

Greater Norwich Development Partnership

Date: 30 January 2017

Time: 9.30 am

Venue: Council Chamber, Broadland District Council, Thorpe Lodge, 1 Yarmouth Road, Norwich, NR7 0DU

Board Members:

Broadland District Council:

Cllr Ian Moncur

Cllr Andrew Proctor

Cllr Shaun Vincent

Norwich City Council:

Cllr Bert Bremner

Cllr Mike Stonard

Cllr Alan Waters

South Norfolk Council:

Cllr Colin Foulger

Cllr John Fuller

Cllr Lee Hornby

Norfolk County Council:

Cllr Stuart Clancy

Cllr Tim East

Cllr Martin Wilby

Broads Authority:

Sir Peter Dixon

Officers:

Phil Kirby

Phil Courtier

David Moorcroft

Graham Nelson

Tim Horspole

Tom McCabe

Vincent Muspratt

Andrea Long



NORWICH
City Council



Norfolk County Council



Broads Authority
The Broads - a member of the
National Park family

AGENDA

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FOR FURTHER INFORMATION PLEASE CONTACT:

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If you would like this agenda in large print, audio, Braille, alternative format or in a different language, please call Mike Burrell, Greater Norwich Planning Policy Manager on 01603 222761 or email mike.burrell@norfolk.gov.uk



Please call Mike Burrell, Greater Norwich Planning Policy Manager on 01603 222761 or email mike.burrell@norfolk.gov.uk in advance of the meeting if you have any queries regarding access requirements.

Greater Norwich Development Partnership Board Meeting Minutes

Date: 14 November 2016

Time: 2.00 pm

Venue: Council Chamber, Broadland District Council, Thorpe Lodge, 1 Yarmouth Road, Norwich, NR7 0DU

Board Members:

Broadland District Council:

Cllr Ian Moncur, Cllr Andrew Proctor, Cllr Shaun Vincent

Norwich City Council:

Cllr Bert Bremner, Cllr Mike Stonard, Cllr Alan Waters

South Norfolk Council:

Cllr Colin Foulger, Cllr John Fuller, Cllr Lee Hornby

Norfolk County Council:

Cllr Tim East, Cllr Martin Wilby

Broads Authority

Cllr Paul Rice

Officers in attendance: Amy Broadhead, Mike Burrell, Phil Courtier, Richard Doleman, Angela Freeman, Tim Horspole, Andrea Long, Dave Moorcroft, Phil Morris, Graham Nelson, Adam Nichols.

1. Declarations of Interest

The Chairman advised the meeting that through his consultancy Abzag, he was promoting, on behalf of the landowner, a site for residential development in Colney through the Greater Norwich Local Plan. When this site was under consideration he would declare a disclosable pecuniary interest and shall vacate the chair and leave the room.

In the interests of transparency, he also brought to the Board's attention, that his father, Malcolm Vincent, through his company Vincent Howes, was promoting, on behalf of the landowners, a site for residential development in Costessey/Bawburgh through the Greater Norwich Local Plan.

In this case under the provisions of the Code of Conduct, there was no interest to declare which would prevent him from participating in the debate and chairing the meeting.

He added that he would be declaring the same interests when chairing

Broadland's Place Shaping Panel and when as a Member of Broadland District Council's Cabinet and Council GNLP matters were considered.

Cllr John Fuller declared a non-pecuniary interest as a director of an employment site at Seething.

Cllr Bert Bremner and Cllr Mike Stonard declared non-pecuniary interests as directors of Norwich Regeneration Limited.

2. Apologies

An apology for absence was received from Sir Peter Dixon.

3. Minutes

The Minutes of the meeting held on 5 September 2016 were agreed as an accurate record.

Minute no: 3 - Greater Norwich Development Partnership Terms of Reference

It was suggested that the public should be allowed to speak at GNLP meetings, if it was proportionate and did not stifle debate.

The Chairman noted that Board meetings were for the delivery of growth, not for hearing public comment at this stage. He noted that members of the public would have ample opportunity to comment during the consultation stages of the Local Plan drafting process and have speaking rights at individual Council meetings when the Plan was considered.

It was **AGREED** that a brief note on this matter would be brought to the next meeting.

4. Greater Norwich Local Plan – Progress Report

The Planning Policy Manager presented a progress report on the preparation of favoured options and reasonable alternatives for the Greater Norwich Local Plan (GNLP).

The report also covered the draft objectives for the GNLP; development sites submitted for potential inclusion; an assessment approach for potential strategic scale development and the development of a Settlement Hierarchy.

