

BroadLand Gate



NORWICH

STATEMENT OF COMMUNITY INVOLVEMENT

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EXECUTIVE SUMMARY

The Development Team have consulted extensively with residents, councillors and local stakeholders on their plans for BroadLand Gate.

In October a widely publicised two-day exhibition of the plans was held at Postwick Village Hall. All local residents, councillors and stakeholders (6554 in total) were invited to view the plans, and to discuss the proposal with the team in more detail. In total 282 people attended the exhibition and the opportunity to engage with them on a one-to-one basis was greatly welcomed.

In total 81 feedback forms were received and they included a range of different opinions and comments. Full analysis of the returned forms and responses from the developer are included later in this document.

The biggest concern of local people was regarding traffic congestion around the area. Other key topics included: the impact on local residents; impact on the environment; housing and the availability of alternative sites.

Some very positive comments welcoming the site, and the economic benefits that it will bring, were also received and included amongst others:

- “Congratulations, so far, on presentation of the plan – in particular the detailed info on traffic problems ...”
- “I think it’s a brilliant idea, and 3000 new jobs is a positive outlook for Thorpe St Andrew. Please build it and I hope you prosper and succeed with this venture. “
- “There is no reason not to progress identified sites in order to deliver economic growth. Well designed scheme.”

Key outputs from the consultation include:

- Urging the County Council to consider safeguarding land for the possible future development of a train station close to the Park and Ride site.
- The removal of the cycle and pedestrian route from going through the middle of the existing area of residential dwellings and the subsequent re-working of the Master Plan.
- The proposed internal road has been moved further out to provide greater privacy for the existing residential dwellings.
- The landscaped buffer zone between the development and the proposed new roads to the North and East of the site has been increased.

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1. INTRODUCTION

1.1 Overview

The aim of this Statement of Community Involvement (SCI) is to establish how Ifield Estates Limited (the developer), and Norfolk County Council (joint applicant) set about engaging with the local community and other stakeholders regarding their proposals for BroadLand Gate Business Park. This SCI will provide a detailed analysis of all the feedback received during the consultation period as well as the opportunity for the developer to address any issues that arose, ultimately helping to inform the developer of local opinion during the pre-application stage.

1.2 The Proposals

Over the past 12 months the developer, in partnership with Norfolk County Council, have worked on an outline proposal for a new strategic business park adjacent to the existing Broadland Business Area – building on its success and helping to deliver a significant number of new high quality employment opportunities.

The proposed development site comprises 49 acres to the north east of the A47(T) Postwick Interchange. The western boundary of the site is formed by Broadland Way and the southern boundary by the A47.

In summary, the proposals for the site comprise:

- Commercial Zone – 42,000m² of business accommodation located to the North and East of the site.
- Business Village – 4,650m² to act as a service hub for the BroadLand Gate Business Park and BroadLand Business Area.
- Community Zone – 7,500m² of serviced apartments, a medical centre and additional facilities.
- Hotel and Leisure Zone – 9,100m² alongside the Community zone in the South West of the development, comprising a hotel, spa, conferencing facilities and associated leisure.
- Car Showroom – 1,200m² with prime highway frontage to the southern boundary of the development.

The scheme has been designed to ensure that the existing residential properties within the site will be retained and integrated in the most appropriate manner.

This report has been prepared by Political Developments Limited (PDL), a community consultation and public relations company, and will be made available to the general

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public, stakeholder groups, Broadland District Council Officers and all elected representatives.

2 EXHIBITION DETAILS

2.1 Background

The purpose of the exhibition was to give all local stakeholders and residents ample opportunity to view and comment on the developer's proposals for BroadLand Gate. To achieve this aim, it was decided that the most appropriate and efficient method of consulting the public would be via two days of well-publicised exhibitions in the heart of the local community, accessible to all and attended by specialist consultancies within the project team.

The following venue, dates and times were selected to ensure that it was easily accessible, had ample parking, at a location well known to the local community and held in the most populated areas adjacent to the development site.

The venue was:

The Postwick Village Hall, Ferry Lane, Postwick, Norwich

- Friday 10th October (11am to 8pm)
- Saturday 11th October (10am to 4pm)

