LAND EAST OF MEMORIAL HALL
BRUNDALL, NORFOLK
Statement of Community Involvement

Date: August 2017
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1.0 EXECUTIVE SUMMARY

This document provides a record of the pre-application stakeholder and local community engagement conducted on the proposals for the Land East of Memorial Hall, Brundall.

Land East of Memorial Hall, a new neighbourhood for Brundall, creates a community of beautifully and imaginatively designed homes set in a generous Country Park landscape with views over parkland and countryside towards historic Blofield. The Outline Application is for the residential development of up to 170 dwellings, together with associated vehicular, cycle and pedestrian access.

1.1 OVERVIEW OF COMMUNITY ENGAGEMENT

Meetings and discussions with local stakeholders regarding the proposed development began in March 2016. The process of consultation involved the following activities:

March - June 2016
One to one meetings with local stakeholders and residents.

July 2016
2 day public exhibition showing initial proposals, attended by over 400 people.

August 2016 - May 2016
Further one to one meetings with local stakeholders and residents.

Over 500 local stakeholders have been directly engaged in the process.

1.2 OVERVIEW OF FEEDBACK

Feedback was encouraged and gathered both through one to one engagement with key stakeholders and through the public exhibition carried out in July 2016, where the majority of feedback was collected.

A range of different comments have been raised throughout the consultation process and a high level summary of the most frequently received comments, in no particular order, include:

<table>
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<th>SUGGESTIONS FOR</th>
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<td>• Country Park</td>
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<td>• Access</td>
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<td></td>
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<td>• Density</td>
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1.3 RESPONSE TO FEEDBACK

A number of areas were identified through the consultation process where proposals have changed in response to feedback. The main change is the reduction of the number of homes from 250 to 170 which addresses concerns regarding impact on services and infrastructure, traffic, access and density. Further changes made in response to feedback form the consultation process are detailed later in this report.
2.0 INTRODUCTION

2.1 PURPOSE OF THIS DOCUMENT

This Statement of Community Involvement (SCI) has been produced by Quantum Group (the applicant) and sets out how and with whom Quantum Group has consulted and how it will continue to consult with local residents, the wider community and key stakeholders in the future. It provides a clear record of the pre-application consultation carried out from March 2016 to May 2017.

2.2 QUANTUM GROUP’S COMMUNITY ENGAGEMENT

Quantum Group is committed to engaging and consulting with the community. We have our own dedicated community engagement team who have years of experience and can demonstrate a significant track record of success. Our team has proved its value time and time again by building trust with local communities and addressing potential concerns.

Our community engagement team tackles political, environmental and community concerns through one to one engagement with local residents, businesses, ward councillors, local MPs and associations – prior to submitting any planning application.

Community engagement is now at the forefront of government planning policy (as reviewed below). In accordance with these requirements and best practice, this report documents the consultation Quantum Group has undertaken to date, explains how it has been taken into account during the formulation of the outline proposals and proposes a post application strategy to continue to seek feedback and involve all elements of the community.

Quantum Group has fully complied with the Government’s National Planning Policy Framework (NPPF) which states the following: ‘early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.’

The NPPF also highlights that ‘good quality pre-application discussion enables better co-ordination between public and private resources and improved outcomes from the community’.

Broadlands District Council’s current policy in the Community Involvement Protocol, November 2010 sets out the following process for developers:

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<tbody>
<tr>
<td>1</td>
<td>Evidence gathering: to identify the key issues to be addressed</td>
</tr>
<tr>
<td>2</td>
<td>Masterplanning: to decide the layout and distribution of the development</td>
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<td>3</td>
<td>Pre-application publicity: to show the public the draft proposals, and take on board any comments, before a planning application is submitted</td>
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Broadland District Council Community Involvement Protocol, November 2010.

The aim of our community consultation is to engage with local residents, stakeholders and other interested parties; inform them of our proposals and identify any significant local issues and ensure these are addressed in an inclusive manner.

2.3 PROJECT TEAM

For the purpose of this document, the core team members who have been involved in engaging with the community and may be referenced in this report are:

**Project Manager** - Quantum Group

**Community Engagement Team** - Quantum Group

**Architectural Design Team** - Barton Wilmore

**Planning Consultant** - Barton Wilmore
2.4 OVERVIEW OF PROPOSED DEVELOPMENT

For reference purposes and to help understand the themes shared and discussed in this document, the drawing above represents the preferred framework plan of the proposed development as submitted for planning. Further options for layouts can be found in appendix 8.3, which presents various ways in which the formal ‘Sports Park’ can be laid out. Options provided are illustrative only and show how the proposals could develop within the Development Parameters.

Land East of Memorial Hall, a new neighbourhood for Brundall, creates a community of beautifully and imaginatively designed homes set in a generous Country Park landscape with views over parkland and countryside towards historic Blofield. Residents of Blofield will also have access to the Country Park.

Land East of Memorial Hall, is comprehensively designed to enable the delivery of a new Country Park for Brundall and Blofield with formal playing pitches and a new neighbourhood spine road.

