

NORTH WALSHAM WEST CONSULTATION & ENGAGEMENT

Summary: This report provides a detailed update on the public consultation that was undertaken on emerging proposals for growth at North Walsham and outlines the next stages of development brief production.

Recommendations:

- 1. To note the results of the public engagement on the emerging principles in the Development Brief, and;**
- 2. That delegated authority is given to the Planning Policy Manager to progress with the Development Brief work following the Regulation 19 consultation.**

Cabinet Member(s)	Ward(s) affected
All Members	All Wards

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1. Introduction

- 1.1 The report details the consultation and engagement that has been undertaken on emerging North Walsham West Development Brief proposals, and in particular, provides feedback on the consultation exercise that was carried out in May and June 2021.
- 1.2 The report outlines the next stages for North Walsham West taking into consideration the consultation feedback and technical evidence base.

2. Background

- 2.1 The North Walsham Western Extension has been identified as one of the 3 sites to be allocated in North Walsham. At the December 2020 Working Party it was resolved that the Western Extension (site NW62A) should be considered as a preferred option for allocation and should be taken forward into the Regulation 19 stage of the Local Plan.
- 2.2 Officers are in the process of producing a development brief for the Western Extension. The purpose of the Western Extension development brief is to provide a clear framework for the development and inform any planning application and it will set out site-specific principles to guide development proposals. This will help ensure that any development on the site is appropriate and meets the aspirations and needs of the local community, stakeholders and the requirements of the Local Plan.

- 2.3 Preparation of the development brief for the Western Extension is a collaborative process between the council, landowners and local stakeholders. The development brief will be worked up over multiple iterations, however, it will ultimately progress through a statutory process, leading to formal adoption as a 'Supplementary Planning Document' (SPD). Legally, SPDs do not form part of the Local Plan itself and they are not subject to independent examination, however, they are material considerations in the determination of planning applications. Prior approval of a Development Brief **before** any development can proceed on the site is a policy requirement of the Draft Plan.

3. Regulation 18: First Draft Local Plan Consultation

- 3.1 The Council undertook a major consultation exercise at the formal Regulation 18 stage on an emerging First Draft Local Plan and a range of supporting documents in May and June 2019. This consultation included presentation of the draft proposals for the site allocations including the sites in North Walsham.
- 3.2 The 2019 consultation included an all-day engagement event that was held at the Community Centre, which was attended by over a 150 people. In addition, 27 specific comments were received from members of the public to the draft North Walsham West proposals via the consultation portal.
- 3.3 The responses and the feedback from the public, Town Council and stakeholders from the 2019 consultation have helped shape the next iteration of proposals for North Walsham West.

4. Communication & Engagement with Stakeholders

- 4.1 Over the course of 2020/21, officers held a number of meetings with key stakeholders including the Town Council, Regenerate North Walsham and other local groups.
- 4.2 There have also been regular meetings with the Highway Authority regarding emerging highways proposals, including the joint commissioning of evidence to examine the feasibility of the development in highways terms and particularly the delivery of a new link road.
- 4.3 These meetings and the constructive engagement and dialogue greatly assisted in the development of the principles that would form the basis of the recent consultation in 2021. Some of the key principles around high quality design, walkable streets and the design of the link road were directly informed by the input and suggestions of stakeholders.

5. Local Plan Website and Newsletter

- 5.1 The public have been kept informed of progress on the Planning Policy web pages and through the Local Plan newsletter that is distributed to all persons and organisations included on our consultation database.

6. The 2021 North Walsham West Consultation

- 6.1 A consultation on the high level principles for North Walsham West ran from 24th May to 24th June and this was a web based consultation, supported by a number of technical

and stakeholder workshops. It presented an illustrative Master Plan of the site (described as one option) an overarching Vision and a set of topic based objectives intended to inform the detailed content of the subsequent Brief.

