Q2)   Improving the local environment
- Q3)   Principles influencing the location of growth locations
- Q4)   Spatial distribution of growth
- Q8)   Ways to reduce the need to travel

Other Sources
- Have Your Say Youth Conference

What the responses told us about this theme

The consultation demonstrated overall support for the statements of Vision and Objectives in the Issues and Options document. On the Short Questionnaire 81% of responses supported the Vision (Q1) while the Long Questionnaire (Q1) found that 49% of respondents felt the draft vision reflected a quality of life that they would like versus 25% who objected (26% of respondents had other comments).

The most comments on both questionnaires (22 or 44% on the long questionnaire and 277 or 16% on the short questionnaire) stated that the vision should not be based on acceptance of housing growth at the level proposed with some even suggesting that the level of planned growth was incompatible with high standards of environmental protection (Long Questionnaire Q2 3 comments). Others suggested the focus should be on maintaining and enhancing the sustainability of small rural settlements (Long Questionnaire Q1 19 comments and Q2 12 comments). Some concern was expressed that the Vision statement is neither locally distinctive enough nor visionary enough (Long Questionnaire Q1 17 comments) while 16 comments

referred to the need to promote a range of new public transport in order to minimise the need to travel. This was echoed in the short questionnaire (Q2) in that promoting public transport was considered the most important thing that could be done to improve the local environment.

Principles of Growth

Responses to Q10 (Long Questionnaire) on strategic principles for growth indicate that 42% were comfortable with giving equal importance to all seven suggested principles (accessibility, job proximity, infrastructure and service planning and delivery, environmental impact, market delivery, timescales and resources). However 58% preferred to prioritise. The more important criteria, in the views expressed, were those concerning infrastructure and services (45% most important) and environmental impact (34% most important). Respondents who expressed a preference were clear that the more technical criteria of market delivery and the timing of development should have lower priority (38% and 41% least important respectively).

The Short Questionnaire posed a similar question asking for the most 'important tests' to help identify the best locations for growth (Q3). When taking the total of three preferences it was found that the impact on the environment, making sure the infrastructure was able to support the growth and sustainable transport availability to a range of facilities were considered the three most 'important tests'.

Sustainability

In relation to sustainable methods of construction (Q29 Long Questionnaire) respondents supported both the option to match the Code for Sustainable Homes requirement for energy efficiency in new dwellings and increasing over time (41%) and to apply standards to other types of development to bring about zero carbon emissions by 2016 (29%) with 9% of people opting for a combination of the two. On the other hand there was also a significant number who said that standards should not be set ahead of national regulations (26%).

The suggestion that new development should incorporate an element of sustainable energy generation was overwhelmingly supported (Q30 Long Questionnaire; 96% in favour). There were comments; however, reminding us that viability would need to be assessed, before any particular solution could be devised. Young people also supported the greater use of renewable sources (Have Your Say Conference, workshop 2, Questionnaire responses – 73.4% support).

A specific target of 20% of energy requirements from renewable sources in new development was also supported (Q31 Long Questionnaire; 62% in favour) with 13 comments (10%) from people suggesting the target should be higher.

When asked how we can cut down peoples' need to travel (Q8 Short Questionnaire) in addition to putting houses next to jobs and facilities most respondents said we needed to encourage home working (868 comments or 24%). Others suggested improvements in public transport (21%) and supporting local shops and facilities (14%).

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The Questions Relevant to this theme

Long Questionnaire
- Q1)   Spatial Vision to 2026
- Q2)   Spatial Planning Objectives
- Q14)   Access to affordable housing
- Q15)   Gypsies and Travellers transit sites
- Q16)   Gypsies and Travellers sites – in new development
- Q17)   Scale of sites for gypsies and travellers
- Q18)   Travelling Showpeople
- Q41)   Housing need in city of Norwich
- Q44)   Rural exception sites
- Q45)   Affordable housing - thresholds
- Q46)   Local need for affordable housing

Short Questionnaire
- Q4)   Spatial distribution of growth
- Q5)   Locally specific issues
- Q6)   Locations for large scale growth

Other Sources
- Have Your Say Youth Conference

What the responses told us about this theme

Housing is clearly an important issue in terms of the growth proposed for the area. Responses to this issue include comments on the Vision and Objectives, the strategic principles for growth and the degree of concentration of growth. Particular concerns were shown in relation to smaller settlements and their need for growth in order to maintain sustainable services (comments on Q2/Q3 Long Questionnaire). There was also a recurring concern from some people that the targets for housing growth are too high (Q1/Q3 Long Questionnaire; Q1/Q4 in Short Questionnaire). Young people recognised the need for more affordable housing by 2026 (Have Your Say Youth Conference, Workshop 1 – what we would like to see).

Location for Housing Growth

When questioned about locations for growth most people (79%) agreed with the suggested hierarchy for managing the scale of growth (Short Questionnaire Q4). Of

those who suggested alternative approaches 16% wanted more growth outside of Norwich, across villages or in a new town, 9% were opposed to any growth at all while 7% suggested all growth should be within Norwich.

Responses to Question 5 from the Short Questionnaire highlighted the need to maintain the characteristics of locations as well as providing adequate infrastructure to support growth.

We asked for peoples top four preferences for large scale housing growth (Short Questionnaire, Q6) and there was some support across all locations. Taking into account all 4 preferences, the most favoured locations were the south west sector (A11-A140 outside A47), the south east sector (vicinity of Poringland), Wymondham and the north-east outside the NNDR. The least popular choices were brownfield sites within Norwich and the north-west sector (A1067-NNDR). Interestingly, when considering the first preference of respondents most people favoured the brownfield site options. However, there was clearly some confusion in relation to brownfield sites as the question was intended to seek views on locations outside the built-up area.

If results were separated dependent on the district from which the respondent came, it is noticeable that there is a tendency for some people to prefer growth options away from their local district. However, it is possible to provide some analysis of which are the preferred locations within respondent's own districts. Within their own district, South Norfolk residents preferred options in Long Stratton, Wymondham, the south-west sector and the south-east sector and least favoured the west and south. Broadland residents favoured growth in the north sector (north of the airport) followed by the north-east outside the NNDR with the least favoured being the north-west.

Affordable Housing Provision

Responses to the questions about affordable housing supported measures to graduate the percentage contributions for smaller sites and to widen the scope for private sector alternatives to be included (Q14 Long Questionnaire).

Respondents supported the notion that, because the city of Norwich would be unlikely to be able to meet all its current needs for affordable dwellings within its boundary, that the wider Norwich Policy Area should be used to support this provision for the appropriate numbers (Q41 Long Questionnaire; 73% support).

Almost 40% of respondents felt that developer contributions for affordable housing should be sought for sites of dwellings greater than 5. (Other options included sites with 2+ dwellings – 19% and 10+ dwellings – 28%).

When discussing 'local need' with respect to affordable housing, respondents found it difficult to determine whether this should include only the particular village's residents or those from a wider group of villages (44% versus 56% respectively).

In rural areas respondents supported the option that would not allocate specific sites for affordable housing needs, but would bring such sites forward within the settlement hierarchy when need arises (Q44 Long Questionnaire; Option c = 49%). Responses

also suggested reducing thresholds in villages to sites of 5 dwellings or more (Q45 Long Questionnaire; Option b = 38%) or taking a flexible approach according to circumstances (comments on Q45 = 11%). Respondents considered that 'local need' for housing in rural areas should be identified as being within a group of villages (Q46 Long Questionnaire; option b = 56%).

Young people had a preference for living in a rural area in future by a significant majority (81% - Have Your Say Conference). Reasons given were a perceived lower cost of housing, health and the quieter pace of life, but access to the city was seen as important as well.

Provision for Gypsy and Travelling Showpeople

The chapter on Housing invited comments on the specific needs of gypsies and travellers, including travelling showpeople. Transit sites are required to meet the short-stay needs of travellers on certain routes. Respondents supported provision of such sites on the main A11 and A47 routes through the area (Q15 Long Questionnaire; option A = 49%; Option D = 37% respectively) but comments included the need to consult the gypsy and traveller communities on this aspect.

There was opposition to including gypsy and traveller sites within each large new developments (Q16 Long Questionnaire; No = 69%) despite this being considered a way of integrating society and providing services for all. Comments suggested that contributions from developers could be used to provide sites outside these areas of growth.

In relation to the size gypsy and traveller sites there was more support for a larger number of small sites (Q17 Long Questionnaire; Yes = 46%; No = 38%) rather than fewer larger sites.

There were few comments about the provision of sites for travelling showpeople (Q18 Long Questionnaire – 69 in total), which is a subject on which it was considered that the specific group will need to be consulted.

5c Area-wide Policy Theme = The Economy

The Questions Relevant to this theme

Long Questionnaire
- Q19) Education and skills
- Q20) Small scale business growth
- Q21) Office Development locations
- Q22) New strategic employment locations
- Q23) Protection for employment land from other uses
- Q27) Major attractions for visitors

Short Questionnaire
- Q4) Managing growth
- Q6) Locations for large scale growth
- Q7) Locations for job provision
- Q8) Ways to reduce the need to travel

Other Sources
- Have Your Say Youth Conference

What the responses told us about this theme

Jobs and Locations for Growth

Respondents expressed support for developing new jobs in areas with good accessibility by both road and public transport (Q7 Short Questionnaire 299 comments or 5%) and also the use of brownfield sites and areas in need of regeneration (supported by answers to Q7 Short Questionnaire 168 comments and Q22 Long Questionnaire – Option B = 37%). Other comments suggest that we will need new locations in addition to brownfield sites (Q22 Long Questionnaire – Option A = 37%). Site specific locations close to Norwich for employment growth suggest the Costessey/Longwater area (153 comments), the region around Norwich airport (134 comments) with the majority of comments suggesting the Norwich city centre (244 comments) (Q7 Short Questionnaire). In rural areas the majority of respondents favoured job creation in market towns (416 comments) including Long Stratton (184 comments), Wymondham (161 comments) and Aylsham (154 comments).

Young people expressed the view that there are not enough jobs in the area (Have Your Say Conference, Workshop 2, Questionnaire responses – 71% support).

Respondents gave strong support to the idea of 'home working', as a means to reduce the distance travelled to work (Q8 Short Questionnaire; Comments = 868).

Many consultees also supported the encouragement of small scale and local employment opportunities by a combination of:
- ensuring smaller employment sites are available, particularly to support smaller business and start-ups or, for example, through conversion of rural buildings;
- ensuring that there is adequate provision for managed workspace, "growing on " units and low cost areas for more marginal businesses;
- requiring all new larger housing developments to include employment uses and/or encouraging a flexible approach to residential units such as specific live/work units.

(Q20 Long Questionnaire; preferences spread - Option B = 44%, C = 27%, A = 26% respectively)

Comments suggested that we need to ensure that all sectors of the economy have opportunities to expand (Q20 Long Questionnaire).

There was support for encouraging offices in the city centre, in district centres and allocated out-of-centre sites, where these are accessible (Q21 Long Questionnaire – option C = 43%). Comments referred to the need to ensure that jobs are accessible to the rural population.

Responses to the question on the need to protect employment land were very mixed, but emphasised sustainable locations with good transport linkages (Q23 Long Questionnaire - comments). There was also some concern about the need to protect specific types of sites, because of their place in the local economy.

Q8 from the Short Questionnaire indicates that home working is the respondents preferred option to cutting down peoples' need to travel (868 comments).

Education and Skills

There was general support for the promotion of training and learning establishments and innovation/incubator centres; encouraging the co-location of education and skills training with related businesses; and ensuring opportunities are accessible to all, taking account of the particular needs of deprived communities and disadvantaged groups (Q19 Long Questionnaire), although the overall level of response on this question was low (total = 55). However local young people appear to wish to move on elsewhere for their further/ higher education (Have Your Say Youth Conference, Introduction to Day, E = 23% likely to stay in Norwich), although they also considered UEA to be a factor making Norwich great to live in (Have Your Say, Workshop 1).

Major Attractions for Visitors

Major new visitor attractions that were suggested included a new concert hall, a swimming pool and the promotion of outdoor and heritage attractions. There were 10 comments relating to the need for improved transport infrastructure.

5d   Area- wide Policy Theme = Strategic Access and Transportation

The Questions Relevant to this theme

Long Questionnaire
- Q32) Promotion of major growth at Long Stratton to justify bypass
- Q33) Bus priority measures
- Q34) Transport in rural areas and market towns
- Q35) Accessibility in rural areas
- Q36) Minimising impact of freight
- Q38) Rural deprivation

Short Questionnaire
- Q2) Improving the local environment
- Q3) Principles for choosing growth locations
- Q8) Ways to reduce the need to travel

Other Sources
- Have Your Say Youth Conference
- Local survey of Long Stratton Residents. (see Appendix 8)

What the responses told us about this theme

Overall the responses suggested that sustainable transport was a high priority in improving quality of life (Long Questionnaire Q1 – 16 comments). Public transport received the highest support as a measure to improve the local environment (Q2 Short Questionnaire). Accessibility and enhanced infrastructure features among the highest criteria for selection of growth locations (Q3 Short Questionnaire – criteria 1 and 3).

The Have Your Say Youth conference showed that transport is a dominant concern for young people (Have Your Say Introduction to the Day – 100% had had problems with transport; plus Lunchtime comments). The issues highlighted by young people were cost, reliability, the attitude of bus drivers, the lack of or poor level of bus service in parts of the area (see also Have Your Say, Workshop 1 report). The questionnaire responses also showed that young people use the bus a good deal, although cost is a substantial constraint (Have Your Say, workshop 2, 76% able to use bus from where they live but 56% fined it too expensive).

Respondents supported more bus priority measures in the urban area, while continuing to maintain capacity for the private car (Q33 Long Questionnaire – option a = 60%)

Respondents favoured strategies in the rural areas and market towns to encourage walking, cycling and public transport use, although it was not considered to be a practical solution for all (Q34 Long Questionnaire; Option b = 62%). Comments suggested that the car should still be supported where public transport is inadequate and where walking and cycling is considered to be unsafe (Q34 Long Questionnaire - comments)

In relation to reducing the need to travel, respondents made wide ranging suggestions (Q8 Short Questionnaire). The most popular covered encouragement for working from home and ensuring co-location of shops, services, jobs and homes. There was also support for better public transport and cycling.

Long Stratton Bypass

In the main consultation response, growth in Long Stratton to fund a bypass was supported (Q32 Long Questionnaire – Yes = 68%). However in the specific local survey undertaken by South Norfolk Council, residents of Long Stratton itself came out very marginally against support for major growth to improve the A140 (Long Stratton survey Q1 – Against major development = 49.6%; for major development = 48.2%). When asked about the scale of growth only a minority support levels over 1500 dwellings. (Long Stratton Survey Q2 - see Appendix 7 for the results of this survey).

Freight Transport

In relation to freight transport, respondents overwhelmingly supported the option that would ensure that sites generating significant amounts of freight movements should be located at strategic points on the transport networks (road, rail, water and air). (Q36 Long Questionnaire – option a = 98%). Comments particularly reinforced the promotion of freight movement by rail and water.

Rural Deprivation

To improve accessibility in the rural areas, public transport links to and between the market towns and larger villages with facilities should be improved.   However, new development should be restricted unless there was good access to jobs and services (Q35 Long Questionnaire – option c = 37%; option a = 36% respectively). When considering options on how to reduce rural deprivation it was also suggested that steps should be taken to promote the multi-use of rural buildings (Long Questionnaire Q38 – 26%) and provide local facilities in these communities even when they may not be economically viable (22%).

5e   Area-wide Policy Theme = Environmental Assets

The Questions Relevant to this theme

Long Questionnaire
- Q1)   Spatial Vision to 2026
- Q28)   Protection of Landscape and biodiversity

Short Questionnaire
- Q2)   Improving the local environment
- Q3)   Principles influencing the choice of growth locations
- Q5)   Locally specific issues

Other Sources
- Have Your Say Youth Conference

What the responses told us about this theme

Responses on environmental issues are spread over a number of areas of the consultation. In the public leaflet we asked about the things that could improve the local environment. Respondents gave significant weight to the need to avoid development in sensitive areas and to avoid any significant risk of flooding. Respondents also gave some weight to the need for sensitivity towards the historic areas of towns and villages (Q2 – Short Questionnaire).

Impact on the environment is the most important criterion for choosing locations for growth (measure of overall priorities – Q3 Short Questionnaire).

We asked which of all the issues identified in each area were the most important. For the City of Norwich historic character was the principle issue of concern (NB this was answered by people living throughout the area, not just those who lived in Norwich) (Q5 Short Questionnaire). Similarly for the more rural areas respondents gave priority to preserving the character of the towns and villages.

In relation to the overall Vision for the area, the responses included some environmental concerns, notably:
   - the need to adapt existing urban environments
   - the need to maintain woodlands and green corridors
   - the need to protect local heritage
   - potential negative impact of growth on tourism and countryside issues
(Q1 Long Questionnaire – comments).