The proposal respects and enhances the existing land form and topography of Brundall and provides a sensitive transition between the existing settlement and countryside.
3.0 CONSULTATION PROCESS

3.1 CONSULTATION AIMS

The objectives throughout the process of consultation with the local community have been to:

- Research and identify interested groups and individuals.
- Encourage input from the local community, including residents, interest groups, councillors and businesses.
- Provide the community with opportunities to provide feedback to the proposed scheme.
- Identify and address where possible any issues or concerns highlighted by the community and stakeholders.
- Be clear about what can be changed, what cannot and explain why.
- Be inclusive, accessible, transparent and engaging.
- Clearly communicate all feedback from the local community to the project team.

3.2 PROCESS OVERVIEW

Public consultation for the proposed site and development began in March 2016. The process of public consultation was designed to coincide with and inform the key stages of design development and present the evolution of the design in a clear and informative manner that enables the community to contribute and respond in an informed way.

Three principal stages of pre-application consultation were held to discuss the site and the design proposals.

**Stage 1 Consultation: March - June 2016**

One to one stakeholder meetings were held with key stakeholders early in the design process to help provide an insight into local needs and priorities.

**Stage 2 Consultation: July 2016**

Following Stage 1, a public exhibition was held in July 2016, where feedback on early designs was collected to help inform further design development and progression of scheme.

**Stage 3 Consultation: August 2016 - June 2017**

Further one to one stakeholder meetings were held, where feedback from the public exhibition and issues raised at this event were discussed and addressed as part of further design development.

3.3 METHODS AND TOOLS OF ENGAGEMENT

Numerous methods were used to raise awareness of the project and public consultation as follows:

**Consultation Database**

A consultation database was used to keep a record of people who have expressed an interest in being involved or informed about the project. The database was built up using the following methods:

- People who contacted Quantum Group directly.
- People directly contacted by visiting at home.
- People who completed feedback forms on the proposals requesting to be kept informed.

**Stakeholder Meetings**

One to one meetings were offered to key local stakeholder groups at all the relevant stages of the project to keep them informed of the progress of the project. These discussions helped the project team to understand more about local views and priorities for the area, which informed the design development.
Public Exhibition

A public exhibition was held as part of the consultation process. This exhibition was held in Brundall Memorial Hall, close to the site and was staffed by Quantum Group’s community engagement team.

Exhibition boards were used to describe the proposals and the primary consultation tool at the public exhibition was a feedback form. This was used to capture feedback on specific aspects of the proposals to help inform the design process and offered further space for people to provide additional comments.

Publicity

The following methods were used to publicise the public exhibition:

• Over 3200 invitations and flyers distributed to homes and businesses in the local area.
• Banners displayed in the local area.

Collecting Feedback

An important part of the consultation process is to analyse and report back on the findings from the public consultation exhibition and meetings. These findings were fed into the design process and kept the project team updated on any topics or issues which have been raised.

Public Consultation Exhibition - local residents discussing proposals with the project team
4.0 INITIAL STAKEHOLDER ENGAGEMENT

4.1 STAKEHOLDER MEETINGS

A number of local stakeholders have been engaged during the consultation process, in order for the community engagement team to understand any issues that were likely to be raised and to help inform the early stages of design. Since March 2016 the project team have met with the following local authorities on one or more occasions:

- Local Planning Authority
- Brundall Parish Council
- Blofield Parish Council
- Norfolk County Council (Highways)
- Anglian Water
- Natural England.

4.2 FEEDBACK FROM INITIAL STAKEHOLDER MEETINGS

Meetings were held with Local Authorities to explore the potential attitude to development on the site. The outcome of these meetings were as follows:

Local Planning Authority

The Head of Planning confirmed that the Council does not have a 5-year housing land supply. Therefore in principle if there are no technical constraints to developing the site, then an immediate application would be likely to be supported by planning officers, as required by National Planning Policy. This would be on the basis of being in a sustainable location; the site making a logical extension to the village; the ability of development to release and realise the community sport pitch allocation in the adopted Local Plan; and the delivery of necessary housing. It was also confirmed that the site’s characteristics mean that it is likely to be potentially allocated for development in the review of the Local Plan, which will commence this year.

Brundall Parish Council

An initial meeting was held on 7th March 2016 to outline the rationale behind discussing the development of the site for residential and open space/community facilities. In particular, if development of the site was approved, then the promoters of the site, want to ensure that the Parish and local people are involved and the facilities that can be delivered as part of the site’s development are what local people want. The outcome of the initial meeting was supportive. There was a pragmatic view expressed that the development of the site for residential is likely to occur at some point soon. Therefore it would be better to work with the promoters to ensure maximum benefit can be secured for the community. If development is to occur and benefits to the community are to be delivered (land for sports pitches/community facilities; new country park with full public access; and cycle and pedestrian walk ways created linking to other established routes) then supporting an immediate planning application will assist in delivering those benefits to the community as quickly as possible.

Blofield Parish Council

A meeting with some Parish Council representatives was held on 15th April 2016. Whilst the residential development and formal sports pitch areas lie in Brundall Parish the access to development is likely to come via the road network in Blofield. It is clear that there is general concern about the level of development that has occurred in the villages in recent years and the impact of development on traffic. Whilst not supportive of further development generally, the Blofield Parish representatives acknowledged the benefits of the creation of a new public country park with areas for informal play, walking, and areas for nature conservation enhancement. They were particularly keen on the ability to create new linkages with existing cycling and pedestrian routes to create enhanced and unbroken public access.
5.0 PUBLIC EXHIBITION

The public exhibition, held on the 17th and 18th June 2016, aimed to inform local residents about the proposed development for the site. It also provided the opportunity to understand any issues and/or concerns and answer any questions local residents and stakeholders might have regarding the overall vision for the site.

