

# Regulation and Planning Policy Committee

## Members of the Regulation and Planning Policy Committee:

Cllr Florence Ellis (Chairman)  
Cllr Barry Duffin (Vice Chairman)  
Cllr Julian Halls  
Cllr Phil Hardy  
Cllr William Kemp  
Cllr Suzanne Nuri  
Cllr Jeremy Savage  
Cllr Trevor Spruce  
Cllr Vic Thomson

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## Agenda

### Date

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Friday 10 January 2020

### Time

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10.00 am

### Place

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Colman Room  
South Norfolk House  
Cygnet Court  
Long Stratton  
Norwich  
NR15 2XE

### Contact

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Claire White  
tel (01508) 533669  
South Norfolk District Council  
Cygnet Court  
Long Stratton Norwich  
NR15 2XE

Email: [democracy@s-norfolk.gov.uk](mailto:democracy@s-norfolk.gov.uk)  
Website: [www.south-norfolk.gov.uk](http://www.south-norfolk.gov.uk)

**If you have any special requirements in order to attend this meeting,  
please let us know in advance**

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# **A G E N D A**

- 1. To report apologies for absence and identify substitute voting members (if any);**
  
- 2. Any items of business the Chairman decides should be considered as matters of urgency pursuant to Section 100B (4) (b) of the Local Government Act, 1972.**  
Urgent business may only be taken if, "by reason of special circumstances" (which will be recorded in the minutes), the Chairman of the meeting is of the opinion that the item should be considered as a matter of urgency;
  
- 3. To Receive Declarations of Interest from Members**  
(Please see guidance form and flow chart attached – page 3)
  
- 4. Minutes of the meeting of the Regulation and Planning Policy Committee held on Thursday 10 October 2019**  
(attached – page 5)
  
- 5. Greater Norwich Local Plan (GNLP)  
Regulation 18 Consultation**  
(cabinet report attached – page 7)

The Committee is asked to consider the report attached and make recommendations to Cabinet.



## DECLARATIONS OF INTEREST AT MEETINGS

When declaring an interest at a meeting Members are asked to indicate whether their interest in the matter is pecuniary, or if the matter relates to, or affects a pecuniary interest they have, or if it is another type of interest. Members are required to identify the nature of the interest and the agenda item to which it relates. In the case of other interests, the member may speak and vote. If it is a pecuniary interest, the member must withdraw from the meeting when it is discussed. If it affects or relates to a pecuniary interest the member has, they have the right to make representations to the meeting as a member of the public but must then withdraw from the meeting. Members are also requested when appropriate to make any declarations under the Code of Practice on Planning and Judicial matters.

Have you declared the interest in the register of interests as a pecuniary interest? If Yes, you will need to withdraw from the room when it is discussed.

Does the interest directly:

1. affect yours, or your spouse / partner's financial position?
2. relate to the determining of any approval, consent, licence, permission or registration in relation to you or your spouse / partner?
3. Relate to a contract you, or your spouse / partner have with the Council
4. Affect land you or your spouse / partner own
5. Affect a company that you or your partner own, or have a shareholding in

If the answer is "yes" to any of the above, it is likely to be pecuniary.

Please refer to the guidance given on declaring pecuniary interests in the register of interest forms. If you have a pecuniary interest, you will need to inform the meeting and then withdraw from the room when it is discussed. If it has not been previously declared, you will also need to notify the Monitoring Officer within 28 days.

Does the interest indirectly affect or relate any pecuniary interest you have already declared, or an interest you have identified at 1-5 above?

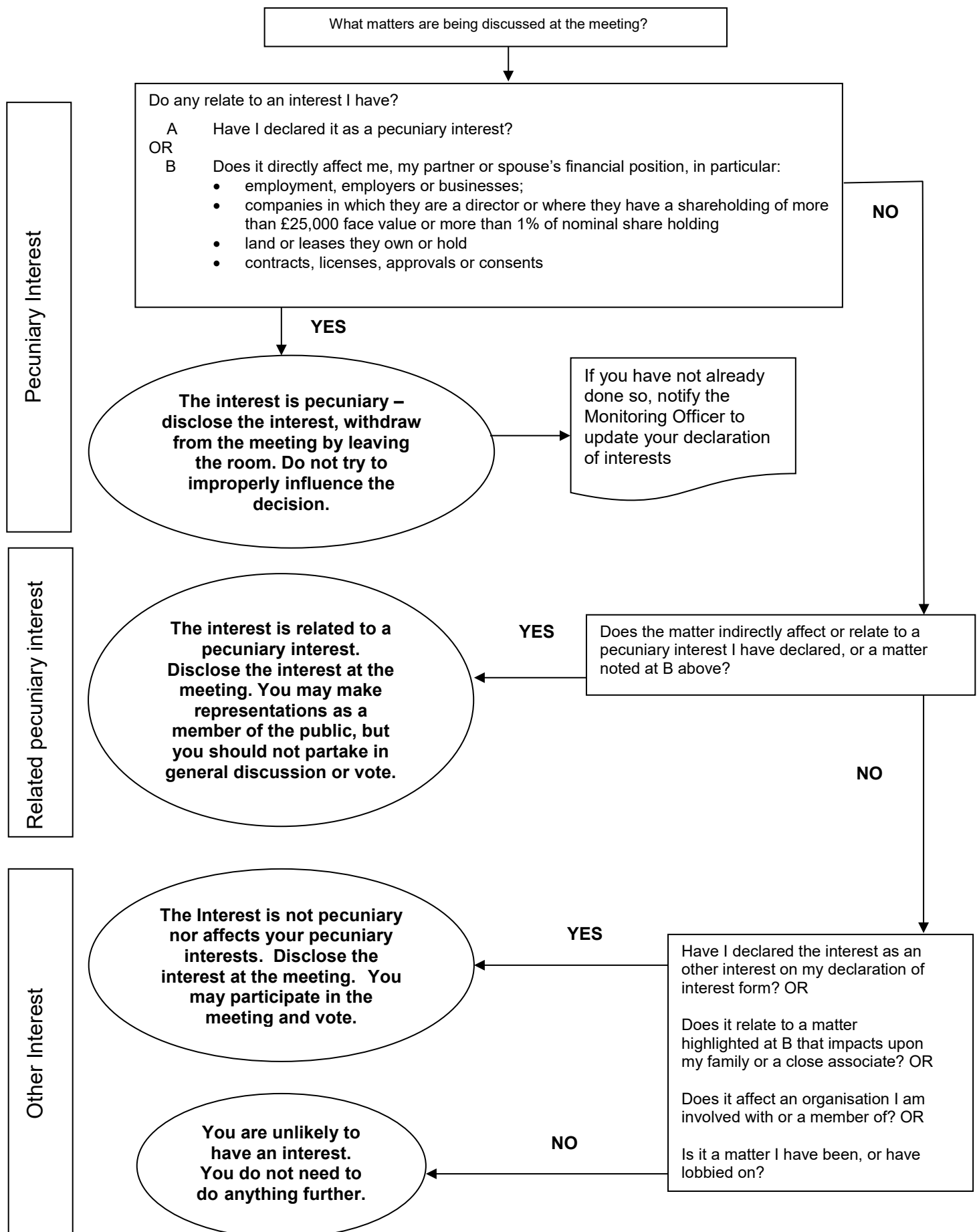
If yes, you need to inform the meeting. When it is discussed, you will have the right to make representations to the meeting as a member of the public but you should not partake in general discussion or vote.