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Respondents overwhelmingly agreed that nationally and locally protected sites and landscapes should be protected from the impacts of growth and that additional specific areas, historic landscapes and the setting of the city should be identified and protected. (Q28 Long Questionnaire – Yes = 91%). This response also supported using the Ecological Network Map and the Norfolk Biodiversity Action Plan (BAP) to guide policy development. However, some people entered a qualification that locally designated landscapes may be suitable for development if necessary to achieve wider sustainability goals (Q28 Long Questionnaire – comments).

Additional environmental assets suggested included parks, allotments, greenfields, geodiversity, and that light pollution should be avoided. Young people supported the need for more cycle paths and better recycling facilities (Have Your Say Youth Conference, Workshop 2 Questionnaire responses, 69.8% and 70.6 % respectively).

5f   Area-wide Policy Theme = Community Life and Culture

Long Questionnaire
- Q37)   Community development in growth areas
- Q38)   Rural Deprivation
- Q40)   Provision for late night leisure

Short Questionnaire
- Q1)   Vision
- Q5)   Locally specific issues
- Q8)   Ways to reduce the need to travel

Other Sources
- Have Your Say Youth Conference

What the responses told us about this theme

This subject was dealt with in one chapter of the document but there are also references to communities in various other contexts in the responses.

A frequent response to the Vision for the area was that there needs to be more services and facilities especially in smaller communities in rural areas (Q1 Short Questionnaire – comments by 124 people).

We asked about locally specific issues in the different parts of the area. Community facilities, cultural and leisure opportunities were referred to in the questions about each part of the area. However, none of these scored highly as a priority for these areas, although in rural areas, 'preserving the character of towns and villages' was seen as the most important issue (Q5 Short Questionnaire). Comments relating to this question showed considerable concern for more cultural and leisure facilities in the urban area (77 comments) and the need for support for local post offices, shops and businesses in rural areas (184 comments). In the urban area respondents also supported more green open space and allotments (41 comments). In relation to the need to reduce the need to travel respondents also supported better provision of local shops and services in villages (Q8 Short Questionnaire – 497 comments)

Dedicated community workers to assist in community development in new communities was supported (Q37 Long Questionnaire – Yes = 60%). However, some comments suggested that facilities like shops, a local community centre and sports

facilities should have priority and that community workers are a waste of money (12 comments)

In relation to rural deprivation we suggested a range of options that could be used. Highest support was shown for improving public transport accessibility to towns and larger villages, promoting wider multiple use of rural community buildings and providing and assisting to maintain essential facilities even when not economically viable (Q38 Long Questionnaire – option A = 28%, option d = 26%, option c = 22%). Some people commented that it was important to recognise the differences between rural and urban areas and not try to achieve equality across the whole area.

Finally we asked about leisure facilities in the city centre and there was general agreement that a range of leisure opportunities should be pursued suitable for all age groups (Q40 Long Questionnaire – option b = 52%). Comments included the need for a new concert hall/performance arts centre in the city centre (6 comments). Young people also wanted more varied leisure opportunities, but affordability was a key consideration for them (Have Your Say Youth Conference, Workshop 1 – what we wish to see)

6. Implementation and Monitoring – Responses to Consultation.

This brief section analyses responses to the last five questions on the main document, which dealt with implementation and monitoring, including aspects relating to the tariff approach.

Since the consultation the government has now announced its support for the introduction of a 'Community Infrastructure Levy' on developments. In most respects this is very similar to what the document refers to as the tariff approach. For the purposes of this report, we will therefore continue to use the term 'tariff approach'.

6a   Policies for Implementation and Monitoring

The Questions Relevant to this theme

Long Questionnaire
- Q48)   Basis for contributions to infrastructure costs
- Q49)   Basis for tariff approach, if accepted
- Q50)   Role of public bodies in advance funding infrastructure
- Q51)   Other comments
- Q52)   Management of funds

Other Sources
- Have Your Say Youth Conference

What the responses told us about this theme

Respondents supported a tariff approach rather than contributions on an individual site basis (Q48 Long Questionnaire – option A = 40%, option B = 60%). There were concerns expressed that a tariff must still take account of viability of development and that it should also take account of the particular, local impact of any development.

In general there was support for the idea that a tariff should include a discount for brownfield sites (Q48b Long Questionnaire – Yes = 65%).

In the event of a tariff approach being adopted, there was general support for this being an area-wide assessment, rather than specific to one sector of the area (Q49 Long Questionnaire – option A = 58%). Similarly, respondents felt that it would be appropriate for public bodies to fund infrastructure early in the life of a development and recoup funding afterwards (Q50 Long Questionnaire – Yes = 74%).

The Youth Conference included an exercise to show the choices involved in setting a tariff and spending such income on the relevant community facilities (Have Your Say Youth Conference, Workshop 2 report). The group managed to come to consensus and gave priority to the primary health facility, a youth centre and a contribution to public transport, with other facilities being merged to save money in order to make the development viable. This is the kind of consultation which will be necessary more widely once the structure of any tariff is being considered.

In comments on Q51 (Long Questionnaire) the main concern seemed to be viability of development and the overall level of the tariff being set with this in mind (11 comments). There were also concerns that the tariff system could distort planning judgements, in order to obtain contributions for necessary work (2 comments).

In relation managing funds derived from a tariff system, there was broad agreement that clear, transparent and audited accounts would need to be made available to developers, the community and new residents to demonstrate the links between development and provision of facilities/ infrastructure etc. (Q52 Long Questionnaire – comments). Most responses were clear that it should be locally managed, but there was some concern that this should not be by the local council.

Appendix One – Joint Core Strategy workshops 2007

Date	Place	Title	Organisations In Attendance
Tuesday 26th June 8.00 am (with breakfast)	King's Centre, King Street, Norwich	Economy Issues	East of England Learning and Skills Council, Norfolk Tourism, Princes Trust, Federation of Small Businesses, Norwich Chamber of Trade and Industry, NEETU, YMCA training, Job Centre Plus, Archant Ltd, Jarrold and Sons, Broadland District Council (Economic Development), Bidwells, Roche Retail, Norfolk County Council (Economic Development) South Norfolk Council (Economic Development), UEA, Easton College, Citygate, Visit Norwich Ltd, Martin Smith Partnership.
Tuesday 26th June 6 p.m.	Assembly Rooms, Theatre Street, Norwich (Kent and Sexton Rooms)	Community Life Issues	Norfolk PCT, Norwich Methodist Church, Age Concern Norwich, NELM Development Trust. Norfolk County Council Children's Services, Broadland District Council (LSP), Norfolk Constabulary, Norfolk Association of P and TC, South Norfolk Health Improvement Project, YMCA Norfolk, Norwich City Council (Community Development).
Monday 2nd July 2.30 p.m.	Assembly Rooms, Norwich (Pierce and Sexton Rooms)	City Centre/ Regeneration Issues	The Garage, Waterfront, City Centre Management Partnership, Norfolk Constabulary, Jarrold and Sons, NSAC, Norfolk Action and Alcohol Team, Broadland Older People's Partnership, Great Hospital Trust, Visit Norwich Ltd, Mancroft Advice Project, Marks and Spencer, Norwich City Council (Economic Development), Bidwells, Roche
Monday 2nd July 6 p.m.	Pinebanks, Thorpe St Andrew	Rest of Norwich Policy Area + Growth	Bidwells, TA Millards, Arnolds, UEA, RICS, NTAG, Arnolds, Bracon Ash Parish Council, Costessey Parish Council, Easton Parish Council, Hethersett Parish Council, Little Melton Parish Council, Poringland

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Date	Place	Title	Organisations In Attendance
		Issues	Parish Council, Stoke Holy Cross Parish Council, Tasburgh Parish Council, Wymondham Town Council, South Norfolk Older People's Forum, Building Partnerships, Cringleford Parish Council, East Carlton with Ketteringham Parish Council, Framingham Earl Parish Council
Wednesday 4th July 10.30 am.	UEA Sports Park, Norwich	Environment Workshop	Broads Society, Costessey Society, Norfolk Biodiversity Partnership, Norfolk Gardens Trust, UEA Tyndall Centre, Norwich 21, Norwich River Heritage Group, Reepham Society, Norfolk County Council Climate Change Group, City Council (Community Development), Bidwells, Norwich City Council (Landscape), Hethersett Society, Enertrag, Environment Agency, Wymondham Development Partnership, Norfolk Sports Alliance, Wymondham Community Partnership.
Wednesday 4th July 2.30 p.m	UEA Sports Park, Norwich	Culture and Leisure Issues	Creative Arts East, Norfolk Rural Community Council, Norfolk Ramblers Association, Norfolk and Norwich Festival Ltd, Sport England (Eastern), Visit Norwich Ltd, South Norfolk Council (Sport and Leisure), UEA Sportspark, Norwich City Council (Sport Development), Open Youth Venue, Norfolk Tourism, RSPB, Broads Authority, The Forum Trust, Licensing Forum, Norfolk County Football Association, Norfolk Museums and Archaeology Service, Norwich Sports Council, NNREC, Wymondham Community Partnership
Thursday 5th July 2.30 p.m.	Assembly Rooms, Theatre Street, Norwich (Kent and Sexton	Transport Issues	East Anglian Cycling Club, Highways Agency, Passenger Transport Group, Norfolk and Norwich Transport Action Group, Norwich Door to Door, Norwich Airport Ltd, Rail Passenger Council, Sustrans, Taverham Parish Council, Konnect Buses, Norfolk County Council

Date	Place	Title	Organisations In Attendance
	Rooms)		(Transport Strategy), Living Streets, Norwich Cycling Campaign, Broads Authority, Ambassador Travel, UEA Estates and Buildings, Norfolk Fire Service, Norfolk Hackney Trade Association, Rail Future, South Norfolk Older People's Forum, TA Millards
Thursday 5th July 7p.m.	UEA Sports Park, Norwich	Rural Issues Workshop	Buxton with Lammas Parish Council, Hainford Parish Council, Lingwood and Burlingham Parish Council, Reepham Parish Council, South Walsham Parish Council, Stratton Strawless Parish Council, Upton with Fishley Parish Council, Broadland Council (Local Strategic Partnership), Greater Norwich Housing Partnership, Bunwell Parish Council, Chedgrave Parish Council, Denton Parish Council, Hingham Parish Council, Loddon Parish Council, Saxlingham Nethergate Parish Council, Talconeston Parish Council, Woodbastwick Parish Council, Rackheath Parish Council, Harford Parish Council, South Norfolk Parish Council, Bidwells, Brown and Co
Friday 6th July 10.30 a.m.	Pinebanks, Thorpe St Andrew	Housing Issues	Broadland Housing Association, Circle Anglia, Cofton Ltd, Cotman Housing Association, Hopkins Homes, House Builders Federation, Lovell, Norfolk Rural Community Council, Pegasus Planning Group, Persimmon, Savills, Pedders Way Housing Association, Saffron Housing Trust, Norfolk Homes Ltd, RPS Planning Consultancy, South Norfolk Flood Defence, Greater Norwich Housing Partnership, TA Millards, YMCA, Shelter, City wide tenants board, Showmans Guild of Great Britain, May Gurney, Broadland District Council (Housing), Brown and co, Wherry Residents Association

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Appendix two - Joint Core Strategy 'Issues & Options' - stakeholder meetings and presentations

Date	Audience	Type of event	Venue
31 Jan 07	Children's Services	Meeting	
7 Feb 07	LSP co-ordinators	Meeting	
28 Feb 07	PCT	Meeting	
28 Mar 07	Children's Services	Meeting	
18 Apr 07	Highway's Agency	Meeting	
9 May 07	LSP co-ordinators	Meeting	
16 May 07	HBF	Meeting	
16 May 07	RICS	Meeting	
28 June 07	PCT	Meeting	
11 July 07	Minerals and Waste	Meeting	
16 July07	Post- 16 Education	Meeting	
25 July 07	Joint LSP	Workshop	
22 August 07	GO-East	Meeting	

Date	Audience	Type of event	Venue
7 Sept 07	RICS	Seminar	
10 Oct 07	CPRE and the Broads Authority	Meeting	
Oct 08	Greater Norwich pre-consultation preparation	Secondary Heads in Greater Norwich	
06 Nov 07	Major stakeholders	Launch Event	St Andrews Hall
8 Nov 07	Highways Agency	Meeting	
22 – 23 Nov 07	General public	Exhibition	The Forum
28 Nov 07	Primary Care Trust	Planners briefing	St Giles
06 Dec 07	Norwich Property Forum	Presentation	King of Hearts
03 – 14 Dec 07 (weekdays)	General public	Exhibition	31 Bedford Street
14 Dec 07	Greater Norwich Homelessness Prevention Strategy Group	Briefing	City Hall
20 Dec 07	City Centre Management Partnership	Briefing	
03 – 05 Jan 08	General public	Exhibition	The Forum
10 - 11 Jan 08	General public	Exhibition	Castle Mall (beside New Look)

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Date	Audience	Type of event	Venue
13 Jan 08	General public	Exhibition (Mobile)	Waitrose, Eaton
14 Jan 08	General public	Exhibition (Mobile)	Bowthorpe Centre
16 Jan 08	General public	Exhibition	Jubilee Centre
17 Jan 08	PCT Dr Rogriduez & Clive Rennie	Planning briefing	St Giles
17 Jan 08	General public and combined with hard to reach group event	Exhibition	Pilling Park Community Centre
14 Jan 08	LDF Working Party (all member)	Workshop	City Hall (3.30 pm)
18 Jan 08	CoNP Strategic Board and Delivery Board	Workshop	City Hall (1.30 pm)
21 Jan 08	General public and combined with hard to reach group event	Exhibition	Norman Centre
21 Jan 08	General public	Exhibition (Mobile)	Riverside (Morrisons)
22 Jan 08	General public	Exhibition (Mobile)	Earlham House (Somerfield)
24 Jan 08	General public and combined with hard to reach group event	Exhibition	Clover Hill Village Hall
30 Jan 08	Joint LSP meeting	Workshop	Pinebanks

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Date	Audience	Type of event	Venue
07 Feb 08 tbc	Young people	Youth Conference	venue to be confirmed

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Appendix three - Exhibition Attendance Figures

Exhibition	Date	male under 18	male 18-24	male 25-34	male 35-44	male 45-54	male 55-64	male 65-74	male over 75	
Loddon Hollies	08/01/2007	1	1	0	0	3	8	15	3	
Forum	22/11/2007	5	1		1		3			
Forum	23/11/2007	1	1	4	3	1	7	5	1	
Weston Longville	27/11/2007	0	0	0	1	2	6	4	1	
Hethersett	28/11/2007	2	0	3	2	9	18	20	6	
Aylsham	28/11/2007	0	0	0	0	2	10	13	5	
Wymondham market stall	30/11/2007	5	9	9	9	9	9	9	9	
Reepham	30/11/2007	2	0	0	0	1	4	5	1	
Diss Corn Hall	01/12/2007	3	0	1	1	1	3	12	3	
Poringland	04/12/2007	1	0	0	3	4	17	26	11	
Bedford Street	04/12/2007	0	0	0	1	0	0	2	1	
Bedford Street	05/12/2007	0	0	0	2	2	1	1	0	
Harleston Market	05/12/2007	0	0	5	5	5	5	0	0	
Horstead	05/12/2007	0	0	0	2	1	2	6	2	
Bedford Street	06/12/2007	0	2	0	1	0	0	2	1	
Bedford Street	07/12/2007	0	0	2	1	0	2	0	0	
Wymondham Central Hall	08/12/2007	2	3	0	6	6	22	13	4	
Bedford Street	10/12/2007	0	0	0	1	0	2	0	0	
Bedford Street	11/12/2007	0	0	1	1	2	1			
Private Sector Forum	11/12/2007									
Bedford Street	14/12/2007	0	0	1	0	3	0	0	1	
Bedford Street	31/12/2007	0	0	2	2	1	1	0	0	
Forum	03/01/2008	0	0	1	5	7	8	7	0	
Forum	04/01/2008	0	0	14	3	4	5	2	0	

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Forum	05/01/2008	0	0	4	3	17	21	6	0	
Diss Market	05/01/2008	0	0	5	5	5	5	2	0	
Mulbarton Village Hall	07/01/2008	0	1	2	0	5	11	10	2	
Costessey	09/01/2008	0	0	0	0	2	2	4	4	
South Walsham	09/01/2008	0	0	0	0	1	0	1	1	
Hingham	11/01/2008	1	0	1	1	1	4	3	5	
Costessey High school	11/01/2008	15								
Older Peoples Forum	14/01/2008							5		
Wymondham College	24/01/2008	16								
Business Forum SN	01/02/2008						8			
Have your say Youth Conference	06/02/2008	30								
TOTAL		**84**	**18**	**55**	**59**	**102**	**177**	**173**	**61**	**729**

