

## Report for Information

**Report to** Sustainable Development Panel  
29 June 2011  
**Report of** Head of Planning  
**Subject** Preparation of Masterplan for Earlham Hall

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### Purpose

To update members on the progress towards public consultation on a draft masterplan for Earlham Hall.

### Recommendations

- 1) To note progress towards the preparation of the Masterplan and to comment on the adequacy of the consultation arrangements proposed.

### Financial Consequences

None

### Risk Assessment

None

### Strategic Priority and Outcome/Service Priorities

The report helps to meet the strategic priority “Strong and prosperous city – working to improve quality of life for residents, visitors and those who work in the city now and in the future” and the service plan priority to deliver the local development framework for Norwich.

**Executive Member:** Councillor Bert Bremner

**Ward:** All

### Contact Officers

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### Background Documents

None. However, the following information already in the public domain may be of interest to members.

Report to Cabinet on 8<sup>th</sup> December 2010 regarding the Development Framework Strategy for UEA.

[http://www.norwich.gov.uk/webapps/meeting\\_minutes/Meetings.asp?meeting=specific&mid=2277&id=](http://www.norwich.gov.uk/webapps/meeting_minutes/Meetings.asp?meeting=specific&mid=2277&id=)

Strategic Development Principles (May 2010) and accompanying Sustainability Appraisal

[http://www.norwich.gov.uk/site\\_files/pages/City\\_Council\\_Consultations\\_Closed\\_Consultations\\_2010\\_Development\\_framework\\_strategy\\_for\\_the\\_University\\_.html](http://www.norwich.gov.uk/site_files/pages/City_Council_Consultations_Closed_Consultations_2010_Development_framework_strategy_for_the_University_.html)

DFS Final Version (Nov 2010) [http://www.norwich.gov.uk/intranet\\_docs/A-Z/Planning%20Policy/LDF/DFS\\_UEA\\_2010.pdf](http://www.norwich.gov.uk/intranet_docs/A-Z/Planning%20Policy/LDF/DFS_UEA_2010.pdf)

Sustainability Appraisal for DFS [http://www.norwich.gov.uk/intranet\\_docs/A-Z/Planning%20Policy/LDF/DFS\\_UEA\\_sustainability\\_appraisal.pdf](http://www.norwich.gov.uk/intranet_docs/A-Z/Planning%20Policy/LDF/DFS_UEA_sustainability_appraisal.pdf)

Earlham Hall Officer Guidance Note (May 2010)

[http://www.norwich.gov.uk/webapps/atoz/service\\_page.asp?id=1501](http://www.norwich.gov.uk/webapps/atoz/service_page.asp?id=1501)

## **Preparation of masterplan for Earlham Hall**

1. Since it was endorsed by Executive in July 2009 the Council has been participating in a joint project with the University of East Anglia (UEA) to bring forward a revised planning framework for the UEA. Following the preparation of a Strategic Development Principles document in early 2010 a Development Framework Strategy (DFS) was prepared.
2. The DFS is intended to be part of the evidence base supporting allocations proposed in the Site Allocations DPD and relevant policies in the Development Management Policies DPD. However, it was also intended to set a strategic framework for the preparation of more detailed masterplans for various parts of the site.
3. The DFS was considered by Cabinet on 8<sup>th</sup> December 2010 where it was resolved to note that the DFS provided evidence that should be taken into account in the preparation of relevant Development Plan Documents (subject to further consideration of a number of specific concerns). The meeting also agreed that the City Council should continue to participate in the steering group to oversee the preparation of a masterplan at Earlham Hall ensuring adequate public involvement and to nominate a Councillor to represent Norwich City Council on this group.
4. Since December work has been continuing on the preparation of the masterplan which UEA are terming the Vision and Design Document (VADD). The emerging document will set out a more detailed framework within which planning applications for Earlham Hall, the former nursery garden and the former City Care depot can be prepared. It is intended to support the allocation of area as an Enterprise Centre (as proposed in the draft site allocations DPD published in Jan 2011).
5. The preparation of the VADD has been somewhat slower than was originally envisaged and there has been no steering group meeting to discuss the content of the emerging document. This is for a variety of reasons technical, procedural and funding reasons. Extensive officers comments have been made on the emerging VADD and these have largely been incorporated into the document. UEA are keen to publish the document for public consultation before the height of the summer holiday and have produced a draft Consultation Strategy (attached).
6. In the circumstances it is considered reasonable that the VADD is published for consultation before a steering group meeting takes place. However, it is suggested that a further discussion at the Sustainable Development Panel would be appropriate before the consultation on the document closes. This will allow informed debate at any steering group meeting that takes place to finalise the VADD before the document is reported to Cabinet in the Autumn.
7. A further verbal update will be given on the content of the draft VADD at the meeting.