Stakeholder Workshops, which had been held in September and the direction of travel for the topic-based area-wide GNLP policies, were also considered in the report.

The report requested Members views on the following:

- i. the proposed GNLP Objectives;
- ii. the sites submitted to date;
- iii. the approach to assessing strategic scales of development, to the sectors being assessed and the initial outputs of the assessment;
- iv. the issues raised in relation to the Settlement Hierarchy

- v. paper
the GNLP Issues Paper in the light of the outputs of the Stakeholder Forums; and
- vi. the direction of travel for the area-wide policies.

Minor revisions to the GNDP Terms of Reference were also sought.

A Correction and Supplementary Note was circulated, which suggested potential criteria for an assessment of the Norwich Policy Area (NPA) which would be considered in a specific report to the Board in January 2017.

It was suggested that there had been little direct debate concerning the NPA, although there were arguments for more dispersal of growth and for continuing to concentrate the majority of growth around Norwich.

The next key step of the Local Plan process would be a consultation on the Favoured Option and Reasonable Alternatives, which would be collated for a report to the Board in March 2017.

Members made the following suggestions and comments on the proposed Local Plan:

Context

- The context of the Plan required expanding to include strategic infrastructure developments (e.g. the completion of the western link of the NDR).
- The Plan should focus on delivery and be more interventionist.
- Infrastructure should not be limited to strategic projects, but a whole range of projects.
- The context should be expanded with two additional paragraphs to cover large and small infrastructure.

Objectives

- The objectives should be condensed to no more than six brief statements that supported the overarching aims of the GNDP.
- A strapline or mission statement for the Local Plan should be drafted to inform the re-drafted objectives.

Call to Sites

- The Plan should not be constrained to those sites that had been submitted, but should be proactive and identify sites that fulfilled the objectives in the Plan.
- The Plan had too great a focus on housing; employment sites should also be identified.
- The completion of the western link of the Norwich Distributor Road should be included under Growth Options, which should be ambitious in identifying opportunities for development up to 2036.
- Policy commitments for large projects should not be constrained by timeframes, longer term visions could also be acceptable.
- More work was required on Appendix 4, as it did not reflect the effects that the NDR would have on those settlements in its vicinity.

The Board was advised that any western link for the NDR was beyond the remit of the Local Plan to deliver, as it would be the responsibility of Norfolk County Council Highways. However, it could be included in the Local Plan as an aspiration to address any issues that arose in the future.

It was noted that it was likely that the western link of the NDR would be made a priority of the County Council shortly.

Settlement Hierarchy

- An assessment of the Norwich Policy Area (NPA) should be conducted before the Settlement Hierarchy was looked at in depth, as it would help inform development outside the NPA, especially when taking into consideration the effects of the NDR.
- The Strategic Housing Market Assessment should be used for identifying development need outside of the NPA.
- There was clear evidence that the Joint Core Strategy Settlement Hierarchy remained appropriate and the NPA should be sustained.
- An expansion of the NPA should be debated in order to gain a balanced view with the right information to make an informed decision.
- The criteria for the NPA report should also include travelling to work.
- Expanding the NPA would ease pressure on the five year land supply requirement within it.

A Member drew the Board's attention to the wording in the Joint Core Strategy which stated that; 'The NPA is a longstanding local planning area used to ensure that growth needs arising from the Norwich urban area are addressed as close to it as possible.' He submitted that this was a key proposition to assess the NPA by.

It was confirmed that officers would take the points raised into account for the further development of the Greater Norwich Local Plan.

The Board confirmed that area-wide policies would be considered once the objectives of the Plan were clarified.

The Terms of Reference of the Board were noted.

5. Any Other Business

The date of the next meeting in January was to be confirmed.

Communications Protocol

*Report from James Dunne, Marketing and Communications Manager
Broadland District Council*

Recommendations

Members are recommended to agree the Communications Protocol in Appendix 1.

Report

- 1 Greater Norwich Development Partnership (GNDP) Board members asked for a Communications Protocol to be developed to ensure that the media and the public are effectively informed about the Greater Norwich Local Plan (GNLP).
- 2 The Protocol needs to be followed to:
 - raise awareness of the need for a joint Local Plan and the benefit to Broadland, Norwich and South Norfolk communities of planning for housing and jobs needs to 2036;
 - demonstrate to residents and other stakeholders that the plan making process is sound, rigorous and based on an objective evaluation of evidence;
 - highlight when opportunities arise to promote the benefits of the Local Plan and make communities and business aware of any developments or consultations;
 - inform the public and other stakeholders of the emerging content of the GNLP, when and how they can get involved in its production and encourage them to respond to consultations.