Exhibition	Date	Female under 18	Female 18-24	Female 25-34	Female 35-44	Female 45-54	Female 55-64	Female 65-74	Female over 75	unknown
Loddon Hollies	08/01/2007	2	0	0	1	3	11	12	4	
Forum	22/11/2007		1	1		4	2	1		
Forum	23/11/2007	1	2	2	2	1	3	5	1	
Weston Longville	27/11/2007	1	0	0	0	2	5	5	0	
Hethersett	28/11/2007	0	0	1	1	7	14	11	8	
Aylsham	28/11/2007	1	0	0	2	3	13	11	8	
Wymondham market stall	30/11/2007		9	9	9	9	9	9	9	
Reepham	30/11/2007	0	0	2	3	1	5	3	2	
Diss Corn Hall	01/12/2007	2	0	1	1	3	6	7	3	
Poringland	04/12/2007	3	1	1	2	9	28	12	4	
Bedford Street	04/12/2007	0	0	0	0	0	0	1	0	
Bedford Street	05/12/2007	0	0	1	0	1	0	0	0	
Harleston Market	05/12/2007	0	5	5	5	5	1	0		
Horstead	05/12/2007	0	0	0	1	1	3	5	1	
Bedford Street	06/12/2007	0	1	0	0	0	0	0	1	

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Bedford Street	07/12/2007	1	1	0	0	0	0	0	0	
Wymondham Central Hall	08/12/2007	1	1	2	2	7	15	10	3	
Bedford Street	10/12/2007	0	0	0	1	0	0	0	0	
Bedford Street	11/12/2007									
Private Sector Forum	11/12/2007									120
Bedford Street	14/12/2007	0	0	0	0	0	1	2		
Bedford Street	31/12/2007	0	0	1	1	2	1	0	0	
Forum	03/01/2008	1	1	1	1	4	4	6	0	
Forum	04/01/2008	0	0	11	1	4	13	1	6	
Forum	05/01/2008	0	0	1	2	30	5	4	0	
Diss Market	05/01/2008	0	0	5	5	5	3	0	0	
Mulbarton Village Hall	07/01/2008	2	0	1	1	5	8	7	1	
Costessey	09/01/2008	0	0	0	0	3	2	5	2	
South Walsham	09/01/2008	0	1	0	2	1	3	1	1	
Hingham	11/01/2008	2	0	1	1	1	4	5	2	
Costessey High school	11/01/2008	15								
Older Peoples Forum	14/01/2008						5			
Wymondham College	24/01/2008	16								
Business Forum SN	01/02/2008					2				
Have Your Say Youth Conference	06/02/2008	30								
TOTAL		**78**	**23**	**46**	**44**	**113**	**159**	**128**	**56**	**647**
Total male & female										**1376 + 120**

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Supermarket	Date	male under 18	male 18-24	male 25-34	male 35-44	male 45-54	male 55-64	male 65-74	male over 75
Wymondham Waitrose	12/01/2008	0	6	10	10	10	10	10	10
Eaton Waitrose	13/01/2008	0	4	5	5	5	5	5	5
Bowthorpe Roys	14/01/2008	1	0	0	3	1	4	2	2
Costessey Sainsbury	15/01/2008	0	2	2	2	3	0	4	2
Drayton Budgens	16/01/2008	0	0	0	1	2	8	8	1
Old Catton Somerfield	17/01/2008	0	0	0	1	8	5	8	3
Hellesdon Asda	18/01/2008	0	0	0	1	5	6	4	2
Sprowston Tesco	19/01/2008	0	0	1	0	5	5	9	1
Thorpe St Andrew	20/01/2008	1	1	6	6	4	4	5	1
Riverside Morrisons	21/01/2008	0	0	2	3	4	2	2	0
Norwich Earlham Somerfield	22/01/2008	0	3	1	3	5	3	0	0
Harford Tesco	23/01/2008	1	1	2	2	5	8	12	2
TOTAL		**3**	**17**	**29**	**37**	**57**	**60**	**69**	**29**

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Supermarket	Date	Female under 18	Female 18-24	Female 25-34	Female 35-44	Female 45-54	Female 55-64	Female 65-74	Female over 75
Wymondham Waitrose	12/01/2008	0	0	10	10	10	10	10	3
Eaton Waitrose	13/01/2008	1	5	5	5	5	5	5	5
Bowthorpe Roys	14/01/2008	0	0	0	1	3	2	1	0
Costessey Sainsbury	15/01/2008	0	0	0	3	2	2	4	1
Drayton Budgens	16/01/2008	0	0	0	1	4	4	2	0
Old Catton Somerfield	17/01/2008	0	1	1	0	7	3	0	0
Hellesdon Asda	18/01/2008	0	0	0	2	1	8	1	0
Sprowston Tesco	19/01/2008	0	0	1	2	10	5	3	2
Thorpe St Andrew	20/01/2008	1	4	1	3	10	5	5	1
Riverside Morrisons	21/01/2008	0	0	1	0	3	1	2	0
Norwich Earlham Somerfield	22/01/2008	0	0	3	4	7	2	1	0
Harford Tesco	23/01/2008	0	0	4	0	4	8	7	0
TOTAL		**2**	**10**	**26**	**31**	**66**	**55**	**41**	**12**

Overall total male & female = 544 attending supermarket roadshows **GRAND TOTAL ATTENDANCE =2036**
=1372 + 120 = 1492 attending exhibitions

Appendix four –
Analysis of Outcomes of 'Have Your Say' Youth Conference 7th February 2008.

Aims and Structure

The "Have Your Say" conference was organised to help young people participate with the Greater Norwich Development Partnership's (GNDP) consultation on the Issues and Options document for the Joint Core Strategy. The event sought to inform young people on the significant growth planned for the GNDP area and on the process that the local councils would go through in deciding where the new development should be located. Young people were also asked what factors they felt needed to be taken into account when such decisions were made. The format for the day was prepared through a working party that included young people. Participants were drawn from High Schools in the GNDP area.'

The schools in attendance:
- Wymondham High School
- Reepham High School
- Wymondham College
- Hellesdon High School
- The Hewett School
- Aylsham High School
- City Of Norwich School

Approximately 60 students attended

Introduction to the Day

Rob and Chrissie from Radio Broadland welcomed the students, described what the GNDP is and what the partnership does and explained the purpose of the day. (See appendix 1) Next they asked the students a series of questions, and their responses were captured on video.

Results are as follows:

Questions – morning session	Yes	No	% YES
A. Have you ever had problems with transport?	52	0	100%
B. Do you like shopping?	46	6	89%
C. Do you shop on the internet?	40	12	77%
D. Do you use local shops?	49	3	94%

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	Yes	No	% YES
E. When you leave education will you stay in the Norwich area?	12	40	23%
F. Do you know how to have your say on future plans for the growth of the Norwich area?	8	44	15%
G. Do you know how many houses and jobs are being planned?	5	47	10%
H. Do you think you will be able to afford your own home	3	49	6%
I. Would you like to live in the City centre?	10	42	19%
J. Would you prefer to live in the rural area?	42	10	81%
K. Do you think man is responsible for contributing to global warming?	49	3	94%
L. Do you and your family regularly recycle?	48	4	92%
M. Would you like to work for yourself?	49	3	94%
N. Do you think money is more important than quality of life?	6	46	12%
P. Do you like living in Norfolk?	46	6	89%

At the end of the day, questions were revisited and there was a shift in voting in some areas:

Questions - afternoon session	Yes	No	% YES
A. Have you ever had problems with transport?	52	0	100% (no change)
F. Do you now know how to have your say on future plans for the area?	50	2	96% (up from 15%)
G. Do you know how many jobs and houses are planned for the area?	36	16	69% (up from 10%)
For any job you would like to do, do you think there will be training locally?	13	39	25% (not asked in morning)
I. Would you like to live in the City centre?	7	45	13% (down from

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			19%)
E. When you leave education will you stay in the Norwich area?	8	44	15% (down from 23%)

Transport - Issues highlighted
Cost
Reliability
Grumpy bus drivers
Not regular/ frequent enough
No services in rural areas
Poor condition of buses
Bus stops but no buses in some parts of South Norfolk

Staying in the Norwich area after education – Issues highlighted
Too expensive 3
Desire to explore
Disagreeable weather conditions
Lack of job opportunities
Poor public transport
Prefer to live abroad / Scotland / Finland
Settle where they go to University

For those who would want to live in rural areas – Reasons given
Lower cost of housing
Healthier
Can visit City anytime – best of both worlds
Quieter pace of life

The rest of the morning the students attended a workshop of their choice:

Workshop 1.   (Greater) Norwich Sucks / (Greater) Norwich is Great
Facilitators: Tim Bacon (Norwich CC), Ruth Bullard (Blyth Jex School), Marion Catlin (Norwich CC)

This Workshop involved 15 students from three schools. The group worked in groups of five to identify the things they thought were great/not great about the Norwich area. The cumulative suggestions from the three groups were then voted upon to obtain a consensus across the workshop. The commonly shared views were as follows:

Norwich sucks because of:
- Poor transport/rude bus drivers
- Anglia Square
- St Stephens
- Westlegate tower
- Litter/gum
- Over-priced leisure facilities

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Norwich is great because of:
- Shops/restaurants
- UEA/education
- Clean (somewhat contradictory re above litter/gum comments)
- Airport
- New buildings
- History/culture

The three groups also produced a quick presentation on what they would like to see Norwich like in 2026. Some themes coming from this included:
- Local produce/organic food
- Affordable housing
- Varied and affordable leisure (not just city centre focused)
- High tech jobs
- Jobs close to home
- Improved housing/new build
- Green spaces/clean
- Bright colours/interesting architecture (specifically Mexican for Anglia square)

Workshop 2.   Hard Choices and Saying it Better
Facilitators: Tim Horspole and Kelly Farrow (Broadland DC), Simon Marjoram and Kim Woodhouse (South Norfolk DC)

Originally planned for two workshops but they were amalgamated to make the session viable as they both needed a minimum number to be meaningful.

Hard Choices
This exercise required young people to consider what services and facilities are essential when planning a new community. Based on a fictitious planning application the participants had to agree what community facilities should be included in a major housing development. A role was given to each participant; their views had to reflect what they thought a person with their role would say. The exercise involved trimming £1,890,000 from a costed list of facilities and services.

<u>The Outcome</u>
After much debate the group managed to come to a consensus. They all agreed that the Primary Health facility, the youth centre and the contribution to public transport should stay. Savings where made by merging the place of worship with the older people's day centre (saving £500,000); amending the nature of the play areas and merging them with other open space (saving £200,000); merge the supported housing scheme in with the affordable housing; merge the skills centre and the library and accept a smaller scale police station.

Saying it better
This exercise aimed to take the Greater Norwich Development Partnership (GNDP) Joint Core Strategy Issues and Options consultation questionnaire

and redesign it with young people, making it more appropriate and meaningful for seeking their views on the future growth plans for the area.

Familiarity
Firstly we established whether the young people had seen the questionnaires which had been delivered to every household in South Norfolk, Broadland and Norwich City areas. None had seen it.

User friendly
We asked the young people to read the leaflet section by section giving each a 'thumbs up' or 'thumbs down' for understanding, being able to answer the questions and whether the issues were of interest and relevance to them.
Generally they felt the questions posed were too complicated. The language used was too technical. Sections identified to be of relevance and interest were: Environment, Jobs, Getting About, and Growth Locations - particularly as to how this might affect their schools.

Design
The students looked critically at the design, colours and pictures. They thought the design was unhelpful and suggested that questions should always come after the informative text, rather than having to keep turning the questionnaire over to find the relevant text that the question was asking about.

Questions
The students discussed what the issues were for them and their friends within each of the topics and designed questions that would ask their peers whether they agreed or not. They discussed the issue of 'closed questions' versus 'open questions' and decided that closed questions should be asked to ensure clarity. The next stage of the preparation of the Joint Core Strategy will be the 'Preferred Options' which will be in Autumn 2008 - young people will be consulted again at this time. The workshop concluded with the students that wanted further input into the design of the questionnaire leaving their contact details for receipt and agreement on the final version. A copy of the questionnaire can be found at the end of this report.

Production post conference
The first draft of the Young People's questionnaire was produced by South Norfolk Council Planning Policy Team and e-mailed to the participating young people for comments. The final version was printed during the February half term and 100 copies for each school were sent to the schools participating in the conference. They were also sent to schools located in the suggested growth locations – Blyth Jex, Long Stratton, Costessey High, Framingham Earl High and Hethersett High.

Responses received
A total of 646 questionnaire responses were received. An analysis of the results will be undertaken by GNDP planning group in due course.

School	Responses received
Aylsham High School	100
Blyth-Jex High School	0
City of Norwich School (CNS)	51
Costessey High School	101
Framingham Earl High School	0
Hellesdon High School	62
Hethersett High School	0
Hewett	0
Long Stratton High School	95
Reepham High School	51
Wymondham College	77
Wymondham High School	109
TOTAL	646

Gender
Male   312 (48.3%)
Female   326 (50.5%)
Not disclosed   8

Age

Age	Total Responses
11	47 (7.3%)
12	132 (20.6%)
13	177 (27.4%)
14	143 (22.1%)
15	65 (10.1%)
16	49 (7.7%)
17	26 (4.0%)

Ethnicity

Ethnic Origin	Total
White	612 (75.7%)
Mixed	14 (2.2%)
Asian or Asian British	4 (0.6%)
Black or Black British	3 (0.5%)
Chinese	1 (0.2%)
Other	5 (0.8%)

	Statement	Total Agreed
Environment	There should be more cycle paths	451 (69.8%)

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	There should be more recycling facilities	456 (70.6%)
	We should encourage greater use of renewable energy (e.g. wind)	340 (73.4%)
Jobs	There are not enough jobs in your area for young people	464 (71.8%)
	You would be able to do your chosen career in Norwich	295 (45.8%)
	You would want to work in the Norwich area	288 (44.6%)
Getting About	You are able to get a bus from where you live	495 (76.6%)
	The buses go to/from Norwich	482 (74.8%)
	I can get a bus to/ from school	335 (51.9%)
	I can use a public bus daily	384 (59.4%)
	I use a public bus at least once each week	161 (24.9%)
	I use a public bus mainly at weekends	317 (49.1%)
	Public transport is too expensive for young people	362 (56.0%)
Your School	My school should not get any bigger	301 (46.7%)
	It would be better to build new schools rather than expanding the existing ones	265 (39.5%)
	My school could expand further to have more pupils	233 (36.1%)

A total of 148 students indicated that they wished to be kept informed about the growth options and take part in future consultations about this subject.

Workshop 3.   Dragons' Den

This workshop was run by Norfolk Network and two students from the UEA. Students were given a product and tasked with convincing the 'dragons' that they should invest in their company. It was a fun and informative exercise that gave young people an insight into business planning, marketing, sales, production and profit margins. As well as being an insightful experience, the purpose was to encourage students to become enterprising individuals.
Student feedback:
"Today has really opened my eyes into what it takes to run a business – I now want to gain the necessary skills by taking business studies in the sixth form."

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"It was good to have the support and to talk to the UEA students."
"It was great to work in a team and my confidence has gone through the roof, now that I've survived the dragons and an audience".
"It's given me confidence in my own ideas and how to communicate them."
"It was really valuable to hear the experience of the entrepreneurs who were judging us and to have their constructive feedback."

During lunch

There was a suggestions board for students to leave their comments about the city. Summary of the feedback:
- Cheaper buses (multiple comments)
- More buses
- Cheaper public transport
- More regular recycling bin collections
- Free bus passes for under 18s in full-time education
- Trains in rural areas i.e. Reepham to Causton
- Sustainable houses
- Harleston needs speed bumps on School lane (multiple comments)
- More activities for younger people and at lower prices
- Fair prices for farmers

After lunch

Students were free to visit a variety of stations in a business exhibition format. Stations were as follows:
- **The Map Game** – students experimented with where to put housing and how much, roads, transport, recreation grounds. Lead by Tim Horspole (Broadland DC) and Kim Woodhouse (South Norfolk DC)
- **NVS** – Steve Smith from Norfolk and Norwich Voluntary Services attended to promote volunteering opportunities across the county.
- **Connexions** – attended to promote their careers advice and lifestyle advisory services
- **Waste/recycling** – Helen Lambert (Norwich CC) attended to answer any questions that the students had regarding waste and recycling.
- **Transport** - Josie Barnett & Chris Limbach (Norfolk CC) attended to answer queries on transport issues.
- **Wymondham Environmental Club** – attended to promote environmental issues i.e. lobbying for a ban on plastic bags.
- **SNYA** – Steve Thomas (South Norfolk DC) and young people from South Norfolk Youth Action attended to promote SNYA. SNYA were also actively involved in the preparation and delivery of the youth conference.
- **Councillors** - Two district and one county councillor attended to answer any questions from the students and encourage them to actively engage with the Joint Core Strategy. The councillors in attendance were Cllr Bremner (Norwich CC), Cllr Carswell (Broadland DC) and Cllr

How (Norfolk CC). Robert Hobbs (Norwich CC planning policy officer) was on hand to assist with any planning policy issues.

The day was closed by Ruth Bullard (Blyth Jex School) - this included questions detailed at beginning of report.