6.2 Publicity and communications

6.3 The consultation was supported by a range of publicity, social media posts and press releases organised by the NNDC Communications Team. An extract of the Facebook engagement impact provided by the Communications team can be seen below in *figure 1*.

6.4 This Facebook interaction demonstrates the positive, and effective social media engagement, with the post reaching 10,286 people, and 2,632 direct engagements. The interactions with the post itself show a very healthy engagement rate with the content - as 344 people directly clicked on the link to the consultation website.

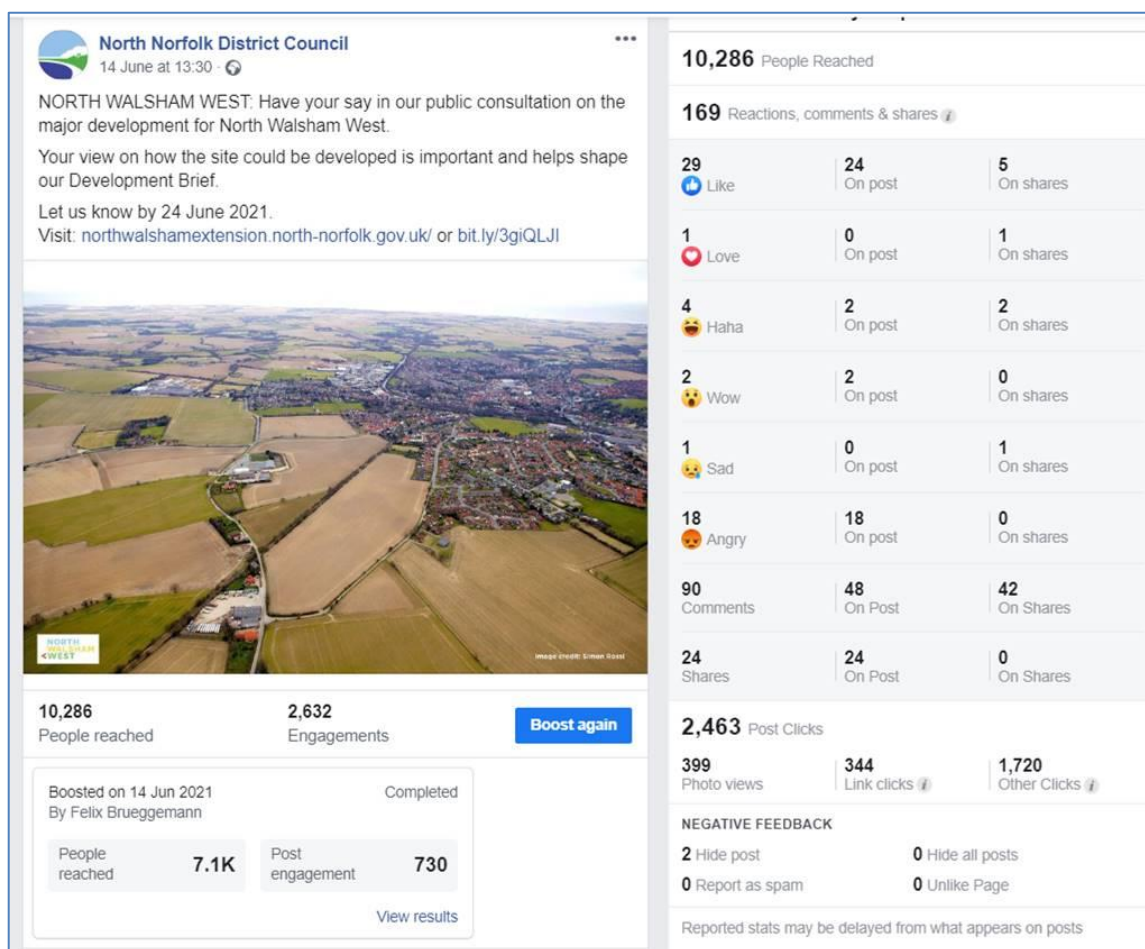


Fig. 1: Facebook engagement report extract

6.5 The consultation event was also publicised with publicity posters located on Town Council notice boards and in prominent locations around the town.