5.1 PUBLIC EXHIBITION

The public consultation exhibition provided an overview of the site, the context of the proposed development and information about the overall design for the site. 12 exhibition boards were presented, covering the following information (a copy of the boards can be found in the appendix).

- Introduction to Quantum and what we do.
- Examples of previous developments.
- About the site.
- Design principles.
- Proposed layout of the scheme.
- Possible vehicular and access points.
- Proposed country park and recreational area.
- Benefits to the community.
- Feedback and next steps.

The exhibition was manned by Quantum Group’s dedicated community engagement team, who were available to answer any questions attendees had. The exhibition was held at the Brundall Memorial Hall, close to the site, on Links Avenue. The exhibition was open on Friday 17th (2pm-8pm) and Saturday 18th June (10am-4pm). The consultation was advertised locally through a flyer distribution to homes in Brundall and Blofield and door knocking in the area around the site (a copy of the flyer and advertisements can be found in the appendix). 7 banners were also erected in and around Brundall and Blofield to advertise the event publicly. The public exhibition had over had over 400 visitors over the two days. Visitors were encouraged to complete a feedback form to record their views and general comments. A summary of feedback received can be found in the following pages.
5.2 CONSULTATION FEEDBACK: SUMMARY OF FEEDBACK

The following summaries provide an account of all feedback received through meetings and comment forms from the public exhibition. Key recurring topics and comments noted, in no particular order, are as follows:

**Positive Comments & Suggestions:**

Proposals generally well received:

- **Country Park** - many welcome the idea of a new country park for Brundall.
- **Playing Fields** - many feel playing fields are much needed in the area and feel this is a good, central location.
- **Homes for the Elderly** - many feel homes for the elderly are required in the area.

Many suggestions were provided regarding:

- Access
- Recreational areas
- Provision of new homes

**Concerns:**

Many attendees noted they did not want to see any development on the site and feel new homes are not needed in Brundall. A number of concerns were also noted, most commonly regarding:

- Possible impact on existing services and infrastructure.
- Increased traffic and congestion in the local area.
- Possible issues with the proposed access for the development.
- Scale of the development and it’s impact.
- Increasing number of developments already happening in the local area.
- Possible impact on the local environment.
- Proximity to the centre of Brundall.
- Loss of green fields and views.
- Impact of construction.
5.3 FEEDBACK FROM COMMENT FORMS

Comment forms were used to collect feedback at the 2 day public exhibition. Attendees were asked to submit feedback forms to tell us what they think of the outline proposals for the site (a copy of the form can be found in the appendix).

A total of 257 comment forms were received from the public consultation event. The majority of forms were collected at the event but some were received by post after the event. Indicative maps of where forms were received from can be found below and a summary of feedback from the forms can be found in the following pages.

Indicative map of forms received - 106 comment forms indicating they do not want any development (29 forms received did not provide an address and 4 are outside the mapped area)
Indicative map of forms received - 40 comment forms indicating mixed views (24 forms received did not provide an address)

Indicative map of forms received - 38 comment forms indicating supportive views (16 forms received did not provide an address)
Summary of Feedback from Comment Forms

The following is summary of feedback received based on information provided on comment forms submitted. Consultees were asked to answer a total of 9 questions. This report provides a summary of the answers provided for questions number 1-8.

Question 9 asked - 'The proposed recreation area will be open to everyone in the community. Brundall Parish Council would like to hear your views on what facilities and sports use you would like to see on the allocated area'. This information was sent directly to Brundall Parish Council for review.

Q1. The vision for the site is to create a mix of new homes including affordable and later life living, a recreation area and a country park for all the community to enjoy. Do you agree with this overall approach?

Q2. The new homes will be set in a generous country park landscape, with improved pathways and cycling routes to ensure enhanced public access to local facilities. Do you agree with this arrangement?

A total of 237 people answered this question and 20 (8%) provided no comment. A total of 28% either agreed or strongly agreed with the vision for the site, 11% were neutral and 53% disagreed or strongly disagreed.

A total of 233 people answered this question and 24 (9%) provided no comment. A total of 30% either agreed or strongly agreed, 9% were neutral and 52% disagreed or strongly disagreed.

KEY

- SA - Strongly agree
- A - Agree
- N - Neutral
- D - Disagree
- SD - Strongly disagree
- NC - No comment
Q3. A new 17 acre country park is proposed, which will be accessible to the public to enjoy a natural, open environment for walking, play and leisure activity. Do you agree with this idea?

A total of 232 people answered this question and 25 (10%) provided no comment. A total of 41% either agreed or strongly agreed, 11% were neutral and 38% disagreed or strongly disagreed.

Q4. The current views of parkland and countryside from the Memorial Hall will be retained and protected as part of the redevelopment. Do you agree with this proposal?

A total of 233 people answered this question and 24 (9%) provided no comment. A total of 39% either agreed or strongly agreed, 8% were neutral and 44% disagreed or strongly disagreed.

Q5. Run Dike Watercourse will be bought into public ownership and protected for future generations. Do you agree with this proposal?

A total of 233 people answered this question and 24 (11%) provided no comment. A total of 39% either agreed or strongly agreed, 18% were neutral and 32% disagreed or strongly disagreed.