Key messages

- 3 The following key messages will appear in materials to support the ongoing work of the Plan:

The Greater Norwich Local Plan

- will support creating a range of employment opportunities, including high-quality, high-value jobs;
- highlights that economic prosperity is central to the GNLP;
- can deliver jobs growth, but this can only be achieved if supported by the delivery of new homes;
- will meet the housing needs of all our residents;
- will meet the needs of current and future generations that need

- somewhere affordable to live;
- will ensure new homes and jobs are well related and are supported by the services, facilities and infrastructure needed;
- will also look to protect and enhance the environment, ensuring patterns and types of development that contribute to the mitigation of, and adaptation to, the impacts of climate change;
- will highlight that growth can help to support vibrant, well-designed and attractive communities with new job opportunities, new facilities, green spaces and an enhanced natural and built environment;
- supports growth that provides opportunities to support and maintain existing community facilities;
- can only succeed if the views of the public, developers, service and infrastructure providers are understood.

Available communications channels

- 4 The following communications channels will be used to promote the Local Plan:

Newsletters – see Appendix 2
 Website/intranet
 Media (print, broadcast, specialist publications)
 Social media
 Residents’ magazines
 Tenants’ magazines
 Leaflets
 Letters
 Consultations
 Internal emails
 Elected Members (via emails/intranet etc.)
 Telephone
 Face-to-face
 Presentations
 Q&A sessions

Officer Contact

If you have any questions about matters contained in this paper please contact:

Name	Telephone Number	Email address
James Dunne	01603 430 523	james.dunne@broadland.gov.uk

Scope of the Protocol

The protocol will be followed in:

- Press releases
- Media briefings
- Media enquiries
- Member updates
- Social media
- Publicity
- Residents' magazines
- Timescales

Press releases

The lead Communications Officer (currently Broadland District Council, James Dunne) will take the lead in initiating proactive press releases that are related to the overall delivery of the GNLP.

It will be ensured, where possible, that the Communications Officer from each authority is given at least two days prior warning of press releases and other communications for everyone to comment on if they wish, and to circulate to their lead Member/senior officer if necessary.

All such press releases will be branded jointly by the GNLP partners and will need to be signed off by the relevant communications contacts before issue.

To facilitate speed of delivery and to ensure consistency in delivery, only one elected member comment will usually be required, normally the chair of the Greater Norwich Development Partnership.

Political comments (one from each authority) can be added within a specially created 'Additional political quotes' section of the release, if necessary.

There is potential for additional press releases which are not directly about GNLP work (like Greater Norwich Growth Board) but reference it. These will all be subject to the same sign-off procedure as described above.

Media briefings

When a targeted media briefing (either written or verbal) is a preferred option to other proactive communications options (e.g. issuing a press release), the lead Communications Officer will pull together the information for the briefing with the help of the GNLP lead officer.

All such briefings, where possible, will need to be signed off by the relevant communications contacts ahead of the briefing.

It will be ensured, where possible, that the Communications Officer from each authority is given at least two days prior warning of briefings for everyone to comment on if they wish, and to circulate to their lead Member/senior officer.

To facilitate speed of delivery, only one elected Member will be put forward to comment, normally the chair of the GNLP.

Media enquiries

Any enquiries made by members of the media should be directed through one of the communications contacts at Broadland District Council, Norwich City Council, South Norfolk Council or Norfolk County Council.

Approaches from the media on issues relating to specific matters in a particular local authority area will be the responsibility of each Communications Officer. If possible, could each authority check that the lead communications officer (currently James Dunne) is aware in case there is direct GNLP follow up required?

If it is directly about work of the GNLP, the contact should be handed off to the lead Communications Officer (currently James Dunne).

If it is a question directly for an authority related to the GNLP, the communications contact will send the response to all other communications contacts an hour before responding to the reporter, where feasible, and it will be issued if there is no response.

Approaches from the media on issues directly related to the delivery or work of the GNLP as a whole will be referred in the first instance to the chair of the Greater Norwich Development Partnership, by the lead Communications Officer (currently James Dunne)

Details of the enquiry must then be circulated to the other communications contacts for comment/information.

Social media

The nature of social media platforms usually requires a much quicker response than all other forms of publicity.

For the purposes of this project the one designated social media channel will be used proactively is Twitter.

Use of Twitter

Proactive Tweets

These will need to be planned and agreed in advance by the communications leads so they dovetail with our Communications Plan with regard to controlled and timed messages. Agreed Tweets and timings will need to be co-ordinated via the communications leads so they are simultaneously published on each authority's Twitter account.

