

Sustainable development panel

Date: Wednesday, 04 November 2015

Time: 09:30

Venue: Westwick room, City Hall, St Peters Street, Norwich, NR2 1NH

Committee members:

Councillors:

Bremner (chair)
Herries (vice chair)
Bogelein
Grahame
Jackson
Lubbock
Thomas (Va)
Woollard

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Agenda

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Date of publication: **Tuesday, 27 October 2015**

Sustainable development panel**09:30 to 13:10****23 September 2015**

Present: Councillors Bremner (chair). Herries (vice chair), Bogelein, Grahame, Jackson, Lubbock and Thomas (Va)

Apologies: Councillor Woollard

1. Declarations of interest

Councillor Herries declared an other interest in item 6 (below), Solar Together update, as she had participated in the reverse auction for solar panels scheme.

2. Minutes

RESOLVED to approve the minutes of the meeting held on 15 July 2015.

3. Community Infrastructure Levy (CIL) – Revised process for engaging with local communities on the expenditure of the community element of CIL

The city growth and development manager presented the report and, together with the head of planning services, answered members' questions.

The panel considered the community element of CIL received by the charging authority. The chair commented that it was important that expectations of local communities were fulfilled and therefore a cautious approach should be taken to the commitment of funding which had not yet been received. The panel was advised that whether communities received 15% or where there was a neighbourhood plan 25% of CIL revenue, it all came out of the "same pot of funding", ie the CIL neighbourhood funding administered by the council.

Discussion ensued on the proposal that the four community and neighbourhood managers would act as the lead officers to receive ideas for CIL funded schemes from the community and local councillors. Members sought clarification that this would not put an additional burden on the community and neighbourhood managers and were assured that this was an integral part of their engagement with the community and through their regular meetings with councillors and residents' groups. All schemes would be evaluated to ensure eligibility against agreed criteria and that there was not a more appropriate alternative source of funding. The process would

be ongoing and therefore new residents would be included as development progressed. Some members expressed concern that they had been unaware that this was in process and that they needed to start exploring opportunities for projects within their wards.

The panel considered the position of urban councils without parishes. The head of planning services explained that, where there was a neighbourhood plan, the area covered by the plan would need to be designated and that the council would probably retain the expenditure of CIL funding in consultation with a body convened for the purpose.

RESOLVED to note the revised process (Appendix 1 of the report) for engaging with the local community on how the community element of CIL is spent.

4. Air quality management plan

The environmental protection officer presented the report and together with environmental protection manager, answered members' questions.

During discussion the panel was advised that although there was legislation to enforce bus drivers to turn off engines in the designated low emission zones, it was more effective to work with the bus companies to ensure that all drivers were compliant. There was strong support within the panel that buses should only be retrofitted once to comply with Euro standard 6 as this would be more cost effective in the long term and achieve the greatest results in improving air quality. Members were advised that there was government funding from the Clean Bus Technology fund to bring buses up to standard.

The environmental protection officer said that the management plan was a continual process. She pointed out that the based on work produced by the Civitas project at the University of East Anglia, if all buses were Euro standard 4 then the target for nitrogen dioxide reduction would be met. Therefore the air quality target was achievable. Improving the standard of buses would also improve air quality in the rest of the county too.

During discussion, members noted that there had been positive changes such as the use of electric cars. A member suggested that the city council's fleet should be all electric. A member asked what had happened to the consolidated freight transport scheme and whether it still operated.¹ The scheme sought to reduce the number of vehicles coming into the city centre. The panel also noted that the congestion charges also resulted in a decrease in the volume of traffic.

RESOLVED to note the report and ask that panel's comments, as minuted above, should be taken into consideration by the cabinet at its meeting on 7 October 2015.

¹ The freight consolidation service is in operation on a small scale.

5. Carbon footprint report

The environmental strategy officer presented the report and together with the environmental strategy manager answered members' questions. It was noted that new targets had been set which would be more challenging to achieve. The panel welcomed the news that the council's energy performance certificates for its buildings, including City Hall, were all Grade C or above.

During discussion members were advised that the environmental strategy officer was working closely with the procurement team to review the council's contract for electricity and to ensure that the successful bidder complied with the Ofgem Green energy supply guidelines. The panel also noted that the council was constrained by the legislation surrounding procurement and that cost was also a factor.

Discussion ensued on the data. Members were advised that the presentation of the data in this report was in accordance with Defra/DECC methodology for easy comparison with other years and local authorities' data. The use of raw data would be problematic as it would not take into external conditions, such as a bad winter for instance. The chair suggested that those members who wished to see the raw data had a discussion with the officers outside the meeting.

Members asked for a breakdown of the number of flights that the council had used in the reporting period.

The panel also commented on the work that the council had undertaken to ensure that its contractors reduced carbon emissions, such as revising the routes for refuse vehicles to save energy and through procurement.

RESOLVED to:

- (1) note the report;
- (2) ask the environmental strategy manager to provide details of flights to members of the panel.²

6. Solar Together update report

(Councillor Herries had declared an interest in this item.)

The environmental strategy officer presented the report, and together with the communications officer, answered members' questions.

During discussion members questioned whether there was a case to repeat the Solar Together project despite the government's reduction or removal of the feed-in-tariff incentive. Members considered that the scheme should be run again, if it were feasible with iChoosr. The collective purchase scheme ensured that solar panels were installed by a reputable supplier at a fair cost.

Discussion ensued in which the environmental strategy manager said that following the auction, the uptake had been 850 and there was still capacity for a further 150

² Civic office visit to twinned city Novi Sad

households to have solar panels installed before December 2015 and benefit from the current feed-in-tariff. Members considered that people might come forward if they were aware that this was the last opportunity to benefit from the higher tariffs.

RESOLVED to:

- (1) note the report;
- (2) ask the environmental strategy manager to investigate the feasibility of holding another Solar Together auction despite the removal or reduction in the feed-in-tariff;
- (3) note that there is capacity for a further 150 dwellings to take up the offer and have solar panels installed before the end of December 2015.

(Given the length of the meeting, the panel agreed to rearrange the agenda.)

7. Environmental strategy communications plan

RESOLVED to defer consideration of the environmental strategy communications plan to the next meeting.

8. Open space and play supplementary planning document – response to consultation

RESOLVED, having noted that the report outlines the main issues raised in response to the consultation document considered by the panel in July 2015, to ask members of the panel to contact the head of planning services with any comments before the Open space and play supplementary planning documents is considered for approval by cabinet on 7 October 2015.

9. Local plan implementation issues resulting from the housing standards review

RESOLVED, having noted the report, to ask members of the panel to contact the head of planning services with any comments regarding the proposal to ask cabinet to approve use of the revised Greater Norwich water efficiency advice note and the Norwich only information notes on internal space standards and accessible and adaptable dwellings to aid implementation of the Norwich local plan.

(Councillors Herries (vice chair) and Thomas left the meeting at this point.)

10. Central Norfolk Strategic Housing Market Assessment

(Nigel Moore, consultant, ORS, attended the meeting for this item.)

The head of planning services presented the report as an introduction to the Central Norfolk Strategic housing market assessment (SHMA).