Q6. Both the 17 acre country park and 9 acre recreation area will be gifted to the parish as part of this scheme. Do you agree with this proposal?

A total of 226 people answered this question and 31 (13%) provided no comment. A total of 39% either agreed or strongly agreed, 13% were neutral and 35% disagreed or strongly disagreed.

KEY

- **SA** - Strongly agree
- **A** - Agree
- **NC** - No comment
- **SD** - Strongly disagree
- **D** - Disagree
Q7. Are there any aspects of the scheme you particularly like?

A total of 145 people answered this question and 112 chose not to comment. Of the answers provided a total of 85 people noted they did not like any aspect as they did not want to see any development happen and 60 people provided comments on different aspects, providing multiple answers. A summary of comments made under specific themes is as follows:

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<th>Aspect</th>
<th>Number of Comments</th>
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<tr>
<td>Recreational facilities</td>
<td>53</td>
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<tr>
<td>Homes for the elderly</td>
<td>17</td>
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<tr>
<td>Provision of new homes</td>
<td>6</td>
</tr>
<tr>
<td>Access</td>
<td>4</td>
</tr>
<tr>
<td>Design</td>
<td>4</td>
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<tr>
<td>Total</td>
<td>150</td>
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*Bar chart highlighting aspects of the scheme that were liked*

**Recreational facilities**
- Good idea to provide a country park and develop the Run Dike - it will provide public access to undeveloped land and more parkland for Brundall.
- More open walking space provided for Brundall - will provide the potential to encourage people outdoors.
- Close proximity to Cremer’s Meadow is positive for walking facilities and wildlife areas.
- Good to see green spaces provided within the proposed development.
- Generous allocation of recreational space, which helps retain the open feel of the area.
- Some protected views across the park.
- Good to see consideration of the water course and drainage.
- Recreational facilities must be accessible to all.
- Additional playing fields are required in Brundall.
- Proposed facilities are centrally located.
- Positive the land will be gifted to the local council.
- Some comment forms noted they would like to see recreational space provided but without development.

**Homes for the elderly**
- Homes for later life living are required in the area, however, some attendees noted that possibly not in this location.
- Provide some the homes for rent.
- Need assurance homes will be provided unlike in other previous developments.

**Provision of new homes**
- New and affordable homes are necessary in the area.
- Good to see a mix of homes provided.

**Access**
- New links, pedestrian and cycle routes across the site are welcome.
- Good the access to recreational areas is away from residential areas.

**Design**
- A good mix of development, catering for all ages, with a good amount of open space.
- Housing is contained to one side.

**Other Comments**
- Like all aspects of the development.
- Important the land is gifted to the Parish as recreational land is at a premium.
- Better than other proposals in the surrounding area.
Q8. Do you have any other comments or suggestions?

A total of 198 people answered this question and 59 chose not to comment. Of the answers provided a number of suggestions and concerns were noted. The following is a summary of these comments, grouped into specific themes:

**SUGGESTIONS**

**Access**
- More than one vehicular access point is required.
- Suggestions for access include access from Blofield Road; Cucumber Lane; from Berryfields across to Highfield Avenue; through the shoppers car park.
- Provide a roundabout at the main access point to ensure flow of traffic is maintained.
- Improve the path ways surrounding the site and ensure they are accessible to all.
- Ensure suitable access to the country park and recreational areas.

**Recreational Facilities**
- Provide suitable play facilities for both younger and older children.
- Build recreational areas before homes.
- Ensure facilities are secured out of hours.
- Provide local residents with free or reduced rates for use of playing fields.
- Provide a pool for the school.
- Spread recreational facilities around the perimeter.
- Provide public toilets and seating around the site.
- Work with Norfolk Wildlife and local groups to develop the Run Dike and the country park.

**Design**
- Provide bungalows, particularly close to Highfield Avenue, Golf Links Road and the Memorial Hall.
- Provide swift boxes on houses for wildlife and extensive planting, particularly around the perimeter, using native trees.

**Provision of new homes**
- Currently not enough homes for the elderly in the area, majority of homes to be provided should be for later life living.
- A small development of retirement living would be more acceptable.
- Homes should be for local people.
- Provide a mix of 2 and 3 bedroom homes that are genuinely affordable.

**Other Comments**
- Contributions should be made by the developer to maintain the country park.
- Turn the the land north of Berryfields into a country park instead of developing it to avoid coalescence between Brundall and Blofield.
- Provide a bus service for older residents.
CONCERNS

Many attendees noted they did not want to see any development on site as they feel new homes are not needed in Brundall. However for some it was acknowledged that planning policy required the community to accept further development because of the 5 year housing land supply shortfall, even if the community did not want further development.

There were also concerns noted regarding the proposed development summarised as follows.

Impact on services and infrastructure

A number of attendees noted there is currently insufficient facilities for the existing population of Brundall. Concerns include possible impact on:

- Local services, particularly GP practices, schools and Police services.
- Public transport.
- Sewage and drainage systems.
- Broadband speed.

Traffic

A number of attendees noted existing roads in the surrounding area are not adequate to meet existing volumes of traffic. Concerns include:

- Impact on local roads regarding congestion and parking.

Access

A number of attendees noted concerns regarding the proposed access including:

- Possible impact of traffic through one proposed entry and exit point.
- Safety in relation to the location of the proposed access on Highfield Avenue.
- Congestion due to the proximity of the access point to the existing narrow bridge on Blofield Road.
- Any vehicular access via Links Avenue.
- Any impact on the local Scout Hut located close to the proposed access point.

