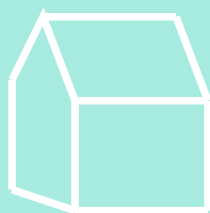


HONINGHAM THORPE
A SUSTAINABLE SETTLEMENT



1.00 - The Vision

1.01 - Vision statement

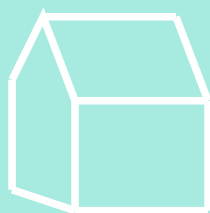
1.02 - Suitability of The New Development

1.03 - Delivery of Growth

1.04 - History of Growth

1.05 - The Benefits of a New Settlement

1.06 - Why We Have Chosen This Site



1.01 – Vision Statement

The vision for Honingham Thorpe is based on a holistic approach towards growth by delivering a balanced sustainable community predicated on three main elements – employment, residential and leisure.

The principle of development in this area has, in part, been established through current strategic planning policy which has promoted the concept of a Food Enterprise Park. This initiative would be embellished by further employment uses along the northern section of the proposed settlement.

Alongside the employment proposals, it is proposed that a phased residential area is established. The initial first two phases will be 400 residential units each, giving a total of 800 units in years 1 to 4 constructed by the promoters of the proposed settlement, Clarion Homes. This will be sufficient to trigger the first primary school in the new development. The intention is for the residential areas to grow organically based around neighbourhood local centres that will provide Primary schools, shops and community facilities.

The third element of the proposed settlement is to provide a Country Park based on the section of land related to the River Yare valley. The intention is to provide an early delivery of this Park through a carefully phased public access into the area. In addition to providing public access, there will be restricted areas to protect the inherent natural features of the area.

The proposed settlement is intended to be based on its agricultural and countryside roots, and this theme will be developed further through this document. In addition, it is considered that the proposed settlement will not operate in isolation and it will link to other existing and emerging features in the area.

In terms of scale, it is proposed that the settlement will consist of the following:

- 72 hectares of employment space
- 198 hectares of residential development of a minimum 3,900 units with the potential of 3,600 units in future years beyond the plan period.
- 81 hectares of Country Park with extensive frontage and access to the River Yare
- 3.5 hectares of nature reserve

It is intended that these uses would be combined to create a self-sufficient, low-carbon community, with walkable neighbourhoods and close links to the surrounding area, including other local settlements and the farming hinterland. The new settlement would thus be firmly rooted in local agricultural and rural traditions. These themes will be developed further through this document.

1.02 – Suitability of The New Development

The “Greater Norwich Local Plan – New Settlements Topic Paper” has a number of clear criteria which should be used to assess the suitability of locations for new settlement development and we believe that each criterion for this proposal can be assessed positively against each of these criteria as follows.

a. Sufficient land for a freestanding settlement

The red line boundary of the site is of a sufficient size to deliver the following development:

- 72 hectares of employment space
- 198 hectares of residential development of a minimum 3,900 units
- 81 hectares of Country Park with extensive frontage and access to the River Yare
- 3.5 hectares of nature reserve

b. Potential to expand

In addition to the above described development, there is the potential for a further 3,600 units in future years.

c. Accessibility to existing services

The land identified for the new settlement is sufficiently close to existing villages in the area to allow the initial phase of development to be supported (see section 2 for details of facilities in existing settlements)

d. Market Interest

The initial phases for the development will be constructed by the promoter, Clarion Homes. Additional serviced land will be provided by the promoter for house builders, self-build, and social housing. The intention would be to build a range of house types and tenures. We believe that this can be achieved with Clarion Homes taking a lead in delivering the site.

e. Potential for high quality public transport links

There is already planned a Bus Rapid Transit (BRT) route planned to link Easton, one of the nearest villages to the east of the proposed settlement. This potentially could be extended into the centre of the proposed settlement. In addition, other means of improving public transport links will be investigated.

1.02 – Suitability of The New Development (cont.)

f. Good access to primary/trunk road network

The northern edge of the site links to the existing and proposed improvements to the A47 trunk road. This road provides an easy link onto the trunk road network to the east and west and, via the A11, to the south of the County and beyond. There is further potential for secondary links into the site from the proposed new roundabout at Honingham, along Berrys Lane.

g. Access to strategic employment locations

We believe that the proposed settlement will have its own strategic employment through the existing designated Food Enterprise Park and the additional employment area being promoted as part of the new settlement.

In addition, as previously described in this document, Clarion Homes will continue to develop building apprenticeships with Broadland District Council as part of developing the new settlement.

h. Limited number of landowners

There is effectively one landowner concerned in delivering the site with an agreement in preparation with an adjacent landowner.

i. Commitment to achieve high quality, imaginative and sustainable design & build to Garden City principles

There is a genuine commitment by Clarion Homes to provide a high-quality environment based on Garden City principles.

j. Landowner/developer consortium committed to strong vision & ongoing community engagement

Both the landowner and promoter are committed to the proposed settlement having a strong vision. This document sets out the framework vision for Honingham Thorpe which will be developed with ongoing community engagement.

k. Commitment to establish a delivery vehicle, to invest in infrastructure, community ownership of land, and long-term commitment to stewardship of assets

Clarion Homes operates as a charity and its finances are based on public and private income. Any profits it makes in delivering market housing is recycled into providing affordable social housing. They will have a long-term commitment to the new settlement as it will retain a proportion of the housing in its ownership. In doing so, it will want to ensure that the environment within which its housing investment is situated, is not degraded.

It is intended that Clarion Homes will fund and install the infrastructure for the new settlement

l. Provide a broad mix of housing types & tenures

It is envisaged that there will be a mixture to house types and tenures to match demand. Clarion Homes have a background of delivering both private and public-sector housing and have an ability to match the housing 'product' to the demand which may vary over the lifetime of the settlements construction.

1.02 – Suitability of The New Development (cont.)

m. Can support generous provision of open space & green infrastructure network

As already described the delivery of the proposed settlement is predicated on the early delivery of a country park. It is likely that it may need to come forward in phases with it progressively providing a range of facilities including interpretation and visitor centres, footpath and nature trails, and other leisure activities.

The proposed country park will be connected via a series of green spaces to a comprehensive green infrastructure network linking all the proposed neighbourhoods to it. The main spine of the green infrastructure network will run in a north-south direction connecting the main square with the Country Park.

n. Can be developed without negative impact on areas designated for local, national or international environmental value

The proposed settlement has been designed so that it does not affect any of the area designated as being of local, regional or international importance. Most of the designations in the immediate area relate to the Yare river valley running along to southern edge of the proposed settlement. This is where the proposed Country Park is located and it is the intention of the masterplan to enhance the existing designations in the area and, where possible, provide significant public access.

o. Not subject to conflicting existing uses

We do not believe there are any conflicting uses in the area. Indeed, we think that the proposed settlement will link neatly to existing uses in the area. The principle land use is farming with the nearby villages of Colton, Marlingford, Honingham and Easton being the nearest residential areas.

p. Minimise use of high quality agricultural land

Further work needs to be undertaken, however, currently most of the area is designated as primarily Grade 3 Agricultural Land.

q. Limited flood risk areas

Whilst only an initial assessment has been undertaken, we do not believe that there are any flood risk areas at the present time. Whilst the proposed settlement will need to deal with surface water drainage through sustainable solutions such as SUD's, there are no inherent flood risk issues within the site.

r. No negative impact on defined heritage assets

We are aware that there are a number of heritage assets which are situated on the edge of the proposed settlement. The proposed masterplan will ensure that the setting of these heritage assets will not be affected by any of the proposed development.

s. No sterilisation of mineral assets

The existing Minerals and Waste Plan stipulates that development proposals should not prejudice the future use of the Minerals Safeguarding Areas and the existing or proposed minerals and waste facilities shown on the proposals map. We are aware that a Minerals Resource Assessment will need to be undertaken to determine whether there are any minerals that may be suitable for use as part of the construction of the proposed development or simply extracted for use elsewhere.