Is the interest not related to any of the above? If so, it is likely to be an other interest. You will need to declare the interest but may participate in discussion and voting on the item.

Have you made any statements or undertaken any actions that would indicate that you have a closed mind on a matter under discussion? If so, you may be predetermined on the issue; you will need to inform the meeting, and when it is discussed, you will have the right to make representations to the meeting as a member of the public but must then withdraw from the meeting.

**FOR GUIDANCE REFER TO THE FLOWCHART OVERLEAF.  
PLEASE REFER ANY QUERIES TO THE MONITORING OFFICER IN THE FIRST  
INSTANCE**

## DECLARING INTERESTS FLOWCHART – QUESTIONS TO ASK YOURSELF





## REGULATION AND PLANNING POLICY COMMITTEE

Minutes of a meeting of the Regulation and Planning Policy Committee of South Norfolk Council held at South Norfolk House, Long Stratton, on Thursday, 10 October 2019 at 2.00pm.

**Committee Members Present:** Councillors: F Ellis (Chairman), B Duffin, P Hardy, W Kemp, S Nuri, J Savage and V Thomson

**Apologies:** Councillors: J Halls and T Spruce

**Cabinet Member in Attendance:** Councillor: L Neal

**Officers in Attendance:** The Assistant Director of Planning (H Mellors) and the Senior Conservation and Design Officer (C Bennett)

### 58 MINUTES

The minutes of the meeting held on 19 October 2018 were confirmed as a correct record and signed by the Chairman.

### 59 CONSERVATION APPRAISALS

Members considered the report of the Senior Conservation and Design Officer which sought their opinions regarding the proposed amendments to conservation area boundaries and the adoption of conservation area appraisals and management guidelines for Fritton, Pulham St Mary, Pulham Market, Seething, Starston and Wacton, prior to these being considered by Cabinet and Full Council. The Senior Conservation and Design Officer provided members with a brief presentation, summarising the considerations made for each of the six areas, as detailed in the report.

Regarding Seething, officers clarified the reasons for the inclusion of the Taylor and Green within the conservation area, as detailed in the report, adding that any residents wishing to make further comment would be welcome to attend the meeting of Cabinet, if they desired.

The Chairman thanked officers for their hard work, and it was;

#### RESOLVED:

##### **To RECOMMEND that Cabinet:**

1. recommend to the Council the approval and adoption of the proposed changes to the boundaries of Fritton, Pulham St Mary, Pulham Market, Seething, Starston and Wacton conservation areas subject to any revisions;  
and

2. recommend to the Council the approval and adoption of conservation area appraisals and management guidelines for Fritton, Pulham St Mary, Pulham Market, Seething, Starston and Wacton conservation areas subject to any revisions.

The meeting concluded at 2.27 pm.

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Chairman



**Cabinet**  
**13 January 2020**

## **GREATER NORWICH LOCAL PLAN (GNLP) REGULATION 18 CONSULTATION**

**Report Author(s):** Phil Courtier  
Director of Place  
01603 430549  
pcourtier@s-norfolk.gov.uk

**Portfolio:** External Affairs and Policy  
Planning and Economic Growth

**Ward(s) Affected:** All

### **Purpose of the Report:**

Approval of the proposed Greater Norwich Local Plan (GNLP) Reg 18 draft for consultation.

### **Recommendations:**

That Cabinet approves:

1. the proposed contents of the draft GNLP for public consultation with finalisation of the draft including any minor factual or typographical changes delegated to the Director of Place in consultation with the Portfolio Holders;
2. the proposed engagement process for the consultation; and
3. the revised timetable for the production of the Local Plan and consequent amendments to the Council's Local Development Scheme (LDS).

## **1 SUMMARY**

- 1.1 The Greater Norwich Local Plan team is proposing that a consultation is held on a draft of the Greater Norwich Local Plan (GNLP). This will be as part of the informal “Regulation 18” stage of evidence gathering for the production of the local plan. Approval of the documents and the consultation is sought, together with a revised timetable for production of the GNLP. The proposal was reported to the overseeing Greater Norwich Development Partnership (GNDP) meeting of 6 January 2020. The GNDP reports setting out the detail of the proposals are appended to this report.