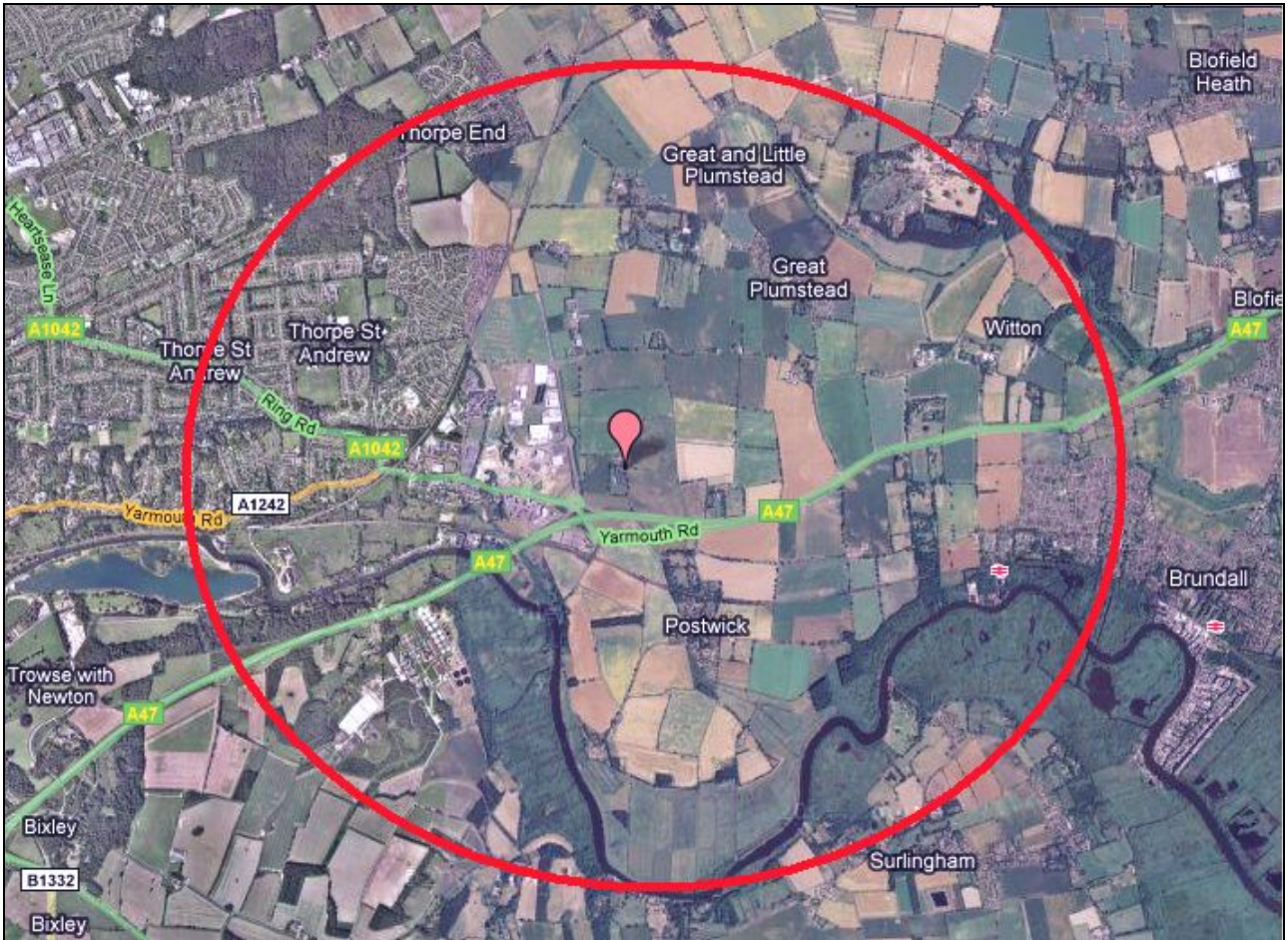
2.2 Invitations

All Broadland District Councillors, Thorpe St Andrew Town Councillors, Postwick and Witton Parish Councillors, the local MP, Chief Executive of EEDA and other relevant Officers were sent individual letters of invitation to a preview of the exhibition from 9am until 11am on the first day Friday 10th October. (See Appendix A, page 30). If they were unable to attend the preview then they were encouraged to attend at any other point over the two days.

Selected members of Norwich City Council, Norfolk County Council, Great and Little Plumstead Parish Council and Brundall Parish Council were also invited to attend the preview. A full list of invited stakeholders is attached in Appendix B, page 31.

In addition, invitations outlining details of the exhibition and encouraging attendance were sent to a total of 6,286 residents and 188 local businesses within a three-kilometre radius of the proposed site. The red circle in the photograph below shows the area covered.

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The letters of invitation were sent out three weeks prior to the event and a summary of all the essential information was included. (Appendix C, page 34).

2.3 Publicity

Advertisements (Appendix D1, page 35) were also placed in the local newspapers including: the *Eastern Daily Press* on 3rd October and the *Norwich Evening News* on Friday 3rd October and Thursday 9th October. These invited people along to the exhibition to “give their views, ask questions and make comments.”

Articles about our new proposals and the forthcoming exhibition also appeared in

- The *Eastern Daily Press* on 26th September (p.31)
- The *Eastern Daily Press Business* section on 1st October (pp. 1 and 4)
- The *Norwich Evening News* on 25th September (pp. 1&2)

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- The *Norwich Evening News* on 8th October (p.10)
- The *Norwich Evening News* on 11th October (p.15)

On the 7th October the *Norwich Evening News* made BroadLand Gate the main topic of their “Big Debate.”

The *Eastern Daily Press* featured the site and exhibition on their website on 26th September – www.edp24.co.uk. (Appendix D2, page 36).

Once the *Norwich Evening News* went to press on 25th September about the proposals for the development, the local radio station, *Radio Norwich*, ran live coverage of the story on air and asked listeners to call in with their comments.

The developer also produced a dedicated website containing the entire exhibition, a downloadable feedback form, an online feedback form and contact information (including a freephone number) at www.broadlandgate.co.uk.

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3 THE EXHIBITIONS

Both of the exhibitions consisted of ten A1 colour boards (Appendix E, page 40) mounted on display panels designed to take the viewer on a step by step journey through the developer's proposals.

Boards 1 and 2 set the scene and incorporated the following headlines: WELCOME and POLICY CONTEXT. This explained in brief the activity that has gone on over the past twelve months and also the relevant planning policies and their role in the development of plans for the site.

Boards 3 and 4 were entitled OUR PROPOSALS and THE PLAN. They included detail on the different site sectors, and also an indicative map of the proposed land uses.

Boards 5 through 9 included text and graphics that focused specifically on the different aspects and considerations of the developers proposals for BroadLand Gate. These were: ACCESS AND TRANSPORT; INFRASTRUCTURE PLAN; SUSTAINABILITY; LANDSCAPING AND ECOLOGY and the LANDSCAPE PLAN. The logic here was to incorporate in detail the key aspects of the developer's proposals for BroadLand Gate in a clear and intelligible way.

Board 10 was titled BENEFITS AND TIMETABLE and this focused on the key benefits that the development would bring under the sub headings of: New High Quality Local Jobs; Improved Public Highways; Improved Public Transport; Retail and Leisure Facilities; Modern Office Space and Environmental Benefits. A brief estimated timeline was also included at the end.