6.6 A number of news articles appeared in the North Norfolk News and Eastern Daily Press including the online editions which provided direct links to the consultation website.



6.7 Consultation Website

6.8 During May/June 2021 the country was still part way through the Government's 'Roadmap out of lockdown' provides a four-step approach that offered a route back to a more 'normal' and unrestricted life and way of working. However, the ongoing restrictions and wider public caution meant that face to face public events, where members of the public are invited to 'drop in', where still not possible or recommended.

6.9 Officers produced a bespoke Western Extension engagement website that presented the high level information regarding the key themes for the development brief. The information was presented on the website arranged around the following key themes and areas:

- The Vision
- Homes & Housing
- Environment & Climate Change
- Transport & Movement
- Green Infrastructure & Open Space
- Design Quality
- Community Facilities & Employment
- Infrastructure



Fig.3: The North Walsham West website front page

6.10 The website included an Illustrative Plan which demonstrated one way in which the various uses on the site could be laid out. It showed the potential alignment of the main street which passes through the development, and beyond, to provide a new route to North Walsham Industrial Estate.

6.11 The illustrative plan suggested that the site might be developed in three of four character areas, with the central area containing key facilities such as a new Primary School, possible health facilities and a small shopping area to provide a focus to the development. The emphasis would be on walking and cycling so that all residents would enjoy safe and attractive access to all of the facilities on the site, the adjacent town and adjoining countryside.

6.12 Stakeholder virtual meetings

6.13 A number of meetings were arranged with local stakeholders (e.g. the Town Council), landowners and technical specialists. These meetings covered general principles for the site, including highways design and green infrastructure, climate change and open space. The Town Council and other local stakeholders had first sight of the proposals in advance of the consultation.

7. Consultation representations

7.1 The highly effective publicity and promotion of the North Walsham West consultation resulted in a significant amount of visitation to the consultation website and, in turn, resulted in over 430 responses to the consultation portal, which covered numerous topic areas. For example, although there were 57 direct responses to the 'Transport and Movement' section,

there were actually over 200 transport related comments as many respondents tended to discuss multiple topic areas within a singular response.

7.2 In general, people understood and appreciated the basis for the consultation and although there were negative comments, including some vehement objections, people did focus their representations on what they would like to see on the site, the potential impact of proposals and on wider mitigation measures.

7.3 The following sections detail the numbers of responses received and summarises the main areas of feedback. This report also details how the consultation feedback is to be considered and how suggestions will be taken forward as proposals develop.

Number of individuals who responded	Number of topic area comments
180 people (including those representing organisations) responded to the consultation via the website consultation portal.	In turn they made 434 specific comments to the sections on the website. e.g. an individual may have commented on all the sections on the site (which was the approach we encouraged).

Table 1: total number of representations

Subject Area comments.		Total number of related comments (by key word).
The Vision	76	N/A
Environment & Climate Change	32	Environment – 49 Sustainable – 39 Climate Change – 14
Homes & Housing	49	Community – 57 Affordable – 43
Transport and Movement	57	Traffic – 110 Transport - 32 Cycling – 21 Walking – 18
Green Infrastructure and Open Space	26	Countryside – 33 Wildlife – 31 Habitat – 16 Open Space – 14 Horse riding/Equestrian – 24 Weavers Way – 25
Design Quality	13	Design – 35
Community Facilities and Employment	44	Before/First – 81 Jobs – 19 Employment – 25
Infrastructure	27	Infrastructure – 74 Facilities – 66 Services – 36 School – 63 Doctors – 52 Dentist – 42 NHS – 24 GP – 10 Shops – 18 Water – 20
Illustrative Plan	44	N/A
About this consultation	33	N/A

Table 2: number of comments by topic area and keyword

8. Subject area summaries and potential response to the consultation

8.1 The table below at 8.3 summaries the main points from the consultation.

8.2 The tables also include an outline of the proposed response. In particular, how the representations are going to inform the next stage of the process or by providing information on how the evidence and further work will influence certain issues.

