

Greater Norwich Development Partnership

Date: 26 September 2019

Time: 2.00 pm

Venue: Council Chamber, Broadland District Council

Board Members:

Broadland District Council:

Cllr Lana Hempsall

Cllr Sue Lawn

Cllr Shaun Vincent (Chairman)

Norwich City Council:

Cllr Kevin Maguire

Cllr Mike Stonard

Cllr Alan Waters (Vice-Chairman)

South Norfolk Council:

Cllr Florence Ellis

Cllr John Fuller

Cllr Lisa Neal

Norfolk County Council:

Cllr Stuart Clancy

Cllr Barry Stone

Cllr Martin Wilby

Broads Authority:

Melanie Vigo di Gallidoro

Officers:

Trevor Holden

Phil Courtier

Graham Nelson

Debbie Lorimer

Phil Morris

Matt Tracey

Marie-Pierre Tighe



NORWICH
City Council



Norfolk County Council



Broads Authority
The Broads - a member of the
National Park family

AGENDA

	Page No
1. To receive Declarations of Interest	
2. Apologies for Absence	
3. Minutes of the meeting held on 29 January 2019	3 – 7
4. Matters arising therefrom (if any)	
5. Questions	
To consider any questions received from members of the public in accordance with the Board's Terms of Reference.	
6. Approval for draft Greater Norwich Local Plan (Regulation 18) consultation	8 – 14
7. Draft (Regulation 18) Plan consultation – communications plan	15 – 24
8. Draft Greater Norwich Local Plan (Regulation 18) revised timetable	25 – 26
9. Date of next meeting	

FOR FURTHER INFORMATION PLEASE CONTACT:

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Please call Mike Burrell, Greater Norwich Planning Policy Manager on 01603 222761 or email mike.burrell@norfolk.gov.uk in advance of the meeting if you have any queries regarding access requirements.

Greater Norwich Development Partnership Board Meeting Minutes

Date: Tuesday 29 January 2019

Time: 2.00 pm

Venue: Council Chamber, Broadland District Council, Thorpe Lodge, 1 Yarmouth Road, Norwich, NR7 0DU

Board Members:

Broadland District Council:

Cllr Ian Moncur, Cllr Shaun Vincent (Chairman)

Norwich City Council:

Cllr Mike Stonard, Cllr Alan Waters (Vice Chairman)

South Norfolk Council:

Cllr John Fuller

Norfolk County Council:

Cllr Stuart Clancy, Cllr Tim East, Cllr Martin Wilby

Broads Authority

Melanie Vigo di Gallidoro

Officers in attendance: Mike Burrell, Dominic Chessum, Trevor Holden, Phil Morris, Graham Nelson, Marie-Pierre Tighe.

The Chairman introduced Trevor Holden, the newly appointed Managing Director of Broadland District Council and South Norfolk Council, to the Board.

1. DECLARATIONS OF INTEREST

The Chairman advised the meeting that through his consultancy Abzag, he was promoting, on behalf of the landowner, a site for residential development in Colney through the Greater Norwich Local Plan. When this site was under consideration he would declare a disclosable pecuniary interest and shall vacate the chair and leave the room.

In the interests of transparency, he also brought to the Board's attention, that his father, Malcolm Vincent, through his company Vincent Howes, was promoting, on behalf of the landowners, a site for residential development in Costessey/Bawburgh through the Greater Norwich Local Plan.

In this case under the provisions of the Code of Conduct, there was no interest to declare which would prevent him from participating in the debate and chairing the meeting.

He added that he would be declaring the same interests when chairing Broadland's Place Shaping Panel and when as a Member of Broadland District Council's Cabinet and Council GNLP matters were considered.

Cllr John Fuller advised the meeting that he owned some employment land in Seething.

2. APOLOGIES FOR ABSENCE

Apologies were received on behalf of Cllr Charles Easton, Cllr Sue Lawn, Cllr Lisa Neal and Cllr Andrew Proctor.

3. MINUTES

The Minutes of the meeting held on 26 September 2018 were agreed as a correct record

4. QUESTIONS FROM THE PUBLIC

There were no questions from the public.

5. TOWARDS A STRATEGY

The report proposed an outline Strategy to guide the development of the draft Greater Norwich Local Plan (GNLP), which would be due for consultation in September 2019.

The proposed strategic distribution of growth was a starting point for more detailed work on the draft GNLP, such as an Infrastructure Needs Assessment; Habitats Regulations Assessment and a Sustainability Appraisal.

If agreed, the broad Strategy would enable more detailed work on site selection to be undertaken. The draft Plan would include; the Strategy, Site Allocations and Area Wide Policies for the period to 2036. An additional map, with amendments to paragraph 4.15 of the report to reflect its inclusion, was circulated to the Board that set out the indicative overall growth locations to 2036.