## **University of East Anglia Earlham Vision and Development Document (VADD)**

### **Consultation Strategy**

The VADD provides planning and design guidance to inform the preparation of planning proposals for Earlham Hall and its surrounding area, encompassing the Hall and its immediate grounds, the former kitchen garden and glasshouses area, and the former works depot. It follows on from the UEA Development Principles Document (May 2010) and the Development Framework Strategy (Dec 2010).

The VADD's production is being brought forward under the auspices of a Steering Group, chaired by a Norwich City Council Member and attended by senior UEA staff, City Council Officers and UEA's consultants. The VADD, like the Development Principles Document and Development Framework Strategy will be subject to public consultation before being considered and endorsed by the Council.

The consultation strategy to be used by UEA when preparing the VADD follows the previously agreed consultation approach used for the Development Principles Document and Development Framework Strategy.

The consultation strategy has had regard to the Norwich City Council's consultation recommendations, contained within the Statement of Community Involvement Report (SCI), which suggests:

- The need to work with the council to draw up consultation plans
- The desire to get young people involved in consultation
- Ensuring hard to reach groups are consulted is important
- There is a reference to exhibitions as being ideal form of community engagement
- Forums and workshops
- Advertising consultation via press/newsletters

### **Consultation Strategy Implementation**

The Consultation Strategy consists of the following actions:

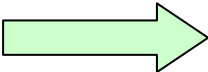
- A public exhibition to be held on xxxx to enable members of the public and stakeholders to view the draft VADD.
  - The exhibition will be held in the Sportspark and will be advertised by means of a newspaper advert in the local press, the LPA website and a direct e-mail invite to key stakeholders and those individuals that have engaged in the UEA DFS consultation process and respondents to the UEA elements of

the Councils site allocations and development management document consultation. The exhibition will be manned by members of the project team – to enable attendees to ask questions – and will also have the provision for such attendees to leave feedback on the draft proposals.

- A 'stakeholder preview' session will take place prior to the start of the main exhibition. Only a select list of stakeholders will be invited to this. From our experience this is far more beneficial than simply inviting them to turn up for the 'core' exhibition.
- Following on from the exhibition the draft VADD will be made publicly available for comments. This phase of consultation will last for 6 weeks and will consist of:
  - The launch of an online consultation, with the DFS being hosted on the Norwich City Council website with a link from the Council's Planning pages. An email and office address will be provided for comments to be sent to. The email address will be: [ueaconsultation@bidwells.co.uk](mailto:ueaconsultation@bidwells.co.uk). The office address will be: Bidwells (UEA – Earlham Hall Area VADD) 16 Upper King Street, Norwich, Norfolk, NR3 1HA.
  - The consultation will be advertised internally within the University using e-mail, the UEA NUS and the staffing structure to encourage as wide a response as possible.
  - An unmanned static exhibition displaying the exhibition used at the event on xxxx, will be located for 1 week at Norwich City Hall and 5 weeks on the UEA campus. The location of this will be well publicised at the time of the first, manned, exhibition.
  - A dedicated consultation leaflet will be produced to compliment the exhibition display boards and could be taken away for stakeholders/residents/interested parties to view and return comments within a set timeframe.
  - Throughout the 6 weeks period, feedback can be left via email and through the return of the feedback forms from the static exhibition or general correspondence. If during that time there was a demonstrational need for additional engagement exercises these will be considered on an 'ad hoc' basis and in light of potential costs.
  - Upon the conclusion of the overall consultation period a summary report of the feedback and comments received, and suggested responses and potential changes to the VADD will be circulated to the LPA and, if so requested, stakeholders and the wider community.

- The Consultation responses, suggested changes and draft final VADD will be considered and signed off by the Steering Group, prior to its submission to Norwich City Council.

### Timescales Overview

Action	July	August	September
<b>Draft VADD consultation event</b>	<b>Manned Public Exhibition on draft proposals</b>		
<b>DFS consultation commences</b>	<b>Website goes live, exhibition goes to City Hall and UEA</b>		
<b>Updates and report backs</b>		<b>First report back upon close of 6 weeks consultation</b>	
<b>Collection and Analysis of feedback and implications</b>			<b>Compilation of summary report and proposed VADD changes</b>