

# Greater Norwich Growth Board

**Date:** 11 March 2025

**Time:** 10:00 - 11:30

**Venue:** The Horizon Centre, Upper Yare Room

<b>Name</b>	<b>Organisation</b>	<b>Role</b>
Cllr Kay Mason Billig	Norfolk County Council	Board Member
Tom McCabe	Norfolk County Council	Officer
Chris Starkie	Norfolk County Council	Officer
Cllr Sue Holland (Chair)	Broadland District Council	Board Member
Trevor Holden	South Norfolk Council & Broadland District Council	Officer
Phil Courtier	South Norfolk Council & Broadland District Council	Officer
Cllr Mike Stonard (Vice Chair)	Norwich City Council	Board Member
Louise Rawsthorne	Norwich City Council	Officer
Sarah Ashurst	Norwich City Council	Officer
Cllr Daniel Elmer	South Norfolk Council	Board Member

# AGENDA

## **Item 1 – Apologies**

Lead: Chair

## **Item 2 – Declarations of Interest**

Lead: Chair

## **Item 3 – Minutes of the meeting held on 28 November 2024 (page 4)**

Lead: Chair

## **Item 4 – Project Showcase: Venta Icenorum**

Lead: Helen Sibley, Green Infrastructure Officer, South Norfolk and Broadland Councils

## **Item 5 – Education delivery report – Cringleford Primary School**

Lead: Isabel Horner, Head of Schools Infrastructure Service, Norfolk County Council

## **Item 6 – Greater Norwich Annual Growth Programme 2025/26 (page 9)**

[Link to the interactive version of the Greater Norwich Annual Growth Programme 25/26](#)

Lead: Phil Courtier, Director of Place, Broadland and South Norfolk District Council

## **Item 7 – Greater Norwich Green Infrastructure Strategy (page 54)**

[Link to the Story Map \(interactive summary\)](#)

Lead: Wendy Brooks, Head of Environment, Norfolk County Council

## **Item 8 – Greater Norwich Physical Activity & Sports Strategy- Year 2 update**

Lead: Grace Burke, Greater Norwich Programme Manager (page 144)

## **Item 9 - Date of Next Meeting**

24 June 2025 at City Hall, Mancroft Room

FOR FURTHER INFORMATION PLEASE CONTACT:

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If you would like this agenda in large print, audio, Braille, alternative format or in a different language, please call Grace Burke, Greater Norwich Programme Manager on 01603 222727 or email [grace.burke@norfolk.gov.uk](mailto:grace.burke@norfolk.gov.uk)



Please call Grace Burke, Greater Norwich Programme Manager on 01603 222727 or email [grace.burke@norfolk.gov.uk](mailto:grace.burke@norfolk.gov.uk) in advance of the meeting if you have any queries regarding access requirements.

## Minutes of the Greater Norwich Growth Board

**Date:** Thursday 28 November 2024

**Time:** 2.30pm

**Venue:** The Upper Yare Room, Horizon Centre, Peachman Way, Norwich, NR7 0WF

### Present:

<b>Name</b>	<b>Organisation</b>	<b>Role</b>
Cllr Sue Holland (Chair)	Broadland District Council	Board Member
Cllr Mike Stonard (Vice Chair)	Norwich City Council	Board Member
Cllr Fabian Eagle	Norfolk County Council	Board Member
Cllr Daniel Elmer	South Norfolk Council	Board Member

### In Attendance:

Sarah Ashurst	Norwich City Council	Officer
Wendy Brooks	Norfolk County Council	Officer
Grace Burke	Norfolk County Council	Officer
Phil Courtier	South Norfolk Council & Broadland District Council	Officer
Thomas Cushan	Norfolk County Council	Officer
Georgie Day	Norfolk County Council	Officer
Ellie Leeper	Norfolk County Council	Officer
Ruth Oyeniyi	Norfolk County Council	Officer
Steven Peet	South Norfolk Council & Broadland District Council	Officer
Chris Starkie	Norfolk County Council	Officer
Simon Spanyol	Wymondham Tennis Club	Secretary
Matt Tracey	Norfolk County Council	Officer
Dominic Watkins	CBA Consultants	Director

## **1. APOLOGY FOR ABSENCE**

An apology for absence was received from Cllr K Mason Billig, her substitute was Cllr F Eagle.

## **2. DECLARATIONS OF INTEREST**

Grace Burke declared an interest in respect of item 5, Draft 5 Year Infrastructure Investment Plan 2025 – 2030, as a member of Wymondham Baptist Church, which had been put forward in the 2025/26 Annual Growth Programme as a project for a Community Space. She confirmed that she had not been involved in the application process for this project.

## **3. MINUTES**

The minutes of the meeting held on 26 September 2024 were confirmed as an accurate record.

## **4. PROJECT SHOWCASE: WYMONDHAM TENNIS CLUB**

The Board received a presentation from Steven Peet, Leisure Strategic Development Manager, Broadland and South Norfolk District Councils, on Wymondham Tennis Club.

Wymondham Tennis Club moved to Kett's Park and formed a partnership with Wymondham Town Council in 2003. The facility had three outdoor courts but lacked investment and had seen reducing membership.

An application to the Greater Norwich Growth Board was made in June 2019, by South Norfolk Council and Wymondham Tennis Club, to re-surface the existing courts, create a fourth tennis court, with overmarking for netball and install new LED floodlights. The bid had been successful and £149,932 had been awarded to fully fund the project.

Following a delay caused by COVID, the project commenced in July 2022 and was completed under budget at £140,394, in November 2022.

Since the completion of the project a new clubhouse had been installed, a new coach had been recruited and a range of initiatives and events had been introduced that had expanded activities at the club and increased participation and membership.

Going forward it was the ambition to make the club the tennis venue of choice for all ages and levels of ability, by offering superb facilities and activities.

Simon Spanyol, the Wymondham Tennis Club Secretary, thanked the Board for funding the project, which had rejuvenated the club.

The Chair noted that this was an excellent example of what the Councils could achieve working together across Greater Norwich.

## **5. DRAFT 5 YEAR INFRASTRUCTURE INVESTMENT PLAN 2025 – 2030**

Phil Courtier, Director of Place at Broadland and South Norfolk District Councils, introduced the report, which presented the Draft Greater Norwich Joint Five-Year Infrastructure Investment Plan 2025-30.

Members' attention was drawn to the chart on page 32 of the agenda, which showed the process for bringing forward projects for the Growth Programme and it was explained that projects were categorised under the four infrastructure themes of Transport, Green Infrastructure, Communities, and Education.

The proposed projects were then assessed and agreed by the Infrastructure Delivery Board to be put forward as the 2025/26 Annual Growth Programme. The Board was requested to review the Draft Investment Plan 2025-30 and recommend it to each of the constituent Greater Norwich Councils before it was returned to the Board on 11 March 2025.

Details of the 2025/26 Annual Growth Programme were set out on page 46 of the agenda, which showed a request for funding of £4.1m towards projects worth a total of more than £12m.

At page 43 of the agenda was an overarching summary of the Growth Programme, the funding of which would be drawn down over several years. Members were also asked to note that the cumulative expenditure through the Infrastructure Investment Fund for 2025/26 would be in excess of £65m. The Board was also informed that although Community Infrastructure Levy (CIL) receipts had decreased in recent years due, mainly to nutrient neutrality and other external pressures, it was anticipated that with the huge growth agenda nationally that the CIL receipts would return to previous levels in due course. Included in the table were also details of the cash reserve, which had been set at a figure sufficient to cover annual loan repayments.

In response to a query about the recovery of CIL income, Members were advised that the forecast was put together with the best intelligence available, which included information gathered by each partner authority as part of the Local Plan monitoring process, as well as developers' projections for bringing forward their respective sites. Overall, the forecasts were based on cautious assumptions.

In answer to a query about the Northern Distributor Road it was confirmed that the loan was being repaid at a rate of £2m per year with the final payment due in 2041.

Tom Cushman then took the Board through the digital dashboard, which was an interactive platform for exploring the financial data in the Annual Growth Programme. The dashboard showed details of projects, which could be filtered by authority, theme, location, and status, as well as match funding, loans, CIL forecasts, planned spend and the Infrastructure Investment Fund balance.

Members commended the dashboard, which presented the information in a very user friendly and accessible way.

Cllr D Elmer welcomed the schemes being brought forward in South Norfolk for the 2025/26 Growth Programme, which included improvements to the public realm in Diss.

It was,

## **RESOLVED**

To recommend to each District Cabinet and Full Council:

The approval of the Draft Five Year Infrastructure Investment Plan 2025-30 which includes the proposed 2025/26 Annual Growth Programme, (Annex A).

## 6. REQUEST FOR FUNDING FROM THE SCHOOL OF ORAL HEALTH

Chris Starkie, the Director of Growth and Investment at Norfolk County Council, presented the report which requested £1.5m from the Infrastructure Investment Fund to help with the delivery of the University of East Anglia's (UEA) new School of Oral Health. The school would provide the initial capacity for 40 undergraduate students per year for courses in Dentistry starting in 2026.

The £1.5m funding would provide the 'shell and core' for the second storey of an extension to the Edith Cavell building at Norfolk and Norwich University Hospital Campus, UEA. The internals of the space would be outfitted using £1.5m funding from the UEA.

The Board noted the acute shortage of dental provision in Norfolk and that the proposal had been supported by MPs of all parties in the previous parliament, as well as partners in the health sector.

Cllr M Stonard noted that training dentist locally could encourage many to stay in Norfolk after qualifying and would also strengthen the UEA by adding a prestigious medical facility to its campus.

The Board strongly supported the proposal, and it was,

### **RESOLVED**

To

- i. Accept the request for funding from the School of Oral Health, and to recommend that £1.5m of funding be committed to it from the Infrastructure Investment Fund.
- ii. Instruct that the required changes be made to the draft Five Year Infrastructure Investment Plan 25-30 (the Plan - reported as item 5) adding the School of Oral Health to the Greater Norwich Annual Growth Programme for 25/26, ahead of the Plan progressing to each District Cabinet and Council for a decision.

## 7. GREATER NORWICH GREEN INFRASTRUCTURE STRATEGY

Wendy Brooks, the Head of Environment at Norfolk County Council welcomed Dominic Watkins, from CBA consultants to the meeting, who took the Board through the presentation for a refreshed Green Infrastructure Strategy.

The Strategy would set out a vision and strategic approach to enhancing and expanding the Greater Norwich Green Infrastructure network over the next 10-15 years.

### **The mission of the Strategy could be summarised as:**

To work with partners in securing opportunities for nature recovery and enhanced access to nature by supporting the development of Green Infrastructure to help tackle climate and ecological challenges, and support vibrant, healthy, inclusive and growing communities.

### **The objectives of the Strategy were:**

- Enabling access to nature and healthy lifestyles
- Harnessing productive landscapes
- Strengthening distinctive places
- Supporting nature recovery
- Promoting urban greening
- Strengthening blue-green infrastructure

**The guiding principles of the Strategy were:**

- Delivering high quality Green Infrastructure
- Long-term stewardship
- Optimising gains and benefits
- Targeting Green Infrastructure in areas with greatest need/potential
- Integrating Green Infrastructure into policy
- Collaborative approach

The Chair noted the importance of having a healthy and active lifestyle in a green economy that was both good for our communities and would help address some of the wider issues related to the climate emergency at a local level.

It was,

**RESOLVED**

To note the details of the draft Greater Norwich Green Infrastructure Strategy, to enable CBA to progress with developing the final outputs of the Strategy and Delivery Plan.

**8. DATE OF NEXT MEETING**

11 March 2025 at 10:00am, The Horizon Centre, Upper Yare Room.

**The meeting closed at 3.25pm**

## **Greater Norwich Annual Growth Programme 2025/26**

*Phil Courtier, Director of Place, Broadland and South Norfolk District Councils*

### **Summary**

This report confirms the Greater Norwich Annual Growth Programme (AGP). These are the new projects which are prioritised for delivery in 25/26 and are to be funded either wholly or in part by the Infrastructure Investment Fund (IIF). The AGP is assembled from the Joint Five-Year Infrastructure Investment Plan, the draft of which was recommended for approval by the GNGB on 28 November 2024 and since been agreed by each of the district partner Cabinets.

### **Recommendation**

- (i) GNGB to accept the Greater Norwich Annual Growth Programme 25/26, committing £5,662,653 to 14 new projects from the IIF. (Appendix 6a)

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### **Report**

#### **1 Introduction**

- 1.1 In 2013 the Greater Norwich authorities (Broadland District Council, Norwich City Council, South Norfolk Council and Norfolk County Council) together with the New Anglia Local Enterprise Partnership, signed a City Deal with Government. To help achieve our growth ambitions, the City Deal agreed a strategic infrastructure programme supported through Government-approved access to borrowing at a preferential rate and the local authorities' commitment to pool a significant proportion of Community Infrastructure Levy (CIL) income to form an Infrastructure Investment Fund (IIF).
- 1.2 Decisions on delivery and allocations of IIF funding to support the strategic infrastructure programme are overseen by the Greater Norwich Growth Board (GNGB.)
- 1.3 The Greater Norwich Growth Board has responsibility for assembling the Annual Growth Programme (AGP) from the Joint Five-Year Infrastructure Investment Plan (5YIIP), whilst also taking account of any further schemes for delivery across the area which may arise in response to mainstream funding decisions.
- 1.4 The AGP identifies the schemes which are prioritised for delivery and are to be funded either wholly or in part by the IIF.

#### **2 Decision Making**

- 2.1 The GNGB recommended the approval of the Draft 5YIIP to the three partner Districts Authorities at their meeting on 28 November 2024.
- 2.2 Each District Cabinet has now agreed the recommendations within the Draft 5YIIP (Appendix 6b).

- 2.3 The newly allocated projects within the 2025-30 5YIIP are returning to the GNGB and are recommended for acceptance into the Greater Norwich Annual Growth Programme, which will formally commit their funding allocation from the Infrastructure Investment Fund.

### **3 Digital Reporting**

- 3.1 As with last year, The Annual Growth Programme is reported in a digital format that is available on the GNGB website. It provides a user-friendly reading experience which can be more easily viewed from a mobile phone or tablet. This shift to digital reporting has also enabled project information to be presented alongside geographical location through the development of an interactive map. [All information reported within the Annual Growth Programme 25/26 can be viewed here.](#)
- 3.2 A pdf version of the Annual Growth Programme is included as Appendix 6a and will also be available on the GNGB website.

### **4 Recommendation**

- (i) GNGB to accept the Greater Norwich Annual Growth Programme 25/26, committing £5,662,653 to 14 new projects from the IIF. (Appendix 6a)

### **5 Issues and Risks**

#### **5.1 Resource Implications**

- 5.1.1 The new projects to be added to the Greater Norwich Growth Programme will be managed within the existing staff resource of the Greater Norwich Projects Team. Resource for project delivery will be the responsibility of the individual project sponsors.

#### **5.2 Legal Implications**

- 5.2.1 The Infrastructure Investment Fund pooling arrangements and the designation of NCC as the Accountable Body are set out in the Joint Working Agreement, which formalised the commitment to pool Community Infrastructure Levy (CIL) income across the Greater Norwich area and also confirmed in the signed legal agreement relating to GNGB draw-down and borrowing authorisations dated 21st Oct 2015.

#### **5.3 Human Rights Implications**

- 5.3.1 No specific issues arising from the approval of funding for these projects. Individual project issues are the responsibility of the project manager and sponsor.

#### **5.4 Equality Impact Assessment (EqIA)**

- 5.4.1 No specific issues arising from the approval of funding for these projects. Individual project issues are the responsibility of the project manager and sponsor.

#### **5.5 Data Protection Impact Assessments (DPIA)**

- 5.5.1 No specific issues arising from the approval of funding for these projects. Individual project issues are the responsibility of the project manager and sponsor.

## **5.6 Health and Safety Implications**

5.6.1 No specific issues arising from the approval of funding for these projects. Individual project issues are the responsibility of the project manager and sponsor.

## **5.7 Sustainability Implications**

5.7.1 Project managers and sponsors will be required to meet their own environmental obligations.

## **5.8 Any Other Implications**

5.8.1 No further implications identified.

## **5.9 Risk Implications/Assessment**

5.9.1 The most significant risks are project cost and delivery. The responsibility of which remain with the individual projects but should be reported to the Infrastructure Delivery Board through quarterly highlight reports. An annual update is also reported to the GNGB and District Cabinets within the joint Five-Year Infrastructure Investment Plan. New projects are asked to sign an IIF funding offer letter to cover any additional project specific risks subject to specific conditions. Funding is also drawn in arrears from the IIF.

5.9.2 There is a risk that there will not be enough money within the IIF to make interest and loan repayments in the medium to long term. This risk is alleviated by the agreed monitoring and reporting processes that the GNGB adhere to. The Five-Year Infrastructure Investment Plan provides an annual financial update, any new allocations are only agreed when all existing commitments are considered. As agreed by each partner s151 officer, a reserve equal to one annual loan repayment is kept in reserves as a safeguard.

## **Appendices**

Appendix 6a – Greater Norwich Growth Programme 2025/26 (pdf)  
[Interactive version of the Greater Norwich Growth Programme](#)

Appendix 6b - [link to the Five Year Infrastructure Investment Plan 2025-30](#)

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## **Officer Contact**

If you have any questions about matters contained in this paper please get in touch with:

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## Greater Norwich Annual Growth Programme 2025/2026



## Introduction

1. The Greater Norwich Growth Board (GNGB) is a partnership that is unlike any other in the UK. Norwich City, South Norfolk District, Broadland District and Norfolk County Councils form the GNGB. They have chosen to work together to accelerate the delivery of infrastructure within the joint Greater Norwich area, because they recognise the benefits that can be achieved by looking beyond their individual administrative boundaries.
2. To support the delivery of infrastructure, the partners pool their income received from the Community Infrastructure Levy (CIL) into one Infrastructure Investment Fund (IIF).
3. **Since their establishment in 2014, the GNGB has allocated just under £46m of funding and £54.5m of CIL supported borrowing, which has levered in at least an additional £305m to deliver infrastructure projects within the Greater Norwich area.**
4. Each year the GNGB has responsibility for assembling a new list of projects which are allocated funding from the IIF. These projects are known as the Annual Growth Programme (AGP).

## Approval

5. The projects forming the AGP are drawn from the [Joint Five-Year Infrastructure Investment Plan](#). This Plan aligns the new AGP against the existing IIF financial commitments and forecasted CIL income until 2029/30. It forms the evidence base which supports the partner authorities' decision-making to make new allocations from the IIF on an annual basis.
6. On 28 November 2024 the GNGB recommended the approval of the draft 5YIIP 2025-30.
7. The 5YIIP was then agreed at the individual district cabinet meetings on the below dates:  
  
Wednesday 05 February 2025 - Norwich City Council  
Monday 10 February 2025 - South Norfolk District Council  
Tuesday 11 February 2025 - Broadland District Council
8. The AGP will also be reported to Norfolk County Council as the GNGB's accountable body.

## **Delivery and Monitoring**

9. The projects included in the AGP will be added to the Greater Norwich Growth Programme. To date, 115 projects have been accepted into the programme and allocated funding from the IIF.
10. Monitoring the delivery of the Greater Norwich Growth Programme is the responsibility of the Greater Norwich Infrastructure Delivery Board (IDB). Project promoters provide quarterly highlight reports as part of their monitoring and reporting requirements of the fund. This also allows the IDB to consider any in year changes.
11. The IDB report progress on programme delivery (and exception reports if required) to the GNGB.

## Annual Growth Programme 2025/26

12. In accordance with the agreed processes for the IIF, the IDB met on 5 September 2024 to agree which projects to put forward as the 2025/26 AGP. **14 new projects totalling £5,662,653** have been identified to be supported by the IIF and are listed below. Project summaries have been included in **Appendix A**.
13. No new allocation is being sought for Norfolk County Council's (NCC) own education projects this year, instead **£1.5 million** of the allocation they have not claimed is allocated to **the School of Oral Health**. This project is being delivered by the University of East Anglia with NCC acting as their sponsoring authority.
14. Table 1 - Annual Growth Programme Projects 2025/2026 shows the distribution of the new AGP projects across Greater Norwich.

Table 1 - Annual Growth Programme Projects 2025/2026

Project Name	Applicant	Amount of CIL requested	Total project size
Sweetbriar Marshes	Norwich	£ 546,116	£ 1,915,471
Wherryman's Way: Bramerton Improvements	County	£ 221,962	£ 302,272
Broadland Country Park Café & Visitor Centre	Broadland	£ 871,210	£ 1,639,958
Rothbury Park	South Norfolk	£ 144,449	£ 184,449
Buckenham Ancient Woodland	Broadland	£ 104,095	£ 169,143
Lion Wood	Norwich	£ 448,820	£ 569,301
Diss Leisure & Public Realm	South Norfolk	£ 1,100,000	£ 6,198,000
Aylsham Library Improvements	County	£ 110,000	£ 130,000

<b>Project Name</b>	<b>Applicant</b>	<b>Amount of CIL requested</b>	<b>Total project size</b>
Long Stratton Library Improvements	County	£ 55,000	£ 65,000
Diss Library Improvements	County	£ 100,000	£ 115,000
Hethersett Library Improvements	County	£ 121,000	£ 160,000
Urban Area Library Improvements - Earlham, St Williams Way, Sprowston	County	£ 90,000	£ 105,000
Wymondham Baptist Community Space	South Norfolk	£ 250,000	£ 577,712
School of Oral Health	County	£ 1,500,000	£ 10,300,000
<b>Total</b>	<b>N/A</b>	<b>£ 5,662,653</b>	<b>£ 22,431,307</b>

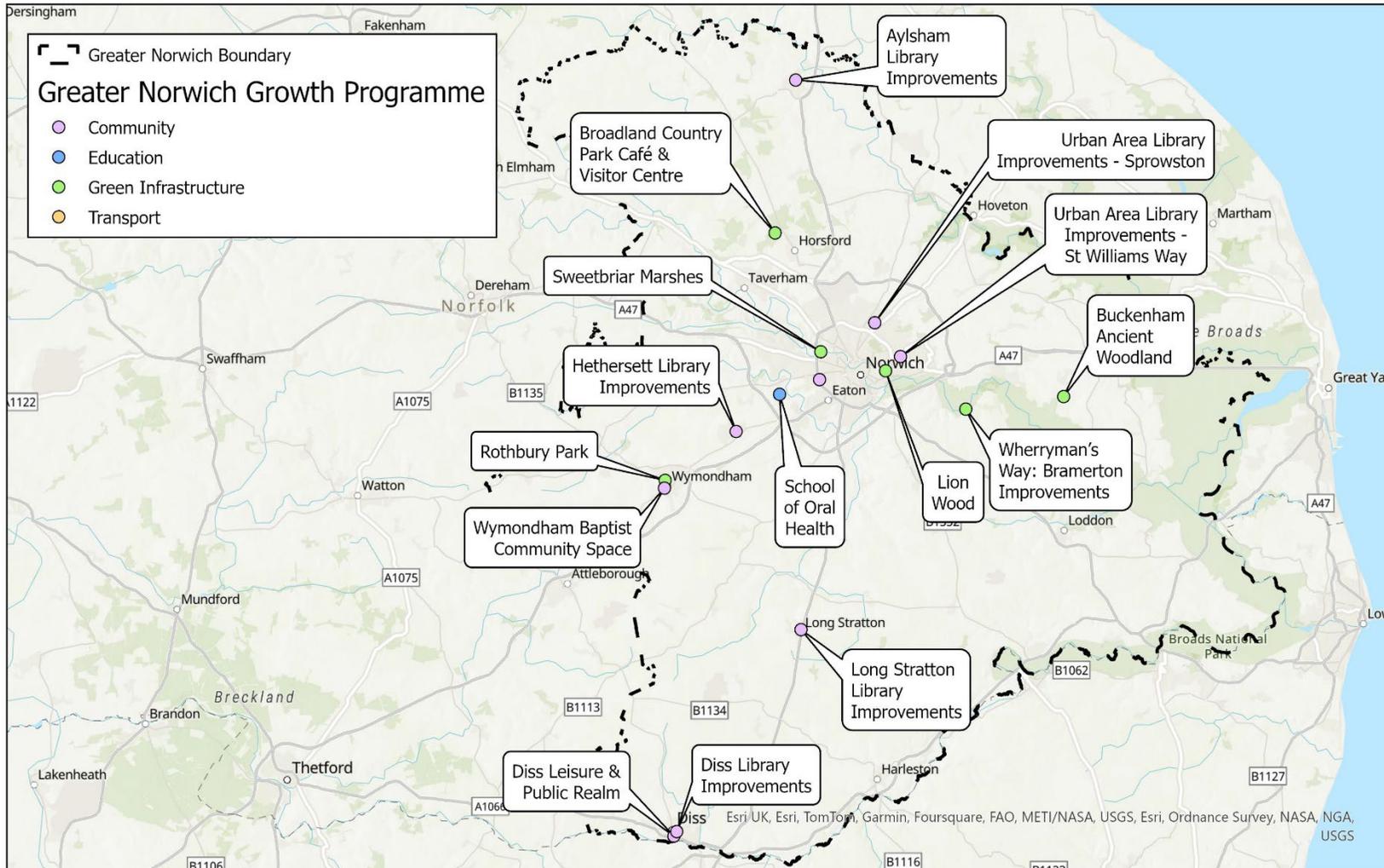
### **Other commitments**

15. **£123,000** will be allocated as a programme management fee. This will supplement the cost of the Greater Norwich Project Team, who manage all funding streams within the IIF and are instrumental in driving forward the provision of infrastructure across the Greater Norwich area.
16. A **£1m** allocation is being made to reserves to support the Long Stratton Bypass loan repayments. It was agreed by each partner's 151 officer that a reserve equal to one annual loan repayment was required to be kept in reserves as a safeguard. For full details regarding the City Deal loans, please see the [Joint Five-Year Infrastructure Investment Plan](#).
17. Over **£5m** from the IIF is committed to projects that have a delivery programme spanning multiple years which stretch beyond 25/26, some of which were agreed in previous AGPs.

18. The GNGB have committed funding to projects through the acceptance of an Annual Growth Programme each year since the establishment of the IIF in 2014. **Figure 1 - Map of the 2025-26 Annual Growth Programme** shows the distribution of the 2025/26 funded projects across the Greater Norwich area. The individual project summaries are listed as Appendix A.

Figure 1- Map of the 2025-26 Annual Growth Programme

# The Complete Greater Norwich Growth Programme

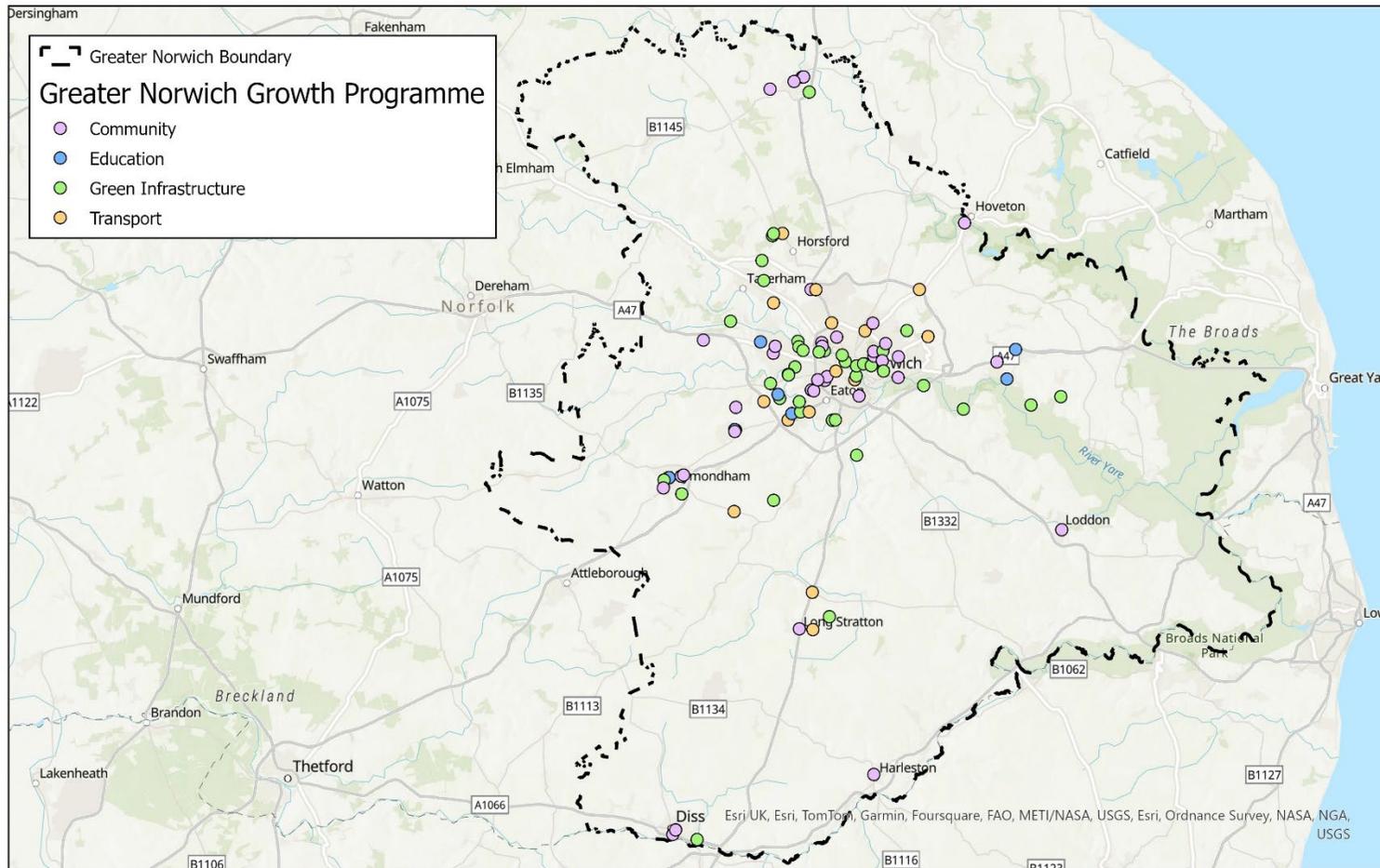


## The Full Greater Norwich Growth Programme

19. The GNGB have committed funding to projects through the acceptance of an Annual Growth Programme each year since the establishment of the IIF in 2014. **Figure 2 - Full Greater Norwich Growth Programme** shows the distribution of all previously funded projects across the Greater Norwich area. The individual project summaries are listed as Appendix A.

Figure 2 - Map of the full Greater Norwich Annual Growth Programme

## The Complete Greater Norwich Growth Programme



## Completed Projects

20. A total of 8 Growth Programme Projects completed in 2024/25.
21. These projects had a combined funding value of £4,060,726 from the IIF. The total combined budget of these projects was £15,454,186.
22. The following projects from the Greater Norwich Growth Programme completed delivery in 2024/25:

Table 2 - Completed Projects 2024/25

<b>Project Name</b>	<b>Project Lead</b>	<b>CIL Contribution</b>	<b>Total project size</b>
GP051 - Green Infrastructure: Access for All	Norfolk County Council	£ 150,000	£ 150,000
GP062 – Cringleford Prep School	Norfolk County Council	£ 2,000,000	£ 10,427,864
GP063 – Broadland Country Park	Broadland District Council	£ 719,290	£ 1,265,000
GP076 – Brundall Sports Hub	Broadland District Council	£ 460,573	£ 2,268,542
GP077 – Bure Valley Path	Broadland District Council	£ 25,163	£ 25,163
GP078 – Kett's Heights	Norwich City Council	£ 312,000	£ 326,801
GP082 – Broadland Country Park - Horsford Crossing	Broadland District Council	£ 143,700	£ 174,000
GP091 – Youngs Park Aylsham AGP	Broadland District Council	£ 250,000	£ 816,816
<b>Total</b>	<b>N/A</b>	<b>£ 4,060,726</b>	<b>£ 15,454,186</b>

## Appendix A

# Greater Norwich Growth Programme Project Summaries

Below is the complete list of projects included within the Greater Norwich Growth Programme.

Details regarding finance and current delivery are included within the joint [Five-Year Infrastructure Investment Plan 2025-30](#)

### 2014/15 Annual Growth Programme

Ref	Project Description	Delivery Status
GP001	<b>Harrisons' Wood,</b> This project secures areas of woodland located off Blue Boar Lane, Sprowston (associated with the White House Farm development proposal) for public access and future use as a 'Woodland Park', as set out within the Sprowston Neighbourhood Plan.	Ongoing
GP002	<b>Danby Wood</b> This project provided biodiversity and access improvements including thinning parts of the wood, upgrading the main footpath through the wood, and renovating old hedgerows.	Complete
GP003	<b>Marsden Marsh</b> This project forms part of the Yare Valley path. It improved pedestrian access to the western part of the site, thereby minimising damage and improving the site's resilience whilst also improving the site's biodiversity value.	Complete
GP004	<b>Earlham Millennium Green (EMG) (Phase 1)</b> This project is part of a programme to improve Earlham Millenium Green creating a pedestrian link from Bowthorpe to the UEA and NRP. This phase involved the creation of high-quality open space and wildlife area, improvements to access and enhanced potential for educational use.	Complete

Ref	Project Description	Delivery Status
<b>GP005</b>	<p><b>Riverside Way - Oasis site</b></p> <p>This project revised the layout and design of The Oasis, a small pocket park adjacent to Fye Bridge on the River Wensum. Partnership work with stakeholders was undertaken to enhance the site to maximize its use, linkages, and potential for access to the river.</p>	<b>Complete</b>
<b>GP006</b>	<p><b>Marriott's Way (Phase 1)</b></p> <p>This project made improvements to the city end of Marriott's Way, between Pendelsham Rise and Drayton High Road. The path was resurfaced, and lighting improvements were made to encourage commuting by bicycle and on-foot.</p>	<b>Complete</b>
<b>GP007</b>	<p><b>Norwich Health Walks</b></p> <p>This project developed a footpath through the tree belt surrounding the N&amp;N University Hospital. Offering an opportunity for staff and patients of the hospital to enjoy fresh air and exercise thus aiding a sense of well-being for patients and staff alike.</p>	<b>Complete</b>

## 2015/16 Annual Growth Programme

Ref	Project Description	Status
<b>GP008</b>	<p><b>Earlham Millennium Green Path Improvements (Phase 2)</b></p> <p>This project is part of a programme to improve Earlham Millenium Green creating a pedestrian link from Bowthorpe to the UEA and NRP. Improvements included the upgrading of a gravel path with a hard surface path suitable for pedestrians and cyclists.</p>	<b>Complete</b>
<b>GP009</b>	<p><b>Marriott's Way (Phase 2)</b></p> <p>This project was a second phase of improvement to the section of Marriott's Way from Thorpe Marriott to Norwich City Centre in addition to those agreed in the 2014/15 Growth Programme. Including repairs to Dragon Bridge to enable adoption, highway improvements to access points and barriers, signage and lighting.</p>	<b>Complete</b>
<b>GP010-17</b>	<p><b>Norwich Area Transportation Strategy (now known as Transport For Norwich)</b></p> <p>Initially 8 projects (GP10-17) were identified from Transport for Norwich's programme of works. The programme aimed to improve accessibility by all forms of transport in and around the city, encouraging the use of more sustainable forms of transport, such as public transport, cycling and walking, while also improving the capacity of the road network, in particular through the Broadland Northway.</p> <p>The programme was delivered by a partnership between Norfolk County Council and Norwich City Council, as well as local authorities within Greater Norwich on schemes in the wider area. Funding sources included the Department for Transport, developer contributions, the New Anglia Local Enterprise Partnership and local growth funds.</p> <p>IIF was made available to these schemes to use as a top up to fill the programme funding gaps. Some of the initial 8 projects were able to secure alternative funding so the Infrastructure Development Board were able to agree amendments to the projects which received IIF. The projects that were delivered are detailed below:</p>	<b>Individual project details below</b>

Ref	Project Description	Status
GP011	<p><b>St Clements Toucan Crossing</b></p> <p>This project developed a crossing point at Denton Road/ Chartwell Road/ School Road, in order to enable cyclists and pedestrians to cross much more quickly and directly providing separate cycling and pedestrian crossing areas.</p>	Complete
GP013	<p><b>Eaton Interchange</b></p> <p>This project involved works at the crossroads in Eaton to improve safety and traffic flow. These include reducing traffic calming measures, widening the cycle track, resurfacing the carriageway, a new cycle traffic signal and simplifying pedestrian crossings.</p>	Complete
GP013b	<p><b>Roundhouse Way</b></p> <p>This project created a new bus interchange at Roundhouse Way, Cringleford</p>	Complete
GP016	<p><b>Golden Ball Street</b></p> <p>This project was part of the programme of measures that reduced traffic flow through the city centre and provided a safer and more attractive environment for pedestrians and cyclists.</p>	Complete
GP017b	<p><b>(Cromer Rd/Aylsham Rd) A140 Corridor</b></p> <p>This project implemented on-carriageway bus priority measures through the reallocation of road space on the A140 Cromer Road north of Norwich city centre. This work improved bus journey reliability and bus service performance as well as having a positive impact on bus patronage. The project involved the provision of an inbound bus lane between Fifers Lane and Waterloo Road along the Cromer Road/Aylsham Road corridor. The inbound bus lane is also shared with cyclists</p>	Complete

## 2016/17 Annual Growth Programme

Ref	Project Description	Status
GP019	<p><b>St Faiths Rd to Airport Transport Link</b>            Establishment of road and cycle links between St Faiths Rd and Airport Industrial Estate (AIE) to join the existing employment area with the North-East Growth Triangle.</p> <p>-</p> <p><i>Initial scheme feasibility ruled out the immediate possibility of a direct link between Hurricane Way and St Faiths Road. The project stalled and was not able to be delivered in the short term. The project was withdrawn from the programme but was invited to reapply once a deliverable option is identified.</i></p>	<b>Closed prematurely</b>
GP022	<p><b>Heathgate - Pink Pedalway</b>            This project was one of 22 schemes designed to deliver the creation of an eight mile 'pedalway' across the whole city that could be ridden confidently and safely by everyone.</p>	<b>Complete</b>
GP023	<p><b>Carrow to Deal Ground riverside walk</b>            Delivery of a short section of cycle/ footway on north bank of the River Wensum providing a key 'missing link' in the route between Norwich city centre/ rail station and Whitlingham Country Park.</p> <p>-</p> <p><i>The project intended to open up access to the Deal Ground and Utilities sites by delivering a cycle and pedestrian route to the city centre. However, delivery of these sites stalled in 2018 with no clear indication of when they will come forward. The rationale for delivery of this section of route therefore no longer existed. The £260,000 match funding for the project (originally from Sustrans) was redeployed elsewhere. The project was withdrawn from the programme but was invited to reapply once a deliverable option is identified.</i></p>	<b>Closed prematurely</b>
GP024	<p><b>Colney River Crossing (also known as NRP to Threescore)</b></p> <p>This project created a new footbridge across the River Yare and made improvements to existing rights of way and footpaths. These works improved linkages between housing in Bowthorpe and the major employment locations at Norwich Research Park (NRP) and the Hospital.</p>	<b>Complete</b>

Ref	Project Description	Status
<b>GP025</b>	<p><b>Northern Distributor Road (now known as the Broadland Northway)</b></p> <p>This project delivered a 12.4-mile dual carriageway linking the A47 from the southeast of Norwich to the airport and north of the District. It was supported by the GNGB with £40m of reduced cost borrowing. It was named the Broadland Northway when completed.</p>	<b>Complete</b>
<b>GP026</b>	<p><b>Long Stratton Bypass</b></p> <p>The Long Stratton Bypass is identified as a regional priority and is progressing as a developer-led single carriageway bypass. It delivers an approximately four km long single carriageway highway improvement on the eastern side of Long Stratton. The scheme includes both non-motorised and vehicular overbridges to ensure connectivity between Long Stratton and outlying settlements to the east of the proposal. Intermediate roundabouts will serve as both access points back into Long Stratton as well as entry points to the proposed new development areas.</p> <p>Existing Public Rights of Ways (PRoWs) affected by the proposal have been subjected to a Side Roads Order consultation; this will ensure that the proposed amendments to the PRoWs will allow safe and convenient access across the bypass.</p>	<b>Ongoing</b>
<b>GP026B</b>	<p><b>Hempnall Crossroads</b></p> <p>This project made improvements to road safety at this busy junction where traffic crosses the A140 near Hempnall, by installing a roundabout.</p>	<b>Complete</b>

## 2017/18 Annual Growth Programme

Ref	Project Description	Status
GP027	<p><b>Lizard and Silfield Nature Reserves</b></p> <p>To protect and enhance the Lizard and Silfield Nature Reserve by the creation of alternative green infrastructure routes for recreational access. The project will identify and agree new routes, which will be developed as appropriate. Necessary infrastructure such as stiles, fencing, signage/way marking, hedgerow planting/restoration and interpretation/localised publicity will be provided to encourage and manage use of the network.</p> <p>-</p> <p><i>Discussions with landowners failed to reach agreement to commit the footpaths as public right of way. IIF funding cannot be allocated to private land, so the project was withdrawn from the programme.</i></p>	Closed prematurely
GP029	<p><b>Barn Road Gateway</b></p> <p>This project made improvements to the entrance of the Marriott's Way Cycleway with signage, paving and the removal of vegetation, increasing the visibility of it and encouraging more use.</p>	Complete
GP030	<p><b>Marriott's Way: Sloughbottom Park - Andersons Meadow</b></p> <p>This project provides improvements to a section of the route to increase safety, comfort and personal security. Works include path widening/realigning, street lighting, vegetation management, tree planting, and drainage improvements.</p>	Complete
GP031	<p><b>Riverside Walk accessibility improvements</b></p> <p>This project, which is an important part of the River Wensum Strategy Delivery Plan, aims to enable the use of the Riverside Walk by all (between New Mills and Carrow Bridge), including access measures on and adjacent to the walk, and improved signage and waymarking linking the river with the city centre and other key attractions.</p>	Ongoing

Ref	Project Description	Status
GP033	<p><b>Strumpshaw Pit Circular Walk</b></p> <p>This project aims to expand the dog walking capabilities of Strumpshaw Pit, offering an alternative location for walking and offsetting the impact of visitor numbers in the protected sites of Norfolk. The project has already delivered improvements to the landfill gas infrastructure, improvement of the circular walk and links to the entry points, and biodiversity improvements along the path. The final elements, which will deliver benches, dog bins and improved parking facilities for cars and bicycles, are progressing.</p>	Ongoing
GP036	<p><b>Castle Gardens</b></p> <p>This project provides restoration, and improvement works to Castle Gardens to promote its use as a linear park. Restoration works will safeguard the gardens for future use whilst planned improvements will ensure it can be maintained within the available budgets. The linkage to the gardens from the surrounding street scene will be enhanced along with improved linkages to the castle and green.</p>	Ongoing
GP037	<p><b>Long Stratton Sports Hub (Closed Prematurely)</b></p> <p>This project brings together several facility-providing partners (South Norfolk Council, Long Stratton High School and Long Stratton Parish Council) to improve the sport and leisure facility stock in the village in anticipation of significant housing growth. It created a new sport and leisure 'Hub' across three adjacent sites and providing new and enhanced facilities that are fit for purpose and better suited to the current and future facility needs of residents.</p> <p>-</p> <p><i>Alternative funding was sourced to deliver the improvements to the leisure centre which are now complete. The majority of the IIF funding was earmarked to the swimming pool within the Long Stratton High School site. Following extensive discussions between South Norfolk Council and Enrich Learning Trust, a decision was made not to progress with the refurbishment and re-opening of the swimming pool because the costs associated with renovating, re-opening and then operating the swimming pool were deemed to be too prohibitive. This project closed prior to all funds being drawn down.</i></p>	Closed prematurely

Ref	Project Description	Status
<b>GP038</b>	<p><b>Football pitch improvements</b></p> <p>This project aimed to provide football pitch improvement works at Eaton Park, Sloughbottom Park, Britannia Barracks and Fountain Ground, including drainage improvements, improved grass species and improved goal facilities through the provision of new posts, nets and additional ground sockets. It also included additional equipment to allow improved maintenance, allowing pitches to be moved annually to prevent excessive wear, improve the playability of the pitches and increase capacity.</p>	<b>Complete</b>
<b>GP039</b>	<p><b>Hales cricket and bowls clubhouse improvements (Closed Prematurely)</b></p> <p>This project will deliver a new pavilion to serve Loddon and Hales Cricket Club and Hales Bowls Club, giving both clubs a permanent home in spaces that meet their respective needs, allowing them to develop and grow participation across a range of ages.</p> <p>-</p> <p><i>Site access improvement works were completed in January 2020, however due to escalating costs the club decided to stall progress and completely re-evaluate the project. The project was withdrawn from the programme but was invited to reapply once a deliverable option is identified.</i></p>	<b>Closed prematurely</b>
<b>GP040</b>	<p><b>Kett's Park Sports Hub</b></p> <p>This project provided a new full-size and floodlit artificial grass pitch, better quality existing natural turf pitches with improved drainage, new tennis pavilion and refurbished community centre.</p>	<b>Complete</b>
<b>GP041-43</b>	<p><b>Library self-access improvements</b></p> <p>Self-access technology allows the library service to automatically control and monitor building access, self-service kiosks, public access computers, lighting, alarms, public announcements and customer safety. Introducing this technology meant that each library could have increased opening hours, making access to the library more convenient for current and new customers without an increase in staff costs. This was a great opportunity for libraries to be accessible and relevant to more people.</p>	<b>Individual project details below</b>
<b>GP041</b>	<p><b>Wroxham Library: self-access improvements</b></p> <p>This project delivered public toilets and introduced self-access technology, which allows automatic control and monitoring of building access</p>	<b>Complete</b>

Ref	Project Description	Status
<b>GP042</b>	<b>Plumstead Road Library: self-access improvements</b> This project introduced self-access technology at Plumstead Road Library, and the provision of car and bike customer parking (including disabled parking).	<b>Complete</b>
<b>GP043</b>	<b>Diss library: self-access improvements</b> This project introduced self-access technology, which allows automatic control and monitoring of building access.	<b>Complete</b>
<b>GP044</b>	<b>Education - Hethersett</b> This project allocated £2m to support the development of Hethersett Junior School and Hethersett Academy.	<b>Complete</b>

#### 2018/19 Annual Growth Programme

Ref	Project Description	Status
<b>GP045</b>	<b>Green Pedalway – Earlham Road Section</b> This project delivered improvements to the Earlham Road (B1108) junction with Mill Hill Road and Heigham Road, providing facilities for both cyclists and pedestrians, creating safer active travel routes.	<b>Complete</b>
<b>GP046b</b>	<b>Marriott's Way Ramp &amp; Resurfacing (replaces GP46 &amp; GP53)</b> The project improves access and accessibility on Marriott's Way and links into a number of other projects along the route. It helps facilitate the use of Marriott's Way as a key walking / cycling route and as a sustainable transport corridor for people commuting into and out of Norwich. The project improves access points, provides resurfacing between Thorpe Marriott and Costessey, and creates a ramp in Drayton which improves accessibility for all.	<b>Complete</b>
<b>GP047</b>	<b>Yare Valley Walk, Cringleford Meadow (Formerly UEA to Eaton Boardwalk)</b> The project has improved the last remaining section of the Yare Valley Walk between the UEA and Cringleford. The path around Cringleford Meadow was improved by laying gravel, improvements were made to the car park, and ditches were dredged to provide additional locations for fish spawning.	<b>Complete</b>

Ref	Project Description	Status
GP048	<p><b>Wherryman's Way- Yare Valley Cycle Route</b></p> <p>This project improves the Yare Valley Cycle Route with new signage and route improvements, a route that follows the Wherryman's Way Loddon cycle loop and links into the broader Norwich city cycle network. This links into the Norwich cycle map and Norwich pedalways project.</p>	Complete
GP049	<p><b>Earlham Millennium Green (EMG) Improvement Project (Phase 3)</b></p> <p>This project is part of a programme to improve Earlham Millenium Green creating a pedestrian link from Bowthorpe to the UEA and NRP. It involved refurbishing and improving existing entrance features, new signage, replacing pond dipping platforms and a timber footbridge connecting EMG with Earlham Marsh.</p>	Complete
GP050	<p><b>Yare and Wensum Valley Link</b></p> <p>The River Wensum and Yare run close together in the west of the city between Marriott's Way and the Three Score development site. The link between the two river valleys is a recognised green infrastructure corridor and the route of the purple pedalway. The project will improve this link for walkers, cyclists, and wildlife.</p>	Ongoing
GP051	<p><b>Green Infrastructure: Access for All</b></p> <p>A number of green infrastructure trails across the Greater Norwich area have been audited for accessibility, identifying the improvement works necessary to better support a wider range of users. This project implemented a range of smaller scale accessibility improvements across various projects and areas. £30,000 was allocated each year for five years with different project areas being delivered each year.</p>	Complete
GP052	<p><b>Thorpe Marriott Greenway</b></p> <p>This project was designed to promote better greenspace and access in the Thorpe Marriott area and established a path through the current tree belt that leads to Drayton Drewray.</p>	Complete
GP055	<p><b>Community Sports Hub- The Nest, Horsford</b></p> <p>This project created a community sports hub, providing a range of sports facilities as well as offices, cafe and meeting spaces.</p>	Complete

Ref	Project Description	Status
<b>GP056-60</b>	<p><b>Library self-access improvements</b></p> <p>Self-access technology allows the library service to automatically control and monitor building access, self-service kiosks, public access computers, lighting, alarms, public announcements and customer safety. Introducing this technology meant that each library could have increased opening hours, making access to the library more convenient for current and new customers without an increase in staff costs. This was a great opportunity for libraries to be accessible and relevant to more people.</p>	<b>Individual project details below</b>
<b>GP056</b>	<p><b>Harleston Library- self-access improvement</b></p> <p>This project introduced self-access technology, which allows automatic control and monitoring of building access.</p>	<b>Complete</b>
<b>GP057</b>	<p><b>Costessey Library- self-access improvement</b></p> <p>This project introduced self-access technology, which allows automatic control and monitoring of building access.</p>	<b>Complete</b>
<b>GP058</b>	<p><b>Loddon Library- self-access improvement</b></p> <p>This project introduced self-access technology, which allows automatic control and monitoring of building access.</p>	<b>Complete</b>
<b>GP059</b>	<p><b>Earlham Library- self-access improvement</b></p> <p>This project introduced self-access technology, which allows automatic control and monitoring of building access.</p>	<b>Complete</b>
<b>GP060</b>	<p><b>Mile Cross Library- self-access improvement</b></p> <p>This project introduced self-access technology, which allows automatic control and monitoring of building access.</p>	<b>Complete</b>
<b>GP061a</b>	<p><b>Education- Brundall Primary</b></p> <p>This project provides a 2 new classroom block, demolition of caretaker bungalow and improvement to parking provision, to cater to larger cohorts of children in the area.</p>	<b>Complete</b>

Ref	Project Description	Status
<b>GP061b</b>	<b>Education – Blofield</b> This project will relocate and expand Blofield Primary School to a new site, approximately five minutes from the existing site to accommodate for local growth, serving as a two-form entry (420 place) primary school. The new school will be a two-storey building consisting of 14 classrooms, including a dedicated external area for reception pupils, library space, main and studio halls, kitchen, and associated toilet and administration areas. Works will also include provision for 60 onsite staff parking spaces, covered cycle and scooter parking.	<b>Ongoing</b>