 Key points from the feedback forms:
Those students who filled in a feedback form1:
• 88% felt they knew more about the process for planning growth and development in Greater Norwich at the end of the day
• 68% wanted to be contacted in the future to be involved with further consultation events

Appendix five – Young Peoples' Questionnaire

Help us to plan the future – we need to know what you think

This survey is asking your views about the future plans for the growth of Norwich and the surrounding areas. Please fill in the questionnaire by ticking the boxes that apply to you. Everything you tell us will be treated in confidence. A chance to win £30 in a prize draw of completed entries will take place at the end of March. Please return your questionnaire to your school office by FRIDAY 7th MAR. 08

ABOUT YOU

Gender: Male ☐   Female ☐

Your Age: 11 ☐   12 ☐   13 ☐   14 ☐   15 ☐   16 ☐   17 ☐

Your Name ....

YOUR SCHOOL:/ COLLEGE:_____   YEAR ....

ETHNIC BACKGROUND: What is your ethnic group? Choose ONE section from A to F, to indicate your ethnic group.

A.	WHITE	☐	B.	MIXED	☐	C.	ASIAN OR ASIAN BRITISH	☐
D.	BLACK OR BLACK BRITISH	☐	E.	CHINESE	☐			
F.	OTHER (WRITE IN)	☐		....				

INTRODUCTION

INTRODUCTION: Over the next 20 years, the Norwich area is set to grow to meet the targets set by Government for new houses and jobs and this is your opportunity to say how you think things should change. We need to find space for over 25,000 new homes. We will also need more and better jobs, schools, transport, medical and leisure facilities for everyone. Below are some questions drafted by young people at the Have your say Youth Conference. These are the issues they think will affect young people in the future. What do you think?

2: ENVIRONMENT

Our environment is precious, and we should treat it with respect. Any new things being built should have minimum impact on climate change. Tick the box **only** if you agree

A. There should be more cycle paths? .... ☐
B. There should be more recycling facilities .... ☐
C. We should encourage greater use of renewable energy? E.g. wind turbines ☐
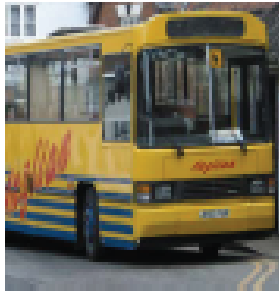
3: JOBS

Tick the box only if you agree

D. There are not enough jobs in your area for young people? ☐
E. You would be able to do your chosen career in Norwich? ☐
F. You would want to work in the Norwich area? ....☐

-1-

Designed at Have Your Say! Youth Conference 6/2/08

Help us to plan the future – we need to know what you think

4: GETTING ABOUT

Tick the box **only** if you agree

F. You are able to get a bus from where you live? .... ☐
G. The buses go to / from Norwich ?................................. ☐
H. I can get a bus to / from school?.................................... ☐
I. I can use a public bus daily ? .... ☐
J. I use a public bus at least once each week? .... ☐
K. I use a public bus mainly at weekends? .... ☐
L. Public transport is too expensive for young people? ☐
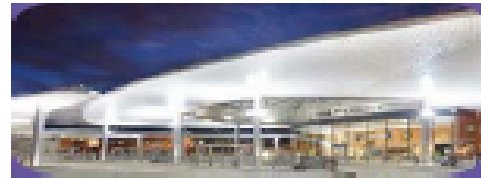
5: YOUR SCHOOL

Tick the box **only** if you agree

M. My school should not get any bigger?........ ☐

N. It would be better to build new schools rather than
    expanding the existing ones? ....☐

O. My school could expand further to have more pupils? ....☐

THANK YOU FOR FILLING IN THE QUESTIONNAIRE

If you would like to be kept informed about how the growth plans for the Norwich area are going and would like to take part in future questionnaires about this subject, please fill in your details below and we will add you to our database.

Name. ....

Address ....

....

.... Postcode ....

Email ....

This questionnaire is part of the Joint Core Strategy Issues & Options consultation by the Greater Norwich Development Partnership of Broadland, Norwich City, South Norfolk and Norfolk County Councils.

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Designed at Have Your Say! Youth Conference 6/2/08

Appendix six –
Issues & Options Summary Leaflet - Results Analysis

The following table provides a breakdown of the number of summary leaflet responses made in hard copy format and the number supplied electronically:

Document	Hard copy representations	Electronic representations	Total responses
Summary Leaflet	6,640 (89.7%)	764 (10.3%)	**7,404**

The table below shows how many of the total number of responses were submitted by individuals in each of the three authority areas:

Document	Broadland responses	Norwich responses	South Norfolk responses	Other	Total responses
Summary leaflet	3313	1591	2070	77	**7,404**

The results below are set out by question in the Issues & Options Summary Leaflet:
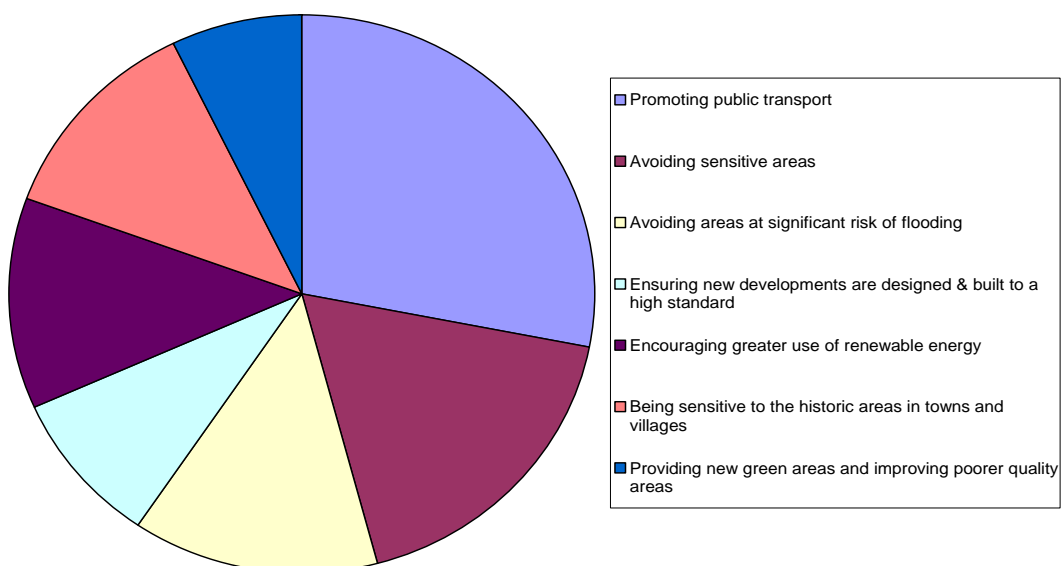
Q1. Do you agree with the draft vision for the area?

Yes	6,017	81%
No	1,387	19%

If no, what would you change?

The scale of growth proposed is too high and there is fear about immigration. There should be no change in the area.	277
Roads need improving and it should be easier for car use.	180
Sceptical about the vision/ consultation/ decision making process	136
Public transport (including P&R and rail) walking and cycling needs improving. More areas should be pedestrianised	131
There should be no urban sprawl, loss of the countryside or building on Greenfield land. Development should go on brownfield sites or reuse existing derelict and empty buildings in Norwich	129
There is a need for more services and facilities, especially in rural areas e.g. schools, healthcare, shops, leisure, employment	124

There is a need for more growth in villages and market towns to maintain their viability and vitality and to support existing services	109
Norwich should not be the focus for growth	81
There should be a greater emphasis on preserving the character of villages and market town. Within these areas there should be no large scale growth.	63
Infrastructure is insufficient. Improvements are needed before any growth is undertaken	63
Unitary issues (for and against)	54
There is a need for more affordable housing to meet local need	48
New homes should go near existing public transport	33
We should restrict the loss of open space and countryside and should try to enhance it along with promoting green infrastructure, wildlife and biodiversity.	32
There should be no further road building (including no NNDR)	17
The promotion of renewable energy and the protection of the environment should be top priorities	14
There is the need for a new settlement (possibly an eco town)	14
There should be more focus on art and culture	9
Good design should be a priority along with reducing densities	8
More detail is required	6
Other issues	143

Q2. From the list of things we could do to improve the local environment, please choose the one you feel is the most important Have we missed anything?

Legend:
- Promoting public transport
- Avoiding sensitive areas
- Avoiding areas at significant risk of flooding
- Ensuring new developments are designed & built to a high standard
- Encouraging greater use of renewable energy
- Being sensitive to the historic areas in towns and villages
- Providing new green areas and improving poorer quality areas

Better affordable transport, car parking and improved roads and public transport	476
Eco-friendly/ carbon neutral housing, better recycling facilities	282
Better planned infrastructure (inc. social) BEFORE development	252
No more high density housing and better designed housing	194
Landscape / ecology	187
No more building anywhere	154
Safer cycling and walking/ reduce need to travel	126
Avoid greenfields	99
Water/ flood	94
More affordable housing	58
Other	599

Q3. From the list please choose the three most important 'tests' to help us identify the best locations for new communities

1. People should have access by walking, cycling and public transport to a good range of facilities.
2. Homes should be close to a good range of jobs.
3. Existing and new infrastructure must support the planned levels of growth.
4. Impact on the environment should be minimised, including open space, wildlife, water and flood risk.
5. Making sure houses are built in time and give people a choice of where to live.
6. Deciding how growth might happen in the very long-term (after 2026)
7. High quality agricultural land and mineral resources must be avoided where possible.
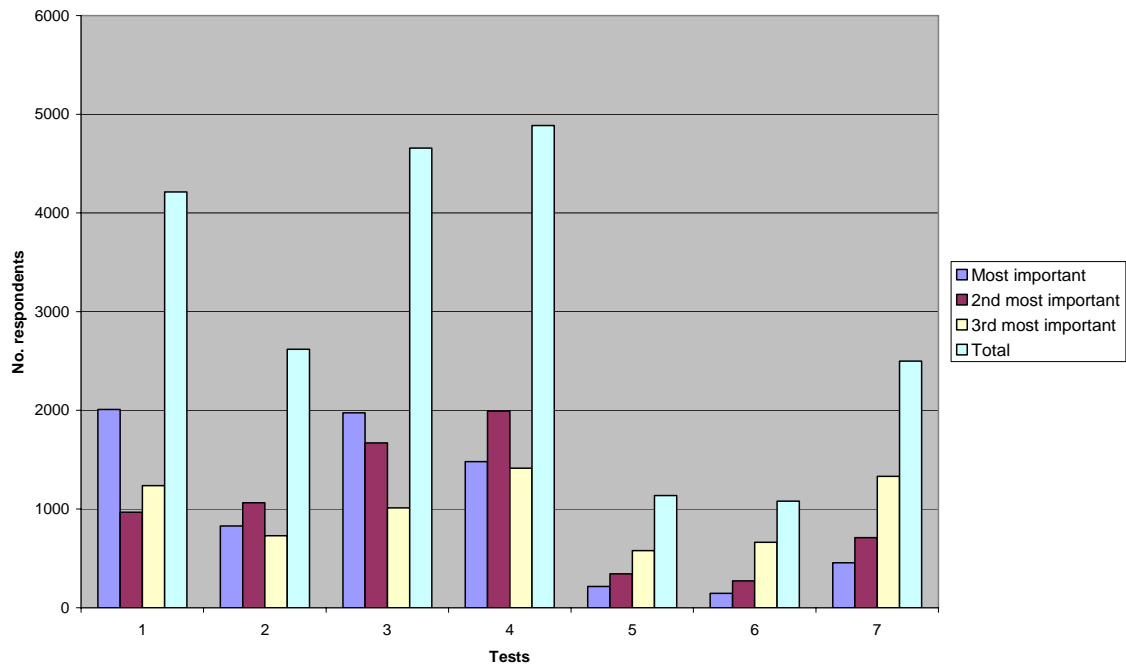
Q4. Is the way we propose to manage the growth the best way?

Yes	5682	79%
No	1530	21%

If no, what would you change?

More growth should be outside of Norwich, across villages or a new town	1175
No to growth	617
All growth should be in Norwich	523
Transport and infrastructure should be in place before development	515
Don't know - not enough information provided - too vague	65
Other factors e.g. environmental impact, flooding, protection of wildlife & heritage	41
Affordable homes for locals, ban 2nd homes, buy to rent	27
Use more brownfield developments, empty buildings, regeneration	25
Unitary issues	23
No more flats, build more quality houses, lower densities	19

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No growth in villages around Norwich - no to urban sprawl	19
Sustainability issues, locations & building materials	10
Other	186

Q5. All of the issues specific to your area are important, but which are the most important and have we missed any?

Central Norwich

1. Allow room to expand city centre shopping
2. Regenerate and encourage office employment in the centre
3. Respect the history of Norwich
4. Expand cultural and leisure facilities

Urban Norwich and surrounding areas

5. Effect of growth on the suburbs and villages
6. Allow space for new facilities
7. Keep growth close to Norwich
8. Improvements to transport

More rural areas

9. Housing for local needs
10. Supporting agriculture/ employment opportunities
11. Preserving the character of towns and villages
12. Protecting the natural environment
13. Overcoming rural isolation
14. Encouraging and maintaining services
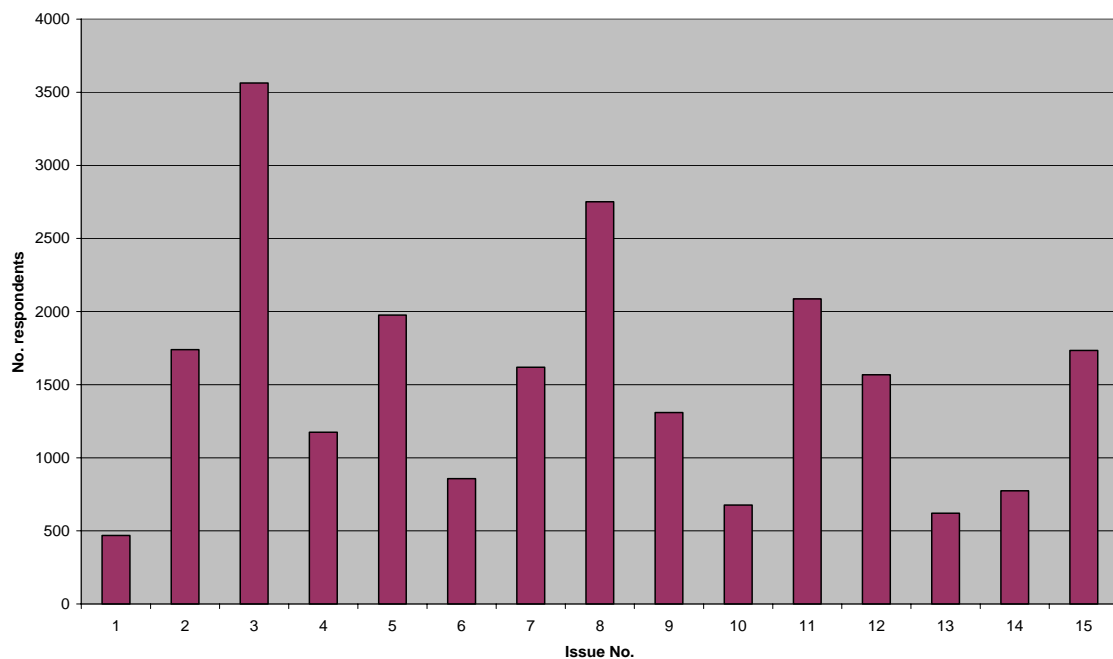
15. Availability of public transport

Missed issues for central Norwich

There is no need for shopping areas to expand	132
General concern about transport (congestion, access, traffic)	128
Improve public transport (inc. P&R)	120
Improve roads, parking (inc. NNDR)	116
More cultural/leisure/tourism facilities	77
Develop brownfield sites/ use empty buildings	77
Keep traffic out of the city centre/ more pedestrian areas	59
More housing (general)	58
More green/ open spaces	55
Preserve the character of Norwich	51
More employment (office, manufacturing) within the centre	47
More community facilities (education, health, youth)	38
Improve cycling/ walking	35
Reduce crime/ improve community safety/ address litter problems	28
More affordable housing to meet the needs of local people	22
Have employment centres elsewhere	20

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More independent shops	16
More shopping malls	11
Good design/ appropriate densities	11
Other	164

Missed issues for urban Norwich and the surrounding area

More community facilities (education, health, youth)	128
Improve public transport (inc. P&R)	113
Improve roads, parking (inc. NNDR current proposal or linked Southern bypass)	87
Prevent urban sprawl/ not to lose the character of each other/ merging of villages	77
General transport improvements/ problems	74
Opposed to large scale growth/ any growth/ happy with area as it is	51
Improved provision of local shops	47
Improve cycling, walking	46
More green/ open spaces/ links to countryside/allotments	41
Ensure that there is adequate infrastructure/ enhance infrastructure (inc. drainage/water/utilities)	37
Provide more employment opportunities in these areas	35
More leisure/ cultural facilities	30
More affordable housing to meet the needs of local people	29
Better design/ appropriate densities	28
Protect the natural environment	22
Issues relating to unitary	21
Reduce crime/ improve community safety/ address litter problems	19
Not to have a NNDR/ new roads	12
More renewable energy schemes/ reduce carbon emissions	6
Do not build on floodplains	6
Others	96

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Missed issues for the rural area

Infrastructure, better roads, sewerage	273
More support for local businesses, post offices, shops and industries	184
No growth, leave rural area as it is/ protect the character of villages	156
Better public transport	130
Ban second homes/ provide homes for local people/ more affordable houses	99
Free parking and more parking	8
Other	319

Q6. We need to find at least three new sites outside of Norwich for large-scale growth. Each site will need to provide 5,000 to 10,000 new homes with additional facilities. From the list below, please indicate your first, second, third and fourth preferred locations.