Nigel Moore, consultant, ORS, presented a power point presentation and explained the methodology used for the assessment and the implications for the city. (A copy of the presentation is available on the council's website.)

During the presentation members' questions were answered by the consultant, head of planning services, the planning policy team leader and the senior development officer (enabling) and the housing development officer.

RESOLVED to:

- (1) note the progress of the emerging assessment before it is finalised and becomes an important part of the evidence base for future planning in Norwich;
- (2) thank Nigel Moore, ORS, for his presentation.

CHAIR

Report to	Sustainable development panel	Item
	4 November 2015	
Report of	Executive head of regeneration and development	4
Subject	Environmental strategy communications plan	

Purpose

This report is for information.

Recommendation

That the contents of the report are noted.

Corporate and service priorities

This report contributes to the corporate and service priorities a safe, clean and low carbon city, a prosperous and vibrant city and a healthy city with good housing.

Financial implications

None.

Ward/s: All wards

Cabinet members: Councillor Bremner - Environment and sustainable development and Councillor Thomas (Va) – Fairness and equality

Contact officers

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Richard Willson, Environmental strategy manager	01603 212312
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Kristina Fox, Communications officer	01603 212009
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Background documents

None

Report

Background

1. The purpose of the city council's environmental strategy is to set out our vision and priorities for the environment in Norwich. This will guide all the council's work across all its departments, projects and partnerships over the next four years. It reflects our ongoing recognition of the fact that climate change is happening and poses a long-term challenge to the prosperity and wellbeing of Norwich.
2. This is the council's third environmental strategy. Previous strategies have helped us go from strength to strength in terms of environmental achievements, winning several national and international environmental awards in recent years, and we wish to build upon this good work.
3. Communications and community engagement play an integral role in the plan as it seeks to effect real behaviour change and make sustainability meaningful to people in their everyday lives. The communications plan will work with and complement a partnering community engagement plan of activities.
4. The environmental strategy fits within the following two key priorities in the council's new Corporate Plan 2015-20: Safe, clean and low carbon city and a healthy city with good housing.
5. At its meeting on 23 September 2015, the panel deferred consideration of this item to the next available meeting.

Key aims and objectives

6. To ensure audiences understand the environmental strategy's topline aim to oversee the sustainable development of Norwich, ensuring the city grows in keeping with both its historic heritage and its modern progressive character in order to support the needs of current residents, visitors and organisations without compromising the ability of future generations to meet their own needs.
7. To ensure audiences understand Norwich City Council's key role in environmental work as a community leader, a service provider, a purchaser of goods and services and an estate manager.
8. To publicise and promote key projects and milestones via a range of channels making our objectives and achievements meaningful, ensuring residents, visitors, organisations, academic institutions and businesses have the maximum opportunity/impetus to change their behaviour to achieve environmental aims.
9. To publicise and support in particular the top-line aspiration of Norwich becoming the UK's green capital. Application is due to be made for this in 2016 for 2019.

Key messages

10. Our environmental vision is to create a sustainable city with a good local environment that people value and which maintains and improves the quality of life

for all of us. And our mission is to always strive for ways to achieve environmental excellence wherever possible and we have already made considerable achievements in this respect.

11. We are working proactively to achieve real behaviour change or 'habit discontinuity' among individuals and organisations to achieve our wider environmental aims.
12. Sustainability is not an abstract concept, it has a real impact and we need to illustrate this and wherever possible use real examples of how it is meaningful to people's everyday lives.
13. We believe that, by working in partnership with residents, business and other organisations, Norwich City Council can and should play a key role in tackling the environmental issues we jointly face.

Target audiences

Internal, Staff (all) and Councillors (all)

External, Media, Key partners, Businesses, Voluntary and community groups, The third sector, General public, Residents, Academic institutions.

Communication channels

Print

- Leaflets
- Citizen magazine
- TLC magazine

Media

- Local newspapers – EDP, Evening News and Norwich Advertiser
- Local radio – Future, Norwich 99.9FM, BBC Radio Norfolk, Heart
- Local television – BBC Look East, Anglia TV, Mustard
- Local magazines/leaflets – Just regional titles, Golden Triangle magazine.

Social media

- Twitter – Norwich City Council account, tweets should use pictures, links to relevant web pages, and the relevant logos where possible/applicable.

Online

- Norwich City Council website/other websites

Internal- e-councillor, e-bulletins, Citynet homepage

Communications milestones

14. Please note, some of these milestones or projects have their own communications plans already, in some cases the details of the work have not yet been finalised so we cannot yet outline a communications strategy and in some cases I have created a table of ongoing and future work.

- Solar Together Norfolk campaign (see table below)
- UK Green Capital 2019 bid (work from 2016-19)
- One Planet Norwich sustainable living festival (see table below)
- Norwich Sustainable Consumer Guide and web pages (to be developed)
- Tenancy packs promoting energy efficiency and sustainable lifestyle changes (to be developed).
- Online reuse portal 'Give it for good' (to be developed)
- Open homes online network for energy efficiency best practice (ongoing)
- Eco Awards (see table below)
- Annual review of climate commitments (to be developed)
- Home Energy Conservation Act report (to be developed)
- Norwich's Big Switch and Save (ongoing – has its own comms plan)
- Threescore and Goldsmith developments looking at landscaping, drainage and local habitats (including Passivhaus housing)
- Push the Pedalways scheme (ongoing – has its own comms plan)
- Tree and open spaces strategies (to be developed)
- Promote key existing environmental campaigns and opportunities in Norwich including Earth Hour, Close the Door, Lift Share and the Norfolk Car Club (ongoing).
- Promote local food production through council's allotments service (to be developed).
- Promote waste prevention and recycling (see below).
- Green travel plan (currently being worked on)

Solar Together Norfolk 13-4-15 to 31-12-15

15. This is a project in partnership with three other district councils and a specialist collective purchasing company called iChoosr. (Please see separate communications plan)

16. Activity was divided into three broad sections – pre-campaign, launch of the project and 'mop up'.

Marketing	Activity	Owner and completion
Adnozzles	Coloured advertisements placed on petrol pump nozzles at service stations throughout the county	iChoosr, positioned from mid April onwards COMPLETED
Outdoor poster boards	Positioned at tried and tested locations including shops and service stations across the county	iChoosr, positioned from mid April onwards COMPLETED
Radio advertising	Targeted advertisements on 99.9FM Radio Norwich	iChoosr and Norwich City Council COMPLETED

Marketing	Activity	Owner and completion
Google ad banners	Designed and placed using known brand	iChoosr COMPLETED
Design work	Logo and artwork for banners and posters	Commissioned by iChoosr in consultation with all councils COMPLETED
Direct contact		
Letters	Letters sent to all households which have previously indicated an interest in energy efficiency. Letters also sent to targeted households using database.	Two mail shots – one in mid April and one in mid July. iChoosr COMPLETED
Emails	Reminders sent to same groups as above both pre-campaign and reminders to those who have signed up and specific emails with personal offers.	April and July. COMPLETED
Social media		
Tweets and retweets	Regular tweets using brand to remind people of project, supported and retweeted by partners	Ongoing
Press releases across all media	Press releases to launch project to trade media, launch it to general media, remind people to register, announce success of the scheme.	Circulated to all media, interviews with BBC Radio Norfolk and BBC Look East achieved as well as two page leads and panels. Norwich City Council. Ongoing
Website presence	Pages created with details of the project on all partner websites directing to an iChoosr sign-up page.	Norwich City Council and iChoosr April COMPLETED

