

COVERING SHEET - to be completed by the principal report author at draft stage and director at final submission stage

Meeting of cabinet

Date of meeting: 10 February 2021

Draft Report

Has the Integrated Impact Assessment been completed?	Yes
Has the relevant cabinet member or committee chair been briefed?	Yes
Have you checked that the correct director, cabinet member and corporate priorities are referenced?	Yes
Do any recommendations need to be implemented before the expiry of the call-in deadline (7 working days after the publication of the decision)? If yes, please discuss with democratic services.	No

I confirm that the report is ready for submission to the **drafts folder**

Judith Davison 1 February 2021

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Final Report

Has the report been signed off by a finance officer and any comments incorporated?	Yes
Has the monitoring officer been consulted and comments incorporated?	Yes/No/ n/a
Does the report reflect amendments arising from portfolio holder briefings?	Yes/No/ n/a
Have the communications team been made aware of this item?	Yes/No/ n/a
Has the report been cleared by the relevant senior manager?	Yes/No/ n/a
Has the report been cleared by the relevant director?	Yes/No/ n/a

I confirm that the report is ready for submission to the **final agenda**

(Insert director name and date)..Graham Nelson 2/2/21.....

Report to Cabinet
10 February 2021
Report of Director of place
Subject The award of contract for multidisciplinary professional advice in respect of the East Norwich Masterplan

Item

10

KEY DECISION

Purpose

To seek approval to award a contract for multidisciplinary professional advice - East Norwich Masterplan

Recommendation

To award the contract for multidisciplinary professional advice - East Norwich Masterplan for period 1 March 2021 - 31 March 2022.

Corporate and service priorities

The report helps to meet the corporate priority Great neighbourhoods, housing and environment, inclusive economy, and people living well.

Financial implications

Funding is detailed at paragraphs, 4, 8 and 9. The council will contribute £100k to the masterplan, of which £50k from planning budget and £50k from the Town Deal Capacity Fund. Due to funding being paid close to year end, an earmarked reserve will need to be set up to carry funds over.

Ward/s: All Wards

Cabinet member: Councillor Stonard - Sustainable and inclusive growth

Contact officers

Graham Nelson, Director of Place 01603 989205

Judith Davison, Planning Policy team leader 01603 989314

Background documents

None

Report

Background

1. The purpose of this report is to seek approval of the award of contract for the provision of multidisciplinary professional advice in relation to the east Norwich masterplan. It also seeks to update members on progress with the masterplan project to date.
2. A report was taken to [Cabinet](#) on 10 June 2020 about the creation of a new public-private sector partnership - the East Norwich Partnership ('the Partnership') – to steer development of a masterplan for the East Norwich area. The report highlighted the opportunity offered by the vacation of the Carrow Works site by Britvic/Unilever to act as a catalyst for regeneration of long-term vacant sites in East Norwich, suffering from a range of constraints (the Deal Ground/May Gurney and Utilities sites), to create a sustainable, high quality new district of the city.
3. The report acknowledged the sites' regeneration potential, based on a study ('A Vision for East Norwich, 5th Studio, 2018) which envisages that the new quarter could provide up to 4,000 new homes and 100,000 sqm of employment space, accommodating up to 6,000 new jobs. Unlocking the full development potential of the East Norwich area will rely on the provision of common infrastructure to serve the sites and enable sustainable growth to be focused in this location.
4. Cabinet on 10 June approved the Partnership's terms of reference and agreed a draft brief as the basis for procurement of a masterplan. The terms of reference anticipate the likely cost of a producing a masterplan to be in the region of £500k, including the cost of project management.
5. Production of a masterplan for the East Norwich sites is required to support policy in the emerging Greater Norwich Local Plan (GNLP). The Regulation 19 draft plan identifies the East Norwich Strategic Regeneration Area and allocates this area under a single strategic allocation for residential led mixed use development to include in the region of 4,000 new homes, subject to confirmation through detailed masterplanning. The masterplan brief includes provision of a supplementary planning document for East Norwich to support the policy.

Progress

6. Since the last Cabinet report, much progress has been made in terms of the development of the Partnership, as well as with the procurement and funding of the masterplan referred to below. Homes England has continued to play an important role in the Partnership, providing ongoing advice and support throughout the procurement process for example. Given the significance of the Trowse Swing Bridge proposals for the East Norwich site (referenced in the June Cabinet report), the Partnership has now expanded to include Network Rail as a funding partner, to ensure positive ongoing engagement to the benefit of both projects.