1. North sector (north of airport)
2. North East sector (inside the NNDR)
3. North East sector (outside the NNDR, vicinity of Rackheath)
4. South East sector (vicinity of Poringland)
5. South sector (A11-A140 outside A47)
6. Long Stratton
7. Wymondham
8. South West sector (A11-B1108 outside A47)
9. West sector (River Yare to River Wensum)
10. North West sector (A1067-NNDR)
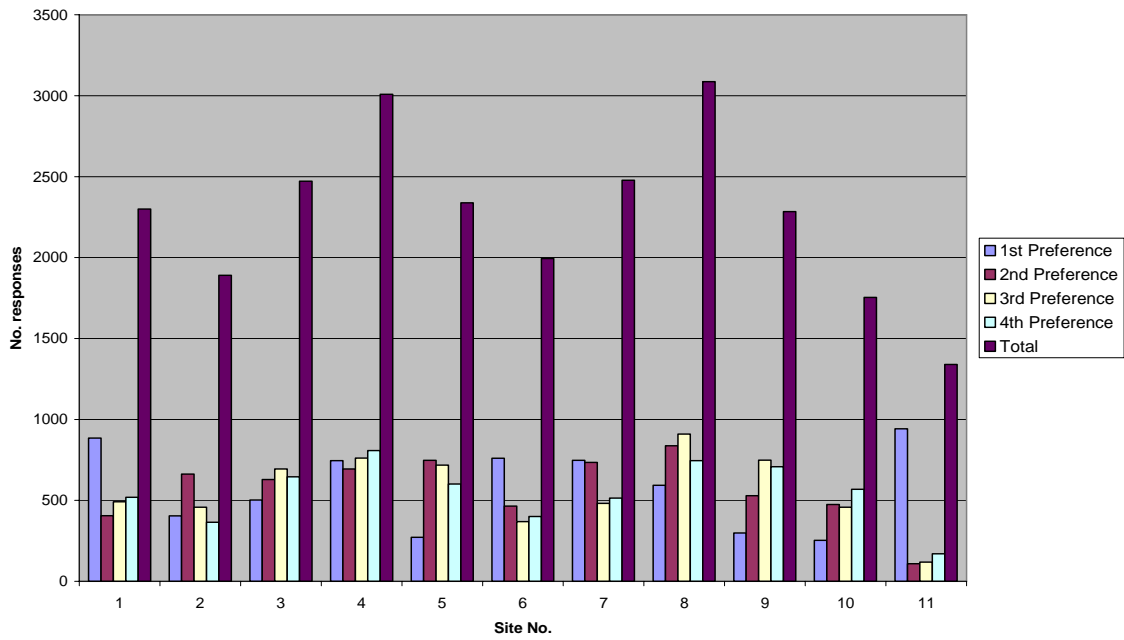
11. Brownfield sites in Norwich

Site No.	Order of preference (based on respondents' 'First Preference' only	Order of preference, based on total responses per site
1	2	6
2	8	8
3	7	4
4	5	2
5	10	5
6	3	9
7	4	3
8	6	1
9	9	7
10	11	10
11	1	11

Further analysis of these results was undertaken in order to ascertain whether there is any correlation between respondents' preferred locations and the location of their home address (e.g. are there any patterns indicating that residents from South Norfolk generally tend to prefer sites in Broadland or Norwich, rather than their own district, and vice-versa?)

The chart below sets out the percentage of 'First Preference' votes from individuals residing in each of the three districts for each of the 11 locations:
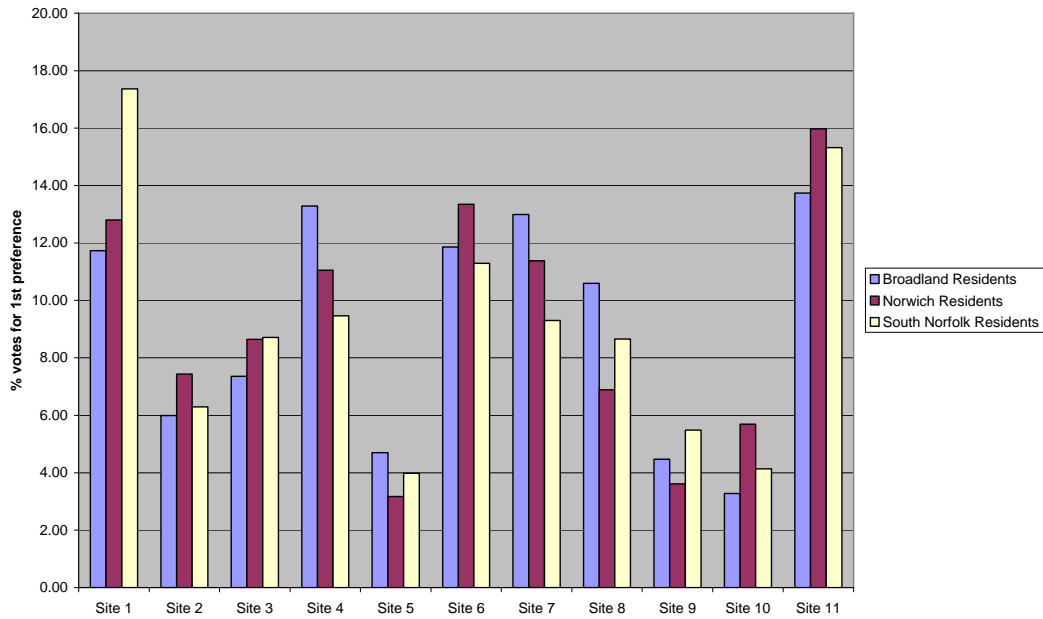
NB Locations 1, 2, 3 and 10 are in Broadland. Locations 4, 5, 6, 7, 8 and 9 are in South Norfolk.

These results indicate that, while there is some evidence of respondents from Broadland and South Norfolk giving first preference to locations in the other district, the overall pattern is broadly similar with the top 5 locations all being the same (albeit in a different order of preference).
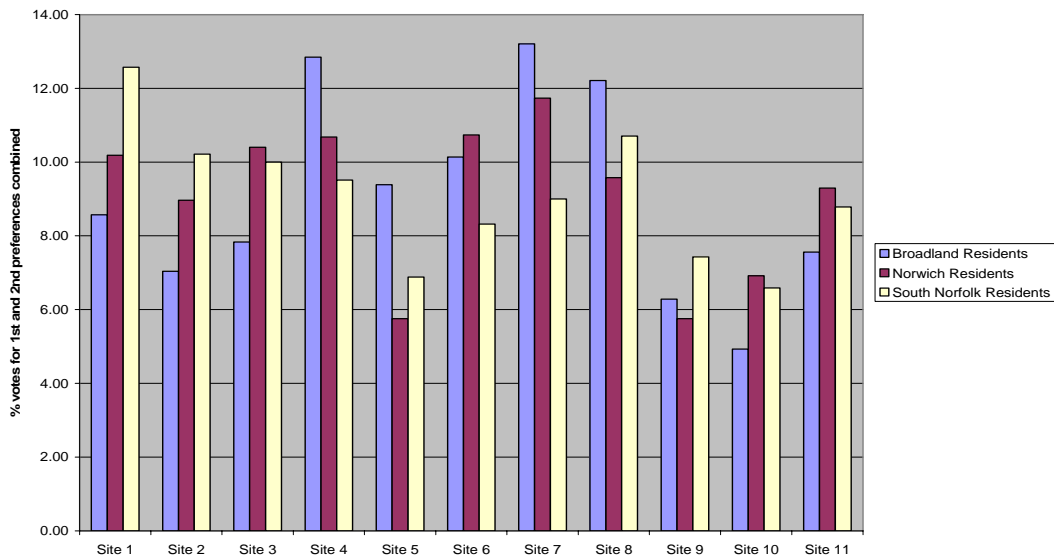
The chart above performs a similar analysis, but for 'First Preference' sites and 'Second Preference' sites combined:

Similarly, there does appear to be some evidence to suggest that votes were made with a 'Not In My Back Yard' philosophy; the top 4 locations for Broadland residents are all in South Norfolk and 3 of the top 4 locations for South Norfolk residents are in Broadland.

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It is of course possible to see which Broadland locations are preferred by Broadland residents and the same for South Norfolk.

One of the constraints of this analysis is that it pre-supposes that, if there is an element of 'Not In My Back Yard' thinking amongst respondents, then their reflex reaction will be to choose their preferred site in another district, rather than one which may be some distance away from their place of residence but which still falls within the same district.

Q7. Are there particular locations where we should be providing for more jobs…

Close to Norwich?

Yes	3,235	49%
No	3,308	51%

If 'Yes', where?

Locations with good road/public transport access/ near main radials/A47southern bypass/Norwich Northern Distributor Road/ring road/ P&R sites	299
Other places outside area/ Don't know/ Irrelevant comments	284
Norwich city centre/ central Norwich/ Anglia Square	244
Disused emp. land/buildings, brownfield sites, regeneration areas; areas of social deprivation, job need, high unemployment; create niche employment	168
Costessey/ Longwater area	153
New or existing industrial estates/ small industrial estates/ business parks/ employment areas	143
Mainly Norwich Airport/ some RAF Coltishall/ some other airfields	134
Rural Area Market Towns	129
Western Norwich/ NRP/ UEA/ New Costessey/ Colney/ Earlham/ Larkman est.	120
Southern Norwich/ Lakenham/ Trowse/ Eaton/ Cringleford/ Harford Bridge	108
Close to where people live/ new housing development areas	107
Northern Norwich/ Catton/ Hellesdon/ Mile Cross	102
Eastern Norwich/ Thorpe St Andrew/ Sprowston	100

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Anywhere in Norwich	93
Norwich fringes/ within a mile of Norwich/ just outside Norwich	84
Areas to south/ south east/ south west of Norwich	77
In and around the proposed housing growth areas	77
Wymondham	69
Broadland Business Park/ Thorpe Business Park	66
Hethersett/ Thickthorn area	64
Long Stratton	55
Drayton/ Taverham/ Thorpe Marriott area	55
Areas to north/ north east/ north west of Norwich	47
Poringland	44
Anywhere in the rural area	43
Rackheath/ Salhouse area	42
Horsham St Faiths (inc. growth area)	35
Norwich - within Southern Bypass	35
New settlement/ new village/ Mangreen growth area	33
Norwich - within Northern Distributor Road	31
Norwich - within the Ring Road	28
None	27
Areas to east of Norwich	25
Areas to west of Norwich	19
Small developments/ small industries/ craft workshops/ small units/ light industry/ tourism and leisure developments/ retail estates	19

In rural areas?

Yes	2,836	45%
No	3,472	55%

If 'Yes', where?

Market towns	416
Other settlements outside area/ don't know	365
Anywhere with good roads and public transport/ close to rail lines/ near the main radial roads/ near NNDR and southern bypass/ close to P&R sites	201
Long Stratton	184
Large villages	171
Wymondham	161
Aylsham	154
Close to where people live/ new housing development/ areas with good services and facilities	122
Anywhere in the rural area	121
Disused employment land/ disused buildings/ aid agriculture/ aid local businesses/ areas of high unemployment, jobs needed, lack of choice	120
Diss	102
Areas to south/ south east/ south west of Norwich	94
Loddon	85
Acle	80
Rural small developments/ small industries/ craft workshops/ small units/ light industry/ tourism and leisure developments/ meet local needs/ shops etc.	68
Existing industrial estates/ small industrial estates/ business parks	61
Harleston	60
Within 10-12 miles of Norwich/ in and around the proposed growth areas	60
Reepham	53
Areas to north/ north east/ north west of Norwich	49
RAF Coltishall, plus other airfields	41
Areas to east of Norwich	37
Small villages	37
Hethersett/ Thickthorn area	29
Norwich and/or fringes	29
Hingham	27
Poringland	22
Areas to west of Norwich	21
Costessey/ Longwater area	20
Buxton/ Coltishall/ Hainford/ Horstead/ Stratton Strawless areas	19
Brundall/ Blofield/ Lingwood area	17
Wroxham/ Hoveton area	17
Rackheath/ Salhouse areas	14

None	13
Encourage home working/ teleworking	13
No greenfield devt/ not in countryside	11
Broadland Business Park	9
Broads area	9
Drayton/ Taverham/ Thorpe Marriott areas	8
A new settlement/ new villages	7
Horsham St. Faiths	5
Waveney Valley locations	4
Spixworth	2
Cantley/ Reedham areas	2

Q8. We can reduce the need to travel by putting houses next to jobs and facilities or enabling better communications. Are there any ways to cut down peoples' need to travel?

Yes	3,579	55%
No	2,982	45%

If 'Yes', please specify:

Encourage home working	868
Improve public transport	755
Support local shops and services (incl culture and leisure)	497
Better cycling facilities	215
No solution / response doesn't answer question	166
Homes, jobs and services together	161
Encourage car sharing schemes	86
Car use / travel is inevitable	83
Park and Ride	81
Stop allowing out of town development	62
Open more train stations	58

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Bring back need to go to local school / housing should be near schools	51
Focus development in market towns and surrounding areas	49
Provide more school buses	38
NDR	31
Mobile facilities / improved delivery services (e.g. internet shopping)	30
Focus development in Norwich	27
Encourage flexible working	25
Make employers provide transport to work for their employees	20
Local affordable housing	15
Other	541

Monitoring information and representativeness of respondents

Respondents to the summary leaflet were asked to provide details on their gender, age, ethnic background and whether or not they have a disability. The aim of securing this information is to ensure that the GNDP is reaching all groups within the community and is not excluding any particular sector of the community from having their say.

The details below set out the monitoring information relating to respondents who completed the Issues and Options summary leaflet, against the latest population estimates across the three districts, for each of the monitoring categories mentioned above.

N.B. Where figures are shown in green, they indicate that a particular group has been well represented, and where figures are shown in red, they indicate that a particular group has been under-represented.

a) Gender of respondents

	% respondents	% of the Broadland, Norwich & South Norfolk popn*
Male	56%	49%
Female	44%	51%

* Norfolk County Council Mid-2006 estimates

b) Number of respondents with a disability

863

c) Age range of respondents

Age group	Total	% respondents	% of Broadland, Norwich & S. Norfolk popn*
Under 18	325	7.36	19.38
18-24	163	3.69	9.65
25-34	370	8.38	12.45
35-44	616	13.95	14.41
45-54	717	16.23	12.75
55-64	961	21.76	12.94

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65-74	721	16.32	9.24
Over 75	544	12.31	9.13

* Norfolk County Council Mid-2006 estimates

d) Ethnic origin

Ethnic origin	No. respondents	% respondents	% of Broadland, Norwich & S. Norfolk popn*
White British	6777	95.67	93.52
White Other	177	2.5	2.31
White Irish	51	0.72	0.58
Any other ethnic group	19	0.07	0.22
Mixed - White & Asian	12	0.04	0.11
Mixed Other	10	0.17	0.27
Chinese	8	0.14	0.25
Asian or Asian British - Indian	6	0.08	0.66
Black or Black British - African	6	0.01	0.19
Mixed - White & Black African	3	0.03	0.14
Asian or Asian British - Bangladeshi	2	0.03	0.22
Asian or Asian British - Other	2	0.08	0.16
Black or Black British - Caribbean	4	0.06	0.36
Mixed - White & Black Caribbean	5	0.01	0.08
Asian or Asian British - Pakistani	1	0.11	0.49
Black or Black British - Other	1	0.27	0.49
Other	306		

*ONS table EE1: Estimated resident population by ethnic group and sex, mid-2005 (experimental statistics)

Due to the relatively small sample size in relation to the total population of the three districts (7,404 completed summary leaflets = 2.01% of the total population for the three districts, based on mid-2006 estimates), it would be unwise to make changes to the main data-set based on these comparisons (e.g. weighting the answers from the under-45s to balance out the overall result).

However, this analysis will help to target under-represented groups during the next stages of consultation on the Joint Core Strategy. It also highlights those groups that have been particularly well-represented during this consultation stage: the 55-64 and 65-74 age groups. Whilst it is important not to lessen our efforts in engaging with these groups during the next stages of consultation, it may be worth reviewing resource allocation to ensure that engaging under-represented groups becomes a key objective.