Whilst this exercise has, as yet, to be undertaken, we can confirm that no sterilisation of minerals will occur, as far as we are aware.

1.03 – Delivery of growth

In terms of delivering growth, the Regulation 18 consultation proposes six options, of which we would support **Option 2** (concentrating growth along transport corridors – including a new settlement) and **Option 5** (Dispersal plus New Settlement). We provide the following response to the questions relating to the choice of options.

Question 9. What alternative or alternatives do you favour?

We believe that a new settlement is the only way to achieve a step change in the delivery of growth in the Greater Norwich area. Whilst previous significant allocations in the current Joint Core Strategy have failed to deliver any housing whatsoever, we believe that Honingham Thorpe has the necessary attributes to deliver balanced growth. The site is being driven by one landowner and has a promoter with an ability to deliver housing in a range of tenures.

In addition, the proposed sustainable settlement would be brought forward in a balanced manner with employment and a country park combined with a drive to deliver housing in a suitable environment.

The proposal is not dependent upon significant infrastructure being constructed prior to development commencing on the settlement.

Question 10. Do you know of any infrastructure constraints associated with any of the growth options?

Option 1 Concentration close to Norwich

By using this option, we believe it will simply perpetuate existing policies and overload existing services around the fringes of the city. We consider that there are already significant residential commitments that have failed to deliver much needed housing or have delivered a limited scale of housing without to additional service/facilities to an area.

To perpetuate this approach to growth would simply allow Norwich to lose its identity and sense of place. Simply 'bolting-on' sections of land only for residential development will result in further pressures being imposed on services and facilities on the edge of the city.

Option 2 Transport Corridors – including a new settlement

We support this proposal to the extent that we believe any new significant step change in the delivery of housing, it needs to be connected to infrastructure improvements. In the case of Honingham Thorpe, there are intentions to provide improvements to the A47 and this will help to establish connectivity with Norwich. Even without the proposed improvements to the A47, we believe that the access issues can be resolved so that the initial phases of the proposed settlement can be achieved.

Option 3 Supporting the Cambridge to Norwich Tech Corridor

Whilst we would acknowledge that some growth is likely to occur along the A11 corridor as it is the main route out of the County at the present time. We believe, however, if the Greater Norwich area is to truly benefit from the proposed growth it should be focussed centrally. The concern that any benefits that growth brings could become drained away along the A11 corridor away from the area. It is important to maintain links between the academic establishments of Norwich and Cambridge, and through to Oxford to ensure that the knowledge-based industries develop and contribute to the local and national economy.

1.03 – Delivery of growth (cont.)

We need to recognise, however, that the Greater Norwich area, itself, has needs that should be considered locally. Although recognising the benefits of the Norwich, Cambridge and Oxford Corridor proposals, this should not be at all costs, and we believe it is more appropriate that growth should be sited adjacent to the city.

Option 4 Dispersal

We believe that this is the weakest of all the options being proposed. It is not a sustainable solution to providing growth within the three Districts. It ignores how spatially services and facilities are, and should be provided, and would clearly encourage the use of the private car. Whilst the impact on existing settlements would be minimal, the delivery of necessary services to homes in the Districts would become progressively more difficult. The ability for development to contribute towards assisting the delivery of services/facilities would also be significantly reduced.

Option 5 Dispersal including New Settlement

We support this approach to the extent that this option incorporates the concept of a new settlement. We do not envisage that all future growth has to be at the new settlement. There needs to be a measure of growth that has to occur in other locations throughout the three Districts. This will give prospective new occupiers of housing an element of choice in where they live.

In addition to a new settlement at Honingham Thorpe, we believe there should be an appropriate level of growth in selected locations, but not in a completely dispersed manner. It should be directed towards where there is a level of existing services/facilities exist that can grow and accommodate further growth in a structured manner.

Option 6 Dispersal plus Urban Growth

We don't believe that this option delivers the benefits that growth could provide to the Greater Norwich area. The concept of 'dispersal' has already been discussed earlier in this document and it is our belief that this is not a sustainable approach to delivering growth. It runs counter to the NPPF and its main theme of delivering sustainable growth.

Question 11. Are there any other strategic growth options that should be considered?

We believe that consideration should be given to a 'hybrid' option which establishes a new settlement at Honingham Thorpe which will be of a critical mass to create much-needed services and facilities for the new growth and this edge of Norwich. In addition, growth will need to be considered in a structured manner throughout the other areas of the three Districts. This can be achieved by adopting a similar settlement hierarchy to previous plans to allow limited growth to continue. Where previous proposals have failed to deliver within the prescribed Plan period previously or planning permissions have lapsed new alternative sites should be considered.

Significant growth should be focussed on Honingham Thorpe which we believe would deliver the necessary growth during the proposed GNLP plan period and beyond.

Question 12. Do you support the long-term development of a new settlement or settlements?

We believe that the comprehensive assessment of the suitability of our site detailed in section 1.02 supports the long-term development of a new settlement on this site.

1.03 – Delivery of growth (cont.)

Green Belt

This section sets out the policy background for a Green Belt to be established either around Norwich or settlements in the form of a comprehensive belt or in wedges. This section offers the following question:

Question 13. Do you support the establishment of a Green Belt? If you do, what are the relevant “exceptional circumstances”, which areas should be included and which areas should be identified for growth up to and beyond 2036?

As a basic planning policy we believe this an inappropriate and clumsy tool to achieve green space around settlements. Conceived as one part of a dual policy to redirect growth to New Towns we do not believe this is the right way to direct growth. The objectives of Green belt can be achieved through designing growth with appropriate, and multi-functional green space.

The supply of employment land

One of the key elements of our proposals for Honingham Thorpe, is the provision of employment opportunities in two areas of the new settlement – on land adjacent to the designated Food Enterprise Park (FEP); and on land to the north of the existing farm business park, which has circa 300 employees at the moment.

The land immediately adjacent to the FEP seeks to enhance those uses targeted for the area that benefits from the Local Development Order in place. The intention is that the uses would be agri-food related but not necessarily be as restrictive. We believe that the uses would include B1, B2 and B8 uses (as defined in the Use Classes Order 1987 as amended).

Similarly, the intention is to develop the land immediately to the north of the existing farm business park, with a range of similar uses to those that currently exist on the site including, but not restricted to office, storage and manufacturing uses.

Both these sites would provide a strategic location for employment uses that would link to the proposed residential areas and other features of the new settlement. In addition, we believe that by delivering serviced land via one landowner on non-contaminated land we can de-risk some of the elements that preclude employment land coming forward.

Within this section of the Regulation 18 document, reference is made to the 19 hectares of the FEP and to the additional land at Honingham/Easton to extend the FEP or as part of the new settlement. There are three specific questions raised in relation to employment land and our response to these questions are set out below:

Question 27. Which option or options do you support?