8.3 The Vision
<ul style="list-style-type: none">• A number of representations welcomed the Vision, however, there were concerned that the potentially ambitious elements will not be delivered.• There are concerned that the development will be a separate community on the outskirts of town and will have a detrimental impact on the town.• The vision should focus more on the environment and infrastructure delivery.• The vision should have a stronger focus on mitigation and benefits for the existing community.
The proposed response
<ul style="list-style-type: none">• It is important that the Vision sets out a clear and ambitious strategy for development on the site. The Vision will go through ongoing iterations to ensure it continues reflects the overarching strategy for the site.
8.4 Environment & Climate Change
<ul style="list-style-type: none">• The development (including construction) will not be carbon neutral.• New homes must be built to the highest standards of energy and water consumption.• Homes should aim for passive standard.• Habitats on the development must be planned for at the outset.• There should be extensive tree planting on the site.• Impact of the development on existing wildlife will be significant.• Swift boxes, hedgehog houses and runs, etc., need to be included.• Development should consider light pollution and the impact of such on wildlife.• The development will have an impact on nearby SSSI's and European sites.• The development should build less roads and not prioritise the car.• Solar power and all renewable energy sources should be considered.• Brownfield sites should be used first.• The Battlefield Site should be protected.• There should be EV charging points through-out the development.• Existing trees and hedgerows should be protected.• The site must promote cycling and walking.• Concern that there will be an increase of trespass and damage to the neighbouring land.
The proposed response

- A number of the policies in the emerging Draft Local Plan are promoting high levels of sustainability in relation to building construction, sustainable energy, EV charging, water management and the natural environment.
- We will be commissioning specific work for North Walsham on the enhancement and provision of Green Infrastructure. This strategy will underpin the Development Brief and Design Code to ensure that habitat creation, the environment and cycling & walking are at the heart of the placemaking and development principles for North Walsham West.
- The Development Brief and Design Code will put a strong emphasis on the environment, green infrastructure and sustainable transport principles.

8.5 Homes & Housing

- Homes have to be built to the highest environmental standards to reduce carbon emissions.
- There should be a high level of social housing to accommodate local people.
- There should be provision of 4 bed affordable housing.
- The needs of the elderly, disabled and those with special needs should be considered.
- The 15% affordable homes percentage is too low.
- Bungalows should be provided for those less mobile.
- All homes on the development should be for local people.
- The special care housing is welcomed but there should also be provision of day & community centres.
- Affordable homes should be peppered potted through the development.
- Shared ownership or starter homes should be provided for those who want to buy a house and not rent.

The proposed response

- We will ensure that we have the most up to date information and evidence to inform the housing types, size and tenures to meet the locally identified need – including the level of affordable housing provision.
- A minimum of three sites within the development will be for specialist care facilities including for the elderly and others requiring day-to-day care. At least half the homes built will have three bedrooms or fewer.
- National standards of construction are improving but North Norfolk wants to go further and ensure all new homes significantly reduce their impact on climate change. We also want homes to be fit for modern lifestyles and to provide space for wildlife such as bird, bat and hedgehog habitats.

