

**Report to** Sustainable development panel  
22 June 2021  
**Report of** Executive director of development and city services  
**Subject** East Norwich Masterplan Update

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**Item**

**8**

### **Purpose**

To provide a progress update for members on the East Norwich masterplan, including ongoing engagement with key stakeholders, and key timescales for masterplan production.

### **Recommendation**

That members note the contents of the report.

### **Corporate and service priorities**

The report helps to meet the corporate priorities A healthy organisation, great neighbourhoods, housing and environment, and inclusive economy and people living well.

### **Financial implications**

None directly arising from this report

**Ward/s:** All Wards

**Cabinet member:** Councillor Stonard - Sustainable and inclusive growth

### **Contact officers**

Judith Davison, Planning Policy Team Leader	01603 989314
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### **Background documents**

None

## Introduction

1. An update was provided at the last meeting on [18 March](#) to inform members about the appointment of consultants Avison Young to undertake the production of a masterplan for East Norwich. This also set out the scope of the project and the project brief.
2. The purpose of this report is to provide an update on progress with the masterplan since March, to ensure that members are kept informed of the work of the consultants and the likely timescales for the next key stages of work. As part of this the report also sets out information about project management and governance arrangements.
3. There will also be a verbal update at the meeting about the acquisition of Carrow House by the council as part of the Towns Fund programme, which will give the council a landowner stake in the delivery of regeneration of East Norwich.

## Governance

4. As noted in the previous report the East Norwich Partnership (ENP)<sup>1</sup> is a public-private sector partnership led by Norwich City Council, and chaired by Cllr Stonard. Its purpose is for partners to work together in developing a deliverable masterplan for the East Norwich area which will address the need for investment in substantial new social and economic infrastructure to unlock the development potential of the site. The ENP provides strategic oversight of the developing masterplan, to support regeneration of the East Norwich area and address barriers and blockages to delivery. Partners have secured approximately £600k funding for the masterplan work and project management costs. The ENP meets approximately every 2 months.
5. The Masterplan steering group comprises the funding partners only and meets on a monthly basis with representatives from the consultant team. Its role is to consider / approve outputs from the consultants as required, monitor progress, and strategic risk management. It provides regular progress reports to the ENP meetings.
6. The Project Manager, Tracey Coleman, produces highlight reports for the steering group. She works closely with the consultants and is also the key point of contact for the ENP members and the wider project stakeholders.

## Progress update

7. A summary of key areas of work undertaken by the consultants on the masterplan to date is attached at appendix 1. This includes the initial desktop analysis of a range of technical information and progress with site

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<sup>1</sup> Membership comprises: Norwich City Council, Norfolk County Council, South Norfolk Council, the Broads Authority, Homes England, Network Rail, New Anglia Local Enterprise Partnership, and landowners of the Deal Ground / May Gurney site, Carrow Works, and the Utilities sites.

visits to date. It also provides detail about the stakeholder engagement which is underway which includes engagement with members of the East Norwich Partnership, professional stakeholders, community groups, neighbouring landowners, and the public. The summary notes that engagement is being undertaken in line with the Engagement Strategy and provides a simplified diagram of this programme of activity for information.

8. A public exhibition is due to be held in July to introduce the masterplan, and share and test the consultant team's initial thinking, and also to enable residents to share their aspirations for the area.

## **Communications**

9. Progress has been made on communications since the last update to members.
10. The city council is committed to ensuring that we communicate effectively, and with accuracy and transparency, with elected members, stakeholders, and the public. The Council's Communications team, East Norwich Project Manager and consultants Allies and Morrison have worked together in developing a Communications Strategy and Protocol which has been endorsed by the East Norwich Partnership and Steering Group. This will ensure that the media and the public are kept effectively informed and involved with the progress on the East Norwich masterplan.
11. Norwich City Council is the lead partner and therefore our communications lead will be the primary point of contact for communications activities relating to the project as a whole. All members of the Partnership will be kept informed of any upcoming communications or engagement activities.
12. Communications objectives for the East Norwich masterplan project include sharing timely and comprehensive project news with residents, stakeholders, press and residents and raising the profile of the East Norwich development.
13. As part of this approach there is now a dedicated webpage for the East Norwich masterplan project which can be found on the City Council's [website](#). Over time consultation and other material/information will be hosted on the site.

## **Timescales**

14. The broad stages of the production of the masterplan going forward are set out in the diagram at para 1.3 of appendix 1. These comprise:

### Stage 1

- Development of masterplan options during May- August 2021, based on analysis of evidence, ongoing stakeholder and community engagement, developed through an iterative design process;
- Development of a preferred option masterplan by September 2021, based on a clear understanding of infrastructure needs, deliverability and viability ; and

## Stage 2

- Development of a supplementary planning document (SPD) by end of March 2022 based on a process of masterplan testing and refinement, including more in-depth consideration of infrastructure and viability, and formal consultation. The resulting SPD, once adopted, will support the policies for East Norwich in the Greater Norwich Local Plan.
15. As specified in the masterplan brief, the Stage 1 preferred option masterplan is required to be completed, approved and signed off by the client prior to commencement of Stage 2. This will require cabinet approval by the city council in early Autumn for authorisation to proceed, plus agreement by the other steering group members.
16. Sustainable Development Panel members will be updated with progress reports at appropriate points as the masterplan moves further forward.