Bar chart highlighting concerns raised in relation to the proposed development
Density
- A number of attendees noted they felt the scale of development was too dense and 200 new homes was too many for the local area.

A number of other concerns were also noted to a lesser extents follows:

Developments in the surrounding area
- There are too many developments already happening in Brundall and Blofield.
- Impact of existing developments should be assessed before further development is allowed.

Country Park
- Another country park is not required.
- Country park is welcome but not new homes.
- Who will maintain and pay for country park?

Identity of Brundall
- Possible loss of identity for Brundall and loss the village feel.
- Do not want to see Brundall change.
- View of the entire area needs to be sensitively approached.

Environment
Concerns for any possible impact on:
- Water tables, possible flooding and ground conditions.
- Water quality and affects on Cremer’s Meadow habitat.
- Wildlife in the local area, particularly bats.

Location
- Concerns the proposed development site is too close to Brundall.

Loss of Views
- Concerns regarding any potential loss of views, particularly for those who live around the site.

Construction
Concerns regarding:
- Construction traffic.
- Further disruption for Brundall with more construction in the area.

Loss of green fields
- Do not want to see the loss of any green fields in the area.

Other comments
- More homes are not needed in Brundall.
- Do not provide street lights will impact the area.
- Do not turn the play area on Westfield Road into a car park.
- Building a car park next to Meadow View was considered unsafe by some consultees.
- Concerns developers building in Brundall do not understand the local area.
- Concerns development will impact adversely on the sense of space around Norwich.
- Concerns mix of house tenures will lead to misuse of open space.
- Homes backing onto the site are concerned how it will impact their living environment and any impact on the value of their properties.
- Confusion over the recently adopted neighbourhood plan and policy on open space.
6.0 ADDITIONAL STAKEHOLDER ENGAGEMENT

6.1 ADDITIONAL STAKEHOLDER MEETINGS
From August 2016 to June 2017 the following additional stakeholder meetings were held:

- August 2016 - Broadland District Council
- September 2016 - Brundall Parish Council
- November 2016 - Broadland District Council
- March 2017 - Norfolk Scouts
- March 2017 - Memorial Hall Trustees
- March 2017 - Brundall Parish Council
- May 2017 - Joint meeting with Broadland District Council, Brundall Parish Council, Memorial Hall Trustee.

Further to the meetings listed above number of meetings were also held with local residents as required to discuss design proposals throughout the consultation process.

6.2 STAKEHOLDER FEEDBACK
The meetings listed above helped to inform the ongoing design process that has led to proposed application. Feedback from stakeholders at these meetings include:

- Reduce the number of homes to be provided.
- More detail of proposed designs is required when the application is submitted.
- Provide a pavilion building with amenity space to be run by both Memorial Hall Trustees and the Parish Council.
- Provide greater clarity on the split between the recreational uses and the country park.
- Have greater flexibility for the future of the gifted land how it can be used.

7.0 RESPONDING TO FEEDBACK
Throughout the consultation process Quantum Group has listened to feedback from stakeholders and local residents, and where possible has made changes to address the concerns raised.

7.1 RESPONDING TO FEEDBACK
The majority of comments that have been made throughout the consultation process cover the following themes: impact of the development on the surrounding area; increased traffic/parking/access; not enough benefits to outweigh impact of development; loss of green fields and views; impact of construction. The table on the following page highlights where it has been possible to make changes in order to address stakeholder and public concerns.

7.2 FUTURE CONSULTATION
Should planning permission be granted for the proposed development, Quantum Group's project team is committed to continue to engage with the local community regarding construction management issues.

As part of the negotiations with Broadlands District Council in respect of the planning application for the site, Quantum Group would anticipate agreeing a suitably worded planning condition with the Council for the preparation and approval of a Construction Environmental Management Plan (CEMP) for the site in advance of the commencement of development. This CEMP would set out the good working practices, routeing of construction traffic, dust controls, wheel cleaning and the protocol for communication with the local community regarding the construction process.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact of the development on the surrounding area</td>
<td>• The number of proposed homes has been reduced from 250 to 170 to reduce impact on the surrounding area.</td>
</tr>
<tr>
<td>Traffic/parking/access</td>
<td>• All proposed parking is located within the site and is compliant with planning policy.</td>
</tr>
<tr>
<td></td>
<td>• Reduction in the number of homes from 250 to 170 will reduce traffic from the proposed development.</td>
</tr>
<tr>
<td></td>
<td>• Reduction in the number of homes will reduce impact of access requirements.</td>
</tr>
<tr>
<td></td>
<td>• Proposed access is via a new simple priority ‘T junction’ is compliant with planning policy.</td>
</tr>
<tr>
<td>Not enough benefits to outweigh impact of development</td>
<td>• A new 17 acre country park will be gifted to Broadland District Council and will be available to all the community.</td>
</tr>
<tr>
<td></td>
<td>• A new, 9 acre recreation area will be provided and will include a cricket pitch.</td>
</tr>
<tr>
<td></td>
<td>• A pavilion building with amenity space, to be run by both Memorial Hall trustees and the Parish Council, has been included.</td>
</tr>
<tr>
<td>Loss of green fields and views</td>
<td>• The proposed development has been designed to reduce the loss of views where possible.</td>
</tr>
<tr>
<td></td>
<td>• 26 acres of land is being gifted for community use to help outweigh the loss of development on the site.</td>
</tr>
<tr>
<td>Impact of construction</td>
<td>• Quantum Group endeavour to cause as little disruption as possible during construction, and are mindful of any impact on our neighbours and local residents. Quantum Group adhere to the Considerate Construction Scheme, and the council’s advice and requirements regarding construction hours and traffic. A Construction Environmental Management Plan (CEMP) for the site will be agreed with the Council and will set out the good working practices including the protocol for communication with the local community regarding the construction process.</td>
</tr>
</tbody>
</table>
8.0 APPENDICES