Reactive Tweets

In order to respond to a tweet in a timely manner it will not be practical or possible for the communications leads to liaise with one another for sign-off on reactive tweets.

This being the case, each Communications Officer will need to take responsibility for any reactive Tweets by using factual information which has already been published and confirmed (e.g. – as we move forward with the project this could be about identified sites, timing of implementation of the revised Local Plan, signposting to information, how people can have their say etc.).

Communications leads should use their judgement on whether their reply directly relates to the work of the GNLP, and whether the contact should be handed off to the lead communications officer (currently James Dunne) to answer or at least be aware of.

Publicity

When any of the communications leads produce website material or articles for in-house publications about any aspect of the work of the GNLP the same applies as outlined above – i.e. all communications leads need to give sign-off.

Marketing materials such as those listed above need to follow a similar approval process. In particular:

- A minimum of 48 hours will be required for approvals on all marketing materials such as advertising, publications, websites etc.
- Logos – A new GNLP logo along with the supporting strapline (see the final panel of the mock up newsletter in appendix 2), in addition to the four local authority logos (Broadland District Council, Norwich City Council, South Norfolk Council, Norfolk County Council), must be used on certain proactive publicity material such as press releases/websites (or appropriate landing pages), any signage. In-house publications (such as residents' magazines) do not have to carry all the logos.

Conferences and invitations

- When one local authority or the other is invited to an event, asked to speak at a conference, or asked to take part in something else as a direct result of the GNLP, the general principle of partnership working should be upheld.
- A chance to take part in events of this kind should always be signed off by the communications leads, and where possible, they should also be invited.

Publications

- When a communications lead is asked to contribute to a paper, or author an article for publication (including residents' magazines), the general principle of partnership working should be upheld.
- Any publication of this nature should be shared and signed off by the communications leads.
- The new GNLP logo along with a supporting strapline should be used as well as individual council logos when necessary.

Residents' magazines (frequency and copy deadlines for 2017)

Each authority will try and use their council magazines to engage with local communities if the timings are appropriate.

Broadland District Council

Name of residents' magazine – *Broadland News*

Frequency of publication – two per year

Distribution dates – 1 June and 1 December (TBC)

Copy deadline dates – about one month before going to print but need an idea of potential stories before this so editorial space can be allocated if necessary.

Norfolk County Council

Name of residents' magazine – *Your Norfolk*

Frequency of publication – three per year, however this is currently under review.

Distribution dates – spring issue distributed w/c 27 March

Copy deadline dates – advertising booking deadline 12 January. No further dates for 2017 scheduled at the moment as publication is under review.

Norwich City Council (draft dates for 2017)

Name of residents' magazine – *Citizen*

Frequency of publication (four per year, linked to each season)

Distribution dates: spring edition – distributed week commencing 6 March, copy deadline likely to be the last week of January.

Summer edition – distributed week commencing 5 June. Copy deadline likely to be the last week of April

Autumn edition – distributed week commencing Tuesday 29 August. Copy deadline likely to be the third week of July.

Winter edition – distributed week commencing 20 November. Copy deadline likely to be the first or second week of October.

South Norfolk Council

Name of residents' magazine – *Link Magazine*

Frequency of publication – three per year

Distribution dates – dates not booked but last week in February, first week in July, first week in November.

Copy deadline – usually eight weeks prior to distribution.

Timescales

With the exception of media enquiries, which often have a very short turn-around, at least 48 hours should be allowed for communications sign-off as a rule.

The exception would be emergency short-notice communications, should these be necessary. If a quick turn-around is needed, the person who is asking for sign-off should give a clear deadline for a response and justify the urgency.

If, after 48 hours, no response has been made and the issuing person has checked it has been received, the communication can be assumed to have been signed off and can be sent out.

Key contacts

Officer lead for planning guidance

Mike Burrell, Greater Norwich Planning Policy Manager

t: 01603 222761

e: mike.burrell@norfolk.gov.uk

Officer spokesperson

For overall officer-led comment – Phil Courtier, chair of the Greater Norwich Directors' Board and Head of Planning at Broadland District Council.

t: 01603 430549

e: phil.courtier@broadland.gov.uk

Political spokesperson

Shaun Vincent, Chair of GNDP and Broadland District Council's Portfolio Holder for Planning

e: cllr.shaun.vincent@broadland.gov.uk

Key communication contacts

Communications group

Current lead:

Broadland District Council

James Dunne, communications manager

t: 01603 430523

m: 07771 504290

e: james.dunne@broadland.gov.uk

e: pressoffice@broadland.gov.uk

In James' absence for Broadland District Council

Alison Falconer

t: 01603 430110

e: alison.falconer@broadland.gov.uk

Norwich City Council

Sharon Page, communications lead

t: 01603 212336

e: sharonpage@norwich.gov.uk

South Norfolk Council

Jonathan Pyle, communications manager

t: 01508 533661

m: 07894 810890

e: jpyle@s-norfolk.gov.uk

Norfolk County Council

Michael Travers – Account Manager – Place

t: 01603 217806

e: michael.travers@norfolk.gov.uk

GNLP Newsletter

The lead Communications Officer (currently James Dunne) will chair a mini editorial board with representatives from each authority to produce a quarterly newsletter (more if necessary) starting to coincide with the meeting on 23 March 2017.