7. The masterplan forms a key project within Norwich's £25m Town Deal. The council submitted a bid to government in July 2020, was notified of its success in October, and Cabinet authorised acceptance of the deal in November. The investment agreed for east Norwich through the Town Deal (in the region of £4.3m) will accelerate the development of a new high-quality urban quarter. It includes support for the masterplanning exercise and the purchase of the Carrow House complex from Norfolk County Council which will give the city council a greater stake in the redevelopment and ensure that the historic Carrow Works sites can be redeveloped as a whole.

Funding

8. Contributions to the masterplan costs have been committed by most public sector partners within the Partnership including Homes England. The landowners of the Deal Ground/ May Gurney and Carrow Works sites have also committed funding and it is hoped that the Utilities site landowners will be able to confirm a contribution in due course, but this is not yet confirmed. Additional funding has been secured which was not anticipated in the June report. The council has successfully bid for funding from the Norfolk Strategic Fund for £95k, specifically for project management, and has secured £100k towards masterplan costs from the Towns Fund. Network Rail has also joined the Partnership and has committed to a minimum contribution of £25k (up to a maximum of £50k).
9. The total funding committed so far is £600k which is a healthy funding position for the Partnership, allowing for some contingency if masterplanning costs exceed expectations. It puts the Partnership in a strong position in terms of moving the masterplan forward and being able to respond to any extra costs that might be required.

Timescales

10. Key delivery milestones for the production of the masterplan are set out in Table 1 below:

Table 1

Milestone	Date
Appointment Multidisciplinary consultant team	February 2021
Stage1 masterplan inception	March 2021
Stage 1 masterplan completion	August 2021
Review of stage 1 outcomes and decision to proceed with Stage 2	September 2021
Stage 2 masterplan inception	October 2021
Stage 2 masterplan completion	March 2022

11. Following the completion of the Stage 2 masterplan, which will include production of a supplementary planning document, a decision will be taken on whether to proceed with an additional stage 3. Stage 3 is outside the scope of this masterplan project. It concerns the identification of a delivery mechanism but this may become clear as the masterplan progresses, hence this stage may not be necessary.

Benefits

12. The production of a deliverable and robust masterplan based on sound evidence will support the policy allocation in the Greater Norwich Local Plan, which is essential as the policy basis for delivery of the sites. It will also enable the delivery of the East Norwich element of the Town Deal programme.
13. With a strong focus on delivery, the masterplan will guide and support the regeneration of the East Norwich area which will have economic benefits for Norwich and the wider region, and will help achieve the following:
- The creation of a highly sustainable new quarter of for the City, accommodating substantial housing growth and optimising strategic economic benefits;
 - An inclusive, resilient and safe community in which people of all ages have good access to high quality homes that meet housing needs, and to strategic and local employment opportunities;
 - Provision of new green spaces and community facilities;
 - Provision of opportunities for independent, healthy and active lifestyles;
 - Creation and extension of sustainable transport links between the city centre and the Broads network;
 - Delivery of exemplar design, and protection and enhancement of important heritage assets;
 - Maximising the area's riverside regeneration potential to achieve a distinct sense of place with enhanced opportunities for river-based activity; and
 - Facilitation of improved rail infrastructure.
14. The masterplan will enable exemplary development to be delivered from a sustainability point of view, including for example high quality green infrastructure, enhanced connectivity and biodiversity, and provision of site-wide infrastructure to allow the introduction of a low-carbon shared heating, cooling and power network.
15. Stakeholder and wider community engagement will be a key part of the masterplan process, ensuring that the masterplanning of the new East Norwich district addresses the needs of all relevant stakeholders including

relevant landowners, local residents, businesses, and community and amenity groups.

Procurement process

1. As accountable body the city council is managing the procurement process, in addition to managing the funds outlined above.
2. Procurement of the masterplan commenced in summer 2020 using Homes England's Multidisciplinary Framework panel. This is a 3 stage process. The initial Expression of Interest stage attracted a high level of interest with 18 expressions of interest received out of a 20 strong panel. The purpose of the next stage – the Sifting brief stage – whittled down the initial expressions of interest and resulted in five potential suppliers being invited to tender for the masterplan commission. Four submissions were received in the Invitation to Tender stage from Avison Young, Ove Arup, Turner and Townsend, and WSP.
3. Due to the stage of the procurement process the suppliers cost and quality scores and the outcome of evaluation are exempt and have been included in an exempt report at Appendix A
4. This is because the information is commercially sensitive due to the stage in the procurement process - notices of award have been issued to the suppliers, but are in the ten day standstill process.