Images of the site and maps were included throughout to assist in understanding the site at present and also to help conceptualise how it might look in the future. (See photos of exhibition days - Appendix F, page 50).

- Feedback forms, pens and desks were provided enabling the public to fill in the forms whilst they were at the venue.
- A4 colour copies of all the information were available for the public to take away with them.
- Ifield Estates Limited also provided refreshments and a children's play area with colouring-in sheets.

In total of 282 people attended the exhibitions over the two days

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4 FEEDBACK PROCEDURE

There were a number of ways the public were encouraged to engage with the developers before, during and after the public exhibitions. It was important that those unable to attend the exhibitions in person had every opportunity to receive and view the information in another way. To this end, the following services were set up, all of which were publicised in either the newspaper adverts, the posters or in every letter of invitation:

- A dedicated free phone number: 0800 319 6111
- A dedicated postal address: *BroadLand Gate Consultation, c/o Ifield Estates Ltd, 53-54, Brook's Mews, London, W1K 4EF*. Stamped addressed envelopes were provided.
- A dedicated email address: consultation@broadlandgate.co.uk
- A dedicated website: www.broadlandgate.co.uk (see below)



The screenshot shows the BroadLand Gate website interface. At the top left, the logo reads "BroadLand Gate" with "NORWICH" below it. At the top right, the word "WELCOME" is displayed. A vertical navigation menu on the left lists: Welcome, Policy Context, Our Proposals, The Plan, Access and Transport, Infrastructure Plan, Sustainability, Landscape and Ecology, Landscape Plan, and Benefits and Timetable. The main content area features an aerial photograph of a site with a red boundary line. Below the photo is the caption "BroadLand Gate Site Boundary". The text below the photo is as follows:

Over the past 12 months Ifield Estates Limited, in partnership with Norfolk County Council, have worked on an exciting outline proposal for a new strategic business park adjacent to the existing Broadland Business Area – building on its success and helping to deliver a significant number of new high quality employment opportunities.

We hosted a Public Exhibition in order for us to hear your views and take on board your comments at Postwick Village Hall, Ferry Lane, Postwick, Norwich, NR13 5HL on Friday 10th October (11am to 8pm) and Saturday 11th October (10am to 4pm).

However, if you were unable to attend on these dates, our proposals for BroadLand Gate business park that were on display at the Exhibition can be found on this website.

The deadline for your comments and feedback was Friday 24th October, 2008. The Public Consultation is therefore now closed. Thank you to all those who took the time to complete feedback forms either interactively or by hard copy.

If you have any further enquiries please do not hesitate to contact the development team on free phone 0800 319 6111 or by emailing us at consultation@broadlandgate.co.uk.

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The public could request copies of the exhibition boards and a copy of our feedback form (see Appendix G, page 51) at the exhibition or by email, telephone or downloading them from the internet. The completed feedback form could either be posted in a secure box at the exhibition venue or be posted back at a later date using the stamped addressed envelopes provided.

The deadline for the completed feedback forms was set for Friday 24th October, two weeks from the start of the exhibition. The respondents were also provided with an area on the form to write further comments and to provide their name and address. They also had the tick box option should they wish to be kept informed of the progress of the development.

- Only 3 respondents did not provide further comments
- 57 out of 81 respondents (70.4%) wished to be kept informed of progress

5 CONSULTATION FEEDBACK ANALYSIS

The feedback form asked two multiple choice questions with five possible 'tick box' options after them, asking whether they would say *Definitely Yes, On Balance Yes, On Balance No, Definitely No* or *Uncertain/No Opinion*.

There was a third question asking residents about any other secondary facilities they would like to see at BroadLand Gate. They were asked to suggest up to three ideas and to prioritise them.

Question 4 asked them to provide further comment as mentioned above.

- In total 81 feedback forms were completed and returned
- In total 5 emails were received
- In total 3 additional letters were received

A summary of the first three questions and the results can be found below. Later in the chapter a more in-depth analysis of each question has been carried out.

Question 4, where respondents were asked to provide further comments they might have, has been dealt with separately at the end of this chapter, and a full account of respondents comments can be found in Appendix H, page 52.

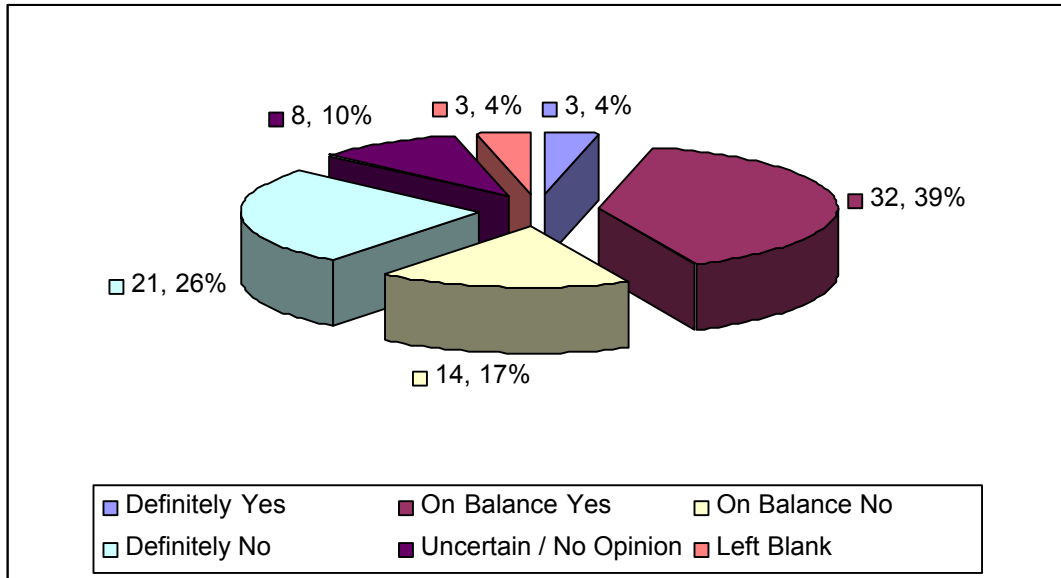
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BroadLand Gate - Consultation Feedback Analysis