The content will focus on informing stakeholders, the business community, the media and interested residents on progress and development of the Local Plan.

The newsletter will be shared electronically by the lead Communications Officer and will be print friendly. A mock-up of the newsletter is set out below:

GNLP NEWS growing stronger communities together Spring 2017

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Greater Norwich Local Plan in partnership
Broadland District Council | Norfolk County Council | Norwich City Council | South Norfolk Council

growing stronger communities together

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growing stronger communities together
Greater Norwich Local Plan

GNLP (Partnership Communications)
James Dunne t: 01503 430523
e: james.dunne@broadland.gov.uk

GNLP (Planning Policy Team Manager)
Mike Burrell t: 01503 222761
m: 07747 015228

Contacts

Greater Norwich Development Partnership

Final Papers

Date: 30 January 2017

Time: 9.30 am

Venue: Broadland District Council

AGENDA

Item		Page No
6.	<u>Greater Norwich Local Plan – Strapline, Vision and Objectives</u>	18 – 27

Norwich Policy Area

Mike Burrell, Greater Norwich Planning Policy Team Manager

Recommendations

Members are requested to agree that the draft Strapline, Vision and Objectives for the Greater Norwich Local Plan are suitable working versions to guide further plan development.

1 Report

- 1.1 At the November 2016 Greater Norwich Development Partnership (GNDP) Board meeting Greater Norwich Local Plan (GNLP) officers were asked to re-visit the vision and objectives considered at the meeting and to provide a strapline for the plan as members' felt this was an important early stage for further plan development. Appendix 1 of this report therefore contains a draft strapline and draft vision and objectives to be used as working versions to progress plan making.
- 1.2 It is important to bear in mind that the plan objectives need to relate to what can realistically be achieved through the planning system and will provide the context for policy development and monitoring indicators. The latter means that as many aspects of the objectives as possible should be capable of being monitored, where possible through readily available indicators.
- 1.3 Feedback from the GNDP Board meeting in November 2016 raised points relating to the specific content of the objectives, the need for the objectives to be concise, and the need for local distinctiveness.
- 1.4 In order to achieve both conciseness and local distinctiveness, and to enable adjustments to be made as further evidence is available and the plan progresses, the approach set out in the attachment includes concise draft objectives, with further locally distinctive detail on each objective planned to be added ahead of the Regulation 18 consultation scheduled for October 2017. This locally distinctive detail will reflect the councils' views and emerging evidence e.g. by including employment and housing numbers.
- 1.5 Planning Practice Guidance explains that testing Local Plan objectives against the Sustainability Appraisal Framework is the first stage of developing

and refining alternatives and assessing effects of the plan. The practice ensures that ways of maximising the beneficial effects and mitigating any adverse effects of the plan are considered from the outset of plan making. The matrix shown in Appendix 2 evaluates the proposed plan objectives against the sustainability appraisal objectives as set out in the draft SA Scoping Report. A revised and updated version of this matrix will form part of the sustainability appraisal of the plan.

- 1.6 The outcome of the evaluation indicates that there is broad compatibility between the proposed plan objectives and draft sustainability objectives, although there are a number of conflicts which are typical of a plan of this type. It will also be important to ensure that the policy alternatives within the plan are derived taking into account the results of this evaluation to ensure that they perform as well as possible. Particular issues to consider will be how to distribute and design the required housing and employment sites in a manner which minimises impact on the environment and maximises benefits in terms of new services, facilities and infrastructure.
- 1.7 Members' views are sought on the proposed GNLP strapline, vision and objectives in appendix 1 and the evaluation of the objectives against the draft SA Objectives in Appendix 2.

2 Conclusions

- 2.1 It is proposed that the draft strapline, vision and objectives are used to further develop the plan to inform decisions on its strategic directions following consideration by the GNPD Board in March 2017.

Issues and Risks

Legal implications

The objectives should contain reference to required aspects of plan making such as meeting housing needs.