## **2 BACKGROUND**

- 2.1 The Greater Norwich Local Plan team comprises officers from Broadland, Norwich and South Norfolk who are engaged in producing the GNLP. When completed the GNLP will become part of the Development Plan, and will replace the current Joint Core Strategy and the majority of the Site Allocations plans.
- 2.2 It is proposed to publish a draft of the GNLP for consultation from 29 January to 16 March 2020. This will be part of the early informal stage of local plan production known as the “Regulation 18” stage; this follows on from an earlier consultation on issues and options for the plan and potential development sites, which have been taken into account in producing the draft. Comments received through the proposed consultation will be taken into consideration before firming up the plan and progressing to the formal stages. These later stages will entail consideration and approval by the three Councils.
- 2.3 The GNDP considered the proposals at its meeting on 6 January 2020. There are three GNDP reports, which are appended to this report. The first (Appendix 1), the “GNLP Regulation 18 consultation”, sets out the content of the proposed documents for consultation and outlines the reasoning behind this. The draft Plan document is intended to be in two parts. Part one will set out the overall growth strategy and the strategic policies. Part two will contain the sites that are proposed to be allocated for development. These can be viewed at: [www.greaternorwichlocalplan.org.uk](http://www.greaternorwichlocalplan.org.uk) (scroll down the page to the Greater Norwich Development Partnership section to the papers for the GNDP meeting on 6 January). Under “Draft Plan (Regulation 18) Greater Norwich Local Plan Strategy Document” is the first part of the draft document that deals with strategic matters. Following this is the second part, “Draft Plan (Regulation 18) Greater Norwich Local Plan Sites Document” that deals with site allocations. This section starts with an introductory chapter. This is followed by a number of documents that set out summaries of the preferred, reasonable and unreasonable alternative sites that have been considered. Following this are the actual draft “settlement chapters” that include the preferred sites that are proposed for allocation in the Local Plan with the accompanying supporting text. These are listed in Settlement Hierarchy order, with a separate document for each settlement or “cluster” of settlements. It is proposed that the residential allocations for “village clusters” in South Norfolk are *not* included in the GNLP but are addressed through a separate



local plan, specifically for these, which will be produced in tandem with the GNLP. This is explained in the report at Appendix 1, paragraphs 1.4 to 1.8.

- 2.4 The second GNLP report (Appendix 2) sets out the proposed communications plan for the consultation. This includes notifying relevant bodies and individuals on the GNLP consultation database, plus other measures to bring the consultation to people's attention. A key element of this will be a series of exhibitions held in main settlements across the area.
- 2.5 The third report (Appendix 3) presents the revised timetable for the remaining stages of the GNLP production. Key stages in this are: publication of the formal pre-submission version (Reg 19) – January to February 2021; formal submission to the Secretary of State – June 2021; public local inquiry – November / December 2021; publication of Inspector's report – June 2022; and adoption of the local plan in August / September 2022. The changes to the timetable will require revisions to the Local Development Schemes (LDS) for each district. The LDS for South Norfolk will also need to be revised to reflect the production of the separate South Norfolk Village Clusters Housing Allocations Document.

### **3 PROPOSED ACTION**

- 3.1 Cabinet is asked to consider the proposals and approve the proposed draft plan contents for public consultation; with finalisation of the draft to be delegated to the Director of Place in consultation with the relevant Portfolio Holders. Also, approval is sought for the consultation process and the revisions to the plan timetable, including consequent amendments to the Council's local development scheme.

### **4 ISSUES AND RISKS**

- 4.1 The GNLP is a statutory local plan that will cover the local planning authority areas of Broadland, Norwich and South Norfolk councils. The three Councils must all approve the consultation document for it to progress. Therefore, there is a risk that this will not happen.
- 4.2 **Resource implications** – The GNLP is produced under an agreed budget with contributions from the three councils. Other council staff may be called upon to help staff the consultation exhibitions, which will be subject to capacity being available.
- 4.3 **Legal implications** – When adopted the GNLP will become part of the Development Plan and a key consideration in the determination of applications for planning permission.
- 4.4 **Equality implications** – the GNLP will be subject to an equality assessment.
- 4.5 **Environmental impact** – the GNLP will be subject to a Sustainability Appraisal (incorporating a Strategic Environmental Assessment) and a Habitat Regulations Assessment.
- 4.6 **Crime and disorder** – the GNLP will not have direct impacts on crime and

disorder, though there should be a general benefit from the provision of sufficient homes, jobs, services etc and achievement of a high-quality living environment.

- 4.7 **Risks** – proposals in the draft GNLP are likely to be objected to. However, the consultation is intended to give people the opportunity to raise their concerns, which will then be considered to see if the proposals can be amended to overcome the objections whilst still achieving the Plan’s objectives.

## **5 CONCLUSION**

- 5.1 The GNLP team has produced the contents of a draft plan which should now progress to full public consultation.

## **6 RECOMMENDATIONS**

- 6.1 That Cabinet approves:
- 1 the proposed contents of the draft GNLP for public consultation with finalisation of the draft including any minor factual or typographical changes delegated to the Director of Place in consultation with the Portfolio Holders;
  - 2 the proposed engagement process for the consultation; and
  - 3 the revised timetable for the production of the Local Plan and consequent amendments to the Council’s Local Development Scheme (LDS).

## **Background Papers**

Documents contained in the GNDP evidence base referred to in the GNDP reports. (<http://www.greaternorwichlocalplan.org.uk>).

## **Appendices**

**Appendix 1** – GNDP Board Report – Approval for Draft GNLP (Reg 18) consultation

**Appendix 2** – GNDP Board Report – GNLP Communications Plan

**Appendix 3** – GNDP Board Report – GNLP Revised Timeline

<b>Greater Norwich Development Partnership (GNDP)</b>	
<b>Report title:</b>	<b>Approval for draft Greater Norwich Local Plan (Regulation 18) consultation (Report 1)</b>
<b>Date of meeting:</b>	<b>6<sup>th</sup> January 2020</b>
<p><b>Summary</b></p> <p>This report proposes that the GNDP Board recommend to the constituent authorities that the draft Greater Norwich Local Plan (GNLP) should be consulted on from 29<sup>th</sup> January to 16<sup>th</sup> March 2020.</p> <p>It introduces the content of the two GNLP documents for consultation, the strategy and sites document, along with outlining supporting evidence, and covers the main issues influencing their content.</p> <p><b>Recommendations</b></p> <p>Members agree to recommend that the constituent authorities endorse the proposed content and its finalisation (under delegated authority to Directors) of the draft Greater Norwich Local Plan (Regulation 18) for consultation.</p>	