Marketing	Activity	Owner and completion
Internal		
e-councillor	Message sent to all councillors so they could inform residents in their wards. Information event for all councillors	May Norwich City Council COMPLETED
e-bulletin	Message to all staff who may wish to sign up	May, all councils, COMPLETED
Events		
Publicising information events	Events to be held at venues throughout the county to offer information	Still being planned for the end of August/first week of September

One Planet Norwich Sustainable Living Festival March 2016

Press			
Press releases	Press releases across all media and posted on city council website to raise awareness of the event	KF	Late February
Media relations	Contact and brief targeted journalists to generate interest and arrange meaningful coverage. Brief councillor for interview.	KF	February
BBC	Work to arrange a presence with the BBC's Garden Party show which broadcast live from the event last year	KF	Early February
Social Media			
Tweets and requested RTs using event logo	Regular tweets at high traffic times of the day using the recognised brand, request RTS from partners, ensure tweets have link to website page.	KF	February
Website			
Slider	Arrange for a 'slider' featuring the logo from the city council homepage	KF	February
Page	Arrange for dedicated webpage with all the information for the weekend – ensure cross referenced with Eco	KF	February

	issues pages		
Internal			
E-bulletin	Message to all council, NPS and LGSS staff	KF	March (the week before)
Banners			
Pull-up banner	Placed in main reception of City Hall to raise awareness.	KF	From February
The Forum			
Banners in the atrium	Negotiate pull-up banners in the atrium	KF	February
Website	Ensure event is advertised on The Forum website and via its events and activities page	KF	February

Eco Awards March 2016

Press			
Press releases	Press releases across all media and posted on city council website to raise awareness of the event. One to announce we are open for entries. Plus series of reminders to drum up interest.	KF	January
Media relations	Contact and brief targeted journalists to generate interest and arrange meaningful coverage. Brief councillor for interview. Arrange specific pieces for schools, businesses, community groups.	KF	January
Social Media			
Tweets and requested RTs using event logo	Regular tweets at high traffic times of the day using the recognised brand, request RTS from targeted parties, ensure tweets have link to website page.	KF	January

Website			
Slider	Arrange for a 'slider' featuring the logo from the city council homepage	KF	January
Internal			
E-bulletin	Message to all council, NPS and LGSS staff	KF	February
Banners			
Pull-up banner	Placed in main reception of City Hall to raise awareness.	KF	From February
Targeted messaging			
Schools courier e-bulletin	Negotiate with county council to put a message on the schools circular email news.	KF	January
Norwich BID	Liaise with BID to see if they can help promote the awards with businesses	KF	January
Further ideas under development			

Waste and recycling

17. Work is ongoing to promote the central waste hierarchy message of reduce, reuse and recycle.
18. We have a bank of recently designed leaflets for both individual households and flats using communal bin compounds.
19. These are well illustrated and set out how to make recycling a part of everyday life in an easy and meaningful way.
20. We have recycling officers making personal visits to homes we know are not recycling or recycling incorrectly to provide education and assistance.
21. Waste prevention messages have been included alongside recycling messages into all residents annual bin collection calendars.
22. We carry a double-page spread in our quarterly Citizen magazine each season.
23. We are currently working with Norfolk Waste Partnership councils on a new campaign to reduce contamination of recycling and generally promote the service.
24. We have recently run a Recycling Revolution and a Rinse and Recycle campaign to promote the service and reduce contamination of recycling.

Report to	Sustainable development panel 4 November 2015	Item
Report of	Executive head of regeneration and development	5
Subject	Norwich City travel plan 2015: For healthy and sustainable journeys	

Purpose

This report is for information.

Recommendation

To note the report.

Corporate and service priorities

The report helps to meet the corporate priorities of as a safe, clean and low carbon city

Financial implications

Within existing budgets.

Ward/s: All wards

Cabinet member: Councillor Bremner , environment and sustainable development

Contact officers

Richard Willson, environmental strategy manager 01603 212312

Ruth Newton, strategy officer 01603 212368

Background documents

None

Report

1. The 2015, Norwich City travel plan seeks to influence the behaviour of employees, visitors and customers, by encouraging them to think about the way they travel to City Hall and its associated locations. It seeks to encourage walking, cycling, lift sharing and use of public transport.
2. More than 40% of council employees already walk or cycle to work. The travel plan promotes a number of council funded walking and cycling leisure projects to increase this percentage further. The plan also promotes discounted bus travel and the convenience of the car sharing scheme, Norfolk Lift Share.
3. The travel plan was launched on 14 October 2015, where information and advice was given to employees to encourage a healthier and more sustainable way of traveling, including free personal travel plans. Lots of people signed up for our free personal travel plans, which give information about the best ways to travel to work by foot, bike, bus and lift share.
4. Finally the plan has a set of targets and an action programme.

NORWICH CITY COUNCIL TRAVEL PLAN 2015

For healthy and
sustainable journeys



NORWICH
City Council



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INTRODUCTION

Norwich City Council is committed to making Norwich a healthy, clean and low carbon city with a sustainable and effective infrastructure.

The council's main location for its employees and hundreds of weekly visitors and customers is City Hall in St Peters Street in Norwich city centre.

We are committed to minimising the impact on local road networks and parking capacity while promoting and supporting active healthy lifestyles, reducing the city's carbon emissions and protecting its environment.

The council is a key member of the Healthy Norwich partnership and has a progressive and award-winning environmental strategy.

This plan therefore seeks to influence the behaviour of employees, visitors and customers, encouraging them to think about the way they travel to City Hall and its associated locations. It seeks to encourage walking, cycling, lift sharing and use of public transport.

We aim to raise awareness of the positive choices available and ensure people have access to good information about the wider ways they can choose to travel.

This document will also help us to communicate and share what we are doing with other organisations in the city, contributing to the wider promotion of healthy, active and sustainable travel throughout Norwich.

TRAVEL PLAN OBJECTIVES

- Increase awareness of travel choices for city council employees, visitors and customers in order to encourage options which:

- improve health and wellbeing



- improve the local environment by reducing congestion, road accidents and air pollution



- reduce carbon emissions



- reduce demand on car parks and the city road network.



- Where possible reduce the need to travel at all for employees, visitors and customers, while ensuring our premises and services are safe and easy to access for everyone.

TRAVEL PLAN TARGETS

1. To continue to support the current high levels of walking and cycling among employees, with a target of at least 50 per cent of our workforce walking and cycling to work by 2017.

2. To enable and encourage employees to use sustainable transport options to travel to meetings and appointments to reduce the number using cars by 20 per cent by 2017.

3. To help our visitors and customers find active and sustainable ways to travel to City Hall for meetings, appointments and enquiries and where appropriate to self-serve online negating the need for travel.

4. To reduce the number of employees driving to work in single occupancy vehicles by 20 per cent by 2017.

WALKING AND CYCLING

Norwich has the highest proportion of people walking to and from work of any city in England.

More than 40 per cent of council employees already walk or cycle to work.