Appendix 7 –

Analysis of Responses on Full Questionnaire

Q1 Spatial Vision
Q1 Does the draft spatial vision to 2026 reflect the quality of life that you would like to have from the area?
Support = 93 (49%);   Object = 47 (25%);   Other Comments = 50 (26%)

Summary of Comments:
- The vision should not be based on acceptance of housing growth at the level proposed (22)
- Focus on maintaining and enhancing the sustainability of small rural settlements (19)
- The vision should be more creative and locally distinctive (17)
- Need to promote a range of new public transport measures and minimise the need to travel (16)
- The Vision needs to maintain woodlands/ green corridors/ heritage and character/ attractive countryside/ geodiversity (14)
- The vision fails to recognise the opportunity for smaller scale urban extensions which can be developed earlier (11)
- The Vision fails to recognise specific locations where growth will be focused. (10)
- Current transport infrastructure is inadequate and improvements must be made before new development (10)
- Major growth should be within or close to the Norwich urban area (the NPA) (9)
- Fuller emphasis should be placed on the role of market towns, including outside the NPA (9)
- Concern about urban sprawl outside the built up area and merging of settlements. (8)
- Concern that jobs will not match the growth in people (7)
- Concern about the capacity of local services to cope with growth (6)
- The Vision should refer to urban environments needing to adapt to address sustainability (4)
- Need to ensure that deprivation and inequality are tackled (2)
- The Vision is too long – needs to be more concise (1)

Q2 Spatial Planning Objectives
Q2 Are these the right objectives for getting to where we want to be by 2026?
Support = 87 (49%);   Object = 41 (23%);   Other Comments = 50 (28%)

Summary of comments:
- Should make sure development is still allowed in smaller settlements to support and sustain their services and rural economies (12)

- Fair to expect new development to contribute to new infrastructure of all types where the need is clearly set out, but this mechanism should not be used to address the shortfall/deficit in existing infrastructure investment (8)
- Concern that some objectives are incompatible with each other – no basis is given for resolution of such conflict. (5)
- Need to be more people-based, rather than focussing only on 'hard' physical infrastructure (3)
- Concern that the level of planned growth is incompatible with high standards of environmental protection, will contribute more to climate change, and not be sustainable (3)
- Need to be stronger on moving towards zero-carbon development, though concern about moving ahead of legislation and building regulations with arbitrary local renewable energy generation/energy efficiency targets (3)
- Clarify that objectives are not in any order of priority (2)
- need to be more specific about using growth to design out deprivation (2)
- regenerate existing communities and economies both urban and rural (2)
- reduce inequalities (1)
- (Obj 1) – this is not for Core Strategy, but should have been decided by the Statement of Community Involvement.
- (Obj 3) should refer to protecting existing sports fields (1)
- (Obj 4) focus on using land more sustainably to meet need for genuinely affordable housing (5)
- (Obj 4) smaller settlements need to be more sustainable to reduce commuting (10)
- (Obj 4) the city is the most sustainable location for both housing and jobs. (2)
- (Obj 5) should focus on revitalising rural economy (2)
- (Obj 5) should focus on supporting local businesses and local economic development (2)
- (Obj 6) should focus on ensuring access rather than necessarily providing additional facilities (2)
- (Obj 8) should recognise that some environmental assets are going to be destroyed and aim at most sustainable balance (2)
- (Obj 9) this is too weak – should be more positive to achieve zero carbon development as early as possible (3)
- (Obj 9) fails to mention flooding (2)
- (Obj 10) should be about managing travel demand rather than increasing road space (3).
- (Obj 10) should include reference to green infrastructure and allotments (2)
- (Obj 12) should specifically apply to all communities and market towns, not just Norwich (3)
- (Obj 12) should refer to sustainable tourism and the potential of the Broads (2)

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Q3 Spatial Hierarchy
Q3 Do you agree with the hierarchy for growth and development
Yes: 113 (59%);   No: 44 (23%);   General comments: 33 (17%)

Summary of Comments:
- More growth should be in villages in order to maintain the sustainability of their services (11)
- Propose alternative of a New Town on larger scale (9)
- Avoid fossilising villages, with reduced services and weakened communities – implies second-class citizens (7)
- Each level of hierarchy should have some appropriate growth (7)
- Preference should be given on basis of infrastructure already available (5)
- Market Towns and Key Service Centre should be combined (4)
- Role of specified location should be raised in hierarchy (3)
- Development in villages will create problems and put pressure on services (2)
- Greater emphasis on market towns and secondary rural settlements (2)
- Role of specified location should be reduced (1)

Q4 Locations for Growth in and around Norwich
Q4 Do you agree with the approach to sites in and around Norwich?
Yes = 108 (71%);   No = 34 (22%);   Other Comments = 11 (7%)

Summary of Comments:
- Support priority to use of brownfield and derelict sites (8)
- Site specific comments (6)
- The most accessible locations should be favoured for growth (5)
- Too much growth is centralised in Norwich (4)
- Need to consider capacity of specific areas (4)
- The NPA is too large and villages will lose their individuality (4)
- Concern that large scale growth on fringe of City could become ghettos (4)
- Consider a range of small/ medium scale developments that can ensure continued delivery before the larger sites come forward (3)
- Landscape and other environmental factors must be considered (3)
- Concern that large scale growth on fringe of City could become ghettos (4)
- Growth villages and towns will lose their individuality (3)
- Should recognise that other factors must be considered beyond accessibility (3)
- Does not define what 'good accessibility' means (2)
- Whole approach depends on land being deliverable (2)
- Growth dependent upon NNDR should be ruled out (1)
- Resist continued high rise building (1)
- Low impact development favoured (1)

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- Sequential approach is too simplistic (1)
- Should be green belt around Norwich with development spread further out (1)
- Areas liable to flood should be excluded from consideration (1)
- Concern about growth in Key Service Centres, as these are only 4th in hierarchy. (1)
- Focus on areas within urban area which have poor accessibility at present (1)

Q5 Definition of Market Towns

Q5 Do you agree with the definition of market towns?
Yes = 104 (70%);   No = 34 (23%);   Other Comments = 10 (7%)

Summary of Comments:
- Alternative locations should be defined as market towns (11)
- Market town development should be well designed and sympathetic to their character (8)
- Ensure that growth takes place consistent with accessibility, jobs and services (7)
- Specific places should not be included (6)
- Refer to role of market town in relation to surrounding population (2)
- Some market towns already damaged severely (2)
- Need to balance growth with employment as well (2)
- Combine definition with Key Service Centres (1)

Suggested for inclusion – Hingham, Long Stratton, Acle, Reepham, Wroxham/ Hoveton, Coltishall (RAF base), Poringland, Little Melton, Beccles, Bungay, Attleborough, Dereham

Suggested for deletion (or to KSC) – Loddon, Aylsham, Wymondham

Q6 Key Service Centres

Q6: Is this the right way to define key service centres?

Yes = 83 (62%);   No = 28 (21%);   Other Comments 22 (17%)

Summary of Comments:
- Definition of Key Service Centre against market towns seems confused (12)
- These centres need better public transport (11)
- Ensure services can expand to satisfy growth criteria (4)
- Need flexible approach (3)
- Some large villages only have a school – this should be sufficient (2)
- Need to encourage small service businesses in KSC's (2)
- Need to consider potential growth in order to improve services (1)
- Suggested additional services to be included in definition

- o Sport and leisure facilities (7)
- o Post office (5)
- o Road transport infrastructure (as distinct from public transport) (4)
- o Pub / restaurant (3)
- o Community centre (3)
- o General store (2)
- o Doctor (2)
- o Youth group (2)
- o Church (2)
- o Rail availability (1)
- o Bank (1)
- o Bus stop with shelter (1)
- o Various additional environmental and care facilities.

Suggested for inclusion as KSC – Poringland, Blofield, Hempnall, Little Melton, Long Stratton, Wroxham/Hoveton.

Q7 Secondary rural settlement definition
Q7 This is a list of suggested services to help define a 'secondary rural settlement'? Please say whether the services are essential, desirable or not actually necessary to have in places like this.

List of services	Essential = 131 responses*	Desirable = 114 responses*	Not necessary = 96 responses*
a. Village Hall / Community meeting place	58	12	4
b. Church / Religious place of worship	26	28	4
c. Public House	23	39	11
d. Pre-School / child care	26	25	6
e. Primary School	46	26	1
f. Secondary School	7	23	31
g. Public Transport (bus, rail etc.) Journey to work service	63	21	2
h. Public Transport (bus, rail etc.) Day time service	44	11	2
i. Public Transport (bus, rail etc.) Evening service	25	23	5
j. Cycle/pedestrian access	38	23	3

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k. Library	7	15	30
l. Post Office or bank	39	24	9
m. Convenience store, food shop or farm shop,	55	16	1
n. Newsagent	13	31	5
o. Employment and job opportunities	21	34	2
p. Medical Services (doctor, dentist, residential care home)	30	24	9
q. Indoor recreation facilities	14	31	22
r. Outdoor recreation facilities	22	29	9
s. Mobile / visiting services	19	27	6
t. Garage	14	28	25
u. Social groups e.g. sports, scouts, toddlers etc.	25	21	6
v. Size of population	12	18	6

* All multiple answers included.

Summary of Other Comments:
- Desirable for key facilities to be present but not necessarily within village boundary. (3)
- Facilities need to be provided/ improved to accommodate growth. (2)
- Concerned the rural character of these places will be destroyed (2)
- Does not matter what facilities they have – it should relate to ability to accommodate growth (1)
- Disagree with definition - the ability to accommodate modest growth without ruining the character of the settlement is priority. (1)

Q8 Groupings of rural settlements

Q8: Could a group of secondary rural settlements collectively form a key services centre?

Yes = 39 (38%);   No = 19 (19%);   Other Comments = 44 (43%)

Summary of Comments:
- Only where they are adjacent/close together e.g. can walk/cycle (9)
- Will destroy identities/character of rural settlements, leave villages alone (7)
- Dependent on services and their co-ordination (opening hours/public transport) (7)
- Will generate excessive mileage/pollution to access services between settlements (6)
- More information needed about other matters (2)
- Rural settlements too dispersed – except possibly in NPA. (1)

- This would create new towns by stealth (2)

Examples suggested – Barford/ Barnham Broom/ Carleton Forehoe etc; Bramerton/ Rockland/ Surlingham; Broome/ Ditchingham; Cantley/ Reedham/ Halvergate; Chedgrave/ Loddon; Dickleburgh/ Scole; Ellingham/ Kirkby Cane; Geldeston/ Gillingham; Hingham area; Horsham/ Newton St Faiths; Mulbarton/ Swainsthorpe/ Swardeston; Rackheath/ Salhouse.

Q9 Limited Development Elsewhere in rural area

Q9 This approach is consistent with government policy. Is there any reason why we should have a departure from this?

Yes (i.e. amend approach) = 30 (27%);   No = 50 (44%);   General comments only = 33 (29%)

Summary of Comments:
- Limited development should be provided for in rural areas (40);
- Development should be based on local community wishes;
- Need to consider the sustainability of individual settlements;
- Need to consider the social consequences of not providing for new housing as distinct from sustainability issues;
- Need to allocate land for housing in these settlements;
- Allow for conversions of commercial agricultural buildings.

Q10 - Growth Principles
Q10 – Are these principles equally important? (principles are accessibility; job proximity; infrastructure and service planning; environmental impact; market delivery; timescales; resources). If not, what principle do you think is the most important? Which is least important?
Yes = 54 (42%);   No = 76 (58%)

	Principle	*Most important*	*Least important*
1	Accessibility	17	10
2	Job proximity principle	9	17
3	Infrastructure and Service Planning and Delivery	34	4
4	Environmental Impact	26	2
5	Market Delivery	6	29
6	Timescales	3	31
7	Resources	5	6

While the majority express a preference for ranking these principles, any assessment of their comparative importance should not lose site of the 42% of

responses that weight them equally. This doesn't affect the order of preference but it does moderate the differences between them.

Among those who expressed a preference 'infrastructure/service planning & delivery' and 'environmental impact' were the most important, while 'market delivery' and 'timescales' were least important.

Summary of Comments:
- Weighting system should be devised (6)
- Evidence required to assess these criteria (3)
- Principles should be tested through Sustainability Appraisal criteria (1)
- Principles flawed as they presuppose growth concentration in NPA (1)
- Do not fix weighting system as principles could change over time (1)
- Additional principles suggested – historic environment; housing affordability, tackling deprivation, green infrastructure promotion, effect on setting of city, protection of quality of life.

Q11 Delivering growth options

Q11 Which option for the overall approach to growth in the Norwich policy area do you prefer? Please explain how your approach would enable us to deliver the necessary housing and jobs in a sustainable way.

Preferred Option	Responses	%
A – dispersed growth in large number of areas	54	30.9%
B – medium concentrations of growth	33	18.9%
C – Large scale urban extension/ new settlement	**61**	**34.9%**
Other Pattern	21	12.0%
Comment re growth	6	3.4%

NB some multiple choices – if two options, both counted (mix of all three is one of the 'Other' patterns)

There were a wide range of comments and some directly opposing views about what scale of growth is likely to be sustainable. Most concern was expressed about the ability of growth to deliver the infrastructure needed.

Summary of Comments:
- Larger developments enable a full community to be built up together with the facilities and resources required. (15)
- The best result may be a mixture of all three kinds of growth (10)

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- Smaller scale more likely to sustain the maintenance of character and encompass environmental concerns (6)
- Larger scale of development will rob the area of its character and social cohesion (5)
- In villages an injection of good new development with a social housing element will enhance & reinvigorate villages and their services (4)
- The principle of new, large settlements would minimise the damage to existing settlements. (4)
- Prefer all growth to be concentrated in the existing urban area of Norwich (3)
- New development areas can be added to existing neighbourhoods to create a scale of demand for new services required there (3)
- Further evidence needed about the impact of dispersed growth – studies to date have focused on large scale options. (2)
- Efficient transport for public use is essential and suggests Option C (2)
- No more development until the government can provide for those already here (2)
- Small piecemeal developments unlikely to be as sustainable as would be desirable and is not realistic (2)
- Options B and C present a frightful vision or urban consolidation and high rise. (1)
- New settlements should be considered but it is very difficult to persuade an employer to locate to a place without an existing employment base (1)
- Concentrated development is more limiting to opportunities for micro-generation of energy and on-site waste management (1)
- Spread development widely – beyond NPA. (1)
- Option B is not too large to create major problems but large enough to supply public transport facilities (1)
- Option C – experience suggests cost per completed dwelling lower due to nearby infrastructure. (1)

Q12 Potential Locations for Growth

Q12a – Do you have any comments on the possible broad locations for major growth highlighted in appendix 4?

Q12b – Are there any other broad locations that should be investigated for major growth?