Question asked:	Definitely Yes	On Balance Yes	On Balance No	Definitely No	Uncertain/ No Opinion	Left Blank	TOTAL
Q1. Are you satisfied with the proposed improvements to reduce congestion at the Postwick Interchange on the A47 ?	3	32	14	21	8	3	81
As a percentage (%)	3.7%	39.5%	17.3%	25.9%	9.9%	3.7%	100%
Q2. Do you think we have struck the right balance between offices and secondary uses, such as the local retail, hotel and cafes?	6	35	11	6	16	7	81
As a percentage (%)	7.4%	43.2%	13.6%	7.4%	19.8%	8.6%	100%

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Q1. Are you satisfied with the proposed improvements to reduce congestion at the Postwick Interchange on the A47?



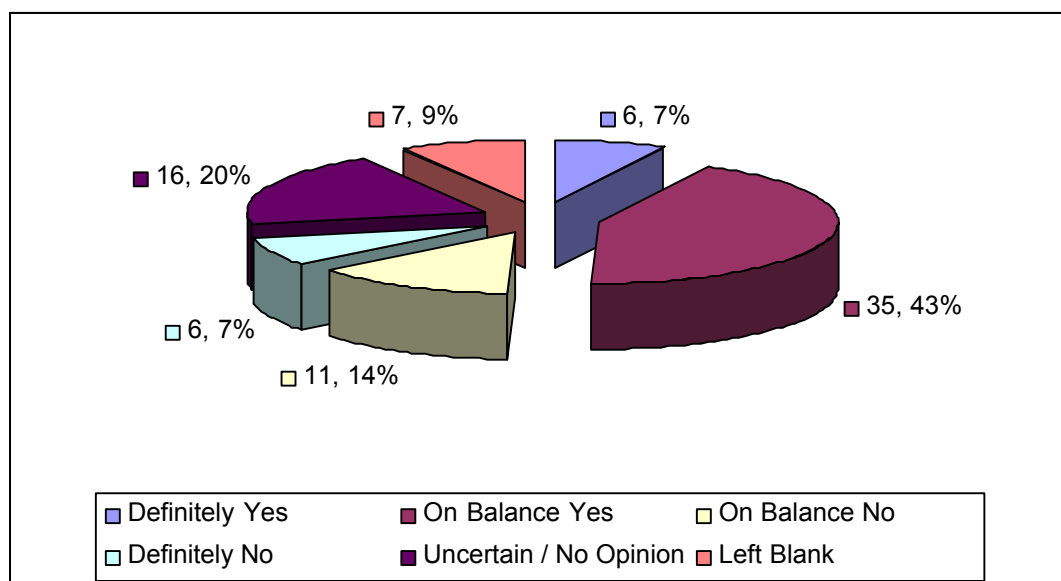
Definitely Yes	On Balance Yes	On Balance No	Definitely No	Uncertain / No Opinion	Left Blank	TOTAL
3	32	14	21	8	3	81
3.7%	39.5%	17.3%	25.9%	9.9%	3.7%	100%

Analysis:

- 35 out of 81 respondents (43.2%) believe either 'Definitely Yes' or 'On Balance Yes' that the developer has done enough to reduce congestion at the Postwick Interchange on the A47.
- 35 out of 81 respondents (43.2%) believe that the developer has either 'Definitely not' or 'On Balance not' done enough to reduce congestion at the Postwick Interchange on the A47.
- The single largest category of respondents, 32 out of 81 (39.5%), believe that 'On Balance yes' the developer has done enough to reduce congestion at the Postwick Interchange on the A47.
- Only a small percentage of respondents were 'Uncertain / No Opinion', 8 out of 81 (9.9%) with a low number of people, 3 out of 81 (3.7%) choosing not to answer the question.

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Q2. Do you think we have struck the right balance between offices and secondary uses, such as the local retail, hotel and cafes?



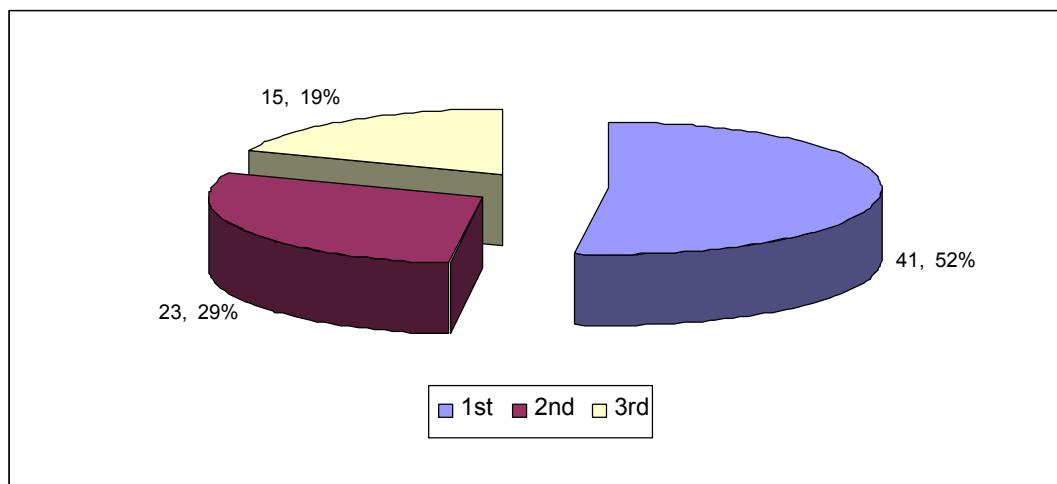
Definitely Yes	On Balance Yes	On Balance No	Definitely No	Uncertain / No Opinion	Left Blank	TOTAL
6	35	11	6	16	7	81
7.4%	43.2%	13.6%	7.4%	19.8%	8.6%	100%