Option EC1: Broadly maintain the current supply of employment land

Whilst it is acknowledged that there is a significant level of undeveloped allocated employment land, it should be recognised that the potential sites need to be in locations where there is market demand. Much of the undeveloped employment land has not come forward for a variety of reasons (as indicated in the bullet-points at para 6.15 of the document), however, in the first instance, if it is poorly accessed or is constrained by contamination, it's unlikely to attract commercial users. We believe that there are sites that should not continue to be allocated as they are very unlikely to come forward. A broad range of employment land needs to be continued to be supplied to provide as wide a choice as possible to the market. It should also be de-risked as much as possible to ensure delivery.

1.03 – Delivery of growth (cont.)

Option EC2: Significantly reduce the overall level of supply while still maintaining choice and flexibility

This option to reduce the overall level of supply is not favoured unless it removes sites that have over the lifetime of the previous Plan (i.e. Joint Core Strategy) had no proposals to be implemented. Again, our response is similar to the above. The market requires sites that are fit for purpose and can be delivered efficiently. Those sites that have particular issues regarding access, servicing and contamination issues are unlikely to come forward.

Option EC3: Develop a criteria-based policy allowing windfall development

We would acknowledge that windfall sites will have a role to play as new technologies develop although this shouldn't be at the expense of allocated site. New technology, to a degree, is dependent on the connectivity of the site through wi-fi coverage, broadband width, and fibre-optic cabling.

Question 28. Which allocated or existing employment sites should be identified as strategic sites and protected?

We suggest that those sites on the edge of the city and in prime locations benefiting from good access to the highway network should be protected.

Question 29. Are there employment areas that should be identified as suitable for release for residential uses?

As already described earlier in this statement, we consider that there are a number of allocated employment sites that are never going to be developed in the foreseeable period because of their particular characteristics relating to access, contamination, etc. We believe there is merit in releasing these types of sites which are difficult to develop and looking pro-actively at these coming forward with alternative uses such as residential. By redeveloping with a higher value use, it should be able to deal with some of the inherent problems associated with difficult sites.

Question 30. Are there any new employment sites that should be allocated?

These representations relate to the two sections proposed as part of the new settlement at Honingham Thorpe (identified in para 6.16 of the document). We are unaware of any other strategic sites other than those shown in this section of the document.

Culture

Under this section of the Regulation 18 document, reference is made how culture comes into many aspects of planning. It puts forward options as to how this should be dealt with in the emerging Plan. The options and subsequent question is as follows:

Option CUL1: Broadly retain the current approach in existing JCS Policy 8 'Culture Leisure and Entertainment'.

Option CUL2: Develop a simplified Culture policy focussing just on the protection, enhancement and provision of facilities.

Option CUL3: Do not have a specific policy on Culture.

Question 62. Which option do you support?

1.03 – Delivery of growth (cont.)

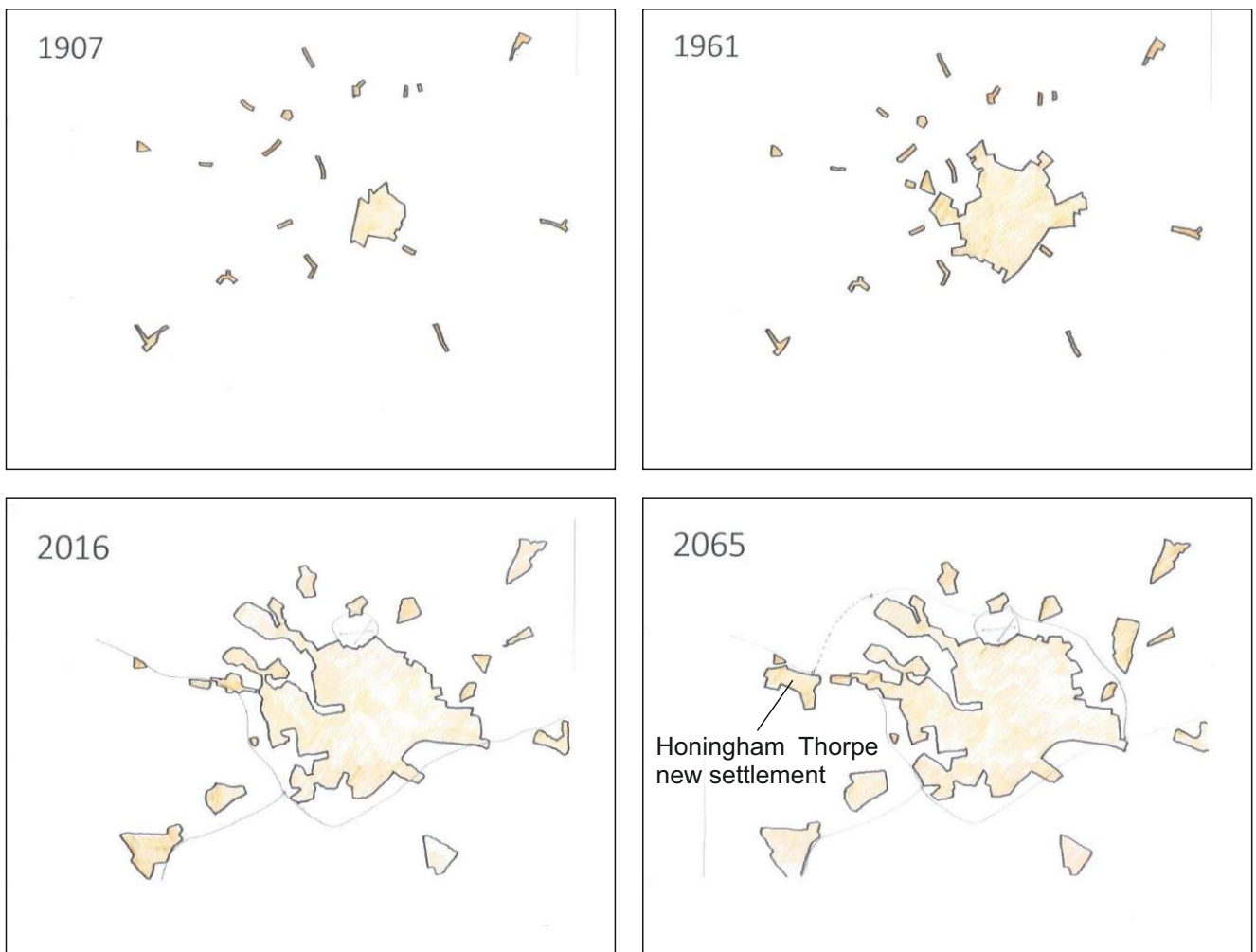
This is the only section of the document where there is a reference to 'country parks'. We believe that it is important that in the provision of growth there should be an ability for Greater Norwich to grow its cultural base. Part of that culture is a recognition of the farming/agri-business base of the area and an appreciation of the countryside. If the growth is to be delivered in a holistic manner, as proposed at Honingham Thorpe, then it is essential that this is taken into account. The intention is that the new settlement should be themed to relate to its farming background and the promotion of agri-business through the FEP. There are other linkages which are referred to in the Delivery & Vision document.

We believe that there should be a reference to the provision of country parks and spatially how they should occur. This should coincide with the green infrastructure provision, including multi-function green space, and ensure that the emerging Plan fully accords with the NPPF. We do not favour Option CUL3. We believe that Option CUL2 has merit and would support a simplified policy that makes specific reference to the provision of country parks.