# **1 Introduction**

- 1.1 This report proposes that the GNDP Board recommends that the constituent authorities endorse the proposed content of the draft (Regulation 18) Greater Norwich Local Plan (GNLP) for consultation and its finalisation under delegated authority to Directors. Public consultation will be for 6 weeks from 29<sup>th</sup> January to 16<sup>th</sup> March 2020.
- 1.2 The consultation draft GNLP will be made up of two documents: the GNLP Strategy document and the GNLP Sites document.
- 1.3 The draft GNLP Strategy document contains the planning strategy for growth in Greater Norwich from 2018 to 2038 and supporting thematic policies to ensure that the growth is sustainable and flexibly supports a growing and changing local economy.
- 1.4 The draft GNLP Sites document will contain the policies for the sites we propose to allocate for development to help deliver the GNLP. This will include site specific affordable housing requirements, informed by viability assessments for all sites other than the village cluster sites in South Norfolk.
- 1.5 South Norfolk is the most rural of the authorities. Southern parts of the district rely to some extent on centres other than Norwich, including Bury St. Edmunds, Lowestoft and Great Yarmouth, for access to some services and jobs.
- 1.6 Further work is required to find suitable sites for housing in smaller villages across South Norfolk to support local schools, shops, pubs and post offices without overwhelming local services and facilities. South Norfolk Council therefore intend to prepare a South Norfolk Village Clusters Housing Allocations Document.
- 1.7 This South Norfolk plan will be progressed as quickly as possible and, since it is separate to the GNLP, will not delay the GNLP's progress. The GNLP Strategy will set the minimum level of new homes for village clusters in South Norfolk to ensure the overall number of homes is in line with government requirements.
- 1.8 Any reference to proposed new sites and homes in the village clusters throughout the remainder of the documentation therefore only relate to Broadland District Council.
- 1.9 Both GNLP documents contain preferred options and alternatives. The latter should be genuine alternatives that could be considered for inclusion in the plan.
- 1.10 Together, the two documents meet the requirements of Regulation 18 of the Town and Country (Local Planning) Regulations 2012 (as amended) for local plan making.
- 1.11 Delegated authority to Directors is required to make minor amendments to the draft GNLP Strategy and Sites documents. These changes are to complete ongoing work and none of them will materially affect the main content of the draft documents.

## **2 Background**

- 2.1 We consulted on Growth Options to guide the strategy in early 2018, along with over 600 site proposals. A second consultation followed in late 2018 on over 200 additional suggested sites.
- 2.2 In January 2019 the Board endorsed the approach set out in the “Towards a Strategy” report as the basis for developing the strategy for growth. The two parts of the plan have been drafted in line with the direction set out in the “Towards a Strategy” report. In September 2019 the Board asked that further work be undertaken on the plan and supporting documentation, this has included:
- Looking at the plan provision which is in line with the defined Government criteria, the objectively assessed need and a 10% buffer;
  - Clarifying the level of small sites;
  - Engaging a copywriter to assist with the wording of the document;
  - Assessing the draft plan alongside the criteria in Towards a Strategy, including the overall number of homes, hierarchy and small sites;
  - Reviewing the key messages and current thinking on climate change; and
  - Updating the consultation strategy.
- 2.3 In addition, changes have been made to:
- Increase the timespan of the Plan to 2038 in discussion with Leaders to ensure there is at least a fifteen-year period to the plan when it is adopted;
  - Identify additional brownfield sites and sites that have access to school bus routes in rural areas;
  - Improve the plan content and review the timetable with the critical friend from the Planning Officers Society;
  - Build in figures for the homes delivered in 2018/19;
  - Complete an Equalities Impact Assessment;
  - Strengthen the wording on alternative approaches, following recent plan inquiries;
  - Account for amendments to the Community Infrastructure Levy regulations;
  - Complete the overall sustainability appraisal document and appraisals on the additional sites to be included in the sites document; and
  - Review and update the viability assessment.
- 2.4 The draft Local Industrial Strategy was also submitted by the New Anglia Local Enterprise Partnership to Government in the Autumn. This will shape future growth in the area and has been considered alongside the emerging plan.
- 2.5 Consultation comments, along with local evidence, national planning policy requirements set out in the National Planning Policy Framework (NPPF) and the content of other strategic documents have shaped both the Draft GNLP Strategy and the Draft GNLP Sites document.
- 2.6 The extensive evidence base covers a wide variety of social, environmental and economic issues including infrastructure needs, viability considerations, Habitats Regulations Assessment (HRA) and Sustainability Appraisal (SA). SA evaluates the

draft plan and possible alternative approaches. The evidence documents will be available for comment during the consultation period.

### 3 The Strategy

3.1 The draft plan's strategy identifies where growth needed to 2038 should be built. We already have plans in place identifying locations for 82% of the new homes, along with new jobs, green spaces and additional infrastructure. The main locations for additional development in the draft plan build on the approach that has already been established to include brownfield sites in Norwich, the major urban extension to its north-east and expanded strategic employment sites such as the Norwich Research Park, forming a north-east to south-west strategic corridor of growth. The plan also includes growth at most of our towns and larger villages, as well as sites in village clusters to support rural services.

3.2 Including existing commitment, the draft plans plan's strategy provides for around 44,500 new homes and 360 hectares of additional employment land from 2018 to 2038. It focuses housing growth as follows:

- 69% in Norwich urban area (including the city and the fringe<sup>1</sup> parishes);
- 14% in the main towns of Aylsham, Diss (including Roydon), Long Stratton, Harleston and Wymondham;
- 8% in the key service centres (Acle, Blofield, Brundall, Hethersett, Hingham, Loddon/Chedgrave, Poringland/Framingham Earl, Reepham and Wroxham)
- 9% in the village clusters which cover the remainder of the Greater Norwich Local Plan area.

Employment growth is mainly focussed on strategic sites in and around the urban area, with local sites also provided.

3.3 In drafting the content of the plan we have considered the need to:

- ensure that the new homes we need are delivered;
- promote inclusive economic growth, including our high value economic sectors;
- promote low carbon development so we can play our part in helping to address climate change and transition to a post-carbon economy;
- make sure that we have an enhanced environment as a result of development;
- ensure that the infrastructure we need to support growth is provided.

3.4 Following feedback from members and leaders on early drafts, particular focus has been placed on:

**The Vision and Objectives of the plan and the spatial profile** - the early sections of the plan have been strengthened to include more detail on Greater Norwich's economic potential and greater emphasis on climate change issues and inclusive growth in the vision and objectives. Additional data, graphs and maps in the spatial profile section better explain the current factual baseline for Greater Norwich and the issues the plan must address.