### 2019/20 Annual Growth Programme

Ref	Project Description	Status
<b>GP062</b>	<b>Education - Cringleford</b> This project delivered a two-form entry (420 place), two-storey primary school in Cringleford. The school has 14 classrooms, including a dedicated external area for reception pupils, library space, main and studio halls, kitchen, and associated toilet and administration areas. Works also included provision for 59 onsite staff parking spaces, covered cycle and scooter parking.	<b>Complete</b>

### 2020/21 Annual Growth Programme

Ref	Project Description	Status
<b>GP063</b>	<b>North West Woodlands Project (now known as Broadland Country Park)</b> Broadland Country Park (BCP) was purchased with IIF funding by Broadland District Council in 2019. Ideally located adjacent to the Broadland Northway, the Thorpe Marriott Greenway cycle and pedestrian route, and the purple and yellow bus routes, BCP helps to manoeuvre the Greater Norwich area into a strong position in which to deliver sustainable, well-planned communities by enabling a mitigation strategy that alleviates the impact of growth on the internationally designated sites in Norfolk.	<b>Complete</b>

Ref	Project Description	Status
<b>GP064</b>	<p><b>Hellesdon Station Green Infrastructure</b></p> <p>The project will deliver a range of inter-related green infrastructure improvements in the Hellesdon Station area. Overall, the project includes 25 sub-projects covering Hellesdon Station / Marriott's Way, Hellesdon Mill Meadow, Marlpit Paddock and Hellesdon Marsh. These improvements will boost the transport and ecological functions of strategic green infrastructure corridors to support growth.</p> <p>Works include improvements to the Hellesdon Road crossing and provision of ramped access and path on Marriott's Way; improvements to the Hellesdon Mill Meadow; and improvements to Hellesdon Marsh including provision of a canoe platform.</p>	<b>Ongoing</b>
<b>GP065</b>	<p><b>East Wymondham Green Infrastructure</b></p> <p>The project will install appropriate infrastructure around Oxford Common, an area of natural countryside identified support recreation and enhance GI provision in order to create an accessible area for local residents to visit. The project will establish approximately 1800 metres of new permissive paths, resulting in a newly defined circular route and the possible enclosure of 9 hectares of grassland to restore the site to County Wildlife Site (CWS) standard.</p>	<b>Complete</b>
<b>GP066</b>	<p><b>20 Acre Wood Community Access Improvements</b></p> <p>This project has improved an existing woodland path through 20 Acre Wood from Enfield Road to Earlham Green Lane.</p> <p>It involved installing a raised hard surface path to make it suitable for cyclists, pedestrians, mobility scooters and push chairs, whilst avoiding any damage to tree roots. Additionally, way-markers were installed at each end of the path, and a wooden chicane to slow pedestrian movement from the path to the tarmac path and road.</p>	<b>Complete</b>
<b>GP067</b>	<p><b>Kett's Country Long Distance Trail</b></p> <p>This project created a long-distance walking trail from Wymondham to Norwich via a number of South Norfolk towns and villages.</p>	<b>Complete</b>

Ref	Project Description	Status
GP068	<p><b>Frenze Beck Green Infrastructure</b></p> <p>The project delivered a number of green infrastructure updates and installations on Frenze Beck, on the eastern edge of Diss. The work includes installation of new entrance gates, design and installation of new information boards and trails, installing seating and picnic benches and installation of gravel footpaths to unlock access to two viewing areas.</p>	Complete
GP069	<p><b>Aylsham Sports Hub Stage 3</b></p> <p>The project has delivered a full-size, floodlit 3G pitch which can be sub-divided into 3 smaller pitches suitable for football, hockey and rugby, on the site of the Aylsham Sports Hub at Aylsham High School, to be used by both pupils and the public.</p>	Complete
GP070	<p><b>Wymondham Tennis Club</b></p> <p>The project improves Wymondham Tennis Club's facilities at Kett's Park in Wymondham. It provides a new fourth court to increase capacity in an area of high housing and population growth. It includes resurfacing of three existing courts, conversion of floodlights to LED Lumineers to provide lower running costs and delivers a greener operation; the enhancement will also see netball courts provided on the site, bringing outdoor, publicly accessible floodlit courts to Wymondham for the first time.</p>	Complete
GP071	<p><b>Crusaders Rugby Football Club</b></p> <p>The project delivers new infrastructure and enhanced facilities at Crusaders Rugby Club, based in Little Melton (South Norfolk). The enhanced facilities provided include: 3 en-suite changing rooms that meet Rugby Football Union (RFU) guidelines, a new officials' changing space, refurbished and extended social spaces, an accessible entrance, first floor viewing area and new accessible toilet facilities.</p>	Complete
GP072	<p><b>Recreation Road Swimming Pool</b></p> <p>The project increased car park capacity at the Recreation Road school swimming pool and installed new fencing and a covered bike store. These works increased the community access to the pool.</p>	Complete
GP073	<p><b>Norwich Parks Tennis</b></p> <p>The project delivered a total of 5 all-weather tennis courts at Heigham Park and Lakenham Park in Norwich, to add to the provision offered by the Norwich Parks Tennis Programme.</p>	Complete

Ref	Project Description	Status
<b>GP074</b>	<b>Plumstead Road Priority Junction (Previously Plumstead Road Roundabout)</b> This project will deliver a new T-junction on Plumstead Road as well as new footways and cycleways, a new pedestrian crossing, road re-alignment and associated services. In delivering the scheme, the project will ensure that the strategically important orbital link road between Salhouse Road and Plumstead Road can be delivered.	<b>Ongoing</b>
<b>GP075</b>	<b>Education- Ormiston Victory Academy</b> This project delivered an extensive expansion at Ormiston Victory Academy. It includes a new three-story classroom block and internal remodelling to increase the number of school places to 1500 for ages 11-16. The extension has reduced issues with admission pressures in the area, and the school is now able to accommodate additional pupils from nearby housing developments.	<b>Complete</b>

## 2021/22 Annual Growth Programme

Ref	Project Description	Status
GP076	<p><b>Brundall Sports Hub</b></p> <p>This is phase one of the project at Brundall Sports Hub. The project delivered a multi-sport floodlit 3G pitch with fencing, floodlighting, a maintenance storage container, hard standing pathways, car parking and a single-storey club house/changing room building.</p>	Complete
GP077	<p><b>Bure Valley Path: Access, Promotion and Recreational Enhancement</b></p> <p>The Bure Valley Path is already a well-used walking and cycling route and a key component of the Greater Norwich Infrastructure Plan project 'the Green Loop'. Despite this, there remain a series of obstacles which prevent it from reaching its full potential as a Norfolk-wide destination and alternative destination to the Natura 2000 sites.</p> <p>This project, which delivered a broad range of improvements to the Bure Valley Path and the surrounding area was completed in 2024. Works included creating five new circular walks totalling 23.8 km (or 14.8 miles) at Oxnead, Buxton, Coltishall, Belaugh &amp; Hoveton and installing 33 fingerposts, 10-way marker posts, 40 walk discs and 17 Circular Walk Information Boards at various locations along the route including in Oxnead, Buxton, Little Hautbois, Coltishall, and Belaugh. The scheme also included undertaking habitat creation at selected locations.</p>	Complete

Ref	Project Description	Status
<b>GP078</b>	<p><b>Kett's Heights</b></p> <p>Kett's Heights is described as one of Norwich's best kept secrets, containing the remains of a medieval chapel and 19th century garden terraces. It is named after Robert Kett, who occupied the site during his advance on the city in 1549. The site was acquired by Norwich City Council in the 1980s and is managed by the Friends of Kett's Heights, supported by the Norwich Fringe Project. The improvements to Kett's Heights provide for a more accessible and resilient space and enhance the green links through this area (linking with Mousehold Heath and Lion Wood).</p> <p>Prior to this project access to the site was from Kett's Hill via a pedestrian gate and a series of failing timber steps. There was no DDA compliant access or provision for maintenance vehicles.</p> <p>The project delivered improved access to the site with new steps from Kett's Hill and a new ramped access from Ladbrooke Place; repairs to the walls and infrastructure of the site, ensuring their preservation and the safety of users of the site; and creation of new habitat and improvements to existing habitat, to increase biodiversity. The project delivered improved access to the site with new steps from Kett's Hill and a new ramped access from Ladbrooke Place; repairs to the walls and infrastructure of the site, ensuring their preservation and the safety of users of the site; and creation of new habitat and improvements to existing habitat, to increase biodiversity.</p>	<b>Complete</b>
<b>GP079</b>	<p><b>Football Development Centre Bowthorpe – 3G Pitch</b></p> <p>The project replaced an existing full-sized grass pitch with a 3G full sized flood lit football pitch, increasing the hours of use of the facility.</p>	<b>Complete</b>

## 2022/23 Annual Growth Programme

Ref	Project Description	Status
<b>GP080</b>	<p><b>Yellow Pedalway extension (airport to Broadland Northway)</b></p> <p>This project will deliver active travel infrastructure improvements in the Hellesdon area to the north of Norwich. These improvements will enhance the provision of different transport options along the strategic A140 corridor to support growth. A summary of the key project deliverables is outlined below:</p> <ul style="list-style-type: none"> <li>• Provide a new shared use path between the Broadland Northway (A1270) roundabout and the junction with Amsterdam Way / Middleton's Lane along the western side of Holt Road, utilising the existing footway outside of the residential properties.</li> <li>• Two new bus stops within laybys near The Nest / Manor Park sports facilities (subject to land availability) and an uncontrolled crossing will be provided between the two bus laybys.</li> <li>• Upgrade the existing traffic signals at the Amsterdam Way / Holt Road junction to improve crossing facilities. (The traffic signals work will be funded by Norfolk County Council.)</li> <li>• Upgrade the existing uncontrolled crossing just south of the A1270 roundabout (on the splitter island) in line with current design guidance. Extend the 40-mph limit to the Broadland Northway (A1270) roundabout to replace the existing 'national speed limit' along Holt Road to create a safer environment for walking and cycling, subject to statutory procedures.</li> </ul>	<b>Ongoing</b>
<b>GP082</b>	<p><b>Broadland Country Park - Horsford Crossing</b></p> <p>This project sought to encourage green transport options for accessing Broadland Country Park (BCP). Works included a road crossing refuge island on the B1149 Holt Road at Horsford, to cater for both pedestrians and cyclists entering Broadland Country Park; and installation of a new 'welcome' sign, directional signage and cycle racks at BCP, Sandy Lane entrance. This project sought to encourage green transport options for accessing Broadland Country Park (BCP). Works included a road crossing refuge island on the B1149 Holt Road at Horsford, to cater for both pedestrians and cyclists entering Broadland Country Park; and installation of a new 'welcome' sign, directional signage and cycle racks at BCP, Sandy Lane entrance.</p>	<b>Complete</b>

Ref	Project Description	Status
GP085	<p><b>Football Development Centre - Heartsease Open Academy</b></p> <p>The FDC@OpenAcademy project provided a new 7v7 3G football pitch, replacing the current youth sized grass pitch. The new pitch connects to the existing full-sized 3G football pitch that is currently operated at the facility, increasing their 3G pitch capacity by an additional 50%. It enables more football activity covering both the traditional and recreational formats of the game.</p>	Complete
GP086	<p><b>Yare Boat Club</b></p> <p>This project was part of a multi-stage programme designed to improve and expand the existing rowing facilities at Yare Boat Club. It will enable the volunteer-run club to proactively take their sport out to the local community and particularly to younger people (18-25): encouraging and enabling participation whilst specifically targeting those that would not stereotypically access the sport from within the local lower socio-economic communities.</p>	Complete
GP087	<p><b>Education – Hethersett</b></p> <p>This project will deliver an expansion at Hethersett High Academy, in response to 1,400 new homes in the village. It will form the second phase of development at the school and will increase capacity from 230 pupils in each year group to 270. Works will include a new three-storey teaching and dining block, two DT rooms, two ICT-rich classrooms, and nine general-use classrooms.</p>	Ongoing

## 2023/24 Annual Growth Programme

Ref	Project Description	Status
GP088a	<p><b>Education – Wymondham High Academy</b></p> <p>This project will deliver an expansion at Wymondham High Academy, increasing capacity from 260 to 300 children in each year group, for a total of 1,500 pupils aged 11–16. The project will form the fourth phase of development at the school, helping to meet pupil demand from significant housing development in the town. Works will include a new gymnasium, Design and Technology block, including food technology and music curriculum space. In addition, works will be undertaken to address drainage and access issues on site.</p>	Ongoing
GP089	<p><b>Sloughbottom Park Regeneration</b></p> <p>This project will deliver a linked set of new community facilities at Sloughbottom Park, including a new 3G football pitch, league standard changing rooms, a multi-purpose pavilion and café, an upgraded play park, a refurbished and upgraded BMX track, storage facilities, upgrade to the Dolphin Path and other park infrastructure – car improvements park, resurfaced paths, lighting and signage.</p> <p>The full project comprised Norwich City Council's Levelling Up Fund (LUF) application for the North Norwich constituency. The specific elements of the project to be funded through the LUF as match funding are the 3G pitch, changing rooms and the upgrades to the Dolphin Path.</p>	On hold
GP090	<p><b>Easton Village Hall</b></p> <p>The project will deliver a new, multi-use community centre with off-road parking in Easton which is due to receive significant residential growth over the coming years. Upon completion, it will enhance recreational provision, promote social integration and create a thriving, sustainable community hub.</p> <p>It is designed to be a large 565m<sup>2</sup> multi-activity hall with a kitchen, changing facilities, bar and meeting/offices areas. It will also innovatively be able to deploy as an on and off-grid relief centre for emergency services and the community 24/7 as and when required. It will be fit for the future with extensive EV charging capacity for electric vehicles, providing exemplar services for both Easton and the wider area.</p>	Ongoing

Ref	Project Description	Status
<b>GP091</b>	<p><b>Youngs Park Aylsham AGP</b></p> <p>This project at Youngs Park in Aylsham delivered a full-sized 3G artificial grass pitch, replacing an existing full-sized natural turf pitch. Its delivery contributes towards a variety of outcomes identified within Norfolk County Council's Together for Norfolk business plan, Sport England's Uniting the Movement strategy, the FA's National Football Facility Strategy, Aylsham Parish Council's Neighbourhood Plan and the Greater Norwich Physical Activity and Sport Strategy (PASS) and associated updated Playing Pitch Strategy.</p>	<b>Complete</b>
<b>GP092</b>	<p><b>Queens Hill Community Park</b></p> <p>Queen's Hills Community Park is a 90-acre multifunctional green open space on the southern edge of Queen's Hills in Costessey. It is also designated as a County Wildlife Site (CWS), demonstrating its value and importance to wildlife. The Community Park comprises of a community woodland, four play areas at Queen's Hills and East Hills Woods managed by South Norfolk Council. Costessey has one of the largest populations in South Norfolk, having seen significant amounts of development in recent years, and includes one of Greater Norwich's strategic employment locations at Longwater.</p> <p>The aim of this project is twofold. The first, to provide formalised and improved access to and within the park for the community and visitors, and the second, to protect the existing woodland. This project will deliver formal footpaths, way markers, five circular walks, an additional access point to the park, 6 cycle racks and stock fencing for a grazing area.</p>	<b>Ongoing</b>

Ref	Project Description	Status
<b>GP093</b>	<p><b>Cringleford Country Park</b></p> <p>Cringleford, as one of the five major growth locations in South Norfolk, has experienced a rapid expansion in its population. The Parish Council is purchasing land in the Yare Valley adjacent to the UEA woods, so that it can be protected from development and be made accessible. The primary purpose of this project is to secure and open up additional green space for the community.</p> <p>The project will deliver 17.24 ha of land including 5.87 ha of managed woodland (Cringleford Wood) and 8.56 ha of pasture; a new accessible bridge crossing for the River Yare; 400m of accessible boardwalk across the land to the bridge; 400m cattle and dog-proof fencing to maintain grazing and protect users of the pasture; a new path linking Cringleford with UEA's boardwalk, the Yare Valley Walk, and the wider Kett's Country Long Distance Trail and Circular paths; and three disabled parking spaces for accessing the new path.</p>	<b>On hold</b>
<b>GP094</b>	<p><b>Venta Icenorum</b></p> <p>This project will upgrade and expand the car park by 2,000m<sup>2</sup>, doubling the existing capacity so it is fit for purpose and can accommodate the increased number of visitors. The extension will help mitigate the problem with visitors parking on the rural road and reduce the risks to road users. Entry will be via a new height security barrier to prevent entry overnight. There will be allocated bays for blue badge holders, and provision for 2 new Electric Vehicle (EV) charging points with associated utilities. New cycle parking bays will be included to encourage cycling to the site, simultaneously relieving pressure on the car park. Finally, a new oak gazebo will be erected at the entrance, to act as a meeting point for visitors, hold information boards and provide some shelter too.</p>	<b>Ongoing</b>

Ref	Project Description	Status
GP095	<p><b>Hethersett to NRP Cycle Route</b></p> <p>This project will enable an off-carriageway, shared use cycling and walking path to be provided along the western side of Colney Lane from the junction of Braymeadow Lane to the bridge over the A47. This will enable the Pink Pedalway to be extended to Hethersett to link with the Blue Pedalway (the Pink Pedalway currently terminates at the Norfolk &amp; Norwich University Hospital). These improvements will enhance walking and cycling provision, supporting strategic growth of Wymondham, Hethersett and the NRP.</p>	Ongoing
GP097	<p><b>Hethel Technology Park</b></p> <p>This project will deliver:</p> <ul style="list-style-type: none"> <li>• A 3-arm Roundabout on the C186 (Wymondham Road) to the west of the current Hethel Engineering Centre access. The roundabout will provide a new access via a realignment of the southern end of Potash Lane through the Strategic Employment Allocation HETHEL2.</li> <li>• A new road (as indicated above) through HETHEL2 providing access 'limbs' into the employment allocation to serve the employment facilities (new and existing) at Hethel.</li> <li>• Footway and cycleway infrastructure alongside the sections of new road.</li> <li>• Closure of the existing junction of the C186 Wymondham Road and Potash Lane to vehicular traffic at Hethel.</li> </ul>	Ongoing

## 2024/25 Annual Growth Programme

Ref	Project Description	Status
<b>GP098</b>	<p><b>Aylsham Gym &amp; Fitness Hub</b></p> <p>This project will deliver a new 487 m<sup>2</sup> community health and fitness facility on the Aylsham High School site, which includes a 40-station gym, multi-use fitness studio and changing facilities. The building will be located on land adjacent to the 3G pitch, swimming pool and sports hall, to expand the 'hub'.</p> <p>Following the previous successful delivery of stages one and two, the Aylsham Gym and Fitness Hub proposal is the third stage of a programme of works, managed and delivered by Aylsham High School. These works are providing necessary new community sport and leisure facilities for Aylsham and the surrounding area.</p>	<b>Ongoing</b>
<b>GP099</b>	<p><b>Eaton Park</b></p> <p>This project will deliver a range of improvements to Eaton Park, a destination park based in the southwest of Norwich. The improvements will include renovations to the changing rooms in the central pavilion to install four player changing rooms and two officials' changing rooms, installation of green technologies (including solar panels, a heat pump, a Passive Infrared system, and LED lighting), improved park signage at all entrances and 10 cycle storage racks located throughout the park.</p> <p>This project will make the facilities compliant with Football Association regulations and accessible by all, as well as improving the efficiency of the building. The installation of cycle racks will help encourage active travel to and around the park.</p>	<b>Ongoing</b>

Ref	Project Description	Status
<b>GP100</b>	<p><b>Plumstead Road Library</b></p> <p>This project will deliver a 72m<sup>2</sup> extension to Plumstead Road Library, based in the east of Norwich. The extension will include an internal entrance, a multi-use space to accommodate 20 people, a kitchen area, and a disabled toilet. In addition to this, a disability access ramp will be installed to improve accessibility from the car park.</p> <p>The open nature of the library limits what can be offered currently. Developing this new space will allow for events and activities to be made available to a broader range of individuals and community groups, in a location where community facilities are limited. Examples of groups that will be able to be offered include Audio Book Club, Autism Friendly Sessions, Bereavement and carer cafes, Come Singing at The Library, Digital Support, Family History Club, Home Educators Group, Homework Club, Lego Club for Adults, Meet the Author events, Mini Movers, Music Club, Poetry Group, Pokémon Club, Seated Exercise and Writing groups. The space will also allow the development of a wider range of partnerships with other organisations being able to use a purpose built, accessible room.</p>	<b>Ongoing</b>
<b>GP088b</b>	<p><b>Education – Wymondham High Academy</b></p> <p>This project will deliver an expansion at Wymondham High Academy, increasing capacity from 260 to 300 children in each year group, for a total of 1,500 pupils aged 11–16. The project will form the fourth phase of development at the school, helping to meet pupil demand from significant housing development in the town. Works will include a new gymnasium, Design and Technology block, including food technology and music curriculum space. In addition, works will be undertaken to address drainage and access issues on site.</p>	<b>Ongoing</b>

## 2025/26 Annual Growth Programme

Ref	Project Description	Status
GP102	<p><b>Sweetbriar Marshes</b></p> <p>This project will deliver new access infrastructure at Sweet Briar Marshes, based in the northwest of Norwich beside the River Wensum. The 90-acre site was purchased by the Norfolk Wildlife Trust with support from Aviva and is undergoing development to protect the wildlife and make it a destination for people to experience nature in the heart of Norwich. This project will form the third phase of works at Sweetbriar Marshes and aims to unlock the northern gateway of the site by increasing accessibility.</p> <p>Works will include:</p> <ul style="list-style-type: none"> <li>• an accessible entrance to Sweet Briar Marshes</li> <li>• a new direct route connecting Burnet Road, Marriott's Way and the entrance to Sweet Briar Marshes</li> <li>• a new accessible route across Mile Cross Marsh connecting the Riverside Walk to the existing eastern entrance of Sweet Briar Marshes and to Marriott's Way</li> <li>• accessible parking and a changing places toilet</li> <li>• facilities to enable educational visits.</li> </ul> <p>In addition, a conservation workshop, storage and welfare facilities will be delivered through match funding.</p>	Ongoing

Ref	Project Description	Status
<b>GP103</b>	<p><b>Wherryman's Way: Bramerton Improvements</b></p> <p>This project will deliver access improvements to a section of the Wherryman's Way 38-mile trail, which links Norwich City Centre to Great Yarmouth. Works will allow Bramerton Footpath 5, adjacent to the River Yare, to reopen and provide a gateway to traffic-free enjoyment of both the nature and culture of the Broads National Park.</p> <p>Works will include:</p> <ul style="list-style-type: none"> <li>• nature and access-friendly riverbank restoration</li> <li>• footpath improvements</li> <li>• installation of a new bridge</li> <li>• ecological enhancements</li> <li>• installation of new accessible interpretation boards and waymarking signs.</li> </ul>	<b>Ongoing</b>
<b>GP104</b>	<p><b>Broadland Country Park Café &amp; Visitor Centre</b></p> <p>This project will deliver a new visitor centre at Broadland Country Park in Horsford. The 140-acre site, made up of heath, woodland, and marshy grassland, was purchased by Broadland District Council in 2020 with funding secured previously from the IIF. The site is part of their requirement to deliver Sustainable Alternative Natural Green spaces (SANGs) to mitigate against the impacts of recreational disturbance on internationally designated Natura 2000 sites.</p> <p>Works will include a new visitor centre with a café, toilets, and indoor seating areas, as well as enhanced parking facilities with EV charging, a highway crossing and an interconnecting Disability Discrimination Act (DDA) Compliant footpath. These developments are designed to elevate the park's appeal as a key outdoor destination and country park, making it more accessible and enjoyable for everyone.</p>	<b>Ongoing</b>

Ref	Project Description	Status
<b>GP105</b>	<p><b>Rothbury Park</b></p> <p>This project will deliver a range of improvements at Rothbury Park in Wymondham. The project aims to transform the park from an underused, inaccessible, and outdated green space into a biodiverse, accessible, and valued leisure space that can be used by everyone.</p> <p>Works will include:</p> <ul style="list-style-type: none"> <li>• two new paths linking the north and south entrances</li> <li>• accessible mounding and new play equipment</li> <li>• a new seating area and litter bins</li> <li>• cycle stands and fold-down bollards</li> <li>• natural and native planting</li> </ul>	<b>Ongoing</b>
<b>GP106</b>	<p><b>Buckenham Ancient Woodland</b></p> <p>This project will deliver a range of improvements at Buckenham Wood in Strumpshaw, with the ambition of restoring, enhancing, and conserving the integrity of the ancient woodland. Delivering this project will open up and safeguard Buckenham Wood as a central community asset that can be enjoyed by neighbouring communities and visitors from and beyond the Greater Norwich area.</p> <p>Works will include:</p> <ul style="list-style-type: none"> <li>• rationalising, restoring, and monitoring the footpath network</li> <li>• installing fencing and gates where appropriate to access and manage newly acquired land</li> <li>• installation of cycle stands, benches and interpretation boards.</li> </ul>	<b>Ongoing</b>

Ref	Project Description	Status
<b>GP107</b>	<p><b>Lion Wood</b></p> <p>This project will deliver a range of improvements at Lion Wood on the wooded ridge in Thorpe Hamlet, creating an accessible green space for local residents to utilise, while increasing biodiversity and opening up the purple pedalway for greater use by walkers and cyclists, underpinned by natural flood management measures.</p> <p>Works will include:</p> <ul style="list-style-type: none"> <li>• a new hard surface path connecting Wellesley Avenue North and Wellesley Avenue South</li> <li>• localised surface improvements</li> <li>• entrance improvements to reduce access restrictions</li> <li>• biodiversity improvements with opportunities for natural play</li> <li>• installation of interpretation boards</li> </ul>	<b>Ongoing</b>
<b>GP108</b>	<p><b>Diss Leisure &amp; Public Realm</b></p> <p>This project will deliver a new, two-storey dry-side leisure facility and public realm improvements on the old John Grose site, south of Diss Mere. This new facility, on a site purchased by South Norfolk Council in 2023, aims to increase accessibility to leisure provision in Diss and enhance connectivity between the town centre and the site on Park Road to help increase footfall.</p> <p>The facility will include a 55-station gym, multi-use studio, and spin studio with supporting facilities, as well as a café and car parking. In addition, works will be undertaken to enhance the surrounding area to create a European-style public plaza overlooking Diss Mere.</p>	<b>Ongoing</b>
<b>GP109</b>	<p><b>Aylsham Library Improvements</b></p> <p>This project will deliver an accessible public toilet with baby changing, and new staff facilities at Aylsham Library through the reconfiguration of the internal library space. The remodelling will increase the overall size of the library area by 20m<sup>2</sup> and create a more coherent layout.</p>	<b>Ongoing</b>
<b>GP110</b>	<p><b>Long Stratton Library Improvements</b></p> <p>This project will deliver an accessible public toilet with baby changing facilities at Long Stratton Library, through reconfiguration of the internal library space.</p>	<b>Ongoing</b>

Ref	Project Description	Status
GP111	<p><b>Diss Library Improvements</b></p> <p>This project will deliver an accessible public toilet with baby changing facilities at Diss Library, through a small extension and reconfiguration of the internal library space.</p>	Ongoing
GP112	<p><b>Hethersett Library Improvements</b></p> <p>This project will deliver an extension at Hethersett Library, which in addition to reconfiguration works will result in a new accessible entrance and meeting room that can be used by local organisations and community groups.</p>	Ongoing
GP113	<p><b>Urban Area Library Improvements - Earlham, St Williams Way, Sprowston</b></p> <p>This project will deliver accessible public toilets with baby changing facilities at Sprowston, Earlham, and St Williams Way Libraries, through internal remodelling of the existing buildings.</p>	Ongoing
GP114	<p><b>Wymondham Baptist Community Space</b></p> <p>This project will deliver a 128-square-metre extension to Wymondham Baptist Church which will serve as a key community facility in the growing market town. The extension will be built to an eco-efficient design and create a spacious reception and open plan area that meets accessibility standards.</p> <p>As a result of this project the extension will create a community space which is accessible to all, providing a much-needed base for a range of community services to operate from. This will allow an expansion of the services currently offered from the site, which include a community café, foodbank, several support groups, and advice from partners such as Citizens Advice and Shelter. In addition, new groups and charities will be able to base their services and support from the building; thereby improving the overall offer to the community.</p>	Ongoing

Ref	Project Description	Status
<b>GP115</b>	<p data-bbox="248 142 589 180"><b>School of Oral Health</b></p> <p data-bbox="248 197 1809 272">This project will deliver a two-storey extension to the Edith Cavell Building on the Norfolk and Norwich University Hospital Campus, UEA. This will be delivered in three phases, with the IIF funding phase two.</p> <p data-bbox="248 290 1877 485">Phase One is to deliver the ground floor of the extension. This space will serve as a new Anatomy Suite for the University, offering 390m<sup>2</sup> of teaching space in seminar rooms, an immersive anatomy teaching space, improved preparation areas and associated storage and academic office facilities. This new facility, which replaces the existing suite on campus, will be one of the first in the country to meet contemporary standards set by the World Health Organisation.</p> <p data-bbox="248 502 1883 697">Phase Two will deliver the second storey of the extension, which will be home to UEA's new School of Oral Health. This space will provide a space with 8 dentist chairs, clinical grade fittings and other specialist teaching infrastructure such as phantom heads, teaching laboratory and seminar room space. This will provide the initial capacity required for courses in Dentistry starting in 2026 with 40 undergraduate students per year.</p> <p data-bbox="248 715 1883 909">A new School of Oral Health will have an immediate impact in Greater Norwich. Training dentists locally will provide much-needed resources for existing dental practices through newly qualified dentists but also through placements during qualification, whilst also addressing health inequalities. If undergraduate training starts in September 2026, the first cohort of dental students would qualify as dentists in June 2031, but they will be able to start delivering basic treatment within just a few years.</p>	<b>Ongoing</b>

For more information or if you require this document in another format or language, please phone:

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**0808 168 3000**  
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**Greater Norwich Annual Growth  
Plan 2025/26**



**Greater Norwich Green Infrastructure Strategy**  
*Wendy Brooks, Head of Environment, Norfolk County Council*

## Summary

This report introduces the draft Greater Norwich Green Infrastructure Strategy and will be accompanied by a presentation from CBA consultants.

## Recommendation

- i) The GNGB are recommended to approve the Greater Norwich Green Infrastructure Strategy
- 

## 1 Introduction

- 1.1 At their meeting on 02 December 2021 the Greater Norwich Growth Board (GNGB) approved delivery of the Greater Norwich Green Infrastructure Strategy and Delivery Plan (the Strategy), with delegated authority granted to the Greater Norwich Infrastructure Delivery Board (IDB) to manage its programme. The strategy commenced in August 2022
- 1.2 The Strategy provides an update to the 2007 Greater Norwich Green Infrastructure (GI) Strategy, driven by an array of changes in policy at national level, and other strategies and plans at a more local level. The most prominent being the Environment Act 2021, and locally, the Greater Norwich Local Plan (GNLP - adopted March 2024).
- 1.3 This Strategy has been developed to align with the methods and principles of Natural England's Green Infrastructure Framework, and in alignment with the emerging Norfolk Local Nature Recovery Strategy.
- 1.4 The Strategy is complete and is being recommended to the GNGB for approval.

## 2 Approach to developing the strategy

- 2.1 The strategy was prepared by a consultant team led by CBA, in collaboration with a GI Delivery Group. Membership of the delivery group consisted of the pre-established Greater Norwich Green Infrastructure Programme Team (GIPT), plus a number of additional representatives. The full membership included:
- Greater Norwich Project Team
  - Thematic leads from each district authority
  - The Broads authority
  - Active Norfolk
  - Public Health
  - Norfolk County Council's Environment Team
  - CBA consultants
- 2.2 In addition, a GI Steering Group was established to provide guidance and oversight, giving advice on specific areas of expertise as required. This group included:
- Natural England
  - University of East Anglia
  - Norfolk Wildlife Trust
  - Public Health
  - Active Norfolk
  - Norfolk and Waveney CCG
  - Broads Authority

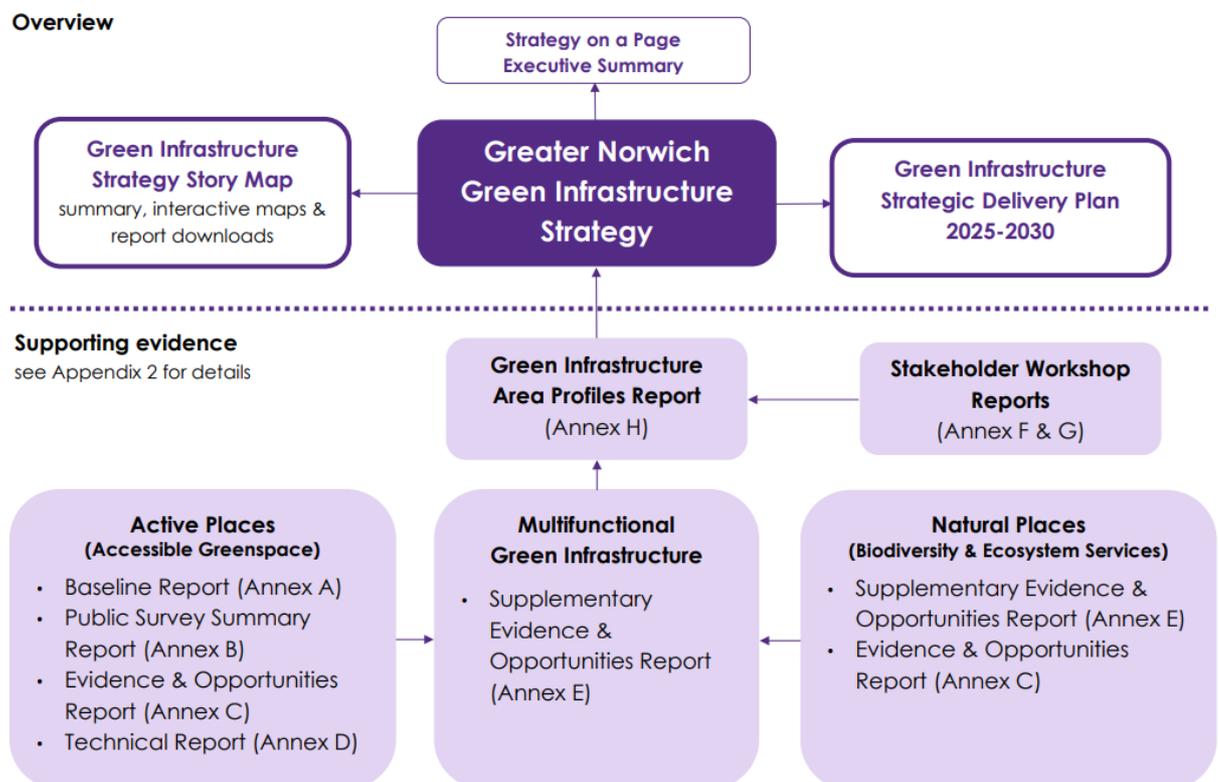
- Senior Officers across the partnership authorities.

- 2.3 Updates of the work were provided to the IDB at key decision-making points, and to the GNGB at key milestones.
- 2.4 The Strategy has been developed in collaboration with local partners, and input from a broad range of internal and external stakeholders. A public consultation held in Spring 2023 received 1052 responses, and a series of workshops held in July and September 2024 had participation from 35 organisations representing the public, private and third sector.
- 2.5 The vision, objectives and strategic priorities have been shaped by the feedback received from this wide-ranging stakeholder input.
- 2.6 The Strategy links to a range of current and emerging strategies and plans across the Greater Norwich area and beyond and will support the policy requirements in the Greater Norwich Local Plan (adopted 2024) for GI enhancements and biodiversity net gain from new developments.

### 3 The Strategy documents

- 3.1 The Greater Norwich Green Infrastructure Strategy provides a flexible framework for guiding and prioritising the most suitable types, locations and scale of GI needed to support future growth. The various documents that form the strategy and provide the evidence base, are shown in Figure 1 and described below.

Figure 1: GNGI Strategy and supporting documents



- **The Strategy on a page (Appendix 7a)** – a one-page summary of the main strategy, which communicates the vision, guiding principles and outcomes
- **Executive Summary (Appendix 7b)** – provides a concise overview of the strategy and includes the high-level maps that indicate the proposed strategic initiatives
- **Greater Norwich GI Strategy (Appendix 7c)**– the main strategy document
- **GI Strategic Delivery Plan (Appendix 7d)**– sets out our proposed programme for a range of strategic initiatives that will help to inform GI prioritisation and delivery over the next 5 years.
- **GI Strategy Story Map (Appendix 7e)**– provides a visual summary of the evidence underpinning the Strategy which includes interactive maps that can be downloaded. It will be accessible to the public, as well as providing a tool to inform decision making about investment and locations for future GI delivery
  - [Green Infrastructure Strategy StoryMap](#)

**3.2** In addition, there is a vast evidence base of documents that have been developed to inform this Strategy (Annex A-H). These documents are split into the two broad categories of work areas which the Strategy focuses on, Active Places and Natural Places. Links to access these documents are provided as **Appendix 7f**.

## **4 Next Steps**

### **4.1 Strategy approval and launch**

Subject to the approval of the Strategy and Strategic Delivery Plan by the GNGB, there will be a series of events to launch and embed the strategy.

Planned events will include:

- **Soft Launch** – Social media content and a press release confirming the acceptance and publication of the strategy, to be issued immediately following the GNGB meeting
- **Hard Launch** – An in-person launch to promote the strategy and raise awareness of the work already underway
- **Officer Workshop** – A workshop for partner authority Officers and other local partners who will embed the strategy into their work and be involved with developing and implementing the Strategic Delivery Plan.

### **4.2 Implementation**

Responsibility for **implementation and monitoring** of the Strategy and Delivery Plan will be led by the Green Infrastructure Programme Team (GIPT), a well-established cross authority officer group. The group consists of:

- Greater Norwich Project Team
- Thematic leads from each district authority
- The Broads authority
- Public Health Norfolk

Together they will develop a **pipeline of projects**, with delivery updates reported in subsequent publications of the annual Greater Norwich Infrastructure Plan (GNIP).

### **4.3 Supplementary Evidence to the Greater Norwich Local Plan (GNLP)**

- 4.4 For the Strategy to become fully embedded within each authority's workstreams, it is intended that it will progress to be developed as a Supplementary Planning Document (SPD). Adoption of the SPD will primarily supplement the GNLP policy 3, along with other policies. This work is beyond the scope of the GNGB. Instead, as the member body which oversees and make recommendations on plan-making and supplementary guidance, it will fall to the Greater Norwich Development Partnership (GNDP) to consider recommending that the districts adopt the updated Greater Norwich GI Strategy as a SPD.

## **5 Recommendation**

- i) The GNGB are recommended to approve the Greater Norwich Green Infrastructure Strategy

## **6 Issues and Risks**

### **a. Resource implications**

- i. Development of the strategy and its ongoing future monitoring are supported by existing staff resource within the Greater Norwich governance structure.
- ii. Identification of resource for implementation of the delivery plans is not within the scope of the strategy and will be determined at a later stage.

### **b. Legal Implications**

- i. The information within the GI Strategy is to be used as an evidence base only. It is not a legal document.

### **c. Human Rights Implications**

Not applicable

### **d. Equality Impact Assessment (EqIA)**

- i. The strategy and its supporting documents are compliant with digital accessibility legislation, specifically: Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018.
- ii. The public consultation has been delivered and residents with protected characteristics are well represented within the consultation.
- iii. The two workshops were delivered in formats that were accessible to the wider public as well as stakeholders, and where practicable, mechanisms were put in place to provide additional methods of engagement.
- iv. An Equality Impact Assessment (EQIA) has been conducted and the Equality team at Norfolk County Council have been consulted.
- v. To implement any actions drawn from this strategy, individual partner authorities may need to conduct their own EQIA's based on their organisation's policies.

**e. Data Protection Impact Assessments (DPIA)**

- i. A DPIA has been completed. The consultant team were required to adhere to it and have ensured that it continued to be updated for the duration of the project.

**f. Health and Safety Implications**

Not Applicable

**g. Sustainability Implications**

- i. The strategy by its very nature will be considering the environmental implications of growth within the Greater Norwich area. Delivery of any projects resulting from the strategy will be the responsibility of the project sponsor to consider their specific impact.

**h. Any Other Implications**

None Identified

**i. Risk Implications/Assessment**

- i. The risk of increased cost was managed by agreeing a fixed price to develop the strategy and delivery plans. The cross-authority Greater Norwich governance arrangements provided safeguards against delivery risks, by allowing them to be identified early therefore enabling corrective action to be taken.

**Appendices**

**Appendix 7a** [Greater Norwich Green Infrastructure Strategy - Strategy on a Page](#)

**Appendix 7b** [Greater Norwich Green Infrastructure Strategy - Executive Summary](#)

**Appendix 7c** [Greater Norwich Green Infrastructure Strategy – The Strategy](#)

**Appendix 7d** [Greater Norwich Green Infrastructure Strategy - Strategic Delivery Plan](#)

**Appendix 7e** Story Map (interactive summary) [Green Infrastructure Strategy StoryMap](#)

**Appendix 7f** Evidence base developed to inform the strategy.

*Please note that all data presented was considered accurate at the time of production but may since have been superseded by data presented in Norfolk's Local Nature Recovery Strategy (LNRS), which has been developed in response to statutory obligations of the Environment Act 2021. Wherever possible consistency between the Greater Norwich Green Infrastructure Strategy and LNRS has been retained by adhering to common national guidance.*

• **Active Places Evidence:**

[Greater Norwich Green Infrastructure Strategy - Annex A Baseline Report](#)

[Greater Norwich Green Infrastructure Strategy - Annex B Public Survey Summary Report](#)

[Greater Norwich Green Infrastructure Strategy - Annex C Evidence and Opportunity Report](#)

- **Natural Places Evidence:**

[Greater Norwich Green Infrastructure Strategy - Annex E Supplementary Report](#)

[Greater Norwich Green Infrastructure Strategy - Annex F Stakeholder Workshop 1 Report \(14/08/2024\)](#)

[Greater Norwich Green Infrastructure Strategy - Annex G Stakeholder Workshop 2 Report \(/26/09/2024\)](#)

[Greater Norwich Green Infrastructure Strategy - Annex H Area Profiles](#)

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**Officer Contact**

If you have any questions about matters contained in this paper, please get in touch with:

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# Greater Norwich green infrastructure strategy on a page

## Our mission

To work with partners in securing opportunities for nature recovery and enhanced access to nature by supporting the development of Green Infrastructure to help tackle the climate and ecological emergencies, and support vibrant, healthy, inclusive and growing communities

## Our vision

Greater Norwich has a high quality, nature-rich and resilient Green Infrastructure network connecting greenspaces and the countryside in and around the city of Norwich, surrounding towns and villages. The nature-based benefits of this green network are widely valued by our local communities, businesses and visitors.

## Our objectives

- Enabling access to nature and healthy lifestyles
- Harnessing productive landscapes
- Strengthening distinctive places
- Supporting nature recovery
- Promoting urban greening
- Strengthening blue-green infrastructure

## Our guiding principles

- ✓ Delivering high quality Green Infrastructure
- ✓ Long-term stewardship
- ✓ Optimising gains and benefits
- ✓ Targeting Green Infrastructure in areas with greatest need/potential
- ✓ Integrating Green Infrastructure into policy
- ✓ Collaborative approach

## Our delivery programme themes

- **Active Places** – provision of accessible green spaces and links to support people's physical health and mental wellbeing
- **Natural Places** – provision of nature-rich habitats to support nature recovery and strengthen climate resilience

## Our outcomes

Healthier, happier and more active people  
Nature-rich places  
Climate-resilient places  
Prosperous communities



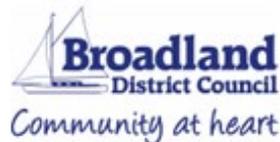
# Greater Norwich Growth Board

## Green Infrastructure Strategy

*A nature-based vision for supporting sustainable growth to 2038*

### Executive Summary

Final V1 – January 2025



## A call to action

In the heart of our evolving world, few initiatives hold as much promise for our future as those dedicated to protecting and enhancing our natural environment. The Greater Norwich Green Infrastructure Strategy embodies this promise, offering a visionary roadmap towards greener, healthier, and more resilient places.

This strategy is not merely a plan on paper; it is a testament to our collective commitment to nurturing the intricate web of green spaces, waterways, and wildlife habitats that define Greater Norwich. By investing in our natural capital, we are investing in the well-being of our communities, the richness of our biodiversity and the sustainability of our local economy.

As we navigate the challenges of urban growth and climate change, the importance of a robust and interconnected green and blue infrastructure cannot be overstated. It serves as the lifeline that supports not just the ecological health of our region, but also the physical and mental well-being of our residents.

From the air we breathe to the spaces we cherish for recreation and relaxation, green infrastructure is the foundation upon which a vibrant, inclusive, and prosperous future is built.

This strategy represents the culmination of extensive collaboration, innovative thinking and a deep-rooted passion for our environment. It is a call to action for every one of us - residents, businesses, and policymakers alike - to join forces and create a legacy that will be celebrated by generations to come.

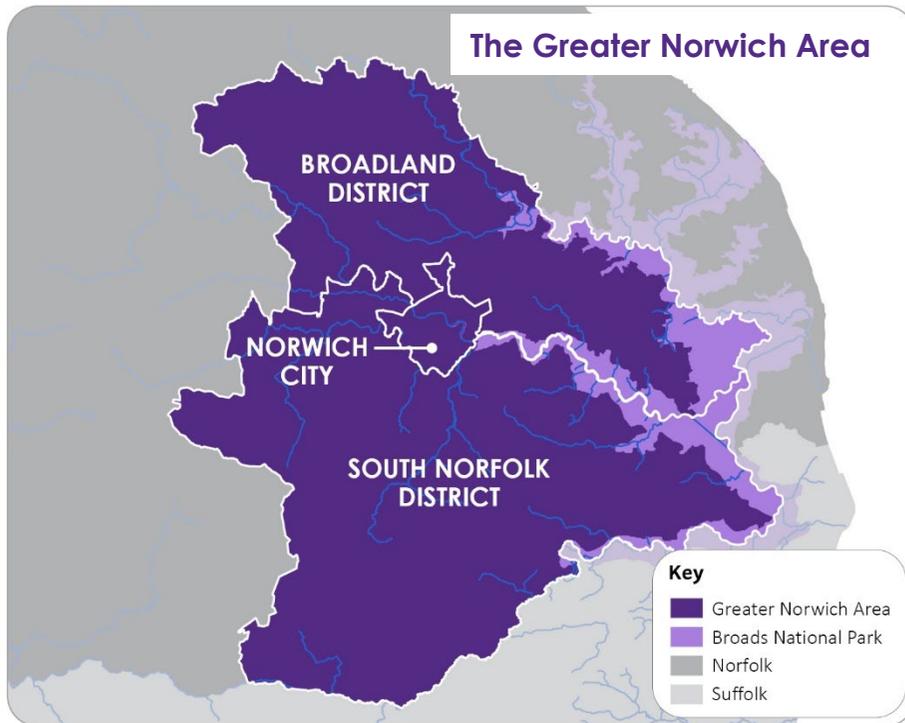
Together, let us embrace this vision and work hand in hand to transform Greater Norwich into a beacon of sustainability and natural beauty. Our journey towards a greener future starts here and now, with the unwavering belief that we can, and will, make a difference.

Wendy Brooks  
Head of Environment, Norfolk County Council

## Background

The [Greater Norwich Growth Board \(GNGB\)](#) is a unique partnership bringing together the leaders of Norwich City Council, South Norfolk Council, Broadland District Council and Norfolk County Council.

Facilitated by an Infrastructure Investment Fund, the GNGB oversees delivery of infrastructure projects required to support the ambitious plans for sustainable growth to 2038 set out in the Greater Norwich Local Plan (adopted March 2024), including Green Infrastructure (GI).



## Purpose of the strategy

We have developed the Greater Norwich Green Infrastructure Strategy to support the Local Plan. It outlines our overarching vision and strategic approach to protecting, enhancing and expanding GI across Greater Norwich to 2038.

The Strategy provides a flexible framework for guiding and prioritising the most suitable types, locations and scale of GI needed to support future growth, alongside health and wellbeing, biodiversity and climate resilience.

The GI Strategy is for partners working across the environment sector and beyond in Greater Norwich – including planning, health, activity/sport, heritage, transport, water, farming, private and not-for-profit sectors.

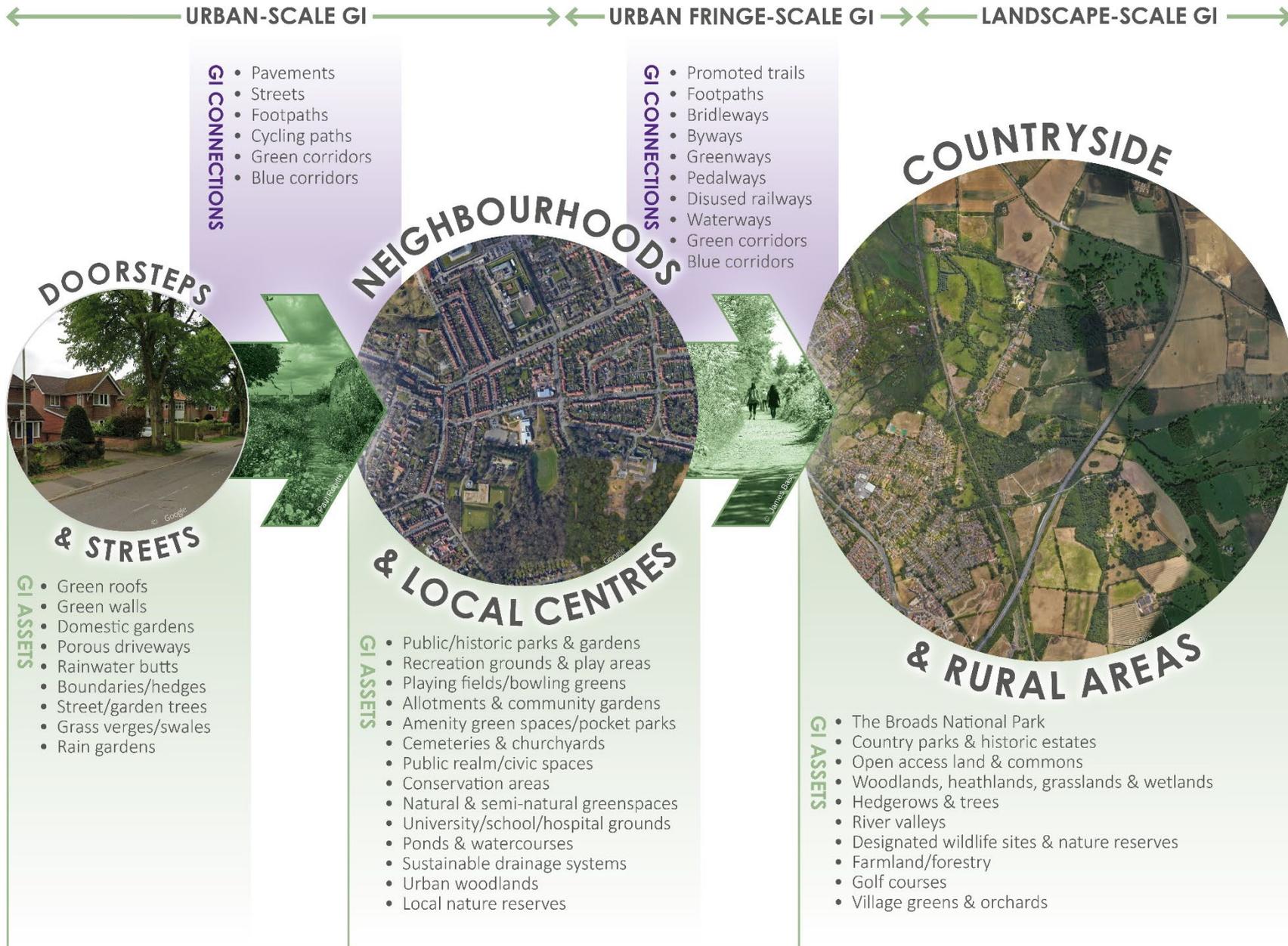
## What is green infrastructure?