8.6 Transport and Movement

- The idea of the link road acting as the main street is welcomed but needs work to ensure it is not dominated by HGV's and through traffic.
- The main road should go around the outside of the development – keeping the bulk of the traffic out of the residential area.
- The provision of the northern link to the industrial estate is costly and unnecessary for the predicted volume of traffic.
- Concerns over existing network capacity, congestion and traffic
- Existing road network in town centre is medieval and cannot cope
- Link Road will not be delivered (early or at all)

- Aylsham Road requires significant mitigation and removal of HGV's as a minimum
- Cycle links into town are poor
- No provision for horse riders as part of proposals
- Link Road should be provided first and at the outset
- Impact on traffic in neighbouring villages and further afield – such as Coltishall and Wroxham.
- Traffic speeds should be limited to 30mph on the main road.
- The infrastructure for cycling and walking has to be high quality.
- Links to the rail station need to be improved together with the services.
- Public transport through the site needs to be a priority.
- Roundabouts and traffic lights need to be provided to ensure good traffic flow at key junctions.
- Secure cycle parking needs to be installed in the houses and at the train station.
- Cycle routes should be improved to all existing services such as schools 7 supermarkets.
- The Link to the industrial estate should go in first to improve HGV traffic in the town at the outset.
- The public transport system generally needs massive improvements to provide more frequent services to reduce car dependency.
- Rather than the proposals for Bradfield Road – the existing rail bridges should be raised.
- The Weavers Way will be significantly impacted by the new road and priority should be given to how the Weavers Way crosses the road for pedestrians and cyclists.

The proposed response

- Cycling and walking and sustainable transport will be a key and up front consideration in the development brief work. Design work will be focused on making North Walsham West a walkable place and to reduce the dependency on car travel.
- We are commissioning further transport studies into the feasibility of the whole link road. Initial evidence suggests that the provision of the Link Road will mitigate some of the impact of the development and will improve some of the existing transport issues. North Walsham West does provide an opportunity to address some of the long standing traffic issues in the town – potentially Aylsham Road, traffic through Station Road & Mill Road and the low bridges.
- We have a close partnership working with NCC Highways and partners such as Active Norfolk.

8.7 Green Infrastructure and Open Space

- Should be more reference to wildlife and the creation of corridors for wildlife movement.
- Proposals should include access routes for equestrians.
- The Weavers Way should be provided as a linear park – rather than a constrained corridor.

- A 1ha town park appears to be inadequate for the size of the development.
- The Weavers Way is currently not a public right of way and should be dedicated as a route for all non-motorised users.
- New open spaces should be registered as Town Greens.
- There is an opportunity to provide high quality green infrastructure that provides a recreational facility, improves biodiversity and takes pressure off existing sensitive sites.
- The proposals should provide attractive green buffers between the development and the existing residential areas.
- The public rights of way should be protected through the site and run uninterrupted through the development and across the link road.
- Disabled access and access for those with mobility issues should be integrated into the proposals and principles.
- The new town park should be made big enough to meet the needs for all the new residents.
- Facilities should be provided for older children and teenagers.
- Inclusive play parks should be provided for all of the North Walsham Community.
- A creative approach to new sporting facilities should be adopted with consideration for a range of sports and not just football.
- Need for other sports facilities – such as hockey, cricket and tennis.
- Dog walking routes and plenty of dog bins throughout the development need to be provided.
- Keeping the football club and the proposed expansion is welcomed.
- Should be a green buffer between the development and the countryside.
- There should be an emphasis on native tree planting.

The proposed response

- A Green Infrastructure Strategy for the site will outline how North Walsham West will provide an integrated network of spaces, improve walkability, and enhanced biodiversity. Garden layout and design, together with amenity greenspace and landscape planting will all contribute to the site wide green infrastructure strategy. This strategy will take into account all of the representations that we have received from the public and stakeholders including working with the British Horse Society on equestrian access and with disability and mobility groups on inclusive access.
- We will work with local and national sports bodies to ensure the development provides a rich mix of opportunities for a range of sports.
- North Walsham West will deliver enhancements to access existing Public Rights of Way and access routes such as Weaver's Way and Paston Way, as well as enhancements to recreational opportunities in the local area to attract residents and local visitors. The Weavers Way is a vital resource for the town and a strengthened linear park focussed around the route is a concept that will be considered.