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<sup>1</sup> Colney, Costessey, Cringleford, Drayton, Easton, Hellesdon, Old Catton, Sprowston, Taverham, Thorpe St. Andrew, Trowse and the remainder of the Growth Triangle.

**Presenting a clear strategic view of growth potential** – policies have been drafted to both recognise the joint nature of the plan and the special characteristics of different parts of Greater Norwich.

**Housing numbers and delivery** – the plan provides a robust buffer to ensure housing delivery by allocating sites 10% above the requirement established through use of the Government’s standard methodology and does not include windfall development in the calculations. The potential for higher housing numbers is identified as an alternative should additional evidence become available to justify this. This consultation will encourage site promoters to submit additional evidence on delivery. Only sites which have evidence that they will be delivered within the plan period will be allocated.

**Energy and Water** – policies promote energy and water efficiency and increased use of sustainable energy sources. This is needed to support growth as providing local energy supplies will reduce pressure on the electricity grid and because Greater Norwich suffers from water stress.

**Green infrastructure and biodiversity net gain** – it is a statutory obligation to protect the integrity of internationally protected habitats that could be affected by growth and consequent increases in visitor numbers. A county wide study is soon to be completed and will provide recommendations on the scale of any tariff which may be required to address this issue. In line with current government policy, developments are encouraged to provide biodiversity net gain where possible. The emerging Environment Bill is likely to make biodiversity net gain mandatory.

**The role of the city centre** - a clear vision for economic development in the city centre has been included. The centre must continue to be planned in a way which enhances, protects and makes the best use of its distinctive assets and ensures that it remains the focus for the high-value jobs, services and facilities. A strong, vibrant, attractive and thriving city centre is critical to attracting investment in Greater Norwich as a whole as the key driver of the area’s economy.

**Supporting modal shift in transport use and encouraging high density development in urban areas** – greater emphasis has been placed on these issues to reflect the need for the plan to support a shift to more sustainable transport patterns to 2038 to support economic growth and contribute to achieving national emissions cut targets.

**Village clusters and supporting village services** (see section 4 and appendix 1 below).

## **4 Site selection**

- 4.1 Sites have been selected in line with the strategic approach agreed through the “Towards a Strategy” document and using a comprehensive and robust process including professionals from a range of disciplines covering a wide range of site issues including access to services, highways issues, flood risk and impact on landscape and the historic environment. In addition, 12% of the proposed homes are on sites of less than 1 ha which is well above the Government threshold of 10%.

4.2 There have been further opportunities and proposed developments at all levels of the hierarchy:

- **Norwich urban area (including the city and the fringe parishes)** – opportunities to maximise the use of brownfield sites have been considered. For example, the previous Colman site coming forward offers a major opportunity – albeit the precise scale of the potential is not known at this stage.

Since the end date of the plan has been extended to 2038, an urban extension of 1,400 homes at Taverham has now been included as a proposed allocation (rather than a contingency site as previously envisaged) as there is now clear evidence of its delivery potential.

In addition, Lodge Farm, Costessey has been identified as a contingency site for 1,000 homes if required.

- **The main towns and key service centres** – we have explored the potential for new sites in these parts of the settlement hierarchy, however recognising the level of previous commitment, no new sites have been identified since September 2019. Wymondham has now been identified as a contingency location for 1,000 homes if required, although no specific site for this has been identified at this stage.
- **Village Clusters** – growth in smaller villages can support social sustainability in rural areas and provide more choice to aid overall delivery of housing. Some Members have been keen to have an all-inclusive approach that includes all smaller villages and rural areas in “clusters”. This type of comprehensive coverage is an innovative approach which will be tested at examination. Village clusters based on primary school catchments provide the required universal coverage. This approach was agreed through the Towards a Strategy report at the GNDP Board in January 2019. In order to reduce additional car journeys and encourage healthy and active lifestyles, Members also agreed to limit new housing allocations to sites within the cluster with good access to a primary school and a ‘safe route to school’. This approach provides a clear, consistent and measurable way of identifying village clusters and sites which will reduce the risk of successful challenge to the overall approach and the sites proposed at the examination. Appendix 1 provides further detail on the approach taken to village clusters.
- **New Settlements** – the potential for a new settlement to be developed beyond the plan period has been identified. All three proposed new settlements (Honingham Thorpe, Hethel and Silfield) remain as potential locations should a future review of the GNLP identify long-term need for a new settlement.

## 5 The consultation

5.1 Report 2 accompanying this paper sets out how we will consult on the draft plan.



## **6 The next stages**

- 6.1 The recommendations of the GNLP will need to be ratified by each partner prior to the consultation commencing.
- 6.2 Report 3 accompanying this paper sets out revisions to the local plan timetable to adoption.
- 6.3 We will use the responses to this Regulation 18 consultation to inform the Regulation 19 Pre-Submission draft version of the plan. The Regulation 19 version will be the councils' chosen plan, including the growth strategy, general policies and site allocations. It is scheduled to be published in January 2021 when it will be possible to make comments on the legal soundness of the plan.
- 6.4 Those comments will then be considered by a Government appointed Inspector at the plan's Public Examination currently expected to start in November/December 2021, with adoption scheduled for August/September 2022.

As well as taking the GNLP through to adoption, it is also intended to review the Community Infrastructure Levy (CIL). Evidence for the CIL review is being collected alongside the viability study which will form part of the evidence base for the GNLP. Consultants will be appointed to take forward the CIL review in line with the GNLP timetable after the Regulation 18 draft plan has been published in January 2020.