‘Green Infrastructure is a network of multi-functional green space and blue spaces and other natural features, urban and rural, which is capable of delivering a wide range of environmental, economic, health and wellbeing benefits for nature, climate, local and wider communities and prosperity’

(Source – National Planning Policy Framework)

A variety of different types, locations and scale of GI assets and connections provide the “building blocks” of the multifunctional GI network linking urban areas and the countryside across Greater Norwich.

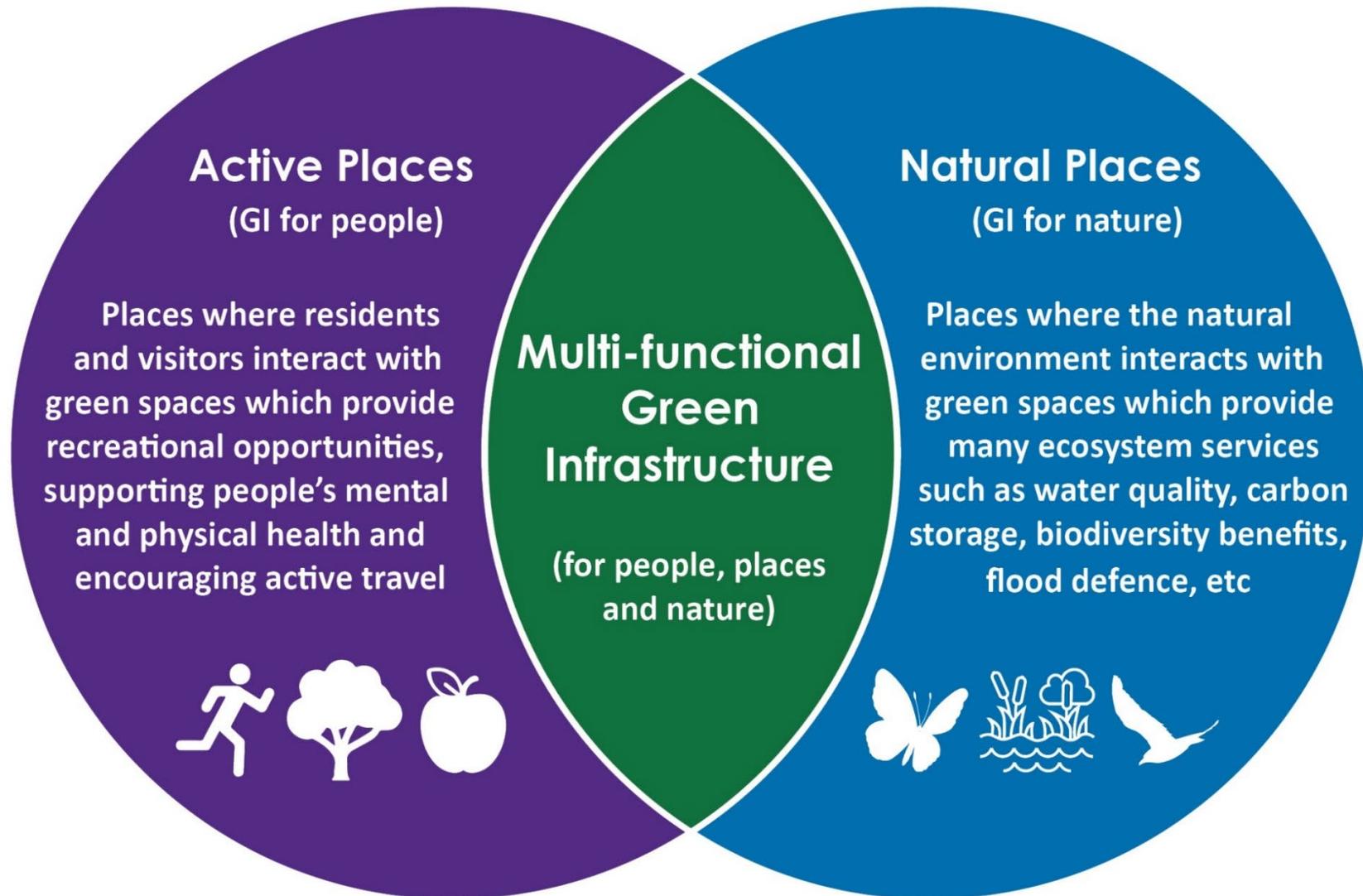
# Green infrastructure network “building blocks”



Source: Adapted from GI Design and Placemaking (Scottish Government, 2011)

## Approach to green infrastructure

Our approach to assessing, planning and delivery of multi-functional GI is focussed around the overlapping themes of **active places** and **natural places**.



# Green infrastructure strategy on a page

## Our mission

To work with partners in securing opportunities for nature recovery and enhanced access to nature by supporting the development of Green Infrastructure to help tackle the climate and ecological emergencies, and support vibrant, healthy, inclusive and growing communities

## Our vision

Greater Norwich has a high quality, nature-rich and resilient Green Infrastructure network connecting greenspaces and the countryside in and around the city of Norwich, surrounding towns and villages. The nature-based benefits of this green network are widely valued by our local communities, businesses and visitors.

## Our objectives

- Enabling access to nature and healthy lifestyles
- Harnessing productive landscapes
- Strengthening distinctive places
- Supporting nature recovery
- Promoting urban greening
- Strengthening blue-green infrastructure

## Our guiding principles

- ✓ Delivering high quality Green Infrastructure
- ✓ Long-term stewardship
- ✓ Optimising gains and benefits
- ✓ Targeting Green Infrastructure in areas with greatest need/potential
- ✓ Integrating Green Infrastructure into policy
- ✓ Collaborative approach

## Our delivery programme themes

- **Active Places** – provision of accessible green spaces and links to support people's physical health and mental wellbeing
- **Natural Places** – provision of nature-rich habitats to support nature recovery and strengthen climate resilience

## Our outcomes

Healthier, happier and more active people  
Nature-rich places  
Climate-resilient places  
Prosperous communities



## What our strategy looks like

Our Green Infrastructure Strategy aims to support sustainable growth across Greater Norwich by harnessing the power of the natural environment to enrich people's lives, and promoting nature-based solutions to tackling climate, ecological and health challenges.

To achieve our outcomes, we will work in partnership with stakeholders and communities across Greater Norwich towards the delivery of six key GI objectives, which together address local needs and the strategic priorities of our partners.



## Green infrastructure objectives

### 1. Access to nature and healthy lifestyles

Enabling more people in Greater Norwich to experience and connect with nature and be physically active

### 2. Productive landscapes

Harnessing the potential of productive landscapes in Greater Norwich to connect people with food growing and climate change action

### 3. Distinctive places

Promoting the role of good GI in contributing to the distinctive landscape character of places and spaces within Greater Norwich

### 4. Nature recovery

Supporting initiatives for enhancing, expanding and protecting habitats and wildlife sites across Greater Norwich

### 5. Urban greening

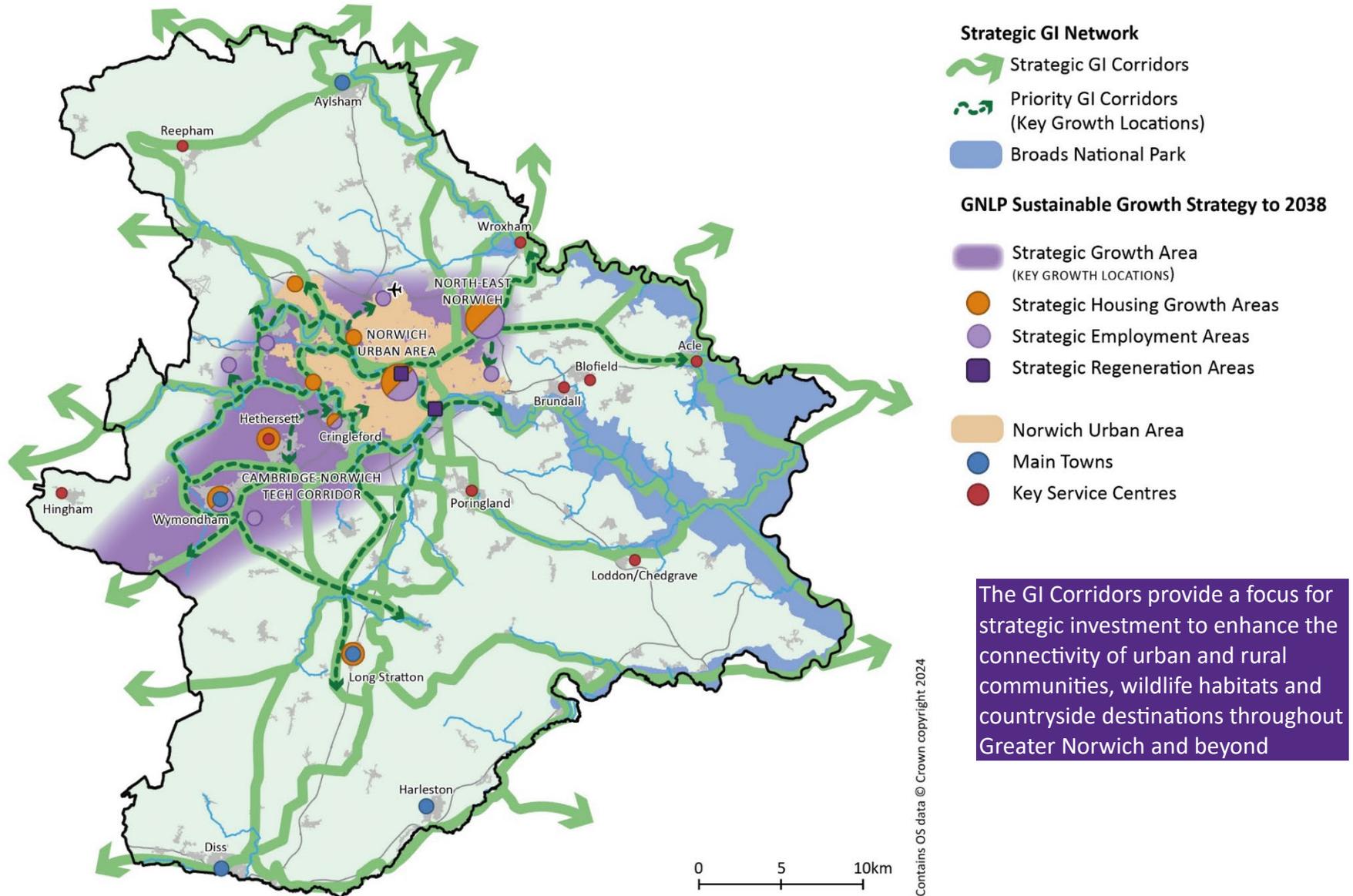
Strengthening the resilience, sustainability and biodiversity value of urban environments in Norwich and other urban areas across Greater Norwich

### 6. Blue-green infrastructure

Harnessing the potential of blue-green infrastructure and water within Greater Norwich as an integral element of the GI network

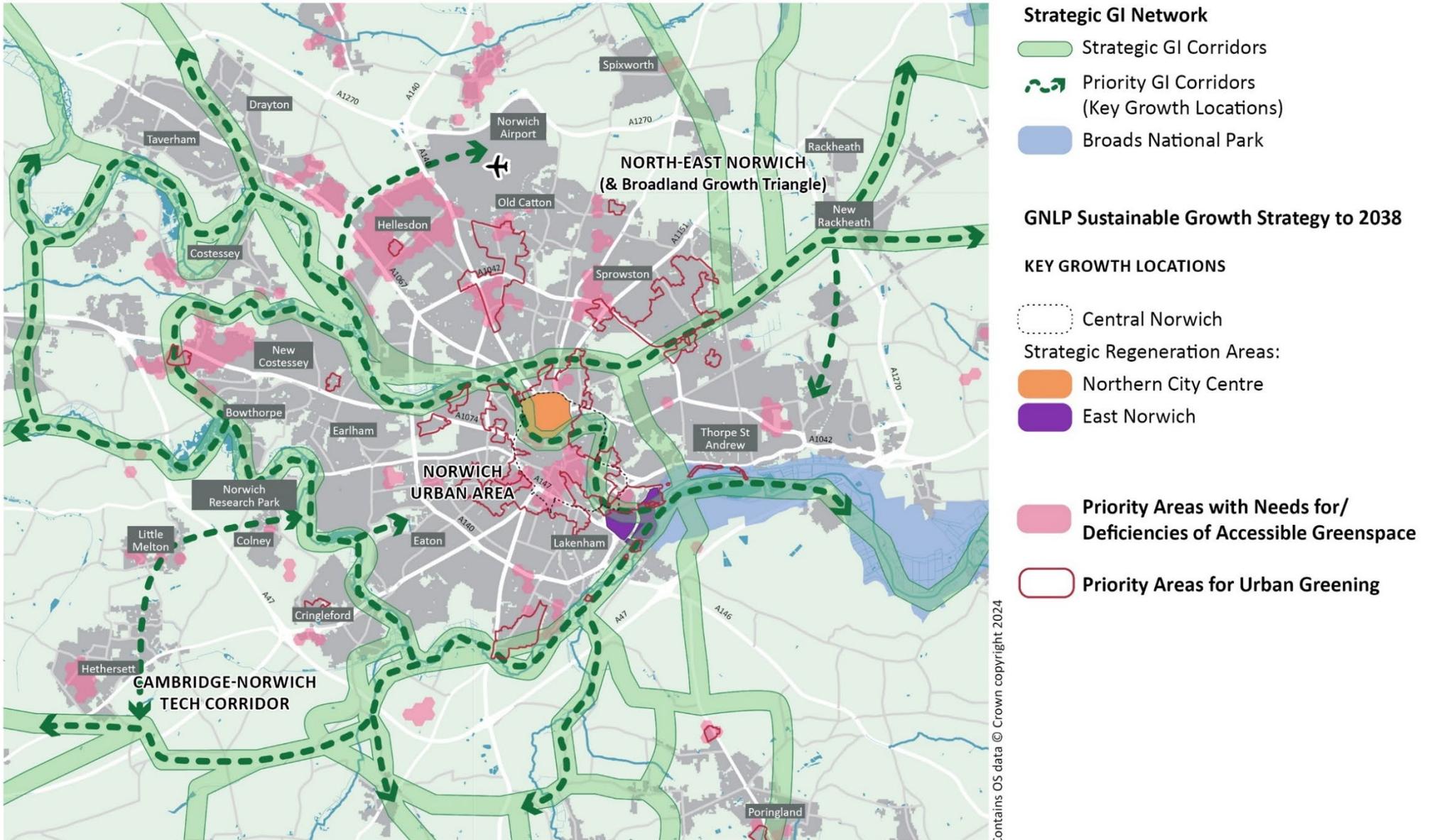
# Greater Norwich strategic green infrastructure network – “the big picture”

This map illustrates our long-term spatial vision for developing a strategic multi-functional network of GI connecting people, places and nature across Greater Norwich as a whole



# Norwich urban area & fringes strategic green infrastructure network – “the big picture”

This map illustrates what our long-term spatial vision for developing a strategic multi-functional network of GI connecting people, places and nature in and around Norwich looks like



## Our priorities

Drawing on our evidence and feedback from stakeholder engagement, we have identified a range of strategic priorities for enhancing and expanding the Strategic Green Infrastructure Network across Greater Norwich.



## Strategic green infrastructure priorities

- Embedding GI into the Northern City Centre and East Norwich Strategic Regeneration Areas
- Embedding GI into the Cambridge-Norwich Tech Corridor Strategic Growth Area
- Embedding GI into the North-East Norwich Strategic Growth Area
- Tackling health inequalities for urban and rural communities
- Addressing deficiencies in accessible greenspace provision
- Strengthening the network of greenways to support active travel
- Promoting urban greening of the built environment to support healthy living, urban nature recovery and climate change resilience
- Improving habitat connectivity and supporting landscape-scale nature recovery to strengthen climate change resilience

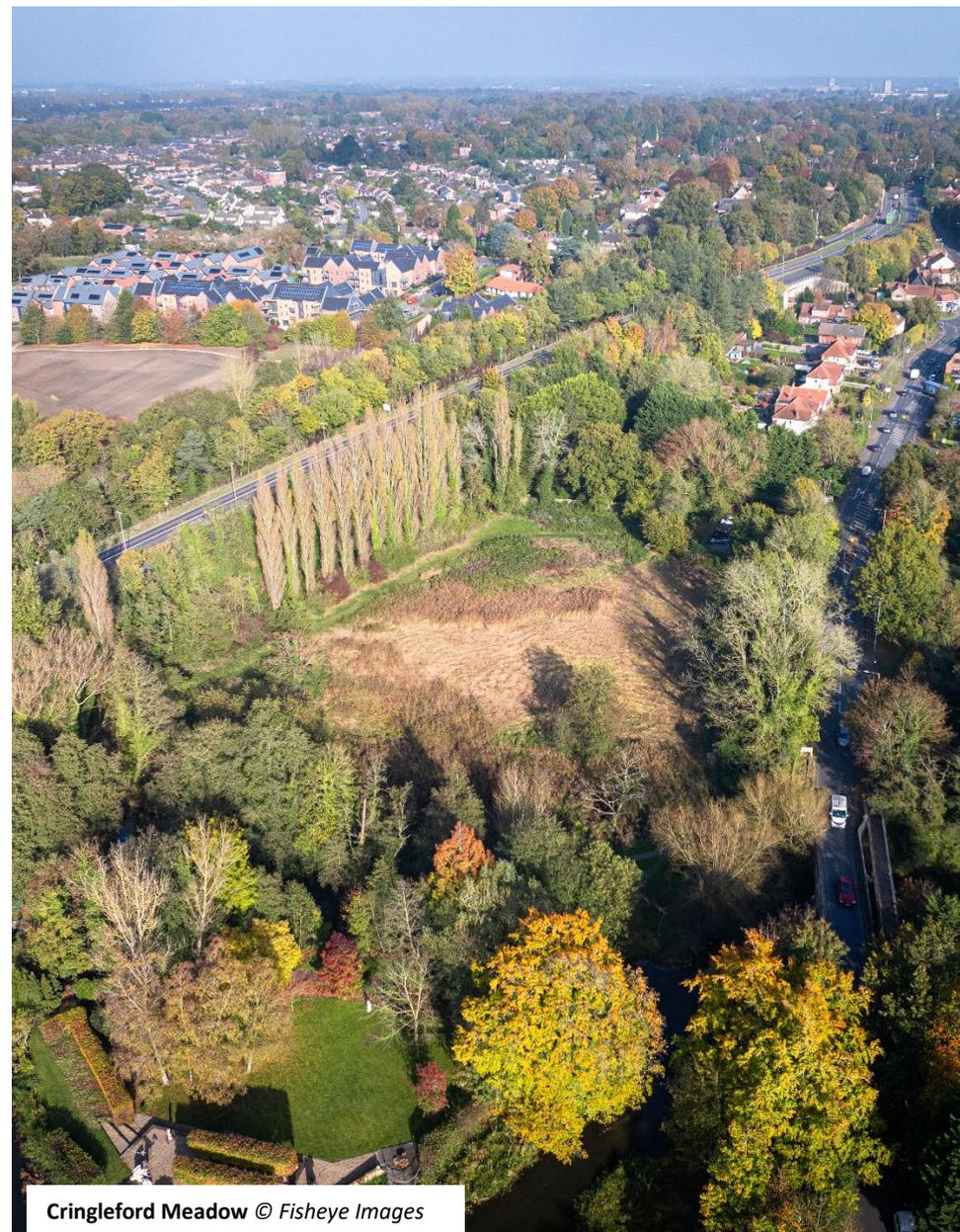
## What we will deliver and where

We will focus our work over the next five years through a delivery programme shaped by the Green Infrastructure Strategy's themes. It embraces a range of Strategic Initiatives for delivery of multi-functional GI that will provide benefits for people, places and nature across Greater Norwich.

Together, these Strategic Initiatives provide a flexible framework for bringing forward projects that will help achieve our GI priorities.

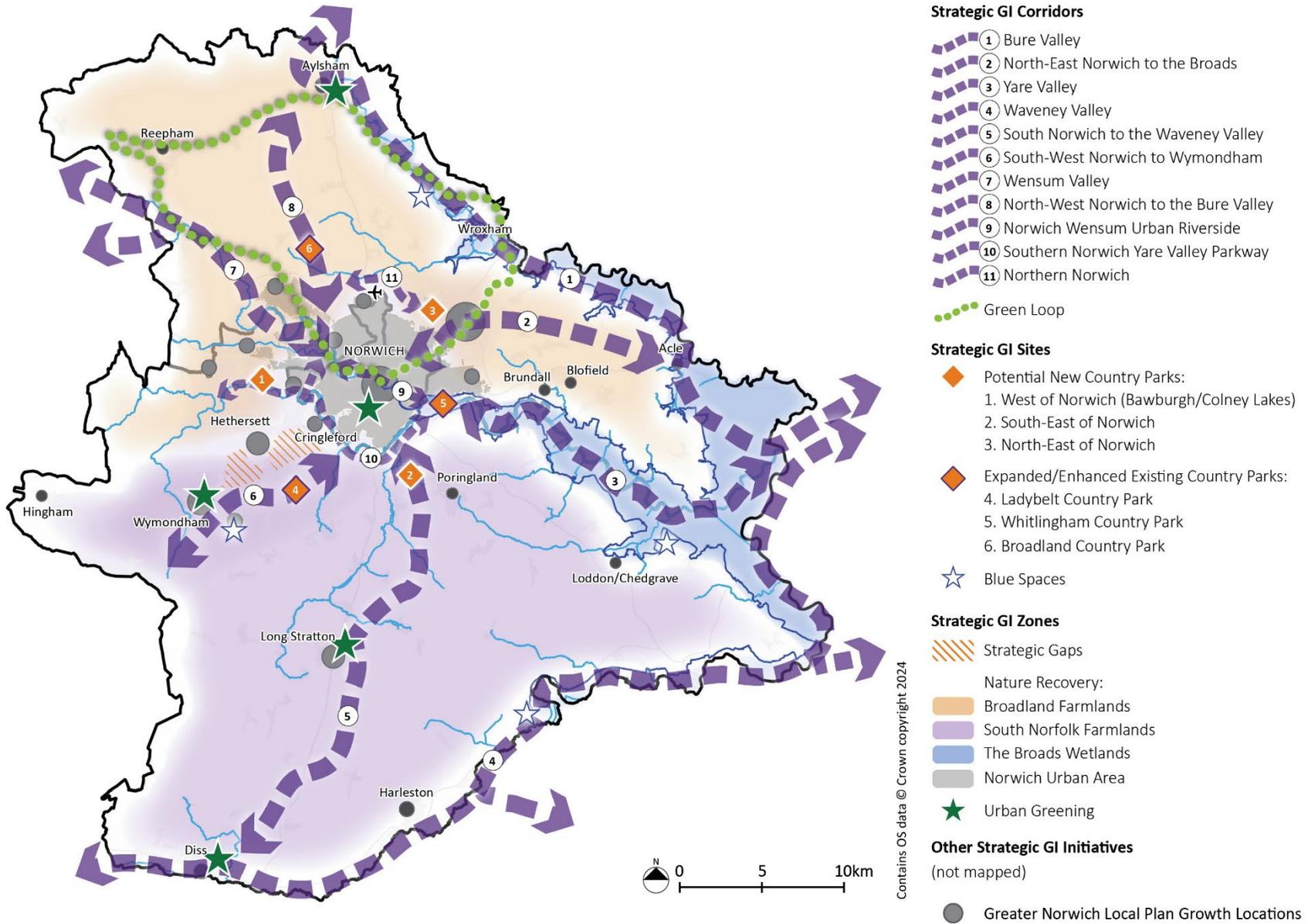
The delivery programme and proposed Strategic GI Initiatives (including timescales and lead delivery organisations) are set out in the Strategic Delivery Plan 2025-2030, which also includes details of our approach to GI project prioritisation and monitoring.

These maps illustrate our proposed Strategic Initiatives for protecting, enhancing and expanding the GI network over the next five years across Greater Norwich as a whole, and in and around Norwich.



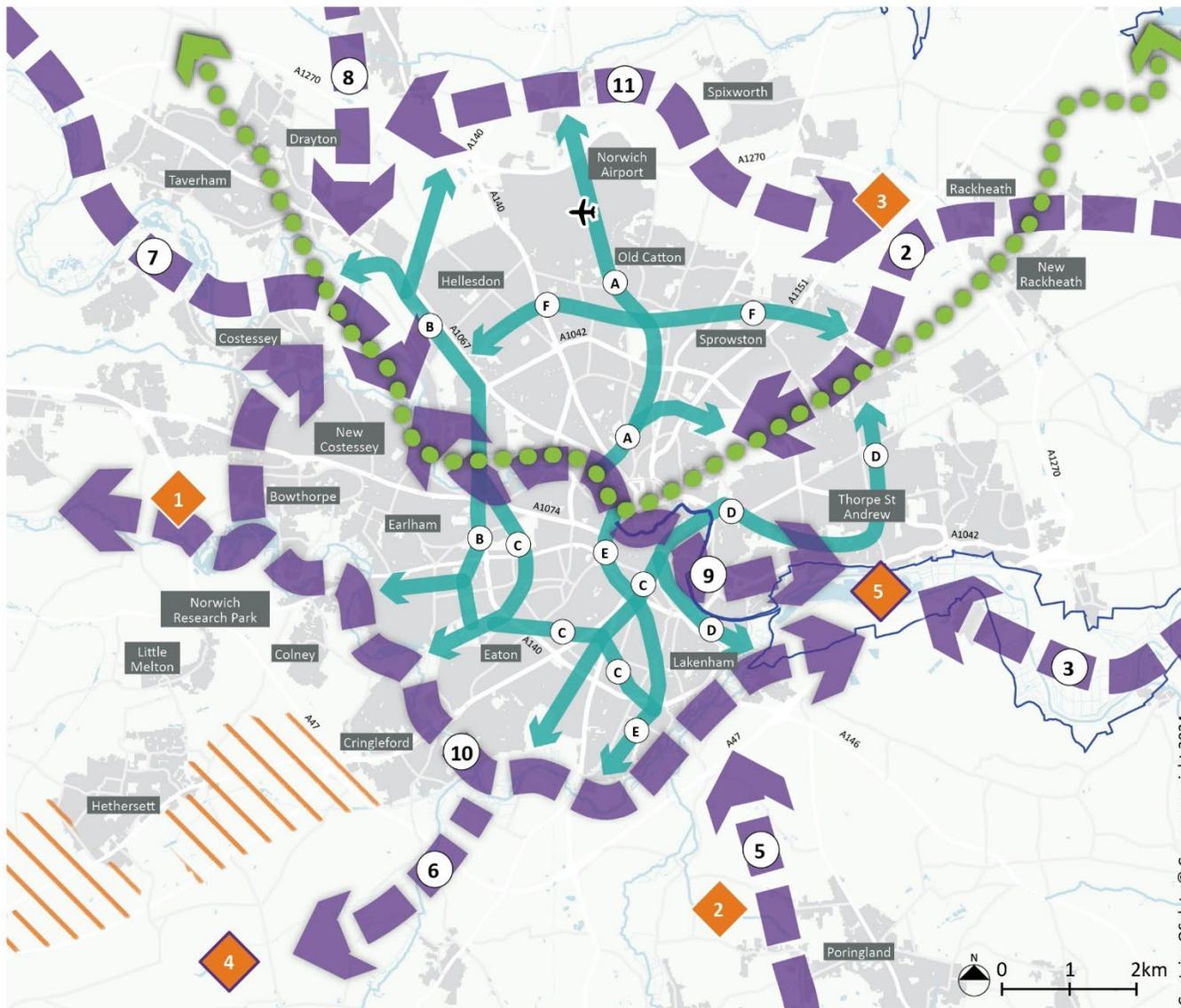
Cringleford Meadow © Fisheye Images

# Greater Norwich proposed strategic green infrastructure initiatives



Contains OS data © Crown copyright 2024

# Norwich urban area & fringes proposed strategic green infrastructure initiatives



## Strategic GI Corridors

- ② North-East Norwich to the Broads
- ③ Yare Valley
- ⑤ South Norwich to the Waveney Valley
- ⑥ South-West Norwich to Wymondham
- ⑦ Wensum Valley
- ⑧ North-West Norwich to the Bure Valley
- ⑨ Norwich Wensum Urban Riverside
- ⑩ Southern Norwich Yare Valley Parkway
- ⑪ Northern Norwich

●●● Green Loop

## Norwich Green Grid Corridors:

- Ⓐ North City
- Ⓑ Wensum Ridges
- Ⓒ Earlham and Eaton
- Ⓓ City Ridges
- Ⓔ Lakenham Way
- Ⓕ Hellesdon to Sprowston

## Strategic GI Sites

- ◆ Potential New Country Parks:
  1. West of Norwich (Bawburgh/Colney Lakes)
  2. South-East of Norwich
  3. North-East of Norwich
- ◆ Expanded/Enhanced Existing Country Parks:
  4. Ladybelt Country Park
  5. Whitlingham Country Park

## Strategic GI Zones

▨ Strategic Gaps

## Other Strategic GI Initiatives

(not mapped)

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## How we will deliver our strategy

We cannot deliver this Strategy on our own. It can only be achieved through the combined efforts of other partners and stakeholders from across the public, private and third sectors in Greater Norwich working together to help deliver our shared vision and objectives for GI.

Everything we do will be underpinned by our guiding principles.

Implementation and monitoring of the GI Strategy and Strategic Delivery Plan will be led by the Green Infrastructure Programme Team, a well-established cross authority officer group.

Delivery of this Strategy will be predominantly reliant on external funding, notably from the Government. The multi-functional nature of GI means it can also be funded through other sources and opportunities, including:

- Developer contributions
- National Lottery Funding
- Green finance

Key mechanisms for delivery of the GI Strategy include:

- Planning and development management
- Setting GI targets and standards
- Parks and highways management
- Community engagement and stewardship

## Exploring our green infrastructure

The Greater Norwich Green Infrastructure Strategy Story Map is an online interactive mapping tool for exploring the area's GI.

The Story Map can be used by policy-makers, decision-makers and delivery partners to inform implementation of Local Plan site allocation policies, planning applications and prioritisation of GI projects for funding for example.

Parish/town councils and local interest groups may also find it useful for supporting community-led “grassroots” GI projects.

The Story Map provides a visual summary of the GI Strategy with links to download the supporting evidence reports. Interactive Map Layers can be viewed in a variety of combinations and scales for particular locations and themes, to help answer specific questions as required.

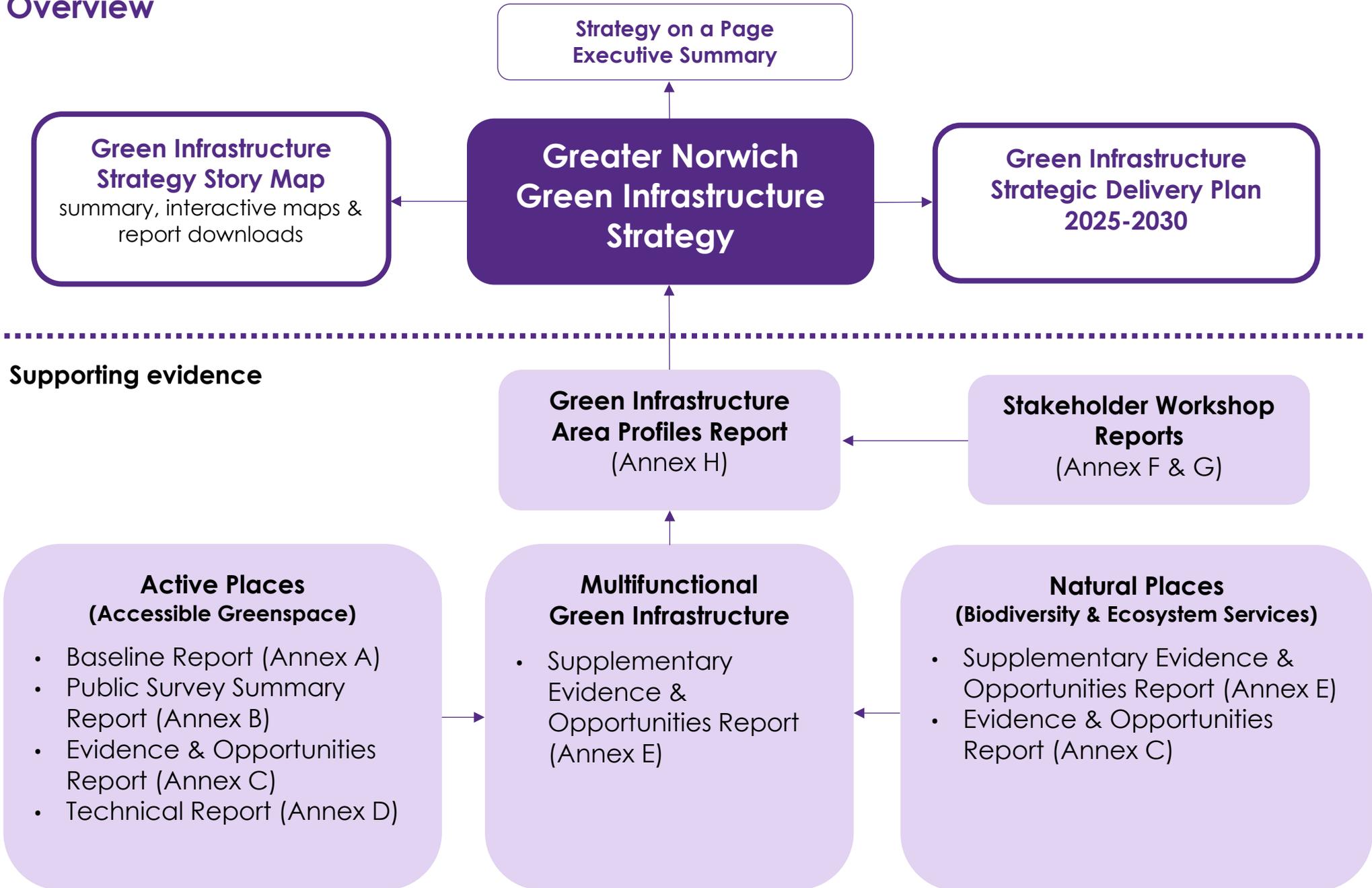
The Map Layers allow users to readily access information about the different types of existing GI assets found across Greater Norwich, and also to discover areas with opportunities and priorities for GI, including:

- Accessible Greenspace Opportunities
- Biodiversity Opportunities
- Ecosystem Services Opportunities
- Multifunctional GI Priority Areas

## Next steps

- Developing a communications plan to raise awareness of the new GI Strategy
- Developing a pipeline of projects for delivering the proposed Strategic GI Initiatives
- Exploring opportunities for securing additional external funding
- Monitoring delivery and reporting on progress

# Overview



**The Green Infrastructure Strategy was prepared by a consultant team led by CBA in collaboration with the Greater Norwich Green Infrastructure Programme Team/Delivery Group:**

- Active Norfolk
- Broads Authority
- Greater Norwich Project Team
- Norfolk County Council
- Norwich City Council
- Public Health Norfolk
- South Norfolk and Broadland Councils

**The Strategy was produced in partnership with the Greater Norwich Green Infrastructure Steering Group:**

- Active Norfolk
- Broads Authority
- Natural England
- NHS Norfolk & Waveney Integrated Care Board
- Norfolk County Council (Chair)
- Norfolk Wildlife Trust
- Norwich City Council
- Public Health Norfolk
- South Norfolk and Broadland Councils
- University of East Anglia



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# Greater Norwich Growth Board

## Green Infrastructure Strategy

*A nature-based vision for supporting sustainable growth to 2038*

Final V2 – January 2025



## Foreword

In the heart of our evolving world, few initiatives hold as much promise for our future as those dedicated to protecting and enhancing our natural environment. The Greater Norwich Green Infrastructure Strategy embodies this promise, offering a visionary roadmap towards greener, healthier, and more resilient places.

This strategy is not merely a plan on paper; it is a testament to our collective commitment to nurturing the intricate web of green spaces, waterways, and wildlife habitats that define Greater Norwich. By investing in our natural capital, we are investing in the well-being of our communities, the richness of our biodiversity and the sustainability of our local economy.

As we navigate the challenges of urban growth and climate change, the importance of a robust and interconnected green and blue infrastructure cannot be overstated. It serves as the lifeline that supports not just the ecological health of our region, but also the physical and mental well-being of our residents.

From the air we breathe to the spaces we cherish for recreation and relaxation, green infrastructure is the foundation upon which a vibrant, inclusive, and prosperous future is built.

This strategy represents the culmination of extensive collaboration, innovative thinking and a deep-rooted passion for our environment. It is a call to action for every one of us - residents, businesses, and policymakers alike - to join forces and create a legacy that will be celebrated by generations to come.

Together, let us embrace this vision and work hand in hand to transform Greater Norwich into a beacon of sustainability and natural beauty. Our journey towards a greener future starts here and now, with the unwavering belief that we can, and will, make a difference.

Wendy Brooks  
Head of Environment, Norfolk County Council

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2. Our mission and vision	10
3. What is green infrastructure?	11
4. What our evidence tells us	17
5. What our strategy looks like	20
6. How we will deliver our strategy	29

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**0344 980 3333**  
for Norwich City Council

**0808 168 3000**  
for South Norfolk Council



The Strategy was prepared on behalf of the Greater Norwich Growth Board by the Greater Norwich Green Infrastructure Delivery Group, supported by a consultant team led by CBA.

The Strategy is underpinned by a comprehensive suite of evidence studies and geospatial mapping data. This includes information about the existing Green Infrastructure in Greater Norwich, deficiencies in provision and opportunities for delivering new and enhanced Green Infrastructure.

The Strategy was funded by the Greater Norwich Growth Board. Images in the document are used with permission from Norwich City Council, South Norfolk Council, Broadland District Council, Norfolk County Council and Norfolk Wildlife Trust.

This document should be read in conjunction with the supporting Strategic Delivery Plan and Story Map.

## Accessibility Conformance Statement

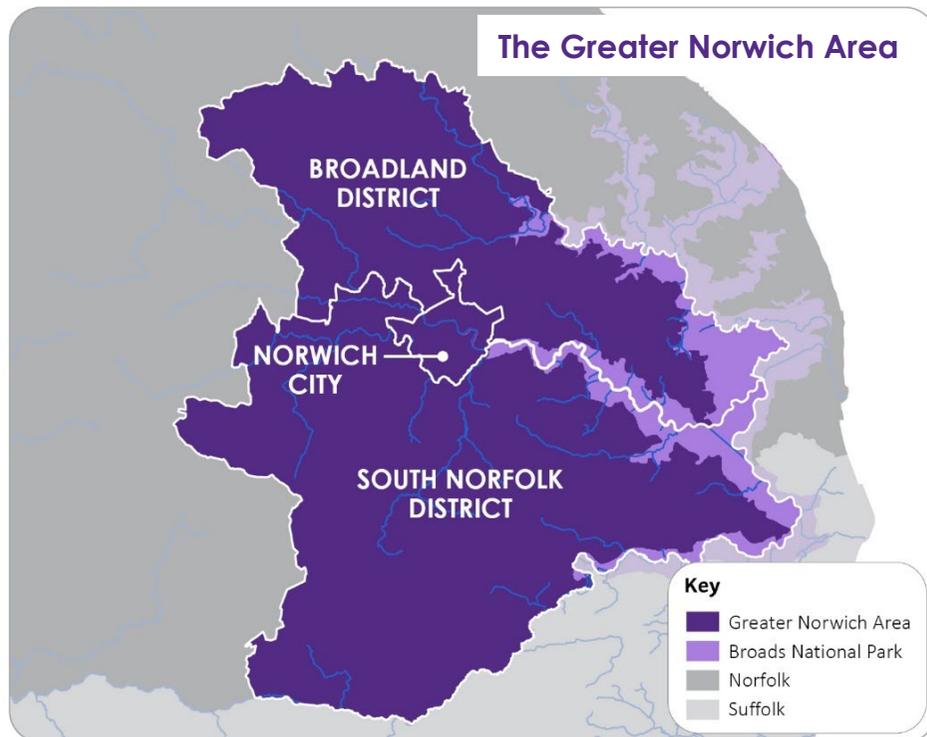
This PDF document conforms with the Norfolk County Council guidelines for accessible online content<sup>1</sup>. The source Word document was manually checked using the Microsoft Office Accessibility Tool.

<sup>1</sup> [www.norfolk.gov.uk/article/44492/How-to-create-accessible-content](http://www.norfolk.gov.uk/article/44492/How-to-create-accessible-content)

# 1. Introduction

The Greater Norwich Growth Board (GNGB) is a unique partnership bringing together the leaders of Norwich City Council (NCC), South Norfolk Council (SNC), Broadland District Council (BDC) and Norfolk County Council (NCoC).

Facilitated by an Infrastructure Investment Fund, the GNGB oversees delivery of infrastructure projects required to support the ambitious plans for sustainable growth to 2038 set out in the Greater Norwich Local Plan (adopted March 2024), including Green Infrastructure (GI).



We have developed a refreshed Greater Norwich Green Infrastructure strategy and evidence to support the Local Plan. It outlines our overarching vision and strategic approach to protecting, enhancing and expanding GI across Greater Norwich to 2038.

Since the original GI Strategy and Delivery Plan documents were published in 2007 and 2009 respectively, national policy and legislation has changed.

The new Strategy has an initial focus on GI delivery over the next five years. It identifies a range of strategic initiatives that support current national policy and align with local objectives, with a focus on nature recovery and enhancing access to nature.

The Strategy provides a flexible framework for guiding and prioritising the most suitable types, locations and scale of GI needed to support future growth, alongside health and wellbeing, biodiversity and climate resilience.

It has a key role to play in helping to secure funding by demonstrating the importance of GI, which can feed through to the GNGB's infrastructure planning requirements in support of the Greater Norwich Local Plan. The GI Strategy can also help inform future development plans and strategies.

The GI Strategy is for partners working across the environment sector and beyond in Greater Norwich – including planning, health, activity/sport, heritage, transport, water, farming, private and not-for-profit sectors.

We will work with stakeholders who share our vision – such as landowners, developers, businesses, charities, community groups and volunteers – to deliver GI projects that can help support sustainable growth.

The GI Strategy has been developed against the backdrop of the triple challenges for society of global climate and ecological emergencies, and increasing health inequalities. Investment in GI can contribute to tackling these challenges.

## Climate and ecological emergencies

Norfolk County Council is committed to tackling climate change as shown in its [Climate Change Strategy and Action Plan](#). Norwich City Council and Broadland District Council have also formally declared climate and ecological emergencies.

The potential climate change impacts of warmer and wetter winters, hotter and drier summers and continued rises in sea levels present future challenges for both people and wildlife.

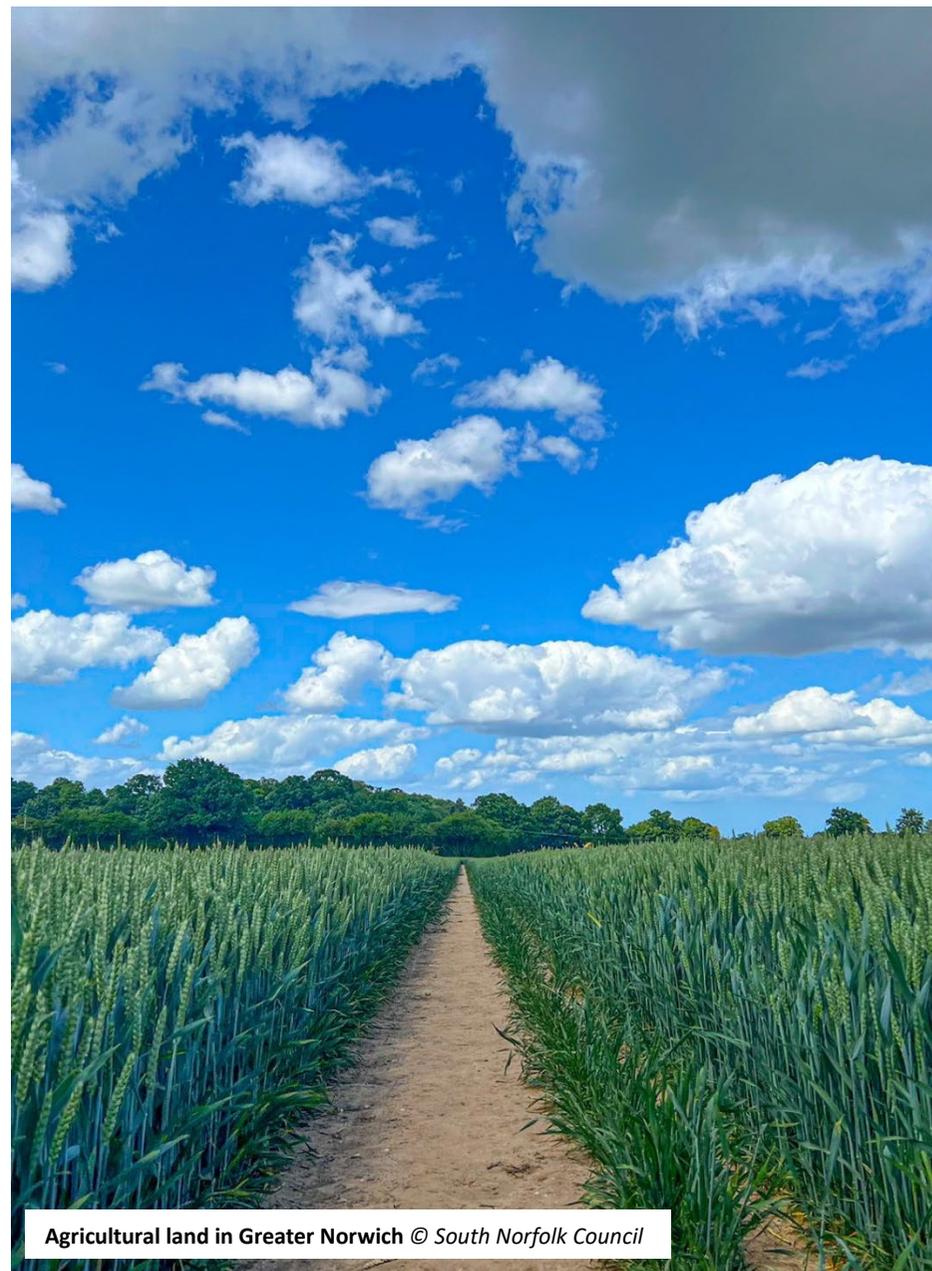
Key risks and opportunities for growth in Greater Norwich include increased flooding from extreme weather, urban heating, drought, soil erosion and changes to agriculture and habitat change. Agricultural and diffuse urban pollution on water quality is a particular issue for the area.

‘The twin crises of biodiversity loss and climate change are interlinked. Reversing the destruction of nature is crucial to reducing emissions and reaching net zero as well as enabling us to live with the impacts of climate change’ – Natural England

Despite the challenges we face, there is significant scope to help the natural environment adapt to climate change, alongside opportunities for the provision of multi-functional GI for people and nature.

Evidence highlights how nature recovery, by creating bigger, better, more joined up networks of habitats and protected areas can increase the resilience of the natural environment’s ability to cope with climate change.

Working with nature or nature-based solutions helps us by mitigating and adapting to the effects of climate change, delivering wider benefits.



Agricultural land in Greater Norwich © South Norfolk Council

## Tackling health inequalities

Many of our residents are also facing long-term health conditions, social isolation and economic hardship. These issues have often been heightened following the Covid-19 pandemic.

‘Approximately 60% of the adult population is classified as obese and approximately 26% of adults are not active enough for good health. These issues, along with other long-term health conditions, are even more significant in our more deprived areas’ – Greater Norwich Physical Activity & Sport Strategy 2022-27

In addition to physical inactivity and mental wellbeing challenges, health issues can be exacerbated by urban heat stress, flooding and noise/air pollution. Unhealthy lifestyles, obesity and an ageing population in Greater Norwich is expected to increase demand on health and social care services.

Access to green space is recognised in public policy as being important for helping to address health and wellbeing issues, reducing health inequalities and improving social cohesion, and managing the costs of health and social care. This includes parks, woodlands, allotments in urban areas and the wider countryside.

‘Spending time in the natural environment – as a resident or a visitor – improves our mental health and feelings of wellbeing. It can reduce stress, fatigue, anxiety and depression. It can help boost immune systems, encourage physical activity and may reduce the risk of chronic diseases such as asthma. It can combat loneliness and bind communities together’ – UK Government 25-Year Environment Plan



Queen's Hills Community Park © South Norfolk Council

## Green infrastructure strategy on a page

### Our mission

To work with partners in securing opportunities for nature recovery and enhanced access to nature by supporting the development of Green Infrastructure to help tackle the climate and ecological emergencies, and support vibrant, healthy, inclusive and growing communities

### Our vision

Greater Norwich has a high quality, nature-rich and resilient Green Infrastructure network connecting greenspaces and the countryside in and around the city of Norwich, surrounding towns and villages. The nature-based benefits of this green network are widely valued by our local communities, businesses and visitors.