Risks

Since the strapline, vision and objectives of the plan form an important early step in plan making, a failure to agree their working content risks delaying overall progress.

Equality

N/A.

Environmental implications

The vision and objectives should assist in delivering and monitoring plan policies which protect the environment and promote environmental enhancements.

Officer Contact

If you have any questions about matters contained in this paper please get in touch with:

Name	Telephone Number	Email address
Mike Burrell	01603 222761	mike.burrell@norfolk.gov.uk

GREATER NORWICH LOCAL PLAN – Strapline, Vision and Objectives

Growing stronger communities together

Vision

The vision for Greater Norwich to 2036 is:

To grow vibrant, healthy communities supported by a strong economy and the delivery of homes, jobs, infrastructure and an enhanced environment.

Objectives

The objectives for Greater Norwich to 2036 to promote sustainable development in a rapidly changing world are:

Economy To support and promote the growth of an enterprising, creative, broad based economy with high productivity and a skilled workforce.

Communities To grow vibrant, healthy communities giving people a high quality of life in well-designed developments and good access to jobs, services and facilities.

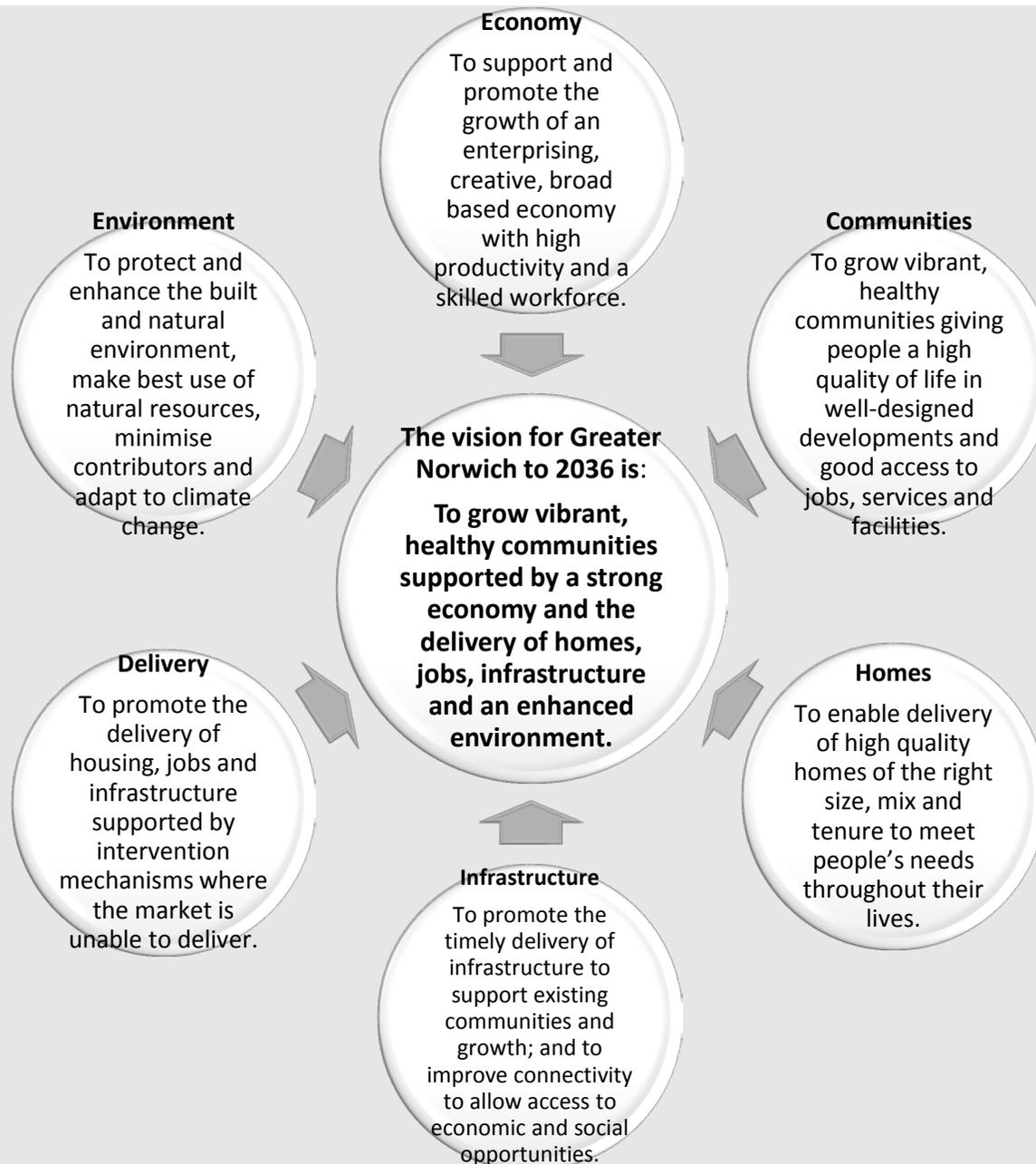
Homes To enable delivery of high quality homes of the right size, mix and tenure to meet people's needs throughout their lives.