Norwich City Council has a Cycle To Work scheme which offers employees the opportunity to make an affordable salary sacrifice each month to buy a bike at a reduced cost (typically worth more than a 25 per cent discount). A total of 63 employees have benefitted from Cycle To Work so far.

Cycling is also supported by provision of a secure, covered bike shed, which has recently been upgraded and is open 24 hours a day, seven days a week to enable employees not only to cycle to work but also to cycle into the city in their spare time and make use of the facility. Showers are provided along with changing rooms.

Additional open cycle parking is available at various locations immediately adjacent to City Hall and nearby for visitors and customers.

The council has three pool bikes with specialised pannier bags for files and paperwork which can be used by employees for cycling to meetings. Training is provided for users along with safety equipment.

Norwich has a network of cycle routes called pedalways. These routes which offer easily navigable, safe travel into the city and several of them are currently being improved.

An annual Bicycle Account is published every other year setting out the state of cycling in Norwich.

Employees, visitors and customers can plan their walking and cycling journeys via **walkit.com/cities/norwich** or **norwich.cyclestreets.net**.

The council funds a number of walking and cycling leisure projects which are open to employees, visitors and customers – these include:

- Walk Norwich (<http://www.norwich.gov.uk/walknorwich>)
- Sky Rides and Bicycle Links (www.bicyclelinks.org.uk) – both provide local guided cycle rides for all abilities.



PUBLIC TRANSPORT

The city council offers its employees discounted bus travel through a corporate deal with First, Konnect and Park and Ride.

We provide live updates on bus times for **St Stephens Street, Red Lion Street, Rampant Horse Street** and **Norwich Bus Station**.

A total of seven park and ride sites are available on the outskirts of the city in every direction, giving a good opportunity for employees to leave their cars outside Norwich and travel into the centre by bus.

Around a fifth of council employees travel to work by public transport

UEA research shows that switching from travelling by car to public transport for the daily commute makes people healthier and happier



BY CAR

Norfolk Lift Share is promoted to employees via **norfolk.liftshare.com**, which uses an online database to match people who work, live or travel around Norfolk with potential car-sharing partners.

We also promotes Norfolk Car Club **www.norfolkcarclub.com** on its intranet pages. Norfolk Car Club is a scheme by which people only needing a car for occasional use can pay a nominal fee each month in return for the use of a vehicle when they need one negating the need to purchase one.

The council has four electric pool cars available for use for employees travelling during the working day.

A 35 per cent reduction in fuel use has been achieved by the council's fleet since 2007. We have reviewed and updated our vehicles to reduce the number and ensure they are as efficient as possible. We ensure vehicles are used in the most efficient

Around a third of employees still travel to work by car.

The average commuter who shares a car saves more than £900 a year.

If half of UK motorists received a lift one day a week, congestion and pollution would be reduced by 10 per cent and traffic jams by 20 per cent.

way, including through careful planning of routes and the use of GIS 'in cab' technology to monitor car use and driver behaviour. Through long-term monitoring of vehicle use and of wider employee travel, we aim to achieve ongoing improvements in efficiency.

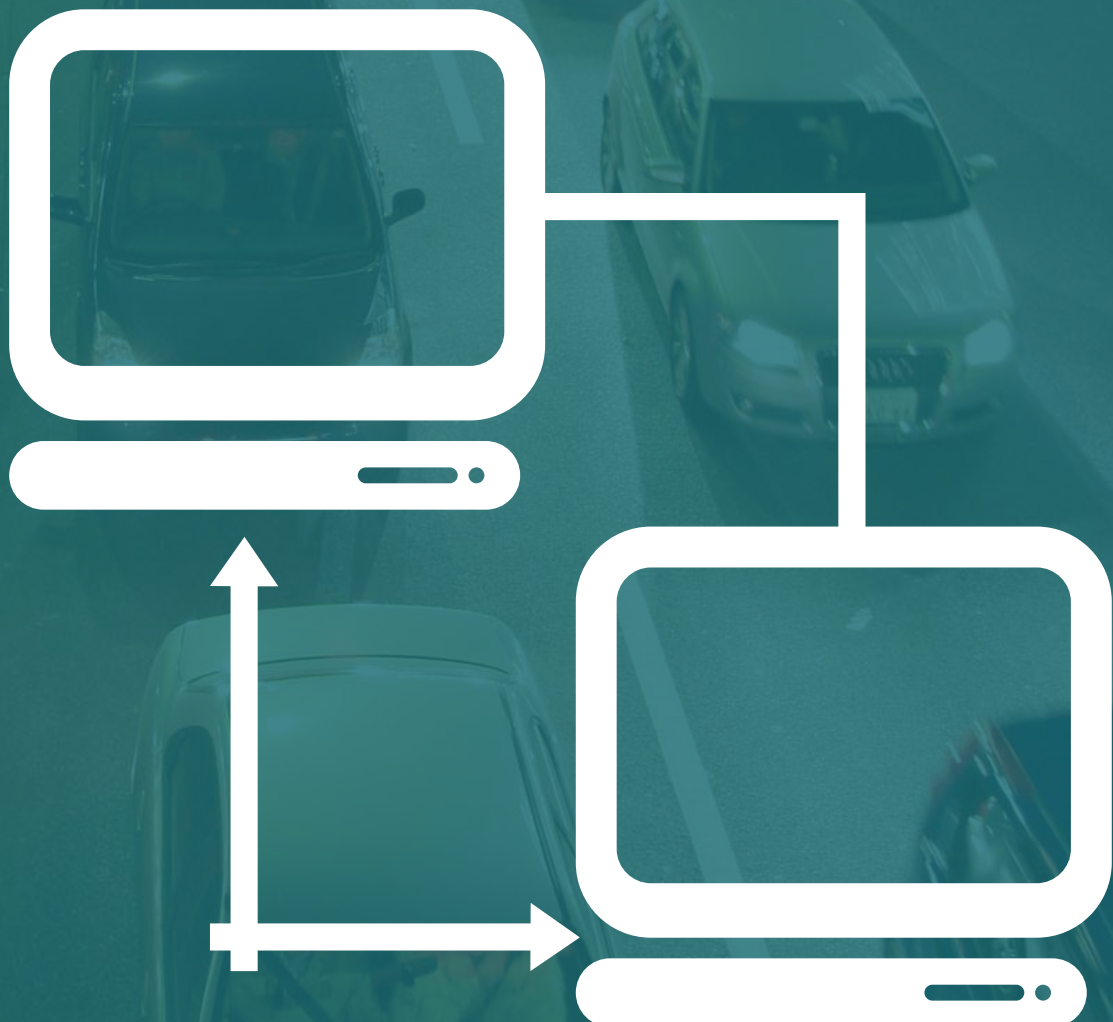
We also require our contractors to have efficient fleets which minimise fuel and reduce carbon emissions.



TRAVEL AVOIDANCE

We have a long-standing policy which encourages home-working wherever appropriate, thus negating the need to travel in to City Hall on some occasions.

We also have an active 'digital inclusion' strategy which aims to shift more services online. We want to help visitors and customers to 'self-serve' and therefore avoid always having to visit City Hall in order to deal with their queries or service needs.