The Strategy was intended as a reasonably broad guide, rather than being definitive, as it would need to be flexible through the plan making process, as further evidence was gathered and sites appraised. When adopted, the GNLP would also need the flexibility to support economic growth and the delivery of housing need, through buffers, windfalls and contingency sites.

The Board was advised that existing large strategic employment sites had the potential to support significant economic growth over the period of the Plan. Some smaller employment sites in rural areas were also likely to be needed.

Using the Government's revised methodology for calculating housing need, which was still in the consultation stage but likely to become the standard approach, new sites for 7,200 homes on top of the existing commitment of 34,100 homes would be required to 2036.

Most of the committed growth in Greater Norwich was focused on a north-east to south-west axis from the Broadland Growth Triangle to the A11 corridor. Key elements of the preferred Growth Option included an amalgam of urban and dispersed growth, as well as support for the Cambridge/Norwich Tech Corridor.

Principles for developing the Strategy were:

- (a) Maximising brownfield development in the Norwich urban area;
- (b) ensuring reasonable alternatives to policies were tested;
- (c) demonstrating that the approach was sustainable and deliverable;
- (d) considering only a limited number of new very large sites and only allocating them where delivery could be demonstrated;
- (e) no new settlement was currently proposed; although a location could be promoted for the future if it was considered an appropriate long-term option;
- (f) Habitats Regulations Assessment issues suggested that housing locations at a greater distance from key internationally important habitats, such as those in the Broads, were likely to have less impact;
- (g) Demonstrating support for the Cambridge Norwich Tech Corridor and its employment sites suggests some additional growth in Wymondham, Costessey, Cringleford, Hethersett and/or Little Melton;
- (h) dispersal to rural areas implies reasonable levels of growth in the towns and service centres to support the rural economy. Some Key Service Centres had larger commitments than the Main Towns of Aylsham, Diss and Harleston and this balance would need to be considered;
- (i) The impact of small sites: the National Planning Policy Framework required ten percent of allocated dwellings to be on sites of one hectare or less, but did not allow an affordable housing requirement on sites of ten homes or fewer. Therefore:
 - to deliver affordable dwellings, wherever possible the GNLP should have no new allocations less than 0.5 hectare or around 12-15 dwellings.
 - A significant number of small allocations would be required in the range 0.5 to 1 hectare to meet the ten percent requirement.
 - Small sites, including less than 0.5 hectare, would also be provided for by policy to encourage windfall, either through application or Neighbourhood Plans.

The proposed distribution of growth for the Strategy took the above principles into account. The projected numbers for the areas in the report were more than was needed in order to maintain flexibility during the development of the GNLP.

A Member noted that the site in Costessey south of Lodge Farm, which was listed as a contingency site, was reliant on the provision of access being made available.

Members commended the report, which provided an excellence basis for the Planning Strategy. The somewhat more dispersed approach to growth was appreciated, as was the decision to not propose a new settlement, due to the significant commitment already on large sites. It was also emphasised that it must be made clear that the vast majority of the Plan requirement already had planning permission.

The Board thanked the Greater Norwich Planning Policy Manager and team for their hard work in compiling the report, as well as the key role that they played in facilitating negotiations between partners.

Members were advised that the Norfolk Sustainability and Transformation Partnership, was planning for the level of proposed growth by providing a bespoke NHS response on all developments of 50 or more dwellings. It was added that the work between the Greater Norwich Development Partnership and the NHS was being held up as a national exemplar of partnership working. It was suggested that a tariff for health provision on new developments might be written into policy for the GNLP.

Members were advised that detailed discussions in respect of infrastructure impacting on sites were ongoing and that this would include an evidence base for healthcare provision.

The following amendments to the report were tabled at the meeting:

- 1. Amend paragraph 4.15 to read:
The maps below illustrate the areas within which committed and proposed housing growth, including strategic scale growth, would be concentrated and the distribution of the Main Towns and Key Service Centres. **The maps are not a draft Key Diagram** for the plan. The Key Diagram will also include additional information, such as important infrastructure and employment areas.*
- 2. Insert the “Greater Norwich Housing Growth locations” map overleaf into the report directly after the “Greater Norwich Growth Strategy” map.*

RESOLVED

- (1) to agree the amendments to the report; and
- (2) to endorse the proposed approach set out in the report, as the basis for developing the Planning Strategy for growth for the Draft Greater Norwich Local Plan (Regulation 18) to be consulted on in autumn 2019.

6. NEW, REVISED AND SMALL SITES CONSULTATION – FEEDBACK ON RESPONSES

The report was an initial, high level summary of consultation responses received on new, revised and small sites for the Greater Norwich Local Plan.