8.1 GOOD PRACTICE GUIDE TO COMMUNITY ENGAGEMENT (SUMMARY)

Principles of Engagement

- **Learn from the process** – identify what people think of the way the consultation has been done, what worked better, what could be improved, identify themes, and identify how these can be translated forward into other projects.

- **Research and analysis** – explore the context, history, different communities and groups in the area who may be affected. Identify what will motivate people, what else is happening in the area, establish if it is connected to these events. Establish the goals – what are the benefits of engaging with communities and how will these be realised?

- **Monitor and evaluate** – monitor engagement and use the results to identify gaps and inform actions to widen the process and ensure a balanced community response is achieved. Consider the comments received and how they can be taken into account in the design – is further engagement required?

- **Continuing to engage** – has feedback been given and how will the relationships developed continue into the construction and operational phases of a development project?

- **Relationship building, knowledge and skills** – develop links with key groups and individuals who can assist and advise on what matters in the area. Consider how existing community groups, networks, and organisations can assist and advise. Identify what barriers might exist and what help might be needed to build the capacity to engage.

- **Communications** – ensure that the information provided is clear, accessible, and sufficient to tell people what they want to know, and to allow them to decide whether to engage. Be clear about what is fixed and what is up for debate. Check that mechanisms are in place to allow for feedback to be provided and that responses are clear.

- **Timing** – be realistic, allow sufficient time to achieve the goals set at the start. Provide a clear timetable for the project identifying consultation opportunities. Ensure engagement takes place when things can be changed and when it is cost-effective to do so. Allow sufficient time for consultation and discussion to take place, and to allow for feedback to be provided.

- **Inclusive** – ensure underrepresented individuals and groups are included and that they have an equal opportunity to be heard. Be clear when making changes that these do not respond to a vociferous minority but are a response to a wider community view.

- **Continuing to engage** – has feedback been given and how will the relationships developed during the consultation continue into the construction and operational phases of a development project?

Every development, no matter how large or small, can benefit from effective engagement.-Thinking about and planning the engagement during the preparation stage can ensure that it is effective. Consider how people will be involved and how they will be kept informed throughout the process. For example, in the case of a nuclear power station or major residential development, a forum to agree the terms of reference, then look at how they will be involved in the consultation and how the consultation will be different, and how this may impact on the pace and impact of the development.

Effective engagement

- **Discuss and debate**
- **Consult and communicate**
- **Building understanding**
- **Awareness raising**

Site notice, press notice, leaflets, talk to neighbours.

More information about what is happening, where, why and when.
A new neighbourhood for Brundall, creating a community of beautifully and imaginatively designed homes set in a generous Country Park landscape with views over parkland and countryside towards historic Blofield.

- Providing much needed playing fields, community and recreation facilities
- New Country Park of some 6.8 hectares — accessible to the community and providing informal play, walking and nature conservation enhancement
- Up to 200 homes of mixed tenure including the provision of affordable housing in line with local planning policy
- A sustainable development with good access to local facilities
- Retains and protects view from Memorial Hall — Policy 3 Neighbourhood Plan
- Creating new and improved pathways and cycle routes, linking with other established routed helping to create enhanced unbroken public access
- Provision of housing for older people — Policy 5 Neighbourhood Plan
- Run Dike Watercourse will be bought back into public ownership and protected for future generations
- Helping to meet the Council’s 5 year housing land supply

INVITATION TO PUBLIC EXHIBITION

We would like to invite you to our first public exhibition to view the early design proposals for the development of land East of the Memorial Hall on:

Friday 17th June 2016 5pm–8pm
Saturday 18th June 2016 10am–4pm

Members of our project team will be pleased to discuss our plans and answer any questions that you may have.

Venue:
The Lounge
Brundall Memorial Hall
Links Avenue
Brundall
Norwich NR13 5LL

If you require further information, please contact Alex Adams at Quantum
Tel: 07968 123484
E: alexadams@quantumland.org.uk
Welcome to our public exhibition

This exhibition gives you the chance to view and comment on our outline proposals for a new residential development of circa 200 high-quality homes and community facilities on land East of the Memorial Hall, Brundall.

This project will provide a neighbourhood of new homes including some later life retirement living and affordable homes, a Country Park and community playing fields.

We are proposing to submit an outline Planning application to Broadland District Council in the Autumn, and you can help to shape our emerging scheme by providing us with your feedback.

All your comments will be taken into consideration as our outline planning application is finalised.

We are committed to working with the local community, Brundall and Blofield Parish Councils and Broadland District Council.

Information about our company, who we are and what we do

Our vision:

Informed by a passion for design and a belief that great architecture can transform the spaces within which we live and work.