Analysis:

- 41 out of 81 respondents (50.6%) believe either 'Definitely Yes' or 'On Balance Yes' that the developer has done enough to strike the right balance between offices and secondary uses.
- 17 out of 81 respondents (21%) believe that the developer has either 'Definitely Not' or 'On Balance Not' done enough to strike the right balance between offices and secondary uses.
- The single largest category of respondents, 35 out of 70 (50%), believe that 'On Balance Yes' the developer has done enough to strike the right balance between offices and secondary uses.
- A slightly larger percentage of respondents were 'Uncertain / No Opinion', 16 out of 81 (19.8%), still with a low number of people, 7 out of 81 (8.6%) choosing not to answer the question.

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Q3. Beyond those already mentioned in our proposals, are there any other secondary facilities you would like to see at BroadLand Gate? Please prioritise accordingly:



1st	2nd	3rd	TOTAL
41	23	15	79
51.9%	29.1%	19.0%	100%
Number who left Q.3 blank, failing to give any response			42

Analysis:

People had the opportunity to fill in a maximum of three boxes and, consequently, 79 responses were included by 39 people.

48.1% of respondents gave one or more suggestions. A total of 42 people (51.8%) failed to give any response at all.

1. *Direct:* Public leisure-recreational-sporting facilities/tennis courts/swimming pool(4), Train station/rail link - Yarm outh to Norwich line(4), Trees/ponds/open-more green space(4), Local/regular bus service - rapid transit bus links(4), Medical Centre(2), Cinema(2), Shops/Units like Sweet Briar Retail Park(2), M&S Simply Food/Tesco Express or similar(2), Meeting place/facility for teenagers(2), Newsagents, Small Police Office, Baby crèche, Good local pub, Dentist(NHS), Landscape zone/water feature, Sufficient staff parking, No green area, No change, Place of religious worship, No development, Playing fields. (*Indirect:* Reinvigorate city area, Cheap affordable housing for young local families, Parkland.)

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2. *Direct:* Swimming pool(2), Nursery, Dentist(NHS), Train station/rail link - Yarmouth to Sheringham line, Concert facilities, Youth facilities, Cinema, Residences, Bus service post 6pm, Recycling Facilities, No buses, Trees, Underground parking to allow more green space, Cafe-evening & weekends, Fully-serviced hotel (not Travel Inn or Travel Lodge), Overflow car parking, Astro pitch. (*Indirect:* Car club, Direct footpath between Postwick and Park&Ride(2), Disabled toilet (Postwick village hall & church), reduce car use.)
3. Dense planting to reduce noise pollution(2), Local produce food outlet(2), Bowling alley/Leisure facility, Real ale pub (not chain), Retail designer outlet, Community bus, Bat/hedgehog nesting sites/boxes, OK for outer ring road, No underground car park, Overflow car parks with grass growing through special weight bearing blocks, Better links with Park & Ride for pedestrians, Fields, More covered cycle facilities.

Highest scoring overall (11 remarks):

- More open “green” space to be included, e.g. planting of trees, ponds, etc.

Joint 2nd highest scoring (8 remarks):

- Retail Park/Shops/ M&S Simply Food/ Tesco Express
- Entertainment facility - cinema/bowling alley
- Leisure Facility - sports centre, swimming pool, tennis courts

3rd highest scoring (6 remarks):

- Regular local Bus Service

4th highest scoring (5 remarks):

- New Train Station/Link to nearest large coastal towns (Yarmouth, & Sheringham)

5th highest scoring (4 remarks):

- Medical/Dental Centre

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Q4. Please provide us with any further comments you might have regarding the development at BroadLand Gate Business Park in the space below.

Analysis:

Significant main points raised:

(A table of all comments and summaries of letters received is included in Appendix H, page 52)

Traffic/Congestion

- Business village to include a service area for A47/NDR
- Fears over further, not reduced, congestion
- Build proposed NDR before beginning construction of BroadLand Gate
- Ensure there are sufficient car parking spaces available
- Difficult and dangerous road junctions for cyclists – more consultation needed
- Postwick roundabout – more thought to be given to this congestion black spot

Positive and Negative Impact on Local Community

- Benefits requested for Postwick village, include direct walkway to Park & Ride and facilities for the church hall
- Brilliant idea giving positive outlook and employment to the local area
- No benefit to the local community in current plan

Environment

- Hope that current difficult financial situation will prevent erosion of greenbelt land
- Screen Postwick village from noise and light with dense tree planting
- A shame to lose agricultural land that could be used for growing crops

Housing

- Affordable housing requested

Other sites already under development would be more appropriate

- Regenerate inner city locations first before building on green sites
- More creative design of buildings please
- Already plenty of available offices in Norwich

1. Traffic

Summary of feedback:

- Concern over increases in congestion especially at major junctions
- Concern that development should not go ahead until the NDR is built

1.1 Congestion

Actual Comments:

1.1.1 Examination of **Broadland Bus Park & Meridian Way** suggests that it will need to be carefully managed.

1.1.2. Congratulations, so far, on presentation of the plan - in particular the detailed info on traffic problems i.e. Postwick/A47 and the present surge of multi-directional traffic which will undoubtedly be increased.

1.1.3 I can see the proposed **traffic lights adding more time** to my journey from Postwick to Norwich in the mornings, not less time.