1.04 – History of Growth in the Norwich Area

The growth of the Greater Norwich area over the past 100 years has shown clear patterns of development which have been driven by a number of factors

- Constraints to the south (the River Wensum, and The Broads) have minimised development along the southern perimeter of the city.
- Historic development has occurred from the South west travelling clockwise around the city to the east.
- During the second half of the twentieth century development stretched out to the North West along the Taverham/Drayton corridor, and the Costessey/Easton corridor.
- Planning consents in recent years have given substantial development capacity to the North East Triangle and the A11 corridor, much of which has yet to be developed.
- We therefore believe that our proposal fits with the historic growth pattern of Greater Norwich over the past hundred years, in an area which does not already have substantial development capacity consented but not delivered, and which sits on a main arterial route into and out of the city, reflecting the historic driver of growth.



The growth of Greater Norwich

1.05 – The Benefits of a Planned New Settlement

A fully master-planned new settlement like Honingham Thorpe offers the opportunity to create new fit for purpose infrastructure that will last for future generations.

Making a new settlement offers the opportunity to plan holistically. A complete masterplan will ensure that Honingham Thorpe is a fully joined-up town with excellent links between residential, employment and leisure/facility areas, and walking, cycling and riding routes protected from traffic.

These traditional forms of connectivity together with well-conceived roads and new bus routes will link the best possible social, educational, health and economic benefits.

This is a rare opportunity to make a new town that works right from the start and keeps on working over many decades with a distinct character and much-needed amenities.

These will include new;

- transport links (avoiding adding congestion to local villages)
- schools
- health centres
- community activities
- new, fit for purpose utilities supplies
- business and retail
- employment opportunities
- green spaces, playgrounds and sports facilities

Honingham Thorpe offers a better, more complete solution than the current approach of distributing houses over small and medium-scale sites on the periphery of existing towns. Such developments put a strain on local facilities, services and amenities and cause disruption as existing utilities are upgraded or expanded. They do not always produce good quality schemes, nor do they adequately meet housing and community need.

1.06 – Why We Have Chosen This Site for The New Community

The area of land which we have designated as part of our development proposals is particularly well suited for this size of new settlement for these specific reasons.

- Not Green Belt or Designated Sensitive Landscape and relatively low risk of significant constraints (e.g. low flood risk, low risk of archaeology, no ancient woodland etc)
- Farmed Land with low ecological value, and the opportunity to significantly enlarge and enhance the small pockets of ecology which do exist in the landscape. Additionally the site is very well screened and has a low visual impact.
- Excellent and improved access from the proposed dualled A47 planned by Highways England to be completed by 2022.
- The opportunity to create a truly sustainable community using the existing Local Development Order for the Food Enterprise Park to drive employment and sustain an economy vibrant community, with good access to leisure facilities.
- the significant opportunity to create a new Country Park opening up access to the River Yare and forming part of a regional green infrastructure strategy linking Whitlingham Country Park (circa 175ha), Bowthorpe Southern Park and Bawburgh Lakes (circa 80ha), and our newly created Honingham Thorpe Country Park and Nature Reserve (circa 80ha)
- Proximity to Easton College – Long term and holistic education opportunities, including the potential for a Food Academy.

We believe that this site is unique in the Greater Norwich area in having this very specific combination of the above advantages, and makes it particularly suited to deliver a vibrant sustainable community.

2.00 - The Development

2.01 - Scale

2.02 - Existing Community Assets

2.03 - Existing Environmental Assets

2.04 - Residential Areas

2.05 - Employment

2.06 - Country Park and Nature Reserve

2.07 - Access and Connectivity

2.08 - Education



2.01 – Scale

The emerging Plan is consulting on an identified need for 3,300 houses up to the end of the Plan period 2036. Our proposals seek a minimum of 3,900 dwellings to be delivered as part of the proposed Plan period but also could deliver approximately 3,600 dwellings beyond the Plan in the long term. We believe that the proposed development at Honingham Thorpe needs to be of a certain critical mass for the settlement to deliver the necessary elements for a truly sustainable form of development. These elements include, but are not confined to, the early delivery of a Country Park, a range of green infrastructure elements including allotments, Primary Schools, and a Secondary School/Food Academy allied with Easton College. The phasing of the development will be important, but we need to achieve a holistic approach to the way growth is delivered. We don't believe that the future growth of the area should be simply dealt with by 'bolting on' elements of residential development that do not deliver genuine benefits to the immediate or wider area within it is situated.

Conceptually, the settlement is designed to deliver a sustainable community. The following sections discuss its constituent parts.

2.02 – Existing Community Assets

The intention is that the new neighbourhoods would be based on certain fundamental services and facilities, including a Primary School with shops and community services. Initially, the first phases of the development will need to rely on existing facilities in nearby villages which are identified below.

MARLINGFORD & COLTON

Population: 378 (2011 census)

CHURCHES

- St Andrew's Church – Colton
- St Mary's Church – Marlingford

PUBLIC TRANSPORT

- Existing bus routes

SCHOOLS

- None

PUBLIC HOUSES

- Marlingford Bell PH, Bawburgh Road, Colton
- Norfolk Lurcher PH, Highhouse Farm Lane, Marlingford

COMMUNITY FACILITIES

- Marlingford Village Hall, Mill Road (Marlingford Movies/film shows, Tai Chi lessons, Art Club, themed talks)

EASTON

Population: 1514 (2011 census)

CHURCHES

- St Peter's Church

PUBLIC TRANSPORT

- Existing bus route

SCHOOLS

- Easton & Otley College
- Easton St Peter's Primary School

PUBLIC HOUSES/HOTEL

- Premier Inn, Dereham Road

COMMUNITY FACILITIES

- Village Hall, Marlingford Road
- Jubilee Playing Field
- Post Office

BARNHAM BROOM

Population: 590 (2011 census)

CHURCHES

- Church of St Peter and St Paul

PUBLIC TRANSPORT

- Existing bus route

SCHOOLS

- Barnham Broom Primary School

PUBLIC HOUSES/HOTEL

- The Bell Inn, Bell Road

COMMUNITY FACILITIES

- Barnham Broom Golf and Leisure Club
- Post Office and Store

2.02 – Existing Community Assets (cont.)

HONINGHAM

Population: 358 (2011 census)

CHURCHES

- St Andrew's Church

PUBLIC TRANSPORT

- Existing bus route

SCHOOLS

- None

PUBLIC HOUSES/HOTEL

- Honingham Buck, The Street

COMMUNITY FACILITIES

- Village Hall, (Zumba, Yoga, Aerobics, Table Tennis)

BARFORD

Population: 547 (2011 census)

CHURCHES

- St Botolph's Church

PUBLIC TRANSPORT

- Existing bus routes

SCHOOLS

- Barford Primary School

PUBLIC HOUSES/HOTEL

- The Cock Inn, Watton Road

BAWBURGH

Population: 595 (2011 census)

CHURCHES

- Church of St Mary & St Walstan

PUBLIC TRANSPORT

- Existing bus route

SCHOOLS

- The Bawburgh School (primary)