Our aim:

We strive to ensure our developments are environmentally, socially and economically sustainable. We know the importance of delivering strong, vibrant and inclusive communities whilst protecting and enhancing the natural, built and historic environment.

What we do:

- Build and design beautiful open market new homes
- Specialise in a later life retirement living
- Provider of affordable housing solutions
- Specialist care home builders & operators
- Commercial retail property
- Hotel owner and operator

Who we are:

- Privately owned company, based in Dorset and established in 1998.
- We are experts in creating beautiful, prosperous and socially responsible developments.
- Our blueprint is to generate long-term benefits and share the gains with our partners.
- Our hands on approach and our in-house team guarantees our vision is maintained from initial concept through to detailed design, procurement, construction and operation.
- We have a proven track record of developments across the South covering London, Dorset, Wiltshire and Hampshire including NHS joint ventures.

Please let us know what you think.

After looking through the material on display, please complete a feedback form and let us know what you think of our proposals. Members of our team will be happy to answer any questions you may have.

We are working with the local community, Brundall and Blofield Parish Councils and Broadland District Council.

Public exhibition advertisement banner

Public exhibition advertisement banner
SOME OF OUR DEVELOPMENTS

Over 16 years of outstanding architecture - creating beautiful places to live.

DEVELOPMENT PRINCIPLES

1. The site in its village context - overlooking the River Yare on the northern edge of Brundall. The site slopes gently from South to North.

2. Playing field allocation in the West of the site.

3. Safeguarded strategic view towards Biofield and Church of St. Andrew and St. Peter.

4. Sustainable Urban Drainage Strategy works with the slope of the site to ensure acceptable run off into Run Dike.

5. Providing connections through the site, towards the high street and along the Country Park.

6. Respecting existing development edge - by buffering backs of existing properties and allowing views between properties backing onto southern edge of the site.

7. Creating a pleasant aspect for properties with views to parkland.
EXHIBITION BOARDS

ABOUT THE SITE

The proposed development site, outlined in red on the map above, is located on the northern edge of Brundall to the East of the Memorial Hall. The site is currently grassed extensive semi natural habitat comprising broad-leaved deciduous and conifer trees.  

The site slopes from the Southern edge to the Northern edge corridor running along the Northern boundary. 

The majority of the site is enclosed by residential properties hall, covering a total of 43 acres.

A footpath crosses the Southern edge, linking between adjacent to the Run Dike corridor. 

The site slopes from the Southern edge to the Northern edge corridor running along the Northern boundary. 

There are three proposed vehicular access points.

1. Brundall Memorial Hall from Links Ave 
   Direct vehicular link from The Street via Links Ave.  Genoa area of land available for potential access point adjacent to site boundary. 
   Public right of way access and good access point for cyclists.

2. Existing children’s play area
   Area of potential vehicular access between existing properties and existing children’s play area. Potential loss of hedgerow. Good point of access for pedestrians.

3. Brundall Road
   Access through mature hedgerow.

The site will be promoted for development through the emerging replacement Local Plan process if an immediate allocation for development is not made, as a matter of principle.

The site was previously proposed for development in the Land East of Brundall Memorial Hall, covering a total of 43 acres.

The Council also considers this site to be well located for recreation and new green open space for the enjoyment of the local community.

Consultation is underway with the Broadland District Council and the Environment Agency to identify opportunities for enhancing the value of this area for wildlife conservation.  

The proposed development site, outlined in red on the map above, is located on the northern edge of Brundall to the East of the Memorial Hall. The site is currently grassed extensive semi natural habitat comprising broad-leaved deciduous and conifer trees.  

The site slopes from the Southern edge to the Northern edge corridor running along the Northern boundary. 

The majority of the site is enclosed by residential properties hall, covering a total of 43 acres.
WELCOME TO OUR PUBLIC EXHIBITION

This exhibition gives you the chance to view and comment on our outline proposals for a new residential development of circa 200 high-quality homes and community facilities on land East of the Memorial Hall, Brundall.

This project will provide a neighbourhood of new homes including some later life retirement living and affordable homes, a Country Park and community playing fields.

We are proposing to submit an outline Planning application to Broadland District Council in the Autumn, and you can help to shape our emerging scheme by providing us with your feedback.

All your comments will be taken into consideration as our outline planning application is finalised.

We are committed to working with the local community, Brundall and Blofield Parish Councils and Broadland District Council.

WHAT HAPPENS NEXT?

Following this exhibition we will review all the feedback received. The comments will be fed into our Outline proposals before we submit our formal planning application in the Autumn. We will continue to work with Brundall and Blofield Parish Councils and Broadland District Council.

We will be holding a further public exhibition following our formal planning submission, when we will share our final scheme with the community.

Thank you for attending today – your views really do make a difference.

For more information, please contact Alex Adams
Tel: 07968 123484 E: alexadams@quantumland.org.uk

WHAT WE WOULD LIKE FROM YOU

We hope you have found this Exhibition useful and informative. Please do talk to us and ask us any questions – we are here to help.

Please take a couple of minutes to fill in one of our feedback forms provided and let us know what you think of our proposals. Members of our team will be happy to answer any questions you may have.

Please share your ideas on the feedback form provided.

We are committed to working with the local community, Brundall and Blofield Parish Councils and Broadland District Council.

Please let us know what you think.

After looking through the material on display, please complete a feedback form and let us know what you think of our proposals.

Members of our team will be happy to answer any questions you may have.