### Our objectives

- Enabling access to nature and healthy lifestyles
- Harnessing productive landscapes
- Strengthening distinctive places
- Supporting nature recovery
- Promoting urban greening
- Strengthening blue-green infrastructure

### Our guiding principles

- ✓ Delivering high quality Green Infrastructure
- ✓ Long-term stewardship
- ✓ Optimising gains and benefits
- ✓ Targeting Green Infrastructure in areas with greatest need/potential
- ✓ Integrating Green Infrastructure into policy
- ✓ Collaborative approach

### Our delivery programme themes

- **Active Places** – provision of accessible green spaces and links to support people's physical health and mental wellbeing
- **Natural Places** – provision of nature-rich habitats to support nature recovery and strengthen climate resilience

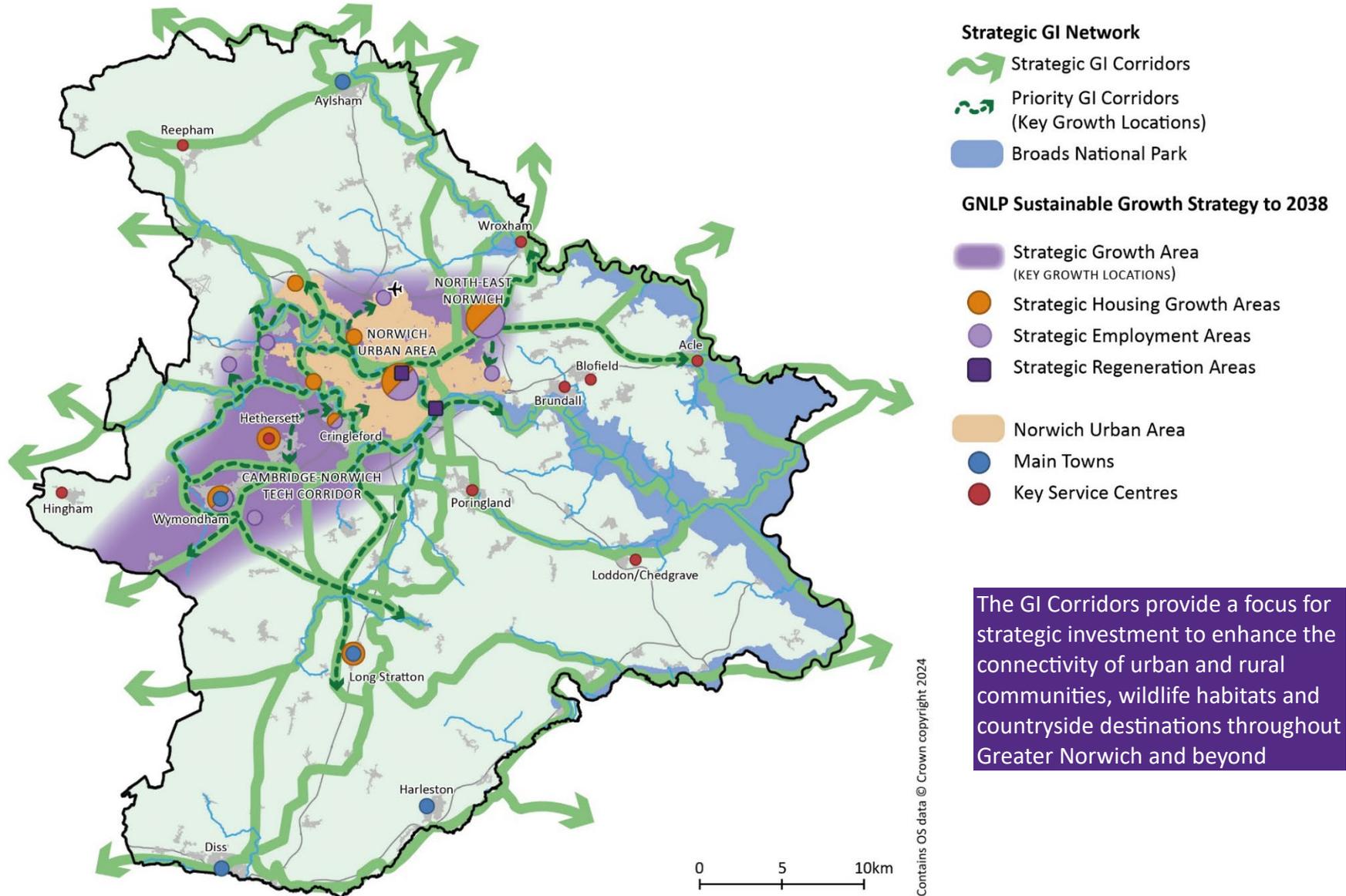
### Our outcomes

Healthier, happier and more active people  
Nature-rich places  
Climate-resilient places  
Prosperous communities



## What our strategy looks like – “the big picture”

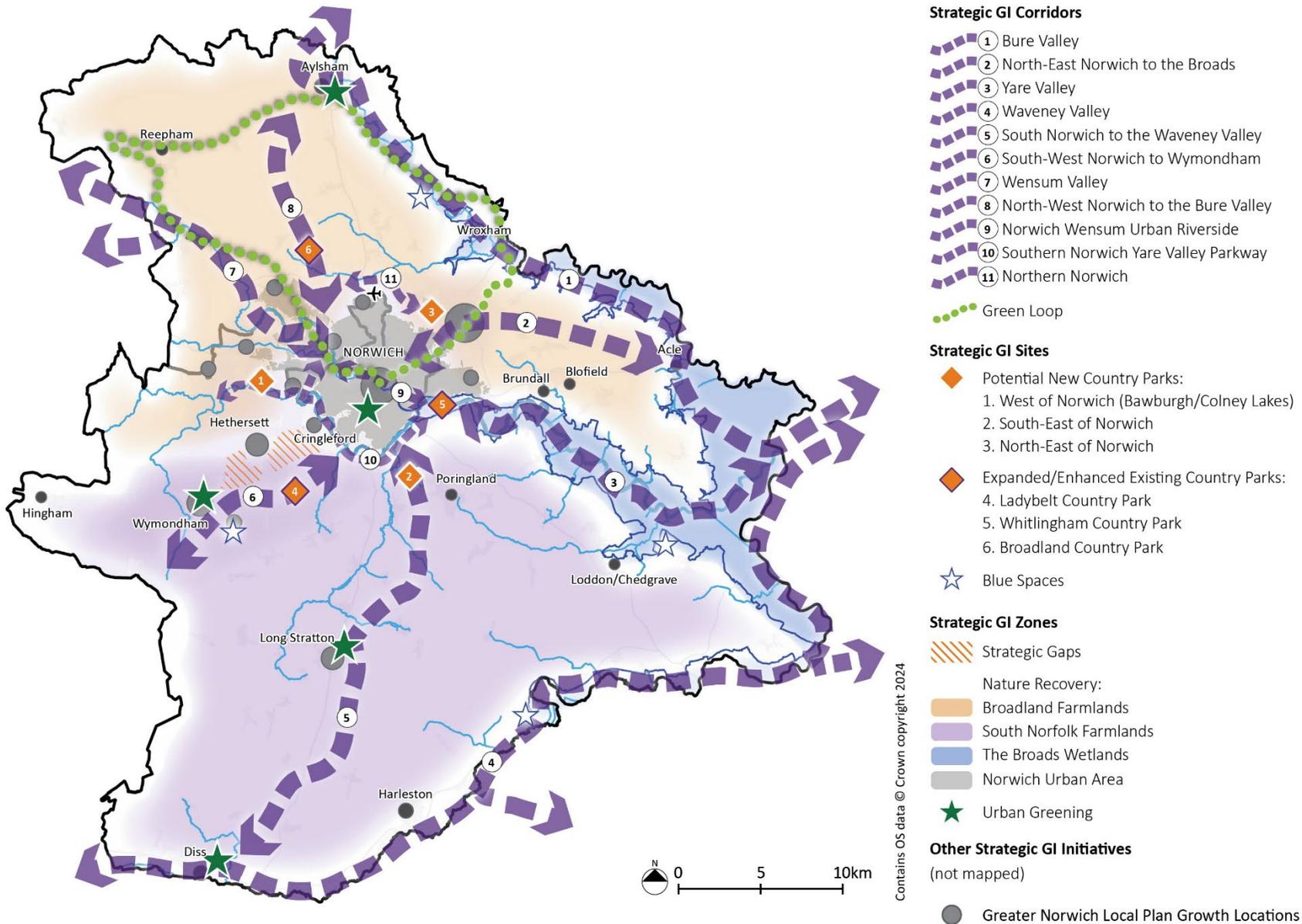
As set out in Chapter 5, our long-term spatial vision for developing a strategic multi-functional network of Green Infrastructure connecting people, places and nature across Greater Norwich as a whole is illustrated on this map





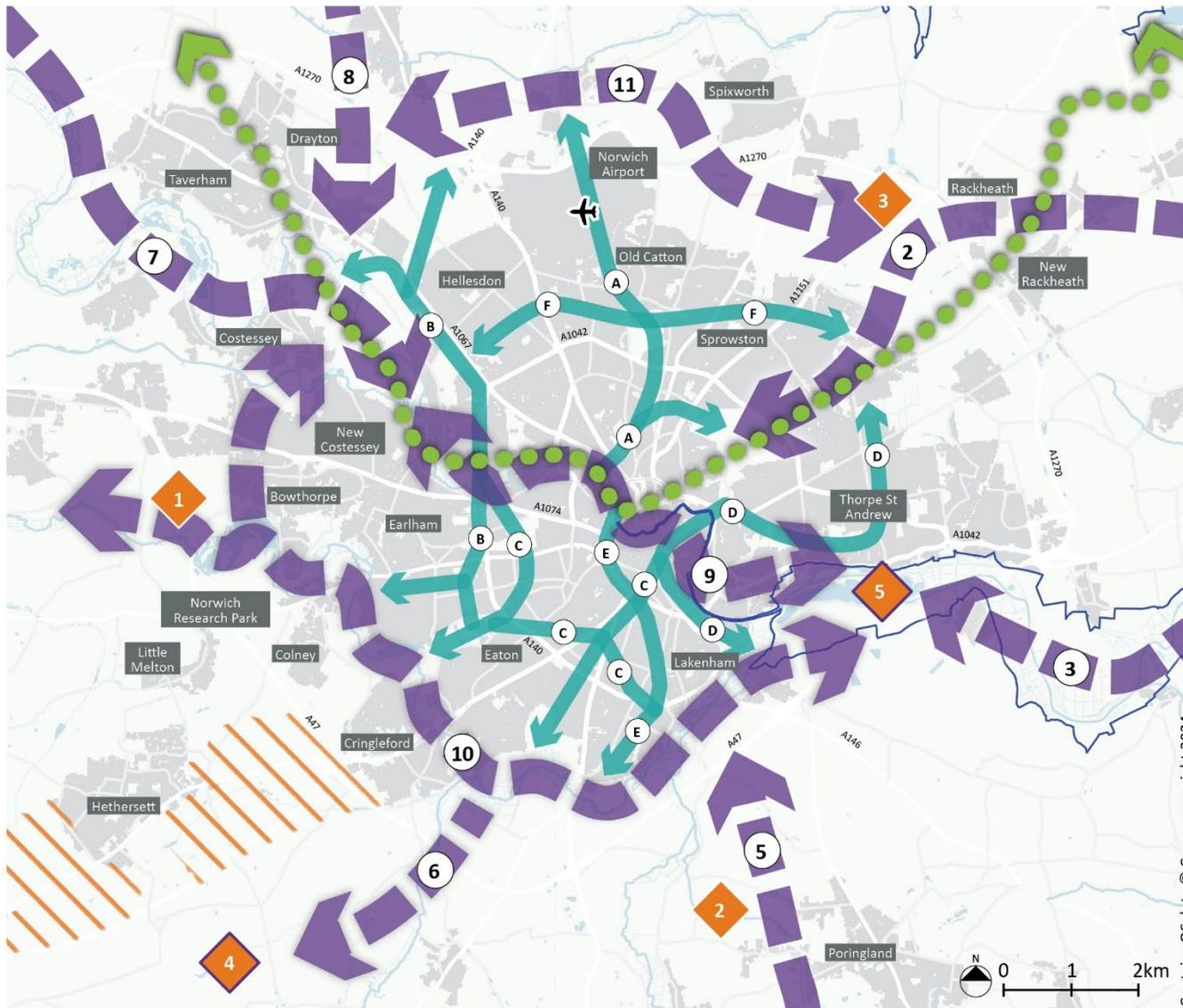
# What we will deliver and where

As set out in Chapter 6, this map illustrates our proposed strategic initiatives for protecting, enhancing and expanding the Green Infrastructure network over the next five years across Greater Norwich as a whole (see Strategic Delivery Plan 2025-2030 for details)



Contains OS data © Crown copyright 2024

This map illustrates our proposed strategic initiatives for protecting, enhancing and expanding the Green Infrastructure network over the next five years in and around Norwich



**Strategic GI Corridors**

- ② North-East Norwich to the Broads
- ③ Yare Valley
- ⑤ South Norwich to the Waveney Valley
- ⑥ South-West Norwich to Wymondham
- ⑦ Wensum Valley
- ⑧ North-West Norwich to the Bure Valley
- ⑨ Norwich Wensum Urban Riverside
- ⑩ Southern Norwich Yare Valley Parkway
- ⑪ Northern Norwich

●●● Green Loop

**Norwich Green Grid Corridors:**

- Ⓐ North City
- Ⓑ Wensum Ridges
- Ⓒ Earham and Eaton
- Ⓓ City Ridges
- Ⓔ Lakenham Way
- Ⓕ Hellesdon to Sprowston

**Strategic GI Sites**

- ◆ Potential New Country Parks:
  1. West of Norwich (Bawburgh/Colney Lakes)
  2. South-East of Norwich
  3. North-East of Norwich
- ◆ Expanded/Enhanced Existing Country Parks:
  4. Ladybelt Country Park
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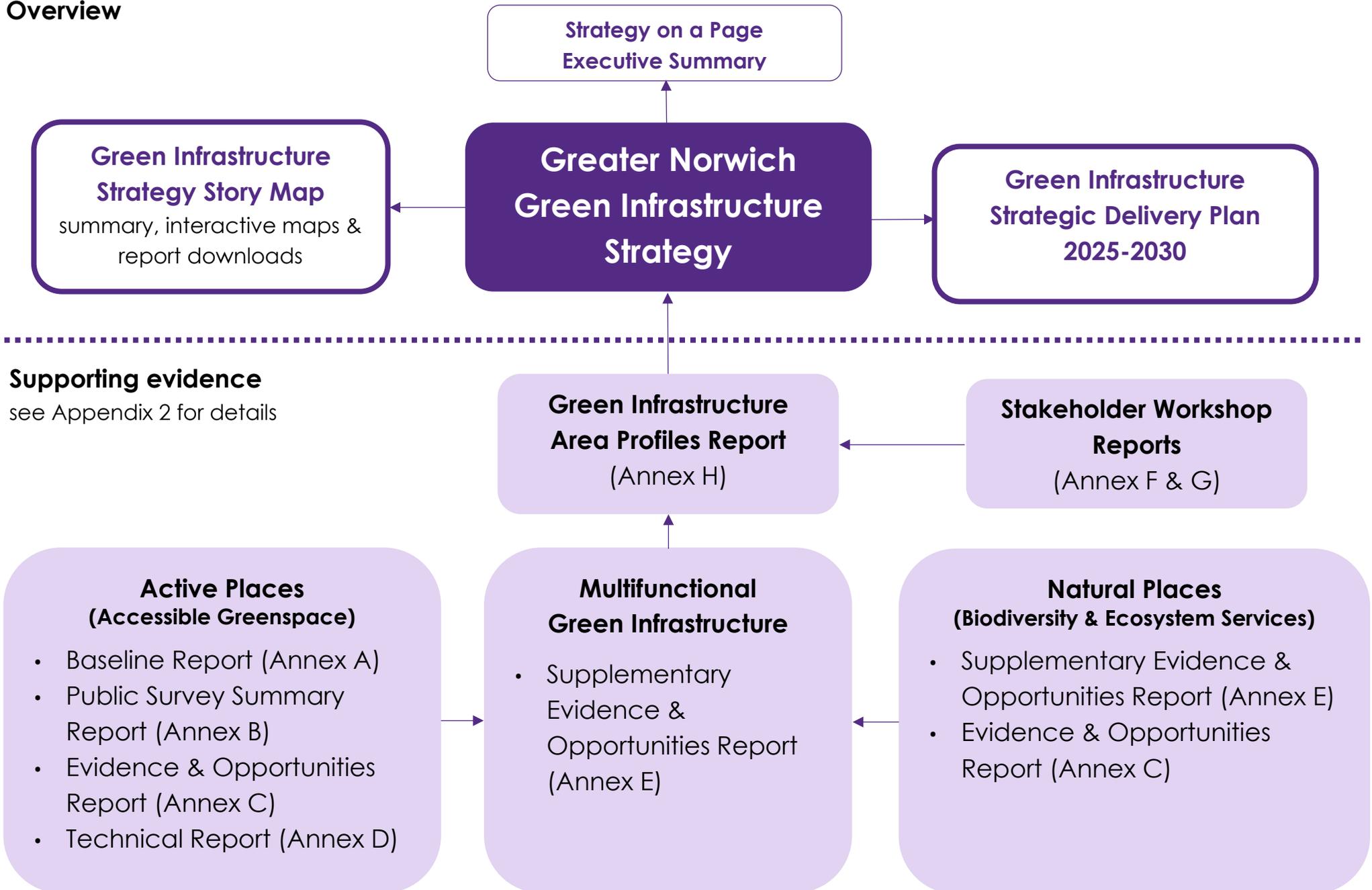
**Strategic GI Zones**

▨ Strategic Gaps

**Other Strategic GI Initiatives**  
(not mapped)

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## Overview



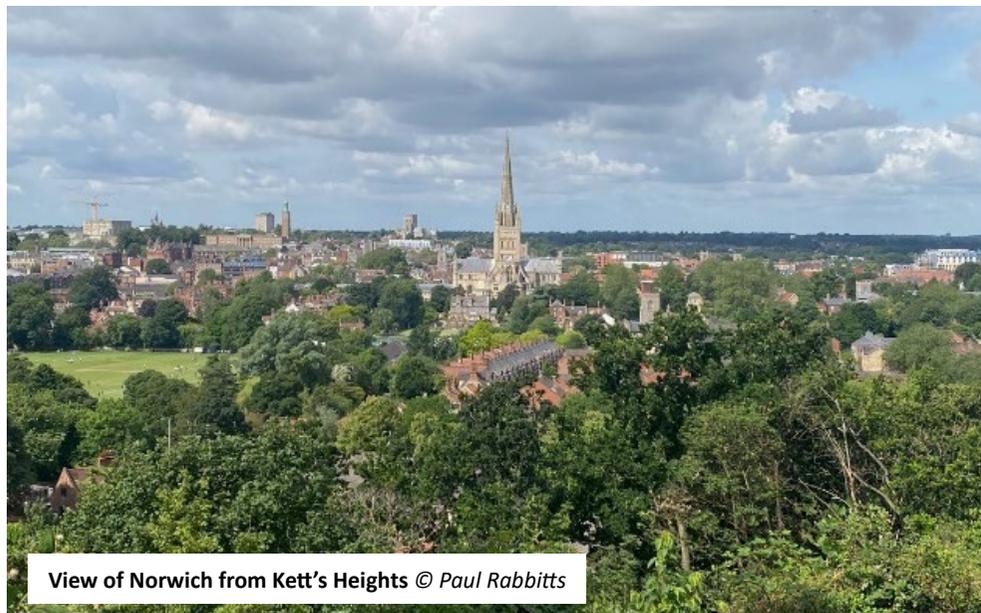
## 2. Our mission and vision

### Mission

To work with partners in securing opportunities for nature recovery and enhanced access to nature by supporting the development of GI to help tackle the climate and ecological emergencies, and support vibrant, healthy, inclusive and growing communities.

### Vision

Greater Norwich has a high quality, nature-rich and resilient GI network connecting greenspaces and the countryside in and around the city of Norwich, surrounding towns and villages. The nature-based benefits of this green network are widely valued by our local communities, businesses and visitors.



View of Norwich from Kett's Heights © Paul Rabbitts

The continued development of a multi-functional GI network is integral to the Greater Norwich Local Plan vision and policy framework.

### Greater Norwich Local Plan Vision

'...By 2038 Greater Norwich will have vibrant, healthy, inclusive and growing communities supported by the delivery of new homes, infrastructure and an enhanced environment. Growth will make the best of Greater Norwich's distinct built, natural and historic environments, whilst protecting and enhancing them.

The development of a multi-functional green infrastructure network will continue across Greater Norwich. This enhanced network will help our communities mitigate and adapt to the effects of climate change, by providing for biodiversity gain through improved and linked habitats, reducing flood risk and improving opportunities for active travel and leisure. Improved access to the countryside will be provided and the quality of our environmental assets will be enhanced.'

(Source – Extracts from Greater Norwich Local Plan (adopted March 2024))

GI plays a key role in supporting sustainable growth across Greater Norwich as reflected in the following Local Plan policies (see **Appendix 1**):

- Policy 2 - Sustainable Communities
- Policy 3 - Environmental Protection and Enhancement
- Policy 4 - Strategic Infrastructure
- Policy 6 - The Economy
- Policy 7 - Strategy for the Growth Areas

### 3. What is green infrastructure?

‘Green Infrastructure is a network of multi-functional green space and blue spaces and other natural features, urban and rural, which is capable of delivering a wide range of environmental, economic, health and wellbeing benefits for nature, climate, local and wider communities and prosperity’ (Source – National Planning Policy Framework)

#### What Green Infrastructure can include

GI can embrace a range of spaces and assets that provide environmental and wider benefits. It can, for example, include parks, playing fields, other areas of open space, woodland, allotments, private gardens, sustainable drainage features, green roofs and walls, street trees and ‘blue infrastructure’ such as streams, ponds, canals and other water bodies.

(Source – National Planning Practice Guidance on the Natural Environment)

#### What we mean by greenspace

For the purposes of this GI Strategy, the term “greenspace” is used to describe any natural or semi-natural vegetated areas of land or water. This includes both private greenspace (e.g. grounds of private institutions and domestic gardens) and publicly accessible greenspace.

#### What we mean by accessible greenspace

“Accessible Greenspace” is green space specifically provided for full public access free and without restrictions (e.g. public open spaces or land with a public right to open access) and green space with conditional or restricted public access (e.g. subject to entrance fees/opening hours).

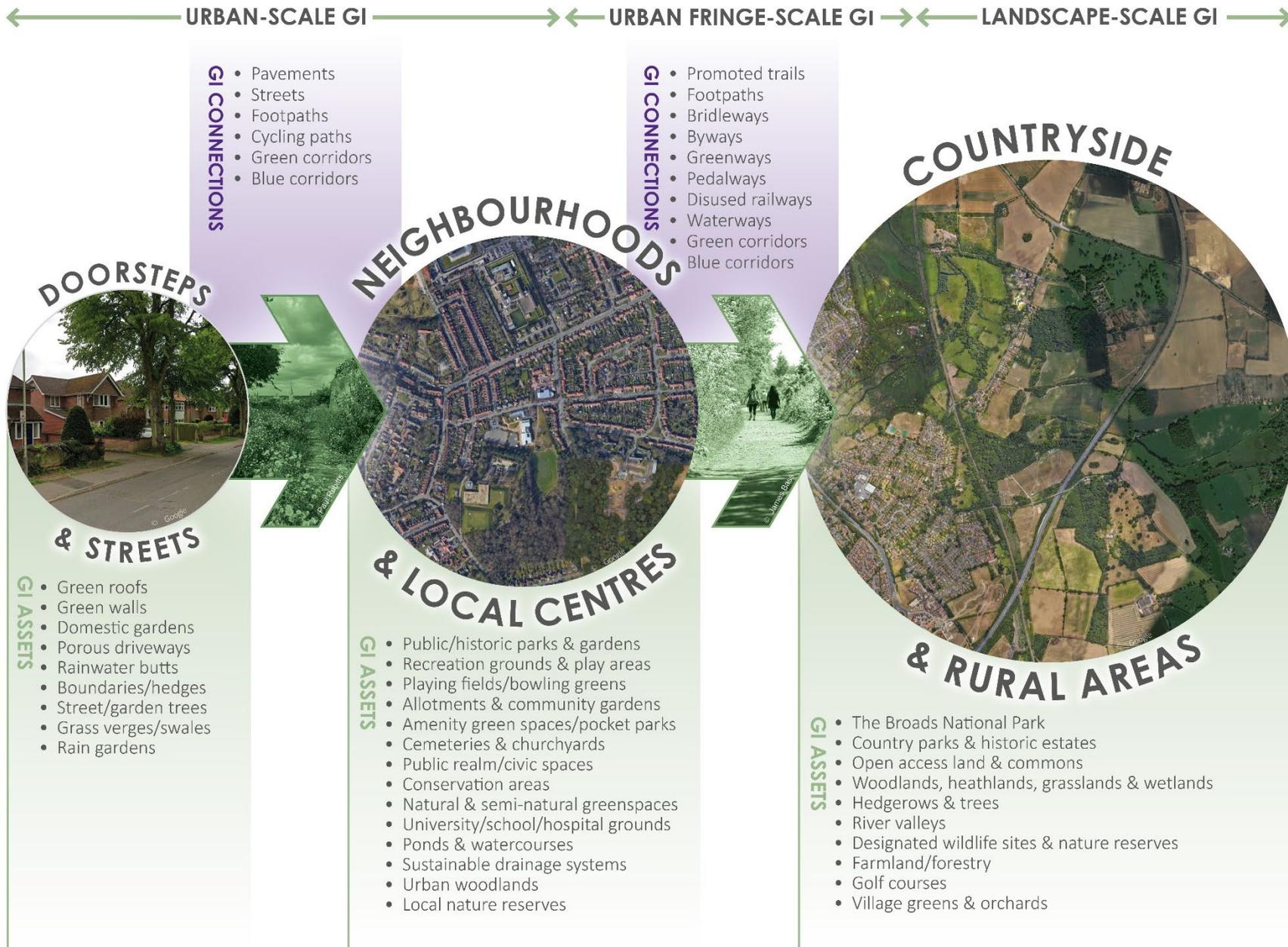
Accessible greenspace should be socially inclusive, safe, welcoming and well-managed.

<sup>2</sup>GI Assets are green/blue spaces and natural/semi-natural features that provide valuable ecosystem functions and benefits for people and wildlife.



A variety of different types, locations and scale of GI assets<sup>2</sup> and connections provide the “building blocks” of the multifunctional GI network linking urban areas and the countryside across Greater Norwich.

# Green infrastructure network “building blocks”



Source: Adapted from GI Design and Placemaking (Scottish Government, 2011)

## Why green infrastructure is important

GI is a natural capital asset that provides multiple benefits, at a range of scales. These benefits are also known as ecosystem services.

(Source – National Planning Practice Guidance on the Natural Environment)

The cost and impact of climate change, biodiversity loss and poor health due to inactivity is potentially huge for society. There is an increasing wealth of evidence available to demonstrate the positive benefits of GI for the planet, nature and our health and wellbeing.

The type, amount and quality of GI, and its proximity to where people live, are important in determining nature-based benefits.



## GI Benefits

- **Nature-rich beautiful places** – GI supports nature to recover and thrive everywhere, in towns, cities and countryside, conserving and enhancing natural beauty, wildlife and habitats, geology and soils, and our cultural and personal connections
- **Active and healthy places** – green neighbourhoods, green/blue spaces and green routes support active lifestyles, community cohesion and nature connections that benefit physical and mental health and wellbeing, and quality of life. GI also helps to mitigate health risks such as urban heat stress, noise pollution, flooding and poor air quality
- **Thriving and prospering communities** – GI helps to create and support prospering communities that benefit everyone and adds value by creating high quality environments which are attractive to businesses and investors, create green jobs, support retail and high streets, and to help support the local economy and regeneration
- **Improved water management** – GI reduces flood risk, improves water quality and natural filtration, helps maintain the natural water cycle and sustainable drainage at local and catchment scales, reducing pressures on the water environment and infrastructure, bringing amenity, biodiversity, economic and other benefits
- **Resilient and climate positive places** – GI makes places more resilient and adaptive to climate change and helps to meet zero carbon and air quality targets. GI itself should be designed to adapt to climate change to ensure long term resilience

Source – Natural England Green Infrastructure Framework: Principles & Standards for England (2023)

## Key green infrastructure policy drivers

In line with the [25-Year Environment Plan for England](#) published in 2018, [Environmental Improvement Plans](#) set out how the Government's goals for improving the natural environment are to be delivered.

The [Environment Act 2021](#) places a duty on public bodies in England to enhance as well as conserve biodiversity, and to prepare [Local Nature Recovery Strategies](#) to support creation of a national Nature Recovery Network. The Act also introduces mandatory requirements for new development to deliver at least a 10% [Biodiversity Net Gain](#).

The link between Local Nature Recovery Strategies, Biodiversity Net Gain and GI in promoting healthy living and responding to the climate and ecological emergencies is highlighted by the [Natural England Green Infrastructure Framework – Principles & Standards for England \(2023\)](#).

The Government's [National Planning Policy Framework](#) requires GI to be embedded into local planning policies and considered in development management decisions to support sustainable development goals.

GI also has a key role to play in supporting strategic mitigation measures required under the [Habitats Regulations](#) for development site allocations that impact on designated sites protected under the Habitats Directive.

The [Levelling Up and Regeneration Act 2023](#) places a duty on relevant authorities to further the statutory purposes of Protected Landscapes. The Strategy proposes a number of GI initiatives that help to deliver the aims and objectives of the statutory management plan for the Broads.

## Our approach to green infrastructure

Developed in collaboration with local partners, we have adopted a strategic approach to delivering GI at a Greater Norwich level shaped by the Natural England Green Infrastructure Framework's principles.

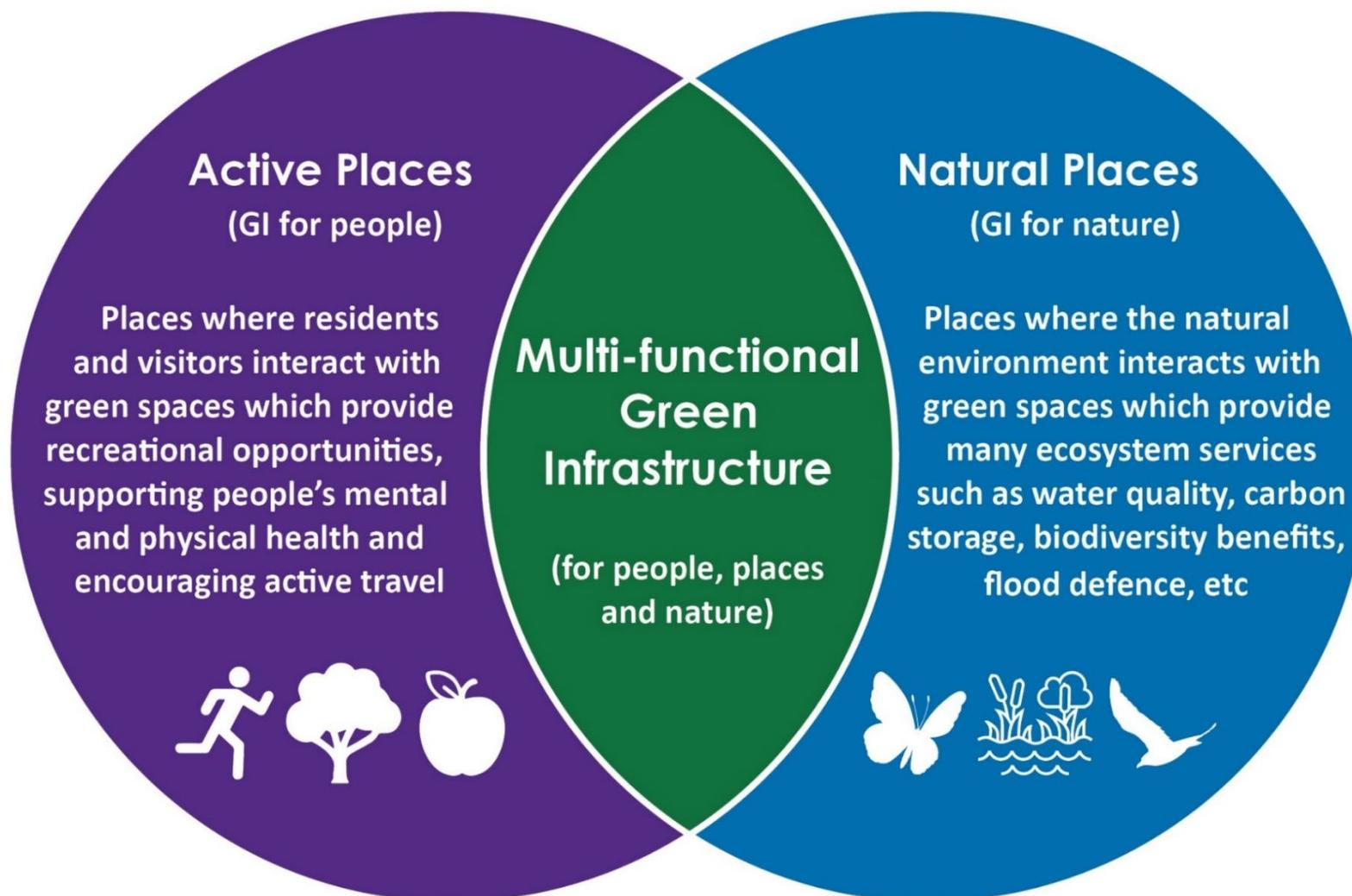
Our approach to assessing, planning and delivery of multi-functional GI is focussed around the overlapping themes of [active places](#) and [natural places](#). These jointly contribute to GI for people, places and nature that embraces and integrates GI assets, ecosystem functions<sup>3</sup> and settings at a range of scales.

Underpinning this approach is a core focus on delivering a GI network for Greater Norwich that is:

- **Multifunctional, varied and connected** – where the potential for multiple ecosystem functions, nature-based solutions and benefits from the same area of GI is optimised by establishing a network with a variety of GI types/sizes, offering connectivity for people and wildlife
- **Accessible and nature friendly** – where people can access and enjoy nature in green spaces and greenways that are inclusive, safe, welcoming, well-managed and accessible for all, and integrated into the local sustainable transport network. At the same time, care is taken to ensure that recreation pressures on valued wildlife sites are mitigated
- **Landscape-led and responsive to character** – where GI is well-designed and managed to strengthen the distinctive natural, historic and cultural character, qualities and sense of place of our landscapes and townscapes that people value

<sup>3</sup>Ecosystem functions are the foundational functions of nature (biodiversity, soil and geodiversity, and water), those most associated with climate (carbon and energy, temperature regulation), functions that help health and wellbeing (access to nature, food, active lifestyles, clean air, enhanced soundscapes), and those associated with prosperous communities (including education and sense of place, amongst others).

## Active places and natural places themes



## Evidence based approach

Founded on up-to-date evidence, and stakeholder engagement, the Strategy highlights needs and opportunities for protecting the natural environment and enhancing the provision of multi-functional GI for people and nature in Greater Norwich.

Details of the supporting GI Strategy evidence reports (**Annexes A-E**) can be found in **Appendix 2**.

A wide range of local stakeholders from public, private and third sector organisations in Greater Norwich contributed to the GI Strategy. Our vision, objectives and strategic priorities for GI delivery have been shaped by feedback from the 35 organisations who participated in two stakeholder engagement workshops (see **Annex F** and **G** for details).

Drawing on the evidence and stakeholder feedback, spatial priorities and opportunities for enhancing and expanding the Strategic GI Network across Greater Norwich have been identified for different parts of Greater Norwich (see the GI Area Profiles in **Annex H**).

## Story map

The Greater Norwich Green Infrastructure Strategy Story Map is an online interactive mapping tool for exploring the area's GI.

The Story Map provides a visual summary of the GI Strategy with links to download the supporting evidence reports. Interactive map layers can be viewed in a variety of combinations and scales for particular locations and themes, to help answer specific questions as required.

[www.greaternorwichgrowth.org.uk/reports/green-infrastructure-strategy](http://www.greaternorwichgrowth.org.uk/reports/green-infrastructure-strategy)

## Partnership based approach

This Strategy can only be achieved through the combined efforts of partners and stakeholders working together to help deliver our shared vision and objectives for GI.

We have established the Greater Norwich GI Partnership, which brings together the following public, environmental and health sector organisations to accelerate the delivery of GI in the area:

- Active Norfolk
- Broadland District Council
- Broads Authority
- Natural England
- NHS Norfolk & Waveney Integrated Care Board
- Norfolk County Council
- Norfolk Wildlife Trust
- Norwich City Council
- Public Health Norfolk
- South Norfolk Council
- University of East Anglia

We have chosen to work together because we believe greater benefits can be achieved by adopting a strategic approach to GI planning and delivery across district boundaries and sectors.

## 4. What our evidence tells us

### What GI we have and where

Drawing on the definition of what GI can include, we have identified and mapped the different types of GI assets that provide the “building blocks” of Greater Norwich’s GI network (**Annex A, C and E**). These are described under the following categories in the GI Baseline Report (**Annex A**):

- **Landscape** (landscape character and land use)
- **Natural Environment**<sup>4</sup> (sites designated for nature)
- **Trees and Woodland** (woodlands, trees outside of woodland, ancient woodland and canopy coverage)
- **Historic Environment** (registered parks and gardens, scheduled monuments and conservation areas/listed buildings)
- **Green Spaces** (parks and gardens; outdoor sport facilities, cemeteries/religious grounds, allotments, community gardens and city farms, etc)
- **Public Rights of Way** (footpaths, bridleways and byways, and trails)
- **Water** (access to water via waterside paths and greenspaces)

Geospatial environmental data has been collated and captured in a Geographical Information System (GIS) and used to establish a GI baseline map for Greater Norwich (this can be viewed on the Story Map).

In overview, Greater Norwich is a predominantly rural area - 71% is agricultural land, 11% is built-up and 18% is considered to be GI (habitats/water).

The Greater Norwich landscape is varied with a wealth of natural and cultural assets. These include:

- The fens and marshes of the Broads in the east – part of the Broads National Park, a nationally protected wetland landscape of international importance for wildlife

- A more intimate landscape of small fields and hedgerows that provide the setting of the Broads
- Rolling landscapes of varied geology with woodland, heath and former parkland estates in the west and north
- An extensive open clay plateau in the south
- Distinctive river valleys of the Wensum, Yare, Waveney and Bure (and their associated tributaries including the Tiffey, Tas and Chet)
- The urban landscapes of the Norwich Urban Area (including the historic medieval city centre), rural market towns/villages and strategic countryside gaps between settlements

Current provision of some of our key GI assets in the Greater Norwich Area is highlighted below, benchmarked against the Greater Cambridge Area.

Area	Tree Canopy Cover	Local Nature Reserves	Public Parks & Gardens
<b>Greater Norwich Area</b> (c.150,300 Ha)	16.5% <sup>1</sup>	0.22% <sup>1</sup>	0.26% <sup>1</sup>
Broadland District (55,328 Ha)	19.8% <sup>1</sup>	0.008% <sup>1</sup>	0.24% <sup>1</sup>
Norwich City (4,052 Ha)	25.1% <sup>1</sup>	3.46% <sup>1</sup>	2.17% <sup>1</sup>
South Norfolk (90,895 Ha)	14.1% <sup>1</sup>	0.21% <sup>1</sup>	0.19% <sup>1</sup>
<b>Greater Cambridge Area</b> (94,240 Ha)	15% <sup>2</sup>	0.14% <sup>2</sup>	0.13% <sup>2</sup>

Data sources: <sup>1</sup>Annex A; <sup>2</sup>Greater Cambridge Open Spaces Data (2023)

<sup>4</sup>Habitat baseline is mapped in **Annex E**

## What multi-functional GI looks like

As illustrated below, our GI assets have the potential to supply a range of **ecosystem functions** that can provide multiple **benefits** for people, places and nature across Greater Norwich.

GI Benefits	Nature-rich beautiful places		Active & healthy places					Thriving & prospering communities		Improved water management			Resilient & climate positive places	
	Biodiversity and pollination	Soils and geodiversity	Food	Access to nature	Active lifestyles	Air quality regulation	Noise and soundscapes	Education and volunteering	Sense of place	Water supply	Flood regulation	Water quality	Carbon storage and energy	Temperature regulation
<b>Greater Norwich GI Assets</b>														
Urban/country public parks and gardens														
Domestic gardens														
Natural and semi-natural green spaces <sup>5</sup>														
Designated wildlife sites <sup>6</sup>														
Blue spaces <sup>7</sup>														
Greenways <sup>8</sup>														
Open access land														
Outdoor sports facilities <sup>9</sup>														
Amenity green spaces														
Play spaces <sup>10</sup>														
School (and other institution) grounds														
Cemeteries and churchyards														
Food growing and productive spaces <sup>11</sup>														
Public realm/civic spaces <sup>12</sup>														
Green corridors														

<sup>5</sup>woodland, trees outside of woodland, hedgerows, heathland, wetland and semi-natural grassland habitats

<sup>6</sup>SPA/SAC/SSSI/CWS/LNR

<sup>7</sup>waterways/watercourses, waterbodies (reservoirs, lakes and ponds)

<sup>8</sup>off-road/traffic-free walking and cycling routes, public rights of way

<sup>9</sup>playing fields, bowling greens, tennis courts, golf courses (excluding artificial surface pitches)

<sup>10</sup>excluding play areas with artificial surfaces

<sup>11</sup>allotments, community gardens/orchards, agricultural land, forestry land

<sup>12</sup>urban street trees, roadside verges, green walls, green roofs, sustainable drainage systems



## 5. What our strategy looks like

Our GI strategy aims to support sustainable growth across Greater Norwich by harnessing the power of the natural environment to enrich people's lives, and promoting nature-based solutions to tackling climate, ecological and health challenges.



In line with our vision for GI in Greater Norwich, the desired outcomes from the strategy are for:

- **Healthier, happier and more active people** – access to good quality GI (green spaces, parks, recreational, walking and cycling routes) that are inclusive, safe, welcoming, well-managed and accessible for all, will lead to more people having contact with nature close to where they live and work, thus providing greater opportunities for active travel, lifelong learning and healthy lifestyles
- **Nature-rich places** – GI supports nature to recover and thrive; our most valuable areas for wildlife are protected and wider environmental benefits are gained by increasing nature-rich green cover in our urban areas and the countryside
- **Climate-resilient places** – GI helps places be more resilient and adaptive to climate change through nature-based solutions for reducing temperatures during heat waves, soaking up rain water to help reduce flooding, and storing carbon. GI also helps contribute to net zero carbon targets and climate change mitigation by supporting active travel
- **Prosperous communities** – GI underpins a prosperous and thriving local economy; it helps create and support distinctive green neighbourhoods and high-quality and attractive environments for retail areas, high streets and business parks. GI also helps contribute to well-designed, managed and sustainable rural tourism destinations.

## Our key objectives

To achieve our outcomes, we will work in partnership with stakeholders and communities across Greater Norwich towards the delivery of six key GI objectives, which together address local needs and the strategic priorities of our partners.

The range of current and emerging local biodiversity, access, health, planning, water and other environmental related strategies/plans that link to our GI objectives are highlighted in **Appendix 3**.



Sweet Briar Marshes in Norwich © Rachel Murray

## 1. Enabling access to nature and healthy lifestyles

This is about enabling more people in Greater Norwich to experience and connect with nature and be physically active

**Evidence shows that time spent in nature not only make us feel better emotionally, it also contributes to our physical wellbeing by reducing blood pressure, heart rate and stress levels.**

Spending time outdoors in nature, whether to relax and re-charge, engage in green activities (such as conservation volunteering, community food growing or learning new skills) or participate in physical activities, can provide important health and wellbeing benefits.

These benefits are recognised by the [NHS Green Social Prescribing Toolkit](#), which promotes nature-based interventions that can positively impact on happiness and wellbeing by reducing social isolation and connecting with nature – particularly in people likely to be experiencing health inequalities.

We want to enable more people in urban areas to use green spaces close to where they live, work and learn, and to benefit from opportunities to access the wider countryside on foot and by bike.

We need to focus on addressing health inequalities by providing more equitable and socially inclusive, safe and welcoming accessible greenspaces for those who need the health benefits the most – especially those living in our most deprived areas, the over 50s, people with disabilities and ethnic minorities.

We want to empower communities to get more involved in the long-term stewardship and care of their local public open spaces.

The GI Strategy has a key role to play in supporting delivery of the ‘active environments’ theme of the [Greater Norwich Physical Activity & Sport Strategy 2022-2027](#), and the [Norfolk Access Improvement Plan 2019–2029](#).

### Desired outcomes

- Healthier, happier and more active people
- Prosperous communities

## 2. Harnessing productive landscapes

This is about harnessing the potential of productive landscapes in Greater Norwich to connect people with food growing and climate change action

**Productive landscapes refer to the provision of food, fresh water, timber and energy from an area's natural resources.**

Promoting the health and wellbeing benefits of community food growing initiatives can encourage healthy living, reduce food poverty and strengthen connections with the wider rural economy and farming sector.

We want to bring together regenerative farming with allotments, community gardens/orchards, farmers' markets and food co-operatives as part of a sustainable local food system for Greater Norwich. This not only encourages healthy eating and community food-growing, but also reduces food miles and carbon footprints via sustainable production, processing and distribution of food.

Allotments, small holdings, orchards and community gardens offer opportunities to gain skills (by learning about gardening, vegetable and fruit growing, beekeeping and horticulture), as well as providing places and activities that bring communities together and encourage active lifestyles.

The Strategy also supports initiatives for harnessing the area's farmland, woodland and natural resources to contribute to net zero carbon emission targets and climate change mitigation through renewable and low carbon energy generation – such as generating biogas from timber/green waste biofuels and incorporating biosolar roofs onto buildings or structures.

### Desired outcomes

- Healthier, happier and more active people
- Nature-rich places
- Climate-resilient places

## 3. Strengthening distinctive places

This is about promoting the role of good GI in contributing to the distinctive landscape character of places and spaces within Greater Norwich

**Landscape character is the pattern of features, elements and experiential qualities that combine to make places distinctive from each other.**

Well-designed and well-managed green spaces and other GI assets contribute positively to making and sustaining distinctive places.

Developing GI proposals based on a sound understanding of the natural and cultural elements, including valued views, that contribute to an area's sense of place is essential in order to strengthen local distinctiveness.

We want to harness the potential of good GI design and urban greening to help create attractive parks and green settings for homes, schools and businesses, and high-quality green space destinations.

### Desired outcomes

- Healthier, happier and more active people
- Prosperous communities



River Yare east of Norwich © Simon Finlay

#### 4. Supporting nature recovery

This is about supporting initiatives for enhancing, expanding and protecting our habitats and most important wildlife sites across Greater Norwich

**Nature recovery refers to halting and reversing the loss of species and habitats by providing more, bigger, better and joined up nature-rich habitat networks.**

Supporting other strategies and initiatives that promote nature recovery, delivering net gain for biodiversity from new developments and protecting international sites across Greater Norwich is integral to the GI approach.

The Norfolk Local Nature Recovery Strategy (LNRS) identifies how and where to recover nature and improve the natural environment. It sets out priorities for enhancing designated wildlife sites, and for creating and restoring nature-rich habitats that help wildlife populations to recover, grow, move, thrive and adapt to a changing climate.

Biodiversity Net Gain is a way of making sure that wildlife habitat is in a better state than it was before development. Providing at least 10% BNG, on or off-site, is now mandatory for most planning applications. As well as identifying priority areas for habitat improvements, the LNRS sets out strategic locations for off-site BNG proposals.

Both LNRS and BNG are legal requirements under the Environment Act 2021, which will help the GNGB partner authorities achieve their legal duty to enhance as well as conserve biodiversity.

This GI Strategy contributes to delivery of the Norfolk LNRS by highlighting potential opportunities for creating and restoring woodland, wetland, heathland and semi-natural grassland, and other wildlife habitats across Greater Norwich (see **Annex E**).

<sup>5</sup>Habitats Sites (aka Natura 2000 Sites) include Special Protection Areas and Special Areas of Conservation of European importance designated under the Habitats Directive, and Ramsar sites (wetlands of international importance designated under the Ramsar Convention).

The Strategy also supports the Norfolk Green Infrastructure & Recreational Impact Avoidance and Mitigation Strategy by highlighting opportunities for provision of Suitable Alternative Natural Greenspace (SANG) required to mitigate recreation pressures on Habitats Sites<sup>5</sup> from additional housing growth planned in Greater Norwich to 2038.

SANG can be provided as new/expanded country parks designed in line with Natural England's SANG criteria.

Potential opportunities for large and small-scale country park provision based around woodland and waterbodies include: Broadland Country Park north of Norwich near Horsford; Bawburgh/Colney Lakes west of Norwich; Ladybelt Country Park in East Carleton south west of Norwich; and to the south east of Norwich in the Caistor St Edmund area.

#### Desired outcomes

- Nature-rich places
- Climate-resilient places



Broadland Country Park in Broadland District © Broadland District Council

## 5. Promoting urban greening

This is about strengthening the resilience, sustainability and biodiversity value of urban environments in Greater Norwich

**Urban greening is a nature-based approach to creating nature-rich towns and cities by increasing green cover on the ground, buildings and other infrastructure, and by expanding tree canopy cover.**

‘Greening up’ our urban areas will enable these places to adapt as hotter, dryer summers and more extreme downpours become more frequent.

As opportunities to create green spaces within densely built-up urban areas may be limited by pressures to use land for other uses, new development increasingly needs to include nature-based urban greening solutions.

Buildings, streets and the public realm will need to become greener and more climate resilient. For example, roofs and walls covered in plants (particularly on civic, educational and commercial buildings), living green screens to enhance air quality (e.g. for schools adjacent to highways) and street trees and small pocket parks between buildings.

Greening of urban greenspace, streets and buildings not only contributes to strengthening sense of place and townscape character, but can also help provide ecosystem services that are essential for sustainable urban living.

In addition to the well-being benefits of exposure to greenery, expanding green cover can help address climate change by storing carbon, managing flooding and regulating extreme temperatures, air and noise pollution.

Long-term funding for maintenance of urban greening features is critical.

### Desired outcomes

- Healthier, happier and more active people
- Nature-rich places
- Climate-resilient places
- Prosperous communities

## 6. Strengthening blue-green infrastructure

This is about harnessing the potential of blue-green infrastructure and water within Greater Norwich as an integral element of the GI network

**Blue-green infrastructure refers to the use of watercourses, waterbodies, wetlands, floodplains and sustainable drainage systems alongside trees, woodlands and parks in urban land use planning.**

As part of an integrated approach to climate-resilient water management, blue-green infrastructure can deliver benefits for people and nature.

Blue-green infrastructure can help strengthen the resilience of urban environments to climate change by soaking up rain water and reducing flood risk. It also contributes to reversing urbanisation effects by reducing the extent of sealed surfaces, allowing more water to infiltrate into soils. This “sponge effect” slows the flow and improves the quality of water.

We promote the use of Natural Flood Management approaches that mimic the natural ‘regulating’ function of catchments, rivers and floodplains. We also advocate the use of Sustainable Drainage Systems (SuDS) as part of an integrated approach to water management, landscape design and placemaking in ways that brings water into people’s daily lives.

Where vegetated, SuDS offer a nature-based solution for improving resilience to surface water flood risk events due to climate change, whilst providing biodiversity and amenity benefits. For example:

- Creation of wetland habitats near proposed housing developments
- Creation of front gardens with grass and permeable driveways
- Integrating linear SuDS along the verges of highways/residential streets

### Desired outcomes

- Nature-rich places
- Climate-resilient places

## Our strategic GI network – “the big picture”

These indicative maps illustrate what our long-term vision and strategy for a strategic GI network connecting people, places and nature in Greater Norwich looks like.

### Strategic GI Corridors<sup>6</sup>

The network of multi-functional Strategic GI Corridors shown on Map 5.1 provides a spatial framework for integrating nature recovery, accessible greenspace and water networks at all scales within Greater Norwich.

These existing and proposed corridors provide a focus for strategic GI investment to enhance the connectivity of urban and rural communities, wildlife habitats and countryside destinations throughout Greater Norwich and beyond.

In addition to defining landscape and townscape structure, the Strategic GI Corridors have a key role to play as bridges to the countryside and as gateways to Norwich and other settlements.



<sup>6</sup>Source – Norfolk GI Network Mapping supporting the Norfolk Strategic Planning Framework

### Priority GI Corridors

As indicated on Map 5.1, a network of Priority GI Corridors supports the Greater Norwich Local Plan’s strategy for sustainable growth to 2038.

Delivery of enhanced and new GI provision (including SANG) will be targeted in and around these corridors to support the Key Growth Locations.

With the exception of Long Stratton, the Key Growth Locations are within the Greater Norwich Strategic Growth Area, where the majority of strategic scale housing and employment areas will be located.