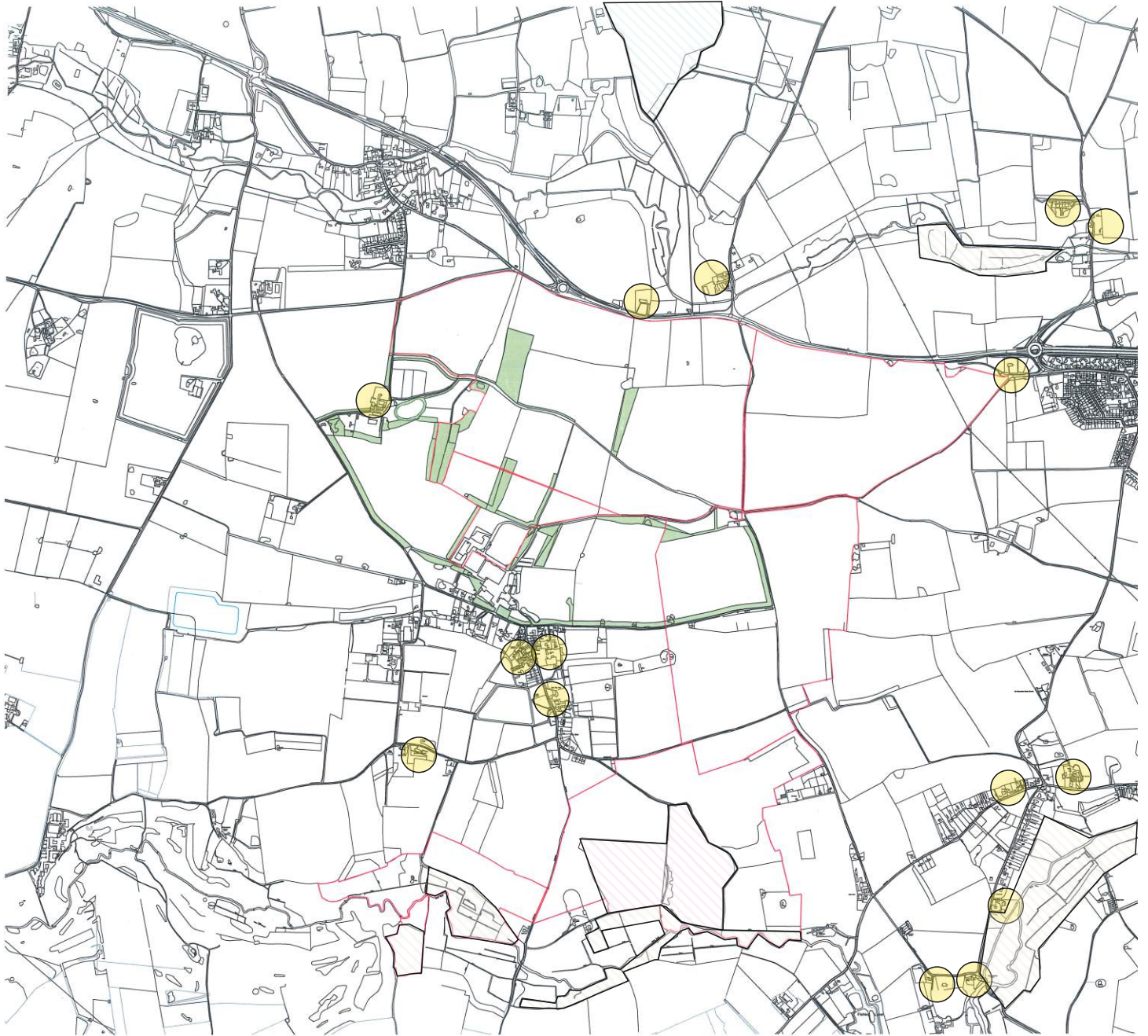
PUBLIC HOUSES/HOTEL

- The King's Head, Harts Lane

COMMUNITY FACILITIES

- Village Hall

2.03 – Existing Environmental Assets



SSSI



Ancient Woodland



County Wildlife Site



Listed Buildings

2.04– Residential areas

Homes will be grouped in 'walkable' neighbourhoods of around 2,000 homes, with most homes within 500m of a Local Centre, with a primary school, green space and commercial services. Each centre would have a distinct character and shape, including a 'green' with sports and play facilities, a primary school, a hall or sports clubhouse, available for local events and the community. These village centres will offer convenience stores, shops, a pub, cafés, restaurants and services in a well-designed environment.

There will be a principle multi-purpose Market Square at the heart of the new settlement. This will be an area of higher density housing, and will provide the main community space for outside events, markets, shopping and leisure activities.

As described earlier, the intention is to provide an early delivery of housing on the site. The initial neighbourhood delivered in two phases over years 1-4, will be 800 dwellings which, in turn, will trigger the need for a single stream Primary School. The neighbourhood centre will be based around the Primary School in delivering a limited range of retail units and community facilities. This school will be designed to be expandable into a two-stream school for further phases.

The housing for the first phase would be delivered by the promoters of the settlement, Clarion Housing Group, who are a recently formed development company from two previous affordable social housing providers, namely Affinity Sutton and Circle. Their private sector arm is Latimer Homes. The intention is the first phase will be constructed under two brand names and the company has an ability to build to any type of tenure. In essence, the housing development can come forward 'tenure blind.'

Subsequent phases are likely to be built out by other housing developers, however, this will be subject to a design code established by Clarion Housing Group and the District Council. Clarion Housing Group are a charity and have requirements that they deliver housing for those in need within an environment that serves the community's needs. It is important, therefore, that the surrounding environment is well planned and managed for the future. Further details on the governance of the proposed settlement are discussed later in this document.