KEY FACTS

- Around 200 homes of mixed tenure including affordable housing and purpose built retirement houses
- Provided in an attractive setting with high quality architecture and build quality
- Provision of a range of habitats for ecology, informal space, walking and cycling
- Cycle paths?
- Footpaths?
- Trim Trail?
- Picnic/BBQ areas?
- Nature Trail?
- Adventure Playground?
PUBLIC CONSULTATION – FEEDBACK ON THE PROPOSED SCHEME

We would like your views on the proposals we have shared with you today and would be grateful if you could take the time today to answer the following questions. Please speak to a member of the project team if you have any queries.

Please indicate your level of support by ticking ONE box for each question:

Q1. The vision for the site is to create a mix of new homes including affordable and later life living, a recreation area and a country park for all the community to enjoy. Do you agree with this overall approach?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q2. The new homes will be set in a generous country park landscape, with improved pathways and cycling routes to ensure enhanced public access to local facilities. Do you agree with this arrangement?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q3. A new 17 acre country park is proposed, which will be accessible to the public to enjoy a natural, open environment for walking, play and leisure activity. Do you agree with this idea?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q4. The current views of parkland and countryside from the Memorial Hall will be retained and protected as part of the redevelopment. Do you agree with this proposal?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q5. Run Dike Watercourse will be bought into public ownership and protected for future generations. Do you agree with this proposal?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q6. Both the 17 acre country park and 9 acre recreation area will be gifted to the parish as part of this scheme. Do you agree with this proposal?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q7. Are there any aspects of the scheme you particularly like?

Comment Form
Q8. Do you have any other comments or suggestions?

Q9. The proposed recreation area will be open to everyone in the community. Brundall Parish Council would like to hear your views on what facilities and sports use you would like to see on the allocated area.

Name (in full)

Address

Tel No

Email

I would like you to keep me updated of any progress regarding the planning application. Please tick

We take data protection seriously. Please note that your personal details will only be used by Quantum and the Parish Council for the purpose of this initiative and it will not be shared, passed on or used by any third parties. All information will be treated as confidential.

Please send your completed form to the following address no later than Monday 4th July 2016:
Brundall Public Consultation
Quantum Group, Quantum House
170 Charminster Road
Bournemouth Dorset BH8 9RL

If you require further information, please contact Alex Adams
Tel: 07968 123484   E: alexadams@quantumland.org.uk
8.3 PROPOSED FRAMEWORK PLAN OPTIONS

A1 - Emergency access via Links Avenue with no sports layout

06 June 2017
A2 - Emergency access via Links Avenue with Quantum Illustrative Layout

06 June 2017

Legend

1. Formal Playing Area
2. Marr Dyke Country Park
3. Sustainable Urban Drainage System
4. Hedgerow and Shrub Planting
5. Trees & Hedgerow Buffer
6. Children’s Play Area
7. Public Footpaths
8. Main Road (Type 2)
9. Emergency Access Route
10. Shared Surface / Mews
11. Pumping Station / Sub Station
12. Development parcels
13. Run Dike
14. Phase 1 Parcel
15. Main Access
16. Informal Open Space
17. Existing Changing Facilities / Parking
18. Pedestrian/Cycle Route
A3 - Emergency access via Links Avenue with Parish Illustrative Layout
06 June 2017

Legend

Legend
B1 - Emergency access via Meadow View with no sports layout

06 June 2017

Legend

- Formal Playing Area
- Marr Dyke Country Park
- Sustainable Urban Drainage System
- Hedgerow and Shrub Planting
- Trees & Hedgerow Buffer
- Children’s Play Area
- Public Footpaths
- Main Road (Type 2)
- Emergency Access Route
- Shared Surface / Mews
- Pumping Station / Sub Station
- Development parcels
- Run Dike
- Phase 1 Parcel
- Main Access
- Informal Open Space
- Existing Changing Facilities / Parking
- Pedestrian/Cycle Route
- Pavilion
- MUGA
- Skate Park
B2 - Emergency access via Meadow View with Quantum Illustrative Layout
06 June 2017

Legend

1. Formal Playing Area
2. Marr Dyke Country Park
3. Sustainable Urban Drainage System
4. Hedgerow and Shrub Planting
5. Trees & Hedgerow Buffer
6. Children’s Play Area
7. Public Footpaths
8. Main Road (Type 2)
9. Emergency Access Route
10. Shared Surface / Mews
11. Pumping Station / Sub Station
12. Development parcel(s)
13. Run Dike
14. Phase I Parcel
15. Main Access
16. Informal Open Space
17. Existing Changing Facilities / Parking
18. Pedestrian/Cycle Route
B3 - Emergency access via Meadow View with Parish Illustrative Layout

Legend

- Formal Playing Area
- Marr Dyke Country Park
- Sustainable Urban Drainage System
- Trees & Hedgerow Buffer
- Children’s Play Area
- Public Footpaths
- Emergency Access Route
- Shared Surface / Mews
- Pumping Station / Sub Station
- Development parcels
- Run Dike
- Phase 1 Parcel
- Informal Open Space
- Existing Changing Facilities / Parking
- Pedestrian/Cycle Route
- Pavillion
- MUGA
- Skate Park
- Existing Changing Facilities / Parking
- Informal Open Space
- Pedestrian/Cycle Route
- Pavillion
- MUGA
- Skate Park

06 June 2017