PROMOTING ACTIVE AND SUSTAINABLE TRAVEL

We provide employees with information on active and sustainable travel options via our intranet, regular events, and information incorporated into our recruitment and induction processes.

We offer free personalised travel planning to employees with a particular focus on those who are new to the organisation or moving offices or home.

These interactive, web-based plans offer a number of travel options from employees' homes into work, including walking, cycling, public transport and lift sharing.

NEWS



ACTION PLAN

Action	Who	When
Continue to promote and deliver the Cycle to Work scheme on an ongoing basis	HR	Ongoing
Offer personal travel plans to all council employees and councillors	Strategy team	October 2015
Update the council intranet and website to provide up to date information on travel options for employees and visitors	Communications	October 2015
Incorporate travel information into employee induction and offer personal travel plans to new employees starting work at the council	HR	December 2015
Deliver at least two communications activities or events to promote the travel plan each year	Environmental Strategy/ Sport and Leisure/ HR	Ongoing
Review and refresh the council's fleet regularly to reduce its environmental impact	Environmental Strategy	Ongoing
Review driving data on a regular basis and use information to promote more fuel-efficient use of the fleet	Environmental Strategy	Ongoing
Review the use of the Council's pool bikes and provide and promote training for these to increase their use	HR (with Environmental Strategy)	Ongoing
Continue to support and promote projects which encourage walking, cycling and active travel to employees and the public	Sport and Leisure	
Carry out a bi-annual travel survey to gather data on employee travel habits and feed this into future updates of the travel plan	Environmental Strategy	Bi-annually

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Report to Sustainable development panel
4 November 2015
Report of Executive head of regeneration and development
Subject One Planet Norwich Festival 2016

Item

6

Purpose

This report informs members of the arrangements for the second One Planet Norwich Festival in 2016.

Recommendation

To note the report.

Corporate and service priorities

The report helps to meet the corporate priorities of as safe, clean and low carbon city

Financial implications

Within existing budgets.

Ward/s: All wards

Cabinet member: Councillor Bremner, environment and sustainable development

Contact officers

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Chloe Robison-Smith, Environmental communications coordinator 01603 212630

Background documents

None.

Report

1. The One Planet Norwich festival is run by Norwich City Council's environmental strategy team. Its central premise is that currently we consume so much we need three planets to sustain us. So, One Planet Norwich seeks to encourage people, businesses, organisations and groups in our city to reduce the amount they consume so that our one planet can be sustained.
2. The 2016 One Planet Norwich festival will be the city's second council run sustainable living festival, being held between 10am-4pm on Saturday 12 and Sunday 13 March 2016 at The Forum. The first event was very popular and attracted well over 6,000 visitors throughout the weekend.
3. The whole inside and outside of The Forum will be filled with interesting stalls, activities and talks all promoting the aim of living more sustainably. Next year's event will be different as we're currently in the process of collaborating with Norwich Fashion Week to add a new, recycled clothing element to the event. In addition we are also hoping to host some climate change/health/water or transport experiments as part of another new collaboration with British Science Week.
4. Another way that the 2016 festival will be different to the previous year is by having new and fun activities to entertain and educate the public, including a pedal-powered smoothie maker and scalextric track as well as a recycled music element (TBC). Similarly to the previous event, there will also be a series of children's films, local eco businesses and other stallholders/NGO's to educate members of the public on sustainable living.
5. For the first time the Saturday evening of the One Planet Festival will host the council's annual Eco Awards. This change will refresh this ongoing programme. In addition Norwich City Council is working with the county council to make this event countywide. (Further details will be provided to the sustainable development panel when confirmed)
6. The council hopes this event will build on from the successes of the previous festival and continue to an engaging family day out with plenty of activities and great tips to help people make changes to their lifestyle.

Report to	Sustainable development panel	Item 7
	4 November 2015	
Report of	Head of planning services	
Subject	Heritage Interpretation SPD – final for adoption	

Purpose

To consider post consultation amendments made to the Heritage Interpretation SPD prior to its adoption.

Recommendation

To:

- (1) note the Heritage Interpretation supplementary planning document with proposed amendments made in response to consultation; and
- (2) recommend that cabinet approves the document as amended for formal adoption as a local development document in accordance with Section 23 of the Planning and Compulsory Purchase Act 2004 (as modified) and the relevant regulations.

Corporate and service priorities

The report helps to meet the corporate priority a prosperous and vibrant city and the service plan priority to implement the Local plan for the city.

Financial implications

None directly

Ward/s: All wards

Cabinet member: Councillor Bremner – Environment and transport

Contact officers

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Background documents

None.

Report

Introduction

1. This report concerns the draft Heritage Interpretation Supplementary Planning Document (SPD) which the panel previously considered and commented on in July before it was published as a draft for consultation. The draft SPD has undergone a 6 week consultation. The report outlines the main issues raised in consultation responses, summarises the responses received and proposes a number of minor amendments to the document to address them. Members are asked to recommend the amended SPD to Cabinet for adoption prior to its formal publication.
2. The Heritage Interpretation SPD has been prepared to enable cost effective, efficient and consistent implementation of adopted Norwich local plan policies on heritage interpretation in new development. It will help to ensure that Norwich's heritage is acknowledged and our understanding and appreciation of the historic environment is enhanced through new development. The SPD has been prepared with input from Norwich Heritage Environment and Regeneration Trust (Norwich HEART).
3. The SPD relates to Joint Core Strategy Policies JCS2: Design and JCS11: City Centre and JCS20: Implementation. The SPD also supplements more detailed Development Management policies DM3: Design and DM9: Heritage. These promote high quality design and require development to respond to the historic environment and heritage assets.
4. The SPD sets out the policies to which it relates, the circumstances under which heritage interpretation is likely to be necessary and gives examples of successful schemes in Norwich. Finally, the SPD gives an indication as to the potential financial contributions which could be required for off-site heritage interpretation schemes.
5. The SPD will help developers to understand what is meant by heritage interpretation and to inspire creative and successful schemes. It will also help the council to interpret its policies in a consistent and effective way. Overall, the aim of the SPD is to promote imaginative heritage interpretation schemes and in turn to aid the public's understanding of Norwich's rich history.
6. The SPD also aims to encourage greater awareness of the importance of heritage interpretation in development in general and to ensure due weight is given to heritage interpretation so that development will have a stronger sense of place and character and will help to achieve a higher quality cultural environment.
7. Appended to this report are:
 - Appendix A – the Heritage Interpretation Supplementary Planning Document as proposed for adoption, with amendments from the July 2015 draft highlighted for your information;

- Appendix B – a schedule of modifications made to the document from the July 2015 draft; and
- Appendix C – the Regulation 12(a) Consultation Statement which lists the people and organisations consulted, representations received and the city council officer response to those representations. This statement is required to be published alongside the SPD when it is adopted.