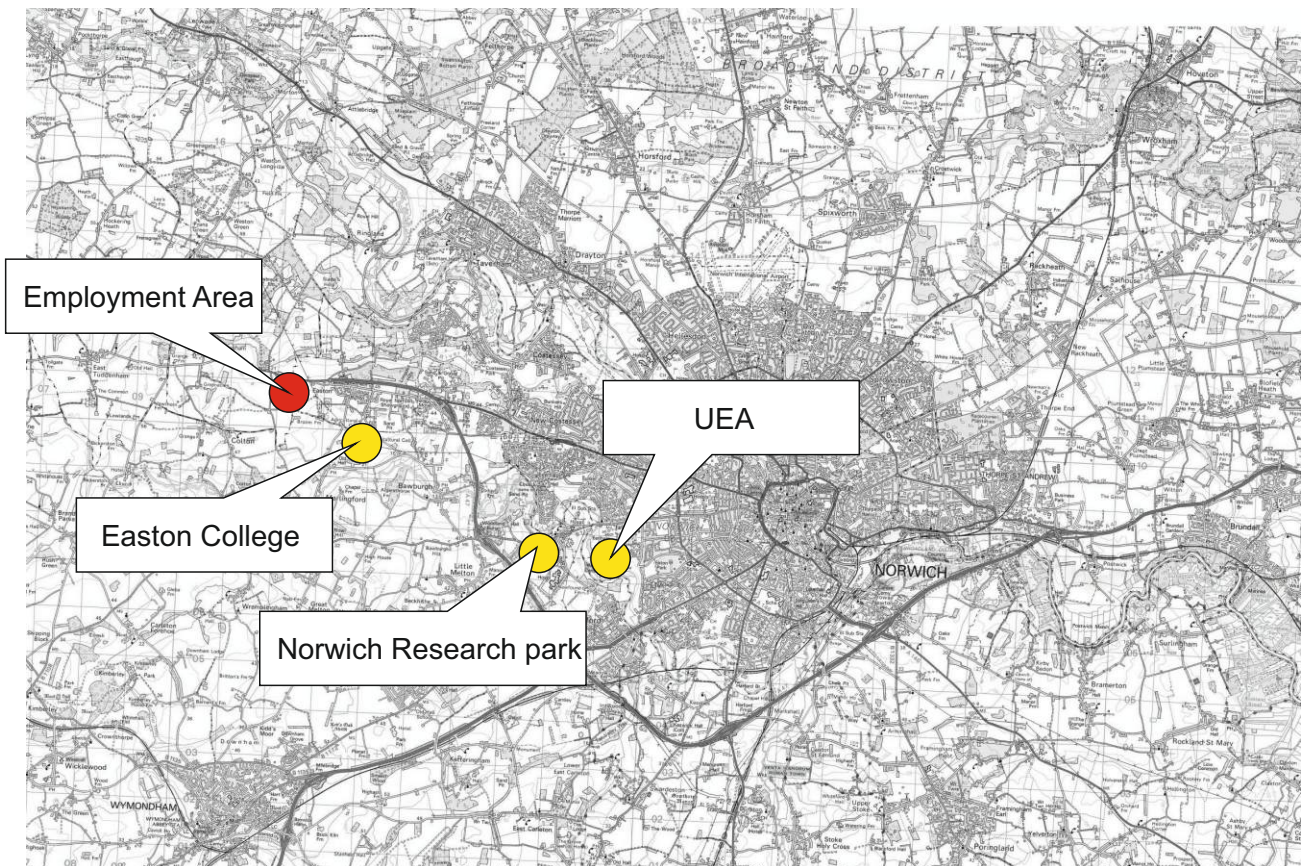
2.05 – Employment

As already explained, the principle of having a Food Enterprise Park established in the northern section of the site. The site is the subject of a Local Development Order (LDO) that will allow development to come forward rapidly that is agriculturally related. It is proposed that the existing allocation is embellished with additional employment land totalling 72 hectares.

Currently, our view is that the employment will have an agricultural theme. It will provide a range of employment opportunities from research and development to storage uses to facilitate agri-food and agri-tech industries in Norfolk.

The wider employment area would provide a unique opportunity to link to the emerging knowledge base formed by the Institute of Food Research, John Innes Centre, Genome Analysis Centre, Sainsbury Laboratory on the Norwich Research Park, and the University of East Anglia.

We believe that equally relevant is the potential links there could be with Easton & Otley College nearby where students could potentially be taking up posts within firms on the employment area.



New Employment Area and linkages to local education and research

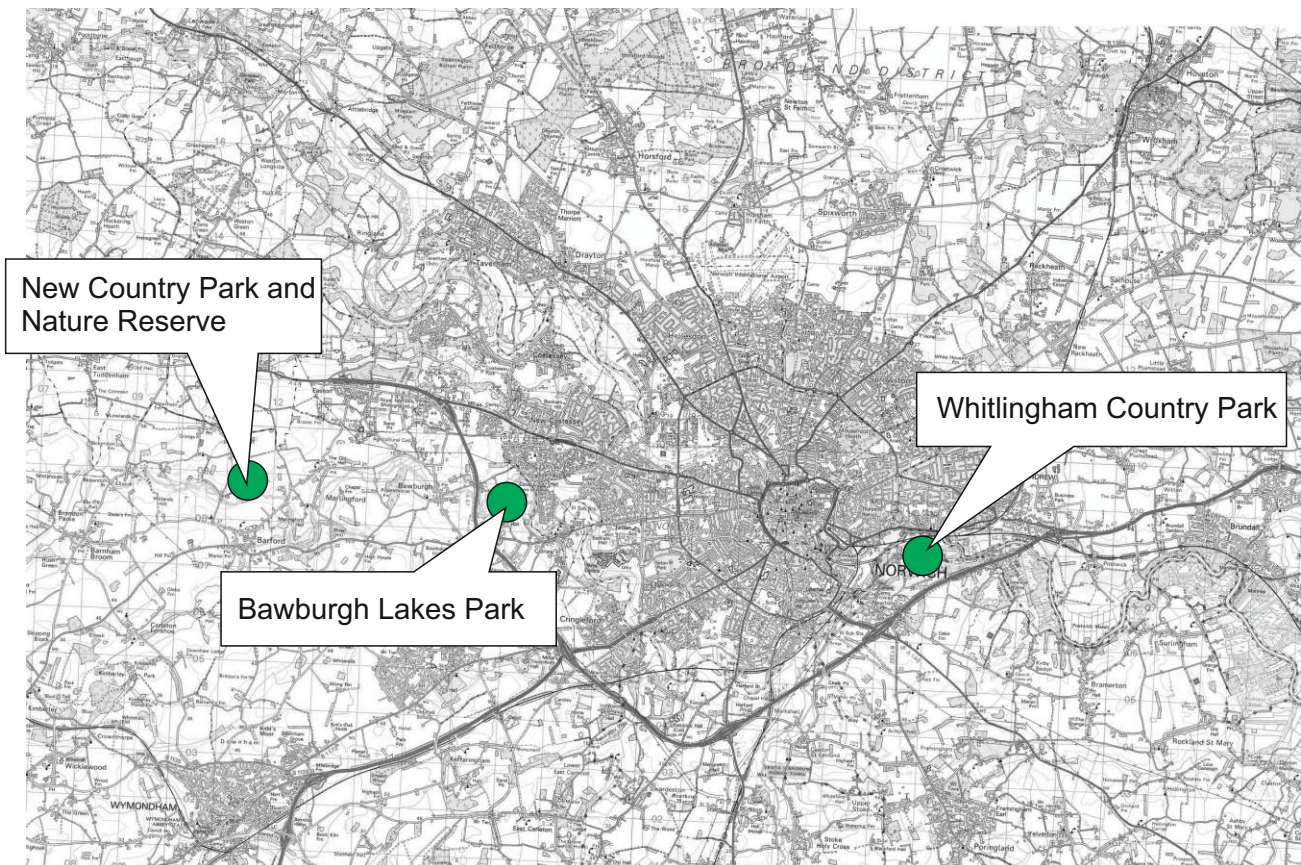
2.06 – Country Park and Nature Reserve

The land to the south of the proposed settlement relates to the River Yare valley which has a series of designations that reflect the sensitivity of the area to ecological, wildlife, and landscape features inherent to the area. It is intended to protect this important area, and to enhance the attributes it has. In addition, it is intended that there will be an early delivery of the Country Park as part of these proposals to provide controlled public access to the area.

The phased introduction of the Country Park will be the subject of detailed proposals and involve numerous agencies and voluntary bodies who will be keen to have an input into the proposals. It is envisaged that as development comes forward in a series of phases, this will be replicated through enhanced facilities in the Country Park.

The intention is to develop a green infrastructure strategy throughout the proposed settlement that will connect existing and proposed woodland, hedgerows, allotments and ponds to the Country Park.

In strategic terms, the proposed Country Park will be part of a range of Country Park/leisure facilities along the River Yare valley. Given that there are already facilities at Whitlingham Broad/Park and an intention to establish similar uses at Bawburgh Lakes next to Bowthorpe South Park, it is suggested that this proposed Country park would provide a third element along the River Yare valley as part of a green infrastructure strategy.