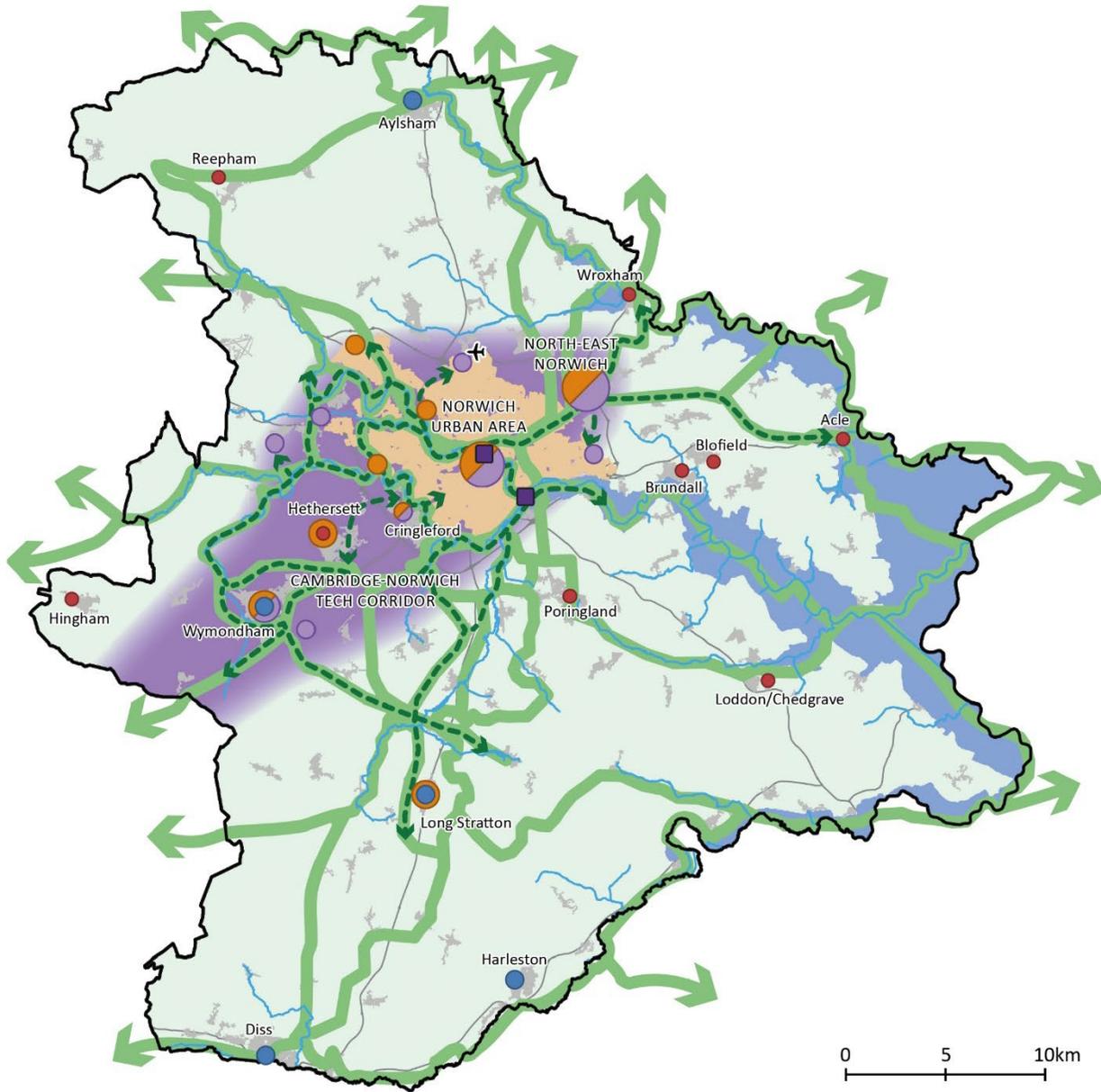
### Strategic Growth Area – Key Growth Locations

- **Cambridge-Norwich Tech Corridor** – Norwich Research Park, Hethel Technology Park and Browick Park, and significant residential expansions of Cringleford, Hethersett and Wymondham
- **Norwich Urban Area** – Central Norwich and the strategic regeneration areas at East Norwich and the Northern City Centre
- **North-East Norwich** – Norwich Airport, major commercial development along the A140 and the Broadland Growth Triangle (including major strategic housing and commercial development)

(Source – Greater Norwich Local Plan adopted March 2024)

Map 5.2 indicates priority areas for accessible greenspace and urban greening in the Norwich Urban Area & Fringes where our evidence in **Annex C** suggests there are greatest needs to address deficiencies in provision. The priority areas for accessible greenspace are locations with the greatest demand for and deficiencies in accessible greenspace.

# Map 5.1 – Greater Norwich Strategic GI Network



## Strategic GI Network

- Strategic GI Corridors
- Priority GI Corridors (Key Growth Locations)
- Broads National Park

## GNLP Sustainable Growth Strategy to 2038

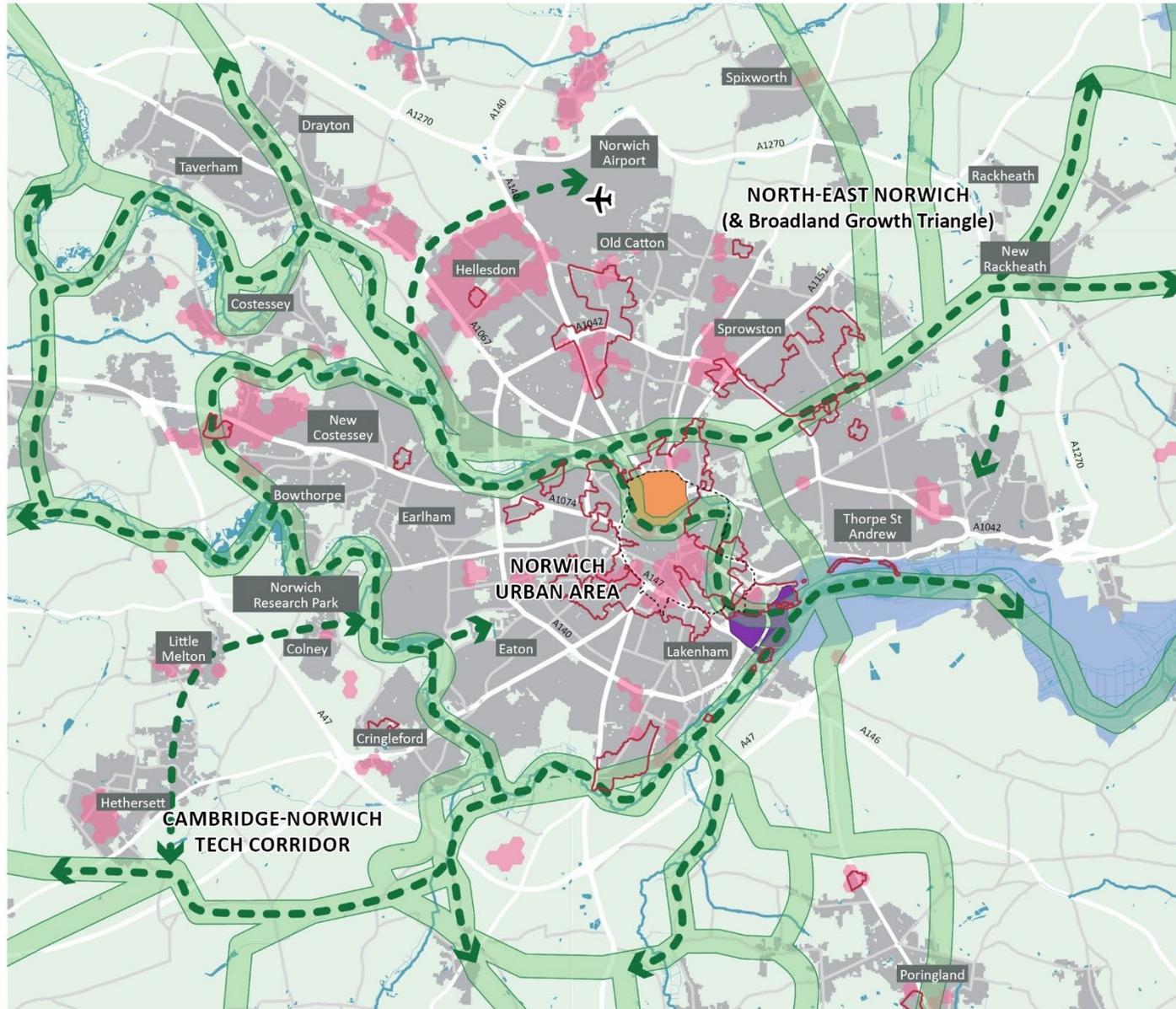
- Strategic Growth Area (KEY GROWTH LOCATIONS)
- Strategic Housing Growth Areas
- Strategic Employment Areas
- Strategic Regeneration Areas
- Norwich Urban Area
- Main Towns
- Key Service Centres

## GI Vision

Greater Norwich has a high quality, nature-rich and resilient Green Infrastructure network connecting greenspaces and the countryside in and around the city of Norwich, surrounding towns and villages. The nature-based benefits of this green network are widely valued by our local communities, businesses and visitors

Contains OS data © Crown copyright 2024

Map 5.2 – Greater Norwich Strategic GI Network : Norwich Urban Area & Fringes



**Strategic GI Network**

- Strategic GI Corridors
- Priority GI Corridors (Key Growth Locations)
- Broadland National Park

**GNLP Sustainable Growth Strategy to 2038**

**KEY GROWTH LOCATIONS**

- Central Norwich
- Strategic Regeneration Areas:
  - Northern City Centre
  - East Norwich
- Priority Areas with Needs for/ Deficiencies of Accessible Greenspace
- Priority Areas for Urban Greening

Contains OS data © Crown copyright 2024

## Our strategic priorities and opportunities for GI

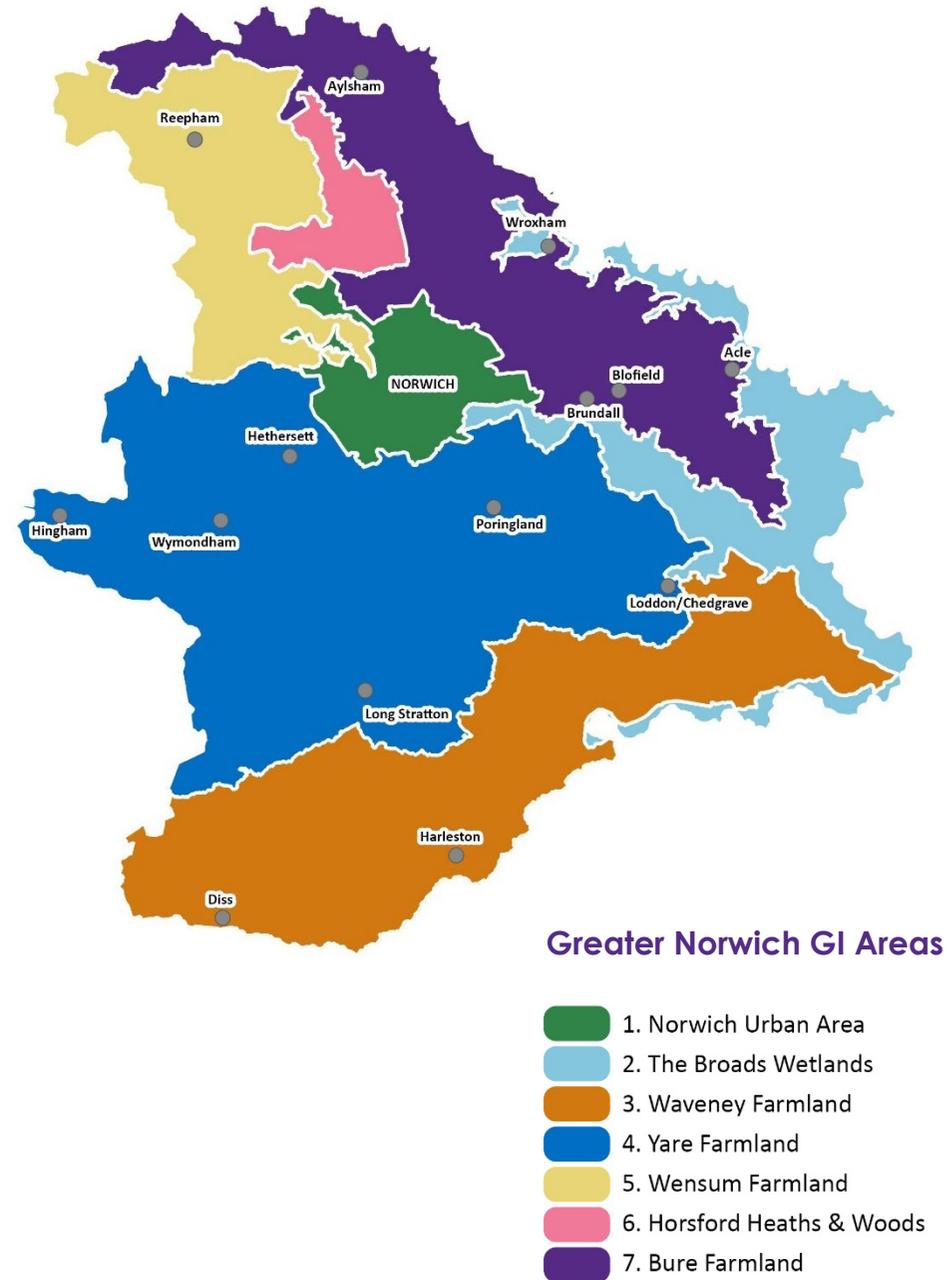
There has never been a more important time to harness the potential of GI to help tackle the triple challenges of the climate and ecological emergencies, and increasing health inequalities.

GI offers nature-based solutions to these challenges through the creation of nature-rich and climate resilient places that support vibrant, healthy, inclusive and growing communities.

Drawing on our evidence and feedback from stakeholder engagement, we have identified a range of spatial priorities and opportunities for enhancing and expanding the Strategic GI Network across Greater Norwich – see the GI Area Profiles for details (**Annex H**).

Our key strategic priorities for GI at a Greater Norwich level are:

- Embedding GI into the Northern City Centre and East Norwich Strategic Regeneration Areas
- Embedding GI into the Cambridge-Norwich Tech Corridor Strategic Growth Area
- Embedding GI into the North-East Norwich Strategic Growth Area
- Tackling health inequalities for urban and rural communities
- Addressing deficiencies in accessible greenspace provision
- Strengthening the network of greenways to support active travel
- Promoting urban greening of the built environment to support healthy living, urban nature recovery and climate change resilience
- Improving habitat connectivity and supporting landscape-scale nature recovery to strengthen climate change resilience



## 6. How we will deliver our strategy

We cannot deliver this Strategy on our own. It can only be achieved through the combined efforts of other partners and stakeholders from across the public, private and third sectors in Greater Norwich working together to help deliver our shared vision and objectives for GI.

We established a strong public, environmental and health sector partnership to drive forward the strategy for delivery of GI to support growth in Greater Norwich comprising:

- Active Norfolk
- Broads Authority
- Natural England
- NHS Norfolk & Waveney Integrated Care Board
- Norfolk County Council (Chair)
- Norfolk Wildlife Trust
- Norwich City Council
- Public Health Norfolk
- South Norfolk and Broadland Councils
- University of East Anglia

The **Greater Norwich GI Programme Team (GIPT)** has responsibility for implementation and monitoring of the GI Strategy and Strategic Delivery Plan on behalf of the above partners. The GIPT comprises:

- Active Norfolk
- Broads Authority
- Greater Norwich Project Team
- Norfolk County Council
- Norwich City Council
- Public Health Norfolk
- South Norfolk and Broadland Councils

### Our delivery principles

Everything we do will be underpinned by six guiding principles:

#### Principle 1: Delivering high quality GI

We support well-designed GI that is multi-functional, varied, connected, accessible and responds to a place's character in line with [Natural England's principles](#)

#### Principle 2: Long-term stewardship

We encourage developers to involve communities in the long-term stewardship of GI assets to ensure that they are valued, well-managed and funded to deliver benefits and value for future generations

#### Principle 3: Optimising gains and benefits

We promote the securing of net gains for biodiversity alongside wider environmental benefits from nature recovery – such as landscape, access to nature and sustainable water management

#### Principle 4: Targeting GI in areas with greatest need/potential

We will seek to target GI investment and raise awareness in areas with greatest health inequalities, high levels of deprivation and greenspace deficiencies – particularly where GI provision is scarce or of low quality

#### Principle 5: Integrating GI into policy

We will work with our partners to promote GI as a key asset at all scales in local strategies by fully integrating the benefits of GI into social, health and economic policies – not only environmental policy

#### Principle 6: Collaborative approach

We will work in partnership with a wide range of stakeholders to deliver our GI vision and objectives (including local communities, developers, businesses, land owners and the health, climate and transport sectors)

## Our strategic delivery plan 2025-2030

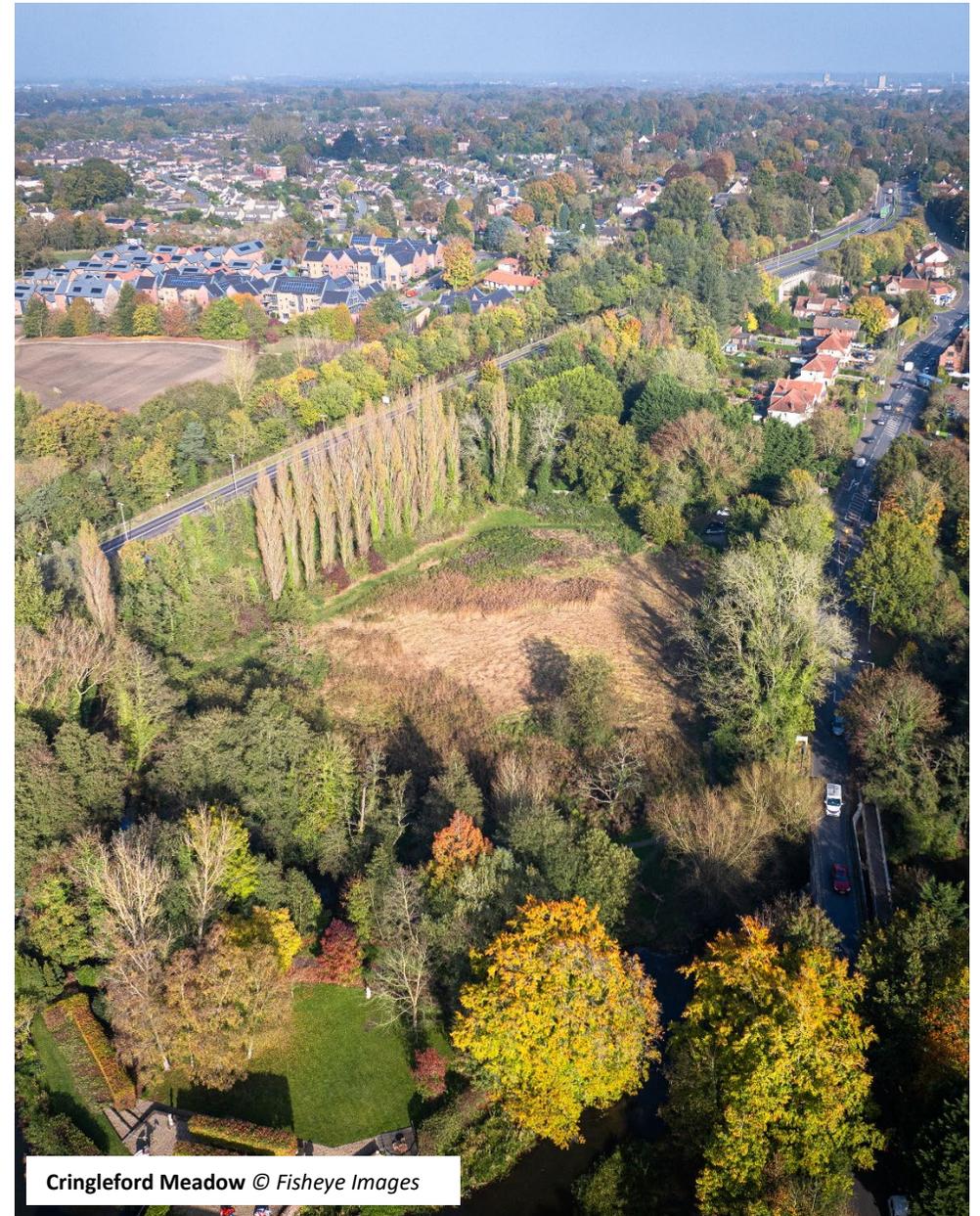
We will focus our work over the next five years through a delivery programme shaped by the GI Strategy's themes:

- **Active Places** – provision of accessible green spaces and links to support people's physical health and mental wellbeing
- **Natural Places** – provision of nature-rich habitats to support nature recovery and strengthen climate resilience

Our programme embraces a range of **Strategic GI Initiatives** for delivery of multi-functional GI that will provide benefits for people, places and nature across Greater Norwich.

Together, these Strategic Initiatives provide a flexible framework for bringing forward projects that will help achieve our GI priorities.

The delivery programme and proposed Strategic GI Initiatives (including timescales and lead delivery organisations) are set out in the Strategic Delivery Plan 2025-2030, which also includes details of our approach to GI project prioritisation and monitoring.



Cringleford Meadow © Fisheye Images

## Funding

Delivery of this Strategy will be predominantly reliant on external funding, notably from the Government. The multi-functional nature of GI means it can be funded through a variety of potential sources and opportunities.

### Developer contributions

#### Greater Norwich Community Infrastructure Levy

The Community Infrastructure Levy (CIL) is a charge which can be levied by Local Authorities on new developments in their area. It is an important tool for Local Authorities to help them deliver the infrastructure needed to support development in their area.

The three Greater Norwich district authorities currently pool their strategic CIL income into a shared Infrastructure Investment Fund, which is then allocated to support infrastructure across the Greater Norwich area. GI is eligible for CIL funding.

#### Neighbourhood Community Infrastructure Levy

A minimum of 15% of the CIL that is received by each district authority is currently given to Parish or Town Councils. This amount rises to 25% when a Neighbourhood Development Plan is in place. The funding is known as Neighbourhood CIL (NCIL) and is intended to support development at a local/community level. It is for the individual Parish and Town Councils to agree how neighbourhood CIL is spent within their areas.

### Greater Norwich Habitats Sites Mitigation Contributions

Policy 3 (Environmental Protection & Enhancement) of the Greater Norwich Local Plan (adopted March 2024) requires a contribution from new homes towards the costs of direct mitigation measures to address visitor pressure impacts on sites protected under the Habitats Regulations.

It also requires a contribution from new homes and other types of non-residential development towards the costs of nutrient neutrality mitigation measures to address pollution impacts on Habitats Sites. Larger developments should provide on-site GI in addition to these contributions.



The Bure Valley © South Norfolk Council

## National Lottery Funding

The National Lottery Heritage Fund currently offers grant funding for GI through strategic initiatives that address long-standing issues at scale, support coordinated cross-territory approaches and accelerate new ideas.

Of particular note is the **Nature Towns and Cities** initiative. Backed by a partnership between the National Lottery, the National Trust and Natural England, this provides capacity-building grants, support and an accreditation scheme to help UK local authority and community partnerships transform access to green space in urban areas and bring nature closer to home.

The **Landscape Connections** initiative currently provides funding for nature recovery, supporting rural economies and connecting people to the UK's most treasured landscapes, including National Parks such as The Broads.

## Government funding

Capital funding for large-scale tree planting or nature-based solutions (e.g. natural flood management) is available to rural landowners through Environmental Land Management grant schemes. The Government's Active Travel Fund is also of relevance to GI. Other sources of Government capital grant-funding may also be available.

## Green finance

With increasing emphasis on the environment and climate change, new revenue streams based principally on ecosystem services – such as enhancing biodiversity, carbon sequestration and nutrient offsetting – are becoming a key way for farmers and landowners to generate additional income from natural capital, alongside food production and forestry.

Selling statutory **Biodiversity Credits** to developers who are unable to use on-site or off-site credits to deliver BNG offer a guaranteed source of income from management of new habitats over a 30-year period or longer.

**Nutrient Neutrality Credits** for nature and land-based solutions such as wetlands and woodlands are currently provided through Norfolk Environmental Credits. A similar credit system may also be available from Water Resource East. It is expected that commercial providers will enter the nutrient neutrality market over time.

Investing in nature-based solutions is also now perceived as a reputational necessity by many private sector companies, and there is increasing demand for investing in voluntary Biodiversity Credits and **Carbon Credits** for Environmental, Social and Governance reasons.



Mousehold Heath in Norwich © Paul Rabbitts

## Planning and development management

Improving and extending the GI network is integral to supporting the key growth locations and scale of development proposed by the Greater Norwich Local Plan to 2038.

### Greater Norwich Local Plan GI Policy

There is extensive coverage of GI in the Greater Norwich Local Plan (adopted March 2024). Both the policies and supporting text (see **Appendix 1**) make it clear that this updated GI Strategy should be used as part of the Local Plan. The key policy references are:

#### Policy 3 - Environmental Protection and Enhancement

Development proposals should enhance the natural environment through: provision of new, or conservation or enhancement of existing, green infrastructure to contribute (directly or indirectly) to the strategic green infrastructure network having regard to local green infrastructure strategies. In addition, development will deliver net biodiversity gain through the provision of on-site or off-site natural features, creating new or enhancing existing green infrastructure networks that have regard to local green infrastructure strategies.

#### Policy 4 - Strategic Infrastructure

In line with other policies in this plan, a multi-functional strategic green infrastructure network will be further developed as set out in maps 8A and B and in green infrastructure strategy updates.

To support the GI requirements in the Local Plan policies, we will consider developing a **GI planning checklist** (either standalone or as part of a Supplementary Planning Document) to help ensure that GI is fully considered and integrated into development proposals by applicants. The checklist would also be used by planning officers to assess the adequacy of the proposed type, quantity and quality of GI provision, including the appropriateness of on-site Biodiversity Net Gain proposals.

Consideration will also be given to requiring planning applications for major and strategic development proposals to be supported by a **Green Infrastructure Plan** to demonstrate how the proposal responds to the requirements of the Local Plan's GI Policy, and any relevant adopted supplementary guidance. The Plan would also include details of arrangements for long-term stewardship and monitoring (any BNG habitats will require a 30-year management plan).

Local Planning Authorities and applicants will be required to take into account the **Norfolk Local Nature Recovery Strategy** as a material consideration for planning.

The **Natural England Green Infrastructure Planning & Design Guide** provides guidance for developers on how well-designed GI can integrate with built design to create good quality, distinctive and sustainable places.

We also advocate the use of the **Building with Nature Standards** which identify good practice wildlife, water and wellbeing standards for integrating GI and development. These Standards can be used for designing and assessing major development proposals and strategic development sites.

## Setting GI targets and standards

To drive forward the pace, scale and quality of GI required to support sustainable growth in Greater Norwich, we need ambitious and locally achievable targets and standards for nature-based solutions.

Reflecting national legislation, policy and Natural England's GI Standards, we have developed the following provisional local GI targets and standards for consideration that may be appropriate for incorporation into future reviews of relevant plans within Greater Norwich.

### Urban Greening Standards

New major residential development will have at least 50% average green cover (including private gardens and green roofs). There is no net loss of green cover across existing urban residential neighbourhoods, and urban greening is at least 40% average green cover in neighbourhoods where they do not already meet that standard.

Major development will achieve Natural England's Urban Greening Factors of at least 0.3 for commercial development and 0.4 for residential development (0.5 for residential greenfield development).

### Urban Tree Canopy Cover Standards

Increase tree canopy cover in the Norwich Urban Area, main towns and larger villages to at least 20% from the current baseline of 16.5% (based on the national benchmark target of 20% recommended by the Urban Forestry & Woodland Advisory Committee).

Major development will achieve a minimum future canopy cover of 30% of the site area through retention of existing trees and planting of new trees, including new streets that are tree lined.

### Accessible Greenspace Standards

Everyone has access to a range of good quality natural greenspace within 15 minutes' walking distance from their homes by 2038; greenspaces are accessible by public transport or safe active travel routes; and there is at least 2ha of accessible greenspace per 1,000 population with no net loss or reduction in capacity.

Major residential developments will provide accessible greenspace in accordance with the quantity, size and distance criteria, and capacity targets, specified by the local planning authority based on the Accessible Greenspace Standards.

Accessible greenspace will be designed and maintained to be socially inclusive, safe, welcoming and well-managed (in line with the Green Flag Award® criteria and the Sensory Trust's guidance on designing accessible outdoor spaces).

### Urban Nature Recovery Standards

Urban areas will have at least 1ha of Local Nature Reserve per 1,000 population by 2038, and will be managed sustainably. Existing County Wildlife Sites will be enhanced and new Sites will be identified.

Major development will contribute to local nature recovery strategy objectives through the creation and restoration of nature-rich habitats, including Local Nature Reserves or County Wildlife Sites.

## Parks and highways management

GI can be delivered through innovative approaches to the management and maintenance of public land, buildings and grey infrastructure.

Just as other forms of infrastructure need to be regularly upgraded, extended or modified, the functions of parks and green spaces need to be reconsidered to ensure that they continue to be fit for purpose in the face of future urban living challenges.

Positive management, upgrading or repurposing of public parks, amenity green space and highway verges has the potential to enhance the value and functionality of existing GI assets. For example, increasing wildflower planting, tree planting and lighter touch maintenance on council owned land to “re-wild” amenity green spaces for the benefit of urban wildlife and pollinators.

Retrofitting new GI into urban environments to address deficiencies in provision (e.g. green roofs/living walls, pocket parks, SuDS, greenways along disused railways. etc) should also be considered as and where opportunities arise.



Eaton Park in Norwich © Paul Rabbitts

## Community engagement and stewardship

Sustaining green spaces through effective long-term stewardship and funding is vital to delivering benefits and value for future generations.

We will seek to encourage local community engagement in looking after GI assets through consideration of:

- Appropriate community-led stewardship bodies to support long-term adoption, management and maintenance of green spaces
- Agreements for long-term management/maintenance of GI assets
- Support for local groups and initiatives (community capacity building and effective dialogue)
- Innovative revenue/maintenance funding models for ensuring the long-term legacy and care of GI assets
- Appropriate mechanisms for ensuring the principles of this GI Strategy are upheld by landowners/management organisations through good management and maintenance
- Opportunities to promote and support the benefits of volunteering for people’s health and wellbeing, providing a sense of purpose, learning new skills and strengthening communities by connecting people

We will support delivery of community-led GI projects by engaging with parish/town councils, local community groups and disengaged groups to:

- Raise awareness of the GI Strategy
- Demonstrate how the GI Story Map can be used to inform projects
- Showcase case studies of successful “grassroots” GI projects
- Offer advice on sources of relevant funding opportunities (such as the Greater Norwich neighbourhood CIL/Infrastructure Investment Fund)
- Provide signposts to practical guidance - such as [Planning Aid’s Community-led Green Space Toolkit](#)

## How we will review the strategy

We will monitor and review delivery of the GI Strategy to evaluate progress towards achieving our shared vision

Reviews of the Strategic Delivery Plan will be undertaken and published on an annual basis following the publication of this Strategy, and include a clear summary of outcomes achieved.

We will share learnings from the annual reviews with our partners on a regular basis.

It is expected that a review of the overall approach set out in the GI Strategy would be undertaken every 5 years or so, or earlier if necessary to ensure that it remains relevant and aligned to national legislative/policy drivers and local priorities for GI.

To inform future reviews and monitoring of the Strategy, we will develop a spatial data management protocol for maintaining and enhancing the supporting GI evidence base to ensure it is up-to-date.



Coltishall in the Broads National Park © Broadland District Council

## Next steps

- Developing a communications plan to raise awareness of the new GI Strategy
- Developing a pipeline of projects for delivering the proposed Strategic Green Infrastructure Initiatives
- Exploring opportunities for securing additional external funding
- Monitoring delivery and reporting on progress

## Appendix 1 – GNLP GI Policy References

There is extensive coverage of GI in the Greater Norwich Local Plan (adopted March 2024). Both the policies and supporting text make it clear that this updated GI Strategy should be used as part of the Local Plan.

The following extracts from policies and supporting text sets out the main elements of GI coverage in the Greater Norwich Local Plan (GNLP) Strategy.

### Policy 2 Sustainable Communities (Issue 3)

‘To contribute to the the achievement of sustainable communities, development proposals should, where relevant, address the following matters...Create and contribute to multi-functional green infrastructure links, whether provided on-site or off-site, including through landscaping, street trees and other tree planting, taking account of local green infrastructure strategies and delivery plans.’

Supporting text (table 8) states:

‘Developments are required to provide on-site or off-site green infrastructure appropriate to their scale and location. The three main benefits of green infrastructure: biodiversity gain; the promotion of active travel and the reduction of flood risk, are key NPPF priorities. On-site provision will provide landscaping, street trees and other planting and will link and contribute to the further development of an area-wide green infrastructure network. This network, also promoted through policies 3 and 4, has now been in development in Greater Norwich for over a decade. Development of the green infrastructure network will be in accordance with existing and amended versions of the Greater Norwich Green Infrastructure Strategy and delivery plans, and other documents such as the River Wensum Strategy.’

### Policy 3 Environmental Protection and Enhancement

‘Development proposals should enhance the natural environment through....provision of new, or conservation or enhancement of existing, green infrastructure to contribute (directly or indirectly) to the strategic green infrastructure network having regard to local green infrastructure strategies (identified indicatively in Maps 8A and 8B). In addition, development will deliver net biodiversity gain through the provision of on-site or off-site natural features, creating new or enhancing existing green infrastructure networks that have regard to local green infrastructure strategies. It should be demonstrated that the gain to biodiversity is a significant enhancement (at least a 10% gain) compared to the existing situation.’

Supporting text in para 198 states:

‘The Joint Core Strategy identified the potential to create a new country park at Bawburgh Lakes to the west of Norwich. It would complement the existing country park to the east of the city at Whitlingham, with the parks linked by the Yare Valley green corridor. Its establishment remains desirable. However, the policy is not site-specific as other opportunities may be identified either through local green infrastructure strategies or through other means. For example, there are proposals being brought forward to develop the Broadland Country Park to the north-west of Horsford and new small-scale country parks, such as at Ladybelt Country Park in East Carleton, can provide valuable additional green infrastructure.’

Policy 3 is also supported by text in paras 202 to 205, in particular para 204:

‘An updated Green Infrastructure Strategy is being produced. This should also be used to assist in identifying the most suitable green infrastructure provision to serve specific developments and contribute to the development of the network.’

## **Policy 4 Strategic Infrastructure**

‘In line with other policies in this plan, a multi-functional strategic green infrastructure network will be further developed as set out in maps 8A and B and in green infrastructure strategy updates.’

## **Policy 6 The Economy**

‘Tourism, leisure, environmental and cultural industries will be promoted and assisted by...Protection, enhancement and expansion of the green infrastructure network.’

Supporting text in paragraph 296 states:

‘Implementation of the policy will also see employment development contribute to the green infrastructure network as appropriate’.

## **Policy 7 - Strategy for the Growth Areas**

### **Policy 7.1 Norwich Urban Area including the fringe parishes**

‘Enhancements to the green infrastructure network which will include links to and within the Wensum, Yare, Tud and Tas Valleys, Marriott’s Way and from Mousehold through the North-East Growth Triangle as set out in maps 8A and B and in green infrastructure strategy updates, along with local networks.’

### **Policy 7.2 The Main Towns**

‘Enhancements to the multi-functional green infrastructure network will be provided by development to contribute to the strategic network as set out in maps 8A and B and in green infrastructure strategy updates and to linking local networks.’

Supporting text states:

Aylsham (para 356) - ‘The Bure Valley and the Marriott’s Way form the core of a well-developed local and strategic green infrastructure network and development could support further improvements.’

Diss (para. 362) – ‘Diss and Roydon are in the Waveney Valley. The valley provides an attractive setting for the settlements and is the hub of an extensive green infrastructure network including the Angles and Boudicca Ways’.

Harleston (para. 368) – ‘Harleston is close to the River Waveney and the Angles Way along the valley forms part of the strategic green infrastructure network’.

### **Policy 7.3 The Key Service Centres**

‘Enhancements to the multi-functional green infrastructure network will be provided by development to contribute to the strategic network as set out in maps 8A and B and in green infrastructure strategy updates and to linking local networks.’

### **Policy 7.4 Village Clusters**

‘Enhancements to the multi-functional green infrastructure network provided by development will contribute to the strategic network as set out in maps 8A and B and in green infrastructure strategy updates and to linking local networks.’

### **Glossary definition of Green Infrastructure**

‘A network of multi-functional green space which delivers benefits to both the environment and the local community. Green infrastructure includes natural green spaces colonised by plants and animals and man-made managed green spaces such as areas used for outdoor sport and recreation including public and private open space. These spaces may include allotments, urban parks and designed historic landscapes as well as their many interconnections such as footpaths, cycleways, green corridors, and waterway.’

## Appendix 2 – Supporting GI Strategy Evidence Reports

### Active Places Evidence

- **GI Baseline Report** (NCoC, 2023) – provides evidence of the types and distribution of current GI provision within Greater Norwich, and assesses who currently has access to GI (**Annex A**)
- **GI Public Survey Summary Report** (NCoC, 2023) – provides evidence of how people value and use greenspace in Greater Norwich, and offers insights into what improvements people would like to see (**Annex B**)
- **GI Evidence & Opportunities Report** (NCoC, 2024) – Section 4.0 identifies opportunities for addressing gaps/deficiencies in access to natural greenspace at different geographical scales across Greater Norwich (**Annex C**)
- **GI Technical Report** (NCoC, 2024) – sets out the methods and data used for the assessments of accessible GI (**Annex D**)

### Natural Places Evidence

#### GI Supplementary Evidence & Opportunities Report (CBA/NCS, 2024) - Annex E:

- Provides baseline evidence of current habitats<sup>7</sup> within Greater Norwich, and identifies opportunities for creating and restoring new habitats to strengthen the connectivity of existing **habitat networks** in support of nature recovery goals (Section 2.0)

<sup>7</sup>Section 5.0 of the **GI Evidence & Opportunities Report** (NCoC, 2024) also includes analyses of irreplaceable habitats, landscape connectivity features (linear features) and long continuity habitats that contribute to habitat networks in Greater Norwich

- Identifies opportunities for where new habitats can contribute to wider environmental benefits through the supply of multiple **ecosystem services** (Section 3.0)

This evidence can also be used to inform the Norfolk Local Nature Recovery Strategy currently being developed by the Norfolk & Suffolk Nature Recovery Partnership.

### Mapping Multi-Functional GI Opportunities

Section 4.0 of the **GI Supplementary Evidence & Opportunities Report** (CBA/NCS, 2024) brings together and integrates the findings of the Active Places and Natural Places evidence to identify opportunity areas with the greatest potential for multi-functional GI within Greater Norwich.

### Stakeholder Engagement

The stakeholder engagement workshop reports provide details of feedback from the 35 public, private and third sector organisations in Greater Norwich who participated in two workshops (**Annex F and G**).

### GI Area Profiles

Drawing on the above evidence and stakeholder feedback, spatial priorities and opportunities for enhancing and expanding the Strategic GI Network are identified for different parts of Greater Norwich in the GI Area Profiles document (**Annex H**).

This analysis also reflects other evidence including local landscape character assessments and relevant Strategic Environmental Opportunities identified by the Natural England National Character Areas within Greater Norwich as highlighted in the document.

## Appendix 3 – GI Strategy Links

### Greater Norwich Green Infrastructure Strategy

Norfolk/sub-regional links	Greater Norwich links	District Councils/Broads Authority links
<ul style="list-style-type: none"> <li>• Norfolk Local Nature Recovery Strategy (forthcoming)</li> <li>• Norfolk Green Infrastructure &amp; Recreational Impact Avoidance and Mitigation Strategy (2021)</li> </ul>	<ul style="list-style-type: none"> <li>• Greater Norwich Local Plan 2018-2038 (adopted 2024)</li> <li>• Greater Norwich Infrastructure Plan (2024)</li> </ul>	<ul style="list-style-type: none"> <li>• Norwich Environmental Strategy 2020-25</li> <li>• Norwich Climate Action Plan (2024)</li> <li>• Norwich Biodiversity Strategy 2022-32 &amp; Baseline Study (2024)</li> <li>• Norwich Parks &amp; Green Spaces Strategy (draft 2024)</li> <li>• Norwich Development Management Plan (adopted 2014)</li> <li>• Norwich Health &amp; Wellbeing Partnership Strategic Plan 2023-25</li> </ul>
<ul style="list-style-type: none"> <li>• Norfolk Access Improvement Plan 2019–29</li> <li>• Norfolk Walking, Wheeling &amp; Cycling Strategy (2024)</li> <li>• Norfolk &amp; Waveney Integrated Care and Joint Health &amp; Wellbeing Strategy (2024)</li> <li>• Norfolk County Council Public Health Strategic Plan (2023)</li> </ul>	<ul style="list-style-type: none"> <li>• Greater Norwich Physical Activity &amp; Sport Strategy 2022-27</li> <li>• Greater Norwich Local Cycling &amp; Walking Infrastructure Plan (2021)</li> </ul>	<ul style="list-style-type: none"> <li>• South Norfolk Environmental Strategy 2023-25</li> <li>• South Norfolk Biodiversity Baseline Study (forthcoming)</li> <li>• South Norfolk Development Management Plan (adopted 2015)</li> <li>• South Norfolk Health &amp; Wellbeing Partnership Strategy (2023)</li> </ul>
<ul style="list-style-type: none"> <li>• Norfolk County Council Local Flood Risk Management Strategy (2021)</li> <li>• Broadland Catchment Partnership Plan (2014)</li> <li>• Environment Agency Anglian River Basin Management Plan (2014)</li> </ul>	<p><i>This cell left intentionally blank</i></p>	<ul style="list-style-type: none"> <li>• Broadland Environmental Strategy 2022-24</li> <li>• Broadland Biodiversity Baseline Study (forthcoming)</li> <li>• Broadland Development Management Plan (adopted 2015)</li> <li>• Broadland Health &amp; Wellbeing Partnership Strategy (2023)</li> </ul>
<p><i>This cell left intentionally blank</i></p>	<p><i>This cell left intentionally blank</i></p>	<ul style="list-style-type: none"> <li>• Broads Management Plan 2022-27</li> <li>• Broads Biodiversity &amp; Water Strategy 2019-24</li> <li>• Integrated Access Strategy for the Broads (2024)</li> <li>• Broads Local Plan 2015-2036 (adopted 2019)</li> </ul>

**The Green Infrastructure Strategy was prepared by a consultant team led by CBA in collaboration with the Greater Norwich Green Infrastructure Programme Team/Delivery Group:**

- Active Norfolk
- Broads Authority
- Greater Norwich Project Team
- Norfolk County Council
- Norwich City Council
- Public Health Norfolk
- South Norfolk and Broadland Councils

**The Strategy was produced in partnership with the Greater Norwich Green Infrastructure Steering Group:**

- Active Norfolk
- Broads Authority
- Natural England
- NHS Norfolk & Waveney Integrated Care Board
- Norfolk County Council (Chair)
- Norfolk Wildlife Trust
- Norwich City Council
- Public Health Norfolk
- South Norfolk and Broadland Councils
- University of East Anglia



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# Greater Norwich Growth Board

## Green Infrastructure Strategy

### Strategic Delivery Plan 2025-2030

Final V2 – January 2025



# Contents

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The Strategy was prepared on behalf of the Greater Norwich Growth Board by the Greater Norwich Green Infrastructure Delivery Group, supported by a consultant team led by CBA.

The Strategy is underpinned by a comprehensive suite of evidence studies and geospatial mapping data. This includes information about the existing Green Infrastructure in Greater Norwich, deficiencies in provision and opportunities for delivering new and enhanced Green Infrastructure.

The Strategy was funded by the Greater Norwich Growth Board. Images in the document are used with permission from Norwich City Council, South Norfolk Council, Broadland District Council, Norfolk County Council and Norfolk Wildlife Trust.

This Strategic Delivery Plan should be read in conjunction with the main Green Infrastructure Strategy and Story Map.

## Accessibility Conformance Statement

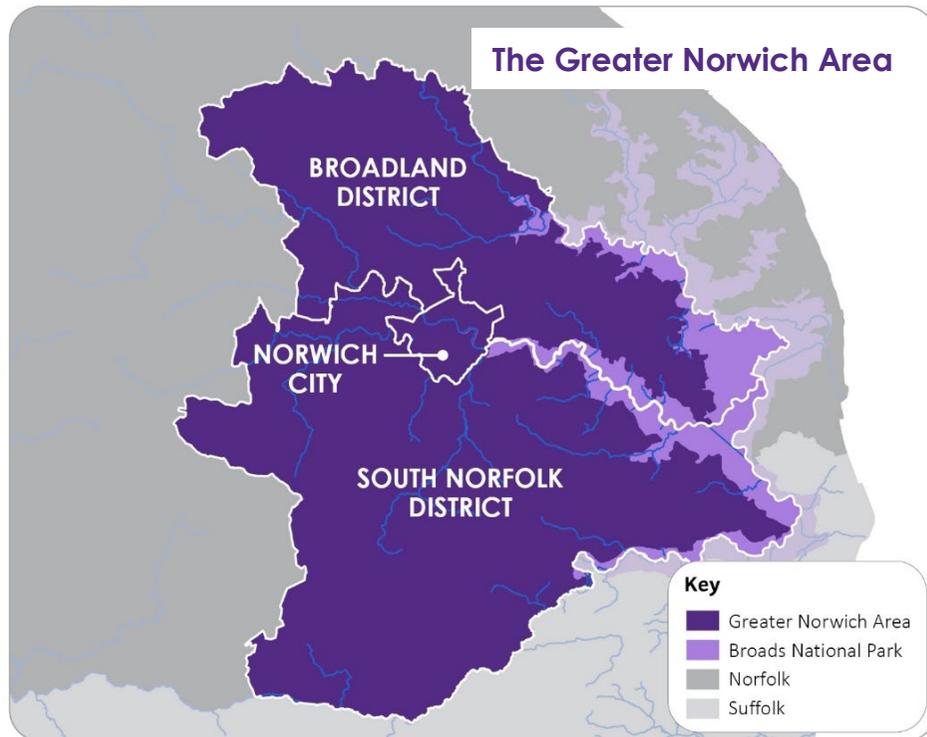
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# 1. Introduction

The [Greater Norwich Growth Board \(GNGB\)](#) is a unique partnership bringing together the leaders of Norwich City Council (NCC), South Norfolk Council (SNC), Broadland District Council (BDC) and Norfolk County Council (NCoC).

Facilitated by an Infrastructure Investment Fund, the GNGB oversees delivery of infrastructure projects required to support the ambitious plans for sustainable growth to 2038 set out in the Greater Norwich Local Plan (adopted March 2024), including Green Infrastructure (GI).



We have developed the Greater Norwich Green Infrastructure Strategy to support the Local Plan. It outlines our overarching vision and strategic approach to protecting, enhancing and expanding GI across Greater Norwich to 2038.

‘Green Infrastructure is a network of multi-functional green space and blue spaces and other natural features, urban and rural, which is capable of delivering a wide range of environmental, economic, health and wellbeing benefits for nature, climate, local and wider communities and prosperity’

(Source – National Planning Policy Framework)

This Strategic Delivery Plan sets out our proposed programme for GI delivery over the next five years. Whilst it does not include specific projects, the programme identifies a range of strategic initiatives for protecting, enhancing and expanding GI, with a focus on nature recovery and enhancing access to nature.

We cannot deliver the GI Strategy on our own. It can only be achieved through the combined efforts of other partners and stakeholders from across the public, private and third sectors in Greater Norwich working together with local communities, particularly landowners and managers, to help deliver our shared vision and objectives for GI.

Drawing on our evidence and stakeholder engagement, we have identified a range of spatial priorities and opportunities for enhancing and expanding the Strategic GI Network across Greater Norwich – see the GI Area Profiles for details (separate document).

Our key strategic priorities for GI at a Greater Norwich level are:

- Embedding GI into the Northern City Centre and East Norwich Strategic Regeneration Areas
- Embedding GI into the Cambridge-Norwich Tech Corridor Strategic Growth Area
- Embedding GI into the North-East Norwich Strategic Growth Area
- Tackling health inequalities for urban and rural communities
- Addressing deficiencies in accessible greenspace provision
- Strengthening the network of greenways to support active travel
- Promoting urban greening of the built environment to support healthy living, urban nature recovery and climate change resilience
- Improving habitat connectivity and supporting landscape-scale nature recovery to strengthen climate change resilience



Greater Norwich GI Areas

- 1. Norwich Urban Area
- 2. The Broads Wetlands
- 3. Waveney Farmland
- 4. Yare Farmland
- 5. Wensum Farmland
- 6. Horsford Heaths & Woods
- 7. Bure Farmland

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## 2. Delivery Programme

We will focus our work over the next five years through a delivery programme shaped by the GI Strategy's themes:

- **Active Places** – provision of accessible green spaces and links to support people's physical health and mental wellbeing
- **Natural Places** – provision of nature-rich habitats to support nature recovery and strengthen climate resilience

Our programme embraces a range of proposed **Strategic GI Initiatives** for delivery of multi-functional GI that will provide benefits for people, places and nature across Greater Norwich.

Together, these Strategic Initiatives provide a flexible framework for bringing forward projects that will help achieve our GI priorities.

The Strategic GI Initiatives focus on encouraging projects that will:

- Enhance access to nature, promote active travel and support adoption of healthy lifestyles and behaviours
- Support a network of bigger, better and more joined up habitats, provide nature-based solutions and protect our valuable wildlife sites

The high-level delivery programme set out in the following tables:

- Outlines **what** we will do and **where** (see **Map 2.1** and **Map 2.2**)
- Highlights the **GI objectives/outcomes** that the initiatives contribute to
- Indicates timescales for **when** they would be delivered and by **who**

The Other Strategic GI Initiatives set out in **Table 2.4** are not mapped due to their dispersed/thematic nature.