<ul style="list-style-type: none"> • It will deliver large scale open space and integrated green infrastructure as a core feature of the site to provide recreational opportunities and delivery on biodiversity net gain. • Landscape buffers on the countryside edge and on the edge of existing residential areas will also be considered as part of the overall design and landscaping strategy.
<p>8.8 Design Quality</p>
<ul style="list-style-type: none"> • New development must integrate with the town. • Should be a green/landscape buffer between new houses and old. • New homes should have generous plots and off road parking. • The houses should be ‘Listed Buildings’ of the future. • There should be a focus on internal space that works for families. • The design should fully incorporate ‘green’ design features such as living walls and green roofs. • There should be public art through-out the development – local sculpture and art works. • The development should put North Walsham ‘on the map’ for innovative and exciting architecture. • The design code should have consideration of the character of existing areas – e.g. the low high properties at Skeyton Road. • Will high design standards come at a reasonable cost? • Design should enhance local vernacular and reinforce the character of North Walsham. • Planting trees, hedges and bushes will enhance design and improve the environment. • The design should be bold and innovative and not full of generic off the shelf housing.
<p>The proposed response</p>
<ul style="list-style-type: none"> • Three significant documents will be produced that will provide the detail and clarity on design and placemaking at North Walsham West. • The Development Brief and Masterplan will set out the parameters of what is expected both in spatial terms and for development character. • The Green Infrastructure Strategy will detail how the green spaces, landscaping, access routes, drainage solutions and habitat creation will all provide a cohesive and overall green and environmental emphasis to the development and design. • Finally, the Design Code will provide more detail on what is expected in terms of residential development and non-residential development. It will define the key character areas such as the main residential street (Link Road), Local Centre and Squares and Streets. • Formulation of these documents should take into account the varied and constructive comments that we have received and build on this consultation with further engagement on design and placemaking.
<p>8.9 Infrastructure, Community Facilities and Employment</p>
<ul style="list-style-type: none"> • A Community Hub for the Development including smaller shops, a Primary school and medical/NHS dental facilities is generally supported I f delivered.

<ul style="list-style-type: none"> • All Infrastructure should be provided early or first. • Existing key services are already overstretched. • Will have a negative impact on existing services in the town centre. • The existing Doctors surgeries and dentists are already under pressure and not meeting needs. • Need for new petrol station. • There is need for a new supermarket and retail park. • Need for a new GP Surgery & Dentist on the site. • Impact on water pressure & drainage. • New community facilities are not needed – the existing are all underfunded and underutilised. • There are vacant industrial units and land on the industrial estate – more are not needed. • A new sewage plant is required. • It is unrealistic to provide employment land as there are unlikely to be any large scale employers coming to the area. • A new community centre should be built and particularly facilities for toddler groups, day care and youth clubs. • The Council needs to hold the developers accountable for the delivery of the infrastructure. • Will there be adequate super-fast broadband? • Plans should be in place prior to development for the funding of the infrastructure. • Previous developments in the town have not delivered the promised infrastructure.
<p>The proposed response</p>
<ul style="list-style-type: none"> • We have a strong understanding of the issues and constraints and will work with partners and providers – so we fully understand what North Walsham West has to provide. We are having ongoing dialogue with education, libraries, utility companies and Anglian Water (amongst others). • There are no significant constraints or hindrances identified as far as infrastructure provision is concerned. • On health specifically. We are continuing to liaising directly with the NHS, Primary Care Trusts and have a very constructive dialogue and process in place to consider health and care needs in detail. North Walsham West cannot provide the funding for doctors, dentists and nurses – but it will provide the land and potentially the buildings and make sure it is delivered in an appropriate way.

9. Technical Evidence update

- 9.1 The 2020 Link Road Feasibility Study provided a high-level traffic assessment was prepared to inform the proposed new growth in the emerging Local Plan in North Walsham. This study focused on the feasibility of delivering a Western Link Road (WLR) around the town, linking Norwich Road, Cromer Road and the industrial estate.