Response to consultation

8. The draft version of the SPD was published for consultation on the city council's website from 31 July to 11 September 2015 with printed copies available at City Hall and the Forum. The statutory minimum four week consultation period for SPDs was extended to six weeks as is usual when planning consultations include part of a holiday period (as set out in the city council's adopted Statement of community involvement).
9. Notification of the consultation was sent out by email to a total of 126 stakeholders from a variety of interests. These stakeholders are listed in Appendix C and included developers, landowners, conservation groups and statutory bodies.
10. Internal discussions have led to requirements being set out within the proposed SPD for additional information from developers. Such information includes health & safety assessments and heritage interpretation statements.
11. Comments on the draft SPD were fairly limited. One individual gave comments in support of the document and Historic England suggested some minor amendments. The responses were generally positive and no substantive issues were raised. Some minor modifications have been made to the document in response to these comments. The consultees, comments and modifications have been summarised in Appendix C.

Conclusion

12. As amended (and subject to approval by cabinet), officers are confident that this SPD will provide a sound basis for providing effective heritage interpretation schemes within developments within Norwich. Officers therefore ask that Sustainable Development Panel members recommend the amended SPD to Cabinet for adoption prior to its formal publication.

Appendix A



Heritage Interpretation Supplementary Planning Document Adopted Version



November 2015

Note: This document supplements Development Management Policies Local Plan Policy DM9 and should be read alongside this policy

Executive Summary

This supplementary planning document (SPD) supports and interprets policy DM9 of the adopted Norwich Development Management Policies local plan.

Heritage interpretation measures will be necessary when a development affects, or can contribute to, the understanding of a heritage asset's community or cultural value.

The type and size of heritage interpretation required will be dependent on several factors including the scale of the development and the characteristics of the heritage asset affected. Typically, heritage interpretation schemes will take the form of plaques, information boards, public art, sculptures, reminiscent building or street naming. Other innovative approaches are also encouraged.

Successful heritage interpretation schemes help to inform people about the city's heritage, and can also provide a secondary function such as public art or street furniture. Practical issues will also need to be considered.

In special cases when heritage interpretation cannot be provided on site, a financial contribution for off-site heritage may be sought. The level of finance required will be assessed on a case-by-case basis and must include the maintenance of any installation.

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Introduction

1. The purpose of this Heritage Interpretation Supplementary Planning Document (SPD) is to supplement policy DM9 - Heritage by providing additional guidance to those involved in developments in historic areas, such as developers, architects, conservation professionals and planners. The guidance applies only to development proposals for which heritage interpretation may be required. This document should be read alongside the council's other policies and guidance to aid developers to design schemes which respond to their historic surroundings.
2. This SPD promotes recognition of the importance of the historic environment through heritage interpretation measures and indicates the circumstances under which a heritage interpretation scheme may be required. Several examples of successful heritage interpretation schemes in Norwich are presented, as well as an estimate of the financial contribution that might be sought if heritage interpretation is to be provided off-site.
3. This document primarily supplements policy DM9 – Heritage. It also relates to a number of other Norwich local plan policies in the Joint Core Strategy (JCS) and the Development Management (DM) policies plan: JCS2 - Design; JCS11 - City Centre; JCS20 – Implementation and DM3 – Design.
4. The JCS policies are available [here](#) and the DM policies [here](#).
5. Heritage interpretation is dealt with directly in DM9 - Heritage. The relevant part of the DM9 and its supporting text are quoted below.

DM9:

“...[Development] will also promote recognition of the importance of the historic environment through heritage interpretation measures...”

Supporting text:

“... The city council attaches considerable importance to the need for people to be able to understand and interpret the heritage of Norwich. The council will continue to negotiate for the provision of heritage interpretation within new development schemes where they will have community value. This will be secured either through direct provision on-site or by means of an agreed financial contribution to providing or enhancing interpretive measures elsewhere in the vicinity. There is considerable potential to provide heritage interpretation in imaginative and creative ways with the scale and location of such provision depending upon the size of the scheme proposed and the significance of the asset affected...”

6. When historic artefacts or remains are discovered on a site, where the heritage asset's significance is affected by development, and where the asset cannot be retained, the asset is expected to be recorded in the Historic Environment Record. If the asset's community or cultural value is affected, the following applies:

“...Where the loss of significance concerns [a heritage asset’s] community or cultural value, elements of that significance should be either preserved on-site through appropriate interpretation, or financial contribution must be provided, to allow that significance to be reinstated elsewhere in the vicinity...”

7. Within this SPD, heritage interpretation is defined as:

“A means of disseminating information on the historic environment to the general public using physical measures”.

8. Within this SPD, cultural or community value is defined as:

“A building or land identified by a local community as being of importance to their social well-being, or a building or land which has some significant and special cultural history”.

The need for heritage interpretation

9. Heritage interpretation measures will be necessary when a development affects, or can contribute to, **the understanding of** a heritage asset's community or cultural value. The type and scale of heritage interpretation required will depend on the significance of the heritage asset affected and the size of the development.
10. Some form of heritage interpretation will be required as part of any development proposals on the following sites which are allocated for development within the Site Allocations Plan:
 - a. CC4: Land at Rose Lane and Mountergate;
 - b. CC6: St Anne's Wharf and adjoining land;
 - c. CC7: Land at Hobrough Lane, King Street;
 - d. CC17b: Whitefriars;
 - e. CC22: Barn Road Car Park;
 - f. CC23: Pottergate Car Park;
 - g. CC26: Former Mecca Bingo site, All Saints Green;
 - h. CC30: Westwick Street Car Park;
 - i. R4: Hewett Yard, Hall Road;
 - j. R9: The Deal Ground; and
 - k. R17: Van Dal Shoes, Dibden Road.

NB: This list is not intended to be exhaustive. As such, heritage interpretation may be necessary on other allocated and unallocated sites.

What makes heritage interpretation schemes successful?

11. Heritage interpretation can take many forms dependent on the nature of the specific site. It could include plaques, information boards, public art, sculptures, reminiscent building and street naming or other innovative approaches. It will be essential for the heritage interpretation measures to relate directly to a site's history and to be provided on or very close to the asset affected by the development. The developer will be expected to provide the council with a written Heritage Interpretation Statement providing a full rationale for the chosen scheme, including evidence of its historic relevance. Engagement with relevant stakeholders (such as a local heritage body) may be necessary. The statement should also set out a summary of the alternative approaches considered. It is important that heritage interpretation measures are designed to have a clear purpose and any secondary functions of the scheme should be described (e.g. street furniture, play equipment).
12. Where sculptural or pictorial heritage interpretation is provided, accompanying written text will be encouraged to aid understanding of the heritage asset's significance.
13. In addition to the form and content of a heritage interpretation scheme, the following practical issues need to be considered:
 - a. Health & safety risk - the developer should demonstrate through a written statement or risk assessment that the scheme will not pose a health & safety threat;
 - b. Life expectancy of scheme - robust materials should be used and the scheme should be resistant to vandalism; and
 - c. Management & maintenance - where a scheme is proposed on the developer's land, the developer is expected to maintain it.
14. If any comprehensive city-wide online heritage network or mobile application is developed in the future, developers would be encouraged to link into it. This may be through the use of web addresses or QR codes as part of heritage information boards, for example.