New Country Park and Nature Reserve and proximity to other Parks

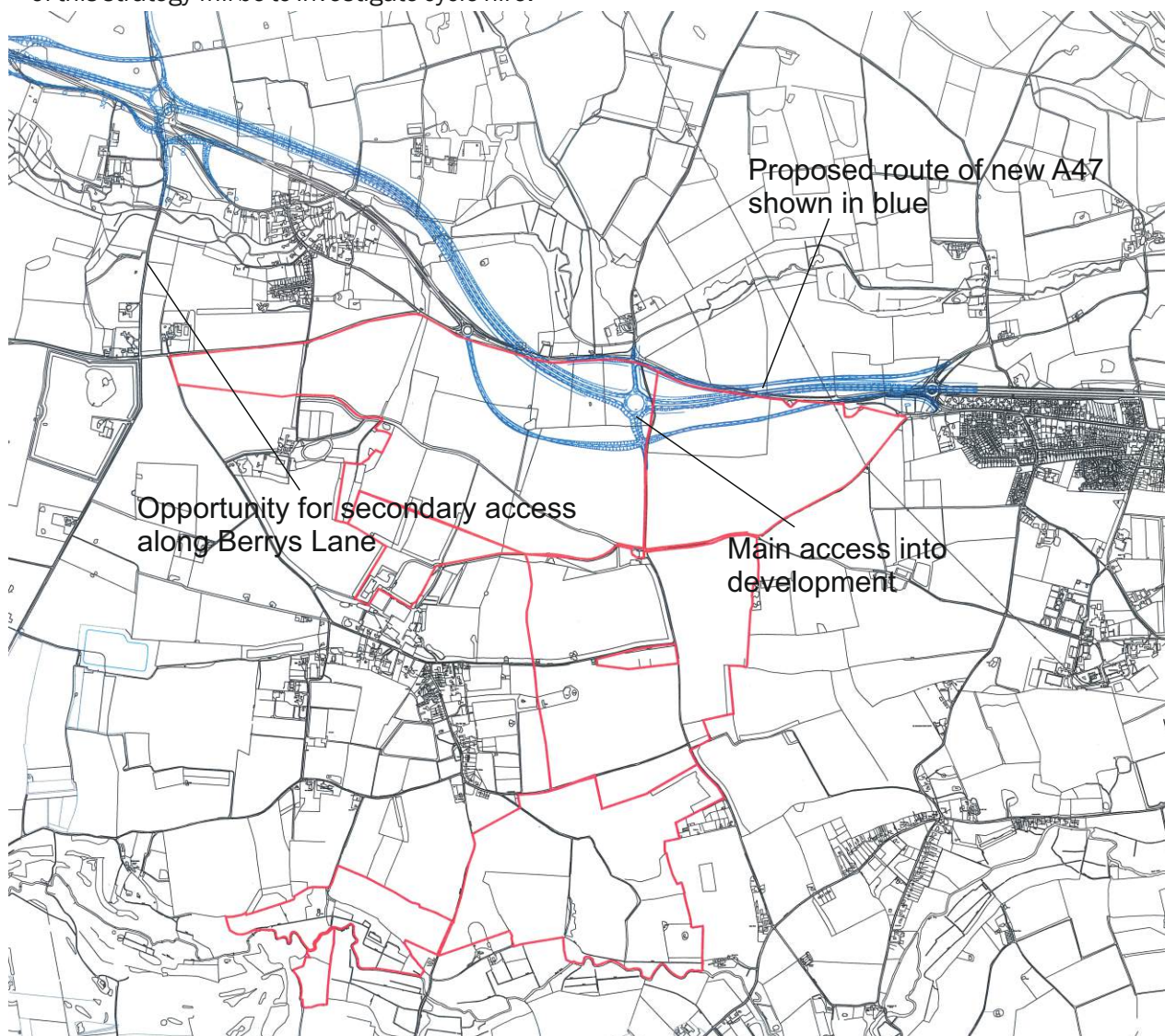
2.07 – Access and Connectivity

A key component of any sustainable proposals is the linkages between the various elements within the proposed settlement and how it connects with neighbouring uses and the wider community. The intention is to provide a wide range of modes of transport including public transport, footpath, cycle, and walking routes within and to other areas.

The main transport link in the area is the A47 trunk road linking Norwich to the Midlands. The road is the subject of road improvements which are currently being consulted on by Highways England. The route of the improvements has reached 'Preferred Option' stage and is being refined in conjunction with key stakeholders. It is planned that these improvements will begin construction 2021-2022. Even without the A47 improvements we believe the proposed settlement can still be delivered.

The existing Norwich Area Transport Study (NATS) proposes six Bus Rapid Transit (BRT) corridors linking the city centre with existing residential areas or planned growth areas. The first of these corridors is situated on the Dereham Road linking the City Centre to Easton, immediately to the east of the proposed Honingham Thorpe settlement. It is considered that this corridor could be extended to run to the centre of the proposed settlement and potentially the Country Park. In investigating the feasibility of extending the BRT, we will also look at alternative methods of enhancing public transport as well as extending the already successful Norwich Car Club initiative into the new settlement.

In conjunction with the public transport, the we will encourage walking and cycling within, and between, the proposed residential neighbourhoods, the proposed employment areas and the Country Park. Part of this strategy will be to investigate cycle hire.



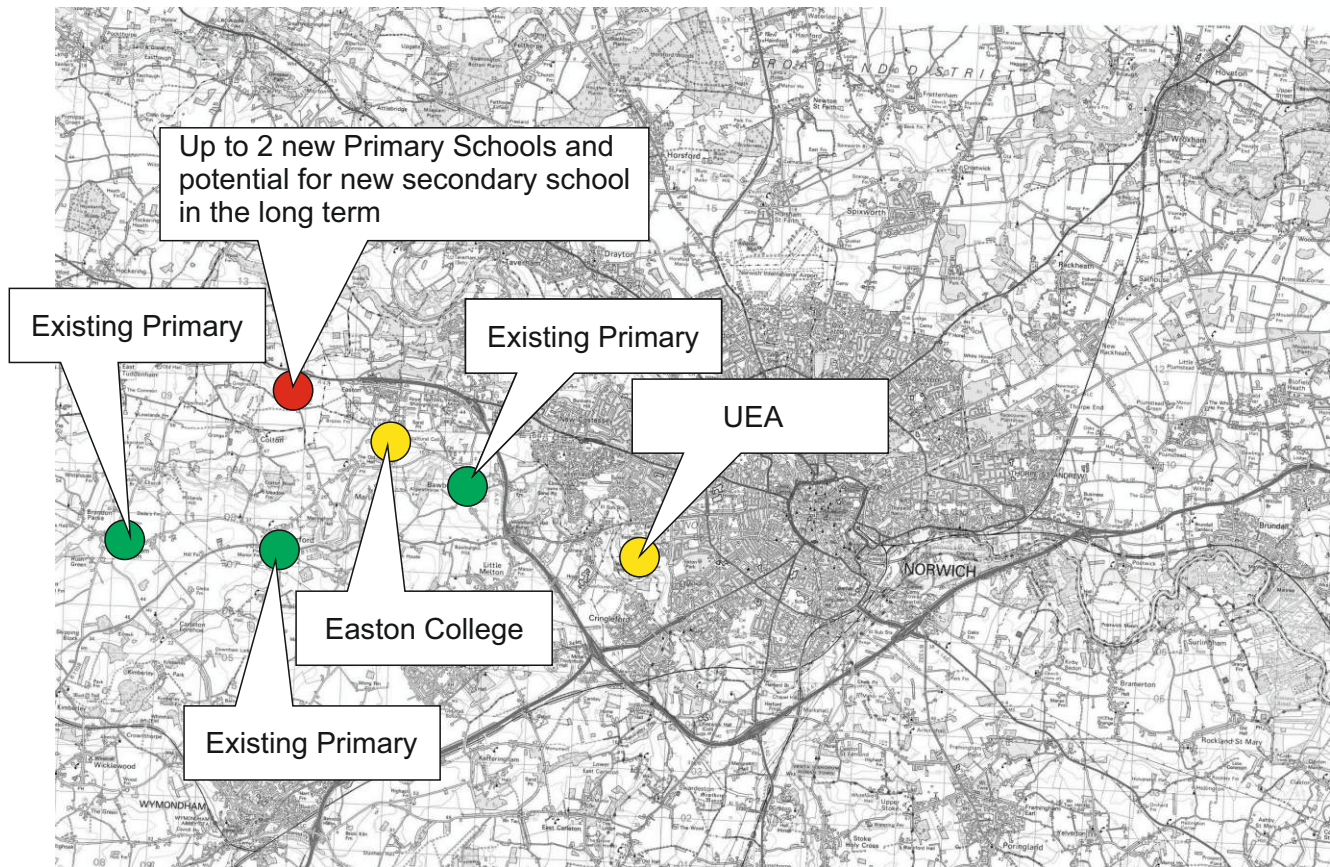
Proposed route of new A47 improvements in vicinity of site