1.1.4 I was so pleased to learn of your co-operation with Norfolk County Council over highways and waste disposal plans.

1.1.5 The proposals at the southern Postwick roundabout will only cause more congestion. That is the most congested roundabout at present. The complete **re-design of that roundabout** which will take traffic from the proposed N D Road is required.

1.1.6 **Capacity at the Postwick roundabout** and the roundabout to Pound Land stretch of road is of paramount importance - without such adequate capacity problems of congestion will occur.

1.1.7 ...What about Green Lane which will be even more of a **rat run**...

1.1.8 Provide better traffic flow from the inner ring road to A47 e.g. at Sainsbury's roundabout.

1.1.9 Any new developments must ensure the **road (A47) is improved** so that the roundabout by the park and ride runs freely at all times.

1.1.10 Regarding public transport - I was very surprised to see there was no mention of **trains**.

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1.1.11 ...You could consider the business village actually becoming also a **service area** for A47/NDR...

1.1.12 Access to a **regular bus service** to Norwich.

1.1.13 How about naming the park's roads after **Norwich School painters**.

1.1.14 I travel around the country with my work and can honestly say that this looks like the worst junction set up I've seen. Please RE THINK IT!

1.1.15 You are building a Snetterton!

1.1.16 You have not looked at the wider impact on roads i.e. Sainsbury/ring road/Dussindale Interchange.

1.1.17 Living in Brundall Gardens, we would be at a disadvantage, time-wise to have lights installed at Postwick roundabout as we journey from city across bridge to Postwick Lane

1.1.18 I can only see **added severe congestion**, short and long-term ...

1.1.19 We would like to see a rain link put in on the nearby lines to ease congestion.

1.2 NDR

Actual Comments :

1.2.1 I REALLY DO NOT SEE THE NEED FOR THIS, OTHER THAN ANOTHER WAY OF TRYING TO FUND, THE ILL PROPOSED NORTHERN BYPASS.

1.2.2 I will oppose the development unless the NDR is built simultaneously.

1.2.3 It must not be started until the Link road from the Business Park to Plumstead Road/Dussindale AND the NDR (at least as far as the Wroxham Road) HAVE BEEN OPENED.

1.2.4 The proposed Northern Distribution Road should be in place before any further development.

1.2.5 Your proposals would seem to be solely a means for the Norfolk County Council to obtain developer contributions for the construction of the NDR at the expense of the provision of the Link Road infrastructure required by the adopted Local Plan.

1.3 Parking

Actual Comments:

1.3.1 The development is heavily reliant on transport with only **fractional car-parking**.

1.3.2 Car parking needs to be provided - even if on a limited basis.

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1.3.3 Parking - will there be enough?

1.4 Cycling

Actual Comments:

1.4.1 Main issue for me as a Cycling Officer is the difficult and dangerous road junctions presented in several areas.

1.4.2 Cycling access to the city needs to be improved with a safe route through Whitlingham Park.

2. Impact on Residents

Summary of feedback:

- Possibility of new services is promising and needed
- Concern that there is no positive benefit to local residents

2.1 Potential benefits

Actual Comments:

2.1.1 What is in it for Postwick residents? Will they be able to **use facilities e.g. spa**, and if so will parish residents be entitled to a **reduced price**?

2.1.2 As we are meant to be an overweight nation let's build some decent facilities

2.1.3 I think it's a brilliant idea, and 3000 new jobs is a positive outlook for Thorpe St Andrew. Please build it and I hope you prosper and succeed with this venture.

2.1.4 Think that is the **shop facilities** could be nearer the southern end of the site that it might be feasible for the people of Postwick to walk or cycle to them

2.1.5 The people of Postwick would welcome a **direct footpath access** to the Park & Ride from the lower end of Oaks Lane

2.1.6 ...An **out of hours walk-in centre** this side of the city...

2.1.7 A **public swimming pool** in this location would be well used by the elderly people (and mums and children)

2.1.8 Perhaps the provision of additional facilities at the village hall, e.g. disability upgrade work, floodlights for playing field. This should be discussed with the Parish Council.

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2.2 Detriment to residents

Actual Comments:

- 2.2.1 The development results in **no benefit to the village**. There should be some gain.
- 2.2.2 ...Local people will have to put up with much more noise and pollution to satisfy big business.
- 2.2.3 **Electricity** - where is this being serviced from and how will you safe guard the power to the village (numerous powercuts).
- 2.2.4 What benefit is this to the village - roads are not a problem, putting a roundabout in will make it much harder to get out of the village in the mornings - what **other options** have been considered?
- 2.2.5 We don't even have mains, street lights, cable, etc, then at the top of the road you are able to do all of this for office workers, how??
- 2.2.6 This plan takes no account what so ever of the **needs and interests** of the current residents.
- 2.2.7 Perhaps the provision of additional facilities at the village hall, e.g. disability upgrade work, floodlights for playing field. **This should be discussed with the Parish Council**.

3. Environmental

Summary of feedback:

- **Concern over adverse impact on the environment**
- **Concerns over light, noise and emission pollution**

Actual Comments:

- 3.1 I hope that the current financial climate will prevent further unnecessary **erosion of green belt land...**
- 3.2 Screening of Postwick Village - not sufficient to screen village from **noise, light pollution**, etc. There has been no mention of any landscaping or planting on the parcel of land used for the lagoon at the top of Oaks Lane.
- 3.3 Dense planting around or near the new proposed roundabouts would help with noise pollution, which is pretty bad already.
- 3.4 Proposals for planting schemes etc are a mere lip service to environmental sustainability
- 3.5 Whilst I applaud your concern for the wildlife and habitat and the 'stimulating and natural environment in which to work and relax' - please consider further that there is a

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community in Postwick village that is gradually being cut off and that would like to **keep the 'natural environment** in which we live'.