Off-site heritage interpretation - financial contributions

15. A financial contribution may be necessary when development affects or could contribute to a heritage asset's community or cultural value but where it is not possible to provide any form of heritage interpretation on site. It is usually preferable for heritage interpretation to be provided on-site, and it will only be on heavily constrained sites that off-site schemes will be acceptable.
16. The level of finance required will be assessed on a case-by-case basis and will depend on:
 - d. The significance of the heritage asset affected;
 - e. The scale of the development; and
 - f. The type and scale of heritage interpretation necessary for a particular development.
17. As an indication, figures could range from around one hundred pounds for a basic plaque to tens of thousands of pounds for a public sculpture. In addition, ongoing maintenance costs will be required. If a heritage interpretation scheme is proposed on public land or highway land, the developer will still be expected to fund the maintenance of the installation. In such circumstances, the developer will be expected to comply with any current council document relating to the donation of public art. A Heritage Interpretation Statement must also be provided.
18. Financial contributions provided for heritage interpretation will be used only for schemes directly related to that development.

Examples of heritage interpretation in Norwich

19. Below are some examples of creative and successful heritage interpretation schemes which have been incorporated into recent developments in Norwich.

20. Chapelfield Shopping Centre

Illustrative stone reliefs placed at the St Stephens Street entrance depict the site's industrial past as a chocolate and soft drinks factory and its importance to the social and economic history of the city. The factory, erected in 1890 by Caley's and later operated by Rowntree Mackintosh and then Nestle, covered over 7 acres of the city centre and employed over 1,100 people at its height. Largely destroyed by bombing in the Second World War and re-built subsequently, it closed in 1996 and was demolished in 2004.



21. Paper Mill Yard

Metal plaques provide cultural and historical information about the site itself and the neighbouring area. These include Carrow Bridge, the Carrow Works factory and the Boom Towers which form part of the medieval City Wall. The plaques were initially placed within the hard landscaping along the Riverside Walk but became slippery when wet and illustrations were wearing off. The plaques have now been re-erected on walls.



22. Quayside

Match funding with external funding sources enabled the Quayside development to deliver a prominent heritage interpretation feature along with an improved public realm which forms part of the Wensum Riverside Walk in the city centre. The bales here are evocative of the river's past as a key trade route and Norwich's former role as a river port. The bales act as public art and functional street furniture as well as heritage interpretation.



23. The Nest, Rosary Road

This housing development lies on the site of The Nest, the former home ground of Norwich City Football Club. Previously a chalk pit, the site was Norwich City's ground between 1908 and 1935. A recent Guardian article described the ground, which included a terrace precariously located above a cliff face, as singular, cramped, ramshackle and dangerous. The housing developer ran a competition within Norwich University of the Arts for a

sculpture to commemorate the former use of the site and the chosen design was of a football passing between two high posts. The textured surface of the base portrays the 'nest' element and the wooden seat is a reminder of the old wooden stadium. The sculpture provides an attractive focal point and entrance feature to the development as well as interpreting the history of the site.



24. Fellowes Plain, former Norfolk and Norwich Hospital site

A competition was also held with students at Norwich University of the Arts to design the heritage interpretation at the former hospital site, now redeveloped for housing. The "Spheres" statue is located in Fellowes Plain, the open space at the heart of the development. The concept for the artwork was developed with two key focuses in mind, using a representation of DNA wrapped around three spheres to emphasise the work of the old hospital, with the spheres themselves intended to highlight the significance of the hospital site to the local community.



25. Riverside

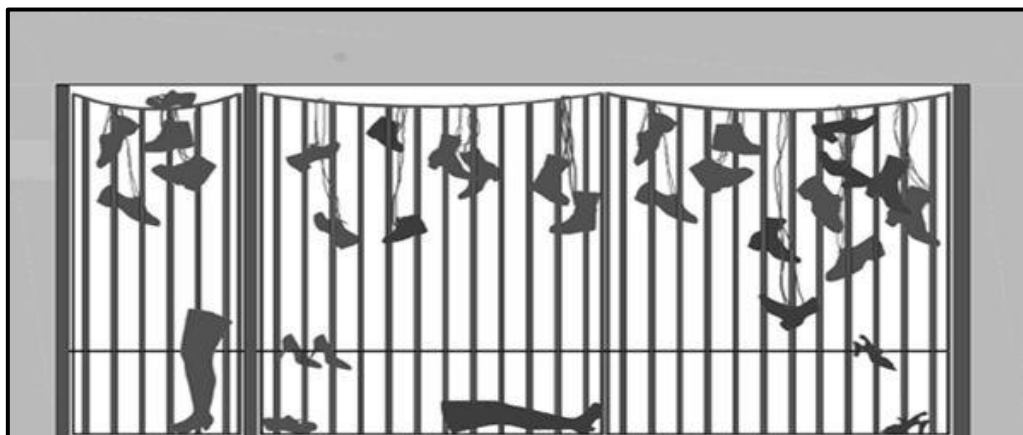
Two steel posts located between the Novi Sad Bridge and the Riverside development on the east bank of the Wensum house inscriptions commemorating the site of Boulton and Paul's factory which was demolished in the 1990s and redeveloped for Riverside's current housing, leisure and retail uses.

The inscriptions, on plates facing the river divided between the two posts, commemorate the history of Boulton and Paul. The company started in 1864 as an ironmongery firm in Rose Lane, It was converted to aeroplane manufacturing in the First World War, making the Sopwith Camel. Relocation to Riverside took place in 1915 provided a sufficiently large site for aircraft manufacturing during the war and later airship production after 1918. In 1934 Boulton Paul Aircraft Limited moved to Wolverhampton. In World War II the site, which provided temporary buildings for tank transporters taken to the Soviet Union by the Arctic convoys and others used in the allied invasion of Europe, was bombed, In the latter part of the twentieth century Boulton and Paul produced double-glazing.



26. Muspole Street

The derelict shoe factory, which at the time of writing is consented for conversion to residential use, was built in 1926. It was operated initially by S.L.Witton and after 1935 by Norvic, mainly producing “Kiltie” shoes. The factory closed in 1981. It is proposed that the anthracite grey galvanised steel automated entrance gates to the site have the silhouette of shoes laser cut from steel welded to them. Lengths of wire or rod will be bent, twisted and fixed from the shoes all around the metalwork of the gates (see illustration below). This illustrates a flexible approach to heritage interpretation on a constrained site.



Appendix B

Schedule of modifications

Para. no.	Modification	Reason
9	Text amended: “...interpretation will be necessary when a development affects, or can contribute to, <i>the understanding of a heritage asset’s community or cultural value.</i> ”	As a result of comments made through the consultation.
11-13	New chapter added: “ <i>What makes heritage interpretation schemes successful?</i> ”	To incorporate additional guidance in paragraphs 11 and 12 as referred to below.
11	Text added: “ <i>The developer will be expected to provide the council with a written Heritage Interpretation Statement providing a full rationale for the chosen scheme, including evidence of its historic relevance. Engagement with relevant stakeholders (such as a local heritage body) may be necessary. The statement should also set out a summary of the alternative approaches considered. It is important that heritage interpretation measures are designed to have a clear purpose and any secondary functions of the scheme should be described (e.g. street furniture, play equipment).</i> ”	To ensure schemes are relevant and justified and to ensure that secondary functions are ascertained so that schemes can be assessed by officers as such.
12	Paragraph added: “ <i>Where sculptural or pictorial heritage interpretation is provided, accompanying written text will be encouraged to aid understanding of the heritage asset’s significance.</i> ”	As a result of comments made through the consultation.
13	Paragraph added: “In addition to the form and content of a heritage interpretation scheme, the following practical issues need to be considered: a. Health & safety risk - the developer should demonstrate through a written statement or risk assessment that the scheme will not pose a health & safety threat; b. Life expectancy of scheme - robust materials should be used and the scheme should be resistant to vandalism; and c. Management & maintenance - where a scheme is proposed on the developer’s land, the developer is expected to maintain it”	To enable officers to assess practical considerations when schemes are proposed. Experience has shown that previous schemes have been riddled with issues which could be avoided if these factors are taken into consideration by both the developer and officers at the design stage.