Infrastructure To promote the timely delivery of infrastructure to support existing communities and growth; and to improve connectivity to allow access to economic and social opportunities.

Delivery To promote the delivery of housing, jobs and infrastructure supported by intervention mechanisms where the market is unable to deliver.

Environment To protect and enhance the built and natural environment, make best use of natural resources, minimise contributors and adapt to climate change.

Each objective will be followed by locally distinctive detail to be developed as evidence emerges eg on job and housing numbers and locally important environmental issues.



Appendix 2

Comparison of Proposed GNLP Objectives and Draft Sustainability Appraisal Objectives

Please note, the full text of the proposed GNLP objectives and the draft SA Scoping objectives are set out below.

<i>Proposed GNLP Objectives</i>	Economy	Communities	Homes	Infrastructure	Delivery	Environment
<i>Draft SA Scoping Objectives</i>						
SA1 Pollution	X	√	X	~	~	O
SA2 Climate change	X	O	X	~	~	√
SA3 Bio/geodiversity + GI	~	O	~	~	~	√
SA4 Use of land + landscapes	X	O	X	X	X	√
SA5 Housing	√	√	√	√	√	X
SA6 Quality of life	~	√	~	~	~	√
SA7 Deprivation	√	√	√	√	√	O
SA8 Health	~	√	√	√	√	√
SA9 Crime	O	√	O	O	O	O
SA10 Education	O	√	√	√	√	O
SA11 Economic development	√	√	√	√	√	X
SA12 Transport	~	√	~	√	√	√
SA13 Heritage	X	√	X	X	X	√
SA14 Waste + minerals	~	O	~	O	O	O
SA15 Contamination + best agricultural land	X	O	X	~	~	√
SA16 Water	X	O	X	√	√	√
Key						
√ Potential Positive Effect	~ Mixed effects		X Potential Negative Effect		O No significant effect	

Conclusions on proposed GNL objectives:

Economy: To support and promote the growth of an enterprising, creative, broad based economy with high productivity and a skilled workforce.

The proposed objective has a positive effect in terms of housing, deprivation and economic development. In order to maximise positive effects it will be important to ensure that economic growth is promoted so that there is a good relationship between jobs and homes, ensuring that there are good links between areas of deprivation and areas promoted for economic growth and where it will help maintain and enhance existing town centres. Key conflicts result from the potential of new development to have a negative impact on issues such as air, noise and light pollution, reducing carbon emissions, protecting biodiversity, respecting landscape or heritage assets, loss of high quality agricultural land and impact on the water environment. Where potential negative effects are identified these can be mitigated through measures such as ensuring that there are good sustainable transport links between areas of economic growth and homes, and ensuring that sites promoted in the local plan for economic growth have the least impact on biodiversity, the water environment, landscape or heritage assets, or that effective mitigation plans are put in place.

Communities: To grow vibrant, healthy communities giving people a high quality of life in well-designed developments and good access to jobs, services and facilities.

It is not considered that this proposed objective would have any significant potential negative effects in relation to any of the draft SA objectives. In order to maximise the benefits of this objective it will be important to plan for a distribution of residential and economic development that meets needs and is best placed to ensure residents are well provided for in terms of services and facilities, which best supports existing services and facilities and which more generally seeks to address key principle of good design ensuring that new development functions well, establishes a strong sense of place, responds to local character and history, creates safe and accessible environments and is visually attractive.

Homes: To enable delivery of high quality homes of the right size, mix and tenure to meet people's needs throughout their lives.

The effects of this proposed objective are closely related to those identified for the economy objective, including positive effects in relation to the SA objectives on housing and reducing deprivation . These positive effects could be maximised by ensuring that viable sites are allocated which are able to meet any affordable housing obligation and by ensuring that development is designed to take account of crime and safety issues. As with the economic objective key conflicts result from the potential of new development to have a negative impact on issues such as air, noise and light pollution, reducing carbon emissions, protecting biodiversity, respecting landscape or heritage assets, loss of high quality agricultural land and impact on the water environment. Again, these effects can be mitigated through measures such as: ensuring development has a good relationship to services and facilities; if new services can be provided as part of new development ensuring that existing

residents are also well placed to benefit from them; ensuring that sites allocated for development have the least impact on biodiversity, landscape or heritage assets; or that effective mitigation plans are put in place. It will also be important to ensure the appropriate infrastructure can be delivered to maintain the supply/demand balance for water.