- 9.2 The report concludes that there will be a significant amount of new traffic associated with the sites proposed for allocation in the emerging Local Plan. However, the WLR is expected to alleviate the majority of the traffic impacts that the growth could cause.
- 9.3 Additionally, the WLR is expected to solve some of the existing routing issues for HGVs caused by the low bridges in the town. This high-level study suggests that the WLR should provide a northern link along Link Road and Bradfield Road to connect with the industrial estate to deliver the maximum transport benefits for the town.
- 9.4 In summary, the 'link road' will provide a new road from the B1150 Norwich Road north west across Skeyton Road towards Aylsham Road. This new road will continue towards Cromer Road. New junctions will be provided at the key road connections and the road will be designed in such a way that will provide a route for all types of vehicles. The northern section of the link road will look at upgrades and widening of the existing Bradfield Road, access over the railway and a new highway entrance and road into the proposed expanded western edge of the industrial estate.
- 9.5 In 2021 NNDC and Norfolk County Council jointly commissioned a stage 2 highways feasibility report to examine in more detail the feasibility of the link road from Cromer Road through to Cornish Way & Folgate Road including the capability of the Bradfield Road rail bridge to accommodate the potential re-routed HGV traffic associated with the link road route from Cromer Road to the industrial estate (and the town centre) and considers wider impacts on the highway network.
- 9.6 The report also considers the feasibility of providing a new access and road off Bradfield Road into the industrial estate with upgrades to the existing Cornish Way which are required to provide the final section of the link road that would connect into the industrial estate and the wider highway network.
- 9.7 The Bradfield Road HGV route would be the promoted and preferred for high sided vehicles that cannot use the Norwich Road (at 3.9 metre) or Cromer Road (4m) low rail bridges. 5.03m is the normal minimum clearance under highway bridges in the UK and any bridges under this height require signing as a 'low bridge'.
- 9.8 Aylsham Road rail bridge is 4.8m high (still classified as a 'low bridge') and is the usual route for high sided vehicles into the town, however, some vehicles may still be too high/wide for Aylsham Road and there has been bridge strikes in the recent past. A significant section of Aylsham Road between Howlett Close and Cherry Tree Lane is narrow and has no footways necessitating pedestrians, cars and HGV's to 'share' the narrow carriageway. Furthermore, a number of the frontages of the properties along Aylsham Road are close to the carriageway.
- 9.9 **Bradfield Road Rail Bridge Options**
- 9.10 Bradfield Road provides a link from Cromer Road, over the railway line to Lyngate Road. The existing bridge appears to be the original Victorian (circa. 1870) structure built at the time of the railways construction. It is of brick construction with a single carriageway over the bridge deck. It currently has no usage restrictions on types of vehicle, length, height or weight and all users, including pedestrians, have to use the single carriageway with care on the approaches and whilst crossing.

9.11 There are a number of options that can be considered regarding the routing of traffic over the Bradfield Road rail bridge, namely:

- **Option 1: Do minimum to existing bridge.** This option is considered the “low cost option” where the existing highway bridge over the railway is used without structural modification, however this would permit single lane traffic across the bridge with the addition of traffic signals on the approaches on Bradfield Road.
- **Option 2: Structural improvements to existing bridge.** This option would seek improvements to the parapets, potential new segregated pedestrian bridge constructed and potential bridge structure improvements.
- **Option 3: New bridge at Bradfield Road.** This option would mean the construction of a new bridge built to modern highway design standards. This structure could be built on the line of the existing bridge or ‘off line’. This option would require a significant land take as the approach ramps could be up to 200m long on either side in order to reach the design standard gradient and deck height. The ‘off-line’ option could significantly impact on the potential to deliver employment or housing growth in the area, but would deliver a ‘future proof’ new road infrastructure.

9.12 The proposed allocations in the new local plan will safeguard the land required to deliver the physical improvements on the ground. The preferred option for the rail bridge needs to consider the likely volume and type of traffic that will use the Bradfield Road bridge, the structural integrity and safety improvements that would be required to make the bridge suitable all balanced against the financial and viability constraints.