### Delivery Programme - Key

#### GI Areas

1. Norwich Urban Area
2. The Broads Wetlands
3. Waveney Farmland
4. Yare Farmland
5. Wensum Farmland
6. Horsford Heaths & Woods
7. Bure Farmland

#### GI Objectives

1. Enabling access to nature and healthy lifestyles
2. Harnessing productive landscapes
3. Strengthening distinctive places
4. Supporting nature recovery
5. Promoting urban greening
6. Strengthening blue-green infrastructure

#### GI Outcomes

1. Healthier, happier and more active people
2. Nature-rich places
3. Climate-resilient places
4. Prosperous communities

#### Indicative Timescales

- Short-term (1-2 years)
- Medium-term (3-5 years)
- On-going (years 1-5)
- Longer term (5 years +)

#### Lead Delivery Organisations

- NCoC - Norfolk County Council
- NCC - Norwich City Council
- SNC - South Norfolk Council
- BDC - Broadland District Council

## Proposed Strategic Green Infrastructure Initiatives

Table 2.1 – Strategic GI Corridors

What we will do	Where	Objectives	Outcomes	When	Who
<p><b>Bure Valley</b> Work to encourage projects that support enhancement of the Weaver’s Way in the Aylsham and Acle areas including access improvements, and creating new circular walks linked to the Norfolk Trails network in line with the priorities of the Norfolk Access Improvement Plan 2019–2029, improved connectivity and enhancement of habitats along the trail corridor and restoration of floodplain fen and wet woodland habitats in the Lower Bure Valley in line with the Broads Wetlands Initiative</p>	<p>Countryside &amp; Rural Areas (Map 2.1)  GI Areas: 2, 7</p>	1, 4, 6	All	On-going	NCoC BDC
<p><b>North-East Norwich to the Broads</b> Work to encourage projects that support enhancement of the Strategic GI Corridor linking North-East Norwich with the Broads National Park around Acle including provision of accessible greenspace, public rights of way network improvements, restoration of heathland and woodland habitats, and improved connectivity of hedgerows and woodlands</p>	<p>Norwich Urban Area &amp; Fringes (Map 2.2)  Countryside &amp; Rural Areas (Map 2.1)  GI Areas: 1, 7</p>	1, 3, 4	All	On-going	NCoC NCC BDC
<p><b>Yare Valley</b> Work to encourage projects that support enhancement of the Wherryman’s Way between Norwich and Burgh Castle including access improvements, and creating new circular walks linked to the Norfolk Trails network to align with the Norfolk Access Improvement Plan 2019–2029, restoration of floodplain fen habitats and improved habitat connectivity along the trail</p>	<p>Countryside &amp; Rural Areas (Map 2.1)  GI Areas: 2</p>	1, 4, 6	All	On-going	NCoC NCC SNC
<p><b>Waveney Valley</b> Work to encourage projects that support enhancement of the Waveney Valley Strategic GI Corridor to the west and east of Diss linking to the Broads National Park, including access improvements to Angles Way and restoration of floodplain fen habitats</p>	<p>Countryside &amp; Rural Areas (Map 2.1)  GI Areas: 3</p>	1, 3, 4, 6	1, 2, 4	Medium-term	NCoC SNC

What we will do	Where	Objectives	Outcomes	When	Who
<p><b>South Norwich to the Waveney Valley</b> Work to encourage projects that support enhancement of the Boudicca Way between Norwich and Diss including as access improvements and creating new circular walks linked to the Norfolk Trails network to align with the Norfolk Access Improvement Plan 2019–2029, and improved connectivity and enhancement of hedgerows and woodland habitats.</p>	<p>Countryside &amp; Rural Areas (Map 2.1)  GI Areas: 3, 4</p>	1, 4	All	On-going	NCoC NCC SNC
<p><b>South-West Norwich to Wymondham</b> Work to encourage projects that support enhancement of the Strategic GI Corridor linking South-West Norwich with Wymondham including new and improved accessible greenspace, public rights of way network improvements and new greenways, pond restoration/creation, and expanding, strengthening and linking woodland, grassland and hedgerows</p>	<p>Norwich Urban Area &amp; Fringes (Map 2.2)  Countryside &amp; Rural Areas (Map 2.1)  GI Areas: 4</p>	1, 3, 4, 6	All	On-going	NCoC SNC
<p><b>Wensum Valley</b> Work to encourage projects that support enhancement of the Wensum Way in the Lenwade area including access improvements and creating new circular walks linked to the Norfolk Trails network to align with the Norfolk Access Improvement Plan 2019–2029, restoration of floodplain fen habitats and expanding, strengthening and linking woodland to improve habitat connectivity along the river corridor west of Norwich</p>	<p>Countryside &amp; Rural Areas (Map 2.1)  GI Areas: 5</p>	1, 3, 4, 6	All	On-going	NCoC NCC BDC
<p><b>North-West Norwich to the Bure Valley</b> Work to encourage projects that support enhancement of the Strategic GI Corridor linking North-West Norwich with the Bure Valley around Aylsham including provision of accessible greenspace, public rights of way network improvements, restoration of heathland and woodland habitats in the area north of Horsford and around Broadland Country Park, and improved connectivity of hedgerows and woodlands</p>	<p>Countryside &amp; Rural Areas (Map 2.1)  GI Areas: 6, 7</p>	1, 3, 4	All	On-going	NCoC BDC
<p><b>Norwich Wensum Urban Riverside</b> Work to encourage projects that enhance the River Wensum corridor through Norwich City in line with the Wensum Strategy including increasing access and leisure opportunities (via the Green Loop), habitat connectivity improvements, historic environment enhancements, and facilitating partnership working to support regeneration of the river corridor and maximise benefits to the city.</p>	<p>Norwich Urban Area &amp; Fringes (Map 2.2)  GI Areas: 1</p>	1, 3, 4, 5, 6	All	On-going	NCoC NCC

What we will do	Where	Objectives	Outcomes	When	Who
<p><b>Southern Norwich Yare Valley Parkway</b> Work to encourage projects that support development of a major linear park connecting a potential new country park at Bawburgh/Colney Lakes west of Norwich with Whitlingham Country Park to the east, including completion of the Yare Valley Walk and improved links to the city centre, as well as potential links to the Wensum Corridor in Norwich and to the west, and restoration of floodplain fen habitats and riparian woodland along the river corridor</p>	<p>Norwich Urban Area &amp; Fringes (Map 2.2)</p> <p>GI Areas: 1, 2, 4</p>	1, 3, 4, 6	All	On-going	NCoC NCC SNC
<p><b>Northern Norwich</b> Work to encourage projects that support creation of an east-west Strategic GI Corridor linking North-East Norwich with North-West Norwich - including provision of accessible greenspace, public rights of way network improvements and connections to footpaths/cycle paths along the A1270 Broadland Northway (aka Norwich Northern Distributor Road), restoration of woodland, grassland and heathland habitats, and improved connectivity of hedgerows and woodlands, and supporting opportunities for regenerative farming</p>	<p>Countryside &amp; Rural Areas (Map 2.1)</p> <p>Norwich Urban Area &amp; Fringes (Map 2.2)</p> <p>GI Areas: 7</p>	1, 2, 3, 4	All	On-going	NCoC BDC
<p><b>Green Loop</b> Work to encourage projects that support delivery of, and connectivity to, the Green Loop – a major shared-use, off-road traffic-free greenway for walking and cycling, encompassing improvements to the Marriott’s Way and Bure Valley Path, completion of the proposed Broadland Way, and improved connectivity and enhancement of linear hedgerows, grassland and woodland habitats along the trail corridor</p>	<p>Countryside &amp; Rural Areas (Map 2.1)</p> <p>Norwich Urban Area &amp; Fringes (Map 2.2)</p> <p>GI Areas: 1, 2, 5, 7</p>	1, 4	All	Medium-term	NCoC NCC BDC
<p><b>Norwich Green Grid Corridors</b> Work to encourage projects that support enhancement of Green Grid Corridors within the densely built-up Norwich Urban Area, creating a strong and multifunctional green network connecting Norwich to the wider strategic GI network – through access improvements, including new/enhanced green spaces and waterside access, urban greening, food growing spaces, protecting and enhancing wildlife sites, and enhancing the City’s landscape setting (including wooded valley sides and ridgelines in particular)</p>	<p>Norwich Urban Area &amp; Fringes (Map 2.2)</p> <p>GI Areas: 1</p>	All	All	On-going	NCC BDC

**Table 2.2 – Strategic GI Sites**

What we will do	Where	Objectives	Outcomes	When	Who
<p><b>Potential New Country Parks</b>                      Work to encourage projects for the creation of new country parks potentially located to the west of Norwich at Bawburgh/Colney Lakes, to the south east of Norwich in the Caistor St Edmund area (focused around High Ash Farm/Venta Icenorum Roman Settlement) and to the north-east of Norwich.</p> <p>These new county parks would provide additional larger-scale accessible greenspace to meet the needs of a growing population. They would also provide Suitable Alternative Natural Greenspace to address recreational impacts from visitor pressures of new development on wildlife sites protected under the Habitat Regulations in line with the Norfolk Green Infrastructure &amp; Recreational Impact Avoidance and Mitigation Strategy.</p>	<p>Norwich Urban Area &amp; Fringes (Map 2.2)</p> <p>GI Areas: 4, 5, 7</p>	<p>1, 3, 4</p>	<p>All</p>	<p>On-going</p>	<p>NCoC SNC BDC</p>
<p><b>Expanded/Enhanced Existing Country Parks</b>                      Work to encourage projects for the expansion/enhancement of Ladybelt Country Park (in East Carleton south west of Norwich), Whitlingham Country Park (east of Norwich in the Broads National Park) and Broadland Country Park (north of Norwich near Horsford).</p> <p>This would maintain the provision of high-quality accessible greenspace to meet the needs of a growing population, and also contribute to the provision of Suitable Alternative Natural Greenspace.</p>	<p>Norwich Urban Area &amp; Fringes (Map 2.2)</p> <p>Countryside &amp; Rural Areas (Map 2.1)</p> <p>GI Areas: 2, 4, 6</p>	<p>1, 3, 4</p>	<p>All</p>	<p>On-going</p>	<p>NCoC SNC BDC</p>
<p><b>Blue Spaces</b>                      Work to encourage projects for the creation and enhancement of blue spaces, such as the restoration of gravel pits within river valleys to provide nature-rich wetland habitats and opportunities for access and water-focused leisure activities</p>	<p>Countryside &amp; Rural Areas (Map 2.1)</p> <p>GI Areas: 3, 4, 7</p>	<p>1, 3, 4, 6</p>	<p>All</p>	<p>Longer-term</p>	<p>NCoC SNC BDC</p>

**Table 2.3 – Strategic GI Zones**

What we will do	Where	Objectives	Outcomes	When	Who
<p><b>Strategic Gaps</b>                      Work to encourage projects that enhance, expand and connect GI within the Wymondham-Hethersett and Hethersett-Cringleford strategic gaps designated in the South Norfolk Local Plan to strengthen their function as multi-functional “green buffers” that provide access to nature and habitat improvements; and work to review the need for additional strategic gaps in other growth locations within Broadland District.</p>	<p>Countryside &amp; Rural Areas (Map 2.1)                       Norwich Urban Area &amp; Fringes (Map 2.2)                       GI Areas: 4, 5, 7</p>	<p>1, 3, 4</p>	<p>All</p>	<p>Medium-term</p>	<p>NCoC                      SNC                      BDC</p>
<p><b>Nature Recovery</b>                      Work in partnership with the Norfolk &amp; Suffolk Nature Recovery Partnership to encourage projects that support the aims of the Norfolk Local Nature Recovery Strategy and its priorities for landscape-scale and urban nature recovery, and delivery of wider environmental benefits (including recreation, landscape character, geodiversity, soil quality, water quality, flood risk management, pollination and carbon storage) alongside food production, <u>agroforestry</u> and eco-tourism.</p> <p>Within Greater Norwich, it is proposed that nature recovery priorities for action would be targeted within the following opportunity zones<sup>2</sup>:</p> <ul style="list-style-type: none"> <li>• <b>Broadland Farmlands:</b> maintain, enhance, restore and connect priority habitats including woodlands, areas of remnant heathland, and the nationally/ internationally important Norfolk Valley Fens and chalk river systems (including the Wensum) to connect fragmented sites<sup>3</sup></li> <li>• <b>South Norfolk Farmlands:</b> conserve and enhance the area’s ancient semi-natural woodlands, copses, river valley plantations and ancient boundaries (hedgerows/hedgerow trees), arable plateau field margins and pastoral river valley corridors, flood plain fens and riparian habitats<sup>4</sup></li> </ul>	<p>Countryside &amp; Rural Areas (Map 2.1)                       GI Areas: All</p>	<p>All</p>	<p>All</p>	<p>On-going</p>	<p>NCoC                      NCC                      SNC                      BDC</p>

<sup>2</sup>Zones reflect Strategic Environmental Opportunities highlighted by Natural England’s National Character Areas (NCAs)

<sup>3</sup>NCA 84: Mid Norfolk & NCA 78: Central North Norfolk

<sup>4</sup>NCA 83: South Norfolk & High Suffolk Claylands

What we will do	Where	Objectives	Outcomes	When	Who
<ul style="list-style-type: none"> <li>• <b>The Broads Wetlands:</b> conserve and enhance the distinctive cultural landscape of the Broads’ wetlands through securing and expanding open water, riverine and estuarine habitats, and managing water quality and availability<sup>5</sup>; and working with Natural England to deliver habitat restoration and management, appropriate public access and education, research and monitoring for National Nature Reserves</li> <li>• <b>Norwich Urban Area:</b> maintain, enhance, restore and connect priority habitats within the Norwich Urban Area – including urban woodlands, grasslands, areas of remnant heathland (such as Mousehold Heath) and flood plain/riparian habitats (including the River Wensum) to connect fragmented sites – in support of the Norwich Wensum Urban Riverside and Norwich Green Grid Corridors Strategic Initiatives (see <b>Table 2.1</b>)</li> </ul>					
<p><b>Urban Greening</b> Work to encourage projects in the Norwich Urban Area, and the main towns of Diss, Long Stratton, Wymondham and Aylsham in particular, where the need for increasing green cover in open spaces, woodlands, streets, squares and on roofs/walls of buildings within the built environment is greatest - to support urban nature recovery and delivery of wider environmental goals in line with the aims of the Norfolk Local Nature Recovery Strategy, and to provide community food growing spaces.</p>	<p>Norwich Urban Area &amp; Fringes (Map 2.2)</p> <p>Countryside &amp; Rural Areas (Map 2.1)</p> <p>GI Areas: 1, 3, 4, 7</p>	All	All	On-going	<p>NCoC</p> <p>NCC</p> <p>SNC</p> <p>BDC</p>

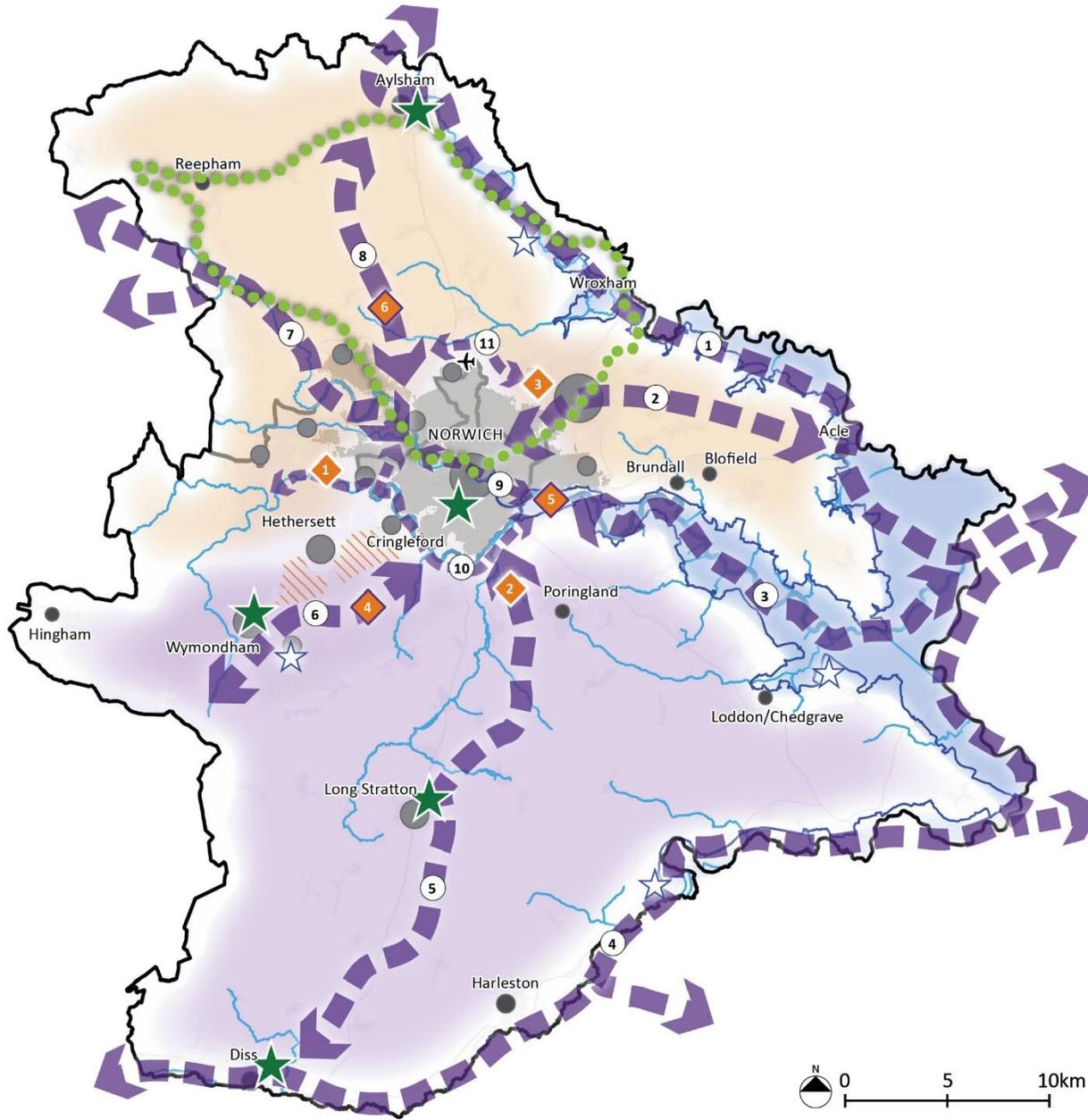
<sup>5</sup>NCA 80: The Broads

**Table 2.4 – Other Strategic GI Initiatives**

<b>What we will do</b>	<b>Where</b>	<b>Objectives</b>	<b>Outcomes</b>	<b>When</b>	<b>Who</b>
<p><b>Active Travel Routes</b> Work to encourage projects that support development of other greenways for walking and cycling across the Strategic Growth Area such as the Wensum Riverside Walk and network of designated pedalways in Norwich in line with the Norfolk Walking, Wheeling &amp; Cycling Strategy (2024)</p>	<p>Greater Norwich-wide  GI Areas: All</p>	<p>1, 3</p>	<p>All</p>	<p>Short-term</p>	<p>NCoC NCC SNC BDC</p>
<p><b>Connected Greenspaces</b> Work to encourage projects that support enhancement of, and improved access and connectivity to, green and blue spaces, and provide new green space provision; this work will focus on the Priority Areas for Accessible Green Space, particularly in and around the key growth locations.</p>	<p>Greater Norwich-wide  GI Areas: 1, 2, 3, 4, 5, 6, 7</p>	<p>All</p>	<p>All</p>	<p>On-going</p>	<p>NCoC NCC SNC BDC</p>
<p><b>Countryside Access</b> Work in partnership with the Norfolk Local Access Forum to encourage projects for improving public rights of way connecting rural and urban communities with countryside destinations across the Greater Norwich Area to align with the Norfolk Access Improvement Plan 2019–2029</p>	<p>Greater Norwich-wide  GI Areas: All</p>	<p>1, 3</p>	<p>1, 3, 4</p>	<p>On-going</p>	<p>NCoC</p>
<p><b>Inclusive Green Spaces</b> Work to encourage projects that help ensure our accessible green spaces and routes are socially inclusive, safe and well-managed as possible, in order to provide a welcoming environment for all residents and visitors in line with the “active environments” priorities of the Greater Norwich Physical Activity &amp; Sport Strategy 2022-2027 (to include clear signage, appropriately-lit car parks, walkways and facilities for people with disabilities)</p>	<p>Greater Norwich-wide  GI Areas: All</p>	<p>1, 3</p>	<p>1, 4</p>	<p>On-going</p>	<p>NCoC NCC SNC BDC</p>
<p><b>Access to Nature and Wellbeing</b> Work to encourage projects that provide opportunities for people to connect with and experience nature in green spaces by using the NHS Green Social Prescribing Tool as a health improvement tool</p>	<p>Greater Norwich-wide  GI Areas: All</p>	<p>1, 3</p>	<p>1, 4</p>	<p>On-going</p>	<p>NCoC NCC SNC BDC</p>
<p><b>Community Food Growing</b> Work to encourage projects that support establishment of a local food production system for Greater Norwich that supports community food growing activities in community gardens/orchards, allotments and urban farms, and strengthens links to the local agricultural sector</p>	<p>Greater Norwich-wide  GI Areas: All</p>	<p>1, 2</p>	<p>1, 2, 4</p>	<p>Medium-term</p>	<p>NCoC NCC SNC BDC</p>

What we will do	Where	Objectives	Outcomes	When	Who
<p><b>Volunteering and Learning</b></p> <p>Work to encourage projects that provide opportunities for volunteering linked to the use, conservation/stewardship and improvement of green spaces and other GI features, and support outdoor/environmental education and skills development opportunities</p>	<p>Greater Norwich-wide</p> <p>GI Areas: All</p>	1, 3, 4, 5	1, 2, 4	On-going	<p>NCoC</p> <p>NCC</p> <p>SNC</p> <p>BDC</p>
<p><b>Urban Tree Canopy Cover</b></p> <p>Work to encourage projects for expanding tree canopy cover in urban areas in support of urban nature recovery and wider environmental goals</p>	<p>Greater Norwich-wide</p> <p>GI Areas: 1, 4, 5, 7</p>	1, 3, 4, 5, 6	All	On-going	<p>NCoC</p> <p>NCC</p> <p>SNC</p> <p>BDC</p>
<p><b>Local Nature Reserves</b></p> <p>Work to encourage projects for developing new Local Nature Reserves within Broadland District in particular, to provide increased informal recreation opportunities for people to connect with and experience nature on their doorsteps</p>	<p>Greater Norwich-wide</p> <p>GI Areas: All</p>	1, 3, 4	1, 2, 4	Medium-term	BDC
<p><b>Local Wildlife Sites</b></p> <p>Work in partnership with the Norfolk Wildlife Trust to review existing County Wildlife Sites and designate new County Wildlife Sites where appropriate, to protect locally valuable wildlife sites throughout Greater Norwich</p>	<p>Greater Norwich-wide</p> <p>GI Areas: All</p>	4	2	Medium-term	NCoC
<p><b>Biodiversity Net Gain</b></p> <p>Work in partnership with the Norfolk &amp; Suffolk Nature Recovery Partnership to encourage projects that support delivery of off-site Biodiversity Net Gain developer contributions in priority areas for habitat creation and restoration that are identified by the Norfolk Local Nature Recovery Strategy</p>	<p>Greater Norwich-wide</p> <p>GI Areas: All</p>	4	2	On-going	<p>NCoC</p> <p>NCC</p> <p>SNC</p> <p>BDC</p>
<p><b>Nutrient Neutrality</b></p> <p>Work to encourage projects for provision of appropriate nutrient neutrality mitigation measures to address potential water pollution impacts from development affecting wildlife sites protected under the Habitat Regulations</p>	<p>Greater Norwich-wide</p> <p>GI Areas: All</p>	4, 6	2	On-going	<p>NCoC</p> <p>NCC</p> <p>SNC</p> <p>BDC</p>
<p><b>Water Resource Management</b></p> <p>Work in partnership with the Broadland Catchment Partnership to encourage projects that support the Broadland Rivers Catchment Plan's catchment-based approach to tackling water resource management issues through promoting: sustainable water use, thriving rivers and healthy floodplain/riverine wildlife habitats and natural flood management solutions.</p>	<p>Greater Norwich-wide</p> <p>GI Areas: All</p>	4, 6	2, 3	On-going	<p>NCoC</p> <p>NCC</p> <p>SNC</p> <p>BDC</p>

Map 2.1 – Greater Norwich Proposed Strategic GI Initiatives



**Strategic GI Corridors** (see Table 2.1)

- ① Bure Valley
- ② North-East Norwich to the Broads
- ③ Yare Valley
- ④ Waveney Valley
- ⑤ South Norwich to the Waveney Valley
- ⑥ South-West Norwich to Wymondham
- ⑦ Wensum Valley
- ⑧ North-West Norwich to the Bure Valley
- ⑨ Norwich Wensum Urban Riverside
- ⑩ Southern Norwich Yare Valley Parkway
- ⑪ Northern Norwich
- Green Loop

**Strategic GI Sites** (see Table 2.2)

- ◆ Potential New Country Parks:
  1. West of Norwich (Bawburgh/Colney Lakes)
  2. South-East of Norwich
  3. North-East of Norwich
- ◆ Expanded/Enhanced Existing Country Parks:
  4. Ladybelt Country Park
  5. Whitlingham Country Park
  6. Broadland Country Park
- ☆ Blue Spaces

**Strategic GI Zones** (see Table 2.3)

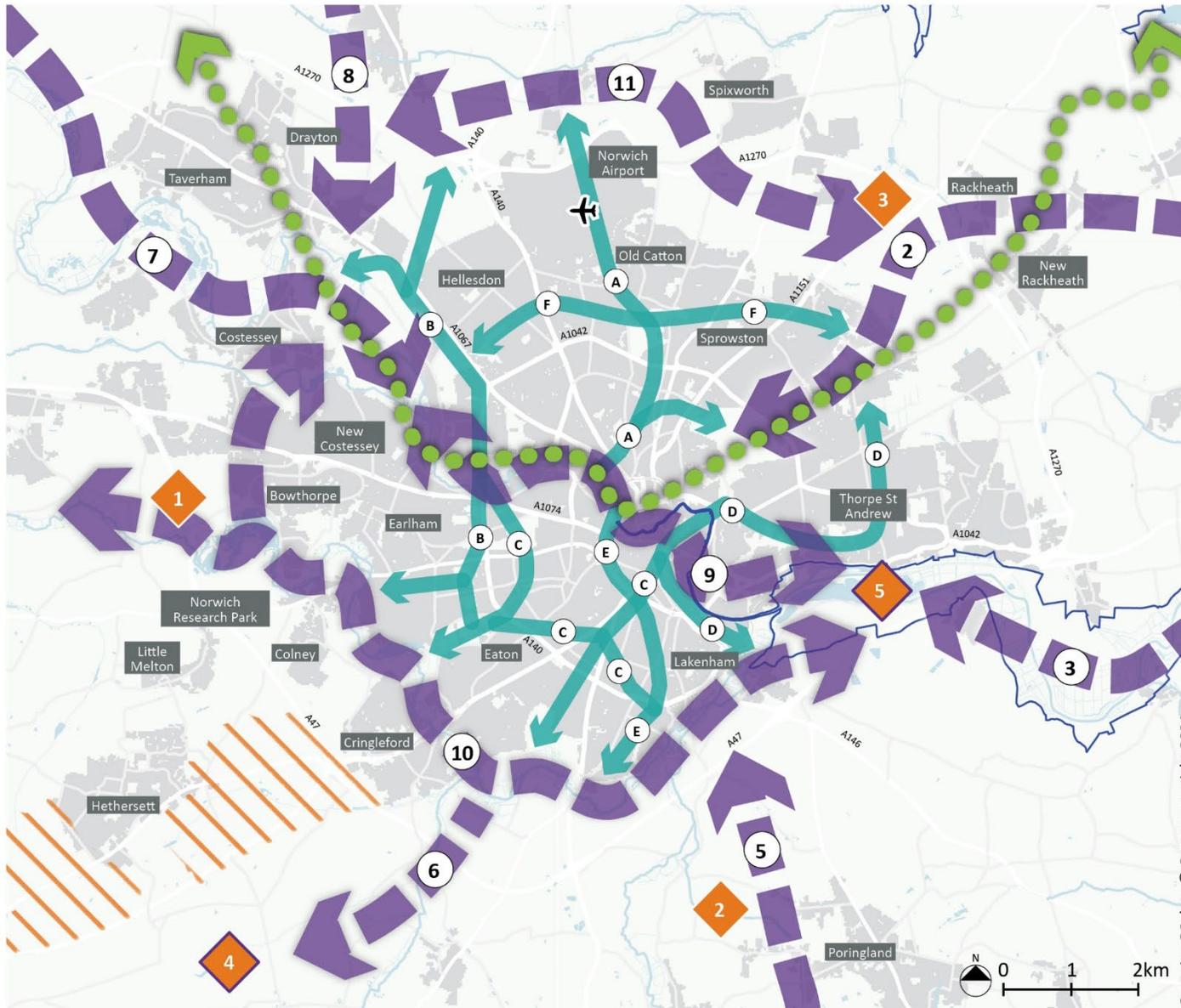
- ▨ Strategic Gaps
- Nature Recovery:
  - Broadland Farmlands
  - South Norfolk Farmlands
  - The Broads Wetlands
  - Norwich Urban Area
- ★ Urban Greening

**Other Strategic GI Initiatives**

- (not mapped- see Table 2.4)
- Greater Norwich Local Plan Growth Locations

Contains OS data © Crown copyright 2024

Map 2.2 – Norwich Urban Area & Fringes Proposed Strategic GI Initiatives



**Strategic GI Corridors** (see Table 2.1)

- ② North-East Norwich to the Broads
- ③ Yare Valley
- ⑤ South Norwich to the Waveney Valley
- ⑥ South-West Norwich to Wymondham
- ⑦ Wensum Valley
- ⑧ North-West Norwich to the Bure Valley
- ⑨ Norwich Wensum Urban Riverside
- ⑩ Southern Norwich Yare Valley Parkway
- ⑪ Northern Norwich

●●●● Green Loop

**Norwich Green Grid Corridors:**

- Ⓐ North City
- Ⓑ Wensum Ridges
- Ⓒ Earham and Eaton
- Ⓓ City Ridges
- Ⓔ Lakenham Way
- Ⓕ Hellesdon to Sprowston

**Strategic GI Sites** (see Table 2.2)

- ◆ Potential New Country Parks:
  1. West of Norwich (Bawburgh/Colney Lakes)
  2. South-East of Norwich
  3. North-East of Norwich
- ◆ Expanded/Enhanced Existing Country Parks:
  4. Ladybelt Country Park
  5. Whitlingham Country Park

**Strategic GI Zones** (see Table 2.3)

▨ Strategic Gaps

**Other Strategic GI Initiatives**

(not mapped - see Table 2.4)

### 3. Implementation

Implementation and monitoring of the GI Strategy and Strategic Delivery Plan will be led by the Green Infrastructure Programme Team (GIPT), a well-established cross authority officer group.

Together they will develop a pipeline of projects, with delivery updates reported in subsequent publications of the annual Greater Norwich Infrastructure Plan.

This team took on the role of GI Delivery Group during the development of the GI Strategy, working with the Steering Group and Consultant team.

The GIPT comprises:

- Active Norfolk
- Broads Authority
- Greater Norwich Project Team
- Norfolk County Council
- Norwich City Council
- Public Health Norfolk
- South Norfolk and Broadland Councils

The GIPT will seek to encourage other local stakeholders to become delivery partners in support of relevant strategic initiatives, such as: Natural England, the Environment Agency, the RSPB, Norfolk Wildlife Trust, Rivers Trusts, Sustrans, the National Trust, Anglia Water, the Heritage Lottery Fund and the Farming & Wildlife Advisory Group, for example.



View from Kett's Heights, Norwich © Fisheye Images

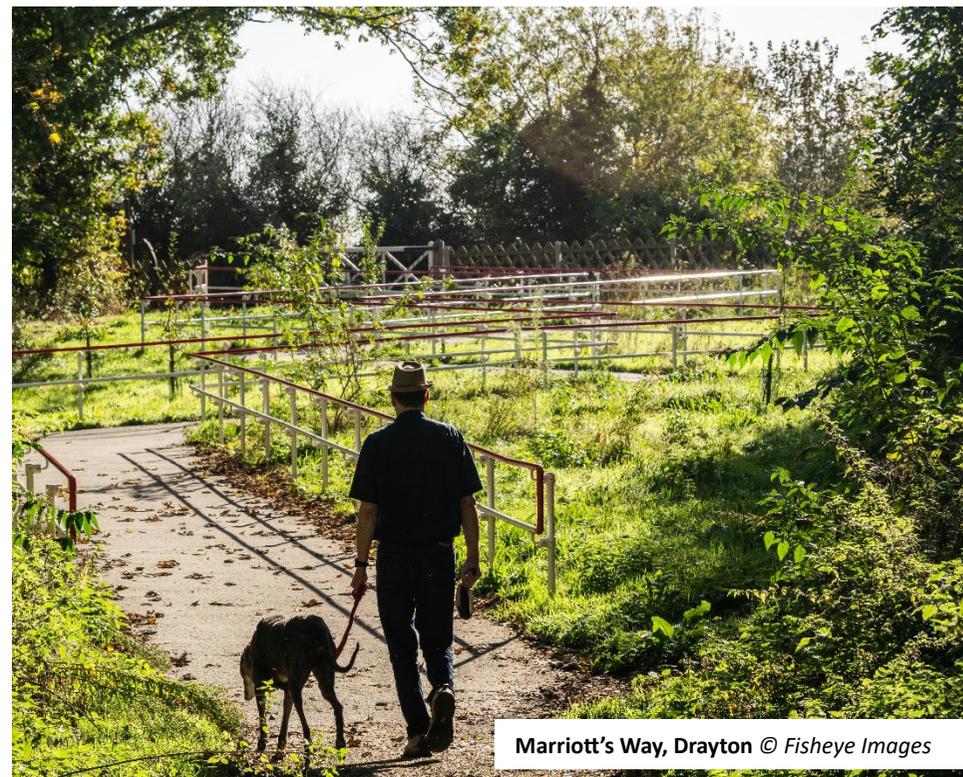
## Our approach to GI project prioritisation and delivery

In developing this Strategy, a number of strategic priorities and initiatives for GI have emerged that will be taken forward through implementation of our delivery programme

The strategic opportunities for enhancing and expanding the GI network highlighted in the GI Area Profiles can be used, together with the interactive GI opportunity mapping available on the online Greater Norwich GI Story Map, to inform the targeting, prioritisation and selection of GI projects.

In order to prioritise projects at the strategic and local scale, the project partners will develop an approach to assist with the prioritisation of GI projects to be taken forward for development, funding and delivery. Consideration will be given to:

- How the project supports delivery of the GI Strategy objectives and outcomes (having regard to the GI opportunity mapping)
- The relevance of the project to supporting delivery of national and local priorities for addressing the climate and ecological emergency, improving health and well-being, and enabling sustainable growth
- The level of stakeholder engagement and support for the project
- The project's eligibility for available funding opportunities



Marriott's Way, Drayton © Fisheye Images

A live database will be produced and maintained, containing details of current and proposed GI project development and implementation activity across Greater Norwich, at both strategic and local levels.

An example template GI Project Assessment Form is included as **Appendix 1**, which can be used to capture and assess projects that are in development.

## Our approach to monitoring delivery

We will monitor delivery of the GI Strategy to evaluate progress towards achieving our shared vision and objectives

We will monitor GI delivery against the natural environment indicators for Policy 3 (Environmental Protection & Enhancement) from the Greater Norwich Local Plan Monitoring Framework. These are:

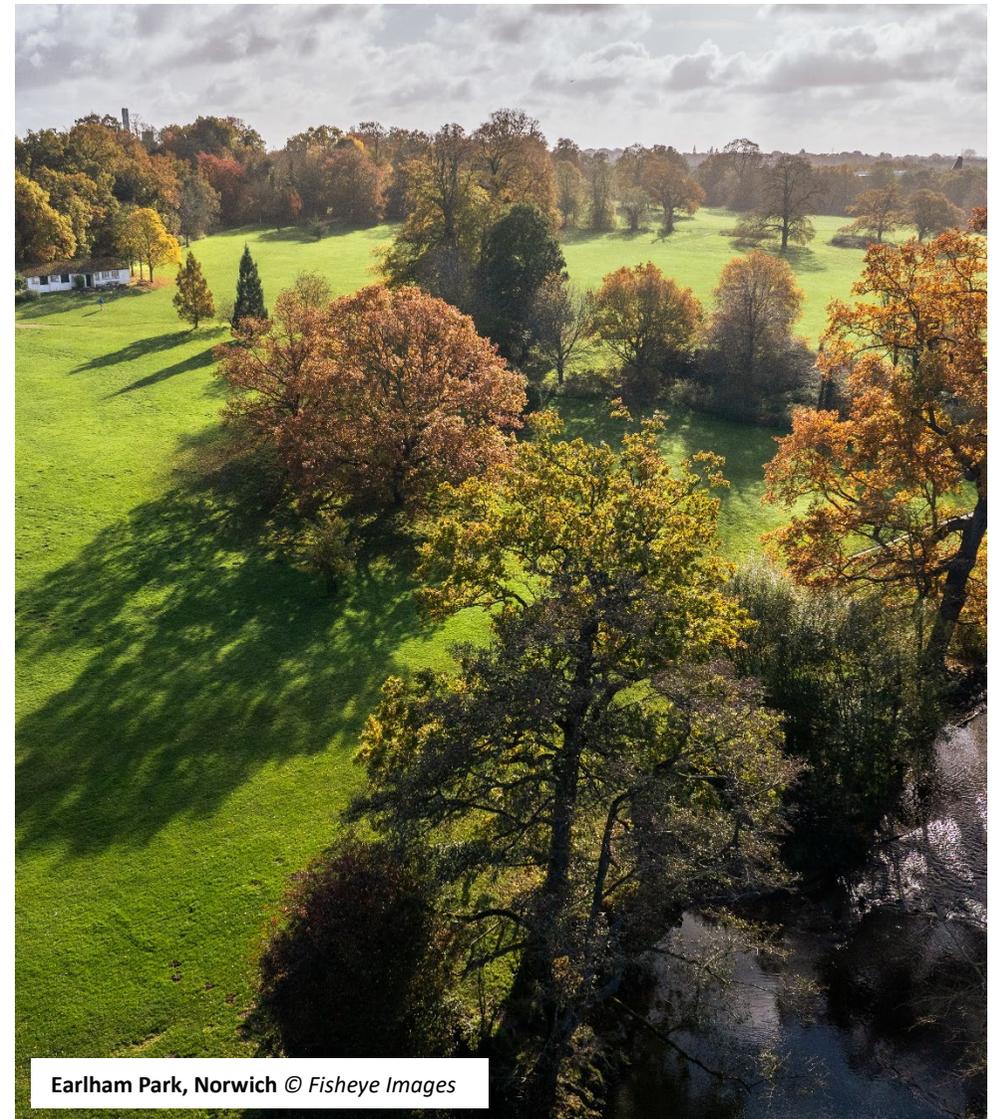
- Designated Natural Assets (EPE4)
- Biodiversity Net Gain (EPE5)
- Green Infrastructure (EPE6)
- Visitor Pressure (EPE7)
- Condition of Protected Habitats/Nutrient Neutrality (EPE)

Consideration will be given to developing additional indicators to inform the monitoring of the proposed GI targets that support delivery of the Strategy's objectives, e.g.:

- Urban Tree Canopy Cover
- Accessible Greenspace
- Local Nature Reserves
- Greenways
- Allotments and Community Food Growing Spaces

The monitoring framework for any additional indicators would include details of relevant data sources/frequency, targets and baseline where relevant, triggers for action and actions.

Quantitative and qualitative changes to GI assets can be measured against the baseline data set out in the GI evidence reports (available for download from the online GI Strategy Story Map).





Whitlingham Broad in the Broads National Park © Fisheye Images

## Appendix 1 – Example GI Project Assessment Form

<b>1. Proposed Programme/Project Name</b>	<i>May be a programme that includes projects or a project that is part of a programme</i>
<b>2. Strategic GI Initiative</b>	<i>Name of the relevant Strategic GI Initiative from the Greater Norwich GI Strategy</i>
<b>3. GI Area(s)</b>	<i>Name of the relevant GI Area(s) from the Greater Norwich GI Strategy</i>
<b>4. District(s)</b>	<i>Name of the relevant District (Broadland, South Norfolk or Norwich City)</i>
<b>5. Lead Organisation</b>	<i>Name of organisation/body submitting the form.</i>
<b>6. Delivery Partners</b>	<i>Name partner organisations currently engaged</i>

<b>7. Assessment Criteria</b>
<b>6.1 Supporting delivery of the Greater Norwich GI Strategy’s Objectives &amp; Outcomes</b>
<i>Tick the objective(s) that apply and indicate what the project will deliver (e.g. Supporting nature recovery – type/area of habitat (Ha) that will be created) and explain how this will contribute to the following outcomes: (1. Healthier, happier and more active people; 2. Nature-rich places; 3. Climate-resilient places; 4. Prosperous communities).</i>

<b>GI Objectives</b>	<b>Tick</b>	<b>What will the project deliver?</b>
<b>1 Enabling access to nature and healthy lifestyles</b>	<i>TBC</i>	<i>TBC</i>
<b>2 Harnessing productive landscapes</b>	<i>TBC</i>	<i>TBC</i>
<b>3 Strengthening distinctive places</b>	<i>TBC</i>	<i>TBC</i>
<b>4 Supporting nature recovery</b>	<i>TBC</i>	<i>TBC</i>
<b>5 Promoting urban greening</b>	<i>TBC</i>	<i>TBC</i>
<b>6 Strengthening blue-green infrastructure</b>	<i>TBC</i>	<i>TBC</i>

**6.2 Describe the way in which the project aligns with local policy and strategy**

(e.g. Norfolk Local Nature Recovery Strategy, Greater Norwich Local Plan, Greater Norwich Physical Activity & Sport Strategy, Climate & Ecological Emergency Action Plans, Greater Norwich Local Transport Plan, Corporate Strategies, etc)

*Reference strategies and relevant policies, targets and ambitions.*

**6.3 Describe how stakeholders (including community groups) have been involved in developing this project. What engagement has taken place to date and what level of financial/other support has been secured?**

*Reference consultation, community support and need for this project.*

**6.4 Describe the project timescales and phasing**

*Describe project phases and state if part of longer-term project (e.g. being phased to fit with funding/partner timescales, or part of a wider programme).*

## 6.5 Funding

*Provide an overview of funding considerations that may influence prioritisation*

**i) Dependency: is the project dependent on other work/funding? If yes, explain and give details.**

*TBC*

**ii) Deliverability: What other funding has been secured and how can you demonstrate partner commitment?**

Provider	Value	Financial year to be spent
<i>TBC</i>	<i>TBC</i>	<i>TBC</i>
<i>TBC</i>	<i>TBC</i>	<i>TBC</i>
<i>TBC</i>	<i>TBC</i>	<i>TBC</i>

**iii) Describe how this project could be scaled up further, if further funding secured?**

*TBC*

## 7 Project Costs

*Provide summary only (this is not an application form for funding so detail is not required)*

Cost	2025-26	2026-27	2027-28	2028-29	2029-30
<b>Development costs</b>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>
<b>Implementation costs</b>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>
<b>Total</b>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>	<i>TBC</i>

## 8 Describe how this project would be managed and monitored on completion

*Describe who would be the responsible body(s) for managing the project on completion and long-term revenue funding and stewardship arrangements.*

*Describe any key milestones/targets that would be monitored and reported and to whom.*

**The Green Infrastructure Strategy was prepared by a consultant team led by CBA in collaboration with the Greater Norwich Green Infrastructure Programme Team/Delivery Group:**

- Active Norfolk
- Broads Authority
- Greater Norwich Project Team
- Norfolk County Council
- Norwich City Council
- Public Health Norfolk
- South Norfolk and Broadland Councils

**The Strategy was produced in partnership with the Greater Norwich Green Infrastructure Steering Group:**

- Active Norfolk
- Broads Authority
- Natural England
- NHS Norfolk & Waveney Integrated Care Board
- Norfolk County Council (Chair)
- Norfolk Wildlife Trust
- Norwich City Council
- Public Health Norfolk
- South Norfolk and Broadland Councils
- University of East Anglia



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## **Physical Activity and Sport Strategy - Annual Update**

*Grace Burke, Greater Norwich Programme Manager*

### **Summary**

This report introduces an annual update to the Greater Norwich Physical Activity and Sport Strategy showcasing the work undertaken by the Greater Norwich partners in the second year since the strategy was agreed.

### **Recommendations**

- i) The Greater Norwich Growth Board are asked to note the Greater Norwich Physical Activity and Sport Strategy Annual Update. (Appendix 8a and 8b)
- 

### **1. Background**

- 1.1. The GNGB approved the Greater Norwich Physical Activity and Sport Strategy (PASS) on 06 October 2022. The strategy, along with its action plan was launched on 01 February 2023.
- 1.2. The GNGB allocated £50,000 to support the creation of the PASS, which was later matched by a further £50,000 from Sport England.
- 1.3. FMG Consulting Ltd worked with the Greater Norwich partners and a range of stakeholders to develop the PASS as an overarching strategy document. This is informed by a vast evidence base, including a Playing Pitch Strategy (PPS) and Built Facilities Strategy (BFS) for each of the three district partners.

### **2. Sport England Guidance**

- 2.1. Sport England's [Playing Pitch Strategy Guidance](#) advises that the PPS should be updated on an annual basis to expand the life of the document; providing people with the confidence to continue to both use it and attach significant value and weight to its finding and issues, along with its recommendations and actions.
- 2.2. Sport England's Playing Pitch Strategy Guidance also advises that if no update has been carried out within three years, then the information is considered out of date.

### **3. The Physical Activity and Sport Strategy**

- 3.1. The PASS is a unique and pioneering piece of work in terms of promoting physical activity and sport. Greater Norwich was one of the early adopters of Sport England's [Strategic Outcomes Planning Guidance](#) (SOPG), and the first group of authorities to have prepared such a strategy in partnership, across three district areas.
- 3.2. The scope of the work is ambitious and broadens the approach of previous strategies by ensuring that sport and physical activity focuses on outcomes that not only improve physical health, but also mental wellbeing, reducing inequalities, improving community cohesion, and supporting economic development.

- 3.3. The PASS has been informed by over 1000 pages of evidence documentation which were compiled following the completion of playing pitch and built facility assessments, the review of Sport England's Facilities Planning Model data, consultation with other stakeholders, clubs and sport's governing bodies, plus over 4,500 responses to a public consultation.
- 3.4. Through the sharing of resources, skills and influence the Greater Norwich area now has an extensive cross authority evidence base. This is used as a tool to plan and prioritise delivery whilst also lobbying for additional funding. It enables both internal and external stakeholders to bring forward the delivery of work programmes and infrastructure to enhance the health, well-being and quality of life of our residents.
- 3.5. This extensive evidence base is publicly available on the GNGB's website, enabling all stakeholders to use the information to inform their delivery plans and support them in leveraging in external funding.
- 3.6. Since 2014 the GNGB have invested £6.7m of funding into sports and physical activity projects. This strategy will help ensure that future investment continues to be made in the right places, for the maximum possible impact.

#### 4. Annual Update 2025

- 4.1. The Greater Norwich Sports and Physical Activity Working Group (SPAWG) have committed to conducting an annual update to the PPS, BFS and PASS, to ensure they remain current. This exercise extends the validity of the strategy, and not only supports decision making and delivery of projects but also ensures the partnership gets the most value out of the investment into the strategy.
- 4.2. The PASS includes an action plan which details 80 actions across 8 workstreams. In addition to this, the PPS and BFS for each district area contains several hundred actions for improvements to be made to sports facilities across Greater Norwich. The SPAWG have reviewed each of the year 2 actions identified in the PASS and updated the PPS and BFS with any work that has been completed.
- 4.3. The **Greater Norwich Physical Activity and Sport Strategy Year 2 Update - Infographic** (Appendix 8a) is an infographic which provides a high-level summary of the outcomes that have been achieved in 2024. It includes an overview of:
  - Projects which have been successfully delivered.
  - Programme updates.
  - Funding secured towards projects.
  - Key performance indicators.
- 4.4. The **Greater Norwich Physical Activity and Sport Strategy Year 2 Update - Full Update** (Appendix 8b) provides a detailed overview of each action. It facilitates collaborative working, supports project decision making and delivery whilst also providing an evidence base against which additional funding can be levered in. It is intended as a working document for officer use but is published publicly for transparency.
- 4.5. Some public health and behavioural indicators have been identified and reported within this update; however, it is too early in the life of the strategy to be able to identify any changes. As a result, these will be monitored over the medium to long term.

4.6. Evidence of the ongoing progress of this work is demonstrated by the receipt of delivery reports from new stakeholders for this 2<sup>nd</sup> year publication. However, please note the update provided is not fully exhaustive. Active Norfolk, Broadland District Council, National Governing Bodies, Norwich City Council, Norfolk County Council, South Norfolk Council and a range of external stakeholders have all contributed to this update. However, not all activities delivered by other stakeholders across Greater Norwich will have been captured.

## **5. Recommendations**

- i) The Greater Norwich Growth Board are asked to note the Greater Norwich Physical Activity and Sport Strategy Annual Update. (Appendix 8a and 8b)

## **6. Issues and Risks**

### **6.1 Resource Implications**

6.1.1. The Physical Activity and Sport Strategy Annual Update has been developed using existing staff resource within the Greater Norwich governance structure.

6.1.2. Resources for the delivery of each project identified within the Physical Activity and Sport Strategy Annual Update will be the responsibility for the individual project manager and sponsor.

### **6.2. Legal Implications**

6.2.1. The information within the Physical Activity and Sport Strategy Annual Update is for information only. It is not a legal document.

### **6.3. Human Rights Implications**

6.3.1. Not applicable.

### **6.4. Equality Impact Assessment (EqIA)**

6.4.1. An EqIA was completed when the Physical Activity and Sport Strategy was completed. Project managers and sponsors for each project identified in the Physical Activity and Sport Strategy Annual Update, will be required to undertake their own assessments.

### **6.5. Data Protection Impact Assessments (DPIA)**

6.5.1. A DPIA was completed when the Physical Activity and Sport Strategy was completed. Project managers and sponsors for each project identified in the Physical Activity and Sport Strategy Annual Update, will be required to undertake their own assessments.

### **6.6. Health and Safety Implications**

6.6.1. Not applicable.

## **6.7. Sustainability Implications**

6.7.1. Project managers and sponsors for each project identified in the Physical Activity and Sport Strategy Annual Update, will be required to meet their own environmental obligations.