The formal consultation had now closed; although comments were still being accepted, as required by planning regulations. The contents of the report would be used to produce a ‘Statement of Consultation’ to submit with the local plan

The New, Revised and Small Sites consultation took place from 29 October to 14 December 2018 and covered 235 sites (181 new sites, 26 revised and 28 small sites) in Greater Norwich. In total 2,521 individual representations were made, 86 percent of which were objections. The most significant number of the objections were received in response to proposed sites in South Norfolk.

A further 58 sites were submitted during the consultation. No more greenfield sites would now be considered, although they could still be submitted to the Planning Inspector at a later stage. Brownfield sites would continue to be considered, if submitted.

The consultation responses would assist in informing the selection of sites and reasonable alternatives for the draft Plan, which would be consulted upon in autumn 2019. Following this the pre-submission draft (Regulation 19) Plan would be published for consultation in March 2020.

RESOLVED

to recommend that the constituent authorities note the content of this report which will contribute to the production of the Greater Norwich Local Plan 'Statement of Consultation' and producing a draft Plan in due course.

DATE OF NEXT MEETING

Tuesday 25 June 2019 at 2.00 pm.

The meeting closed at 2.50 pm.

Greater Norwich Development Partnership (GNDP)

Report title:	Approval for draft Greater Norwich Local Plan (Regulation 18) consultation (Report 1)
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Date of meeting:	26th September 2019
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Summary

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 28th October to 9th December 2019.

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.

Recommendations

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) as amended by Schedule 1, for consultation.

1 Introduction

- 1.1 This report proposes that the GNDP Board recommends that the constituent authorities endorse for consultation the proposed content of the draft (Regulation 18) Greater Norwich Local Plan (GNLP) subject to agreement on changes outlined in the associated schedule of changes (Schedule 1), and its finalisation under delegated authority to Directors. Public consultation will be for 6 weeks from 28th October to 9th December 2019.
- 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 2036 and supporting thematic policies to ensure that the growth is sustainable and flexibly supports a growing and changing local economy. It also includes appendices identifying the sites identified as preferred options for allocation, and those identified as reasonable alternatives.
- 1.4 When completed under delegated authority (see 1.7 below), 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 assessment.
- 1.5 Both documents contain preferred options and reasonable alternatives. The latter should be genuine alternatives that could be considered for inclusion in the plan.
- 1.6 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.
- 1.7 Delegated authority to Directors is required to make:
- Minor amendments to the draft GNLP Strategy document. This includes any changes required to both the strategy and its appendices identifying preferred sites and reasonable alternatives, and the monitoring framework;
 - More significant changes to finalise the content of the GNLP Sites document, including completing policies for each site allocated.

These changes are to complete ongoing work and none of them will materially affect the main content of the draft document.

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.
- 2.3 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.
- 2.4 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 2036 should be built. We already have plans in place identifying locations for almost 80% 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 42,000 new homes and 360 hectares of additional employment land from 2018 to 2036. It focuses housing growth as follows:
- 68% in Norwich urban area (including the city and the fringe¹ parishes);
 - 15% 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.

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

3.3 We have considered the following key issues in drafting the content of the plan. These are 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;
- 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.

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 14% 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 a reasonable 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 – as 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 development tariff to address the issue is proposed. A county wide study is soon to be completed and will provide recommendations on the scale of the tariff. In line with government policy, developments are encouraged to provide biodiversity net gain where possible.

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 2036 to support economic growth and enable emissions cut targets to be achieved.

Village clusters and supporting village services (see section 7 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.

5 Village clusters

- 5.1 Growth in smaller villages can support social sustainability in rural areas and provide more choice to aid overall delivery of housing. 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 a novel 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.
- 5.2 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 (15 to 20 dwellings) can be accommodated in all clusters if appropriate sites are available. Where there is some capacity, an indicative target of 50 – 60+ has been the starting point. Identifying growth potential even where there is no school capacity provides a development positive “safety margin”.

- 5.3 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.
- 5.4 Unfortunately, following site assessments, there are a number of clusters with no sites suitable for allocation or where suitable sites are less than the notional cluster capacity. Policy 8.4 specifically identifies these clusters and seeks suitable sites which could be submitted through this consultation or, in the future, be allocated in neighbourhood plans or be subject to windfall applications. Policies 8.4 and 8.5 also promote other forms of windfall development.
- 5.5 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 2,100 and the proposed allocations can provide up to 1,825 dwellings, providing for a higher level of provision totalling up to 700 more homes than originally proposed. On top of this, policy 8.5 will provide for more rural development on sites of up to three homes in each parish.