Q 12a – Comments on Appendix 4 Growth Locations Summarised

LOCATION	In Favour	Against	Net Score	% in favour
1. North Sector (Airport)	8	2	+6	5.3%
2 NE (inside NNDR line)	**24**	**4**	**+20**	**15.9%**
3a NE (outside NNDR line)	8	7	+1	5.2%
3b East (Outside NNDR)	9	5	+4	6.0%
4. SE (Poringland)	13	6	+7	8.6%
5. South (west of A140)	12	3	+9	7.9%
6. Long Stratton (with bypass)	14	7	+7	9.3%
7. Wymondham (extension)	**27**	**12**	**+15**	**17.9%**
8. SW (Hethersett)	**20**	**1**	**+19**	**13.2%**
9. West (R Yare to R Wensum)	7	3	+4	4.6%
10. NW (Drayton /A1067 Corridor)	5	2	+3	3.3%
11. Inner City - brownfield	4	0	+4	2.6%

NB Multiple choices allowed – options not mutually exclusive

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There are several caveats about this analysis.
- *It does not count generic comments – i.e. ones that count against (or in favour) of nearly all sites.*
- *Major agents have submitted support for several growth areas on behalf of different owners within those areas – i.e. they are double/ multiple counted – but these do not provide comparative data to actually answer the question of which area is preferable.*
- *Location 11 was not identified in appendix 4 – options assume it takes first priority but some people identified it in their choices.*

Q12b Other Locations Suggested
(NB site specific responses not included)
Diss area (4)
Area South of city, within Southern Bypass (3)
Tasburgh area (3)
Loddon area (2)
Aylsham area (2)

Former RAF Coltishall (2) (NB outside area)
Harleston area (2)
South-west sector (inside A47 bypass) (2)
Reepham area (1)
Wroxham area (1)
Extension east of Broadland Business Park (1)

Summary of Comments:
- Agree with all suggested analysis areas (6)
- Object to the question which is biased towards large scale growth. Need for a range of site sizes in a balanced approach (3)
- All developments should be based on rail or bus routes (2)
- Options should not assume that NNDR will be built – growth must be able to cope without it. (2)
- A more sophisticated analysis of the educational demands and opportunities is needed in relation to government policies – should not be splitting 6th Forms from secondary schools for example. (2)
- Flood plains should be prohibited for development (1)
- Areas should be assessed for location of the nearest sewage treatment works to reduce the energy demand for pumping (1)
- Impact on trunk road network will need mitigation to varying degrees (1)
- Further evidence needed to reach judgment – factors of population growth, air flight paths etc. (1)
- Before Preferred Options stage there needs to be an assessment of biodiversity constraints and opportunities for all options (1)
- Issues listed are simplistic and ignore the impact on existing green areas, which will be under heavy pressure, especially the river valleys. (1)
- The historic interest and character of settlements and landscape should be assessed before choosing between them. (1)

- All growth areas should have identified green corridors to separate them. (1)
- Cheap land owned by government does not make a location suitable (1)
- Overall suggests lack of coordination between the locations and transport planning to reduce the need to travel (1)
- (Location 1) This area should be investigated further, as expansion of the Airport is key to Norfolk's economic growth. (1)
- (Location 2) Option offers opportunity for speedy integration because of good facilities available (2)
- (Location 2) The location includes tree belts which are important to the setting of the city. (2)
- (Location 2) This location is not dependent on NNDR. (1)
- (Location 2) This location has an existing foodstore which could form the basis of a district centre in accordance with the Retail Study. (1)
- (Location 3a) Would benefit from existing settlements which are suitable for growth and have an employment base and rail station. (1)
- (Location 3a) Area is too close to the Broads (1)
- (Location 3a) This urban extension does not need to be dependent on the NNDR (1)
- (Location 4) There are advantages of a new settlement here, which could develop a new employment base for an existing dormitory town (3)
- (Location 4) This area has a number of scheduled ancient monuments and growth would disrupt a prehistoric landscape. (1)
- (Location 4) Conclusions re road access are contested – this route is less congested than others from the south and has excellent access to A47 and good public transport (1)
- (Location 5) Local infrastructure is adequate to support growth. (3)
- (Location 5) Area should be extended more widely for a single growth area of 15-16,000 homes with use of the Norwich – Cambridge axis (1)
- (Location 5) This location has an existing foodstore which could form the basis of a district centre in accordance with the Retail Study. (1)
- (Location 6) Support for growth if it enables a bypass to be built (4) (NB see Q 32 and Appendix 7)
- (Location 6) This is a small town and would be unable to withstand the influx of major growth – not enough services and the town's heart would be destroyed.(2)
- (Location 7) Whilst expansion is not challenged in principle, the area to the west of Wymondham in the Liffey valley should be excluded as the setting of Wymondham Abbey and other historic estates. (3)
- (Location 7) Care necessary because this is a historic market town with special character (2)
- (Location 7) Wymondham seems a logical choice s it has good infrastructure and has already accepted change. (2)
- (Location 7) Growth here must be kept separate form Hethersett to north-east (2)

- (Location 7) This is a small town and would be unable to withstand the influx of major growth – not enough services and the town's heart would be destroyed. (1)
- (Location 7) Concern that Wymondham is outside NATS area – will it obtain major transport improvements to match its growth. (1)
- (Location 8) For this area it is relatively easy to upgrade public transport (1)
- (Location 8) Growth here needs to be large scale in order to enable new high school development (1)
- (Location 9) Moderate increase in size of Easton could enhance its character (1)
- (Location 9) Areas close to Longwater are protected for a future MRDF (Waste Strategy) Specific recognition should be given to that and its effects on locations nearby.(1)
- (Location 9) growth can be linked to the expansion of Easton College (1)
- (Location 9) This corridor gives a good opportunity for a high quality public transport link to the city centre (1)
- (Location 10) Needs to be large enough to enable a district centre and secondary school. (1)

Q13 Options for Growth

Q13a Which option for growth outside the city (detailed above) do you prefer?
Q13b Please specify which locations you prefer (if answering b, c or d)

Q13a

Option	Summary Description	Preferred	% preferences
A	Concentration on NE, SW sectors and Wymondham	**40**	**29.6%**
B	As A but with fourth location	11	8.1%
C	As A but with two additional areas of medium size growth	20	14.8%
D	Different combination of major growth options	26	19.3%
E	Dispersal to at least 10 locations	33	24.4%
None		5	3.7%

NB Multiple choices not allowed – options are intended to be mutually exclusive

In some cases, where the respondent specified Option B or C but then suggested a locational choice(s) within the area defined in Option A, the answer was amended to Option A since no additional location was being suggested..

Q13b

Other Location Preferred	Mentions under B	Mentions under C	Mentions under D
Long Stratton area (sector 6)	3	3	1
South of Norwich (5)	2	1	5
Coltishall Airfield	1	0	0
North of Airport (1)	1	3	2
West Sector (9)	1	0	1
North West sector (10)	1	1	2
Aylsham area	0	2	0
Brundall/Blofield area	0	1	0
South East Sector (4)	0	2	4

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Diss area	0	2	1
Loddon	0	1	0
Organic growth of towns	0	0	1
Urban area (11)	0	0	1
Only areas within NNDR and SBP	0	0	2
Areas along NNDR	0	0	1
Urban extensions smaller than scale suggested	0	0	2
Periphery of city where served by bus routes	0	0	1
Between Wymondham and Long Stratton	0	0	1
One New Town of 20,000+	0	0	2
Market town growth	0	0	1

Q14 Access to a Decent Home

Q14 Which of these approaches do you support? Are there any other actions you would suggest?

Option	*Description*	*Support*
A	Commercial contributions to affordable housing as well as residential	20%
B	Reduce lower threshold of site contributing below 15	24%
C	Graduate percentage contribution for smaller sites	40%
D	Encourage wider private sector alternatives	50%

Summary of Suggested Additional Measures:
- Support more exceptions sites (4)
- Seek the level of affordable housing set out in RSS (4)
- Separate areas for affordable housing (2)
- Use Community Infrastructure Levy (2)

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- Provide environmentally friendly housing that is cheap to run (2)
- Intervene in market (2)
- Ensure affordable housing is well integrated (2)
- Specific need for specialist housing for elderly people (2)
- Set targets for different types of housing in accordance with PPS3 (1)
- Reduce empty homes (1)

Q15 Gypsies and Travellers – Transit Sites
Are there any particular highway corridors where we should focus our search for transit sites to best meet the needs of the community?

Corridor	*Response*
A11	49.4%
A 140 (south)	24.7%
A140 (north)	20.0%
A47	36.5%
Other A roads	17.6%
Elsewhere	4.7%

Additional comments included a number of people stating that the Gypsy and Traveller community would be best placed to answer this question

Q16 Gypsies and Travellers – sites in large new developments
Q16 In the longer term should an element of long stay sites for gypsies and travellers be included in each large new development?
Yes = 26.2%; No = 68.9%;   Other Comments = 4.9%

Other comments included
- Do not include in growth option but require s106 contribution from developers to facilitate site elsewhere.
- Consult gypsy and traveller community about their preferences.

Q17 Gypsies and Travellers -size of sites
Q17 Should a larger number of small sites (up to 15 pitches) be developed rather than fewer large sites in each new development?
Yes = 45.5%;   No = 37.6%;   Other Comments = 16.9%

Q18 Travelling Showpeople
Q18 What provision should be made for travelling show people? Please specify.

Summary of answers
- Not enough knowledge to comment
- No provision
- In a location linked to showgrounds
- Ensure provision of basic facilities is available
- Permanent winter quarters should be provided, not travelling sites.
- On suitable farmland by agreement with owners
- In locations close to larger settlements
- Refer to guidance in Circular 1/2006

Q19 (Education and Skills) (Long Questionnaire)
Q19 Are there any of these options that you would not support and if so why not?
Yes (i.e. options not supported) = 0; No = 37 (67%); Other = 18 (33%)

Summary of other comments
- Improve education system / teaching – not at present a suitable basis for lifelong learning (3)
- Needs of the majority should come before the deprived or disadvantaged (2)
- City College not mentioned (1)
- Only support initiatives that have evidence of past success. (1)
- Opportunities must be available to all but not by coercion (1)
- Accessibility is usually assessed by officials who have little experience of being deprived: people with genuine needs miss out. (1)

Q20 Small Business Growth
Q20 Which option do you think is most likely to support small business growth?

Option	*Support*	*%*
A (employment within housing areas)	47	26.4%
B (making small sites available for start-ups)	**80**	**44.0%**
C (managed workspace and units in low cost areas)	49	26.9%
Other Suggestions	3	1.6%
Opposed to the options	2	1.1%

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NB Not mutually exclusive – therefore multiple answers recorded

Summary of Comments:
- Unwise to move back to traditional land use zoning – concentrate on mixed use in local centres on principal roads – not throughout a settlement. (3)
- Ensure there is a mix of opportunities for all sectors of the economy (3)
- The theory of housing linked with employment requires social/ economic restructuring beyond the scope of JCS (1)
- The crucial business of seed-corn subsidy for start-up workshops and industrial skill development is completely ignored (1)
- Small scale growth will only support small scale jobs. (1)
- (A) – Option would also contribute to greater sustainability by reducing the need to travel (1)
- (A) – this would result in business not being in the best locations within a settlement (1)
- (A) – Option should pursue flexible design to enable any dwelling to be used for a period of home-working (1)
- (A) – space could be designed near houses for use by home workers (1)
- (B) – secondary rural settlements need protection from overdevelopment of this sort (or housing) (1)
- (B) Provide lower business rates/ rents for start-ups (1)
- (C) Each size of business needs its own solution (1)

Q21 Large Scale Office Development
Q21 Which option do you feel would have most positive impact on office development in the area?

Option	*Responses*	*%*
A – City Centre	38	33.0%
B – City Centre + out-of-centre	21	18.3%
C – CC + district centres + allocated sites	**50**	**43.5%**
Other	6	5.2%

Summary of Comments:
- Disperse small office development as part of mixed use sites (3)
- Requires careful consideration of the character of available sites (1)
- There are different demands needing different locations. (1)
- Consider carefully what constitutes 'major' office development in the context of the proposed scale of growth (1)

- Modern office technology does not require 'intensive co-location' – smaller rural developments supported (1)
- Major disadvantage of market towns is their lack of a concentration of office jobs to provide career prospects (1)
- (A) – this option supports development of a strong public transport infrastructure and reduction of car use (2)
- (C) – need to accept decentralisation but restrict its geographic spread. (1)

Q22 Strategic Locations for Employment Growth
Q22 Which option do you prefer? If a new location is needed where should it be and what role should it play?

Option	*Description*	*Support*
A	Additional locations needed	49 (36.6%)
B	Concentrate on mixed use Regeneration sites	50 (37.3%)
C	Remove restrictions at existing specialist sites	28 (20.9%)
Other		7 (5.2%)

Locations Identified:
- Within growth area of Wymondham (6)
- Norwich Research Park/ Cringleford extension (4)
- New location some distance from Norwich (2)
- Alongside proposed NNDR (2)
- Within growth area 8 (Hethersett/ Little Melton area) (2)
- Within NW sector (Drayton area) (2)
- Sites close to the Airport (1)
- Extension to Broadland Business Park (1)
- Enlarge existing Longwater site (1)
- In vicinity of A47/ A140 junction (1)
- Alongside trunk roads generally (1)
- Opportunities at park-and-ride sites (1)
- Site specific comments (4)

Other Comments:
- The absence of an Employment Sites review means not able to judge whether the options provide enough land (2)
- Unlikely to be sufficient land in the regeneration areas – hence need to identify strategic sites as well. (1)
- Welcome the differentiation by employment type. (1)
- Employment should be identified within each growth allocation (1)
- (B) – doubtful whether either North City Centre or Deal Ground/ Utilities sites have much potential (1)

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- (C) - lift restrictions on other sites, but retain those relating to the Airport, as there are sufficient needs for specialist development there (1)
- (C) - this would have potentially negative effects on beneficial sectoral clusters (1)

Q23 Protection of Employment Sites
Q23 We will need to adopt policies to protect employment land from other uses. What priority factors should be taken into account?

Good transport linkage	13
Sustainable locations close to residential areas	12
Distinction of the type of employment provided and density on the site	10
Prevent retail and leisure growth on employment land	8
Established need for retail and leisure uses allowed	7
Agricultural employment and related sectors	4
Ecologically friendly and low environmental impact	5
Retention of locally owned businesses	5
Absence of contamination or other factors making site unsuitable for housing use	3
How realistic is such protection of employment land? (+ comments about not being realistic)	3
Deprivation and needs of local community	2
Importance of supporting manufacturing sectors	2
Potential for public sector involvement to release site constraints	2
Access to rail or water	1
Availability of other suitable land in area	1
Low flood risk	1
Impact on traffic congestion	1
Security of site and incidence of crime	1
Need for businesses to be in an area	1

National and international status of firms concerned	1
High value employment	1

Q24 Employment in Rural Areas

Q24 Which option do you prefer?
Option A = 85 (68.5%);   Option B = 26 (21%)   Other = 13 (10.5%)

Other Comments :
- Support employment growth in or near villages (6)
- Encourage employment anywhere (3)
- Support smaller sites and conversions of rural buildings for employment uses (2)
- Support employment growth in market towns (2)
- Allocations should be in sustainable locations (1)
- Provide employment opportunities for local people (1)

Q25 Town Centre Hierarchy

Q25 Do you agree with the proposed hierarchy of centres?
Yes = 93 (81%);   No = 18 (16%);   Other comments = 4 (3%)

Summary of Comments
- Concern re villages and settlements at the bottom of the hierarchy – flexibility needed here (3)
- Objection to significant development in Level 3 or 4 centres (2)
- Put new town centre within large new developments (2)
- Hierarchy should be based on Sustainability Appraisal rather than pre-defined. (1)
- Objection to proposed status of Acle (enhance to level 2), Aylsham (reduce to level 3); Loddon (reduce to level 3).
- Need to add Poringland, Stoke Holy Cross, Long Stratton and Harford Bridge as level 3.
- Support for Magdalen Street/ Anglia Square but needs to be improved (1)
- Magdalen Street/ Anglia Square should be part of city centre (1).
- Concern (Highways Agency) that Acle should not be raised, since it would have an impact on A47 trunk road traffic issues.

Q26 (Comparison Shopping Growth in Norwich) (Long Questionnaire)

Q26 Which option do you prefer? (a = significant growth in an accessible urban location; b = one or more new town centres related to growth; c = both a and b)
Option a = 31 (34%); Option b = 19 (21%);   Option c = 41 (45%)

Summary of Comments
- There is no need for anymore growth or a new town centre (13)
- There will be a need for new centres in new developments (not large shops but like a high street) (3)
- There should be more encouragement and support for smaller independent retailers and local shops (3)
- The market towns (such as Diss/ Wymondham) should have more retail growth both convenience and comparison (2)
- Some types of retail need to locate outside the central core (1)
- Growth in retail must be aligned to figures for housing and employment (1)
- The plan contradicts itself as it suggests that the centre will be an intensive office-based employment area (1).

Q27 Visitor Attractions
Q27 Are there any major new facilities or attractions that should be promoted in the Joint Core Strategy? If so what might they be?
Yes = 56 (84%);   None = 11 (16%)

Summary of Facilities Suggested:
- Outdoor activity areas/ country parks (13)
- Concert Hall (11)
- Improved transport infrastructure (10)
- Sports facilities (8)
- Swimming pool (5)
- General leisure and tourism (5)
- Promotion of local heritage (4)
- Entertainment space (3)
- Social infrastructure (3)
- Shopping (2)
- Food based attractions (2)

Q28 Protection of Landscape and Biodiversity
Q28 Do you agree with this suggested approach? If you think there is an alternative approach please specify.
Yes = 106 (91%)   No = 11 (9%)

Suggestions and Omissions:
- Locally protected landscapes and nature sites may be suitable for development to achieve wider sustainability goals (14)
- Need to prevent urban sprawl through landscape policies / green belt around city + Wymondham and protect rural nature of county (7)
- Need for policy for historic environment based on Conservation Area Appraisals and other evidence and for historic landscapes (3)
- Reduce scale of growth and protect all greenfield sites. (3)
- Need to protect environment against light pollution (2)

- Development should create improved landscapes and enhance biodiversity (2)
- Need for Appropriate Assessment of plan and developments (2)
- Greater emphasis on geodiversity required to comply with government policy (2)
- Greater weight to preservation of agricultural land and ecological value of brownfield sites needed (2)
- Water resources and surface water management need more discussion (2)
- Need for policy to protect valleys and parks as green lungs (2)

Q29 Sustainable Construction
Q29 Which approach do you think the Strategy should adopt?

Option 1 (match Housing Corporation and increase over time) = 60 (41%)
Option 2 (match a lower Code for Sustainable Homes level and increase over time) = 3 (2%)
Option 3 (zero carbon for many types of buildings before 2016) = 43 (29%)
Option 4 (No standards ahead of national regulations) = 38 (26%)

Several people opted for a combination of options 1 and 3 (9%)

Q30 Renewable Energy
Q30 Should all types of development, including businesses and housing, be required to incorporate an element of sustainable energy, where feasible?
Yes=130 (96%);   No=5 (3.5%);   Other Comment = 1 (0.5%)

Some comments expressing caution that this does not affect development viability, but overwhelmingly this proposal is supported.