- 3.6 Very **important to protect the ecology and habitats** on the site as you propose.
- 3.7 Two or three **areas of shallow water** would enhance the wildlife areas and encourage new species
- 3.8 Need to keep the green sites around Norwich to give breathing space.
- 3.9 It is a green field site and it needs to echo nature **own growth patterns**.
- 3.10 **...Strict control of lighting of roads** and premises so that the surrounding countryside does not suffer from light pollution.
- 3.11 Just seems a shame we are losing so much agricultural land which could be deployed for feeding people, more people, no food!
- 3.12 There is no environmental benefit in replacing farm land, trees and hedgerows with buildings, dual carriageways and concrete.
- 3.13 The proposals will be visible from and will have an adverse effect on Broadland National Park.
- 3.14 Three storey office/hotel/associated development would have an adverse landscape impact on the area and adjoining Broads National Park.
- 3.15 Attractive buildings/Eco-not just boxes

4. Use of other areas for development

Summary of feedback:

- **BroadLand Gate is not the most appropriate site for development**

Actual Comments:

- 4.1 It seems premature - here is still space on the **Broadland Business Park**.
- 4.2 What we do need is **manufacturing jobs**.
- 4.3 There is no reason not to progress identified sites in order to deliver economic growth. **Well designed scheme**.
- 4.4 I was interested to read about your exciting new development.

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- 4.5 I remain unconvinced about the need for yet more offices. There are plenty in and around Norwich.
- 4.6 The BroadLand Gate scheme is an example of undesirable urban creep to the East of Norwich.
- 4.7 There is substantial existing undeveloped space much of which is earmarked for development of this nature - Jarrold Site on Barrack Street, Duke Street/Electricity Board Site / Hall Road Site to name but a few all of which involve brown field sites rather than green belt land.
- 4.8 I feel it would be better to use existing sites first.
- 4.9 I would be interested in potentially leasing a unit and would therefore like to register this interest now.
- 4.10 As a local town councillor I am always happy to see future development in our area.

5. Housing

Summary of feedback:

- Need for local housing

Actual Comments:

- 5.1 ...Surely there must be some space available for **affordable housing** for local families...
- 5.2 If a development is needed at this site, then it needs to be **for domestic housing** and domestic services, not for employment

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6 CONCLUSIONS & RESPONSE BY DEVELOPMENT TEAM

6.1 Overall

The Development Team were delighted with the high turnout over the two days of exhibitions and welcomed the opportunity to engage with the local community on a one-on-one basis. The feedback forms were also well received, with approximately one in every three people attending the exhibition taking the time to fill one in.

Responses to Question 1 show that opinion is divided evenly between support and opposition for the proposed improvements at the Postwick Interchange on the A47. Identical numbers are satisfied and dissatisfied with the suggested changes. Just over one in ten people said that they were still uncertain or chose to leave the question blank.

Analysis of the responses received to Question 2 indicate that most respondents were happy with the proposed balance of offices and ancillary uses. Over half stated definitely yes or on balance yes. Only two in every ten respondents believe that enough has not been done to strike the right balance.

Question 3 showed that there were a range of additional facilities that residents would like to see at BroadLand Gate. The respondents indicated that more open green space, leisure and entertainment facilities and a retail provision were the key additions that they thought would help benefit the community.

Question 4 provided respondents with the first proper opportunity to make their comments known to the developer on any aspect of the scheme. The most prevalent remarks were to do with the following: expected increases in congestion and the role of the NDR; concerns over environmental impact on the village of Postwick; Housing and the development of other existing sites.

We have identified below the main issues that arose and consequently how Ifield have sought to address each of them.

6.2 Issues arising

The most prevalent remarks were to do with the following: Congestion; NDR; Parking; impact on residents; environment; type of development and housing.

We have addressed each of the areas below:

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6.3 Congestion

Many of the comments made reference to concerns over congestion, and it was often remarked that the proposed new road layout was overly complicated and excessive. A number of respondents thought the proposed changes in particular to the Park and Ride roundabout to the South of the A47, would not relieve congestion but actually make matters worse for those heading out of Postwick northbound over the A47.

Other issues that arose include: the heavily used Green Lane; the fact that no mention was made of trains in the proposals; whether a new service station could be incorporated in our plans and how the internal roads were going to be named.

- The Postwick Interchange is already congested and acts as a severe constraint to the delivery of future development and growth. It remains the developer's view that the proposed road and junction improvements will unlock this barrier to growth and ease existing congestion by greatly improving and controlling traffic flows. It is also important to note that whilst the proposed scale of the improvements appear large, it is paramount that the new road layout is future proofed to accommodate the forecasted growth in the area over the next 20 years.
- The development team has also acknowledged that the consultation drawings of the Park and Ride roundabout to the south of the A47 could perhaps have contained even more detail, and to this end an improved drawing has been commissioned and will be made available on the development's website *www.broadlandgate.com* at the earliest opportunity.
- The developer fully acknowledges concerns about Green Lane and has taken the issue forward with Norfolk County Council. Following further research, it is their understanding that the issue relates back to a residential development that had committed to improving the situation, as exhibited at in June of this year. The developers will continue to closely monitor the situation to ensure any obligations in this regard are met by the relevant parties.
- Naming of the internal roads. The developers would welcome all suggestions including, as one respondent suggested, naming them after local artists. Anybody wishing to make suggestions can contact the development team via email at *consultation@broadlandgate.co.uk*.
- The Development team has no plans to incorporate a service station into their proposals.

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- Concerns were raised in the feedback that no consideration had been given to improving train travel to the site and area more generally, especially given the proximity of the line to the Park and Ride facility. Although it is not within our site boundary, the development team welcomed this suggestion and have taken it forward with Norfolk County Council. We have urged the County Council to consider safeguarding land to enable the possible future development of a train station close to the Park and Ride site.
- At this stage there are no plans to increase the frequency of buses servicing Broadland Way, currently they run every 15 minutes during morning peak time. However, the development team remain committed to providing a new stop and shelter on both carriageways of Broadland Way, appointing a Travel Plan Coordinator on site and encourage car sharing schemes. The developer will also enhance the existing shuttle bus service between the Broadland Business Area and Norwich City Centre.