25	Text added: <i>"In addition, ongoing maintenance costs will be sought. If a heritage interpretation scheme is proposed on public land or highway land, the developer will still be expected to fund the maintenance of the installation. In such circumstances, the developer will be expected to comply with any current council document relating to the donation of public art. A Heritage Interpretation Statement must also be provided."</i>	To reflect the need for the council to obtain funds from the developer for maintenance costs.
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Appendix C

Heritage Interpretation Supplementary Planning Document Town and Country Planning (Local Development) Regulations 2012 Consultation Statement in accordance with regulation 12(a)

1. The Town and Country Planning (Local Development) regulations 2012 stipulate in regulation 12(a) that before adopting a supplementary planning document, the local planning authority must prepare a statement setting out:
 - i) the persons the local planning authority consulted when preparing the supplementary planning document;
 - ii) a summary of the main issues raised by those persons, and;
 - iii) how those issues have been addressed in the supplementary planning document.
2. In accordance with regulation 12(a), this statement lists the persons and organisations consulted in preparing the Heritage Interpretation Supplementary Planning Document (see Appendix A) and sets out the responses received to the consultation and how the issues raised have been addressed in the final version of the document (see Appendix B).
3. A pre-consultation draft version of the SPD was considered by Norwich City Council's Sustainable Development Panel at their meeting of 15 July 2015. Members approved the document for consultation, subject to the addition of some additional examples of more varied heritage interpretation schemes.
4. The draft consultation document, incorporating the above change, was published on the council's website and placed on public deposit at the council's main offices at City Hall, St Peters Street, Norwich and at the Forum Library, Millennium Plain, Norwich, on 31 July 2015. The period of public consultation ran for six weeks between 31 July and 11 September 2015. The persons and organisations listed on the following page were informed of the consultation by email. Details of the consultation can be found here:

<http://www.norwich.gov.uk/YourCouncil/Consultations/Pages/HeritageInterpretationSPDConsultation.aspx>

5. The consultation has followed the protocol for SPDs as set out in Norwich City Council's Statement of Community Involvement (SCI), adopted in July 2013, which can be found here:

<http://www.norwich.gov.uk/Planning/PlanningPolicy/Pages/StatementOfCommunityInvolvement.aspx>

List of those consulted

Alpha Principle - Artists' Studios	Evolution Town Planning
Ancient Monuments Society	Federation of Small Businesses
Anglia Design Associates	Feilden & Mawson
Art Architecture Ltd	Flagship Housing Association
Beacon Planning Ltd	Friends of Elm Hill
Bidwells	Friends of Norwich Museums
Bovis Homes Ltd - South East Region	Fusion Online Ltd.
Broadland District Council	Garden History Society
Broadland Housing Association	Geoffrey Lane Town Planning
Broadland Housing Group	Hanover Housing Association
Broads Authority	Heaton Planning
Brown and Co	Historic England
BUILD	Hopkins Homes
Building Partnerships	Hudson Architects
Building Plans Ltd	Iceni Developments Ltd
CAM Architects Ltd	Indigo Planning Limited
Cator & Co	Ingleton Wood
Chapel Field Society	JB Planning
Chaplin Farrant Ltd	Land Securities
Charles Emberson Architect	Lanpro Services
Citygate Developments	Les Brown Associates
Civic Voice	Lomax Homes Ltd (Empresa)
CLA Architects	Lovell Partnerships Ltd
Cornerstone Planning	LSI Architects
Cotman Housing Association Ltd	Lucas Hickman Smith
Council for British Archaeology	Martin Robeson Planning Practice
Crispin Lambert Architecture	McArthur Tring Associates LLP
CSA Design Studio	McCarthy and Stone
Cunnane Town Planning	Mono Consultants
David Futter Associates Ltd	Mousehold Heath Defenders
David Wilson Homes	Nathaniel Lichfield and Partners
Dencora	National Heritage Memorial Fund
Denis Tuttle	NHBC
Dennis Black Associates	Norfolk & Norwich Art Circle
DLP Planning Consultants	Norfolk Archaeological Trust
Dove Jeffery Homes Ltd	Norfolk Association of Architects
Durban Associates	Norfolk Chamber of Commerce and Industry
DWA Planning	Norfolk County Council
East Anglian Business Environment Club	Norfolk Craft Guild
Emery Planning Partnership	Norfolk Gardens Trust
English Historic Towns Forum	

Norfolk Industrial Archaeological Society
Norfolk Landscape Archaeology
Norfolk Museums and Archaeology Service
Norwich & Norfolk Community Arts
Norwich Business Improvement District
Norwich Fringe Project
Norwich HEART
Norwich Historic Churches Trust
Norwich Housing Society
Norwich Preservation Trust
NPS Property Consultants Ltd
Orbit Housing Association
Peacock and Smith
Peddars Way Housing Association (Flagship Housing)
Pegasus Planning Group
Peter Codling Architects
Places for People Group
Planning Potential Ltd
Plansurv Ltd
Planware Limited
Public Monuments and Sculpture Association
Purcell Miller Tritton LLP
Reynolds Jury Architecture Ltd
RHWL Architects
Richard Pike Associates
Savills (L&P) Limited
Scott Brownrigg Planning
Sculpture for Norwich
Shaping Norfolk's Future
Society for the Protection of Ancient Buildings
South Norfolk Council
Stewart Ross Associates (Dev Plan)
Stonham Housing Association
Strutt and Parker
Taylor Wimpey plc
Tetlow King Planning
The Georgian Group
The Landscape Partnership Ltd

The Norwich Society
Town Planning Bureau
The Twentieth Century Society
The Victorian Society
Wherry Housing Association
Wilson Bowden Developments
Yare Valley Society

Consultation responses to draft Heritage Interpretation SPD and the council's response

Paragraph no.	Organisation	Comment	Response
9	Historic England	Paragraph 9 should be amended to read "...interpretation will be necessary when a development affects, or can contribute to, <i>the understanding of a heritage asset's community or cultural value.</i> "	Accept. Paragraph 9 text amended.
10	Historic England	The list of sites within paragraph 10 should be accompanied by brief statements of each site's cultural or community value along with an explanation of why each requires interpretation.	Reject. It is not considered appropriate to assess the cultural or community value of individual sites within this document. An assessment of each site is included within the Site Allocations Plan.
General	Historic England	All sculptural or pictorial heritage interpretation should be accompanied by written text to aid understanding.	Accept. Paragraph 12 added to include the following text: "Where sculptural or pictorial heritage interpretation is provided, accompanying written text will be encouraged to aid understanding of the heritage asset's significance."

