Broadland District Council would like your views on how new homes, businesses, open spaces and facilities should be planned and delivered within the area to the north east of Norwich known as the Growth Triangle, shown in the map inside.

Give us your views on Development Options
An Area Action Plan is being produced by the Council, which will set out how the Growth Triangle should grow and develop over the next 15 years and beyond. Eventually, the plan will become part of the planning policies for Broadland.

The current consultation asks for your views on different options for the policies and proposals that should be contained within the Area Action Plan. At the end of this brochure, you will find some information on how you can respond to this consultation.

Why are more homes needed?

People are living longer, there are more lone parent households and more adults are choosing to live alone. This means that more homes are needed to house the existing population. In addition, many people are choosing to move into this area from other regions within the UK and to a lesser extent internationally.

Nationally far fewer homes are being built than are needed. This is also true in Broadland. This under supply contributes to rising house prices which restricts the ability of first-time buyers to get on the housing ladder or, for people that have outgrown their house, to move. As housing becomes more and more unaffordable, more people are registering with social landlords for affordable housing.

To cope with this situation, the UK Government has clearly stated its aim to significantly ‘boost the supply of housing’. However, it is also important that this development is planned in the most sustainable way possible. Sustainable development is that which best addresses social, environmental and economic considerations. The Government’s intention is that sustainably planned development should go ahead without delay.
How many homes are needed in Broadland?

Housing needs to be built all across England to cope with rising demand. In Broadland, the planning strategy, known as the Joint Core Strategy, seeks to deliver a minimum range of between 12,700 and 13,100 new homes over the period 2008 and 2026. Of these, new allocations need to be made to enable the delivery of at least 7,000 homes within the Growth Triangle to 2026 rising to at least 10,000 thereafter. These homes are being planned along with a range of employment sites and new services and facilities.

Whilst, the Joint Core Strategy looks to deliver a significant amount of homes on previously developed land in and around Norwich and in other towns and villages, the delivery of this level of development inevitably means that we will need to build on undeveloped land.

Status of the Joint Core Strategy

The Joint Core Strategy was originally adopted in March 2011. A subsequent High Court legal challenge resulted in the part of the Joint Core Strategy which related to the Growth Triangle and the Housing Strategy for the part of Broadland closest to Norwich being remitted (ie. returned to a draft stage).

Having completed the additional work required by the High Court Order, Broadland resolved on 24 January 2013 that the plan as originally submitted remained the most appropriate when considered against all reasonable alternatives. An Independent Inspector will examine the plan in Spring/Summer 2013 and determine whether it is fit for adoption.

The production of the Area Action Plan is reliant upon the relevant part of the Joint Core Strategy being adopted as planning policy.

Why has the Growth Triangle been identified for development?

The Growth Triangle is favoured for the following reasons:

- It is close to the large employment areas at Broadland Business Park and Norwich International Airport and local employment at Rackheath and in Sprowston.
- It is well related to Norwich and the city centre.
- It has easy access to the proposed Northern Distributor Road (NDR).
- The existing roads and facilities can be improved to support enhanced bus services. In addition, the Norwich to Cromer railway line runs alongside the Growth Triangle providing further opportunities for public transport.
- There are opportunities to create significant new open space for recreation and habitat corridors to support wildlife.
- To a large extent, the area avoids the best quality farmland and sensitive natural habitats can be protected. Where any potential impact on sensitive sites has been identified as a possibility, appropriate mitigation measures have been identified.
- Sewerage can be disposed of through an additional connection to Whitlingham Sewerage Treatment Works.
- It is close to existing services and facilities in the Norwich fringe.
- Creating and linking new communities helps to fund new and improved social facilities and services such as schools and healthcare.

The significant amount of growth in this area needs to be planned appropriately. The Council is keen to ensure that development is of a high quality. As such, development is being planned with the necessary services and facilities, such as new schools and green spaces, to support the pressures it brings.

Current proposals for an Eco-community at Rackheath and a large new community to the north of Sprowston would, if approved, form part of the overall plan for the Growth Triangle.

continued overleaf...

The deadline for submitting your views in writing is 5pm on Monday 10 June.
We would like your views on how development should be planned

This consultation looks at different options for how development in the Growth Triangle could be planned. We would like your views on these options. Some of the policy options consider how factors that affect nearly all development in the area will be dealt with. These are things such as design or the integration of transport infrastructure. Other options look at what sites should be developed or used for other purposes such as open space. Your responses to this consultation will help us refine and revise the options into those that will form part of the final plan. This consultation is taking place between 18 March and 10 June 2013.

To find out more...

There are different ways in which you can read the consultation document and send us your views:

- Visit our online Consultation Portal (http://broadland-consult.objective.co.uk) to read and make comments online on the Area Action Plan – Options document.
- Visit www.broadland.gov.uk/aap to download a PDF of the document and or the response form.
- If you do not have access to the internet, you can view the document and fill in a response form at libraries within the Broadland district, as well as at the Millennium Library at the Forum in Norwich.
- There will also be static displays and information throughout the consultation period, based at the following locations:
  ~ Old Catton Parish Council offices (open 9am - 12 noon Monday to Friday, contact (01603) 423880 in advance, as the display may be inaccessible at certain times).
  ~ Sproston Diamond Centre, School Lane (open 9.30am - 1pm and 2pm - 4.30pm, Monday to Friday).
  ~ Thorpe St.Andrew Dussindale Centre (open 9.30am - 1pm and 2pm - 4pm Monday to Thursday and 9am - 12 noon Friday).

- If you wish to discuss anything related to the proposed development in the Growth Triangle, you can chat to a planning officer at one of our scheduled drop in surgeries throughout the area. Please contact ldf@broadland.gov.uk or (01603) 430567 to book an appointment. If possible, please give at least 48 hours notice. The surgeries will be at the following locations and times throughout the consultation period:
  ~ Old Catton Parish Council offices - Tuesday 19 and 26 March and Tuesday 2 and 9 April, between 9.30am - 12.30pm.
  ~ Thorpe St.Andrew Dussindale Centre – Monday 18 and 25 March and Friday 5 and Monday 8 April, between 1.30pm - 4.30pm.
  ~ Rackheath Holy Trinity Church – Wednesday 20 and Tuesday 26 March and Wednesday 3 and 10 April, between 1.30pm - 4.30pm.
  ~ Sproston Diamond Centre – Thursday 21 and 28 March and Thursday 4 and 11 April, between 9.30am - 12.30pm.

- We will be running three evening workshops for residents in and around the Growth Triangle area, to discuss what is being planned and find out residents’ views on the various options presented in the consultation. Anyone wishing to attend one of the workshops will need to book a place in advance. The workshops will be held in the evening and will be at the following venues:
  ~ Sproston Diamond Centre – Thursday 16 April.
  ~ Rackheath Holy Trinity Church – Thursday 18 April.
  ~ Thorpe End Village Hall – Thursday 25 April.

For more information visit: www.broadland.gov.uk/aap or e-mail: ldf@broadland.gov.uk or tel: (01603) 430567.

The deadline for submitting your views in writing is 5pm on Monday 10 June.