Infrastructure: To promote the timely delivery of infrastructure to support existing communities and growth; and to improve connectivity to allow access to economic and social opportunities.

This proposed objective has a positive effect in terms of SA objectives that cover issues such as housing, quality of life, deprivation and economic development, transport and water. These positive effects can be maximised by planning for transport and communications infrastructure in a manner which best supports planned housing development and economic growth and creates links to areas of deprivation. Where potential negative effects, or a negative component of mixed effects, are identified these relate to: the possibility that new infrastructure may have a physical impact on landscape or heritage assets; or where it is not planned to minimise impacts on air, noise or light pollution and CO2 emissions; or where opportunities for sustainable transport choices such as walking or cycling, which support healthy lifestyles, are not addressed. These negative effects can be minimised by making the best use of existing infrastructure, ensuring that where new infrastructure is planned it minimises its physical impact on landscape and townscapes and where it maximises opportunities to support and promoted sustainable modes of transport.

Delivery: To promote the delivery of housing, jobs and infrastructure supported by intervention mechanisms where the market is unable to deliver.

The effects of this proposed objective are closely related to those identified for the economy, homes and infrastructure objectives, having positive effects in terms of SA objectives that cover issues such as housing, quality of life, deprivation and economic development and transport. These positive effects can be maximised by ensuring that allocations are shown to be viable and supported by a clear infrastructure delivery plan and that local plan policies are consistent with external interventions to support delivery. As is the case for the infrastructure objective, where potential negative effects, or a negative component of mixed effects, are identified these relate to: the possibility that the delivery of new infrastructure may have a physical impact on landscape or heritage assets; or where it is not planned to minimise impacts on air, noise or light pollution and CO2 emissions; or where opportunities for sustainable transport choices such as walking or cycling, which support healthy lifestyles, are not addressed. These negative effects can be minimised by making the best use of existing infrastructure, ensuring that where new infrastructure is planned it minimises its physical impact on landscape and townscapes and where it maximises opportunities to support and promoted sustainable modes of transport.

Environment: To protect and enhance the built and natural environment, make best use of natural resources, minimise contributors and adapt to climate change.

It is considered that this objective has a generally positive impact in relation to the SA objectives. These positive effects can be maximised through measures such as providing appropriate policy protection for the historic environment, key landscapes, natural resources and areas of habitat or conservation important. Also, planning for new development in a manner which avoids significant impact on these features wherever possible will be important. There are potential negative effects identified in terms of the SA objectives which seek to ensure housing needs are met and that economic development is promoted. These effects primarily relate to the possibility that housing and economic development needs may not always be met in a manner which has no impact on the objective. In order to minimise these effects it will be important to ensure that a proportionate approach is taken to the protection of assets relative to their importance, that the potential for mitigation is explored as early as possible and that effective measures are put in place on development sites. Possible negative effect could also result if development were distributed in a manner which is inconsistent with minimising contributors to climate change, in particular with regards to the impact of travel. To minimise such impact it will be important that the plan exploits opportunities for the use of sustainable transport as far as is practicable.

Draft SA Scoping Report objectives

SA1 Minimise air, noise and light pollution to improve wellbeing

SA2 Continue to reduce carbon emissions, adapting to and mitigating against the effects of climate change

SA 3 Protect and enhance the area's biodiversity and geodiversity assets, and expand the provision of green infrastructure

SA 4 Promote efficient use of land, while respecting the variety of landscape types in the area

SA5 Ensure that everyone has good quality housing of the right size and tenure to meet their needs.

SA6 Maintain and improve the quality of life of residents.

SA7 To reduce deprivation.

SA8 To promote access to health facilities and promote healthy lifestyles.

SA9 To reduce crime and the fear of crime.

SA10 To promote access to education.

SA11 Encourage economic development covering a range of sectors and skill levels to improve employment opportunities for residents, and maintain and enhance town centres.

SA12 Reduce the need to travel and promote the use of sustainable transport modes.

SA13 Conserve and enhance local examples of cultural heritage, preserving the character and diversity of the area's historic built environment.

SA14 Minimise waste generation, promote recycling and avoid the sterilisation of mineral resources.

SA15 Remediate contaminated land and minimise the use of the best and most versatile agricultural land.

SA16 Maintain and enhance water quality and ensure the most efficient use of water