6.4 NDR

Some respondents believe that nothing should be built until the NDR has been completed, and others believe that the proposals for BroadLand Gate are solely happening to help Norfolk County Council get funding for the NDR scheme.

- The proposals are in line with the East of England Plan and the emerging Core Strategy being prepared by the Greater Norwich Development Partnership.
- The developer would be delighted if their proposals for BroadLand Gate assisted Norfolk County Council's bid for CIF funding, as they would encourage investment into the BroadLand Business Park area as opposed to elsewhere in the East of England.

6.5 Parking

Concerns were raised that there would not be enough parking provided and that a situation might arise, similar to that on the existing Broadland Business Park, whereby people working or visiting would park their vehicles on verges.

- Whilst our proposals for parking are in line with national policy, we have reflected further on these concerns and will work closely with individual occupiers and the

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site management company to prevent a reoccurrence of the same problems at Broadland Business Park.

6.6 Cycle Routes

Concerns were raised by residents that the proposed pedestrian and cycle path, planned to go through the middle of the existing residential area in the middle of the site, intruded too much on their privacy.

- Following further consultation with the parties involved and the team architects, the Development Team has reflected on these concerns and subsequently reworked the master plan, changing the cycle and pedestrian route in order to safeguard the privacy of the residents concerned.

6.7 Impact on Residents

A number of respondents wanted to know what was in it for Postwick Residents, whilst others made specific requests for, amongst other things, direct footpath access to the Park and Ride, a walk in health centre and a public swimming pool.

- The proposals for BroadLand Gate will provide a number of local benefits including: up to 3,000 new high quality jobs; improved public highways, local infrastructure and bus stops; better connectivity to Norwich city centre; enhanced cycle and pedestrian routes; better access to local retail and leisure facilities on site possibly including a newsagents, drycleaners, a bakers, coffee shops, restaurants, public house, hotel and spa.
- It is not in the developer's gift to provide the village of Postwick with a direct foot path to the Park and Ride site, but it will be taken up with the County Council to see what could be achieved as part of their plans for the future expansion of the Park and Ride.
- The economics of the development cannot sustain a public swimming pool. We would, however, encourage a potential operator to try and accommodate the local community during non-peak times but this would be subject to discussion with the particular operator.
- All S106 contributions will have to be agreed with Broadland District Council, however the development team will make them fully aware of the responses we have received regarding the facilities the public would like to see on the site.

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- The second highest scoring facility that respondents wanted to see on the development were more shops, a small supermarket, cinema, bowling alley and other leisure facilities. The development team will explore these options further with the Council as there clearly appears to be demand.

6.8 Environment

Many of the residents were concerned about the adverse effect they feel the development will have on the local environment. Key concerns were over light and noise pollution and the erosion of greenbelt land. Several residents commented on the impact of the scheme on the landscape and on Broads National Park. There was also a desire for the development to be screened from the village.

- Although residents commented on the erosion of greenbelt land, the land is not designated greenbelt and plans for the site are in-line with the East of England plan and the Greater Norwich Development Partnership, which identifies Broadland Business Park area as a strategic employment location.
- The existing landscape is not of intrinsic high quality or value but the development team recognises that some of the hedges and trees form an integral part of the character of the site. To this end all hedges and trees have been surveyed and the most desirable and sensitive specimens will be retained, protected and enhanced.
- The development team has also pledged to plant new native trees and hedges between plots and around the site boundary, to integrate the development into the landscape.
- The provision of attenuation ponds will also provide a further opportunity to enhance the existing biodiversity.
- Any noise pollution is more likely to come from the A47 that divides Postwick from the site. When developing plans for the site the topography was carefully considered. There will be a buffer zone of major landscaping and strategic planting to reduce as much as possible any impact from noise and light pollution on the surrounding area.
- The development team has subsequently increased the buffer zone between the commercial plots to the North and East and the proposed new roads. The internal road has also been moved further out to provide greater privacy for the existing residential dwellings.

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- Following further consultation with residents the MasterPlan has been re-worked to remove the proposed pedestrian and cycle routes from going through the parcel of land at the centre of the scheme.
- The developers understand light pollution to be a concern of some residents. However, all lighting will be in accordance with planning guidelines.
- The scale of the buildings will vary from predominately single storey for the business village buildings, to five or six storey for the landmark hotel building facing Broadland Way. The Development Team will ensure that those buildings adjacent to the existing residential dwellings will be smaller scale in sympathy.

6.9 Housing

A couple of residents expressed a desire for a housing provision on the site.

- Whilst the developers recognise there is a demonstrable need for further housing in the areas, the East of England plan and the Greater Norwich Development Partnership have identified the site for employment land only.
- There is a provision for serviced apartments on the site. The developer has proven demand for serviced apartments and this is accommodated in their planning application.

6.10 Use of other areas for development

A number of residents stated that they felt the development was premature given the volume of available other sites and un-occupied office space in Norwich.

- A survey of existing office space has shown that there is 5 years capacity available. BroadLand Gate will provide new office space to encourage businesses to continue to relocate to the area over time.
- It is not in the developer's interest to build new offices that remain empty. Their aim is to attract inward investment into the area by offering a first class product that will help create employment opportunities and prosperity locally.
- The developers are aware that there a number of empty offices in Norwich. They are equally conscious of the impact a deteriorating letting and commercial office market might have on the development.

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- However, the proposed office space at BroadLand Gate is of a higher quality than existing space in the area. This will be reflected in the design and quality of the buildings and their sustainability credentials.