## APPENDIX 1

East Norwich masterplan: summary of progress to date

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# East Norwich Masterplan

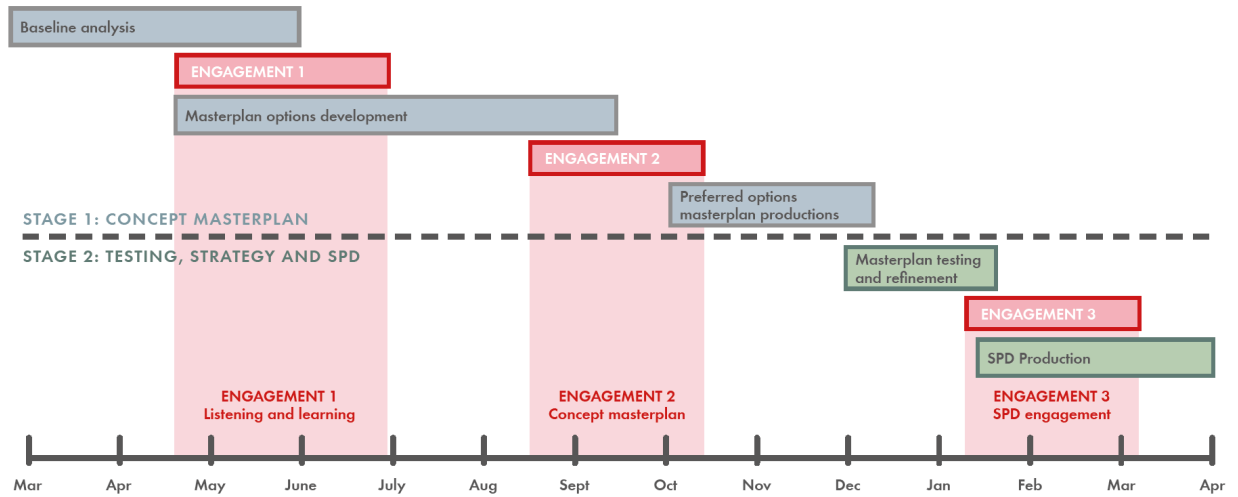
## Engagement Update

### Introduction

- 1.1 The East Norwich masterplan is nearing the end of its 'listen and learn' phase, this stage of work is focussed on establishing a robust and comprehensive evidence base from which the masterplan options can be developed.
- 1.2 Throughout this phase the consultant team have undertaken the following tasks:
- Desktop analysis of technical information – this has covered a full range of property market, economic, environmental, infrastructure and accessibility data as well as consideration of heritage, urban form, landscape and other place specific information.
  - Site tours – initial visits of Carrow Works, the May Gurney site and Deal Ground have been undertaken by the team, with follow up detailed inspection by the heritage specialists. These were hosted by the site owners. Further site visits to these sites and to the Utilities site are being arranged.
  - Stakeholder engagement – as set out in more detail below.

### Stakeholder Engagement

- 1.3 Engagement with professional stakeholders, community groups and the public is central to the successful delivery of the East Norwich masterplan. A detailed Engagement Strategy has been prepared by the consultant team and is guiding the timing, nature and principles of the engagement process. A simplified programme that sets out the stages of engagement is included below:



1.4 Within the first Engagement stage (“Listening and Learning”) the consultant team have undertake the following activities:

- One to one (online) meetings with Partnership members and/or their representatives to understand their aspirations, challenges and objectives for the masterplan:
  - Norwich City Council – 24/03/21
  - Serruys Properties (Deal Ground/May Gurney) – 14/04/21
  - Fuel Properties (Carrow Works) – 14/04/21
  - Network Rail – 26/04/21
  - Norfolk County Council – 05/05/21
  - National Grid / RWE (Utilities Site) – 17/05/21
  - Greater Anglia – (Crown Point Depot) – 18/05/21
- Presenting to the ‘Trowse Railway Bridge Upgrade’ group (04/06/21) to introduce the masterplan and agree future engagement to align the two workstreams.
- Provided a member briefing for the five authorities (01/06/21) in advance of workshops held with community groups. A recording of the session was shared with all invitees and a separate briefing was held on 11/06/21 with Members representing Thorpe Hamlet ward who could not attend the first session.
- Led two community workshops (07/06/21 and 08/06/21) to which c.90 local groups were invited.

- Meeting with Historic England to discuss the masterplan approach to heritage (14/06/21).

- 1.5 Alongside the direct engagement a new webpage has been launched on the City Council's website which will enable residents and stakeholder groups to find out information about the masterplan and its progress. Over time consultation and other material/information will be hosted on the site. The website link is:  
[https://www.norwich.gov.uk/homepage/332/east\\_norwich\\_regeneration](https://www.norwich.gov.uk/homepage/332/east_norwich_regeneration).
- 1.6 Looking ahead the next engagement milestone will be a public exhibition to introduce the masterplan, share and test the team's initial thinking and enable residents to share their priorities and aspirations for the area. This will happen in July and is likely to run over two days, timings and venue are currently being confirmed.
- 1.7 Throughout June and July further stakeholder engagement will continue, this will extend those engaged with to neighbouring land owners (Norwich City Football Club, ATB Laurence Scott), Partnership members who have yet to be fully engaged (such as the Broads Authority and South Norfolk Council) and other parties who may have a potential role to play in the future of the site (such as the UEA and Norwich University of the Arts).