2.08 – Education

We consider that Primary Schools should be the focus of the proposed neighbourhoods and it will be important that these will need to become linked to other education establishments within and close to the area. We believe that the settlement can grow to a point where a Secondary School/Food Academy is created at its centre. Beyond this level of education, we believe there is an opportunity to link to the nearby Easton & Otley College and beyond to the Institute of Food Research, John Innes Centre, Genome Analysis Centre, Sainsbury Laboratory and the University of East Anglia.

Equally relevant is the potential for those being educated in the area to take up positions in firms locating on the Food Enterprise Park or on the extended employment area or into the bio-tech organisations already mentioned.

We believe these linkages to be important in bringing forward a farming/countryside theme to the proposed development.



New Schools and linkages to other educational establishments

3.00 - Sustainable Long Term Development

3.01 - Sustainable Community

3.02 - Environment

3.03 - Economic

3.04 - Homes

3.05 - Infrastructure

3.06 - Delivery

3.07 - Governance



3.01 – Sustainable Community

Creating places for people with high quality and inclusive amenity spaces, access to public facilities and transport connections. All aspects which aid the health and well-being of residents and visitors.

3.02 – Environment

Responsive design solutions that address environmental issues including visual impact, impact on landscape character, sustainable drainage systems, and environmental improvement measures that enhance ecology and biodiversity.

3.03 – Economic

Sustainable communities must have access to employment areas and opportunities available to local residents and ensure it is in locations that are easily accessible. The adjacent Food Enterprise Park which has a Local Development Order provides this connectivity to local employment.

3.05 - Homes

Provide a range of well-designed housing with a mixed and varied tenure from market to social rented housing. The intention is to provide a range of house types to meet the needs of everyone across all age ranges and to deal with the needs of everyone.

3.06 - Infrastructure

To ensure the phased delivery of necessary infrastructure to support the proposed settlement and surrounding villages and ensure connectivity to jobs, homes and recreational opportunities.

3.07 – Delivery

To actively pursue the delivery of all the proposed features of the new settlement in a phased manner. See Section 4.00 for more details.

3.08 – Governance

This element of our proposals is extremely important to the promoters of the development, Clarion Housing Group. As already described, the relatively new company is an amalgamation of Affinity Sutton and Circle, which has created one of the largest housebuilder companies in the country. At its heart, the company sees itself as a social landlord by mixing public and private investment to deliver affordable homes. The profits that the company acquires via its private housebuilding arm, Latimer Homes, is reinvested into constructing affordable housing.

In essence, the company can build to whatever tenure is appropriate for the anticipated housing demand – in other words, 'tenure blind.'

Clarion Housing Group will, therefore, be retaining a significant interest in the site by virtue of the number of residential properties they will own. As a consequence, they will also wish to ensure the environment, and principles associated with the proposed settlement, within which their properties are situated is of a high standard. Whilst it is anticipated that the Clarion Housing Group will not be the only developer constructing housing on the site, there will be a design code to ensure the overall design principles are not undermined.

Through Clarion Futures, the company invests in its communities by delivering one of the largest social investment programmes in the country. This programme supports residents into work and training; manage their finances; get online; improve their neighbourhoods; and help young people get jobs. In respect of this last point Clarion Futures are currently engaged with Broadland District Council in delivering apprenticeships relating to the building trade.

Clarion Futures is split into three areas of activity relating to the following:

- Communities – supporting over 70 community centres, sports & arts programmes, play areas, allotments and community gardens and adventure playgrounds.
- Jobs and Training – has supported 1800 people into work with an ambition to support 4000 people annually into jobs.
- Money & Digital – Clarion Money provides online banking, loans and savings products with their national partner, Leeds Credit Union. Clarion Digital helps support its residents to get online and improve their digital skills.

As the settlement grows in size, the manner in which the area is managed will need to be the subject of liaison with existing and new residents to ensure the principles related to the establishment of Honingham Thorpe are maintained.

We believe that the aims of these proposals are firmly aligned with the objectives of the emerging plan.

The Country Park will be managed in the long term by a management company specifically set up for the purpose.

4.00 - Phasing and Delivery

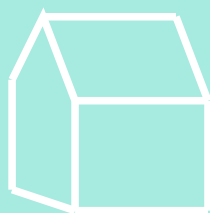
4.01 - Overview

4.02 - Years 1 - 4

4.03 - Years 5 - 10

4.04 - Years 10 - 20

4.05 - Years 21 - 35



4.00 – Phasing and Delivery

4.01 – Overview

- A minimum of 3,900 over next 20 years,
- Up to potentially 3,600 over following 15 years
- Total of up to 7500 over 35 years

4.02 – Years 1-4

- 2 phases of 400 homes each and delivery of new single stream primary school, designed to be expandable to two stream school in longer term.
- Opening of new access into development in 2022
- Opening of first phase of Country Park to coincide with opening of new access off A47 in 2022.
- Commencement of Food Enterprise Park developments

4.03 – Years 5-10

- Further 1200 homes bringing total for 10 years to 2000
- Commencement of multi-purpose Market Square in year 5
- Completion of multi-purpose Market Square and higher density development in year 10
- First phase of new secondary school commenced, developed incrementally in alliance with existing educational institutions, e.g. Easton College
- Food Enterprise Park maturing as significant employment area
- Country Park and Nature Reserve completed
- Primary school expanded to form two stream primary school
- BRT/guided bus route extended into development

4.04 – Years 10-20

- Further minimum of 1,900 homes to total a minimum of 3,900
- Food Enterprise Park completed and delivering full employment
- Second Two Stream Primary School opened
- Further development of secondary school
- Sustainable transportation initiatives completed

4.05 – Years 21-35 beyond the Plan into the long term

- Further potential for up to 3,600 homes delivered
- Secondary school completed
- Community of approximately 7,500 houses completed

5.00 - The Team



[Click here to view our development brochure](#)