9.13 In the officers’ view, the highways evidence suggests that the northern, Bradfield Road, section of the link road is technically feasible. What will need to be examined further as the development proposals are progressed in more detail and work through the planning process is the exact nature of the interventions required along the link road, exactly what type of infrastructure is required and how this is to be delivered and funded through the planning process.

9.14 It is expected that as North Walsham West development moves towards the planning application stage that further highways evidence such as traffic counts and modelling will be refined to inform a site specific Transport Assessment for the site. The Transport Assessment will not only consider the car and motor vehicle elements of the development but will also consider how sustainable transport will be enhanced to facilitate sustainable local journeys within the development, and into town, and ultimately influence a modal shift from the car to cycling and walking and public transport.

9.15 **Development Brief Update**

9.16 In June this Council submitted a bid for UK Community Renewal Funding. This bid requested funding of £600k and would have funded the Development Brief and Design Code work together with a number of technical reports on drainage, natural environment & green infrastructure, an archaeology study of North Walsham Battleground and feasibility

reports on health, libraries and education. The outcome of this funding round was due to be announced end of July 2021.

- 9.17 The decisions on the UK Community Renewal Funding were not announced until early November and unfortunately, the Council was unsuccessful in its funding bid for the North Walsham (and Fakenham) projects. The Council have stated *“We will now need to discuss with local partners in Fakenham and North Walsham our collective capacity to take forward any elements of the proposed programmes in each town without Government funding.”*
- 9.18 This uncertainty on funding did have an impact on the timing and delivery of work for the Development Brief. The work on the development brief will recommence following the Regulation 19 Local Plan consultation in consultation with stakeholders such as the Town Council.
- 9.19 **Landowner and site promoter Update**
- 9.20 The landowner consortium that controls the majority of the land between Cromer Road and Norwich Road is in advanced stages of securing an agreement with a developer and site promoter partner. This developer and site promoter will commence their technical work in the new year and are eager to start direct engagement with the town council and other local stakeholders.
- 9.21 The imminent appointment of the site promoters is a positive step forward and demonstrates that North Walsham West is seen as an attractive proposition for the development industry. Officers have already built a constructive relationship with the prospective site promoters which has built on an excellent working relationship with the landowners and their agent.

10. Conclusions

- 10.1 The Council undertook a successful and worthwhile public engagement on emerging principles for North Walsham West in June. The response from the public and stakeholders was significant and provided a great deal of useful and constructive input. This input will shape how the proposals are taken forward through the development brief process.
- 10.2 On the highways evidence presented to date it is technically feasible for the Bradfield Road section of the link road to be delivered, however, what the exact bridge infrastructure will be will be determined when further, detailed, technical evidence is developed during the planning process.
- 10.3 Officers remain confident that the appropriate course of action is the allocation of North Walsham West and the continuation of the Development Brief work through-out 2022. This does mean that a development brief (or a draft) will not be available at the time of the Regulation 19 consultation on the new Local Plan. However, the response to the emerging principles provided to the public suggest that the councils approach to development, design and infrastructure is correct and moving forward. Furthermore, the existing technical evidence and the imminent appointment of site promoters all provide a high level of confidence on the delivery of North Walsham West during the plan period.

11. Recommendations

- 11.1 **To note the results of the public engagement on the emerging principles in the Development Brief, and;**
- 11.2 **That delegated authority is given to the Planning Policy Manager to progress with the Development Brief for North Walsham West following the Regulation 19 consultation.**

12. Legal Implications and Risks

- 12.1 There are no legal implications associated the production of the North Walsham Western Extension Development Brief.

13. Financial Implications and Risks

- 13.1 There are financial implications in relation to the production of the Development Brief and associated technical workstreams as detailed above. Some of the costs associated with the delivery of these elements of work are expected to be delivered through existing budgets.