## Appendix 1

### Village Clusters

- 1 School catchments and capacities are the starting point for the site assessment work. Consideration was given to proximity of proposed sites to non-catchment schools as appropriate and no site has been rejected due to being in the “wrong” school catchment. The proposed scale of housing provision reflects the capacity and quality of sites and takes account of the availability of other services locally.
- 2 For each village cluster, primary school capacity (or ability to grow) is a proxy for social capacity. The scale of growth proposed in any cluster reflects school capacity or ability to grow. Taking account of the timescales for delivery and other uncertainties, such as pupil preference, it is reasonable to assume that a minimum scale of allocation (12 to 20 dwellings) can be accommodated in all clusters if appropriate sites are available. Where there is some capacity, varying bands of growth have been identified up to a maximum of 50 – 60 homes. Identifying growth potential even where there is no school capacity provides a development positive “safety margin”.
- 3 Following site assessments, there is the potential for further suitable sites (ideally small sites and sites under 1 hectare in size) to come forward through this consultation or, in the future, be allocated in neighbourhood plans or be subject to windfall applications. Policies 7.4 and 7.5 also promote other forms of windfall development.
- 4 The Towards a Strategy report suggested a notional provision of around 3,200 dwellings in the Village Clusters to be made up of an existing commitment of 1,200 dwellings and new allocations of around 2,000 dwellings. This scale of new allocations proposed in the report reflected a pragmatic approach based on very high-level assessment of the suitability of sites rather than an assessment of local need. Subsequently the commitment has increased to 2,324 and the proposed cluster allocations can provide 1,680 dwellings, providing for a higher level of provision totalling around 800 more homes than originally proposed. This increase is in part covered by the additional two years to the plan which now runs to 2038. The plan includes new allocations for up to 480 new homes in Broadland and a minimum of 1,200 new homes in the South Norfolk village clusters.

<b>Greater Norwich Development Partnership (GNDP)</b>	
<b>Report title:</b>	<b>Draft (Regulation 18) Plan consultation – communications plan (Report 2)</b>
<b>Date of meeting:</b>	<b>6<sup>th</sup> January 2020</b>
<p><b>Summary</b> This report presents the content and proposed communication plan for the forthcoming draft Greater Norwich Local Plan (Regulation 18) consultation.</p> <p><b>Recommendation</b> It is recommended that the Board endorses the approach to the consultation to partner authorities.</p>	

## **1 Introduction**

- 1.1 The draft plan (Regulation 18) consultation will take place between 29<sup>th</sup> January and 16<sup>th</sup> March 2020.
- 1.2 The consultation will comprise two key elements: the draft Greater Norwich Local Plan (GNLP) Strategy which is the planning strategy for growth in Greater Norwich from 2018 to 2038 together with supporting thematic policies; and a draft GNLP Sites document which will contain the policies for sites we propose to allocate for development to help deliver the GNLP. A separate allocation plan is being developed by South Norfolk Council for the village cluster sites in South Norfolk which will come forward in due course.
- 1.3 The consultation will encompass preferred options and alternatives for both the Strategy and Sites elements of the draft Plan.
- 1.4 Promotion of the consultation will be in accordance with the Communications Protocol agreed by the Greater Norwich Development Partnership (GNDP) Board in 2017, updated in 2019 (see appendix 1).

## **2 Communicating the consultation**

- 2.1 The consultation will include focussed advertising and opportunities will be provided for one to one discussion with officers through a series of public events. Our experience has shown that this is an effective approach. Accordingly:
  - Consultation roadshows will be held in a number of locations (see 4 below);
  - All those on the GNLP consultation database will be informed of the consultation and invited to respond;
  - Emails will be sent to all elected members a few days prior to the start of the consultation;
  - Emails will be sent specifically to parish and town councils;
  - Posters will be sent to the parishes and will also be displayed in libraries and bus stops;
  - Newspapers will be used to cover and advertise the consultation;
  - Social media will be used;
  - All consultation information will be available at the offices of the district councils and the county council;
  - Hard copies of relevant consultation materials will be made available to parish councils to aid their discussions;
  - Planning officers will be available during office hours to respond to any phone and email queries relating to the consultation.
- 2.2 Cllr Vincent, as chair of GNDP, will be the nominated spokesperson for all media. Other councillors and council communications teams should refrain from commenting. All media responses will be co-ordinated by the communications lead for the project, Broadland & South Norfolk Joint Marketing and Communications team, in liaison with other partners.

Cllr Fuller will be the nominated spokesperson for any new village cluster site proposals in South Norfolk.

2.3 Further details on the communications plan are attached at appendix 2.

### **3 Consultation responses**

3.1 In the interests of efficiency, and continuing the successful approach taken at previous consultations, respondents will be encouraged to respond online, though written responses will also be accepted either by post or via email. We will facilitate anonymous comments in line with our approach last year, which was for them to be made via District Councillors.

### **4 Consultation events**

4.1 Consultation events will take the form of roadshows held in libraries, council buildings and village halls and in The Forum in Norwich, during afternoons and evenings. Exhibition packs featuring display boards, pop ups and posters will be displayed at each venue. Planned venues, subject to availability, are:

- Acle
- Aylsham
- Costessey
- Cringleford/Hethersett
- Diss
- Harleston
- Hingham
- Horsford
- Loddon & Chedgrave
- Norwich (Forum)
- Sprowston
- Taverham
- Wymondham

## **Appendix 1**

### **Approved protocol re GNLP consultation**

In 2017 The Greater Norwich Development Partnership (GNDP) Board members agreed a Communications Protocol to ensure that the media and the public were effectively informed about the consultation process for Greater Norwich Local Plan (GNLP).

We will continue to follow the agreed protocol which is designed to:

- raise awareness of the need for a joint Local Plan and the benefit to Broadland, Norwich and South Norfolk communities of planning for housing and jobs needs to 2036;
- demonstrate to residents and other stakeholders that the plan making process is sound, rigorous and based on an objective evaluation of evidence;
- highlight when opportunities arise to promote the benefits of the Local Plan and make communities and business aware of any developments or consultations;
- inform the public and other stakeholders of the emerging content of the GNLP, when and how they can get involved in its production and encourage them to respond to consultations.

### **Key messages**

The following key messages will appear in materials to support the ongoing work of the Plan:

The Greater Norwich Local Plan

- will support creating a range of employment opportunities, including high-quality, high-value jobs;
- highlights that economic prosperity is central to the GNLP;
- can deliver jobs growth, but this can only be achieved if supported by the delivery of new homes;
- will meet the housing needs of all our residents;
- will meet the needs of current and future generations that need somewhere affordable to live;
- will ensure new homes and jobs are well related and are supported by the services, facilities and infrastructure needed;
- will also look to protect and enhance the environment, ensuring patterns and types of development that contribute to the mitigation of, and adaptation to, the impacts of climate change;
- will highlight that growth can help to support vibrant, well-designed and attractive communities with new job opportunities, new facilities, greenspaces and an enhanced natural and built environment;
- supports growth that provides opportunities to support and maintain existing community facilities;
- can only succeed if the views of the public, developers, service and infrastructure providers are understood.