Value

5. The value of the masterplan commission is set out in the exempt appendix.

Integrated impact assessment



NORWICH
City Council

The IIA should assess **the impact of the recommendation** being made by the report

Detailed guidance to help with the completion of the assessment can be found [here](#). Delete this row after completion

Report author to complete

Committee:	Cabinet
Committee date:	10 February 2021
Director / Head of service	Graham Nelson
Report subject:	Award of contract for East Norwich masterplan
Date assessed:	20 January 2021

	Impact			
Economic (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Finance (value for money)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The award of contract for the East Norwich masterplan will enable delivery of economic development and urban regeneration in East Norwich in line with the Norwich 2040 City Vision and the council's COVID Recovery Plan, and support delivery of housing and employment growth as proposed in the Greater Norwich Local Plan.
Other departments and services e.g. office facilities, customer contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
ICT services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Economic development	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Whilst it is not possible at this stage to evaluate the impact of the award of this contract on economic development, the masterplan will focus on delivery of housing and economic development, and will act as the basis for bidding for external funding for delivery of regeneration in East Norwich, to the benefit of the wider city and region.
Financial inclusion	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Whilst it is not possible at this stage to evaluate the impact of the award of this contract on financial inclusion, the masterplan vision includes the delivery of an inclusive, resilient and safe community in which people of all ages have good access to high quality homes that meet housing needs, and to employment opportunities.
Social (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments

	Impact			
Safeguarding children and adults	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<u>S17 crime and disorder act 1998</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Human Rights Act 1998	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Health and well being	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Whilst it is not possible at this stage to evaluate the impact of the award of this contract on health and wellbeing, the masterplan brief promotes opportunities for independent, healthy and active lifestyles through the regeneration of East Norwich, supported by promotion of a low car environment, excellent walking and cycling links, and healthy streets.
Equality and diversity (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Relations between groups (cohesion)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Whilst it is not possible at this stage to evaluate the impact of the award of this contract on relations between groups, the masterplan brief encourages development of a healthy and vibrant community with good access to homes, jobs, services and facilities which will help to reduce disparities between the life chances of disadvantaged and other communities in East Norwich.
Eliminating discrimination & harassment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Impact			
Advancing equality of opportunity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Whilst it is not possible at this stage to evaluate the impact of the award of this contract on advancement of equality of opportunity, this will be addressed through the masterplan brief's encouragement of a vibrant and healthy community in East Norwich (see 'relations between groups' above) and also through delivery of high quality homes to meet housing needs across all tenures.
Environmental (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Transportation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Whilst it is not possible at this stage to evaluate the impact of the award of contract on transportation, the masterplan brief promotes delivery of transport infrastructure and sustainable transport links to support this new community.
Natural and built environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Whilst it is not possible at this stage to evaluate the impact of the award of contract on the natural and built environment, the masterplan brief promotes a sustainable new quarter with enhanced biodiversity, including that of the River Wensum, creation of new and enhanced open spaces within a highly connective network, and making the most of the existing building stock including a number of fine listed buildings.
Waste minimisation & resource use	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pollution	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Whilst it is not possible at this stage to evaluate the impact of the award of contract on pollution, the masterplan brief encourages sustainable modes of transportation which will result in reduced vehicle pollution.

	Impact			
Sustainable procurement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Energy and climate change	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Whilst it is not possible at this stage to evaluate the impact of the award of contract on climate change the masterplan brief includes provision of site wide infrastructure to allow the introduction of a low-carbon shared heating, cooling and power network, as well as encouraging sustainable modes of transportation.
(Please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Risk management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Recommendations from impact assessment
Positive <p>The East Norwich masterplan is anticipated have a range of positive benefits for Norwich as set out above, including for the regeneration of east Norwich, the city generally, and wider area, including provision of significant scale of housing and of employment opportunities, as well as a range of social and environmental benefits.</p>
Negative
Neutral

Issues