6 The consultation

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

7 The next stages

- 7.1 The recommendations of the GNDP will need to be ratified by each partner prior to the consultation commencing.
- 7.2 Report 3 accompanying this paper sets out revisions to the local plan timetable.
- 7.3 We will use consultation 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 August to September 2020 when it will be possible to make comments on the legal soundness of the plan.
- 7.4 Those comments will then be considered by a Government appointed Inspector at the plan’s Public Examination currently expected to start in June 2021, with adoption scheduled for March 2022.

- 7.5 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 completed.

Greater Norwich Development Partnership (GNDP)	
Report title:	Draft (Regulation 18) Plan consultation – communications plan (Report 2)
Date of meeting:	26th September 2019
<p>Summary This report presents the content and proposed communication plan for the forthcoming draft plan (Regulation 18) consultation.</p> <p>Recommendation 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 28th October and 9th December.
- 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 2036 together with supporting thematic policies; and a Draft GNLP Sites document which describes the sites proposed for allocation for development to help implement the growth strategy.
- 1.3 The consultation will encompass preferred options and reasonable 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 GNPD, 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.

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
- Cringleford
- Diss
- Harleston
- Hethersett
- Hingham
- Horsford
- Loddon & Chedgrave
- Norwich (Forum)
- Poringland
- 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) 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.

All such press releases will be branded jointly by the GNLP partners and will need to be signed off by the relevant communications contacts before issue.

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 James Dunne) 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 James Dunne).

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 James Dunne)

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 James Dunne) 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 2017)

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 (TBC)

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 2017 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 – dates not booked but last week in February, first week in July, first week in November.

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 will once again 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 GNLP 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.

Social media

- Twitter and Facebook accounts will send out information that will be passed through the four councils' channels.
- Facebook advertising will also be placed on all four council websites directing to the consultation website.

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 four 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

Greater Norwich Development Partnership (GNDP)	
Report title:	Draft Greater Norwich Local Plan (Regulation 18) revised timetable (Report 3)
Date of meeting:	26th September 2019
<p>Summary This report presents the proposed revised timetable for the remaining stages of the Greater Norwich Local Plan (GNLP).</p> <p>Recommendation 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 identifies the timetable for the remaining stages of the Greater Norwich Local Plan (GNLP).
- 1.2 The Draft Plan (Regulation 18) consultation is scheduled to take place in October – December 2019. The consultation has been deferred from September – October due to the need to resolve issues raised by the partner authorities.
- 1.3 A consequence of the delay is that the timetable to adoption will need to be extended by approximately six months overall from September 2021 to March 2022.

2 Background

- 2.1 The current published timetable for plan production is as follows:

Production milestones	Dates
Focussed consultation on newly submitted sites (completed)	Oct. – Dec. 2018
Complete and publish draft plan (Regulation 18) for consultation: to include preferred policy options, growth strategy and site allocations	Sep. – Oct. 2019
Complete and publish pre-submission draft plan (Regulation 19) for consultation: to include agreed strategic policies, sites and site-specific proposals	Feb. – Mar. 2020
Formal submission of GNLP to Secretary of State (Regulation 22)	June 2020
Public Hearings	January 2021
Consultation on Proposed Main Modifications	Mar. – Apr. 2021
Publication of Inspector's Report	July 2021
Adoption of the Greater Norwich Local Plan	September 2021

- 2.2 In June 2018 the GNDP Board approved the above timetable on the basis that *‘Decision making will need to be streamlined and consensus will be required’* to achieve the timetable. As some issues were raised by partner authorities that required further consideration, the consultation on the Draft Plan has had to be deferred.
- 2.3 Norwich City Council has elections in May 2020 and therefore a “purdah” period from 23 March to 7 May. Completing the analysis and consideration of responses to the Regulation 18 consultation, making necessary key decisions in relation to the pre-submission draft (Reg 19) and preparing for the Regulation 19 consultation prior to this would not be achievable.
- 2.4 The outcome is to delay the consultation on the pre-submission draft plan (Regulation 19) until August-September 2020.

3 Revised timetable

- 3.1 The proposed revised timetable is below:

Production milestones	Dates
Focused consultation on newly submitted sites (completed)	Oct. – Dec. 2018
Complete and publish draft plan (Regulation 18) for consultation: to include preferred policy options, growth strategy and site allocations	Oct. – Dec. 2019
Complete and publish pre-submission draft plan (Regulation 19) for consultation: to include agreed strategic policies, sites and site-specific proposals	Aug. – Sept. 2020
Formal submission of GNLP to Secretary of State (Regulation 22)	December 2020
Public Hearings	June 2021
Consultation on Proposed Main Modifications	Sept. – Oct. 2021
Publication of Inspector’s Report	January 2022
Adoption of the Greater Norwich Local Plan	March 2022

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