## **Available communications channels**

It was agreed that the following communications channels would be used to promote the Local Plan and we will continue to use:

Website/intranet

Media (print, broadcast, specialist publications)

Social media

Residents' magazines

Tenants' magazines

Leaflets

Letters

Consultations

Internal emails

Elected Members (via emails/intranet etc.)

Telephone

Face-to-face

Presentations

Q&A sessions

## **Scope of the Protocol re GNLP Consultation**

The protocol will be followed in:

- Press releases
- Media briefings
- Media enquiries
- Member updates
- Social media
- Publicity
- Residents' magazines
- Timescales

### **Press releases**

The lead Communications authority (currently Broadland District Council and South Norfolk Council) will take the lead in initiating proactive press releases that are related to the overall delivery of the GNLP.

It will be ensured, where possible, that the Communications Officer from each authority is given at least two days prior warning of press releases and other communications for everyone to comment on if they wish, and to circulate to their lead Member/senior officer if necessary.

Press releases relating to the plan and proposed sites will be branded jointly by the GNLP partners and will need to be signed off by the relevant communications contacts before issue. Any media statements relating to the new village cluster sites in South Norfolk must be signed off, in consultation with all GNLP comms leads, by the communication contact for that authority.

To facilitate speed of delivery and to ensure consistency in delivery, only one elected member comment will usually be required, normally the chair of the Greater Norwich Development Partnership.

Political comments (one from each authority) can be added within a specially created 'Additional political quotes' section of the release, if necessary.

There is potential for additional press releases which are not directly about GNLP work (like Greater Norwich Growth Board) but reference it. These will all be subject to the same sign-off procedure as described above.

### **Media briefings**

When a targeted media briefing (either written or verbal) is a preferred option to other proactive communications options (e.g. issuing a press release), the lead Communications Officer will pull together the information for the briefing with the help of the GNLP lead officer.

All such briefings, where possible, will need to be signed off by the relevant communications contacts ahead of the briefing.



It will be ensured, where possible, that the Communications Officer from each authority is given at least two days prior warning of briefings for everyone to comment on if they wish, and to circulate to their lead Member/senior officer.

To facilitate speed of delivery, only one elected Member will be put forward to comment, normally the chair of the GNLP.

### **Media enquiries**

Any enquiries made by members of the media should be directed through one of the communications contacts at Broadland District Council, Norwich City Council, South Norfolk Council or Norfolk County Council.

Approaches from the media on issues relating to specific matters in a particular local authority area will be the responsibility of each Communications Officer. If possible, could each authority check that the lead communications officer (currently Catherine Morris-Gretton/Jenny Mitchell) is aware in case there is direct GNLP follow up required?

If it is directly about work of the GNLP, the contact should be handed off to the lead Communications Officer (currently Catherine Morris-Gretton/Jenny Mitchell).

If it is a question directly for an authority related to the GNLP, the communications contact will send the response to all other communications contacts an hour before responding to the reporter, where feasible, and it will be issued if there is no response.

Approaches from the media on issues directly related to the delivery or work of the GNLP as a whole will be referred in the first instance to the chair of the Greater Norwich Development Partnership, by the lead Communications Officer (currently Catherine Morris-Gretton/Jenny Mitchell).

Details of the enquiry must then be circulated to the other communications contacts for comment/information.

### **Social media**

The nature of social media platforms usually requires a much quicker response than all other forms of publicity.

For the purposes of this project the one designated social media channel will be used proactively is Twitter.

### **Use of Twitter**

#### **Proactive Tweets**

These will need to be planned and agreed in advance by the communications leads to dovetail with our Communications Plan with regard to controlled and timed messages. Agreed Tweets and timings will need to be co-ordinated via the communications leads so they are simultaneously published on each authority's Twitter account.

#### **Reactive Tweets**

In order to respond to a tweet in a timely manner it will not be practical or possible for the communications leads to liaise with one another for sign-off on reactive tweets.

This being the case, each Communications Officer will need to take responsibility for any reactive Tweets by using factual information which has already been published and confirmed (e.g. – as we move forward with the project this could be about identified sites, timing of implementation of the revised Local Plan, signposting to information, how people can have their say etc.).

Communications leads should use their judgement on whether their reply directly relates to the work of the GNLP, and whether the contact should be handed off to the lead communications officer (currently Catherine Morris-Gretton/Jenny Mitchell) to answer or at least be aware of.

## **Publicity**

When any of the communications leads produce website material or articles for in-house publications about any aspect of the work of the GNLP the same applies as outlined above – i.e. all communications leads need to give sign-off.

## **Conferences and invitations**

- When one local authority or the other is invited to an event, asked to speak at a conference, or asked to take part in something else as a direct result of the GNLP, the general principle of partnership working should be upheld.
- A chance to take part in events of this kind should always be signed off by the communications leads, and where possible, they should also be invited.

## **Publications**

- When a communications lead is asked to contribute to a paper, or author an article for publication (including residents' magazines), the general principle of partnership working should be upheld.
- Any publication of this nature should be shared and signed off by the communications leads.
- The new GNLP logo along with a supporting strapline should be used as well as individual council logos when necessary.

## **Residents' magazines (frequency and copy deadlines for 2019/20)**

Each authority will try and use their council magazines to engage with local communities if the timings are appropriate.

### **Broadland District Council**

Name of residents' magazine – *Broadland News*

Frequency of publication – two per year

Distribution dates - Spring 2020, Winter 2020 (this consultation does not coincide with these deadlines).

Copy deadline dates – about one month before going to print but need an idea of potential stories before this so editorial space can be allocated if necessary.

## **Norfolk County Council**

Name of residents' magazine – *Your Norfolk*

Frequency of publication – three per year, however this is currently under review.

Distribution dates – (TBC)

Copy deadline dates – advertising booking deadline 12 January. No further dates for 2020 scheduled at the moment as publication is under review.

## **Norwich City Council**

Name of residents' magazine – *Citizen*

Frequency of publication (four per year, linked to each season)

Distribution dates: (TBC)

## **South Norfolk Council**

Name of residents' magazine – *Link Magazine*

Frequency of publication – three per year

Distribution dates – last week in February, first week in July, first week in November. (This consultation completes mid-March therefore use is TBC)

Copy deadline – usually eight weeks prior to distribution.