## **6.8. Risk Implications/ Assessment**

6.8.1. None identified.

## **6.9. Any Other Implications**

6.9.1. None identified.

## **Appendices**

Appendix 8a – Greater Norwich Physical Activity and Sports Strategy Year 2 Update - Infographic

Appendix 8b - Greater Norwich Physical Activity and Sports Strategy Year 2 Update – Full Update

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## **Officer Contact**

If you have any questions about matters contained in this paper please get in touch with:

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# Greater Norwich Physical Activity and Sport Strategy Year 2 Update

Greater Norwich Growth Board

**12**

projects worth **£11.6m** were delivered which will provide residents with access to improved or new facilities

**5**

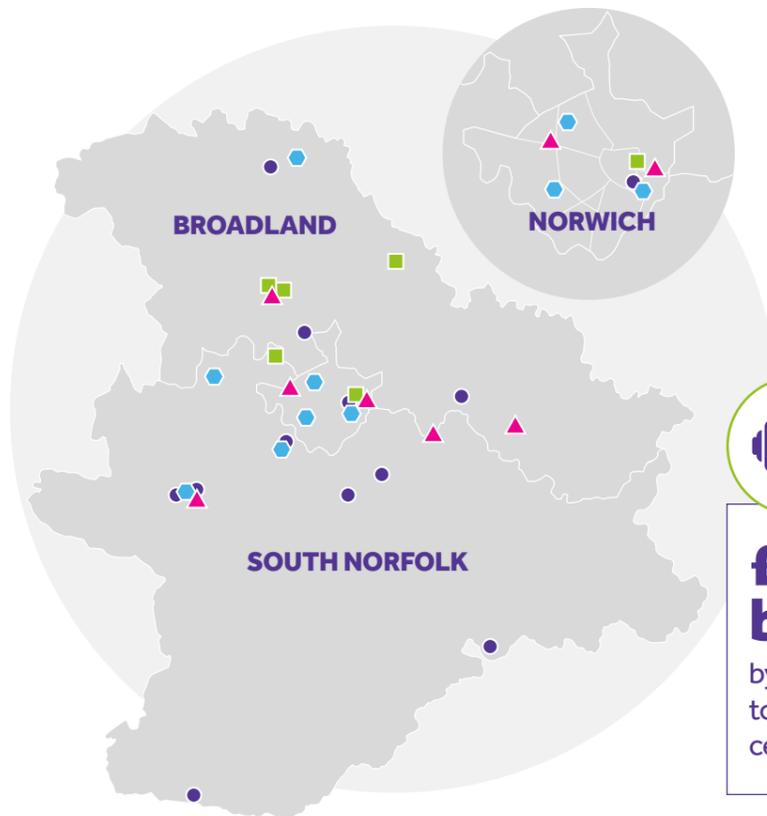
projects worth **£2m**, were delivered to help enhance the quality of community trails and open spaces

**7**

facility and pitch improvement projects that previously secured funding have continued to progress

**6**

Green Infrastructure projects were awarded **£2.3m** from the Infrastructure Investment Fund



**£6.2m has been secured**  
by South Norfolk Council to deliver a new leisure centre in Diss

**Over 37,000 students** took part in the Norfolk School Games programme

**£114,466** awarded to schools through the Opening Schools Facilities Fund

**9 Green Flag Awards** secured across parks and open spaces in Greater Norwich



**AtoBetter Project Team** are delivering 14 Active Travel Plans across Greater Norwich to encourage active and sustainable travel

The **DRAGONS on the Move** project has conducted accessibility audits on 16 sites, to encourage physical activity by all

**Over 1.225 million** people visited the 7 council-owned leisure facilities

Since launch, the Beryl scheme has attracted over 92,000 users, generated over 1.7m rides and led to over **3,000,000 miles travelled**

**Norfolk retained its Level 2 Capability Rating from Active Travel England**

Walking, Wheeling and Cycling improvement projects have led to a:

- 165%** increase in active travel along Ipswich Road
- 67%** increase in active travel across Heartsease Fiveways

More than 1,500 pupils from across 20 schools in Greater Norwich have completed the Active Lives Children Survey



# Greater Norwich Physical Activity and Sport Strategy (PASS) Year 2 Update – 2024

Greater Norwich  
Growth Board



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## Introduction

In 2021, the Greater Norwich Growth Board (GNGB) commissioned FMG Consulting Ltd to produce the Greater Norwich Physical Activity and Sport Strategy 2022 - 2027 (PASS). The strategy was produced in partnership with Broadland District Council, Norfolk County Council, Norwich City Council and South Norfolk Council, with input from a range of key stakeholders in the Greater Norwich area. The strategy sets out the vision for increasing levels of physical activity and sport across the partnership. It is supported by a Playing Pitch Strategy and Built Facilities Strategy for each district area.

To ensure that the GNGB and its partners can deliver the identified objectives set out within the strategy, FMG Consulting Ltd created an action plan for Greater Norwich.

This report provides an update on the actions that were agreed for year two, 2024. It has been produced in partnership with Active Norfolk, Broadland District Council, Norfolk County Council, Norwich City Council and South Norfolk Council. The information in it has been informed by a range of external stakeholders, including but not limited to 7 Sports National Governing Bodies, Age UK Norwich, Big C Cancer Charity, EPIC Norfolk and the University of East Anglia.

### MISSION

**To work with a range of partners to address reasons for inactivity by supporting the development of facilities and encouraging active lifestyle behaviours for all.**

### VISION

**To enhance the health, well-being and quality of life of our residents by creating opportunities for and inspiring people to become more active.**

# Greater Norwich Overview

The PASS is just one of several strategies and plans which play a part in delivering change across physical activity levels. This specific action plan covers such a broad range of themes it is difficult to quantify the impact of each individual action. Instead, a systems approach is taken whereby the actions are considered together, all making their individual contribution towards shared goals.

This page provides an overview of the current position of the population of Greater Norwich, including activity levels and the percentage of overweight adults and children, in comparison to Norfolk and England. We intend to continue monitoring these indicators over time, because it is likely to take many years before any clear change is realised.

The 2021 census showed that Greater Norwich is home to **417,590 residents**, of which:

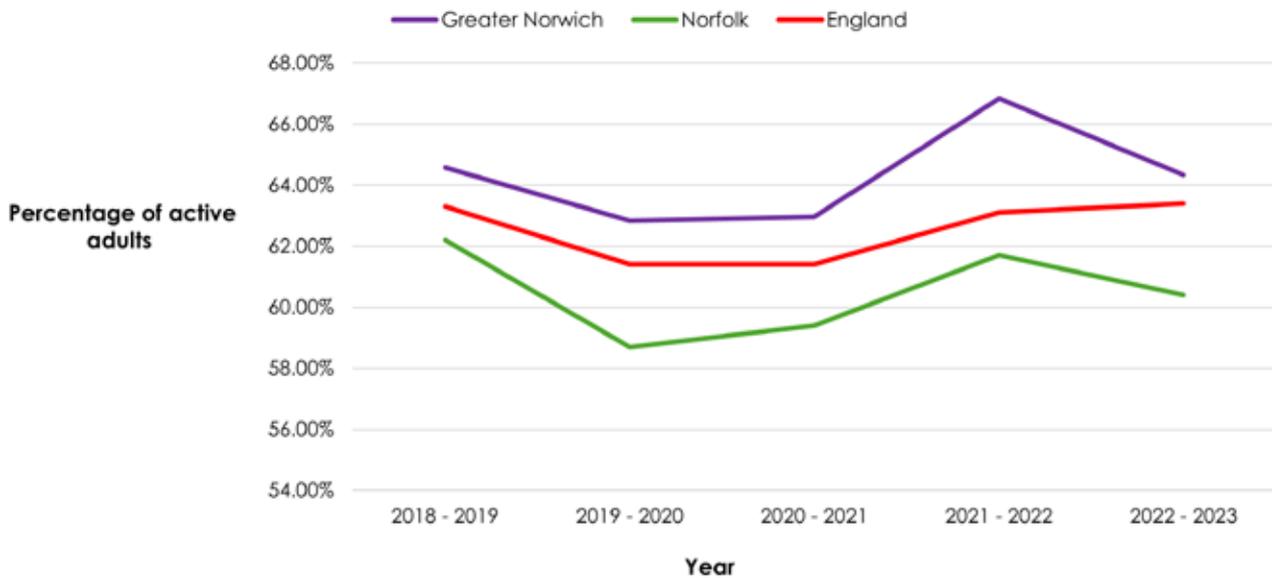
- 19.1% describe themselves as having a disability.
- 5% are in Bad, or Very Bad health.
- 41% are economically inactive.
- 11.5% use active travel to get to work.

The graphs below show that Greater Norwich residents:

- Are on average **more active than Norfolk and England** as a whole.
- Have slightly **higher rates of overweight or obese adults when compared to England** as a whole, but lower than the rest of Norfolk.
- Have **similar rates of physically active children** to Norfolk and England.
- Have **slightly lower rates of overweight children** than Norfolk and England.

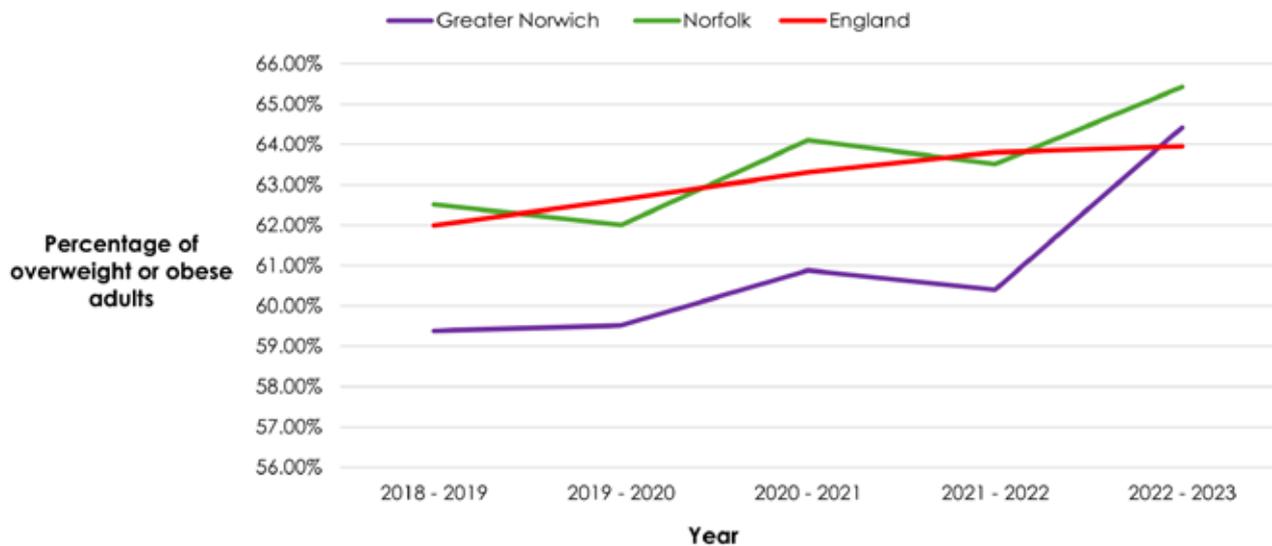


**Figure 1: A line graph showing the percentage of active adults in Greater Norwich, in comparison to England and Norfolk, across the last 5 years**



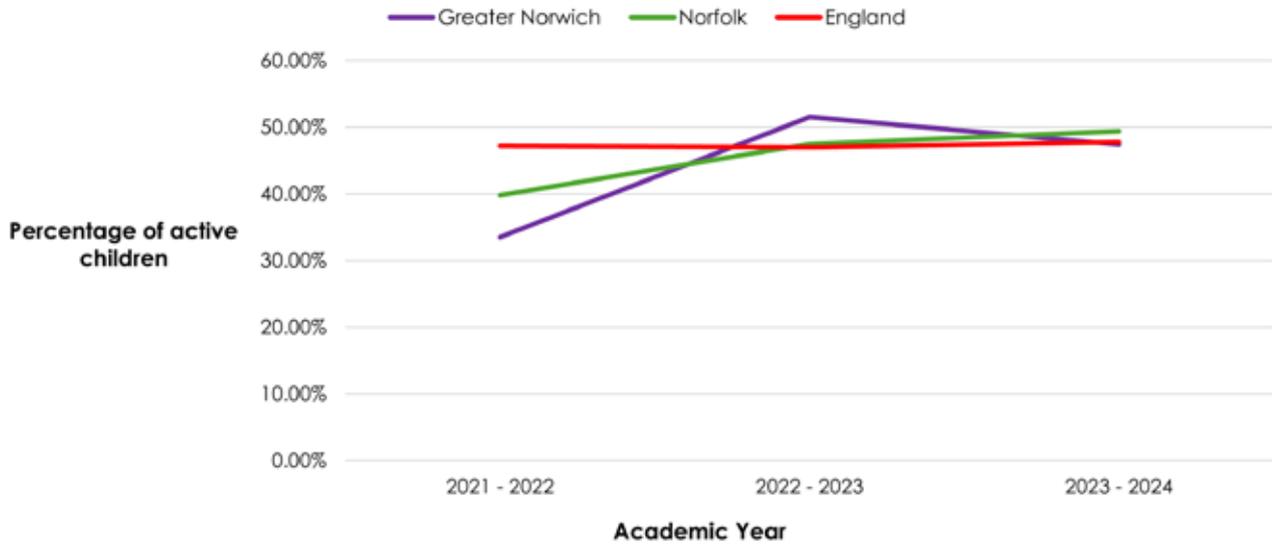
Note: Figure 1 data collected from Sport England, Active Lives Data.

**Figure 2: A line graph showing the percentage of adults classified as overweight or obese in Greater Norwich, in comparison to England and Norfolk, across the last 5 years**



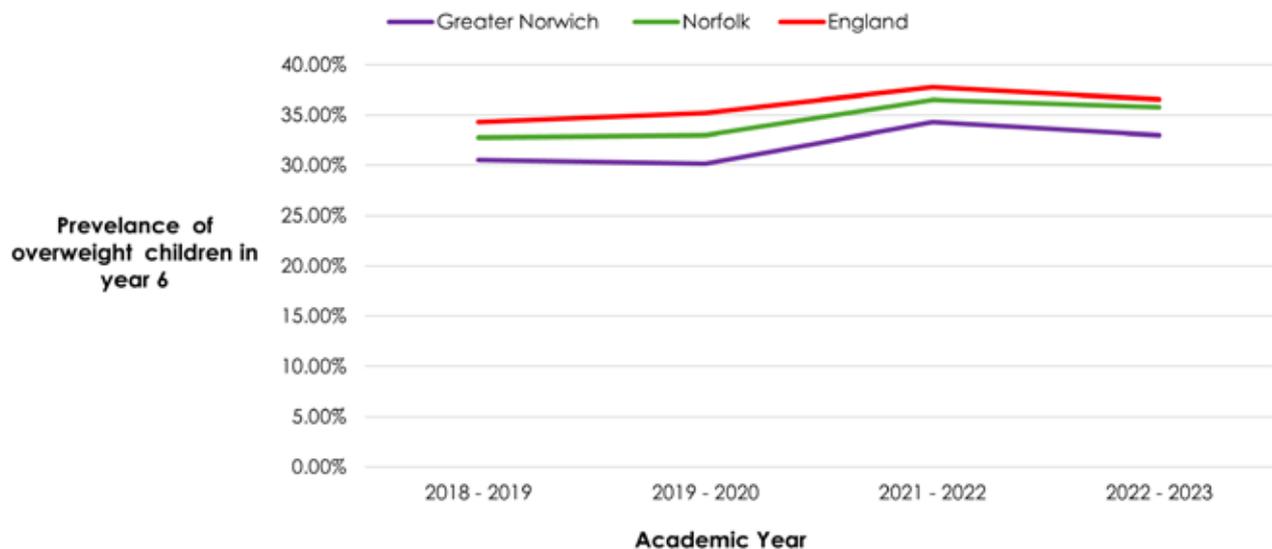
Note: Figure 2 data collected from Norfolk Insights.

**Figure 3: A line graph showing the percentage of active children in Greater Norwich, in comparison to England and Norfolk, across the last 3 years**



**Note:** Figure 3 data collected from Sport England, Childrens Active Lives Survey.

**Figure 4: A line graph showing the prevalence of overweight children in year 6 in Greater Norwich, in comparison to England and Norfolk, across the last 5 years**



**Note:** Figure 4 data collected from Norfolk Insights. No data was available for 2020 - 2021.

# Active Environments

## The provision of spaces and places which promote physical activity.

This section of the Physical Activity and Sport Strategy focuses on providing a network of high quality, accessible, and sustainable facilities and spaces which are designed with physical activity at their heart, to meet the current and future demand. The aim is to help our residents become more active, no matter who they are or where they live.



## 1.01 - Develop and maintain a sustainable physical activity and sport asset base, through the implementation of the recommendations from the Built Facilities Strategy (BFS).

The current economic environment is proving difficult for leisure facilities, with increasing running costs causing many to reconsider their future. However, the Greater Norwich partners are continuing to support external organisations with the operation and expansion of their facilities, while investing in their own centres to ensure that the residents of Greater Norwich have access to spaces that allow them to participate in physical activity.

In 2024 **£6.2m was secured to deliver a new dry side leisure facility** in Diss.

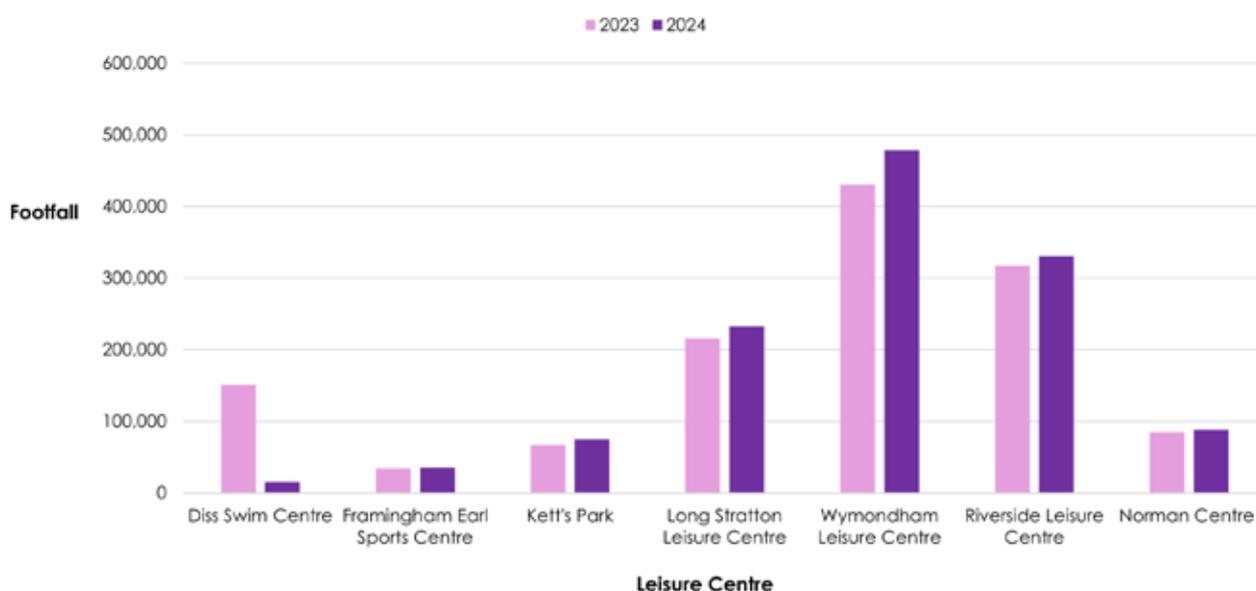
**Work continued on 5 projects** that secured funding last year, including:

- Installing a new solar PV system on the roof and over a car park canopy at Riverside Leisure Centre.
- Expanding Aylsham Sports Hub to create a gym, fitness studio and changing facilities.
- Improvements at Wymondham Leisure Centre, including the installation of a new spin studio and sports hall floor.

**7 projects worth over £7.62m were delivered**, including:

- Refurbishment at Diss Swim Centre; works included shallowing the pool, installing green technologies and improvements to the viewing area.
- A new covered training area at Bungay Running Club.
- Gym refurbishment at Riverside Leisure Centre.

**Figure 5: A bar chart showing footfall in council owned leisure centres in 2024, in comparison to 2023**



**Note: Diss Swim Centre was closed from February to December 2024.**

## 1.02 - Protect and enhance playing pitches across Greater Norwich (GN), by working to ensure that the recommendations from the Playing Pitch Strategy (PPS) are implemented.

Across 2024, the partners and external organisations have worked to protect and enhance playing pitches across Greater Norwich, ensuring that residents are able to access high quality facilities across the entire partnership area.

In 2024 **5 projects worth over £3.96m were delivered**, including:

- A new 3G Pitch at Youngs Park, in Aylsham.
- A new Sports Hub in Brundall.
- A new community centre in Stoke Holy Cross.

### Work continued on 3 existing projects:

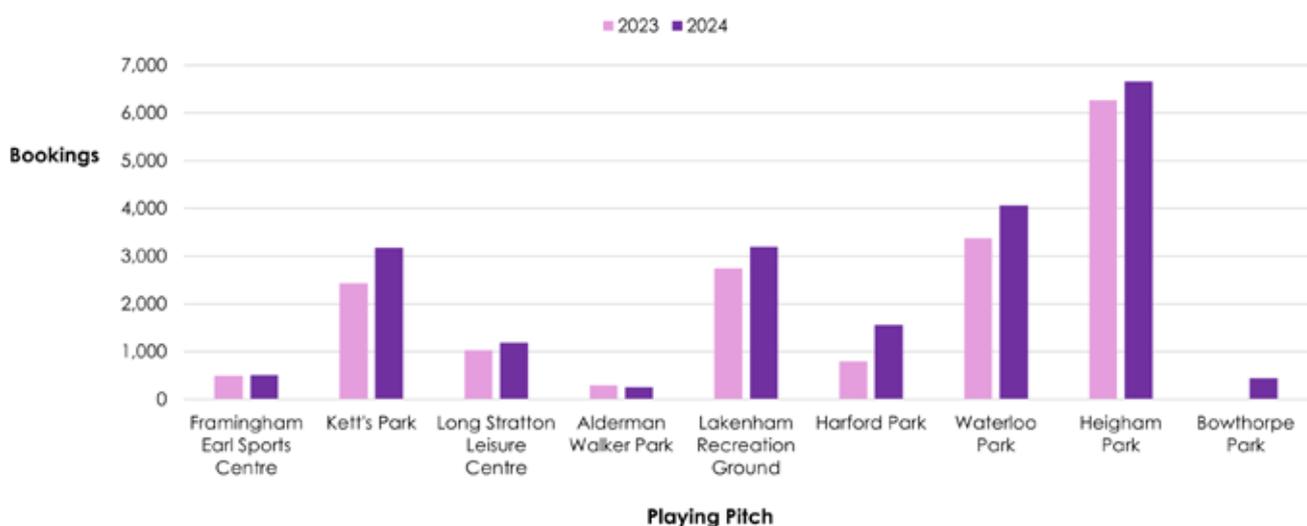
- Ancillary improvements at Eaton Park.
- New youth pitches at St Giles Park in Cringleford.
- New 3G pitch and ancillary improvements at Sloughbottom Park.

### While 2 new projects are in early development:

- Ancillary improvements at Great Plumstead Village Hall.
- Increased football provision and ancillary improvements at Scole Playing Fields.

In addition to those projects listed above, officers are in conversations with local councils and sports teams to develop new projects that meet local requirements on a regular basis. This includes initiating pitch power reports, completing feasibility studies, exploring funding opportunities and understanding where multisport sites can be developed.

**Figure 6: A bar chart showing bookings at council owned playing pitches in 2024, in comparison to 2023**



**1.03 - Maximise the potential of Greater Norwich's green and blue infrastructure in supporting people to become active, including utilising this approach as a health improvement tool through green social prescribing and ensuring that the recommendations from the Greater Norwich Green Infrastructure Strategy and the River Wensum Strategy are delivered (whilst also ensuring that our important wildlife areas are protected from negative impacts of this increased usage).**

The GNGB partners are at the forefront of maximising the potential of green and blue infrastructure to support people to become more active, as they recognise the health benefits of being in nature. A range of strategies are in development or have been published, that help guide infrastructure delivery:

### **Greater Norwich Green Infrastructure Strategy**

The Greater Norwich Green Infrastructure Strategy is in development, and due for publication in **Spring 2025**.

The strategy will be made up of two key programmes; **Active Places** (provision of accessible green spaces and links to support people's physical health and mental wellbeing) and **Natural Places** (provision of nature-rich habitats to support nature recovery and strengthen climate resilience.)

Following a series of workshops in summer 2024, work is underway to finalise the strategy and the supporting delivery programmes, which will include a range of area-based and thematic multi-functional Strategic Green Infrastructure (GI) initiatives, providing benefits for people, places and nature.

Once complete, the Action Plan will inform the delivery of future GI in Greater Norwich.

### **River Wensum Strategy**

In 2018, Norwich City Council, the Broads Authority, Norfolk County Council, the Environment Agency and the Wensum River Parkway Partnership came together to develop the **River Wensum Strategy**.

The strategy focuses on **4 key themes**: managing the river corridor, increasing access to the river, improving the natural and historic environment and identifying potential opportunities for the future.

An Action Plan and Delivery Plan were developed to guide delivery of the strategy.

## Norwich Parks and Open Spaces Regeneration Strategy

Norwich City Council are in the process of developing a Parks and Open Spaces Regeneration Strategy and Action Plan.

The strategy aims to help **improve the quality of the parks and open spaces** in Norwich, creating a network of accessible, high quality and highly valued parks and green spaces to be proud of.

The strategy has been out for public consultation and following amendments, is **due to be adopted in 2025**.

### Broads Authority Local Cycling and Walking Infrastructure Plan

Active Travel England (ATE) has created The National Parks Capability Fund to provide National Park Authorities (NPAs) in England with funding to develop a plan for walking and cycling infrastructure and supporting active travel capability building activities.

The Broads Authority is embarking on the development of a **Local Cycling and Walking Infrastructure Plan** (LCWIP) aimed at **enhancing active travel within the Broads National Park**. This plan will align with the existing Norfolk and Suffolk LCWIPs and consider additional integrations with other local LCWIPs e.g. the Greater Norwich LCWIP.

The key focus will be on addressing the unique active travel needs of smaller rural and semi-rural areas within the Broads National Park.

Collectively these documents will help to maximise the potential of Greater Norwich's green and blue infrastructure in supporting people to become active. Delivery updates for these strategies will be available under this action in the future.



**1.05 - Work to ensure that our green infrastructure is as clean, safe and welcoming as possible, in order to provide a welcoming environment for residents. To include clear signage, appropriately-lit car parks, walkways and facilities for people with disabilities.**

The GNGB as a partnership, and individual authorities, continue to work hard to maintain green infrastructure across the area. Not only are the partnership developing a Green Infrastructure Strategy to manage the Green Infrastructure (GI) assets moving forward, they're also investing in projects on the ground.

## Greater Norwich Green Infrastructure Projects

**5 GI projects** from the Greater Norwich Growth Programme were **completed** this year, which help improve the quality of assets for our residents:

- GP051 Green Infrastructure: Access for All.
- GP063 Broadland Country Park.
- GP077 Bure Valley Path.
- GP078 Kett's Heights.
- GP082 Broadland Country Park – Horsford Crossing.

**6 Green Infrastructure** projects were **awarded funding** from the Infrastructure Investment Fund (IIF) for the 2025/2026 cycle totalling **£2.3m and leveraging in an additional £2.4m**:

- GP102 Wherryman's Way - Bramerton Improvements.
- GP103 Sweet Briar Marshes.
- GP104 Broadland Country Park Café & Visitor Centre.
- GP105 Rothbury Park.
- GP106 Buckenham Ancient Woodland.
- GP107 Lion Wood.

## Greater Norwich Green Infrastructure Strategy

The Greater Norwich Green Infrastructure Strategy is in development and is **due for publication in Spring 2025**.

The GI Strategy seeks to work with partners in securing opportunities for nature recovery and enhanced access to nature by supporting the development of GI to help tackle the climate and ecological emergencies, and support vibrant, healthy, inclusive and growing communities.

The active places delivery programme will focus on **encouraging delivery of new and improved GI** that provides enhanced access to nature, promotes active travel and supports adoption of healthy lifestyles and behaviours.

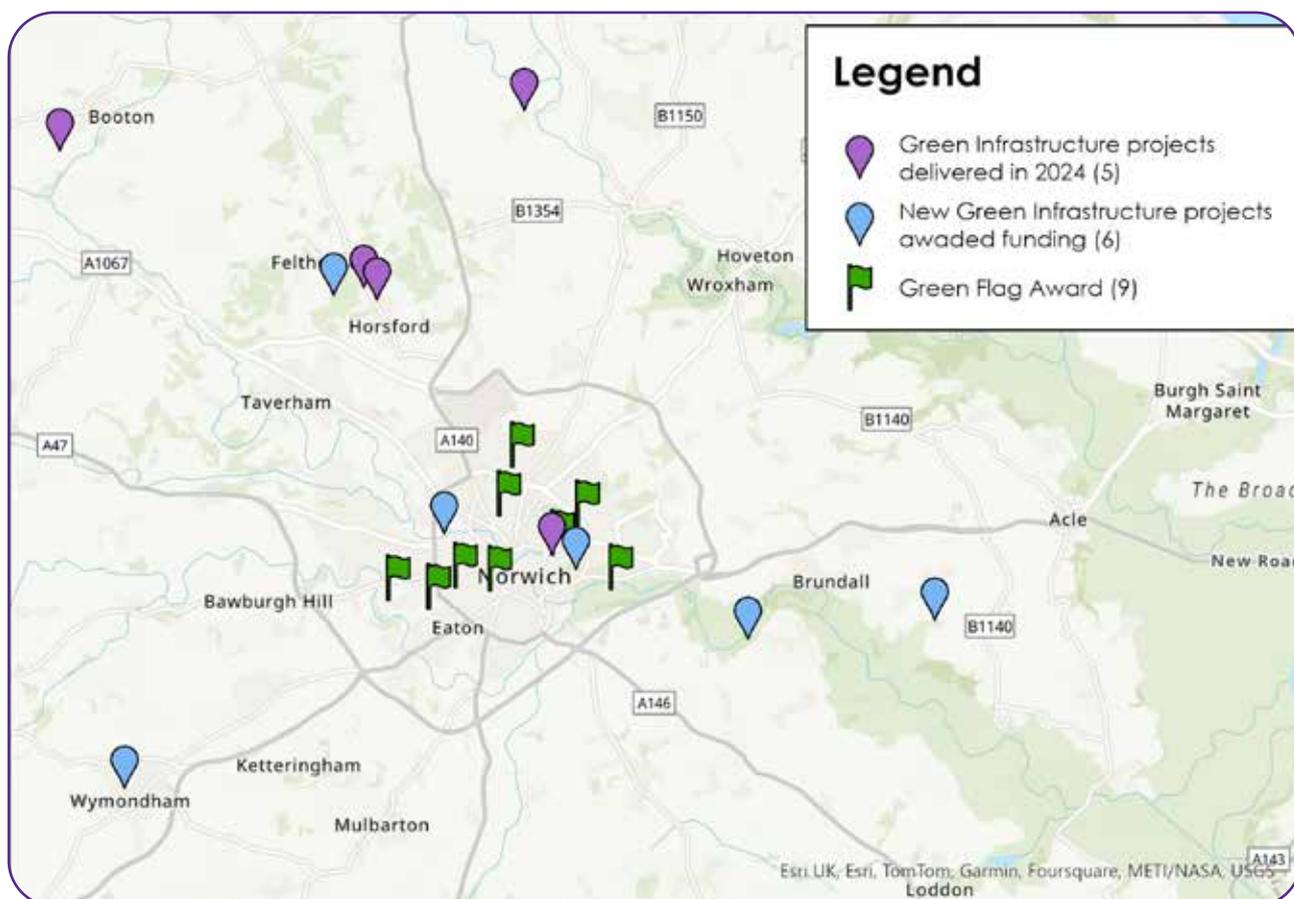
Annual GI delivery updates will be provided here.

## Green Flag Awards

The **Green Flag Award** recognises and rewards well managed parks and green spaces, setting the benchmark standard for the management of recreational outdoor spaces across the United Kingdom and around the world.

In 2024, **9 parks were awarded Green Flag Award's** within the Greater Norwich boundary:

- Catton Park.
- Eaton Park.
- Heigham Park.
- Jenny Lind Park.
- Kett's Heights.
- Mousehold Heath.
- University of East Anglia.
- Waterloo Park.
- Whitlingham Country Park.



**1.06 - Work with the Greater Norwich Growth Board to identify the most strategically important areas for increasing physical activity levels, to which officer time and funding should be targeted. This should include but is not limited to, the allocation of Community Infrastructure Levy (CIL) funding.**

The GNGB have a range of documents that help guide the delivery of infrastructure across Greater Norwich with the aim of improving physical activity levels in areas with most need.

### **Built Facilities and Playing Pitch Strategies**

The **Built Facilities and Playing Pitch Strategies** provide the Greater Norwich partnership with an evidence base of which sports require improved provision, and in which locations, to meet current and future demand. These documents help guide where the councils allocate resource and funding, actions 1.01 and 1.02 provide an update on these strategies.

### **Greater Norwich Infrastructure Plan**

The **Greater Norwich Infrastructure Plan** (GNIP) identifies key pieces of infrastructure required to accommodate growth in Greater Norwich, including sport and physical activity infrastructure. The report includes a list of projects programmed for delivery and an aspirational list of projects which are not yet programmed for delivery. These project pipelines help officers keep track of and prioritise future projects.

Collectively these reports enable the GNGB to **make decisions on the allocation of Community Infrastructure Levy (CIL)**, ensuring that the strategically important areas for increasing physical activity levels are prioritised. Some key projects funded through CIL include:

- £1.2m for a new dry side leisure facility in Diss.
- £800k for a new 3G pitch at Sloughbottom Park.
- £460K for a new sports hub in Brundall.

**1.07 - Work with key partners to identify opportunities to introduce more innovative / non-traditional approaches, enhancing the provision of places where physical activity can be undertaken. To have a particular focus on areas of deprivation and the highest concentration of inactive people e.g. schools, youth centres, care homes, housing estates, community halls, health care settings, workplaces, parks etc. To provide a taster programme of community-based exercise activities.**

**1.19 - Work with partners to create a programme of free taster activities targeted at our most inactive areas and rural areas, including pop-up events, guided walks and activities within community centres and village halls.**

In **2022 - 2023, ~86,000 people declared themselves as inactive** in the Greater Norwich area, meaning they complete less than 30 minutes of exercise per week. Officers have been working with a range of key partners to introduce more innovative approaches to enhance the provision of places where physical activity can be undertaken, including:

- **Delivering the 'All to Play For' initiative**, weekly drop-in football sessions available to support men aged 18+ with their mental health.
- Working with Town & Parish councils and parkrun UK to set up a new junior parkrun in Lingwood and adult parkrun in Thorpe St Andrew.
- Providing funding to EPIC Norfolk to deliver weekly seated exercise sessions at Brakendon Close Sheltered Housing in Lakenham.
- Supporting Broadly Active with Active NoW community grant funding to run **exercise referral sessions at community locations** across South Norfolk and Broadland.
- Working with Norfolk Community Foundation to **support the Nourishing Food Hub network across Norwich**, with Health and Wellbeing Partnership funding used to establish new physical activity opportunities at various sites.
- Exploring a range of opportunities to utilise ringfenced S106 Funding to support sport / physical activity provision across Lakenham & Tuckswood.
- Supporting Age UK Norwich with Active NoW funding, to run **12-week seated exercise programmes (Sit Fit) at community centres** in Heartsease and Eaton.
- EPIC Norfolk delivered a **monthly inclusive sports morning** at the Norman Centre, with around 60 attendees with physical and learning disabilities taking part.
- South Norfolk and Broadland District Council's **Community Engagement Van** started its outreach in targeted areas, to offer local communities exercise classes, health advice and wider support services. Visits have included Coltishall, Great Witchingham and Bunwell as well as various community and partner events, and as a result engaged over 100 residents with formal support.

- Working with **Big C Cancer Charity to offer wellbeing taster sessions** for people affected by cancer, including Tai Chi, wellbeing walks and seated yoga.
- Officers from Norwich City Council and Active Norfolk have worked with the Big C Cancer Charity and Riverside Leisure Centre to **design and establish rehabilitation sessions for recovering cancer patients in Norwich.**
- Supporting Table Tennis England to land **their Ping in the Community Offer** at the Soul Church and Magdalen Street Pantry to engage under-represented groups.
- An **information and activity day** was held at Kett's Park in Wymondham with a range of partners to try and increase awareness of what residents can access in the local area.
- In partnership with Broadland and South Norfolk Councils, **EPIC Norfolk supported over 150 patients on Norfolk & Waveney's Recovery & Reablement Pathway**, providing them with regular physical activity sessions.
- Supporting **Big C Cancer Charity, to deliver Tackle Cancer walking football** sessions in Norwich, in partnership with Norfolk FA at the Football Development Centre, Bowthorpe.
- Linking sports clubs to attend **Norfolk County Councils Community Engagement Events** held across Norwich RITA areas to provide taster sessions and promote their offers to families.
- Officers at South Norfolk Leisure held a **co-production session with South Norfolk Youth Advisory Board and Wymondham High School** to promote the leisure centre's junior membership and gather direction from the young people on what activities they'd like to see at the centre in the future.

In addition to those noted above, work is also underway to prepare new initiatives for 2025 including exploring options to establish Park Plays and expand parkrun across Greater Norwich.

**1.08 - Expand the School Streets & Play Streets initiatives across Greater Norwich to encourage physical activity and wellbeing in local communities, closing roads on a trial basis to promote active travel and physical activity opportunities in these areas. Target areas with most inactive people e.g. the Reducing Inequalities Target Areas (RITAs) in Norwich.**

The GNGB are committed to ensuring that their communities have the opportunity to participate in physical activity as part of their everyday lives. Various partners are working on initiatives that encourage these communities to travel actively. Highlights are provided below.

### **Norfolk School Streets**

School Streets is an initiative that runs timed road closures near schools to restrict vehicle access during drop-off and pick up times. The scheme aims to cut congestion around schools and increase the number of children and parents cycling, scooting, walking and wheeling to school.

**Robert Kett Primary School in Wymondham have continued the School Streets scheme** following an initial trial in May 2022, and are now exploring different signage options to gauge effectiveness.

A report was taken to Norfolk County Council members in early 2024 to highlight the support that is currently available to schools. Officers were asked to review how awareness on such schemes can be raised to support providers across the whole of Norfolk. This area of work is currently in development.

### **Norfolk Play Streets**

Play Streets is a national initiative that provides a simple, effective and low-cost way for children to be able to play out in the streets where they live. Local communities are able to apply for temporary road closures through the council, to use the time for Play Streets.

There are currently **0** Play Street Schemes being operated in Greater Norwich. Norfolk County Council have waived street closure fees for Play Streets, in order to encourage uptake.

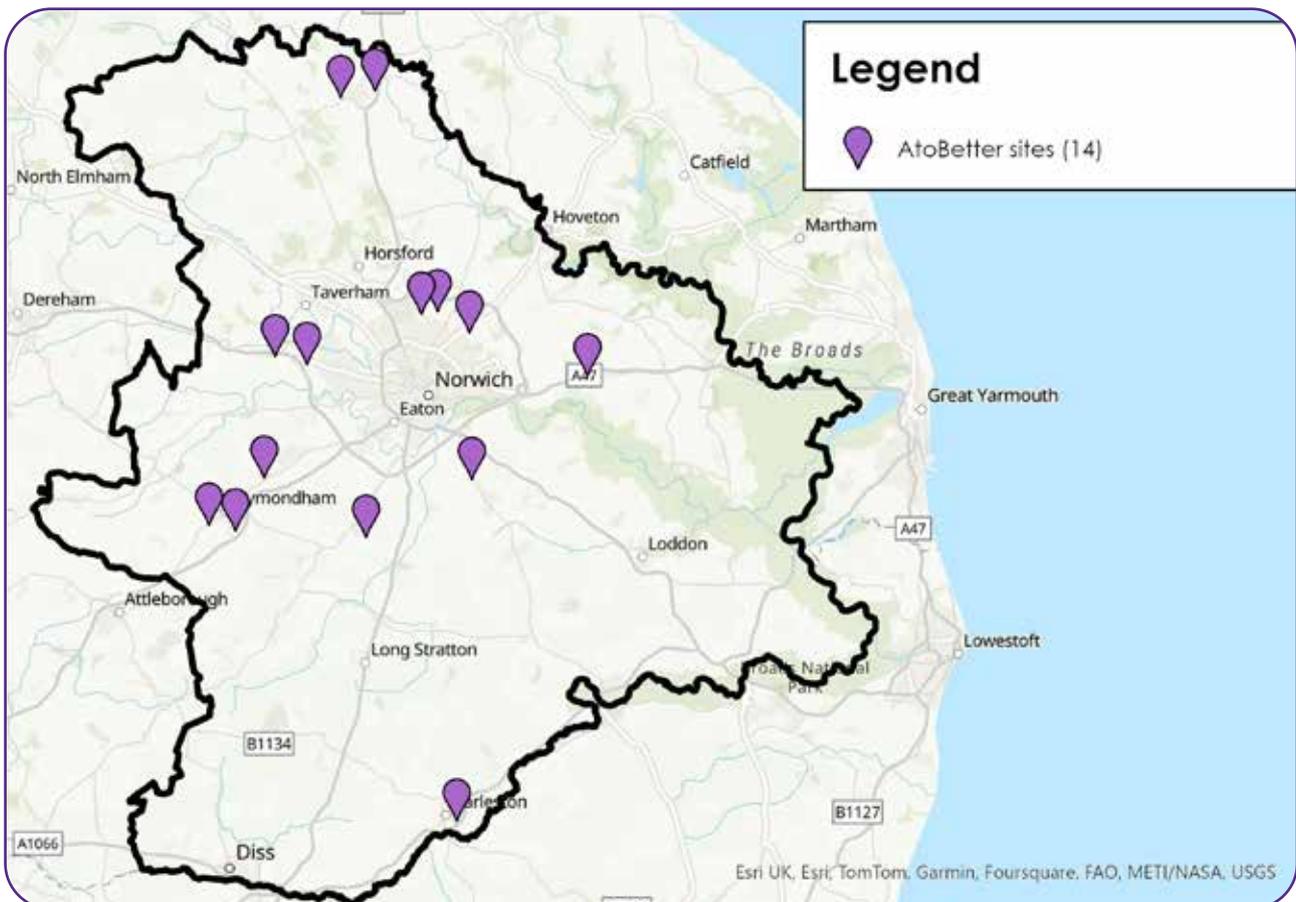
## AtoBetter Developments

The AtoBetter Project Team at Norfolk County Council work directly with the local community to encourage active and sustainable travel in areas of new housing development.

**14 Active Travel Plans** are in progress for developments in Greater Norwich and the team are working to **support communities travel actively** through a range of initiatives:

- **Vouchers** – A range of vouchers are available for residents to support with the purchase of cycle accessories, bike hire, bike maintenance or a new or second-hand bike.
- **Prehistoric Quest Events** – The team held events at local schools and community spaces to encourage people to explore Norfolk's history and local treasures by foot to win prizes. 21 events were held across Greater Norwich with over 750 attendees.
- **Working with schools** – Encouraging young people to travel actively and sustainably, through the Active Travel Ambassador Scheme and Modeshift STARS.

Across 2024 the AtoBetter Schools programme supported **5 schools and engaged over 1,500 students** across Greater Norwich.



**1.09 - Where the development of new facilities is proposed (for any related public sector services), ensure the potential for co-locating community & physical activity facilities is considered, in order to provide opportunities for physical activity and support linked trips, avoiding unnecessary car journeys.**

The One Public Estate (OPE) programme aims to bring together public-sector bodies to work collaboratively through locally led partnerships. One element of the programme focuses on bringing together various organisations to deliver their services simultaneously under one roof.

The Greater Norwich partners are in the process of exploring the viability of potential projects across 4 locations:

- Initial scope for the potential OPE project in **Taverham** includes providing a doctor's surgery, cafe and a community leisure offer in the same building, providing local communities with co-located facilities to reduce unnecessary car journeys, improve ease and create a community hub.
- Within the **Rackheath** Taylor Wimpey 'GT16 North Rackheath' development master planning exercise, partners are working collaboratively to discuss potential co-located facilities.
- There is an aspirational project in **Harleston**, looking at the possibility of combining the schools, sports and leisure facilities and other community services. However, to date only very early conversations have taken place and the project would require significant capital funding if progressed.
- The new development on the old John Grose site in **Diss** may include an element of co-located public services, but substantial work is required before plans can be confirmed.

As the projects progress and develop, additional information will become available under this action.

**1.11 - Work with Places Leisure and South Norfolk Council's in-house leisure team to consider ways to encourage leisure centre visits from target groups (focussing on the inactive, those living in our most deprived areas, over 50s, those with a disability and ethnic minorities). Ensure that concessionary schemes (e.g. Go for Less and the South Norfolk Leisure Passport) are targeted to this aim e.g. free access for carers, discounts for people with disabilities etc.**

The councils operate a range of memberships at their leisure centres, to encourage visits from all demographics.

### **South Norfolk Leisure Facilities**

South Norfolk Leisure operates **5 community leisure facilities** with a range of memberships available, including:

- **Junior Membership:** A discounted membership rate for 13 – 18-year-olds.
- **Student Saver:** Those aged over 18 in full time education or apprentices.
- **Concessionary Membership:** People in receipt of certain benefits who live in South Norfolk.
- **Active Seniors Membership:** Over 65's.

South Norfolk Leisure also hosts drop-in sessions for youths and people with dementia at their leisure centres, to encourage them to take part in physical activity.

### **Norwich City Council Leisure Facilities**

Norwich City Council own **Riverside Leisure Centre** (managed by Places Leisure) and the **Norman Centre**.

Places' Leisure offer a range of memberships including:

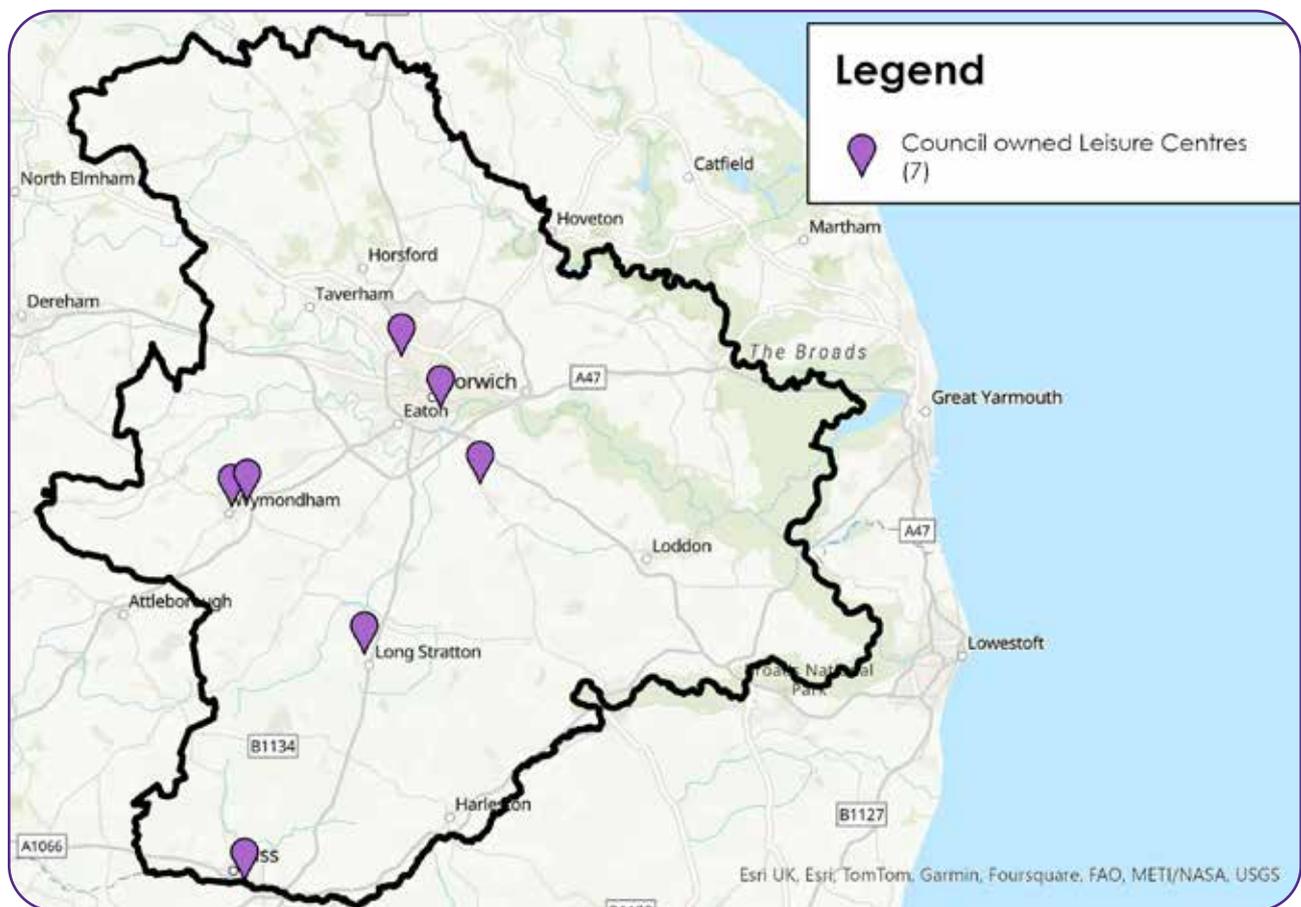
- **Junior Memberships:** A discounted membership rate for 0 – 15-year-olds and students.
- **Inclusive Memberships:** A discounted membership rate for members with disabilities.
- **Concessionary Membership:** A discounted membership rate for full time students aged 26 or over, selected corporate groups and those in receipt of certain benefits.
- **Refugees & Asylum Seekers:** A 3-month free membership to help them stay active while they adjust to their new surroundings.
- **Men's Craft Referral:** Any user referred through Men's Craft receive a free 3 month membership, in order to help tackle men's mental health.

Both facilities offer the **Go4Less Card**: a discounted membership rate for those eligible for a national bus pass, students over the age of 16 and those in receipt of certain benefits who live in Norwich.

To encourage visits from target groups, Age UK are offering a range of activities at Riverside Leisure Centre including table tennis and curling, followed by the opportunity of a coffee and chat. In addition, the Norman Centre operate a variety of classes for target groups, including multisport sessions aimed at people with learning disabilities or in sheltered housing as well as sessions for NHS referral groups such as diabetes or pulmonary outpatients.

Riverside Leisure Centre have employed a Contract Healthy Communities Manager, who will work directly with the local communities to encourage visits from target groups.

Collectively, the different memberships and focused activity sessions help engage target users and encourage them to utilise the leisure centres.



## 1.12 - Consider options for joining up green infrastructure with footpaths and cycleways e.g. the riverside walk from Norwich to Whitlingham Country Park as part of the East Norwich Masterplan.

The emerging **Greater Norwich Green Infrastructure Strategy** and Delivery Plan, which is due for publication in Spring 2025, will inform the delivery of Green Infrastructure (GI) as well as opportunities for improving connectivity in the future. Its findings will include a range of spatial priorities and opportunities for enhancing and expanding the Strategic GI Network across Greater Norwich.

The **Greater Norwich Local Plan** (GNLP), states that the East Norwich Regeneration Area should: “Make the most of its riverside location, including provision of a riverside walk along the northern and southern banks of the River Wensum, linking the sites and providing connections to Norwich City Football Club and the city centre as well as the establishment of a recreational route to Whitlingham County Park suitable for accommodating National Cycle Route. (Policy GNLP0360). The GNLP was adopted in March 2024. This policy ensures that as development comes forwards in East Norwich, it will assist in joining up the riverside walk with Whitlingham.

Any delivery updates will be provided under this action in the future.



### 1.13 - Ensure any new facilities are designed with people with mental and physical disabilities in mind, by using design input from these target groups.

The Greater Norwich partners are committed to making facilities accessible for everyone. When designing new facilities, the authorities work with architects to follow the customer journey, ensuring that all components of the building are considered, from the colour pallet to the size of the signage.

The authorities follow **statutory guidance**, including the Disability Discrimination Act and Building Regulations, to ensure that all areas of the facility are compliant, and where possible consider enhanced accessible facilities, such as Changing Places toilets.

A large improvement project has been completed at Diss Swim Centre. Various **stakeholders were consulted prior to construction, including the DRAGONS group**, all of whom helped inform designs. As a result, a new fully accessible changing room with a hoist and mobile bench has been installed at the centre.

Initial designs for a new dry-side leisure facility in Diss and visitor centre at Broadland Country Park, include a Changing Places toilet. The DRAGONS group have been working with Broadland District Council to feed into the design process for the new centre at Broadland Country Park. As these projects develop, further input will be sought from key target groups.

Any future projects will also include engagement with key stakeholders.



## 1.14 - Ensure existing facilities are appropriately reviewed and improvements are designed for people with mental and physical disabilities in mind, by using design input from these target groups.

Active Norfolk have been working collaboratively with Norfolk Disability Real Action Group of Norfolk (DRAGONS) to review and audit existing facilities in Greater Norwich.

### DRAGONS on the Move

Active Norfolk, in partnership with DRAGONS, are delivering the **DRAGONS on the Move** project. The DRAGONS, a group of young people with special educational needs and/or disabilities, undertake visits to clubs and leisure centres to assess their accessibility, and publish reviews to inform others and provide suggestions on how sites can be improved.