Q31 - Renewables Target
Yes= 80 (62%);   No= 48 (37%);   Other Comment = 1 (1%)

Summary of Comments
- The target should be higher (13)
- Viability of development must not be compromised by such a policy (10)
- Should seek to limit use of energy by transport policy (especially NNDR)
- No evidence to support this target
- The only way to reduce non-renewable energy use is to limit development.

Q32 Long Stratton Bypass
Q32 Should the Joint Core Strategy promote major mixed use growth at Long Stratton to improve that section of the A140?

Summary of Responses

Yes	83	68%
No	33	27%
Other	6	5%
Total responses	*122*	*100%*

NB see Appendix 7 for survey of local people in Long Stratton.

Other Comments:
- The improvement should be funded regardless of growth option
- Growth in Long Stratton not sustainable and road improvement will lead to increased need to travel.

Q33 Norwich Area Transport Strategy

Q33 Which option do you prefer? (a = promote bus priority but maintain capacity for cars; b = promote improved public transport with reduced road space for cars)
Option a = 89 (60%); Option b = 49 (33%); Other = 10 (7%).

The clear majority supported option a, the reasons being

- Although supporting the promotion of public transport the reality would be that the car will still remain in important means of travel
- There will be increased congestion if we take road capacity away from cars
- Even if road space is given over to buses people will not use them

Those that supported option b did so because

- They could not see how the travel demands of growth could be accommodated other than by an improved public transport system
- Some cautioned that care was needed to ensure strategically important routes were protected.

Comments in the Other Category

- Growth is not feasible without the NDR
- Improvements to strategic transport infrastructure is needed
- Park and ride should be further developed as an alternative
- Promotion of a 500 space expansion of the existing Thickthorn park and ride site and bus improvements to Hethersett Lane to provide access for the existing and proposed Norwich Research Park, The Norfolk and Norwich University Hospital and the University of East Anglia

Q34 Transport in Rural Areas

Q34 Which option do you prefer? (Option a = accept reliance on travel by car; Option b = develop strategies that allow greater use of walking, cycling or public transport.)

Summary of Responses

Option a	48	33.6%
Option b	88	61.5%
Other	7	4.9%
Total responses	*143*	*100%*

NB Accompanying note by Norfolk and Norwich Transport Action Group.

Reasons for Support of Option A:
- Existing PT provision is viewed as being inadequate to meet peoples' needs in rural areas
- Walking and cycling in rural areas and to/within larger settlements is also viewed as being unsafe – e.g. A140 in Long Stratton
- Discriminating against those who cannot walk, cycle, etc?

Other Comments:
- Need to recognise need for private car in more rural areas and for disability groups everywhere (14)
- Walking, cycling and public transport access need to be improved before limiting access by car (4)
- Efficient use of private car should be encouraged (2)
- Rapid transit system proposed to encourage PT use (1)
- Emphasise the development of footpaths, cycling and public transport to make the use of private cars and other vehicles less attractive (1)
- Quiet lanes should be more widely promoted (1)

Q35 Access to Services in Rural Areas
Q35 Which option do you prefer (Option a = strengthen transport links to market towns; Option b = encourage local service delivery; Option c = restrict new development unless good access to jobs and services can be demonstrated.)

Summary of Responses

Option a	53	36.6%
Option b	31	21.4%
Option c	54	37.2%
Other	7	4.8%
Total responses	*145*	*100%*

Summary of more detailed comments:
- Strengthen links between market towns as well as with their hinterland, including public transport (6)
- Opportunities should be taken to improve sustainability of smaller settlements by not refusing jobs and services (2)
- 'Good access' should include road access as well as public transport. (2)
- More jobs should be moved to rural areas (1)

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Q36 Freight Transport

Q36 Which option do you prefer? (Option a = planning that sites which will attract significant freight movements are well located to the strategic transport networks; Option b = No restriction on the location of major freight generators)

Summary of Responses

Option a)	121	98%
Option b)	3	2%
Other	0	0%
Total responses	*124*	*100%*

Comments reinforced the need to plan for freight movement by rail and water Two respondents supported the provision of a rail freight terminal, one suggesting north-east of Norwich and the other a site close to the A11 at Wymondham.

Q37 Community Engagement and Cohesive Communities

Q37 Is providing dedicated community workers the best way to support new communities? If no, then please provide details of how you feel this can be done.

Yes = 52 (60%)   No = 35 (40%)

Supporting comments
- Community workers are needed early on until the community can support itself (3)
- They can provide the necessary leadership (1)
- Culture and art need to be built into the process of developing communities (1)

Comments on Alternatives
- Providing facilities such as shops, schools, a community centre & sports facilities is sufficient. There is no need to waste money on community workers (12)
- Communities generate themselves as people go about their daily business and make contacts (9)
- More use can be made of the voluntary sector – e.g. youth clubs, church groups, drama groups, sports clubs etc. (7)
- Help promote resident committees, networks and local neighbourhood management (3)
- There needs to be respect and consultation in local areas (3)

Q38 Rural Deprivation

Q38 Which option do you prefer? (Option a = improve public transport and accessibility to towns and larger villages where facilities already exist; option b = allow 'significant' residential development in isolated rural areas to provide support for existing or new facilities; option c = provide/ maintain/ improve

local facilities for the community even when they may not be economically viable; option d = promote the multi-use of rural buildings, giving a variety of uses for the community and making them more economically viable; option e = Do nothing.)

Summary of Responses

Option a	45	28.0%
Option b	19	11.8%
Option c	35	21.7%
Option d	41	25.5%
Option e	10	6.2%
Other	11	6.8%
Total responses	*161*	*100%*

Summary of Comments:
- People who live in rural areas do so because there are so few services and facilities. Providing services in all areas leads to suburbanisation of the countryside (4)
- Need to increase rural population to support and retain existing rural services and facilities (2)
- Also important to retain rural services and facilities to support tourism in rural areas, e.g. Broads area (1)
- Need to recognise the need for different approaches in rural and urban areas (1)
- Option b was felt not to be viable due to the lag time associated with infrastructure improvements (1)
- Needs of young people should be prioritised (1)
- Churches and chapels suggested as being able to provide facilities in rural areas (1)

Q39 Retail growth in Norwich city
Q39 Which option is most appropriate to accommodate the retail growth in the city centre?

Option	*Description*	*Support*
A	Concentrate around existing retail area	45 (40%)
B	Expand the retail centre	10 (9%)
C	Develop additional capacity in North City Centre area	58 (51%)

Summary of other comments:
- Already sufficient retail capacity in city centre (7)
- Development must retain character of Norwich (4)
- Improve public transport and promote car free development (3)

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- Focus retail growth on new locations – i.e. growth areas (2)
- Take action on vacant shops (2)
- Encourage more residential development (2)
- Need for a range of city centre functions beyond retailing (1)

Q40 Provision for late night leisure
Q40 Which option(s) do you prefer? Are there other options that could be included?

Option	Description	Support
A	Expansion of area but retain concentration in area	37 (35%)
B	Control expansion to ensure a range of activities for all age groups	56 (52%)
C	Dispersal of late night leisure activities around central area	14 (13%)

Other Options Suggested:
- Concert Hall/ performing arts centre (6)
- Dispersal would lead to more difficulties for police and more disruption for local residents (3)
- Better evening transport (3)
- Restrict number of outlets that have late licences. (3)

Q41 Provision of affordable housing in Norwich
Q41 Do you agree that housing need which could best be met in the city of Norwich, but for practical reasons cannot be, should be met in the Norwich Policy Area?
Yes = 84 (73%);   No = 25 (22%);   Other = 6 (5%)

Summary of Comments:
- Allow housing need to be met in surrounding area outside Norwich in smaller developments (3)
- This question suggests its own answer – too inflexible (2)
- Larger settlements in the NPA should be favoured for this (2)
- Seems a non-starter to transfer needs to another area (1)
- Diversity is necessary if people's needs are to be met in a way which can fit into the area (1)
- Should be met as part of New Town outside Norwich (1)
- Should not include land in Breckland (1)
- Yes but only when empty homes have been occupied first (1)
- Impact on Great Yarmouth housing market need to be assessed first (1)

Q42 Regeneration in the Urban Area

Q42 Should we focus our efforts on area-wide improvements in any part of the existing built-up area?

Answer	Responses	%
Yes	**53**	**67.9%**
No	16	20.5%
Other	9	11.5%

Areas Suggested for Regeneration:
- North Earlham, Larkman, Marlpit (6)
- Mile Cross (5)
- Lakenham (3)
- Magdalen Street area (2)
- Heartsease (2)
- West of urban area (2)
- Plus a number of other areas suggested by one individual only.

Other Comments
- Question how 'densification' was necessarily part this process and no need for high rise development in the city.

Q43 Definition of Norwich Policy Area (NPA)

Q43 Do you see any reason to amend the NPA? If you answered yes, please elaborate.

Answer	Responses	%
Yes (i.e. change)	30	28.8%
No	**68**	**65.4%**
Other	6	5.8%

Changes proposed

Enlarge NPA		Reduce NPA	
Suggested additions	**No**	**Suggested Reductions**	**No**
Attleborough	4	Long Stratton	4
Thetford	2	Wymondham	4

Diss	3	Areas outside the Southern Bypass	3
Loddon area	1	Too large generally	4
Beccles	1		
Lowestoft	1		
Yarmouth	1		
Bracon Ash area	1		
Add to South of NPA	1		
Dereham	2		
Add to West of NPA	1		
North Walsham	1		
TOTAL	19	TOTAL	15

Summary of Other Comments:
- Use journey time as yardstick for definition (1)
- Further development at Wymondham not sustainable – too distant from town centre and has deficit of open space – exclude W. (1)
- JCS should be about creating a new pattern of settlement – hence total review (1)

Q44 Rural Exception Sites (Housing)
Q44 Which option do you prefer? (Option A = allocate sites in all villages where need is identified; Option B = Allocate sites only in villages with a defined range of services; Option C = not allocated sites, but encourage them to be brought forward where needed.)
Option A = 21.4%   B = 29.8%   C = 48.9%

Additional comments:
- need to allocate sites in accordance with the settlement hierarchy;
- bringing sites forward as they're needed will stop people holding on to them;
- should avoid very small villages;
- allocate near facilities to stop villages dying;
- allow people to be close to relatives/friends to stop rural deprivation;
- ensure sites avoid important spaces/ecological sites etc.

Q45 Affordable Housing in rural Areas – Thresholds

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Q45 Which option do you prefer? (Option A = reduce threshold to sites of 2+ dwellings; Option b = sites of 5+ dwellings; Option C = sites of 10+ dwellings)
Option A = 18.5%;   B = 37.9%;   C = 28.2%

In addition 11% proposed a flexible approach or a graduated threshold.
Others proposed thresholds of 1, 15, 20 and 50 dwellings.

Q46 Local Need for Housing in rural areas
Q46 Which option do you prefer? (Option A = within a particular village; Option B = a wider definition of a group of villages)
Option a = 44.2%   B = 55.8%

Additional comments:
- a cascade approach should also be applied to the affordable housing element of all rural allocations;
- sites within a cluster of villages may be closer to range of facilities than those on the edge or a larger 'sustainable' settlement.

Q47 The Rural Economy
Q47Which option do you prefer? And if option C, within what distance? (Option A = locations within or adjacent to existing settlements; Option B = within 1 km of a settlement; Option C = a different higher figure)

Option A = 28 (26.2%)   B = 42 (39.3%)   C = 37 (34.9%)

For those selecting option C, the distances suggested were:
- 1km – 2km (10)
- 2km – 3km (10)
- 3km – 5km (6)
- 10 km (1)

Other comments:
- Depends on business type (12)
- Distance best left to market forces (2)
- Should allow encouragement for tourism (2)
- Should be close to settlements (1)
- Provide footways/ cycle paths to businesses (1)

Q48 Funding Infrastructure
Q48 Which approach do you favour? Do you think there should be a discount built into a tariff (if adopted0 for brownfield or contaminated sites? (Option A = Contributions solely on a site by site basis; Option B = Contributions (tariff basis) towards overall infrastructure needs supplemented by site-by-site contribution where appropriate)
Option A = 48 (40%)   B = 72 (60%)

Summary of Comments
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- A blanket tariff approach does not reflect costs of the specific scheme and there will be increased costs for managing the fund resulting in some sites not benefiting as much as they should. (7)
- Either option must take account of viability (2)
- Some aspects of green infrastructure strategy could not be implemented unless all developers contribute (2)
- Two tier system is too complex (1)
- Site-by-site funding can still allow pooling of funds in some circumstances (1)
- All developers benefit from publicly provided infrastructure and therefore should contribute (1)
- Collecting solely on a site-by-site basis does not gain enough money to do anything useful with. (1)
- Contributions should be reduced if developments are of higher quality (1)
- Tariff needs to be fully consulted on with development industry (1)
- Need to set out effectively what achievements are expected from a tariff. (1)

(Q48b) Yes (discount for brownfield sites) = 65%;   No = 35%

Q49 Area Basis for Tariff Funding
Q49 If a tariff approach is adopted, do you think it should be based on a) area-wide assessment or b) a specific sector?

Option a = 51 (58%)   B = 37 (42%)

Additional comments
- The area should not include smaller villages and settlements outside the main growth area (1)
- The tariff should apply to all consents but with ability to take account of types of location and development. (1)

Q50 Funding – Investment Period
Q50 If a tariff is adopted, would it be appropriate for public bodies to fund infrastructure early in the life of a development and recoup it via the tariff as development progresses?
Yes = 71 (74%)   No = 25 (26%)

Summary of Comments
- It should be the responsibility of the developer to pay for the infrastructure before development starts (6)
- Public bodies should not take such a risk ,as they could be left in debt if development does not proceed (4)
- It would depend on the type of infrastructure or the area (2)
- There should be staged payments so that the developer contributed at the start of the process (1)

- It would be an important mechanism to kick-start investment for early provision of benefits (1)
- Existing facilities could otherwise be swamped by development before any improvements are made (1)
- For the scale of growth proposed, it is necessary, not just appropriate (1)

Q51 Other Comments on Tariff
Q51 Are there any other comments you wish to make on this issue?

Summary of Comments
- The level of tariff must avoid undermining viability of development – could mean a scaled approach is necessary (11)
- The cost of contributions will be passed onto the buyer. Local people on local salaries cannot afford this. (3)
- Developer contributions can only come from one pot. Contributions for one thing may impinge upon money for another (3)
- Danger that planning permissions are granted just in order to get the tariff contribution (2)
- Contributions should not be used for schemes already proposed before any development is planned (2)
- Communities need to see a link from development to needs being met – hence not all the contributions should go to central pot. (2)
- Adequate funding must be reserved for environmental, health and leisure activities (1)
- A single growth option would be easier to administer (1)
- The basis for funding through the tariff must be clear from the outset (1)

Q52 Management of Funds
Q52 Do you have any views on how funds derived from a tariff, if adopted, would best be managed?

Summary of Comments
- Clear, transparent and audited accounts would need to be made available to developers, the community and new residents to demonstrate the links between development and provision of facilities/ infrastructure (29)
- Joint management by an independent, non profitable body/ organisation made up of people with no vested interest (5)
- Management by the local Council within which area the scheme falls (4)
- Management by the GNDP or other principle authority (3)
- Finds must be ring-fenced to the appropriate scheme (3)
- Consult locally before money is spent (3)
- Minimum costs for administration and maximise benefit of infrastructure (1)
- Management by a private company, in order to avoid expensive bureaucracy (1)

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Appendix 8 –
Local Survey of Long Stratton Residents

Consultation on the possibility of achieving a bypass for Long Stratton by agreeing to additional housing and commercial development

South Norfolk Council recently undertook a survey in the Long Stratton area to obtain resident's views on how a bypass could be provided. They sent out 3,200 questionnaires and received an excellent response with 1,182 replies, being a response rate of nearly 37%.

The first question was:
Should the Joint Core Strategy promote major mixed-use growth at Long Stratton to improve that section of the A140? (This implies a mixture of housing and commercial uses)

The response was:

View	Count	%
In favour of major development	570	48.2%
Against major development	586	49.6%
No view expressed	26	2.2%

The second question was:
What level of housing growth do you think would be appropriate in Long Stratton over the next twenty years?

The response, which allowed people to have more than one choice, was:

No. of dwellings	Count	%
Large scale (5,000-10,000 dwellings)	123	10.5%
Medium scale (1,500-5,000 dwellings)	311	26.4%
Under 1,500 dwellings	379	32.2%
No dwellings	177	15.1%
Another number	186	15.8%

273 of the replies to the survey also added comments, of which 115 made positive comments in support of a bypass. Another 74 respondents aired concern over the village's infrastructure and wanted changes before any more development took place.

The survey has not provided a clear view with the responses split almost evenly for and against major development. In relation to the size of possible development the views suggest no more than 5,000 dwellings.

(South Norfolk Council Summary)