## **Timescales**

With the exception of media enquiries, which often have a very short turn-around, at least 48 hours should be allowed for communications sign-off as a rule.

The exception would be emergency short-notice communications, should these be necessary. If a quick turn-around is needed, the person who is asking for sign-off should give a clear deadline for a response and justify the urgency.

If, after 48 hours, no response has been made and the issuing person has checked it has been received, the communication can be assumed to have been signed off and can be sent out.

## **Appendix 2**

### **Communications Plan**

#### **URL**

The url [www.gnlp.org.uk](http://www.gnlp.org.uk) will direct all users to the consultation website.

#### **Media Activity**

- Proactive press release, with quotes issued before the consultation starts to garner public and stakeholder interest.
- Update on how the consultation is developing and at the end.
- Media interviews with Cllr Vincent as chair of GNDP to be placed with certain media.
- Media briefings will be offered prior to the consultation starting with the Eastern Daily Press, BBC Radio & TV, & ITV.
- A Q & A will be prepared to provide outline responses for potential questions likely to be asked through the consultation, particularly for use in any media interviews or on social media.
- A boiler plate with details of all members on the GNLP will be on all media releases.

#### **Media enquiries**

- All media enquiries made by members of the media should be handled by the communications team in liaison with the project team. Jonathan Pyle at Broadland and South Norfolk Councils is the media lead for this.

#### **Social media**

- Content will be produced to be sent out through the City, County and District social media channels.
- Targeted, paid-for social media posts will also be used by City, County and District Councils to promote the consultation and roadshow events.

#### **Branding**

The GNLP logo along with the supporting strapline in addition to the four local authority logos (Broadland District Council, Norwich City Council, South Norfolk Council, Norfolk County Council) will be used on all publicity material such as press releases/websites, signage, In-house publications, leaflets and posters.

## **Posters and letters**

- Posters will be put up at key locations. In each council building, sent to all P&T councils for their local information boards, relevant libraries and electronically on some Norwich bus stops.
- Letters detailing the consultation will also be sent to each P&T council.

## **Face to face Consultation**

- An information site will be set up in the reception of each of the councils.
- There will roadshows which will take the form of exhibitions held in libraries, council buildings, village halls and in the Forum in Norwich, during afternoons and evenings. Exhibition packs featuring display boards, pop ups and posters will be created at each venue. The consultation events will be clearly advertised locally via posters, media articles and advertisements.

## **Communications channels utilised summary**

- Website/intranet of GNLP and partners
- Media (print, broadcast, specialist publications)
- Social media
- Residents' magazines (TBC - if possible)
- Letters to P& T councils
- One2one in council offices
- Elected members (via emails/intranet etc.)
- Telephone
- Face-to-face
- Presentations
- Radio advertising (TBC)

<b>Greater Norwich Development Partnership (GNDP)</b>	
<b>Report title:</b>	<b>Draft Greater Norwich Local Plan (Regulation 18) revised timetable (Report 3)</b>
<b>Date of meeting:</b>	<b>6<sup>th</sup> January 2020</b>
<p><b>Summary</b> This report presents a proposed revised timetable for the remaining stages of the Greater Norwich Local Plan (GNLP).</p> <p><b>Recommendation</b> It is recommended that the Board endorses the timetable for progressing the GNLP and that districts update their Local Development Schemes accordingly.</p>	

## 1 Introduction

- 1.1 This paper sets out the timetable for the remaining stages of the Greater Norwich Local Plan (GNLP), following the Draft Plan (Regulation 18) consultation scheduled to take place from 29<sup>th</sup> January to 16<sup>th</sup> March 2020.
- 1.2 The consultation has been deferred previously due to the need to resolve issues raised by partner authorities.
- 1.3 A consequence of these delays is that the timetable to adoption has been extended to August/September 2022.
- 1.4 South Norfolk Council will be preparing and consulting on a separate site allocation plan for new homes in their village clusters. The timetable for this plan is yet to be determined. The Council anticipates completing the work to enable the allocation plan to be considered alongside the plan and sites document at the Regulation 19 stage.

## 2 Revised timetable

- 2.1 The table below shows the revised dates compared to the original dates.

Production milestones	Original dates	Revised dates
Publish Draft Plan (Regulation 18) for consultation: to include growth strategy, preferred policy options and site allocations.	September – October 2019	January – March 2020
Publish Pre-submission Draft Plan (Regulation 19) for representations on soundness and legal compliance.	February – March 2020	January – February 2021
Formal submission of GNLP to Secretary of State (Regulation 22).	June 2020	June 2021 (to allow for elections)
Public examination.	January 2021	November/December 2021
Consultation on proposed main modifications.	March – April 2021	February – March 2022
Publication of Inspector's Report.	July 2021	June 2022
Adoption of the Greater Norwich Local Plan.	September 2021	August/Sept 2022

- 2.1 The revised timetable has been reviewed by POS Enterprises in the capacity of Critical Friend who consider the interval between the Regulation 18 and Regulation 19 consultations and the timetable for the stages beyond the representation period to be realistic.
- 2.2 Under the new timetable, the Regulation 18 consultation will end in mid-March 2020 and the Regulation 19 consultation will start in January 2021, giving an interlude of 10 months which is an extension on the previous timescale.
- 2.3 The revised timetable allows for:

- Norwich City Council elections in May 2020 and the “purdah” period from 23<sup>rd</sup> March to 7<sup>th</sup> May;
  - completing the analysis and consideration of representations to the Regulation 18 consultation and making any subsequent revisions to the Plan;
  - updating the Sustainability Appraisal, Habitats Regulations Assessment etc in the light of Plan revisions and based on the sites contained in the sites document;
  - sufficient time for necessary key decisions to be made in relation to the pre-submission draft (Regulation 19); and
  - preparing for the Regulation 19 consultation.
- 2.4 Adoption of the Local Plan is anticipated to be August/September 2022, subject to the findings of the Planning Inspector at Examination.

### **3 Local Development Schemes**

- 3.1 Changes to the GNLP timetable will require revisions to the Local Development Schemes for each district.