The DRAGONS have undertaken an audit of various council owned leisure facilities in the last year, including Riverside Leisure Centre, Wymondham Leisure Centre and Framingham Earl Sports Centre. Positive feedback was received, and a report was provided on what's working well and where further improvements can be made.

In addition to council owned sites, the DRAGONS have also conducted reviews of other leisure facilities including the Sportspark, Wensum Sports Centre and ESKA.

### DRAGONS on the Move Outdoors

As well as testing-built facilities, the DRAGONS are also completing reviews of walks and trails, through the '**Dragons on the Move Outdoors**' project. They've **undertaken reviews in various locations** across the Greater Norwich area including Broadland Country Park, Whitlingham Country Park and part of the Wherryman's Way at Chedgrave.

Users can access reviews on their website and leave recommendations for them to visit next.

### Access Tested Trails

Norfolk County Council have previously undertaken a review of some of their walks and published a page on **Access Tested Trails**. Audited walking routes in Greater Norwich include sections along the Marriott's Way and Wherryman's Way.

In 2024, Norfolk County Council conducted further testing of sites, and reviews were undertaken from a pan-disability perspective as well as receiving input from the Equality, Diversity and Inclusion Team.

Norfolk County Council recognise that improving accessibility to greenspaces is an important part of their overall ambition to improve the network and are now seeking funding to move into the next phase of the review.

**1.15 - Seek to minimise energy consumption through invest to save energy schemes across all sport and leisure assets, contributing to the Councils' ambitions for net zero carbon emissions by 2030.**

The GNGB are working together to facilitate sustainable, low carbon development in Greater Norwich, where possible utilising the Infrastructure Investment Fund (IIF) to support projects that will in turn seek to minimise energy consumption for sport and leisure assets.

- £6.2m has been secured by South Norfolk Council, including £1.1m from the IIF, to deliver a **new leisure centre** and public realm improvements in **Diss**. The new centre will be built to **BREEAM** (Building Research Establishment Environmental Assessment Method) **Excellent standard**, ensuring it is environmentally sustainable and results in net zero carbon emissions.
- £333k was secured in the 2024/2025 funding round for **improvements at Eaton Park** which will include the installation of green technologies.

In addition to the investment made by the GNGB, the district authorities have been working to plan and deliver energy saving schemes across their sport and leisure assets, which as a result are contributing to the Councils' ambitions to achieve net zero carbon emissions by 2030.

- South Norfolk Council have delivered £1.2m worth of energy efficiency **improvements at Diss Swim Centre**. The project included the installation of solar panels, air source heat pumps and building insulation.
- Work is underway at Riverside Leisure Centre to **install a solar PV system on the roof and over a new car park canopy**, following a grant from Sport England's Swimming Pool Support Fund and investment from Norwich City Council. This project is due to complete in Summer 2025.
- Work is also progressing at Wymondham Leisure Centre to **install solar panels**, following a grant from Sport England's Swimming Pool Support Fund.

As well as supporting improvements to council owned facilities, the Greater Norwich partners have been working with external providers to improve their facilities, for example Norwich City Council are working with Recreation Road First School to develop an initial project scope to reduce energy costs.

## 1.16 - Work with key partners to identify replacements for / sustainable extensions of funded programmes e.g. the Make Your Move project which expires in August 2023.

Officers from across the partnership work with key partners on a regular basis to provide support and guidance on how to access new funding streams or connect different partners, to help extend programmes. Below are some examples:

### Extension of All to Play For

In 2017, Active Norfolk partnered with the Norfolk and Suffolk Foundation Trust (NSFT) to establish the All to Play For scheme, **a programme designed to support men suffering with mental health.**

Since 2017 the programme has **expanded from a single session in Norwich to 10 weekly sessions** across Norfolk that are attended by an average of 15 men per session.

To sustain delivery in **Wymondham** officers from Greater Norwich have worked with South Norfolk Leisure to take **delivery in house** and embed within the Leisure Centre's offer.

To sustain delivery in **Norwich** officers from Greater Norwich have **secured additional funding** from the Norwich Health and Wellbeing Partnership to extend the programme.

### Cancer Rehab Course

Places Foundation, in partnership with Norwich City Council and Big C Cancer Charity, have **extended their offer to provide a Cancer Rehab course** at Riverside Leisure Centre.

The 12-week exercise programme will enable individuals who have been affected by cancer to be led on a physical recovery journey, while being supported by likeminded individuals.

## Expansion of Mindful Towns and Villages

**Mindful towns and villages** have been established across South Norfolk and Broadland District Council areas to offer safe spaces for people to have an open conversation about their mental wellbeing with locally trained individuals willing to support their communities.

To create these mindful areas, **wellbeing champions** have been established.

The authorities have **secured funding through the Health and Wellbeing Partnership's** to expand the programme. As a result, the initiative will be rolled out across additional areas and be delivered to a broader target audience including adapted sessions for young people.

## Continuation of Big Norfolk Holiday Fun

Big Norfolk Holiday Fun (BNHF) is a government funded programme aimed at free school meal eligible, and otherwise vulnerable children. It is designed to offer a safe and fun activity to get children moving and active, eat a healthy meal, learn new skills and meet other children.

In 2024, the **BNHF supported 16,434 children** across the Greater Norwich area.

The **government have now allocated additional funding** and as a result Active Norfolk will be able to run the programme again in 2025.



## 1.17 - Work with social housing providers to encourage physical activity in people who live in social housing.

Organisations across Greater Norwich are providing various initiatives to help encourage people who live in social housing to get active. These schemes include:

- Norwich City Council operate a **Go4Less scheme** for residents who are in receipt of certain benefits. The scheme provides a sport, leisure and culture discount card which allows up to 50 per cent discount at council facilities, as well as various activities and events around the city.
- Riverside Leisure Centre offer **concessionary memberships for tenants of Places for People**, to help make exercise more affordable.
- The Norman Centre offer weekly **multisport sessions** for individuals based in sheltered housing.
- Age UK Norwich and EPIC Norfolk deliver **weekly exercise and sports sessions** to over 100 residents living in sheltered housing. The initiative aims to keep residents independent for longer and delay the need for private care and/or delaying their need to move into Residential Care.
- EPIC Norfolk deliver weekly seated exercise sessions at Brakendon Close sheltered housing in Lakenham.

## 1.18 - Consider linking schools with partner sports clubs, to work together on funding bids for equipment and to maximise use of school sports facilities outside of school hours.

In 2022, the Department for Education announced the **Opening School Facilities (OSF) Fund**; a £57m fund designed to help schools open their existing facilities so more young people, as well as the wider community can benefit, by partnering with organisations to deliver physical activity within these settings outside normal school hours.

The fund is targeted at 4 audiences:

- People from lower socioeconomic communities.
- Disabled people and those with long term health conditions.
- Women and girls.
- People from culturally diverse communities.

The funding is managed by Active Norfolk and schools have been able to apply for funding within 3 application rounds across the last 3 years.

In Year 3 of the programme, **Greater Norwich were successful in securing £114,466** to support a variety of projects including:

- Buxton Primary School received £7,454 to support Girls Football within KS1, extend their SEND lunchtime club and undertake repairs to their school hall.
- Costessey Primary School secured £5,250 to expand their cycling project, including developing a community cycling hub.
- Recreation Road Infant School were awarded £8,120 to expand their swimming provision.

In total, **24 schools** in Greater Norwich have received an **allocation of over £329k** across the last 3 years, helping to deliver a range of initiatives that support both school pupils and local communities.



*I am thrilled to see the positive impact the programme has had on our students' health and well-being. The increased engagement and enthusiasm from both students and staff are truly remarkable.*

**Iain Mills, Parkside School's Health and Wellbeing Coordinator**



# Active Systems

## Developing fit for purpose systems which have physical activity at their core.

This section of the Physical Activity and Sport Strategy focuses on increasing the presence of physical activity in priorities, plans and policies of our organisations and our partners. As a result, it will increase the visibility and prominence of physical activity and sport in our systems.



**2.02 - Ensure that National Governing Bodies (NGBs) are actively engaged in Greater Norwich to encourage them to embed their 'entry level' participation programmes, support the growth of clubs, development of coaches and volunteers, and deliver facility aspirations.**

The district officers continue to work in partnership with National Governing Bodies (NGBs) to identify and progress key projects within their sport. The NGBs have also been progressing their own strategies and working directly with clubs to support their growth.

In **January 2025**, the Greater Norwich Sports and Physical Activity Working Group (SPAWG), held their **annual Greater Norwich National Governing Bodies Meeting** to update the bodies on their current activity, and understand how their work had progressed in 2024.

### **Netball**

- **5 active leagues** across Greater Norwich.
- Netball **participation has risen** following the Netball World Cup in 2023, with clear **growth in male participation**.
- Continuing to **encourage participation through programmes** such as Bee Netball, Play and Pay, and Back to Netball.



### **Tennis**

- 79 venues across Greater Norwich with over **5,800 registered members**.
- In 2024, 5 parks were part of the refurbishment and gate access system project, including Old Catton, Hellesdon and Bowthorpe Park.
- Continuing to **encourage participation through a variety of programmes** such as Open Court, Serves and Barclays Free Park Tennis.
- **94 schools** are registered with the Lawn Tennis Association (LTA), of which **72% have a trained teacher** in the LTA Youth Schools programme.
- LTA continue to work closely with the local authorities on several projects, including Wymondham Tennis Club, Reepham Tennis Club and Norwich Parks Tennis.



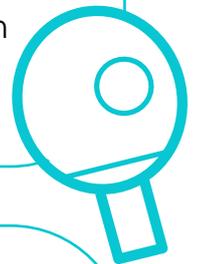


## Cricket

- **32 Cricket Clubs** are operating across Greater Norwich, with **283 active teams**. 19 clubs run women and girls' cricket and 16 run youth cricket.
- England Cricket Board (ECB) launched their new Inspiring Generations Strategy.
- **3 Grass Pitch Improvement Fund (GPIF) Grants** were awarded in 2024 to improve wickets and outfield.
- **4 clubs were awarded ECB County Grants** in 2024 to deliver pavilion improvements.
- A new indoor cricket centre has been created in Arminghall.
- Norfolk Cricket Board (NCB) are continuing work to encourage target groups into cricket and support clubs to secure tenancy agreements.

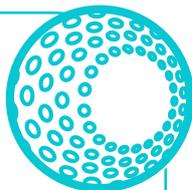
## Table Tennis

- **2 clubs** across Greater Norwich; Wensum Table Tennis Club and Norwich City Table Tennis Club.
- In September 2024, an **Inclusive Table Tennis Festival** was held at the Norman Centre attended by multiple groups across Greater Norwich. 3 further festivals are now planned for 2025.
- Hosted a **Norfolk National Schools Team Event** at Sprowston High School with over 70 pupils competing.



## Rugby

- 5 rugby clubs are operating in Greater Norwich, with **93 registered teams**.
- **2 clubs** have received funding from the **Impact25Fund** to make **toilet upgrades**, and **3 clubs** received funding for **sanitary packages**.
- RFU and South Norfolk Council are working together on a potential project at CEYMS and supporting Norwich Rugby Club to capitalise on off-site contributions from a nearby housing development.
- Focus remains on increasing women and girls' team across the area and supporting clubs with growth.



## Hockey

- Over **1600 registered members** across Greater Norwich.
- Working to deliver the 'Creating a future for our game together' strategy.
- Continuing to **encourage participation through a variety of programmes** such as Back to Hockey, Walking Hockey and Flyerz Hockey.



**2.03 - Incorporate physical activity into relevant Council policies and strategies and influence new and existing partners, to ensure that strategic plans and policy reflect the positive role that physical activity can play to improve health and wellbeing and strengthen our communities.**

The GNGB are committed to incorporating physical activity into relevant council policies and strategies where possible, ensuring that physical activity is at the core of the work that is being delivered, to provide the local communities with the best opportunity to be active.

The diagram below highlights some of the key strategies and plans that have been developed by the Greater Norwich partners, all of which incorporate the importance of physical activity.



In addition, a new Community Active Wellbeing Strategy is currently being developed by Broadland District Council.

A Norfolk and Waveney Integrated Care System (ICS) Physical Activity Strategic Leadership Group has also been set up, which will help build physical activity into health policy and strategy.

## 2.06 - Encourage adoption of the code of governance for clubs / partners / funded deliverers, in line with sector development.

In January 2025, the Greater Norwich Sports and Physical Activity Working Group (SPAWG), held their annual Greater Norwich National Governing Bodies Meeting to update the bodies on their current activity, and understand how their work had progressed in 2024. As part of this meeting, discussion was held around the code of governance National Governing Bodies (NGBs) and clubs must follow.

All NGBs follow the '**Code for Sports Governance**', of which sets out the levels of transparency, diversity and inclusion, accountability and integrity that must be adhered to. By following these policies, NGBs are eligible to receive funding from a range of organisations including the UK Government and Sport England.

**Each NGB has their own code of governance**, which covers principles such as:

- Safeguarding.
- Equality, Diversity and Inclusion.
- Health and Safety.
- Bullying and Harassment.

By having clear standards and expectations it encourages good management practices for clubs which consequently encourage more people to participate in physical activity.

For a club to be affiliated with a NGB, they must adhere to the individual sports code of governance.

## 2.07 - Work with Town and Parish Councils and local neighbourhoods to ensure that Neighbourhood Plans maximise the potential for physical activity opportunities.

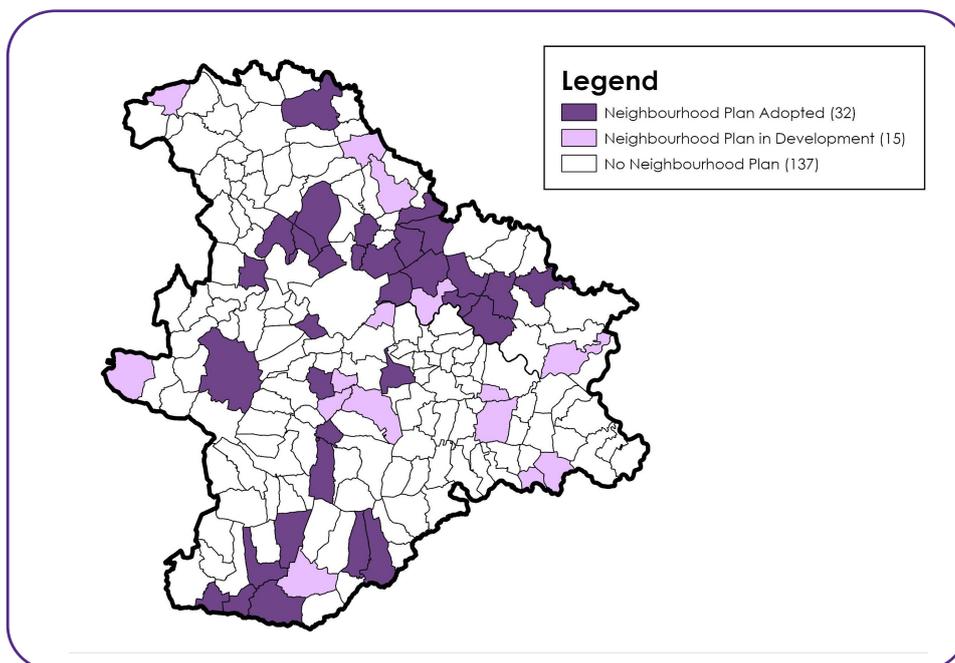
Greater Norwich is made up of 184 Town and Parish Councils of which 32 have adopted Neighbourhood Plans and 15 have a Neighbourhood Plan under development.

**All Neighbourhood Plans already adopted reference physical activity** in some way, this includes having adopted objectives and policies and identifying community projects for future investment. By doing so, they help maximise the potential for physical activity opportunities within future development.

The Norwich City Council area does not have any parish or town councils, so as a result they collect and distribute neighbourhood CIL through a different route. This includes assigning funding to projects within Norwich following approval from the Neighbourhood CIL Board, which is made up of a range of officers and includes representation from a Leisure Development Officer, who is able to advocate for physical activity opportunities.

In Broadland and South Norfolk, the **Neighbourhood Plan Guidance Document** provides an index of resources to support communities in developing their neighbourhood plans. This document features the Greater Norwich Physical Activity and Sport Strategy. Work is underway to further increase the presence of physical activity in this guidance.

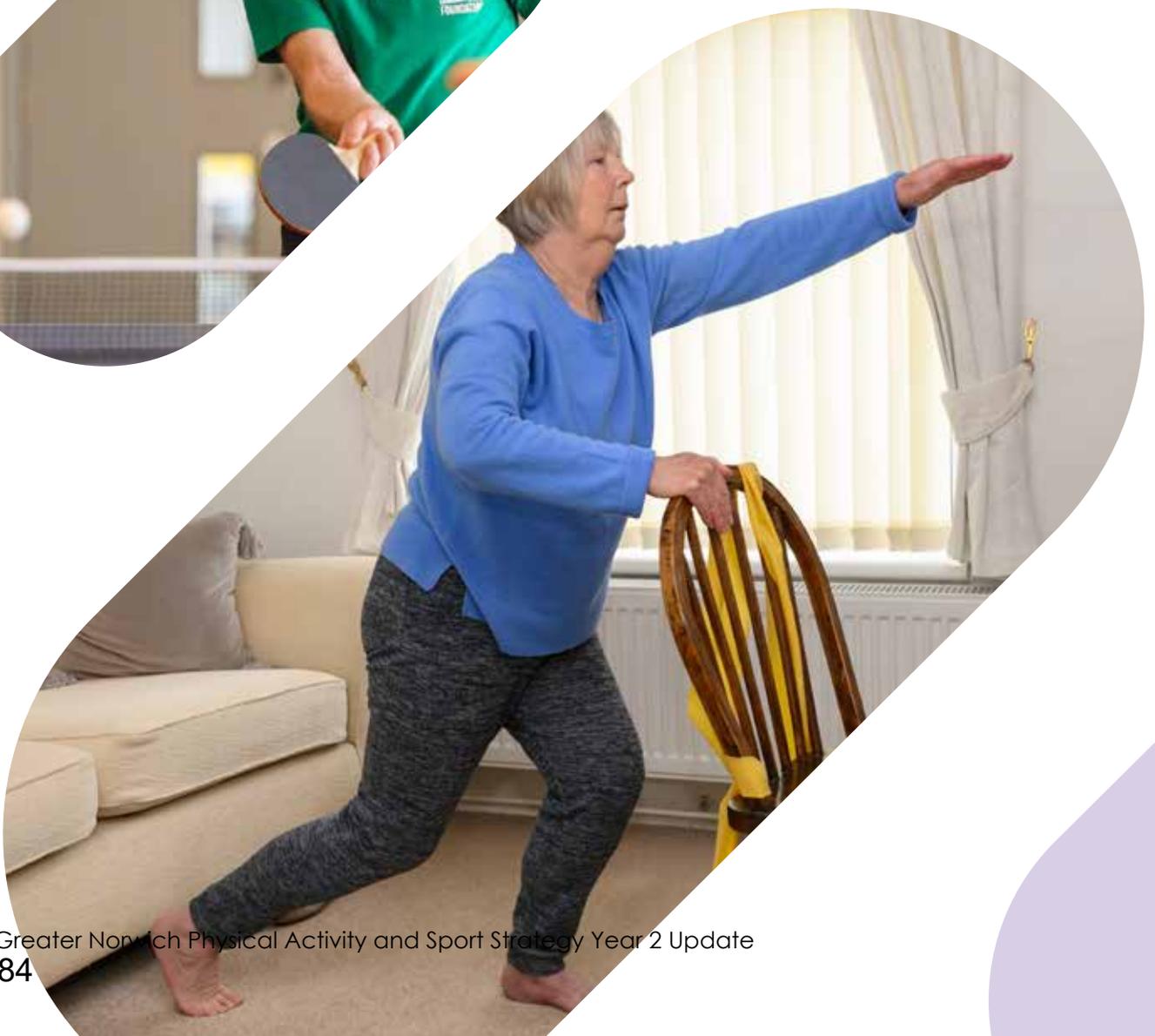
In 2024, the Public Health team at Norfolk County Council produced a new **guidance document on embedding health into a neighbourhood plan** and presented this to the Norfolk Association for Local Councils.



# Active Health

**Working in partnership with the health system to tackle physical and mental health conditions through physical activity.**

This section of the Physical Activity and Sport Strategy focuses on putting physical activity at the heart of attempts to improve the health of our residents and help prevent long-term conditions from developing. Our residents will be more active in their day to day lives which will lead to long-term improvements in their health.



**3.01 - Collaborate with the Norfolk and Waveney Integrated Care System and other partners in the design and delivery of all health programmes and initiatives. Supporting them to build physical activity into health and social care pathway design, specifically developing the Active NoW model.**

**Active NoW** is the Norfolk and Waveney Integrated Care System's coordinated approach to improving physical activity levels for residents who could benefit the most from being more active, this is inclusive of people living with long term conditions and those more likely to experience health inequalities.

The initiative was developed collaboratively by a range of partners and allows health and care practitioners to refer patients into a brief intervention, where they will be supported through behaviour change theory and access a triage-based service into relevant physical activity.

Referrals into the programme have been made across multiple pathways, inclusive of primary care and Protect NoW. In 2024, over **2160 referrals** were made to Active NoW, of which **70% were participating in an activity within 6 months.**

In 2024 Active NoW introduced referrals from Severe Mental Illness (SMI) Pathways investing a further £15,000 across Greater Norwich to improve the range of opportunities SMI referees can access.

Officers across the Greater Norwich partnership continue to support Active NoW by engaging with relevant local partners and stakeholders to advocate for the scheme, aligning priorities through appropriate forums such as the Health and Wellbeing Partnerships and developing place-based delivery models.

### 3.05 - Work with our leisure services team to improve the opportunities for partnership working with health partners at our leisure centre.

The leisure services teams across Greater Norwich have been working in partnership with health providers to encourage physical activity across the partnership area, including:

Working to **deliver exercise referrals** at the leisure centres, as part of the **Broadly Active programme**. In 2024:

- Wymondham Leisure Centre received 119 referrals of which 97 individuals engaged in the programme.
- Long Stratton Leisure Centre received 47 referrals of which 37 engaged in the programme.

The Norman Centre also host Broadly Active exercise referral sessions for Norwich.

Norwich City Council are working with Places Leisure and Big C Cancer Charity to develop **cancer rehab sessions** at Riverside Leisure Centre.

The Norman Centre also operate a range of **weekly activities in partnership with health partners** including an NHS diabetes group, an NHS pulmonary outpatient group and speech therapy sessions.



**3.07 - Develop a follow-up survey to the adult and children and young people surveys delivered as part of this strategy, in order to monitor if behaviours and feelings are permanently altered as we emerge from the Covid-19 pandemic and then to monitor progress on an on-going basis.**

As part of the development of the Physical Activity and Sport Strategy (PASS) FMG Consulting undertook a public consultation exercise to understand the behaviours and feelings residents of Greater Norwich have towards physical activity. The survey showed that:

Inactivity is more common in residents who live in neighbourhoods with higher levels of deprivation.

Inactive people are more likely to associate becoming more active using a leisure centre or gym. In contrast, the most popular activities for those who are more active do not require a formal facility to participate.

The most common reasons provided for inactivity is being too busy and the cost.

4 out of 5 of the top reasons for being active are due to health and wellbeing benefits rather than skill or competition.

Age groups with lower levels of activity are those aged 50-54 and the over 75's.

The Sports and Physical Activity Working Group (SPAWG) have been implementing actions identified in the action plan over the past two years to help contribute to an increase in physical activity levels and change the perception of physical activity.

The team have **agreed to review the opportunity of developing and completing a follow up survey in 2025**, to allow sufficient time to have passed since the launch of the PASS and to allow the first joint communication campaigns to have run, which aim to contribute to perception change around physical activity.

# Active Travel

## Promoting opportunities for physically active means of travelling.

This section of the Physical Activity and Sport Strategy focuses on creating and maintaining a network of safe, well sign-posted, routes, facilities and equipment which facilitates an increase in the number of people using active travel methods and a reduction in car use for short journeys.



**4.01 - Work with planning and highways teams and other partners (e.g. Sustrans) to help facilitate the growth of Active Travel, including the provision of safe, connected and accessible, well sign-posted and affordable walking and cycling routes to workplaces, schools and community facilities and services (through the delivery of the Local Cycling and Walking Infrastructure Plans, the Transforming Cities Fund and Healthy Streets and similar future initiatives).**

Greater Norwich has various **plans and strategies**, shaped through public engagement, policy reviews and workshops with key stakeholders. These documents showcase the partner's aspiration to implement active travel schemes and will allow the authorities to deliver schemes efficiently once funding is secured.

### Transport for Norwich Strategy 2021



A high-level strategy **setting out the vision, objectives and longer-term aspirations for Greater Norwich**. It is accompanied by an Action Plan, that will take the strategy forward and deliver on key aspirations.

This document helps guide the activity of the Transport for Norwich workstream.

### Greater Norwich Local Cycling Walking Infrastructure Plan 2022



**Identifies and prioritises improvement schemes which will enhance current levels of cycling and walking** over the short, medium and long term. The document serves as a robust active travel plan that demonstrates consideration and support to active travel schemes that can be delivered once funding is secured.

### Walking Wheeling Cycling Strategy 2024



Aims to create a healthier and greener Norfolk by enabling people to walk, wheel and cycle more often, making active travel methods the natural choice for shorter journeys, or as part of a longer journey. The strategy sets out **7 Steps to Success to help achieve this vision and unlock numerous benefits for Norfolk**.

The strategy was adopted by Norfolk County Council in April 2024.

Active Travel England introduced Capability Ratings as a way of assessing how effective authorities are at planning, designing and delivering active travel schemes. Higher rated authorities are eligible to access more funding to deliver initiatives.

*Norfolk County Council have been successful in maintaining their Level 2 Capability Rating for a second year; providing visible local leadership and support, with emerging networks.*



Detail about delivered active travel schemes can be found under action 4.03.

**4.02 - Deliver a public awareness campaign (with appropriate partners) to increase the levels of cycling and walking for travel purposes (to work, school, socially), with a focus on targeting those who do not do enough activity for good health.**

In 2024 Norfolk County Council conducted a wide range of activities focused on promoting active travel to its residents and local businesses.

Work included:

- **Launching a new community active travel initiative** in Norwich to encourage people to walk, wheel or cycle for short journeys.
- Continuing promotion of the '**Good Journey**' campaign, highlighting car free days out.
- **Sharing 165 posts** on Facebook to encourage active travel.
- Wider **promotion of Car Free Day**, which resulted in 19 streets in Norwich closing for the day.
- Continued promotion of the Beryl and E-Cargo Bike schemes.
- Awarding **10 Norfolk schools £5,000 grants** to encourage pupils to travel actively and safely.

Continued promotion of active travel by Norfolk County Council throughout 2024 led to over **22,500 people accessing the Travel Norfolk website** and over **24,000 journeys being planned**.

In addition to existing work, the **Greater Norwich authorities will be promoting Norfolk County Councils active travel campaign in April 2025**. With a focus on real people cycling in their day to day lives and addressing the perceived barriers to cycling.



**4.03 - Champion investment in appropriate infrastructure, with the priority being on cycling and walking routes that provide safe opportunities for active travel. This includes continuing to invest in the bike share scheme and e-scooters and identifying any opportunities to provide / enhance cycling routes in traffic free areas e.g. parks.**

## Active travel schemes

In 2024, the Greater Norwich partners delivered a range of active travel schemes aimed at improving the accessibility and safety of pedestrians and cyclists, including:

- A new pedestrian crossing along the B1149 Holt Road.
- Improvements at Heartsease Roundabout.
- A new pedestrian crossing along Back Lane in Hethersett.

Work is also underway to deliver a transport hub on **Dereham Road**, which includes new walking and cycling links.

Norfolk County Council secured £65m from government to deliver their **Bus Service Improvement Plan (BSIP)**. Whilst primarily aimed at increasing the use of buses across Norfolk, new bus priority infrastructure also aims to improve the environment for walking, wheeling and cycling at key junctions, bus stops and transport interchanges across Greater Norwich.

Following the delivery of key schemes statistics are now available to demonstrate the success of the implemented measures:

- There has been a **165% increase in active travel along Ipswich Road** in Norwich as a result of the new segregated cycle lanes.
- There has been a **67% increase in active travel** movements across the **Heartsease Fiveways Junction** following the improvements.

The partners will continue to work to secure additional investment and progress the delivery of active travel schemes across Greater Norwich.



## Beryl bikes & e-scooters

As part of the funding secured from the Transforming Cities Fund, the Beryl bike share scheme was launched in 2020.

There are now over **700 bikes, e-Bikes and e-Scooters** that can be hired for a small price to travel across the Greater Norwich area from one of over **170 bays**.

Since launch, the scheme has attracted over **92,000 users**, generated over **1.7 million rides**, and lead to over **3 million miles travelled**.

The Beryl scheme has recently been **extended for a further 2 years to the end of March 2027**, with the option to extend a further two years beyond 2027. The e-scooter trial, also operated by Beryl, has been extended by government to 31 March 2026.

To help encourage UEA students to travel actively and safely, **UEA+Sport has initiated a free cycle hire programme**. The scheme allows students to access a fleet of maintained cycles, along with safety equipment and locks.



#### 4.04 - Improve cycle storage facilities (including Sheffield bike stands and cycling hangers) across Greater Norwich, including at Council Leisure Centres, residential dwellings and places of work to encourage active travel to and from the venues.

The Greater Norwich Local Cycling and Walking Infrastructure Plan, **LCWIP**, identifies that **secure cycle parking is required in Greater Norwich** to provide cyclists with the peace of mind that their cycle is safe and secure when not in use. To encourage more people to cycle across the region, more cycle storage is therefore required in key locations.

The GNGB are actively supporting the increase of cycling, by **funding projects that deliver cycle storage** through the Infrastructure Investment Fund (IIF). In 2024, **4 projects** were awarded funding that will include the installation of cycle racks:

- GP103 Sweet Briar Marshes.
- GP105 Rothbury Park.
- GP106 Buckenham Ancient Woodland.
- GP108 Diss Dry side Leisure Facility.

The authorities are also independently **increasing cycle storage** across the partnership boundaries through the installation of additional cycle racks.

- All South Norfolk Leisure Centres and Riverside Leisure Centre have cycle storage available for their users.
- All council offices have access to onsite cycle parking.
- A travel hub has been created at Norwich Bus Station along Dereham Road, which includes a large amount of cycle storage.
- Norfolk County Council are exploring options for residential cycle storage schemes.



#### 4.05 - Ensure the principles of active travel are embedded in all housing developments and future highways improvement schemes, with a particular focus on safety and segregation of vehicles from pedestrians and cyclists e.g. contraflow cycling paths.

The Greater Norwich partners are working to ensure that the principles of active travel are embedded in housing developments and future highways improvement schemes.

### Forward Planning

- Officers are following national policies including Gear Change 2020 and the Local Transport Note 1/20 when considering new schemes.
- Norfolk County Council requires a Travel Plan for any new large scale residential or employment development, to encourage active travel and minimise the impact of new or expanding development on the highway network.
- Officers can access a toolbox of materials from Active Travel England (ATE) when conducting site assessments as well as consulting with a Regional Engagement Officer from ATE on large scale planning applications.

### AtoBetter

Norfolk County Council have an in-house team, known as the AtoBetter project team, who deliver travel plans on housing sites. They work with the local community to encourage active travel and make journeys as easy as possible.

**14 Active Travel Plans** are in progress for developments across Greater Norwich and a range of initiatives are available for residents to encourage active travel, including:

- **Vouchers** – A range of vouchers are available to support residents with the purchase of cycle accessories, bike hire, bike maintenance or a new or second-hand bike.
- **Events** – Holding Learn to Fix Workshops for over 16s to learn how to check that their bike is safe and undertake minor repairs and Dr Bike sessions whereby residents can get their bikes marked by the police/ an AtoBetter member.
- **Car free day offer** – Extending the Norfolk car free day offer, residents can claim £100 to spend on their road closure to help towards costs.

In 2024:

- Over **700 vouchers** were handed out to residents.
- **40 events** were held with over **1200 people** in attendance.
- **11 schools** engaged with support and initiatives.

# Active Workplaces

## Local businesses helping their workforces to be physically active.

This section of the Physical Activity and Sport Strategy focuses on creating a network of local organisations across all sectors that value the health of their employees and offer opportunities to encourage people to be more active when travelling to work and carrying out their duties.



## 5.01 - Seek to improve the physical activity levels of the Councils' workforces (and influence other public sector employers to follow with their own workforces).

Physical activity is proven to have a range of benefits not just for individuals mental and physical health, but for organisations as a whole with benefits including improved morale, increased productivity and reduced sickness absence.

The GNGB is made up of four local authorities with three workforces. **All partners are committed to promoting the health, safety and wellbeing of their employees and each workforce is offered a variety of initiatives to encourage them to be more physically active** including:

- Discounted memberships at a range of gyms and leisure facilities.
- Cycle2Work Scheme.
- Lunchtime yoga sessions at City Hall.
- Interest free bike loans.
- Free use of Beryl Bikes and E-Scooters.
- Secure bicycle storage and changing facilities at Council offices.
- A proportion of sit stand desks.

South Norfolk and Broadland District Councils are also working with Sustrans to increase awareness of active travel amongst staff, including having 'bike doctors' on site to repair bikes for staff.

The Greater Norwich authorities are committed to supporting their workforces be physically active and will continue to ensure that provision is available to encourage activity where possible.

To support other organisations consider their workforces physical activity levels, Active Norfolk have a selection of information available on their website to help encourage an increase in physical activity, highlighting the benefits and methods to incorporating physical activity within an organisation's workforce.

# Active Education

**The education sector supporting all pupils to form active habits for life.**

This section of the Physical Activity and Sport Strategy focuses on putting physical activity at the forefront of the academic and extra-curricular activities offered in the education sector, leading to more children being physically active in primary schools, forming habits which they maintain throughout their education journey. Officers across the partnership advocate the important role sport and physical activity have to play in improving physical and mental health and wellbeing in children and young people.



## 6.01 - Work with primary schools to ensure that the PE and Sport Premium for Primary Schools improves the quality of the PE and sport and wellbeing activities they offer their pupils.

Active Norfolk's Children & Young People Team continue to provide support to schools across Greater Norwich to ensure that their PE and Sport Premium (PESP) funding is maximised. This includes having bespoke conversations with the **20 schools** who have completed the Active Lives Survey, to understand their report and direct resources appropriately. Further work is planned for 2025 to understand how the outputs of each school's report have been implemented and the impact they've had on PE and sport.

Active Norfolk have also been involved in the Department for Education's consultation to reshape the PESP reporting tool for schools. The team are now awaiting the outcome of the consultation to be published.



### 6.03 - Ensure that Schools across Greater Norwich are actively engaged in participation opportunities, via the Norfolk School Games.

**Norfolk School Games** is part of a national government initiative designed to inspire children and young people to enjoy being physically active for life. Through positive experiences of inclusive daily activity and competition, students from years 3 to 13 are supported to improve their physical, social and emotional wellbeing.

In 2024, Norfolk School Games hosted over **200 events** across Greater Norwich including a SEND festival, cross country, girls football and a wellbeing festival. As a result, over **37,000 pupils** took part.

In addition to directly supporting young people through sporting opportunities, Norfolk School Games are also working hard to provide young people with the skills required to be a part of sports behind the scenes. Work includes providing:

- Leadership pathway training, focusing on building confidence, enhancing leadership and encouraging active involvement in sports and community initiatives.
- A careers conference for year 10 pupils, aimed at promoting opportunities across industries and allowing students to interact with professionals.
- Opportunities for mini leaders in KS2, focusing on students exploring the skills and behaviours required to become a leader.

To ensure that Norfolk School Games is fit for the future the team are surveying young people to get their feedback to help shape future events. In addition, work is underway to develop the workforce to deliver events by promoting placement opportunities within School Sports Partnerships (SSP) for University of East Anglia (UEA) students.



## 6.04 - Work with schools to ensure that their physical activity and sport provision helps to engage inactive children, and those with excess weight.

### Creating Active Schools Framework

Active Norfolk have identified and started conversations with **4 schools** across Greater Norwich, including Harleston Sancroft Academy and Bluebell Primary School, to begin the roll out of the **Creating Active Schools (CAS) Framework**.

This framework provides a whole school approach to embedding physical activity through policy, environments, stakeholders and opportunities, aligned to school improvement planning. It aims to support schools to create organisational and cultural change around physical activity based on local data and knowledge.

Each school has received £1,000 and will receive direct support from Active Norfolk over a two-year period to take them through each step of the CAS framework. This includes reviewing their current offer, creating a CAS action plan, implementing initiatives and monitoring and evaluating the impact of the work. Part of this work will include understanding how schools can engage inactive children in sport and implementing initiatives to do so.

### Weight Management Service

In October 2024, Norfolk County Council recommissioned their **T2 weight management service, Gro Health**. They provide a tailored service for children and young people aged 4-18, to enable them to develop into a healthy weight. They focus on supporting young people around 3 key areas: eating smart, getting active and staying balanced.

Active Norfolk have initiated early discussions with the service providers to ensure that any plans help to promote physical activity to target cohorts, families and schools. Work will continue with the provider to ensure inactive and overweight children are being supported.

### Children's Active Lives Survey

To help track activity levels across Greater Norwich, Active Norfolk's Children & Young People team have worked with **20 Schools** across Greater Norwich to complete the Active Lives Children's Survey. As a result, over **1500 pupils have completed the survey** which will help officers understand the current position of the area and will consequently help inform any future funding and programmes.

**6.05 - Work with colleges to ensure that every college student across Greater Norwich is encouraged, supported and has the opportunity to participate in physical activity and sport, as an integrated part of their college experience.**

Officers from Active Norfolk have met with the Extra Curricular Sports Manager for City College Norwich and Easton College, to provide guidance around engaging inactive students in organised activities whilst using student voice to influence what is offered at both sites.

Active Norfolk will continue to engage with colleges across Greater Norwich to ensure that every student is encouraged, supported and has the opportunity to participate in physical activity and sport.

**6.06 - Work with partners to ensure there are effective transitions and pathways in place (and awareness of these pathways) for people to continue an active lifestyle through education settings and community settings.**

Active Norfolk provided **£1,500 to all Greater Norwich School Sports Partnerships (SSP)** to contribute towards delivering a local transition offer supporting children moving from primary to secondary education. Some of the initiatives included:

- A teamwork challenge for pupils in year 7 and 8, aimed at those struggling with a transition to a new school.
- Colour runs for pupils from years 3 – 6 and 7 – 9, aiming to inspire young people through a positive physical activity experience.
- Hosting a sports festival for year 6 pupils at their local high school, with the aim of familiarising them with the new setting in preparation of transition.

Meanwhile the UEA+Sport team are working to ensure that adolescents remain active as they transition into university. This includes:

- Participating in the **Moves Programme**. An activity tracking app that is available to all staff and students at the university that incentivises walking, cycling, swimming and running.
- Delivering a wide range of sport and physical activity programmes for students, which includes the provision of **56 sports clubs**, and an award-winning physical activity programme, Active Campus. In 2023/2024, the programmes engaged with over 7000 individual students.
- Providing an **onsite gym** with a discounted membership for students. In 2023/2024, **2500 students had a Sportspark fitness membership**.

## 6.07 - Work with primary schools to help extend the reach and impact of the Daily Mile and other similar initiatives.

Officers from across the Greater Norwich partnership have been working with primary schools to promote initiatives that help encourage and facilitate physical activity, including:

### Daily Mile

**51 schools** across Greater Norwich are signed up to the Daily Mile initiative. This scheme enables children to run, walk or wheel a mile at their own pace in the fresh air with their friends every day to encourage physical activity. Officers continue to promote this initiative to schools when discussing their physical activity provision.

### Opening School Facilities Funding

Officers have **supported 13 primary schools through the Opening School Facilities (OSF) funding** by engaging local communities and pupils in physical activity opportunities. For example, Buxton Primary School received £7,454 to support Girls Football within KS1, extend their SEND lunchtime club and undertake repairs to their school hall.

### Creating Active Schools Framework

Officers from Active Norfolk are working with **4 schools to implement the Creating Active Schools (CAS) Framework**, which aims to support schools to create organisational and cultural change around physical activity. This will include implementing new initiatives, like the Daily Mile, to encourage young people to take part in physical activity.

### Children's Active Lives Survey

Active Norfolk are working with **20 schools** across Greater Norwich to encourage participation in the Children's Active Lives Survey. Officers are then working with the schools to understand their report and direct resources appropriately.

# Workforce Development

**Developing a fit for purpose physical activity workforce that delivers a great customer experience.**

This section of the Physical Activity and Sport Strategy focuses on supporting the physical activity and sport sector develop a well-qualified, well-trained and well-rewarded people, with the passion and skills to help more people become more active.



## 7.02 - Proactively engage with workforces within advocacy and signposting services (e.g. health and social care and the voluntary sector) to improve information and knowledge sharing.

The Greater Norwich partners conduct a range of work that helps increase physical activity. To ensure the programmes and projects are far reaching, the teams also conduct work to promote the services and increase knowledge sharing between partners.

- In November 2024, Active Norfolk hosted a targeted **Physical Activity Conference attended by 59 Healthcare Professionals** from primary and secondary care, social prescribers, health and wellbeing coaches and local government employees with the aim of promoting the services that are available. The agenda included an update on the Active NoW programme, a presentation on the Ready to Change tool and a We are Undeflectable workshop which included an overview on the 'Bridging the Gap' report and discussion on supporting people with long term health conditions to become more active.
- Active Norfolk circulates a **Health and Social Care Newsletter on a quarterly basis to over 450 individuals**. The newsletter provides updates on local programmes and opportunities, as well as national and regional schemes. It also includes links to relevant research and podcasts linked to physical activity that may be of interest to recipients.
- Active Norfolk regularly **attend meetings to share information about work programmes**, including Health Care Professionals team meetings and Health and Wellbeing Partnership Forums.
- Activity is also undertaken to **promote Clinical Champions training**, which provides practicing healthcare professionals with the knowledge and skills to incorporate physical activity into their everyday practice.

**7.04 - Influence skills and training provision related to physical activity and sport across local providers (e.g. leisure service providers) and other sectors to champion the principle of 'making every contact count'.**

**Across 2024 a range of training sessions were held with the principles of 'making every contact count' embedded.** This included:

- Delivering a tailored physical activity training session for the Norwich based Nourishing Food Hub network.
- Hosting a Physical Activity Conference with 59 healthcare professionals, to signpost to local opportunities and resources.
- Facilitating an online training session for Tea@3, which is a regular networking group attended by representatives from local authorities, health sector and VCSE sector organisations. This session included the benefits of physical activity and signposting to local opportunities and resources.
- Promoting online physical activity Severe Mental Illness (SMI) training to a range of partner organisations, including providers offering suitable provision for Active NoW referrals.
- Hosting a joint Club Welfare Officer Forum, with Suffolk and Bedfordshire Active Partnerships, to enable Club Welfare Officers (CWO's) to meet and learn from each other.

Active Norfolk were granted £56,600 from Sport England for a new Sport Welfare Officer, who was recruited in late 2024. The officer will work with Sport England and the Active Partnerships National Organisation (APNO) to assist National Governing Bodies (NGBs) and clubs in advocating for a safer sports culture across Greater Norwich, including the principle 'making every contact count.' Initial conversations and support have begun, with 23 clubs and NGBs engaged across Greater Norwich in 2024.

**7.06 - Identify and support local 'Community Champions' to publicise, organise and inspire physical activity and healthy wellbeing in their local communities, workplaces, schools and facilities.**

Broadland and South Norfolk councils have established **13 Mindful Towns & Villages since 2023**. Mindful towns and villages offer safe spaces for people to have an open conversation about their mental wellbeing with locally trained individuals willing to support their communities.

To create these mindful areas, **wellbeing champions** have been established. Wellbeing champions are members of the local community (such as small local businesses, community groups, sports clubs, residents who like to support others) who have completed low level mental health awareness training. They can use this knowledge to provide support and signpost to other services as needed.

**51 wellbeing champions were trained in 2024**, taking the total to number of trained wellbeing champions to 275 since 2023.



# Raising Awareness

## Raising the profile of physical activity and awareness of opportunities to be active.

This section of the Physical Activity and Sport Strategy focuses on promoting the importance of being, and opportunities to be, physically active. It focuses on promoting and signposting so that everyone has the information to know why, how and where they can be active. This approach aims to reduce some of the key barriers to physically activity.



**8.01 - Ensure people can find out how and where they can get active through the promotion and continued development of the 'Every Move' activity finder (in partnership with Active Norfolk).**

**Every Move** is an online activity finder for the people of Norfolk.

It serves as a comprehensive **digital directory of exercise opportunities** designed around real people with diverse lifestyles. The website includes an interactive map displaying all the facilities, clubs and classes available, allowing users to explore the physical activity opportunities that are available within Norfolk.

Sport providers are able to sign up to Every Move, for free, and list their classes, activities and facilities to promote their offering to the public and help build up a portfolio of the opportunities that Norfolk has to get people active.

In 2024, the site underwent improvements to make it easier to navigate for both activity providers and those looking to become more active.

The GNGB continue to support Every Move, with all partners providing links to the activity finder page on their websites and promoting the site through relevant communication channels. Planning is underway for local campaigns in 2025 that will also include promotion of the asset.

In addition to the Every Move activity finder, Norwich City Council have a 'Sport and Activity Directory' on their website that ensures people can find out how and where they can get active. Similarly South Norfolk Leisure have a 'Community Activity Spotlight' which shows where residents can find certain activities within the district. Local sports clubs and communities can contact both councils to promote their activity/club for free.

**8.03 - Align to national and local physical activity and wellbeing campaigns to maximise their impact across Greater Norwich e.g. This Girl Can.**

**8.08 - Work with relevant organisations to harness the power of brands and role models to support the Councils' aspirations for participation and engagement through physical activity and sport.**

**8.09 - Share, highlight and promote best practice across the sector**

The Greater Norwich partners continued to **promote a range of national campaigns in 2024**, including:

- Going for Green Pledge.
- National Fitness Day.
- Mental Health Awareness Week.
- This Girl Can, Let's Lift the Curfew.
- National Cycle to Work Day.

In addition to the promotion of national campaigns, the partners **shared a variety of messages to encourage physical activity across Greater Norwich**, including showcasing:

- **Leisure assets**, including but not limited to South Norfolk Leisure Centres, Riverside Leisure Centre and open spaces.
- **Work programmes** such as DRAGONS on The Move, All to Play For, Broadly Active and Opening Schools Facilities Funding.
- Where **investment has been made** in key assets including Kett's Heights, Cringleford Jubilee Centre and Diss Swim Centre.
- **Active travel initiatives** such as the Travel Norfolk website, promotion of the Beryl scheme and top tips to stay safe when cycling.
- **Sporting stars** to encourage participation in sport, recognising the talent of local sporting stars such as Alfie Hewett and inviting famous faces to open new facilities.

Following the promotional activity conducted in 2024, the partners are working together to jointly **plan and prepare 3 campaigns for 2025** focusing on:

- What physical activity is.
- Active Travel.
- How you can be physically active.

These campaigns will focus on providing advice, signposting to key resources and promoting best practice to help encourage physical activity across Greater Norwich.

## 8.07 - Work with partners to develop an evidence base and position statement regarding the social and economic value of physical activity to Greater Norwich.

Sport and physical activity contribute significantly to the health and wellbeing of individuals, which has a knock-on effect on surrounding services. **Various organisations, both locally and nationally, have undertaken exercises to understand the impact of physical activity.**

- Sport England created a 'social value of sport and physical activity' report for 2022/2023. It includes a breakdown of the primary (the wellbeing benefits that individuals experience from being active) and secondary value (which reflects the cost savings to public services like healthcare) that is received as a result of participation in physical activity. In 2022/2023 Norfolk's primary value of sport and physical activity was £1,566,340,000, while the secondary value was £166,780,000, therefore totalling £1,733,120,000 in social value.
- The University of East Anglia (UEA) Sportspark utilised Datahub's Social Value Indicator tool to estimate that the facility provided £5.8m of social value back to the local community in 2023/2024.
- The UEA worked with Norwich City Football Club (NCFC) to create a report on the socio-economic impact of the club for the 2022/2023 season. The report includes figures associated with revenue, business and employees.

Collectively, these reports conclude that physical activity and sport have wider economic and social value than simply participating in sport.

The **Greater Norwich partners intend to investigate the social and economic value of physical activity in 2025**, with Active Norfolk leading a new piece of work to understand the impact in Greater Norwich.

**8.14 - Promote the use of open spaces and walking routes (e.g. Marriott's Way, Broads National Park, Boudicca Way) for physical activity, therefore addressing barriers to physical activity around cost, image, access, etc.**

Greater Norwich is the home to many high-quality open spaces, such as Sweet Briar Marshes, Buckenham Woods, and Queens Hills Country Park. In addition, there are many long-distance walking routes such as Marriott's Way, Norwich Riverside Walk and Boudicca's Way.

**All the Greater Norwich partners promote these open spaces and walking routes on their websites:**

[South Norfolk and Broadland District Councils Open Spaces.](#)

[Norwich City Council Parks and Open Spaces.](#)

[Norfolk County Council Walking Routes.](#)

[Active Norfolk getting active outdoors.](#)

The Travel Norfolk website has also been established, with one of its key purposes to promote active travel across Norfolk. The site includes an interactive map of trails across Norfolk, key pieces of advice to support people begin walking, and a digital tool to help plan walks.

Work has been undertaken by the individual authorities to help promote the use of these open spaces and walking routes in 2024. **Planned communications for 2025 will also include the promotion of open spaces and walking routes** to help encourage people to get more active.



# Future Actions

The year 2 action plan consisted of over 50 actions and the Greater Norwich partners have worked to deliver as many as possible. The following actions were not addressed and have instead been reallocated for review in 2025:

- 1.04 - Work with Visit the Broads to ensure that opportunities for and awareness of ways to be physically active within the Broads National Park are maximised.
- 2.04 - Ensure that commissioners have a long-term plan for addressing physical inactivity, including building it into existing commissions and contracts. Include a requirement for physical activity outcomes to be included in relevant specifications for contracts, along with appropriate reporting / sharing of data to help build the evidence base.
- 2.05 - Ensure physical activity and sport retains its place as a priority within the planning system. Utilise the Active Design principles for new developments, championing Community Infrastructure Levy contributions for physical activity and sport, tested and evidenced through up-to-date strategic planning frameworks, including the Norfolk Strategic Planning Framework, the Norfolk Planning in Health Protocol, future updated Development Management Policies and Health Impact Assessments for major housing developments.
- 2.08 - Seek to influence health and social care policy to ensure resources are allocated to place-based commissioning of physical activity-based interventions.
- 6.09 - Work with schools, youth service providers and other partners to create opportunities and partnerships to promote physical activity as a prevention and early help tool as a way to improve the mental wellbeing of young people, improving outcomes for individuals and easing the current strain on the system.
- 8.11 - Work to ensure that any communications about events, programmes or facilities put out by the Councils or their partners clearly identify arrangements for people with additional needs and who to contact for further information about accessibility.
- 8.12 - Work to ensure that all locations for physical activity have special education needs (SEN) information sheets on their websites, including use of pictures and social stories rather than words where possible.
- 8.13 - Investigate use of 'Protect NoW' text messaging service to disseminate physical activity messages to those most in need.

